

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Master's Thesis

**Social Media Promotions- Influencing Consumer Buying
Behavior for Flying Machine**

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

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DIPLOMA THESIS ASSIGNMENT

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Thesis title

Social Media Promotions Effect on Consumer Buying Behavior

Objectives of thesis

The diploma thesis aims to analyze relevant secondary data on Consumer Buying Behavior and social media. This analysis will be combined with original primary reconnaissance aiming to concrete improving marketing arrangements suggestions.

Methodology

“Literature Review” part will be elaborated based on relevant secondary data analysis and synthesis.

“Analysis” part will result from relevant secondary data and original primary reconnaissance combination.

Recommended structure:

1. Introduction
2. Goals and Methodology
3. Literature Review
4. Analysis
5. Results and Discussion
6. Conclusions
7. References
8. Appendices

The proposed extent of the thesis

60-80 pages

Keywords

marketing, consumer buying behavior, social media, promotion, market research

Recommended information sources

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Declaration

I declare that I have worked on my diploma thesis titled " Social Media Promotions- Influencing Consumer Buying Behavior for Flying Machine" by myself, and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that it does not break the copyrights of any person.

In Prague on 31.03.2022

Harsh Jadawala

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Social Media Promotions- Influencing Consumer Buying Behavior for Flying Machine

Abstract

The diploma thesis aims to assess the impact of social media promotions on consumer buying behavior for chosen clothing brands and provide significant suggestions for better marketing its products. The thesis deals with essential denim and one of the most excellent young apparel manufacturer companies, namely Flying machine. The primary data is collected by interviewing 100 respondents through a questionnaire which is further used for the practical part and conclusion of the thesis. The analysis was done by using SPSS software.

The study's findings indicate that social media substantially impacts consumer decision-making. Social media promotions have enhanced the relationship between consumers and brands as customers use social media sites to check fashion-related information. The customers give more importance to quality while making a purchase decision, and they are satisfied with the price, quality, color, style, and promotional offers provided by flying machines. However, the customers may change their brand preference due to good promotional schemes offered by other competitive brands. Therefore, the study suggests that the flying machine should offer good & attractive promotional plans to customers to increase its customer base.

The company should provide discounts & gift coupons and conduct loyalty programs for its regular customers to build a good relationship with their customers and retain the existing customers. The company should maintain the quality of its product as most of the customers are willing to buy flying machine apparel due to its better quality. It should also promote its products more on Instagram as it is the most used social media site by customers. The company can also conduct various contests and campaigns for engaging with customers at a significant level.

Keywords: Consumer Behavior, Consumer Decision Making Process, Social Media Promotions, Fashion Brand, Flying Machine

Propagace na sociálních sítích – ovlivňování chování spotřebitelů při nákupu létajících strojů

Abstrakt

Diplomová práce si klade za cíl zhodnotit vliv propagace na sociálních sítích na nákupní chování spotřebitelů u vybraných oděvních značek a poskytnout významné návrhy pro lepší marketing jejich produktů. Diplomová práce se zabývá základním denimem a jedním z nejvýraznějších mladých výrobců oděvů, jmenovitě Flying machine. Primární data jsou získávána dotazováním 100 respondentů prostřednictvím dotazníku, který je dále využit pro praktickou část a závěr práce. Analýza byla provedena pomocí softwaru SPSS.

Závěry studie naznačují, že sociální média podstatně ovlivňují rozhodování spotřebitelů. Propagace na sociálních sítích zlepšila vztah mezi spotřebiteli a značkami, protože zákazníci používají stránky sociálních médií ke kontrole informací souvisejících s módou. Zákazníci při nákupu kladou větší důraz na kvalitu a jsou spokojeni s cenou, kvalitou, barvou, stylem a akční nabídkou létajících strojů. Zákazníci však mohou změnit preferenci značky díky dobrým propagačním programům nabízeným jinými konkurenčními značkami. Studie proto naznačuje, že létající stroj by měl zákazníkům nabízet dobré a atraktivní propagační plány, aby zvýšil svou zákaznickou základnu.

Společnost by měla poskytovat slevy a dárkové kupóny a provádět věrnostní programy pro své stálé zákazníky, aby si vybuodovala dobrý vztah se svými zákazníky a udržela si stávající zákazníky. Společnost by měla udržovat kvalitu svých výrobků, protože většina zákazníků je ochotna nakupovat oblečení pro létající stroje kvůli jeho lepší kvalitě. Měla by také více propagovat své produkty na Instagramu, protože je to nejpoužívanější stránka sociálních médií zákazníky. Společnost může také provádět různé soutěže a kampaně pro zapojení zákazníků na významné úrovni.

Klíčová slova: Spotřebitelské chování, spotřebitelský rozhodovací proces, propagace na sociálních sítích, módní značka, létající stroj

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List of abbreviations

TQM - Total Quality Management

CRM - Customer Relationship Management

1 Introduction

Flying Machine is the first Indian homemade jeans brand under the Arvind clothing division. Born in 1980, it has been considered a sect for the next ten years. It's hard to find a man who knows fashion from then on in India who hasn't worn denim made by us. It was introduced in 1980 when only smuggling jeans were available. A large corner market with new Indian equity items, a 'guaranteed type' available at a reasonable price.

Social Media is now a necessity for people and organizations. An organization can have a competitive advantage over its competitors if it understands its customers and issues; social media can help it. In addition, social media has very low profile costs compared to other strategies. With very little social media and innovation, an organization can easily access its customers and build an effective product.

The diploma thesis is divided into seven parts, from introduction to conclusion. The opening shows the journey of the selected company, Flying Machine, in the Indian market and the growth of social media marketing, especially for fashion brands, over the last few years. The objectives and Methodology part includes the main aim of the thesis and the techniques to collect data to fulfill objectives based on the results and roadmap to be followed for both theoretical and practical parts.

The literature review part provides the theoretical framework for the study, consisting of consumer behavior, consumer decision process, types of buying decision, social media marketing, consumer behavior towards social media, and influence of social media marketing on the decision-making process. The secondary analysis will help understand the gap from previous studies and develop the roadmap for the current study.

The collected data through an online questionnaire will be analyzed using SPSS software. The practical part represents the analysis of demographic factors, descriptive questions, and two-variable comparisons using hypothesis testing. This analysis leads to the results and discussion for every particular objective of the study. The final part of this focuses on creating the social media marketing strategy for the company based on the results.

2 Objectives and Methodology

2.1 Objectives

Flying machine is the first home-grown denim product in India and is one of the most fabulous clothing for teenagers. The brand prefers to be a trendsetter rather than a fan of fads, and this attitude is reflected in each of their products. Social media marketing is becoming the strategy for fashion brands. The aim of this master thesis is the following: assess the impact of social media on consumer purchase decisions. Specifically, the purpose of the research problem can be described as to suggest improvements to the Flying machine in social media promotion based on their target group consumer behavior analysis.

2.2 Methodology

The master thesis is divided into two parts, the theoretical part & practical parts. The theoretical part is about secondary analysis of consumer behavior, consumer decision process, types of buying decision, social media marketing, consumer behavior towards social media, the influence of social media marketing on the decision making process, and social marketing strategies using examples as cases. For this, literature reviews will be undertaken from the data collected from scholarly journals, publications, books, & websites. The practical part is about primary analysis for assessing the impact of social media on consumer purchase decisions. The target group for the study will be consumers who are shopping online from various locations & age groups with the help of survey method, and data collection will be conducted using an online questionnaire circulated by the author. The collected data will be coded in MS Excel and entered in SPSS Software. The data will be analyzed using multiple techniques, one variable analysis of descriptive variables, two variable analyses using cross-tabulation, and hypothesis analysis using Pearson's Chi-Square. The flow of the thesis will start from the introduction and objectives & methodology to strengthening the knowledge through literature review, then moving to the practical part and results & discussion, which will lead to finally conclude the study.

3 Literature Review

3.1 Definition of Marketing

Marketing is a set of commercial processes aimed at planning, pricing, advertising, and distributing products that suit client wants and assist the company achieve its objectives (Sunyoto, D, 2012). According to Ginting, N F H, marketing is now a comprehensive set of business duties focused at planning, pricing, advertising, and distributing goods and services that fit both current and future customer expectations. In this context, integrated marketing idea building refers to a set of firm responsibilities that plan, price, advertise, and distribute items in order to pleasure customers while also meeting market and corporate goals.

3.2 Consumer

Buyers are the master of the market. They are the backbone of any business. Buyers are people who used to buy or use goods and services. However, there is little difference between buyer and seller. Consumers refer to individuals who consider them a final, industrial, or institutional purchase. At the same time, consumers are those people who buy goods for the most part, which is very limited by definition (Sternthal and Craig, 1982). In addition, consumers are consumers of storage goods and services designed for them.

3.3 Consumer behavior

Consumer behaviour describes how individuals, groups, and organisations select, acquire, utilise, and dispose of items and services to meet their needs and desires. Customers' psychological and emotional processes when searching for, purchasing, and using products and services are referred to as consumer behaviour (Satish K Batra & S.H.H. Kazmi, 2004).

Consumer behaviour includes the acquisition, consumption, and disposal of goods, services, time, and a unit of decision-making ideas. Consumer behaviour is the act of selecting, obtaining, and consuming goods and services to fulfil the demands and preferences of customers. According to Consumer Behavior, the process of decision-making and physical activity that engages individuals in the evaluation, purchase, and consumption of products and services is known as consumer behaviour (Sunyoto D 2013). Consumer behaviour refers to the actions performed by a person to acquire, purchase, use, evaluate, and utilise a good product or service that they believe will suit their requirements (Nitisusastro, M, 2012).

3.4 Consumer and consumer behavior

A consumer is a person who wants and demands marketing material depending on their talents, since marketers are generally considered as having the capacity to control customer behaviour. They, on the other hand, do not have that capability or expertise.

Advertisers can influence, but not control, the purchases of their customers (Durmaz, elik, and Oruç, 2011). Consumer behaviour is influenced by a wide range of causes and obstacles. As an example, (Priest, Carter, and Statt, 2013):

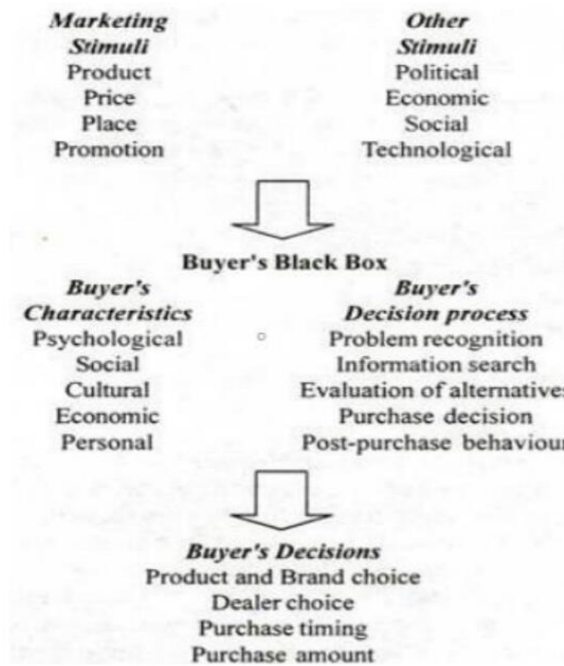
- How do customers learn about products?
- What approaches do customers employ while evaluating other products?
- Why do people choose or utilise things in diverse ways?
- How do consumers determine their financial situation?
- How much of a risk are our customers willing to accept with our products?
- Who gets to make decisions about our purchases and operations?
- Do you provide a service or a product?
- How do you develop and maintain product integrity?

An example of customer behaviour is as follows: People engage in mental, emotional, and physical behaviours while selecting, obtaining, using, and disposing of objects and services for personal needs and desires (Wilkie, 1994, Priest, Carter, and Statt, 2013).

3.5 Consumer buying behavior

Consumer buying Behavior consumer information and how to select and purchase a product. Consumer Purchase Behavior can be understood by knowing which product the consumer buys and Why? In addition, the most important questions to understand consumer purchasing behavior or the factors involved in purchasing, how, where, and when the product was delivered. Consumer purchases can be understood in the image below:

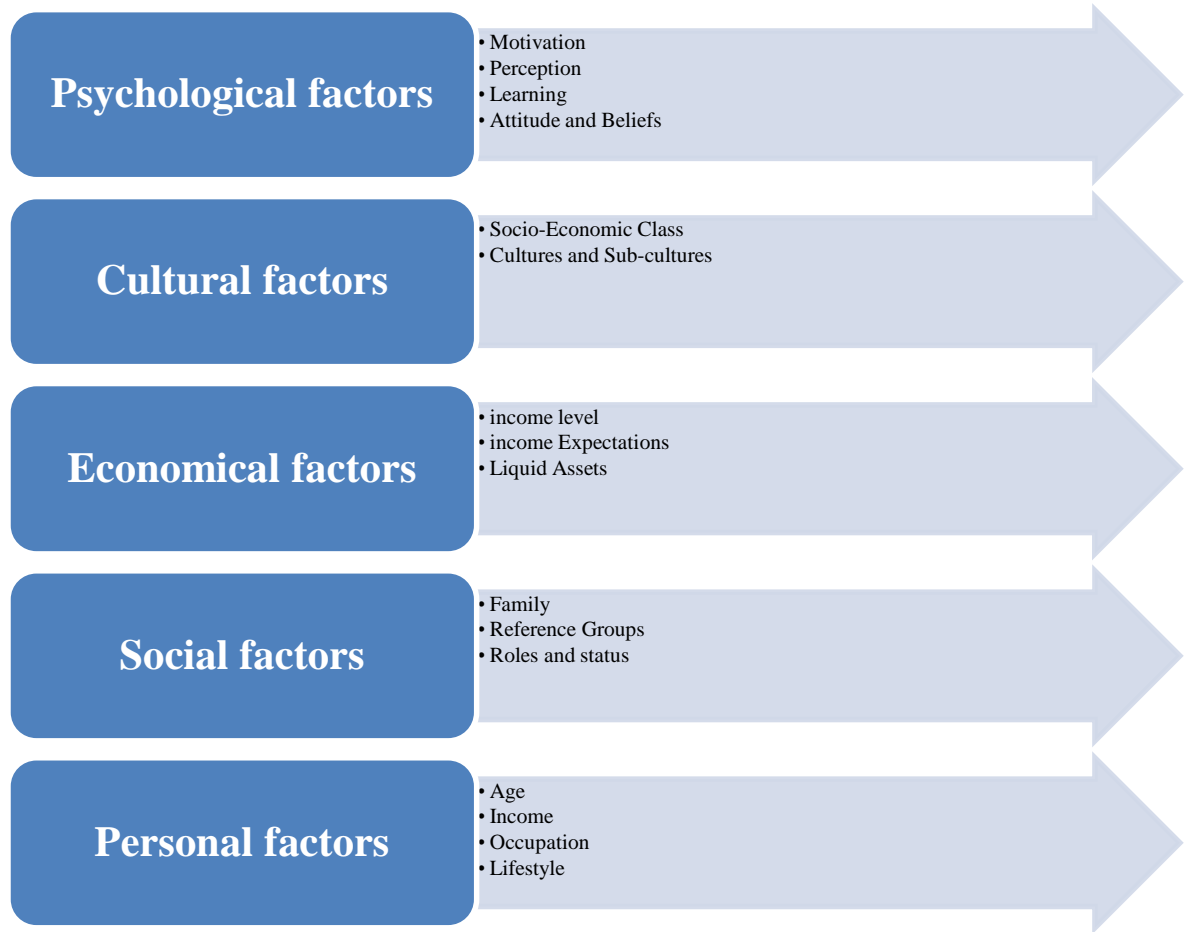
Figure 1: Consumer Buying Behaviour Model



Source: (Ramya & Ali, 2016)

The above example shows that a company is trying to inform consumers about their prices, goods, location, and advertising activities. In addition, economic, social, technical, and political factors influence consumer behavior and product decisions. The buyer will usually purchase by considering several factors. Essential elements of motivation in consumer shopping behavior are Psychological, Cultural, Economic, Social, and Personal (Ramya & Ali, 2016).

Figure 2: Factors influencing Consumer Buying Behaviour



Source: Self-created Diagram

1. Psychological Factors - Motivation, perception, learning, attitude, and beliefs are all psychological aspects that have a substantial impact on consumer purchases. One of the most important aspects of customer purchasing behaviour is personal psychology. These variables are difficult to quantify, yet they have a significant influence on consumer purchase decisions. The following are some other important psychological elements that impact consumer behaviour:

i. Motivation - Consumer behaviour is influenced by motivation. People used to have a plethora of requirements at any one moment. Physical hunger, thirst, or pain are common causes of other biogenic disorders. At the same time, some psychogenic requirements, such as the desire for recognition, confidence, and so on, appear to develop from the physical areas of sadness. As a result, individuals will prioritise addressing the most pressing demand first, before moving on to the next market (Kotler & Keller, 2015).

The identification of demand is the first step in the purchasing process. Something that works is frequently stated to be in short supply. Style, fame, pride, and other considerations all influence the consumer's decision to purchase the manufacturer's service. It becomes easier to build marketing techniques to influence customer thinking if businesses and advertisers understand what motivates consumers. Finally, purchase their goods or services (Smoke, 2009). Personal requirements drive purchasing decisions throughout time.

People purchase clothing that matches the brand name in order to appear fashionable. One of the most well-known psychologists who has researched human needs is Abraham Maslow. Human needs evolve, and certain circumstances take precedence over others (McLeod, 2018). The concept is that you must meet a criteria before climbing a ladder, however this isn't always the case. Allow the facilitator and the individual to cease focusing on the need at a specific level of the meeting and move on to the most crucial scenario, making every effort to ensure that needs are addressed at every step before moving on. the following step (Lautiainen, 2015)

1. Physical requirements: Physical requirements include fundamental requirements such as food, drink, warmth, and rest.

2. Consumers' safety requirements: They must feel secure in their surroundings.

3. Needs for belonging and love: It is natural for people to want to be liked and accepted by others. They want to go to demonstrations, union meetings, and peer-to-peer meetings.

4. Needs for self-esteem: Everyone desires to be acknowledged and respected.

5. Self-Actualization: A person who fits all of the above criteria want to grow.

ii. Perception - Consumer purchasing behavior is strongly influenced by how they view products and services. A customer perspective is when a customer receives information about a product and analyzes the data to create a logical picture of a particular product or service. Ads, promotions, customer reviews, product feedback on a product related to a specific product make an impression on consumers. Therefore, the consumer perspective plays an essential role in influencing purchasing decisions.

iii. Learning - When a customer purchases a product, they gain knowledge about it. Learning occurs throughout time as a result of experience. Personal education is based on your abilities and product expertise. Understanding can only be gained via studying, whereas talent may be earned through practise. There are two sorts of reading: conditional and cognitive. The customer must deal with the scenario repeatedly in order to build a response

to the problem, which is known as dependent assignment. Although psychology is a learning process, the consumer will apply his knowledge and abilities to find pleasure and a solution in the goods he is purchasing. Learning is aided through drive, motivation, directives, reactions, and reinforcement, according to Kotler & Keller (2015). If a consumer has a positive shopping experience, he or she will purchase the same type again (Kotler & Keller, 2015).

iv. Attitudes and Beliefs - Consumer buying behaviour is influenced by attitudes and beliefs. Based on their views, the consumer has specific behaviours in the goods. When it comes to defining the image of a product, attitude is crucial. As a result, advertisers concentrate on comprehending the consumer's notion in order to create efficient marketing campaigns.

2. Cultural Factors - One's wants and morality are determined by one's culture. Religion, languages, cuisine, social standards, music, and the arts are examples of symbols and human knowledge. Consumer buying behaviour is influenced by culture, subculture, and socioeconomic class. Subcultures exist in every culture, and subcultures differ from nation to country. People are classified as subcultures based on their common customs and values. Ethnicity, religion, ethnic group, and geographic location are all examples of subcultures. As a result, businesses must devise unique marketing strategies to appeal to certain cultural preferences (Kotler & Keller, 2015). Everyone belongs to a social group that has an impact on their purchasing decisions. Similar interests, beliefs, and morals are shared by people from the same socioeconomic class. As a result, individuals of diverse social groups make a variety of purchases and have access to a variety of products and product possibilities. Advertisers must focus on each country's cultural values in order to successfully promote existing items and create chances for new products and services (Kotler & Keller, 2015).

3. Economic Factors - Consumers make purchase decisions depending on their financial resources. Their shopping habits determine their personal or family income. They will surely spend a lot of money on great things if they have the financial means to do so. Alternatively, if someone has a forecast that he will acquire more in the future, they intend to utilise it to make the suitable purchase. Personal property that may be turned into currency is referred to as liquid property; greater liquid material denotes higher quality or a symbolic favour. Alternatively, if the customer does not already have the funds but has good credit, he may be able to obtain luxury goods based on the amount of his honour.

4. Social Factors - In addition to cultural influences, social factors such as reference groups, family, social roles, and status impact consumer purchasing behaviour. Individuals' purchasing patterns are influenced by a large number of people around them. As a result, they attempt to copy others and are eager to fit in with the community. Social variables are the influences that individuals are frequently impacted by. The following are some of the factors that have an impact on the community:

i. Family - The family has a significant influence on consumer behaviour. By observing the family buy things and continuing to buy the same outcomes into maturity, one develops likes. In the life of the consumer, there are two families: the adopted family and the biological family. Parents and siblings make up the adoptive family, and parents have a significant impact on consumer behaviour. The natural family, on the other hand, comprises of the spouse and children, whose tastes are frequently influenced by the partner (Kotler & Keller, 2015).

ii. Reference Groups - A reference group is made up of persons who have the same predicted consumer behaviour and are impacted heavily by product purchases and selection. As a result, marketers should identify the roles that influence the behaviour of others in the reference group (Kotler & Keller, 2015).

iii. Roles and Status - Everyone's role in society has an impact on them. His purchasing habit will be strongly influenced by his status if he is in a high position. The company's Chief Executive Officer will purchase in accordance with his position. Employees of the same firm, on the other hand, would shop according to their rank, as they have distinct buying habits. As a result, before promoting a product, marketers should strive to grasp the function of the individual and the position in which they work (Kotler & Keller, 2015).

Individual characteristics such as age, life cycle category, employment, economic situations, personality, self-esteem, lifestyle, and values all have an impact on consumer purchase behaviour. As a result, before creating an effective marketing strategy, marketers must first understand these characters.

i. Age - One of the most important personal elements influencing customer purchasing behaviour is age. This is most noticeable in food and clothing. Adults have a different shopping experience than teenagers, and teenagers have a different shopping experience than adults. Colorful clothing and cosmetics will pique the curiosity of young people. Furthermore, elderly individuals are interested in purchasing homes, buildings, and

automobiles. People are more likely to buy different things at different phases of their lives as a result of this. A person's desire for the present circumstances, for example, may not be consistent with the sort of perfume they wore a few years ago. As a result, customer preferences for acquiring a product alter on a regular basis in response to consumer demand (Kotler & Keller, 2015).

ii. Income - Income has an impact on consumer spending regardless of age. When revenue is high, customers' purchasing power is high, and vice versa. If a consumer has a lot of disposable income, he can spend a lot of money on a nice product. Simultaneously, low-income or low-income group customers spend the majority of their earnings on needs such as groceries, clothing, and other requirements.

iii. Occupation - His work has the potential to impact customer purchasing decisions. One is willing to spend money on items that are related to one's profession. A doctor, for example, will buy clothing for each job, but a professor will shop differently.

iv. Lifestyle - A person's position and social standing are referred to as their lifestyle. Consumer purchasing behaviour is heavily influenced by consumer lifestyle. When people become concerned about their health, they are more likely to purchase nutritious items rather than junk food.

3.6 Consumer decision process

When a company's message does not reach its intended audience, it faces several obstacles. Buyers and prospects, for example, may meet roadblocks in their decision-making process. They should be totally dedicated, driven, honest, and repeat clients if there are no barriers to the decision-making process. That is not the case, though. In today's context, consumer decision-making is aided by access to and availability of information. As a result, it's critical to uncover issues and innovations that restrict customers' potential or prevent them from repurchasing a product. Silverman et al., 2001.

Figure 3: Steps of the consumer decision-making process



Source: Sternthal and Craig, 1982)

The consumer behaviour model is organised into five sections, as shown in Figure 3, which include problem identification, information search, alternative testing, final choice, and post-purchase decisions. Sternthal and Craig (1982); Sternthal and Craig (1982); Sternthal and Craig (1982); Sternthal and Craig

Identifying the problem is the first step in the customer decision-making process. At this point, the consumer recognises a need or issue, which may be caused by both internal and external stimuli such as hunger, thirst, sex, and so on. When the consumer notices a discrepancy between the planned state and the actual state of the news, the problem-aware phase begins, and the decision-making process or the requirement to modify internal and external features is activated. Solomon, Basmosy, and Askegaard (Solomon, Basmosy, and Askegaard, 2002). If you're impacted outside, you could catch a glimpse of a festive television commercial. The reasons may then communicate thoughts or ideas about making a purchase (Kotler and Keller, 2009). In today's world, social media is more than simply a source of information that can have an influence on an individual's assets. Consumers are bombarded with a large amount of data. As a result, businesses must identify a claim or promise related to their goods and services that has a substantial influence on customers (Silverman, 2001). Consumers seek items and services to remedy their specific problems after recognising the issue.

After recognising requirements or difficulties, the consumer moves on to the following step of decision-making, which involves looking for and acquiring information. When it came to deciding between options, consumers were frequently suspicious. As a result, people require all available information on goods and services prior to making a purchase. Buyers analyse the good and negative features of the product they plan to purchase at this stage.

Consumers can now get more information and make smarter purchase selections. Consumers may get information from a variety of sources, including print, electronic, and online media, as well as product reviews and ratings. Data, on the other hand, may be divided into two types: internal and external (Solomon, Bamossy, and Askegaard, 2002).

Alternative Testing is the stage of the consumer decision-making process in which the customer evaluates several options based on the information available to them. Examining product attributes, product beliefs, product satisfaction, and other factors might help consumers narrow down their choices. The customer begins a process of evaluating other goods based on their wants, motivations, and objectives, such as whether alternatives are simpler to use, what other users' opinions about a certain product, and whether the information given is credible and whether the product will perform as expected (Silverman, 2001).

A buyer's decision to buy will be based on the best suited product for their needs. However, there are two aspects that might influence the ultimate decision: the goal of the purchase and the purchasing decision. Consumers make preferences among the items offered to them, according to Kotler and Keller (2009), while investigating alternatives. However, two things might sway the reason of the purchase and the choice to buy: other people's attitudes and unforeseen circumstances. Alternative people's opinions allude to a person's unfavourable attitude about other options (Kotler and Keller, 2009). Information consultants who post their reviews on various websites, such as customer reviews on Amazon.com, blogs, and more, impact consumers (Kotler & Keller, 2009). Purchase preferences and intentions aren't always accurate predictors of future purchasing behaviour (Kotler and Keller 2009). The phases of a consumer decision-making process are not in any particular order, but rather in a sequential order, illustrating loops between information gathering and testing. The customer is introduced to new words that he was not previously aware of (Bettman, 1979).

This is the final stage of the customer decision-making process. Consumers take another step after acquiring a product or service, depending on their level of pleasure or discontent. The consumer's expectations and the product's perceived performance determine how happy and excited they are about a product or service. This category might result in two outcomes: satisfaction or disagreement. A consumer's choice is 'reduced' when he or she encounters the dissonance of a purchased goods. In addition, the consumer starts the process

of seeking, acquiring information, and considering potential possible purchasing possibilities (Sternthal and Craig, 1982).

3.7 Types of buying decision

Assael (1995) and Kotler (2003) have classified consumer purchase behavior in four categories, based on the buyer's involvement and differences among brands, product value, and purchase frequency. Therefore, both the consumer and the purchase context affect the purchase behavior.

These categories and their characteristics are shown in Table. Different products also have different levels of complexity. They might add more complexity to the decision task if they have a large number of criteria which increases the conflicts among alternatives if they are expensive and less frequently purchased; or if they have a higher level of associated risk. In other research, the difficulty of the purchase task has been attributed to the more significant number of alternatives and attributes, the problem of evaluating the value for some features, uncertainty about the importance of many points, and a smaller number of shared characteristics between alternatives (Bettman, 1979).

Figure 4: Different types of buying decisions

Purchase type	Characteristics
Complex Buying Behaviour	High consumer involvement Major differences among brands Expensive product Infrequent purchase More time, information and help required
Dissonance-Reducing Buyer Behaviour	High consumer involvement Little difference among brands Expensive product Infrequent purchase Relatively quick Quick response to a good price
Habitual Buying Behaviour	Low customer involvement Little brand difference Same brand purchase Little search for information about the brand Receive information through media passively
Variety-Seeking Buying Behaviour	Low customer involvement High perceived brand difference A lot of brand switching

Source: (Assael and Kotler, 2003)

Complex purchasing behavior means when the customer is heavily involved in the procurement process (Shma, 2012). The customer is committed to collecting all necessary information about product and service features and does not hesitate to set a time to search for this information. In addition, purchasing a product image is very important for a customer with a complex code of conduct. This behavior usually works when a customer wants to buy an expensive product or service at a higher price or more extended.

Another type of customer buying behavior is dissonance-reduction buying behavior. The customer is also more involved in reducing consumer conflict, but one has no interest in separating products (Shma, 2012). This type of customer wants to know more about product features and details. Customers with dissonance-reduction buying behavior need to resolve one good option, and comparisons between different products are unnecessary. This behavior can be applied when customers purchase readily available products.

Purchasing behavior for different needs occurs when the customer is less involved in the procurement process but carefully compares other products (Shma, 2012). This behavior usually works when you buy less expensive products or services. The variety of behaviors you want is challenging to manage brands because customers easily change their perception of a product if they are not satisfied with the quality of the product or services they have purchased.

The fourth type of purchase is called buying habits. This behavior applies when customers make daily purchases, e.g., at a grocery store. This type of customer is less involved in the system and does not care about the differences between the different products (Shma, 2012).

3.8 Marketing Philosophies

The notion of marketing, according to Kohli and Jaworski, is an organisational philosophy; it is a method of thinking and thinking about the organization's flow of resources and corporate strategic plans. The high performance of the marketing idea is determined by the status of the market or marketing. With this in mind, the organisation performs three sets of tasks: A) intelligence creation, B) intelligence distribution, and C) accountability. These operations have the potential to take advantage of market developments.

Its dependability and dependability have been examined by Narver and Slater, as well as Ruekert. Some academics, such as Narver and Slater (1994), mix market marketing and stock trading in their studies. Marketing has been regarded as one of the important study

areas for strategic marketing throughout the last decade. The market structure is a technique for putting marketing principles into practise (Kohli & Jaworski, 1990). Marketing thought contains the concepts and principles of market structure.

Customer direction, profit management, and agreement with the marketing department and other departments are all part of the marketing philosophy. Although marketing has been considered since the beginning of time, its operational worth is limited since it is a less practical management concept, despite the fact that its efficacy is vital (Barksdale & Darden, 2000). Bartels (1988), Keith (1960), and Wilkie and Moore (2003) all go into great detail on marketing testing (Tosan et al., 2008).

Various alternatives have been offered at various periods throughout the last decade. These approaches may be split into four periods: (1) production (from the beginning of the industrial revolution to the present); (2) sales (1920-1960); (3) marketing (1960-1989); and (4) the relationship era (from the present to the future) (1989 to date). Building more profit than the competitors, future performance, achievement, value management instead of customer happiness, and individual marketing are the current trends in social media, marketing, and other areas. Customer segmentation, ongoing interactions with helpful customers, online marketing, and creating an organisation with a swift quality response, cost, services, time, dependability, flexibility, and other factors in mind are all important.

From the inception of the industry, there have been a number of marketing conditions. From 1820 until the present, there has been a shift (third millennium). It's worth noting that the start of the marketing season does not imply the conclusion of the previous one. Some businesses still use production advice (Tosan et al., 2008). It is obvious, for example, that certain Iranian businesses continue to utilise production direction after a century.

The First Era is known as the Production Era. From the commencement of the industrial revolution until the 1920s, the Production period lasted. It includes the manufacturing philosophy as well as each of the products detailed in the following sections.

The firm was focused on manufacturing, building, and efficiency in this way. This idea is condensed as "supply brings demand in itself" according to Say law. To put it another way, when someone creates a product, someone else is interested in purchasing it. Such a strategy gained traction in an industry afflicted by a lack of production compared to demand; as a result, items were swiftly sold (Kotler & Hall, 1997). The acquisition of products available to clients owing to cheap prices is the company's basic concept centred on development (Lancaster et al., 2002). This concept emphasises increased production,

reduced expenses, and cost and profit control through higher sales prices. Customers' purchasing power is taken into account in this strategy, and executives seek to develop items that can be provided to customers cost-effectively and efficiently.

As a result, price reductions are dependent on distribution, product pricing, and mass manufacturing. Production advice, according to researchers, is beneficial in two instances. The first occurs when a supplier fails to assess the demands of his products; in this scenario, managers' primary goal is to enhance production capacity while keeping in mind that consumers want high-quality goods. The second scenario is when manufacturing expenses are high and cost reduction appears to be essential. Despite the fact that the production period began with industrial development and lasted until the late 1920s, some businesses continue to employ it (Tosun et al., 2008).

Customers expect high-quality products and services, as well as functionality and innovation. Product development, as well as the expansion of creation and new technologies, are prioritised in this way (Tosun et al., 2008). This attitude is built on the foundation of high-quality products. By introducing high-quality products, companies that follow this ideology frequently focus on quality development, control, and profitability. However, not all clients desire high-quality items due to price restraints.

As a result of this stance, trade has become less conservative (Lancaster et al., 2002). Simply by focusing on product engineering rather than responding to the genuine demands and advantages sought by consumers. Customers frequently want better solutions rather than better items. This is referred to by Levitt as "commercial myopia" Instead than focusing on what the customer wants, the business is viewed through the prism of products and services (Levitt, 1969).

The Sales Era is the second epoch. From the 1920s through the 1960s, the sales era lasted. This concept encompasses both marketing philosophy and relational marketing philosophy.

The corporate world was connected with the promotion of commerce in several areas until the mid-50s. Increased sales volumes were the key to profit. The major goals of this method are to boost customer supply by complete and comprehensive efforts, such as when the client is not fully educated about a product or when the firm is confronting an abundance. In other words, rather than manufacturing new things, the focus would be to sell current ones. Customers who enjoy a product are more likely to buy it when they are urged to do so. The marketing strategy implies that current goods or services will not generate sufficient

revenue unless the company makes a concerted marketing effort. As a result, marketing seems to encompass a wide range of bargains and advertisements. It appears that expanding corporation products and services is a top goal.

Sales management is frequently used as a stand-alone (independent) management system, focusing solely on interactions with mostly anonymous clients. The emphasis of management goes beyond market share and growth, and management performance is measured in terms of short-term financial ties (Tosun et al., 2008). Consumers are hesitant to buy, according to this method's main idea, and it is only their requirements that force them to do so.

The trade paradigm has shown to be a useful foundation for ethical marketing concerns. Trading is a vital aspect of market processes, according to most researchers, and it should be analysed, forecasted, and controlled. Interactive partnerships are designed to connect consumer demands with supplier products and services. Understanding the diversity of customer demands, producing products (goods and services) to answer to these needs, aligning consumers with products through marketing efforts, and competing with other suppliers are all examples of value building from a supplier's perspective. Consumers are the ones who, after subtracting costs and risks, chose the provider or suppliers that offer them the best advantages.

Customers can obtain a product and spend their money through transactional connections at a lower level. Clients and providers, on the other hand, participate in partnerships, share information, lead themselves to a social organisation, integrate and coordinate their activities, and invest future resources in current connections in some interactions. Trade relations may be described as the process of aligning production, consumption, and associated economic activities between customers and suppliers in order to create value. A supplier may utilise a product-specific strategy and its resources to adapt to market demands in a trade relationship to gain greater investment returns and a competitive advantage (Johnson & Selnes, 2004).

The third epoch is known as the marketing epoch. In 1960, the Marketing Period began and lasted until 1975. A marketing philosophy, a social marketing philosophy, a holistic quality management philosophy, a comprehensive marketing philosophy, and a distribution system philosophy are all included in it.

In modern marketing literature, marketing has been regarded as an important notion that organisations utilise to acquire a competitive advantage. Customers' wants and

expectations are identified, and products and services that satisfy those demands better than rivals are provided. Jobs go from the outside (market) to the inside (organisation) (for-profit and customer satisfaction). The practise is centred on customer demands, tools to fulfil the needs of consistent marketing, and the objective is to earn a profit for customers as the beginning point for this strategy.

As a result, the firm is able to supply the products and services that customers desire, resulting in increased customer happiness and profitability. Many successful organisations today rely on consumer guidance, and this is no different from a company's organisational culture and strategic planning (Jaworski et al., 1993).

In the 1960s, public marketing became popular. Customer expectations, needs, and requirements are addressed in general marketing. Customers may be satisfied and social well-being can be promoted by focusing on producing a high value for them. Manufacturers should not make things that are harmful to the general public. Customers' demands and expectations, as well as factors of social welfare, are highlighted in this approach.

To put it another way, it stresses public responsibilities on behalf of a restricted group of customers. It's all about social emphasis, agency profitability, and client pleasure when it comes to social marketing. The primary purpose is not to make a profit. One of the key goals of retailers is to educate customers, company owners, and the general public about their usage, performance, and production practises in order to achieve long-term sustainability. (Tosun and colleagues, 2008).

The development of Total Quality Management (TQM) has resulted in considerable advancements in management. Despite the mixed outcomes, TQM has been hailed as an effective methodology for gaining a competitive edge when implemented properly. This is supported by research, but large-scale experimental experiments have also proved the model's benefits. TQM is frequently viewed as an effective management strategy capable of generating a competitive advantage via quality.

However, after more than a decade of being promoted as a source of competitive advantage, significant "all" improvements in quality performance mean that quality will no longer serve as a "divider" and will lose its value to other competitive sources of profit, which is particularly important in innovation. Academics and market professionals have begun to doubt whether complete quality management is still a viable source of future competition. The major motivation for this inquiry is a viewpoint that recognises the crucial distinction between innovation and quality management.

This method was presented by Whitehead in 1998. As customer demands become more important in overall quality management, research is frequently focused on these areas. As a result, identifying the demands of clients is the responsibility of all levels of the company. As a result, revealing client requirements will be the first step in reorganising corporate procedures. The marketing phase's primary job is to identify demands; however, all divisions must comprehend and specify client wants in order to satisfy them.

The marketing phase so guides the entire business, and clients are regarded at all levels and in all divisions. Quality marketing is based on three pillars: Company solutions concentrate on customers in all parts of organisation and operations; Company operations are suited to the demands of consumers; and Everyone in the organisation participates in a full marketing environment (Whitehead, 1988).

Marketing is a difficult undertaking in which everything is regarded important; hence, developing, planning, and implementing marketing strategies and procedures need a growing and integrated vision. Affiliate marketing, internal marketing, integrated marketing, and responsive marketing are the four components that make up a full marketing connection.

Jacobson and Garvin presented this method in 1994, with a new viewpoint on overall quality management. The Design to Distribute (D2D) method resulted in a 300 percent improvement in staff efficiency and a \$ 2 million cost reduction for NEC. Quality is in the eyes of customers; Rate requires the commitment of all employees; Quality should not only be sought in products but should be found in every company practise; Quality is dependent on a high quality of partners in a range of numbers, from suppliers to distributors; Quality programmes should not lead to quality reduction. (Garvin, 1987).

The fourth epoch is known as the "Relationship Era." The relationship started in the 1980s and is still going strong now. Marketing partnerships, networks, customer relationship management, good marketing, market marketing, and significant customer harassment are all part of this time period.

Marketing Relationship (MR) focuses on the formation and maintenance of long-term relationships, as well as the mutual benefit of both parties (customer and seller), through the development of mutual understanding, trust, and bilateral relationships. In this case, the term "shared help" is used to indicate that both parties (the buyer and the vendor) have met their objectives (Yoganathan et al., 2015). Marketing connections necessitate the collaboration of all elements of the company to serve consumers as a marketing team.

Marketing partnerships are built on the following foundations: Key organisational processes: these procedures add value to consumers. It encompasses creativity, efficiency, and customer service. Not departments or organisational groupings, but these three activities provide value. Horizontal working horizontal groupings (interactions between people): in this scenario, a sequential vertical structure may not be appropriate.

Network relationships: All parts of an organisation are connected and outside the organisation rather than focused on their internal connections. Reduction programmes and inter-departmental teams are some examples of tackling the inefficiencies of a consecutive vertical structure. They should collaborate with others and form groups. Internal connections must be developed through strategic goals, and external ties must be developed through collaboration with suppliers.

The next step is to establish research-based partnerships with clients. One of the key reasons for converting to affiliate marketing is Kotler's belief that the cost of acquiring a single new client is five times higher than the cost of sustaining an existing connection (Roseann et al., 2008). Free connections, staff empowerment, customer and process planning, and cooperation should all be included in marketing relationships (Roseann et al., 2008).

Transactional marketing is a type of marketing that is based on In the marketing process, customers are linked to a few suppliers. Aggressive rivalry is the foundation of this strategy. Customers and suppliers both want to maximise their revenues in the near term. They don't have a lot of faith in each other. The focus is on attracting new clients rather than retaining existing ones. The following assumptions underpin the marketing process: a) The client relies on a few providers to complete each other's competition. b) Customers are only interested in short-term contracts. c) Every consumer has a small number of vendors.

As a result, in commercial advertising, the client and the vendor constitute an open market. Their job is to benefit from the company's communication patterns to the market. Transactions are institutionalised through the active involvement of merchants, and communication is comparable to that of the military. Commercial marketing is a great technique to figure out who your target market is. Companies may employ it as part of an integrated strategy to improve their close client connections (Gronroos, 1990).

Traditional marketing theory critics claim that concentrating on short-term marketing is an ineffective approach to industrial and service marketing. The organization's priority is to build long-term relationships with customers in developed and highly competitive

markets. If the company focuses on a specific market segment, however, active and general marketing would be appropriate.

While such a viewpoint opposes contemporary marketing theories, Gordon's argument plays an important part in this study as an important issue. Marketing partnerships may be built on the foundation of performance marketing. It is seen to be a great method for dealing with the early phases. Both managers and staff benefit from the marketing process in service delivery since it streamlines service delivery, saves time, lowers costs, and lowers risk (Hanna, 2009).

In network marketing, the focus is on the ties that exist between businesses. Significant market participants include vendors, customers, and organisations. The pattern of relationships at the highest levels is between organisations. Such relationships might be between a few people, have no life cycle, and the relationship's continuance is precarious. The network marketing organisation is nothing more than a trading channel that relies on independent distributors to resell and repurchase items at market prices while also recruiting new distributors into their expanding networks. Making a profit to generate incentives for network distributors includes commissions and markups for personal sales volume, as well as residual commissions for private sales of lower lines (Coughlan & Grayson, 1998).

Customer Relationship Management (CRM) is the management of corporate and existing customer relationships. Agency-to-agency advertising spawned the relationship marketing paradigm. This marketing concept emphasises the development of long-term, partnership-based connections between customers and retailers. To become a supplier partner, a marketer seeks to develop consumer loyalty. Profitability should be found in both sides' collaboration and dedication. Successful marketing can lead to the development of strong and trusting relationships between customers and suppliers on the one hand, as well as a reduction in legal processes, prices, orders, and follow-up on the other (Lancaster et al., 2002).

In this way, the customer is regarded as a company's most valuable asset. There are four cornerstones to every CRM process:

- They're looking at consumer complaints, staff grievances, and other official objections.
- Understanding consumer wants, expectations, behaviours, and information requirements necessitates analysing customer data, which leads to two forms of feedback: customer feedback and corporate feedback. Both of these are necessary for the growth of a

process. Reports from reacting to customer complaints are included in the customer response cycle.

- One of the most important parts of customer service is guaranteed.
- Process improvement entails removing shortages of goods and services as well as dealing with consumer concerns (Foster, 2001).

Companies' capacity to attract, keep, and please consumers is critical to their success. Customer happiness, or customer direction, is the key motivator of their loyalty. This concept encompasses three goals: 1) Identifying and implementing consumer wants and values into present and future services and products (access to customer information). 2) Involve the entire company in satisfying client requirements (disseminating customer-related information). 3) New and better goods and services are introduced (activating customer-related information).

A four-step procedure defines the customer structure: Choosing a customer-centric approach; Assessing customer satisfaction; Reviewing and deciding priorities; and Evaluating performance (performing actions related to meeting customer needs with a high-quality home). Customer standing entails organising all operations linked to customer connections; planning all stages prior to transactions, during discussions, and after transactions to ensure customer expectations; and customer relationships with suppliers. Recurring purchases, dependability, and cost savings from acquiring new clients (as much as eight times the cost of keeping current customers) are all advantages of outstanding customer service (Lancaster et al., 2002).

This method investigates and analyses the connection between marketing philosophy and abilities. In 1995, MacDonald and Denison introduced great marketing for the first time. The marketing philosophy and talents of the company that uses the finest marketing plan should be at the greatest level possible. Successful businesses frequently go above and above. Marketing philosophy and talents, according to these two writers, should be merged at the highest level. It's a two-dimensional matrix with only one box that works well as a marketing tool. As a result, marketing philosophy and skills are of the highest calibre (Denison & Macdonald, 1995).

Over the last decade, market marketing has been one of the most popular study subjects in strategic marketing. A marketing concept is created and implemented using market structure (Kohli & Jaworski, 1990). It's simple to apply the marketing concept to market marketing and integrate it into business performance improvement. The market structure,

according to Narver and Slater (1990), consists of three components: customer guiding (finding and resolving customer wants); competitive stance (testing rivals' moves); and departmental coordination (all organisation sections work together in the first two areas). The organisation may use customer orientation to discover and address existing consumer demands, forecast future needs, and plan for them (Tse et al., 2003).

Postmodern Marketing is a word that refers to the current philosophical movement. In transnational cultural narratives or meta-narratives, there is a cultural trend towards natural distrust (Brown, 1993). In 2001, he coined the term "retro-marketing" to describe his ideology. Brown believes that pestering clients is the key to marketing success.

The proposed five principles (TEASE Model) to do this: Exaggeration, exaggeration, and even defamation; Confidentiality, or the act of doing obscene actions; Special; keeping consumers waiting, not giving, and delaying happy customers.

3.9 Social Media

Social media are changing the way organizations function and evolve on many fronts. Social media are transforming firms and their relationships with society, customers, and the marketplace. Social media are used to connect and interact with customers. Social media are also changing marketing approaches, enabling businesses to understand consumer behavior and preferences allowing firms to predict consumer demand and interact with customers. Many customers now rely on social media to provide feedback and comments about the products and services and communicate their needs and concerns.

Social media platforms can create a community of consumers to discuss and share ideas about specific brands, products, or services. Social media also allow firms to develop new methods and techniques for communicating with customers and suppliers. Unlike traditional media, managers can simultaneously deploy social media to design marketing messages and share them with millions of consumers. Many firms use social media to respond to customer and retailer criticism about their brand and products. Product reviews on social media platforms and networks can influence firm value.

Social media is a website or application that allows users to create and share content while engaging others (Susanne, 2020). Social media allows its users to share content quickly and real-time via smartphones, tablets, and computers. It has become a significant part of everyday life as smartphones have 3.5 billion users worldwide (Susanne, 2020). Anyone with internet access can sign up for a social media platform and create an account.

Users can share any content they choose to develop, and the content they share is accessible to anyone who visits their page or profile. (Susanne, 2020) Social media has become a place where people and organizations can simultaneously communicate and share information with multiple viewers.

3.10 Types of social media

In this discussion regarding different categories of social media, four distinct types of social media outlets are focused on:

- Social networking sites
- Social news Website
- Media Sharing Sites
- Blogs

1. Social networking sites - A social networking site is an online platform where people build social networks or relationships with people who share similar personal or career interests, activities, backgrounds, or real-life connections. Interpersonal interaction locales, as a rule, have another client input a rundown of individuals with whom they share an association and afterward permit the individuals on the rundown to affirm or some interpersonal interaction sites like LinkedIn are utilized for setting up professional associations, while destinations like Facebook ride the line among private and expert.

2. Social news Website - Social news websites encourage their users to submit news stories, articles, and media and share them with other users. These stories are ranked based on popularity, as voted on by other website users. Users and comments and share these stories too.

3. Media sharing sites - It is a site that empowers clients to store and offer their interactive media records (photographs, recordings, music) to others. The media is played/seen from any Web program and might be specifically accessible through a secret key or to the overall population.

4. Blogs - A blog is a discussion published on the Web consisting of discrete, informal diary-style text entries called posts. A blog allows you to post your views on a particular topic. On February 16, 2011, over 156 million public blogs were in existence.

3.11 Social networking sites

Social media represents marketing opportunities that can connect firms directly with their customers. It was noted that five popular social networking platforms are Facebook, LinkedIn, Blogs, Twitter, and YouTube.

Mayfield (2008) defines these social media platforms as follows: Facebook: This is a social network site that allows people to build personal web pages and connect to and communicate with friends; LinkedIn: LinkedIn is most popularly known as the “grown-up” social network. This social media platform allows users to build professional relationships in online environments. Blogs: These online journals enable participants to share their thoughts via journal entries. Blogs often allow other users to comment on journal entries. Twitter: This is a form of microblogging where small amounts of content or updates are uploaded online through mobile networks. YouTube: This site allows users to upload and share videos with fellow community members.

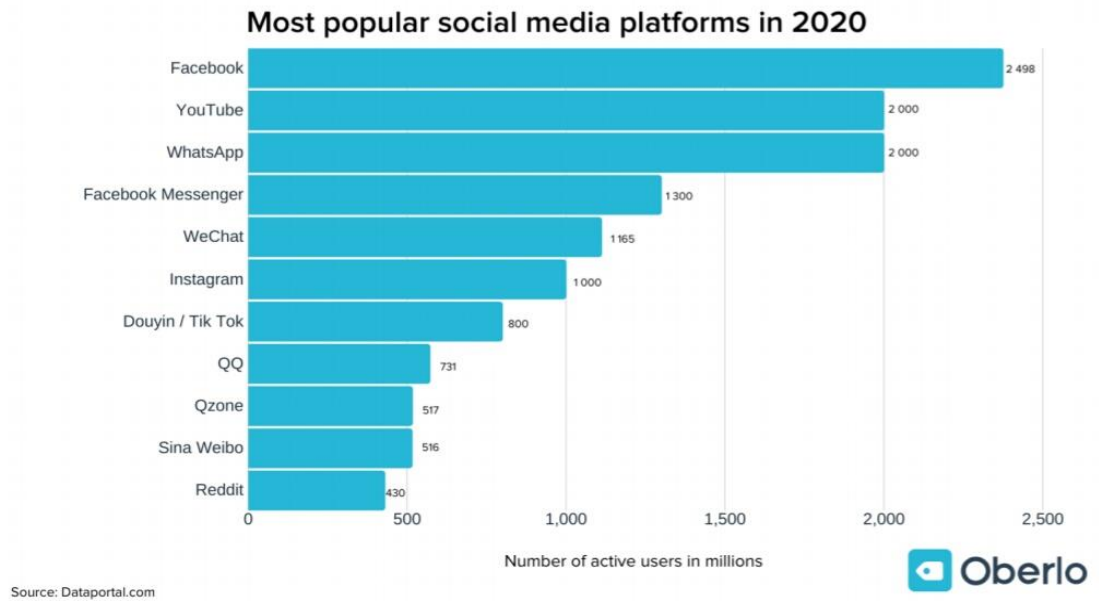
3.12 Social media platforms

When a company's message did not reach its intended audience, it faced several challenges. Consumers and prospects, for example, may encounter roadblocks in their decision-making process. They should be totally devoted, passionate, loyal, and repeat customers if there is no roadblock in the decision-making process. This is not the case, though. In the current context, customers' decision-making is influenced by information accessibility and openness.

The social media platform was established long before it came to our smartphones. Still, Facebook, YouTube, and Myspace were the great changers who brought a new way of communication and communication to our knowledge. After the first significant steps, many new communication platforms were created, e.g., Twitter, Snapchat, Instagram, and TikTok. Communication forum means any service related to a communication platform, application, or forum.

Over the past decade, more research has been done on the most widely used social media platforms. Statista's top five include Facebook, YouTube, WhatsApp, Facebook Messenger, and WeChat (Susanne, 2020). Three out of five of these forums are messaging apps.

Figure 5: World's most popular social networking sites



Source: (Susanne, 2020)

Facebook today is the largest and most widely used social networking site with 2.4 billion monthly users. Facebook is a social networking site and a platform where users spend the most time, 58 minutes a day on average (Ortiz-Ospina, 2019). Facebook allows its users to connect with others and share different types of content, e.g., photos, videos, articles, information, etc.

According to Invesp website chief executive Khalid Saleh (2015), 92% of social media users use Facebook to advertise, and 18.4% of digital advertising comes from Facebook ads. Facebook messenger is one of the most widely used messenger apps by 2020 and was created by Facebook. Perhaps because Facebook is a widely used social media platform, the Facebook messenger is widely used by Facebook users to connect with friends and family and get help from companies. YouTube is the most popular video-sharing service, with two billion active users following a good second. One billion hours of video on YouTube are viewed daily, and 90 percent of consumers say they discover new products and products through YouTube (Susanne, 2020). These statistics show the impact of video content marketing and how powerful a marketing tool can be.

WhatsApp and WeChat use the same features for their users as messaging apps, the only difference being that WeChat is the Chinese version of WhatsApp. WhatsApp is used worldwide, with about two billion users a month, a little more than WeChat. Instagram was the second most downloaded free app in 2018. The latest figures show the number of active

users of Instagram Stories daily, which increased from 150 million in January 2017 to 500 million in January 2019 (Susanne, 2020). Instagram provides opportunities for companies to advertise and do marketing on their social media accounts or websites, e.g., in front of stores and shopping with AR features. Also, social media developers are top-rated on Instagram, and many brands are using them to reach potential new customers.

TikTok is ranked seventh on the social media platform for a good reason. TikTok has grown its popularity significantly in the short term. TikTok is an excellent example of a so-called “niche communication platform,” which means a new communication platform that not only emerges but has grown in popularity in a short time (Influencer Marketing Hub, 2020). TikTok was launched in September 2016, and by mid-2018, it had already reached half a billion users, which means an average of about 20 million new users per month (Ortiz-Ospina, 2019). It is famous for its many adventures, challenges, dances worldwide, and videos shared on other social media platforms. TikTok has found its place high and has gained popularity among the youth.

3.13 Social media trends 2020

Over the past decade, the importance of the media platform has grown to become an integral part of every marketing business strategy (Quadros, 2020). Every year new and old styles are born and forgotten. As social media evolves, new techniques are coming soon and constantly updated; the latest social media trends can help brands and companies improve their social media marketing strategy and differentiate themselves from the crowd (Influencer Marketing Hub, 2020). Due to the changing nature of the social media platform, styles vary depending on the date of publication and source. The latest social media trends from 2020 are listed below:

Ephemeral content - Ephemeral content means temporary content on social media. It is temporary because it is available to other users 24 hours or shorter after its disappearance. Brief content is used in many social media platforms, e.g., Snapchat, Instagram, and Facebook. The way users like to use content has changed, such as popular news (Influencer Marketing Hub, 2020). According to a recent Hootsuite report, 64% of advertisers have already incorporated Instagram News into their marketing strategies on social media or are planning to do so soon (Hootsuite, 2019).

Social commerce - Social Forums, as an example e.g., Instagram, Pinterest, and Facebook, have used brands to promote their marketing in various products and services for

a long time. Marketing strategies for integration and public trading have become something new and will strengthen over time (Influencer Marketing Hub, 2020). Social media reinforces this trend by introducing new features such as affordable posts and Instagram's Storefronts, and in this way, social media becomes a new market. Public transactions are transforming into an integral part of marketing strategies.

Video content - Video content will be a growing trend by 2020. Many products have been used successfully before, and the results have been excellent. Different types of video content, such as short videos on TikTok or long-form news and videos on YouTube, will be the future of social media content (Influencer Marketing, 2020). According to a Cisco study (Cisco, 2020), 82% of all social media and advertising content will be video by 2022. This study demonstrates the importance of using video content in a product marketing strategy to stay in the marketplace.

Influencer marketing is not new, but it has become essential in the product marketing system and will not disappear soon. The only difference that has changed in the past is that mega-influencers (> 1 mil. Fans) are no longer trusted, and businesses prefer to work with macro-influencers (40000-1 mil. Fans) because consumers trust them more (Digital Marketing Institute). That's why advertisers today choose to work with smaller, more relevant, niche influencers and not just 1-2 mega-influencers (Influencer Marketing Hub, 2020). This type of promoter gets more contact with their fans and is less expensive; in addition, 49% of consumers say they rely on the recommendations of social media promoters to inform their purchase decision (Digital Marketing Institute).

Customer service interaction - Social media is already a place for users to connect, share and share photos and video content. Today communication platforms are very numerous and have become a platform for marketing and product discovery, and on their side is a customer service channel (Influencer Marketing Hub, 2020). The brands want to provide better and faster service to their customers as it has been coming back a bit. The communication platform now offers the option that the products are ready to help customers almost 24/7. The communication platform has many features that require good customer management to maintain a good reputation (Newberry, 2020).

Social listening - Social media is a great place to gather data and information that businesses can use to improve their social media marketing strategies (Influencer Marketing Hub, 2020). With a product, it is essential to build a strong reputation. By understanding how people perceive the product, a company can gain information by listening to the public.

Public listening means monitoring product communication forums with customer feedback, direct product conversation, or discussions about specific keywords, topics, or competitors, followed by analysis for details (Amaresan, 2020).

Social media marketing - The ability to share information in real-time has changed how business is run. Due to the growing use of social media, many companies have begun to expand their telecommunications marketing as an integral part of their marketing strategy. Communication marketing is an essential part of digital marketing today. According to Smart Insight content director Dave Chaffey, the definition of digital marketing is "achieving marketing goals through digital and media technology." Digital marketing involves managing various forms of online presence, such as corporate websites, mobile applications, and corporate social media pages (Chaffey, 2020). Social media marketing focuses on different social media platforms and gets the best support for each company and its goals. Other social media platforms offer different ways to market and advertise products or services.

A recent study by Simon Kemp and Datareportal (2020) found that the number of communications users worldwide grew rapidly, more than 10% last year, and by July 2020, had 3.96 billion users worldwide. The data states that more than half of the world's population now regularly uses social media (Gilliand, 2020).

3.14 Consumer behavior towards social media

People log into their social media accounts for entertainment, relaxation, communication, information, and entertainment for themselves. As mentioned earlier, the social media platform has become a new marketing platform visible on all networks. Having all the necessary information in your hand has changed everything, including consumer behavior.

In fact, according to a survey conducted by the Global Web Index (2018), 54% of social media users browse the social media platform to research products before making a purchase decision. This highlights that the reasons for using social media have changed from communicating with family and friends to hunting for products and services (Susanne, 2020).

Consumers today are more cautious and more curious than ever before. They write reviews on blogs, make videos about shopping on YouTube, pull out a box on TikTok, and share their ideas, warnings, and suggestions about specific network products. For the first

time, consumers own and use a variety of social media platforms to share further their sellers' ideas, products, and seller quality. Vendors who take advantage of this opportunity and listen to their customers have an excellent opportunity to connect with their customers and support their needs (Brennan, Brenna, Schafer & Schafer, 2012).

Although most young people use social media, it proliferates in adults. According to the latest Pew Research (2019) social media page, 69% of adults between the ages of 50-64 and 40% of those over 65 use social media.

Many daily needs are referred to in applications, e.g., bus tickets, banking services, loyalty programs, and grocery stores, and all require a smartphone. Even Corona apps want to use a smartphone, which explains why it is so common, and people of all ages find themselves using social media. "Mobile devices provide customers with the information they need to access their purchasing information, regardless of the shopping channel" (Brennan, Brenna, Schafer & Schafer, 2012).

3.15 Influence of social media on the decision-making process

Several factors influence the consumer decision process, and these factors change with the change in technology and environment and consumer thinking and preferences. Social media refers to computer-generated applications that quickly share their ideas and likes with everyone.

With the advent of PCs, social media began to gain momentum in people's lives. People have started using social media and social networks to keep in touch with friends and relatives and share their thoughts and experiences.

Social media is available on mobile phones, and web-based technologies have created highly interactive forums where individuals and communities share, collaborate, discuss and transform user-generated content. That knowledge is an essential source of information that can influence consumer decisions. "People use the information on social media as a guide for their future purchases or for planning their future trips. Also, a social media platform is used as an advertisement for an advertiser.

Vendors take advantage of this opportunity and develop a marketing strategy to help them reach more customers. The social media platform is straightforward to use and access where the customer is accessing. (Patarawadee Sema, Johnson & Wales University, Feinstein Graduate School).

4 Practical Part

The study examines the Social Media Promotions- Influencing consumer buying behavior for Flying machine. The main focus of research is to assess the impact of social media on consumer purchase decisions. Marketers often see customer satisfaction and brand loyalty as top priorities when dealing with any retail product. To suggest improvements to the Flying machine in social media promotion based on their target group consumer behavior analysis. Therefore, research is carried out to identify the impact of social media on consumer purchase decisions.

The current study considered both secondary and primary data to assess the impact of social media on the consumer purchase decision. Secondary data is collected from natural sources to verify recent statistics and information related to research. However, primary data is collected through a survey method using a well-structured questionnaire. Statistics are applied to the collected sample to understand the role of various factors and the magnitude of the impact.

The study's main aim is to identify the impact of social media on the consumer purchase decision. Accordingly, the data will be interpreted to obtain the study results. To conduct this study, the collected data is also described demographically.

The study is conducted based on primary data collected by the survey method using non-likelihood samples. The data is collected using a structured questionnaire created from in-depth research. The information is well categorized based on demographic factors such as gender, age, income, education, qualification. The collected sample makes it possible to generalize the analysis to suggest improvements to the Flying machine in social media promotion based on their target group consumer behavior analysis.

The table describes the composition of the collected data about demographic data such as gender, age, education, qualification, and income. Regarding gender, the male responses are higher than the female responses. Out of 100, 59 are male, and 41 are female.

The age-wise classification of the respondents shows that the number of respondents between the age of 21-30 is the highest. With 31 respondents between the ages of 31-40 and 9 respondents aged 41-to 50.

Nearly half (49) of the respondents are employees in a company. Out of all the respondents, 20 are in their profession, and ten are self-employed or own a Business. And 21 Of them are a Homemaker.

The number of respondents earning between 2.5 lacs to 5 lacs per annum is 49. The number of respondents earning between 5 lacs to 10 lacs per annum, and 20 respondents are earning up to 2.5 lacs per annum. And only nine respondents are making above ten lacs per annum. Out of 100 respondents, 50 respondents have master's degrees, whereas 30 respondents are graduates and the remaining are studied until HSC class.

Table 1: Demographic Composition of the Respondents

Socio-Economic Status of Respondents	Frequency
Age (in years)	
21-30	60
31-40	31
41-50	9
Salary (P.A)	
Up to 2.5 lakh	20
2.5 lakh to 5 lakh	49
5 lakh to 10 lakh	22
10 lakh and more	9
Gender	
Male	59
Female	41
Education	
HSC	20
Bachelor's Degree	30
Master's Degree	50
Qualification	
Profession	20
Business	10
Employee	49
Homemaker	21

Source: (Primary Data, Table Prepared by the Author)

Goal - Wise Data Analysis and Interpretation

Goal 1 - To assess the impact of social media on the consumer purchase decision.

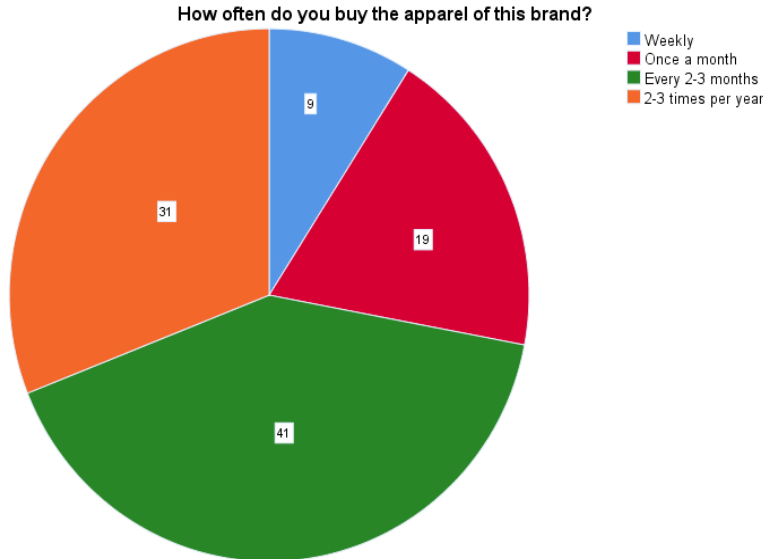
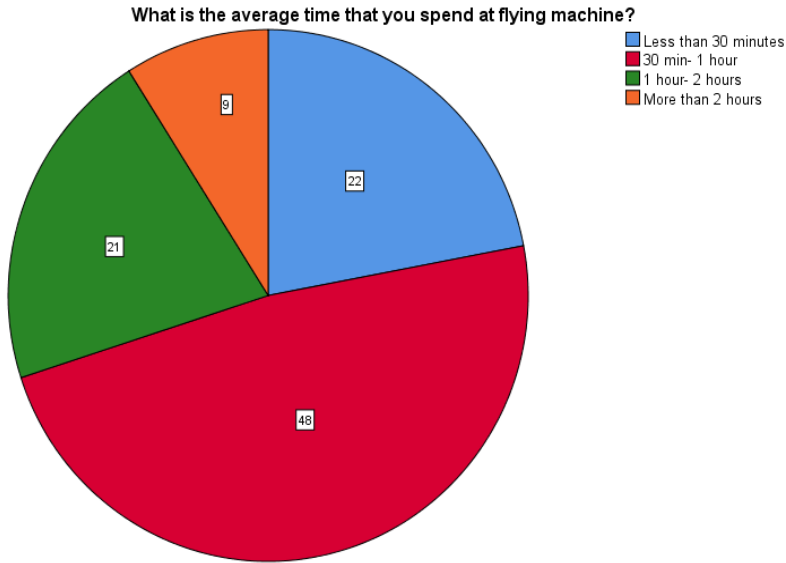


Figure 6: Frequency of buying apparel

Source: (Primary Data, Chart Prepared by the Author)

Interpretation: Out of 100 respondents, more than 35% of respondents buy the apparel of this brand every 2-3 months, whereas 31% of respondents buy the clothing of this brand every 2-3 times per year, and Very few respondents believe the appeal of this brand every week. Flying Machine should try to follow up with their customers every 2-3 months to retain them as repeat customers.

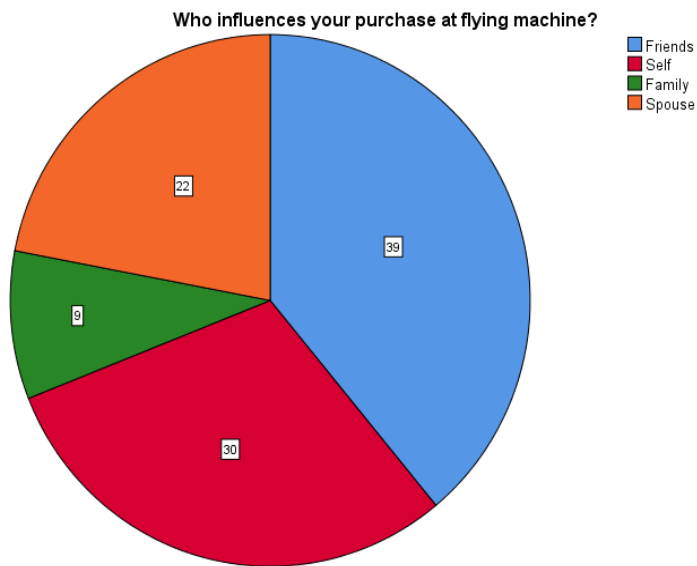
Figure 7: Average time spent



Source: (Primary Data, Chart Prepared by the Author)

Interpretation: From the analysis, it was found that most respondents spent the average time at the Flying Machine between 30 min to 1 hour, whereas very few respondents spent more than 2 hours at the washing machine. Flying machines should enhance the in-store experience using other technology, so customers spend less time waiting for their turn in the long queues.

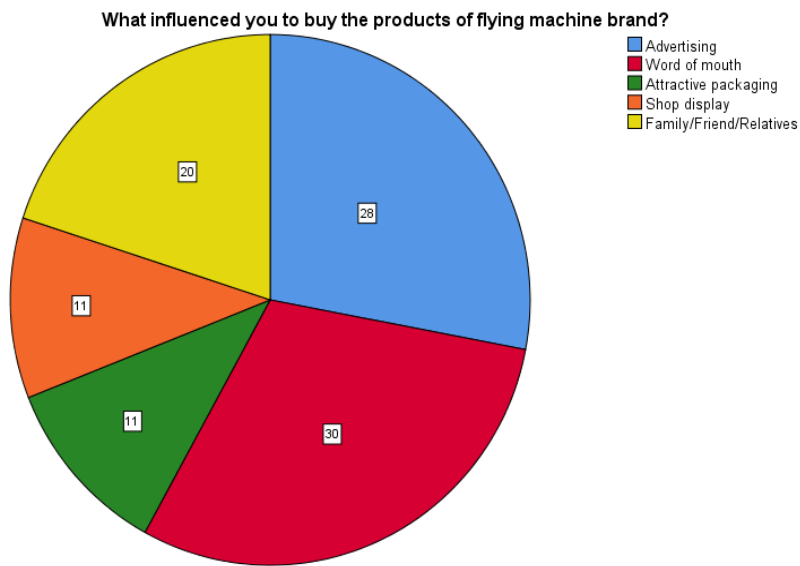
Figure 8: Influence at flying machine



Source: (Primary Data, Chart Prepared by the Author)

Interpretation: From the analysis, it was found that their Friends influence the majority of respondents. In contrast, some of the respondents are influenced by their wives, some are influenced by their own, and their family influences very few. Friends are the primary source of power for the customers, and Flying Machine can try to convert this as an opportunity by introducing a referral program.

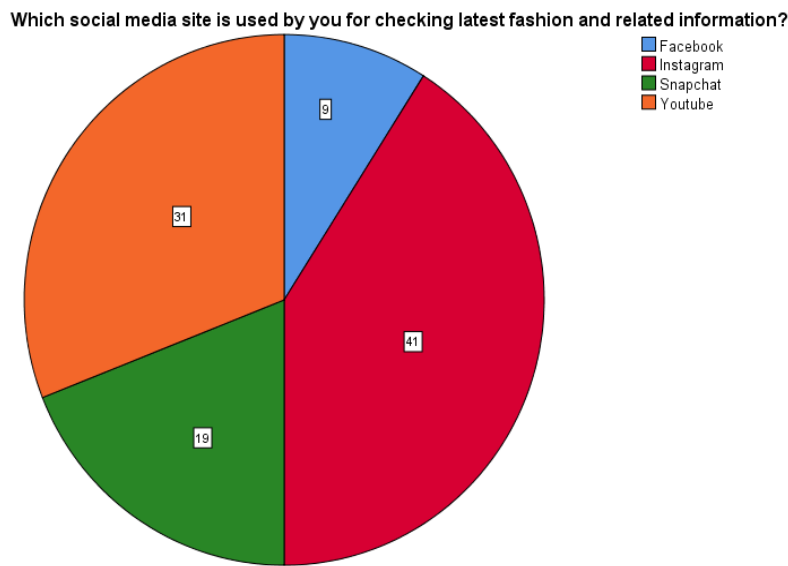
Figure 9: Influenced to buy products of flying machine



Source: (Primary Data, Chart Prepared by the Author)

Interpretation: So from the analysis, it was found that from the overall respondent's majority of respondents were influenced by word of mouth to buy the product of flying machine whereas out of 100 respondents, 28 respondents influence by advertisement and some of the respondent's controlled by their family and friends to purchase the development. Flying Machine should emphasize promotions, mainly social media marketing, as it can change the entire game at a minimal cost.

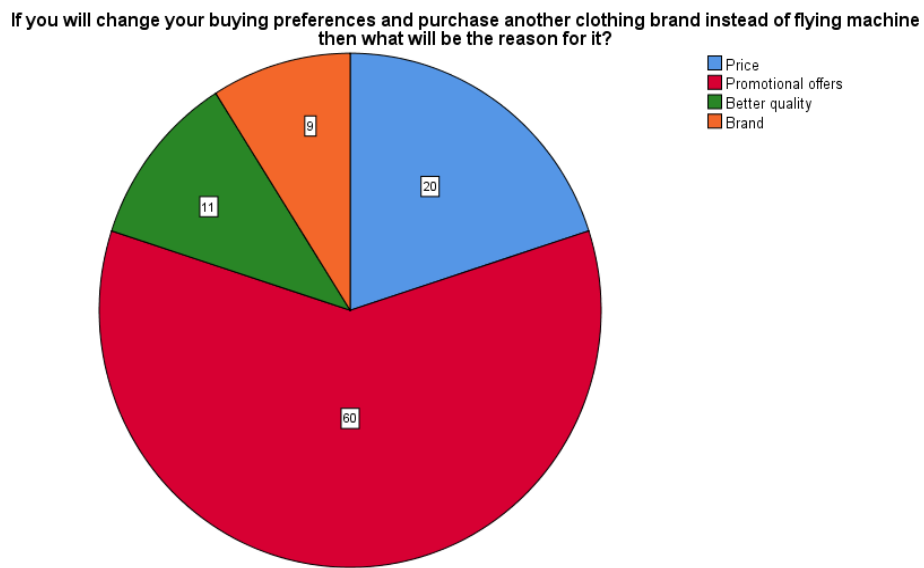
Figure 10: Social media used to check the latest fashion



Source: (Primary Data, Chart Prepared by the Author)

Interpretation: From the analysis, it was found that most respondents use Instagram to check the latest fashion-related information, and they use YouTube and Snapchat. Very few respondents use Facebook for checking fashion-related information. Instagram has the highest potential because customers use Instagram highest for reviewing the latest fashion and related information.

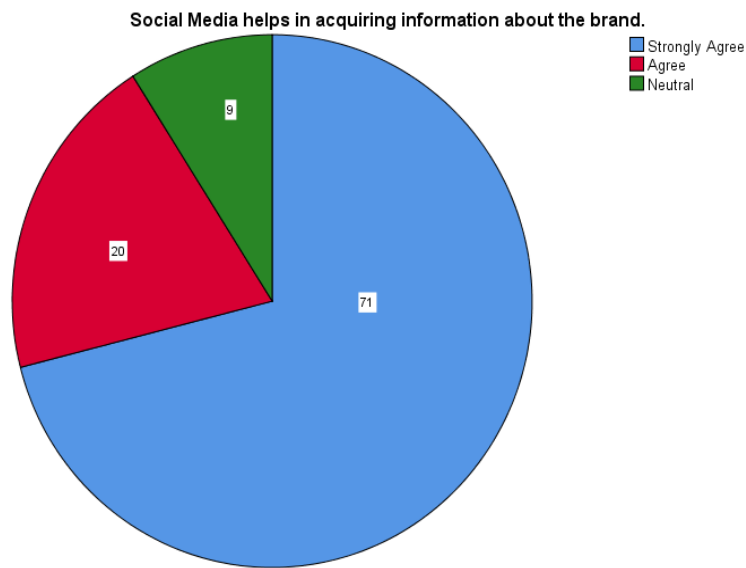
Figure 11: Reason behind changing the brand



Source: (Primary Data, Chart Prepared by the Author)

Interpretation: The analysis found that most respondents changed their buying preferences through promotional offers. The other factor is the price, so these are the main reasons respondents change their buying preference and purchase another clothing brand instead of the company. Flying Machine should use various promotional offers to increase brand awareness to the target audience.

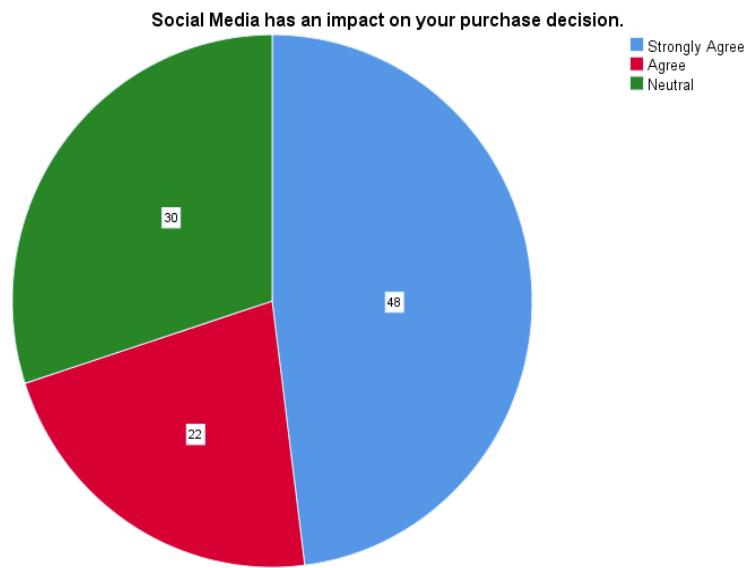
Figure 12: Degree of acceptance



Source: (Primary Data, Chart Prepared by the Author)

Interpretation: So from the analysis, it was found that most respondents agree that social media helps acquire information about the brand. Flying Machine should highly use social media to share brand-related details as it helps develop new information about the brand to their customers.

Figure 13: Degree of acceptance

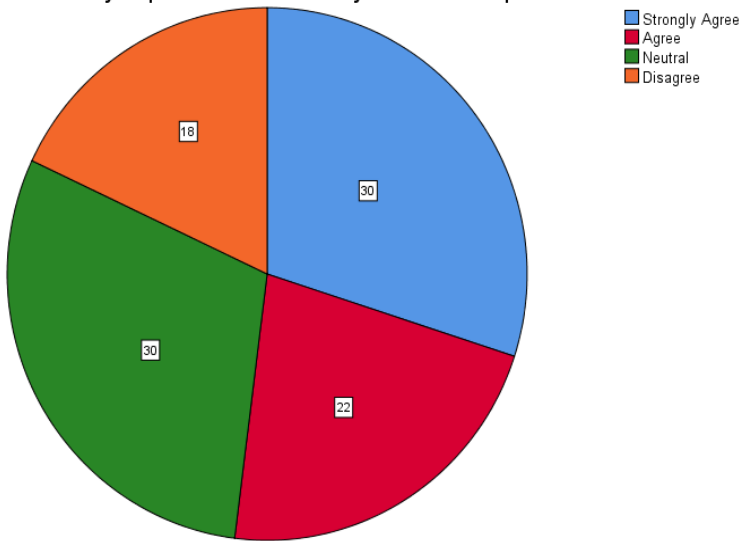


Source: (Primary Data, Chart Prepared by the Author)

Interpretation: So from the analysis, it was found that most respondents agree with this statement that social media impacts your purchase decision. The advertisements are seen on social media impact the customer purchase decision, which should be the priority for the company.

Figure 14: Degree of acceptance

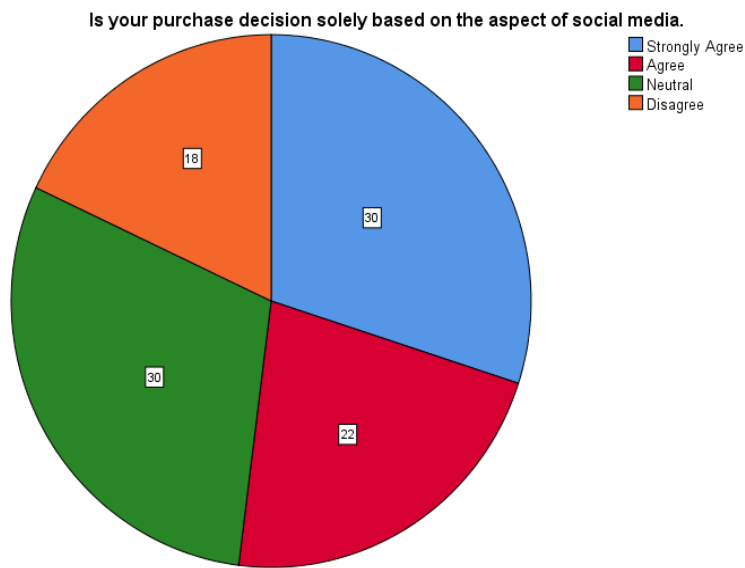
Is your purchase decision solely based on the aspect of social media.



Source: (Primary Data, Chart Prepared by the Author)

Interpretation: So from the analysis, it was found that most respondents agree that social media promotion has enhanced the relationship between consumer and brand. Social media advertisements are not the only source of influence, and based on this, Flying Machine should also try to indulge with other marketing tools.

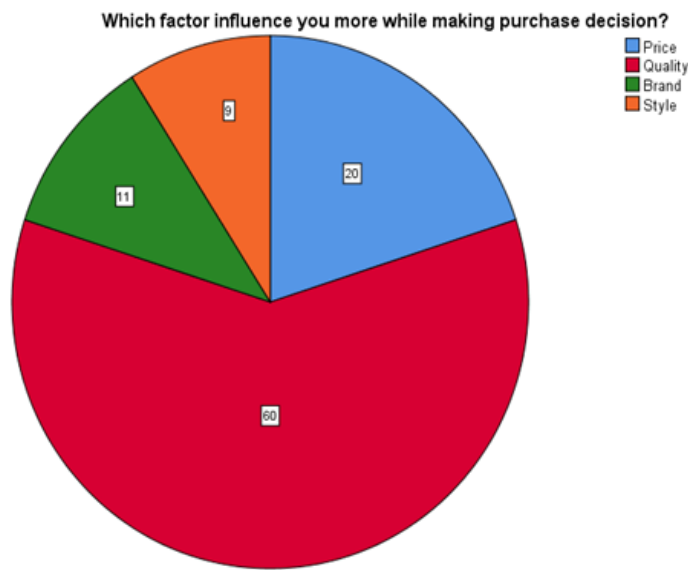
Figure 15: Degree of acceptance



Source: (Primary Data, Chart Prepared by the Author)

Interpretation: So from the analysis, it was found that most respondents agree with this statement that their purchase decision is solely based on social media. And some do not agree with this statement that their purchase decision is not based on the aspect of social media.

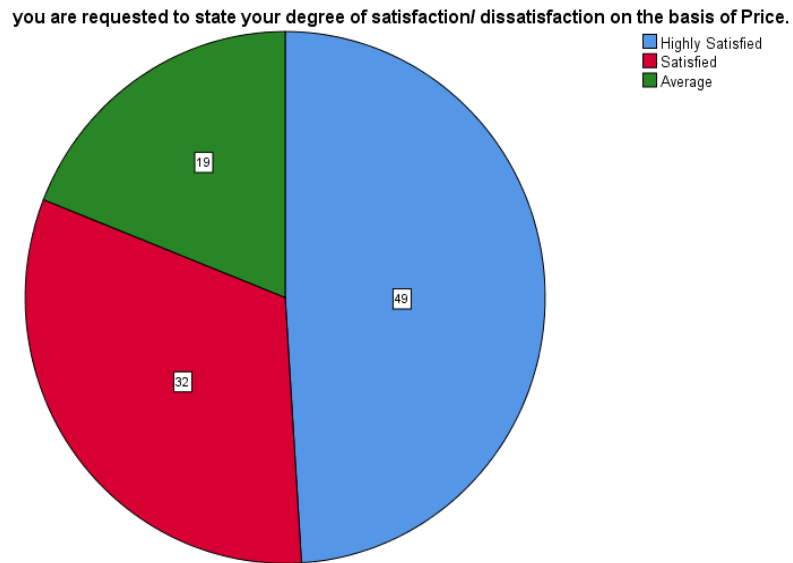
Figure 16: Influence of factor on purchase decision



Source: (Primary Data, Chart Prepared by the Author)

Interpretation: The analysis shows that most respondents said that quality is the main factor influencing their purchase decisions. And the price also affects them in making their purchase decision. Flying Machine should be more focused on their product quality over other factors as it has the highest impact on customer preferences.

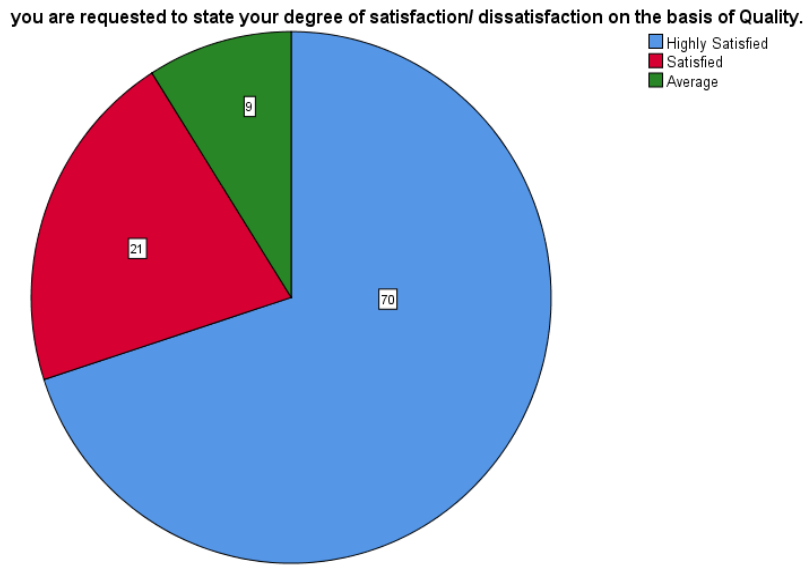
Figure 17: Degree of satisfaction



Source: (Primary Data, Chart Prepared by the Author)

Interpretation: The result shows that most respondents are delighted with the price of the brand flying machine. They think the cost of the brand is expected they can afford it.

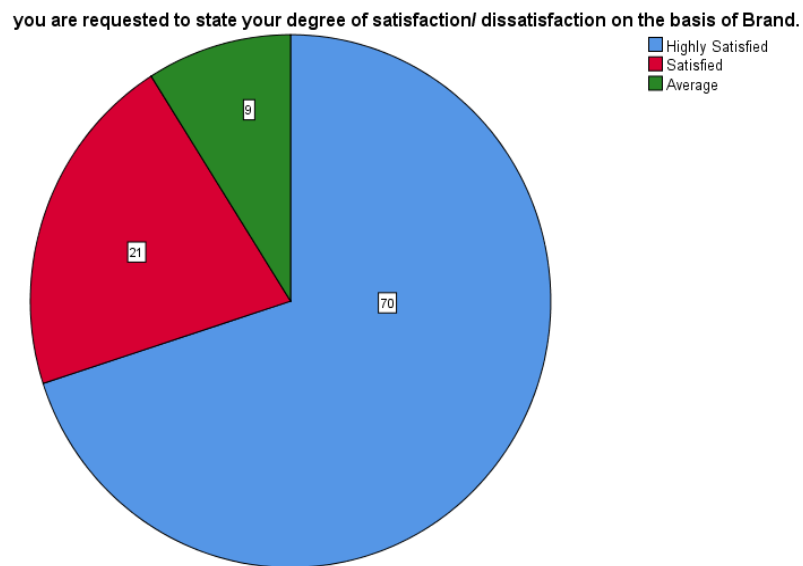
Figure 18: Degree of satisfaction



Source: (Primary Data, Chart Prepared by the Author)

Interpretation: The result shows that most respondents are delighted with the brand flying machine. They are happy with the brand; they don't have any issues.

Figure 19: Degree of satisfaction

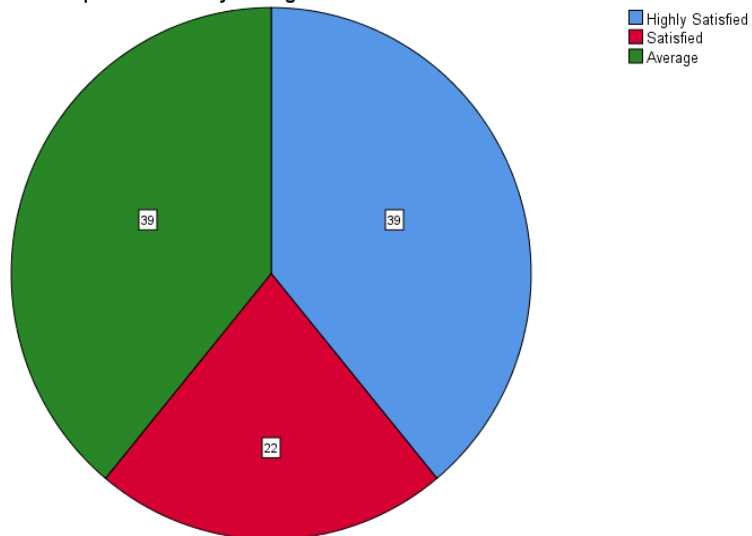


Source: (Primary Data, Chart Prepared by the Author)

Interpretation: The result shows that most respondents are delighted with the quality of the brand flying machine. They think the quality of the product is good to buy.

Figure 20: Degree of satisfaction

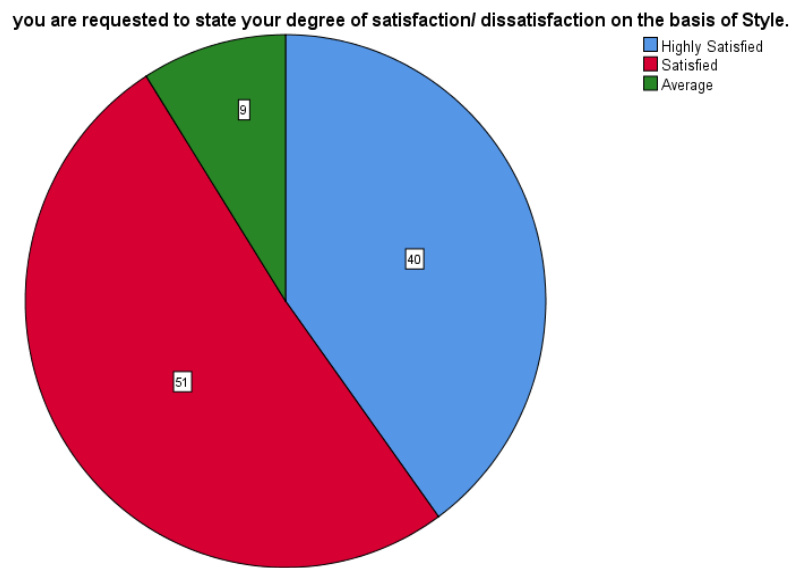
you are requested to state your degree of satisfaction/ dissatisfaction on the basis of Colour.



Source: (Primary Data, Chart Prepared by the Author)

Interpretation: From the analysis, out of 100 respondents, most are satisfied with the brand's color. At the same time, some of them are not satisfied.

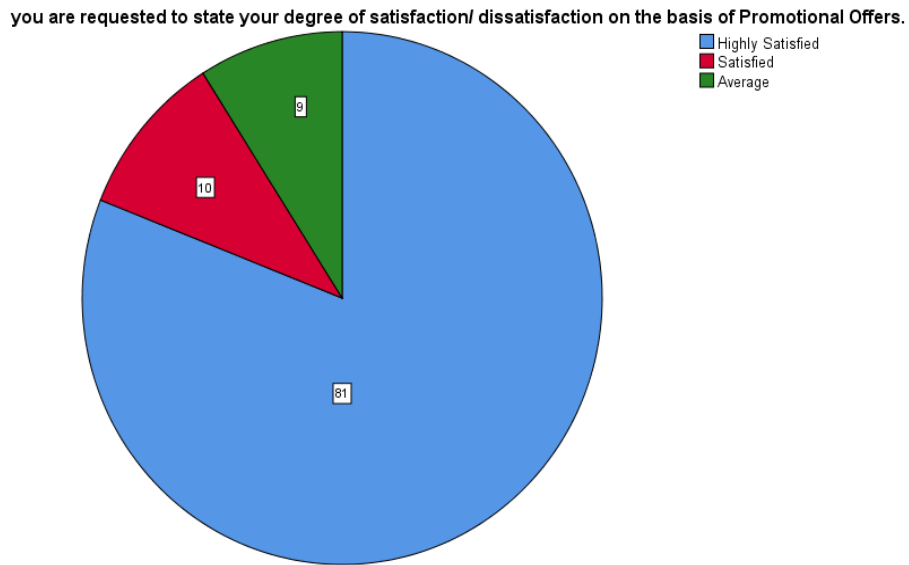
Figure 21: Degree of satisfaction



Source: (Primary Data, Chart Prepared by the Author)

Interpretation: The result shows that most respondents are delighted with the style of the brand flying machine. They thought the washing machine had a unique style.

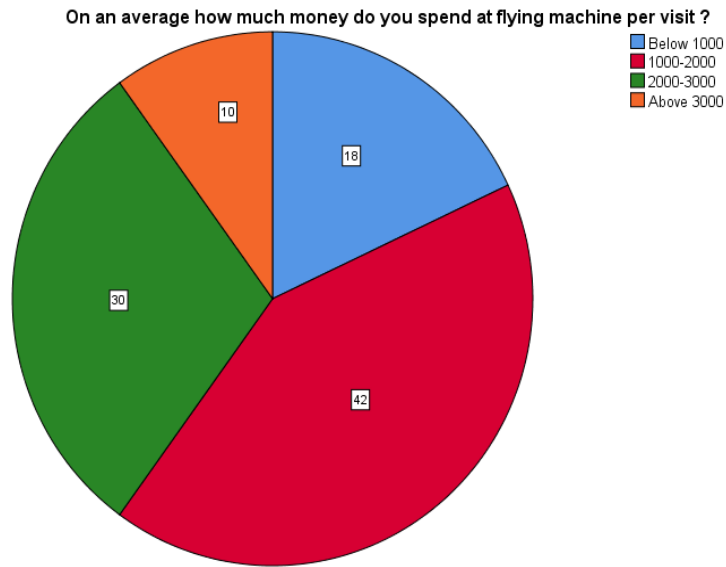
Figure 22: Degree of satisfaction



Source: (Primary Data, Chart Prepared by the Author)

Interpretation: The result shows that out of 100 respondents, most respondents are highly satisfied with the promotional offers of the brand flying machine. Respondents are happy with the promotional scheme of the brand washing machine.

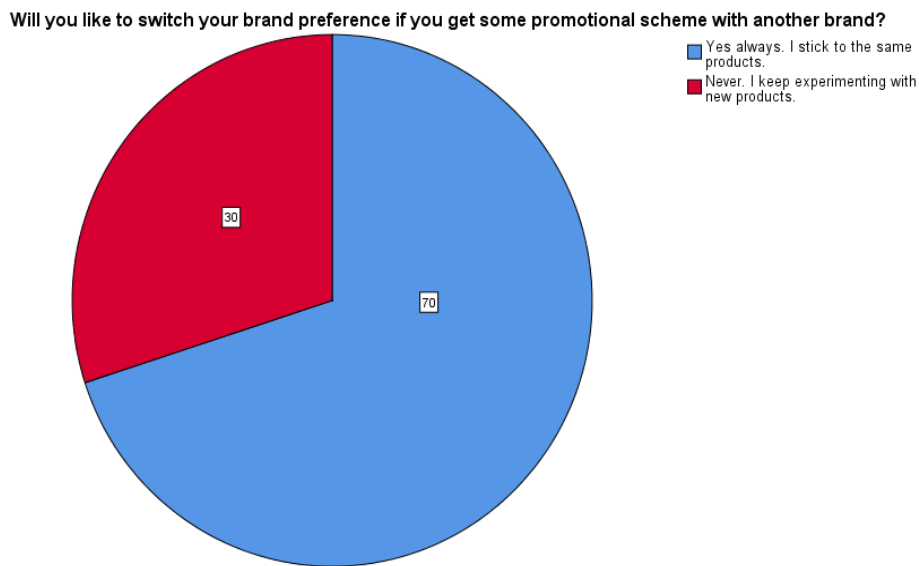
Figure 23: Average money spending



Source: (Primary Data, Chart Prepared by the Author)

Interpretation: The above chart indicates that out of 100 respondents, 42% respondents are spending between 1000 to 2000 Rs., 30 respondents are spending between 2000-3000 Rs., 18 respondents are spending below 1000 Rs. and the remaining are spending above 3000 Rs. on an average per visit at the flying machine. Flying Machine should increase the purchase value per store visit because converting visitors into paying customers is difficult for any brand.

Figure 24: switching on another brand



Source: (Primary Data, Chart Prepared by the Author)

Interpretation: From the analysis, it was found that out of 100 respondents, 70 respondents said they stick to the identical product even if they get good promotional schemes with other brands. And 30 respondents said that they always keep experimenting with the new product. They are not stuck on the same brand. Flying Machine has a better chance to be the first preference for their customers as they tend to stick with the same brand. This can be achieved through customer retention techniques and post-purchase satisfaction activities.

Gender * Education Crosstabulation

Table 2: Gender * Education

Count		Education			Total
		HSC	Bachelor's Degree	Master's Degree	
Gender	Male	20	9	30	59
	Female	0	21	20	41
Total		20	30	50	100

Interpretation: Out of 100 respondents, 59 are male, and 41 are female. There are 30% undergraduate respondents, 50% post-graduate respondents, and the remaining have passed HSC.

Age * Salary (P. A.) Crosstabulation

Table 3: Age * Salary (P. A.)

Count		Salary (P. A.)				Total
		Up to 2.5 lakh	2.5 lakh to 5 lakh	5 lakh to 10 lakh	10 lakh and more	
Age	21-30	20	40	0	0	60
	31-40	0	9	22	0	31
	41-50	0	0	0	9	9
Total		20	49	22	9	100

Interpretation: The above table indicates that out of 100 respondents, 60% of people fall under 21-30, 31% of people belong to the 31-40, and 9% are from the 41-50 age group. 49% of respondents have an income between 2.5 lakhs to 5 lakhs. In contrast, 22% of respondents have earnings between 5 lakhs and ten lakhs per annum.

How often do you buy the apparel of this brand? * On average, how much money do you spend on a flying machine per visit? Crosstabulation

Table 4: How often do you buy the apparel of this brand? * On average, how much money do you spend on flying machines per visit?

Count

		How much money do you spend on flying machines per visit?				Total
		Below 1000	1000-2000	2000-3000	Above 3000	
How often do you buy the apparel of this brand?	Weekly	9	0	0	0	9
	Once a month	0	0	19	0	19
	Every 2-3 months	0	20	11	10	41
	2-3 times per year	9	22	0	0	31
Total		18	42	30	10	100

Interpretation: The table depicts that 41% of respondents buy the flying machine's apparel every 2-3 months. Besides this, the majority of the respondents spend 1000-2000 Rs. on average at flying machines per visit.

If you change your buying preferences and purchase another clothing brand instead of a flying machine, what will be the reason for it? * Will you like to switch your brand preference if you get some promotional scheme with another brand? Crosstabulation

Table 5: If you change your buying preferences and purchase another clothing brand instead of a flying machine, what will be the reason? * Will you like to switch your brand preference if you get some promotional scheme with another brand?

Count

		Will you like to switch your brand preference if you get some promotional scheme with another brand?		Total
		Yes always. I stick to the same products.	Never. I keep experimenting with new products.	
If you change your buying preferences and purchase another clothing brand instead of a flying machine, what will be the reason for it?	Price	10	10	20
	Promotional offers	49	11	60
	Better quality	11	0	11
	Brand	0	9	9
Total		70	30	100

Interpretation: Here, the above table shows that out of 100 respondents, more than half of respondents agreed to change their brand preference instead of flying machines due to promotional offers. In contrast, 70% of respondents are willing to stick to the same products if they get a promotional scheme from another brand.

Which do you use social media sites for checking the latest fashion and related information? * Who influences your purchase at a flying machine? Crosstabulation

Table 6: Which media sites check the latest fashion and related information? * Who influences your purchase at a flying machine?

Count

		Who influences your purchase at a flying machine?				Total
		Friends	Self	Family	Spouse	
Which do you use social media sites for checking the latest fashion and related information?	Facebook	9	0	0	0	9
	Instagram	20	10	0	11	41
	Snapchat	10	0	9	0	19
	Youtube	0	20	0	11	31
Total		39	30	9	22	100

Interpretation: From the analysis, it has been found that 41% of respondents are using Instagram to check the latest fashion trends and related information. In contrast, friends influence 39% of respondents compared to the remaining respondents.

5 Results and Discussion

For the analysis, 100 respondents are taken out of 100 respondents, 59 are male, and 41 are female. And the majority of males and females are between the age of 21 to 30. So from the analysis, it was found that respondents do not buy the clothes of this brand very often. They believe the clothes of this brand every two-three months.

And they spend a minimum of 30 to 60 minutes on this brand, not more than that. So from the analysis, it was found that their Friends influence the majority of respondents. In contrast, some of the respondents are influenced by their wives, and they are ready to buy the product by knowing from the advertisement or word of mouth. Respondents said that Instagram is the most used site for checking fashion-related information.

So Analysis shows that customer changes their buying preference and buy another brand's apparel by getting reasonable promotional offers. And social media help the customer acquire information about every brand and affect the customer's purchase decision. Social media enhance the relationship between consumer and brand. And also help to increase brand recognition. The majority of customers see the product's quality while making the purchase. The result shows that customers are satisfied with the product's price, quality, brand, color, style, and promotional offers, and they are ready to buy the product.

Results show that customers can spend between 1000 to 2000 on the brand flying machine. If a customer get good promotional schemes with their brand, they stick with the same brand, and if not, then they change the brand

6 Conclusion

The thesis aims to assess the impact of social media promotions on consumer buying behavior for chosen clothing brands and provide significant suggestions for better marketing its products. The thesis deals with essential denim and one of the most excellent young apparel manufacturer companies, namely Flying machine. The primary data is collected by interviewing 100 respondents through a questionnaire which is further used for the practical part and the conclusion of the thesis. The analysis was done by using SPSS software. The study's findings indicate that social media substantially impacts consumer decision-making.

Social media promotions have enhanced the relationship between consumers and brands as customers use social media sites to check fashion-related information. Instagram is the most used site for getting information about different brands' products compared to other social media sites. Besides this, advertisement and word of mouth majorly influence the customers for buying the products of flying machines. The customers give more importance to quality while making a purchase decision, and they are satisfied with the price, quality, color, style, and promotional offers provided by the flying machine. However, the customers may change their brand preference due to good promotional schemes offered by other competitive brands.

Therefore, the study suggests that the flying machine should offer good & attractive promotional schemes to customers to increase its customer base. The company should provide discounts & gift coupons and conduct loyalty programs for its regular customers to build a good relationship with their customers and retain the existing customers. The company should maintain the quality of its product as most of the customers are willing to buy flying machines' apparel due to its better quality. Moreover, the company should effectively advertise its products to reach the mass target group in less time. It should also promote its products more on Instagram as it is the most used social media site by customers. The company can also conduct various contests and campaigns for engaging with customers at a significant level.

7 Recommendation

- The flying machine should offer good & attractive promotional schemes to customers for increasing its customer base.
- The company should provide discounts & gift coupons and conduct loyalty programs for its regular customers to build a good relationship with their customers and retain the existing customers.
- The company should maintain the quality of its product as most of the customers are willing to buy flying machines' apparel due to its better quality.
- The company should effectively advertise its products to reach the mass target group in less time.
- It should also promote its products more on Instagram as it is the most used social media site by customers.
- The company can also conduct various contests and campaigns to engage with customers at a significant level.

New Strategy Development -

- ✓ Re-identify your visitor with Facebook ads to increase conversion rates.
- ✓ Start a holiday promotion to increase sales and hold attention when consumers are more conscious.
- ✓ Create style guides to show your visitors how to dress or combine your items in their daily lives.
- ✓ Launch a giveaway on Instagram to raise both product awareness and the size of your community.
- ✓ Work with influencers in your category to provide access to new audiences, gain community evidence, and discover unique content.
- ✓ Have all the email subscribers follow you on Instagram.
- ✓ Create gift guides throughout the year for healthy customer life events to encourage them to buy.
- ✓ Get your audience involved to create a community around your product.
- ✓ Remember (and read) customer birthdays to build product loyalty.
- ✓ Launch a blog or keep it up if you already have it.
- ✓ Raise people who are not ready to buy to convert customers later.
- ✓ Email a reminder to people who left items in their shopping cart to increase conversion prices.

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9 Appendix

Social Media Promotions- Influencing consumer buying behavior for Flying Machine

Name

Age

- 21-30
- 31-40
- 41-50
- 51 and above

Email ID

Salary (P.A.)

- Up to 2.5 lakh
- 2.5 lakh to 5 lakh
- 5 lakh to 10 lakh
- 10 lakh and more

Gender

- Male
- Female

Education

- SSC
- HSC
- Bachelor's Degree
- Master's Degree
- Ph.D. or higher

Qualification

- Profession
- Business
- Employee
- Homemaker

Are you a regular customer of flying machines?

- Yes
- No

How often do you buy the apparel of this brand?

- Daily
- Weekly
- Once a month
- Every 2-3 months
- 2-3 times per year
- Other:

What is the average time that you spend at a flying machine?

- Less than 30 minutes
- 30 min- 1 hour
- 1 hour- 2 hours
- More than 2 hours

Who influences your purchase at a flying machine?

- Friends
- Self
- Family
- Spouse
- Other:

What influenced you to buy the products of the flying machine brand?

- Advertising
- Word of mouth
- Attractive packaging
- Shop display
- Family/Friend/Relatives
- Other:

Which do you use social media sites for checking the latest fashion and related information?

- Facebook
- Instagram
- Twitter
- Snapchat
- Youtube
- Other:

If you change your buying preferences and purchase another clothing brand instead of a flying machine, what will be the reason for it?

- Price
- Promotional offers
- Better quality
- Brand

Which factor influences you more while making a purchase decision?

- Price
- Quality
- Brand
- Style
- Promotional Offers

How much money do you spend on flying machines per visit?

- Below 1000
- 1000-2000
- 2000-3000
- Above 3000

Will you like to switch your brand preference if you get some promotional scheme with another brand?

- Yes, always. I stick to the same products.
- Never. I keep experimenting with new products.