



A STUDY ON THE IMPACT OF SOCIAL MEDIA PROMOTIONS ON THE CONSUMER PURCHASE DECISION OF PERSONAL LIFESTYLE PRODUCTS IN INDIA

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Abstract: Social media's impact on users is greater than ever before, due to a constantly changing environment and trends. This study aims to investigate the impact of Social media promotions on the consumer purchase decisions of personal lifestyle products in India. Design/ Methodology, This research adopts a quantitative method by collecting data from social media users in India. The findings show that there is no significant association between gender and the type of content liked by people which was posted by social media marketers when it comes to lifestyle products a positive correlation has been found between annual income and the frequency of lifestyle products being purchased. The research limitation/ Implication of this study is that the impact of social media promotions has been analysed only in personal lifestyle products. Hence, the Future suggestions for coming researchers are recommended to investigate other product categories as well.

IndexTerms - Social media marketing, Personal lifestyle products, Consumer purchase decision, Instagram marketing

I.INTRODUCTION

Social media's impact on users is greater than ever before, due to a constantly changing environment and trends. Consumers, meanwhile, are more demanding and conscious about their needs. Social media is no longer just for catching up with friends and family or chatting with them. It has also become a platform where people, governments, and organisations may communicate with one another in recent years. This research study focuses on the impact of social media promotions on the consumer purchase decision of personal lifestyle products in India. The main objective is to find out social media promotion's effects on consumer's purchase decisions.

Consumer behaviour is a widely studied segment and there are a lot of research papers on the internet for that field and related to that field. However, the limitation is, that most of the research deals with traditional marketing and there are hardly a few that include social media and digital technology and its impact on consumers. Customers' decisions are impacted not only by friends and family but also by strangers on social media. As a result, it is an opportunity for businesses to raise brand awareness and turn their customers into brand ambassadors. This research work would give answers to all those questions that are related to the relationship between social media promotions and consumer purchase decisions. Knowing consumers' behaviour on social media and their needs provides the necessary information for companies to understand the expectations of consumers and what makes a consumer purchase a specific product or service (Clootrack 2020)

Approximately 64% of marketers believe social media will be more important to their organizations' marketing plan over the next few years, according to Econsultancy's Future of Marketing report (Gilliland 2020). Keeping up with social media and its features is essential for all businesses as people spend a lot of their time on social media and advertising the products or services on social media is highly beneficial. "According to the Harvard Business Review, brands utilize sensory marketing with three goals in mind. To identify and understand consumers' emotions, to explore and capitalize on new markets and to grow brand loyalty.

1.2 DEFINITIONS

SOCIAL MEDIA

According to Lazer and Kelly (1973), social marketing is defined as "involved with the use of marketing knowledge, concepts, and procedures to improve both social and economic outcomes. It also includes an examination of the social effects of marketing strategies, decisions, and activities." "Using social media networks to promote your firm and its products" is a fundamental definition of social media marketing (Barefoot & Szabo, 2010, p. 13). "A method that empowers individuals to market their websites, products, or services through online social networks and to engage with and tap into a much bigger population that may not have been available through traditional advertising channels," according to a more expansive description (Weinberg, 2009, p.

3).

SMM (social media marketing) is an Internet marketing technique that makes use of social networking websites as a marketing tool. The purpose of social media marketing (SMM) is to create content that users will share with their social networks to help a firm boost brand awareness and consumer reach. Because social media marketing is thought to be a more targeted kind of advertising, it is thought to be particularly effective at raising brand awareness.

CONSUMER BEHAVIOUR

"Consumer behaviour can be defined as the study of the mechanism involved in the choosing, purchasing, utilizing or disposing of goods, resources, proposals or interactions for satisfying desires and demands by individuals or groups."

The customer is someone who suggests to the manufacturer that he or she is willing to pay for items or services (Solomon M. et al, 2006). A user is a customer. According to Schiffman and Kanuk (2010), the customer's purchasing decision is influenced by a variety of factors: (1) the community metric, which has the most impact and is the most detailed of consumer behaviour; (2) social metrics, which should be considered so that advertisers can understand the impact of customers' political, subcultural, and social groups." According to D'Souza et al. (2006), if an individual is willing to take benefit of a previous purchase, he will tell others about it and buy it again and again.

INSTAGRAM

Instagram, as the most popular social media platform on the planet, has played a key role in bringing about change in the world of online shopping. "Brand research and discovery are something that 44% of Instagram's active users do on the platform." "On Instagram, 53% of Instagram users follow their favourite companies." It's a novel strategy that firms are employing to connect with the proper customers to advertise their products. Audiences may connect with them through stories, posts, and IGTV videos in this new kind of marketing. Brands can also raise awareness about their products on a broader scale, which benefits both the brand and the customer by allowing them to access a greater choice of products.

FACEBOOK

Facebook, which is at the vanguard of the social media boom, has over 500 million monthly active users. It first appeared on February 4, 2004, when Mark Zuckerberg, a 19-year-old Harvard sophomore, established the revolutionary site to link Harvard University students (Grossman, 2010). However, later, this site allows users to create social networks with hundreds or even thousands of people all over the world, with features like images, wall posts, and status updates becoming seemingly alluring to those who wish to connect with their friends.

TWITTER

Twitter is a widely used free social networking application that allows users to share information in real-time news feeds by making quick remarks about their experiences and ideas (Mistry 2011). Twitter messages, known as 'tweets,' are limited to 280 characters and can include links to blogs, web pages, photos, videos, and other online content (Bristol et al 2010).

INFLUENCER MARKETING

Instagram has a higher amount of interaction than other social media platforms. Instagram influencers can interact with their followers and share their reviews daily. Instagram also provides Influencers and marketers with a plethora of options and shortcuts for reaching out to their target audience. Influencers on Instagram use the site to raise brand awareness, which aids brands in extending their businesses and increasing sales. Their fans adore and connect with them because they have a unique style of communicating with them that maximises the sensation of belonging. In their best capacity, Instagram influencers make the promotional message appear more genuine, leaving a long-lasting impression on the audience.

According to McCracken (1998), celebrities are considered as memorials, entertainment, or industry leaders. According to research, celebrity patronage has an impact on shoppers' overall attitudes and can even change how they feel about advertisements and products.

PERSONAL LIFESTYLE PRODUCTS

For marketing purposes, a lifestyle brand seeks to embody the values, goals, interests, attitudes, or ideas of a group or society. Lifestyle brands aim to inspire, guide, and motivate people, with the purpose of ensuring that their products contribute to the consumer's notion of their way of life. As a result, they are inextricably linked to the advertising and other promotions that are utilised to obtain mind share in their target market.

1.3 OBJECTIVES OF THE STUDY

1. To study the impact of social media promotions on the purchase decisions of Indian consumers when it comes to lifestyle products.
2. To study which social media platforms are used most by the people when it comes to buying and getting to know about lifestyle products
3. To study and critically analyse which promotional technique works well for the brands & which has the highest intensity to convert the audience into customers.
4. To study the relationship between age, gender & income levels and the consumer purchase intention through social media promotions.

1.4 NEED FOR THE STUDY

- In today's world, social media has become an indispensable tool for online consumers. It's no wonder that businesses of all kinds have turned to social media to locate and engage with their target customers.
- When a product is mentioned to them through social media, people are more likely to purchase it. The generation born in the 2000s is thought to spend most of their time on social media platforms, with social media influencing more than half of their purchases.
- One of the most fascinating features of modern marketing is how social media promotions affect consumer behaviour.
- Brands and social media marketers must know the feasible ways to attract an audience and convert them into customers in a short span of time as the competition is relatively high in digital media.

1.5 SCOPE OF THE STUDY

- The scope of this proposed study is restricted to the Indian audience of social media. ● This study is to understand the various factors affecting consumer purchase decisions when it comes to social media promotions of lifestyle products
- This study will help the social media marketers or brands per say to understand the audience of social media and which promotional technique works best for the platform that converts audience into customers.

1.7 LIMITATIONS OF RESEARCH

- This study has limitations, which will pave the way for future research. ● First, the current study is based on social media users from a single country, i.e., India; hence caution must be taken while generalising the findings to other cultures. So, I request future researchers to replicate this study in other countries and cultures with larger samples to improve the robustness of the research.
- Secondly, the research is limited to personal lifestyle products. So, recommend that future researchers to dive deep into other product categories as well.
- Thirdly, the research mainly focussed on Instagram and Facebook. There are lots of platforms which include youtube, Pinterest etc., So, future researchers can conduct their research on other platforms as well.

2. Literature Review

- ❖ (Chandwani Vinod Surenderkumar, 2016) in his research paper conveyed that when comparing social networking channels as a whole to traditional marketing channels as a whole, respondents favoured social networking channels much more than traditional marketing channels. According to the independent channel comparison, some social networking channels are even disliked, while traditional marketing channels are appreciated. Customers favour online marketing channels such as Facebook, Twitter, and e-mail over conventional marketing channels such as television, newspaper, and text messages, although traditional marketing channels such as television, newspaper, and text messages are also favoured by most customers. As a result, social networking sites are valued, but not at the expense of traditional marketing methods such as television, newspapers, and text messaging. When comparing social media advertising channels to traditional advertising channels, social media advertising channels come out on top. Respondents unanimously think that social media advertising channels are superior to traditional media advertising in every way.
- ❖ (Stephen, Andrew T, 2015) in his recent consumer study on digital marketing and social media covers five major research subjects. They are Consumer digital culture, Advertising, Impacts of Digital Environments, Mobile, and Online WOM and Reviews are the five themes. Online WOM, which was covered by nearly half of the articles, and advertising, which was covered by slightly more than a quarter of the articles, were the most popular topics.
- ❖ (Jin, S. Venus, Muqaddam, Aziz, Ryu, Ehri, 2019) This study is one of the first to attempt to provide a theoretical framework that explains the effects of social media influencers by demonstrating that audiences perceive traditional celebrities and Instagram celebrities differently. The experiment used social presence theory to investigate why people identify more strongly with Instagram superstars than with mainstream celebrities to explain discrepancies in perception.
- ❖ (Ashley, Christy, Tuten, Tracy, 2015) in this content analysis of the creative strategies found in social media content shared by a sample of major businesses was used in this study. The findings show which social media channels are being used, which creative methods/appeals are being used, and how these channels and strategies link to branded social media engagement. According to previous study, marketers should focus on maintaining a social presence across social networks with fresh and frequent content, as well as offering incentives for consumer interaction (Ling et al., 2004). The usefulness of frequent updates and incentives for involvement was proven in this study. In addition, various creative methods, including experiential, image, and exclusivity messaging, were linked to customer involvement.
- ❖ (Godey, Bruno, Manthiou, Aikaterini, Pederzoli, Daniele, Rokka, Joonas, Aiello, Gaetano, Donvito, Raffaele, Singh, Rahul, 2016) This study examines these connections by looking at pioneering luxury labels such as Burberry, Dior, Gucci, Hermès, and Louis Vuitton. The study evaluates a brand's social media marketing activities, considering five factors (entertainment, interaction, trendiness, customization, and word of mouth). The study also discovers that SMMEs have a considerable beneficial impact on brand equity, as well as the two primary components of brand equity: brand awareness and brand image.
- ❖ (Schivinski, Bruno, Dabrowski, Dariusz, 2014) In the conclusion of the research, the data show that, while firm-created material does not appear to have a direct impact on consumer perceptions of brand equity, it does have an impact on consumer attitudes toward brands. Furthermore, company-created social media material might generate a viral response, helping to promote the original advertising to a bigger audience. As a result, the best situation for communication managers is to entice or encourage consumers to create content that displays their enthusiasm for their company's brands and products. As a result, rather than competing with user-generated social media material, the goal of firm-created social media content is to raise consumer brand recognition and attitudes.

- ❖ (Lou, Chen, Yuan, Shupeí, 2018) This research provided a theoretical model to better explain the effects of influencer marketing, which included the importance of influencer content and source credibility in model testing and laid the framework for a more comprehensive model. Despite widespread praise from the industry, influencer marketing is still in its early stages. Considering the ever-changing interactive advertising landscape, such as the current popularity of vertical video (e.g., Instagram's IGTV) and experiential advertising, more issues about the consequences of influencer marketing will be investigated.
- ❖ (Nikolinakou, Angeliki, King, Karen Whitehill, 2018) The purpose of this study is to see how specific pleasant emotions promote viral sharing. The viral impacts of two positive emotions, wonder and affection, were studied in an online experiment with millennial volunteers using genuine viral video advertising. Awe and compassion feelings evoked by online commercials may trigger viral sharing by activating specific sorts of sharing expressions related to displaying emotional connection and emotional generosity on social media. Managerial implications for using happy emotions as triggers in video ad material to increase virality on social media are discussed.
- ❖ (Erkan, Ismail, Evans, Chris, 2016) The goal of this study was to compare the effects of friends' recommendations on social media against anonymous evaluations on shopping websites on online purchase intent. In terms of information quality, information trustworthiness, information usefulness, and information adoption, eWOM information on shopping websites has a greater impact on online purchase intention than eWOM information on social media.
- ❖ (Dammaing, Cara, Wu, Juanjuan, Johnson, Kim K. P., 2012) The goal of this study was to see how different product display types affected consumers' pleasure, arousal, cognitive pleasure, and approach and avoidance behaviours in the US fashion retail business. The discovery that our intended product display type (i.e., lifestyle and shoppable product displays) had a significant effect on consumers' experienced pleasure, arousal, and cognitive pleasure was the study's key contribution.
- ❖ (Živilė Baubonienė, Gintarė Gulevičiūtė, 2015) The key elements influencing people to shop online, according to the empirical findings of this study, are convenience, simplicity, and a better price. Men purchase more frequently online because of the reduced price, according to an analysis of socio-demographic indicators such as gender. Because of a shortage of time and a large selection of products, respondents in the 25–35-year age bracket are more likely to purchase online. The ability to compare prices and buy at a reduced price was identified as the most advantageous aspect of purchasing online.
- ❖ (Kim, Angella Jiyoung, Ko, Eunju, 2010) The impact of luxury fashion brands' social media marketing on client relationships and purchase intent was investigated in this study. In compared to traditional marketing performances, the results reveal that the chosen brand's SMM incorporates distinct features. Entertainment and word of mouth have a strong favourable impact on intimacy when examining its impact on customer relations and purchase intention.
- ❖ (Chu, Shu-Chuan, Kamal, Sara, Kim, Yoojung, 2014) Researchers in fashion marketing are becoming increasingly interested in social media advertising (e.g., Kim & Ko, 2010; Thomas & Peters, 2011). The findings revealed that respondents' attitudes about social media advertising (product information, falsity/nonsense, and value corruption) were significant markers of their overall attitude toward the medium. Product information was found to be a positive predictor of social media advertising attitude: social media is a rich information platform in which users are continually supplied with information about brands from marketers or "friends," as suggested. Falsity/nonsense and value corruption, on the other hand, had a negative impact on opinions about social media advertising.
- ❖ (Nash, Jill, 2018) Consumers utilise several internal and external motives to affect their behaviour and opinions of high-street fashion businesses, according to the research, and these elements are aided and facilitated by the usage of social media (SM). However, the study found that social media is not the only source that influences their purchasing decisions, and that as the number of active users on social media grows, these platforms are having (and will continue to have) an ever-increasing impact on consumer decisions.
- ❖ (Ananda, Artha Sejati, García, Ángel Hernández, Lamberti, Lucio, 2017) This study includes preliminary findings from the creation and execution of SMM strategies among SMEs in the fashion industry, with a focus on European SMEs. The study delves into the companies' general business strategy, the motivations for SME fashion brands to implement SMMS, the goals they wish to achieve, critical tactical decisions regarding which social media platforms to use, and the perceived benefits of SMM implementation. The study also includes details on the SMM strategic actions taken by brands on social media brand communities – specifically and given that Facebook is the most popular social media platform, on their Facebook brand pages.

- ❖ (Pandey Anurag, Parmar Jithesh, 2019) The findings suggest that several factors influence consumers' online shopping behaviour, including demographics, social factors, consumer online shopping experience, knowledge of using the internet and computer, website design, social media, situational factors, facilitating conditions, product characteristics, sales promotional scheme, payment option, delivery of goods, and after sales services.
- ❖ (Jiyong Lee, Jinsook Hwang, 2019) Self-consciousness and information search have substantial impacts on fashion consumerism, according to this study, which analyses the major aspects influencing the decision-making processes of single Korean adults. Furthermore, decision-making can have an impact on post-purchase satisfaction.
- ❖ (Anjali Chopra, Sowmaiya Vidyavihar, Vrushali Avhad, Sonali Jaju, 2020) The current study offers marketing professionals strategic insights into how to reach the right target audience by combining the proper type of influencer with the right content distribution strategy. Influencers can be employed as facilitators to establish empathy, relationships, and connections with customers, according to the study. According to the findings, micro-influencers and bloggers have a large social media following and are preferred in areas such as beauty, lifestyle, and travel.
- ❖ (Raman, Asad 2018) The paper's findings show that there is a strong link between promotion, advertising, and customer behaviour. It becomes difficult for an organisation to build its brand image and establish considerable recognition in the present market if one aspect is missing. Goals and objectives are at the heart of their partnership. In a high context, the motives of each promotion, advertisement, and consumer behaviour are linked. All of these characteristics have a healthy relationship because of this alignment.
- ❖ (Dokyun Lee Kartik Hosanagar Harikesh Nair, 2018) The battle for consumer attention is fierce across media platforms, particularly on social media platforms. Consumers, in turn, are overwhelmed by the abundance of internet content, and it appears that marketers will fail unless they build this content specifically for their target audience.
- ❖ (Ho, C.-W. , 2014), Consumer participation in Facebook communities has immediate positive and significant effects on brand trust and community identification, according to this study. Second, this study demonstrates that brand trust has a direct and beneficial impact on community identity. Third, brand trust and community identification were discovered to serve a mediation function between Facebook engagement and consumer citizenship activities in this study.
- ❖ (Devadas Menon, 2022) The study discovered that people's motivations and socio psychological variables influence their interaction with Instagram Reels; escapist users demonstrated increased consumption and participation behaviour, while entertainment seekers generated more videos and actively participated in Reels. Narcissists were more engaged with Reels than others.

3.1 RESEARCH METHODOLOGY

This study deals with the general research strategy that outlines the way in which research is undertaken and, among other things, identifies the methods used. These methods define the mean or modes of data collection or sometimes how a specific result is obtained.

This study includes research design, research population, sample size, sample techniques, description of tools, data collection procedure and method of analysis.

3.2 RESEARCH DESIGN

A descriptive research design was carried out study on the impact of social media promotions on the consumer purchase decision of personal lifestyle products.

RESEARCH DESIGN

RESEARCH TYPE	Descriptive Research
DATA	Direct, Close-end, Dichotomous and Multiple-Choice questions
SAMPLING TECHNIQUE	Simple Random Sampling
SAMPLING SIZE	110

3.3 DATA COLLECTION METHOD

- The data was collected using primary and secondary sources.
- Primary data was collected using structured questionnaire.
- Secondary data was helpful in review of literature.
- The information pertaining to this study was collected respondents.
- The questionnaire was created in google forms and was circulated.

3.4 SAMPLING TECHNIQUE

The Sampling technique used in this study is Simple random sampling. Simple random sampling is a method used to call a smaller sample size from a larger population and use it to research and generalize about the larger group.

Descriptive Analysis

It is concerned with charts, tables, and interpretations from the finding of a research study. The following are the descriptive statistics which are used in this study,

(i) Percentage Analysis

Percentage analysis is the method to represent raw data as a percentage for better understanding of the data collected. It is one of the statistical estimates used to divulge the attributes of the sample or population in total. It includes computing proportions of factors chosen for the analysis and its findings will give simple elucidation for the researchers and readers.

Inferential Statistics

It is concerned with the drawing inferences and conclusion from the finding of a research study.

Chi-Square Test

The Chi-Square is most regular used to access check of independence when utilizing a tabulation. Cross tabulation displays the distribution of two categorical variables at the same time, with the intersection of the classifications of the variables showing up in the cells of the table. The test of independence surveys whether an association exists between the two factors by comparing the observed pattern of response to the expected pattern if the factors were independent of each other.

Correlation

Correlation means Association. More precisely, it is a measure that expresses the extent to which two variables are related. It is a common tool for describing simple relationships without making a statement about cause and effect. There are three possible results of a correlational study – a positive correlation, a negative correlation, and no correlation.

3.5 QUESTIONNAIRE DESIGN

The questionnaire for the research study is to be structured in which different types of questions like open ended and close ended are covered. The questions will be designed as an opinion, multiple choices. A closed-ended question is one where the respondent is given a range of answers and must make a choice of one or more. The questions in the questionnaire were arranged in a sequential manner grouped under the different factors of study.

The instruments used in the study are research instrument are the instruments which is used for gathering or collecting information. The instruments used in the study are,

1. Direct questions
2. Close end questions
3. Dichotomous questions
4. Multiple choice questions

MULTIPLE CHOICE QUESTIONS

A multiple-choice question refers to one which provides several set alternatives for its answers. Thus, it is a middle ground between free answers and dichotomous question.

DICHOTOMOUS QUESTION

The dichotomous question is a question which can have two possible answers. Dichotomous questions are usually used in a survey that asks for a Yes/No, True/False or Agree/Disagree answers. They are used for clear distinction of qualities, experiences, or respondent's opinions.

Sample Size

Sample size is the act of choosing the number of respondents. Samples of 110 respondents were taken from the population by using random sampling method.

Sample Design

Sampling design is imperative in every scientific study. Hence in this study simple random sampling methods have been used to collect data.

Sampling Tools

The collected data will be analysed with the help of statistical tools. The percentage analysis is used.

3.6 STATISTICAL TOOLS

Primary data source was applied for the collecting the data. Data collected are edited and coded by using the tabular columns. This helps in converting the gathered data into a tabulated grouped data.

- Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.
- Chart Analysis is applied for better understanding of the percentage analysis, and it is done via pie, bar charts etc.
- The Chi-Square is most ordinary used to access test of independence when utilizing a cross tabulation. Cross tabulation displays the distribution of two categorical variables at the same time, with the intersection of the classifications of the variables showing up in the cells of the table. The test of independence surveys whether an association exists between the two factors by comparing the observed pattern of response to the expected pattern if the factors were independent of each other.

● TOOLS FOR ANALYSIS

1. Percentage Analysis
2. Chart Analysis
3. Chi-square Analysis
4. Correlation

4.1 ANALYSIS AND INTERPRETATION

INTRODUCTION:

The current chapter represent the interpretation of various analyses used based on 100 respondents reply collected through the questionnaire. Interpretation data is an important source to represent the survey result in graph and table. Researchers use this process to analyse and interpret the data.

The research objectives are,

1. To study the impact of social media promotions on purchase decision of Indian consumers when it comes to lifestyle products.
2. To study which social media platforms are used most by the people when it comes to buying and getting to know about lifestyle products
3. To study and critically analyse which promotional technique works well for the brands & which has the highest intensity to convert the audience into customer.
4. To study the relationship between age, gender & income levels and the consumer purchase intention through social media promotions.

DEMOGRAPHIC ANALYSIS OF THE RESPONDENTS:

This session deal with the various factors like age, gender, income, occupation etc. **4.1.1 GENDER:**

Gender classification is very important because the age of experience in life give appropriate result in any situation. The gender classification in our project also works the same. The frequency distribution related to the gender of the respondent is given in the below table

TABLE 4.1.1 GENDER

S.no	Particulars	Frequency	Percent
1	Female	94	85.5
2	Male	16	14.5
3	Others	0	0
	Total	110	100

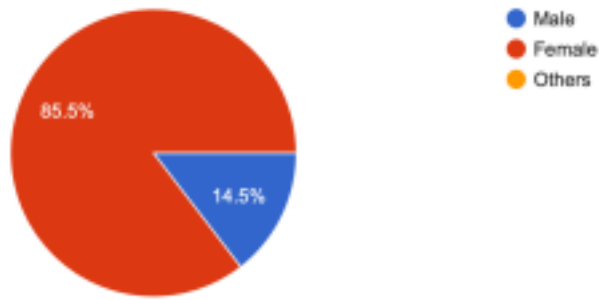
Interpretation:

From the table 4.1.1, 85.5% respondents who participate in the survey were Female and the remaining 14.5% were male.

CHART 4.1.1 GENDER

Gender

110 responses

**4.1.2 AGE:**

Age is an important aspect because we can understand at what age consumers are attracted towards social media promotions and make purchase decisions. The frequency distribution related to the age of the respondents is given in the below table

TABLE 4.1.2 AGE

S.no	Particulars	Frequency	Percent
1	Below 20	22	20
2	20 - 29	74	67.3
3	30 - 39	5	4.5
4	Above 40	9	8.2
		110	100

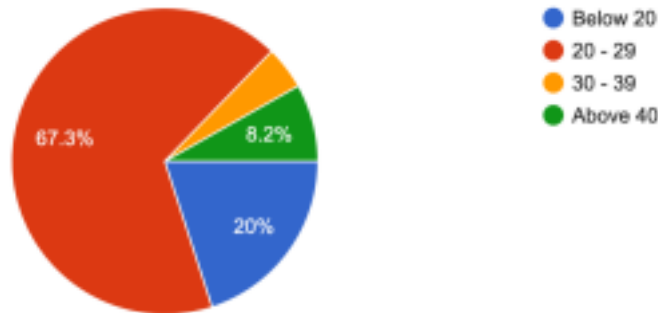
Interpretation:

From the table 4.1.1, it is clear that 67.3% respondents who participate in the survey were belong to 20-29, 20% respondents were belong to below 20, 8.2% respondents were belong to above 40 and 4.5% respondents were belong to 30-39 age group.

CHART 4.1.2 AGE

AGE

110 responses

**4.1.3 OCCUPATION:**

Occupation, depends on the occupation we can prefer for anything to purchase and to avail commitments. The frequency distribution related to the occupation of the respondents is given in the below table

TABLE 4.1.3 OCCUPATION:

S.no	Particulars	Frequency	Percent
1	Student	54	49.1
2	Working Professional	45	40.9
3	Non-working	7	6.4
4	Others	4	3.6
	Total	110	100

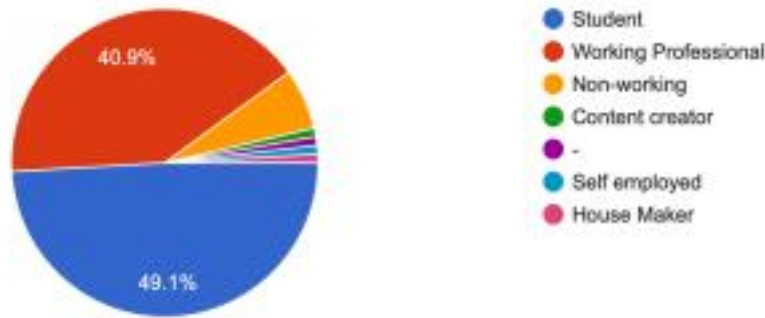
Interpretation:

From the table 4.1.3, it is clear that 49.1% of the respondents states that they were "Student", around 40.9% states that they were "Working professional", around 6.4% states that they were "Non-working" and the remaining 3.4% states as "Other" for the same.

CHART 4.1.3 OCCUPATION:

OCCUPATION

110 responses



4.1.4 ANNUAL INCOME:

Every people will hesitate to buy any product because of their monthly salary. High salaried people won't think for owning anything, but low salaried people should make decision depends on their income. The frequency distribution related to the income (per annum) of the respondents is given in the below table

TABLE 4.1.4 ANNUAL INCOME

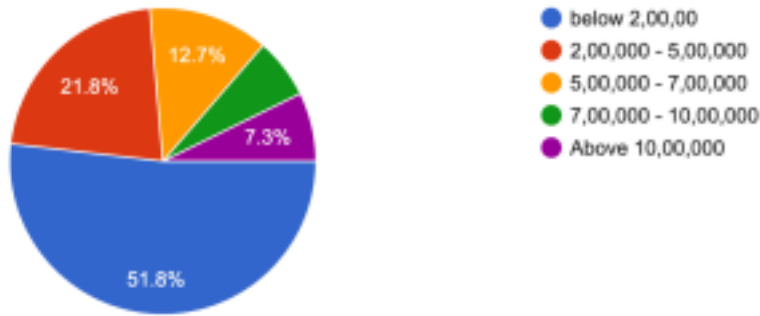
S.no	Particulars	Frequency	Percent
1	Below 2,00,000	57	51.8
2	2,00,000 - 5,00,000	24	21.8
3	5,00,000 - 7,00,000	14	12.7
4	7,00,000 - 10,00,000	7	6.4
5	Above 10,00,000	8	7.3
	Total	110	100

Interpretation:

From the table 4.1.4, it is clear that 51.8% states that their annual income is "Below 2,00,000", around 21.8% states as "2lakhs - 5lakhs", around 12.7%% states as "5 lakhs - 7 lakhs", around 6.4% states as "7 lakhs - 10 lakhs" and the remaining 7.3% states as "Above 10 lakhs" for the same.

CHART 4.1.4 ANNUAL INCOME

Annual Income level
110 responses



4.1.5 SOCIAL MEDIA ACCOUNT

Social media account serves as a main purpose for this research because that acts as the base for the whole research and from which the research objectives and hypotheses formed. The frequency distribution related to social media account is given in the table below

TABLE 4.1.5 SOCIAL MEDIA ACCOUNT

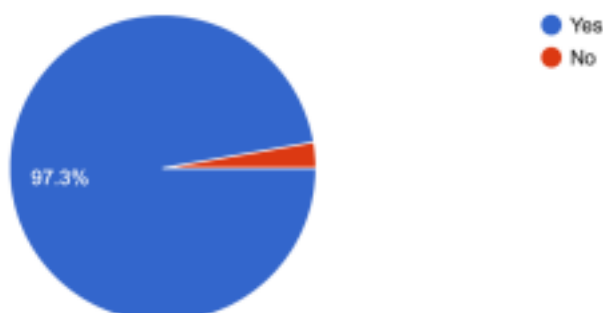
S.no	Particulars	Frequency	Percent
1	Yes	107	97.3
2	No	3	2.7
	Total	110	100

Interpretation:

From the table 4.1.5, it is clear that 97.3% people have their own social media account and 2.7% have not using own social media account

CHART 4.1.5 SOCIAL MEDIA ACCOUNT

Do you have a social media account?
110 responses



4.1.6 SOCIAL MEDIA PLATFORMS

Social media platforms play a major role in the research, so that we came to know which platform people prefer the most in terms of promotions and purchase decision. The frequency distribution related to social media platforms is given in the table below

TABLE 4.1.6 SOCIAL MEDIA PLATFORMS

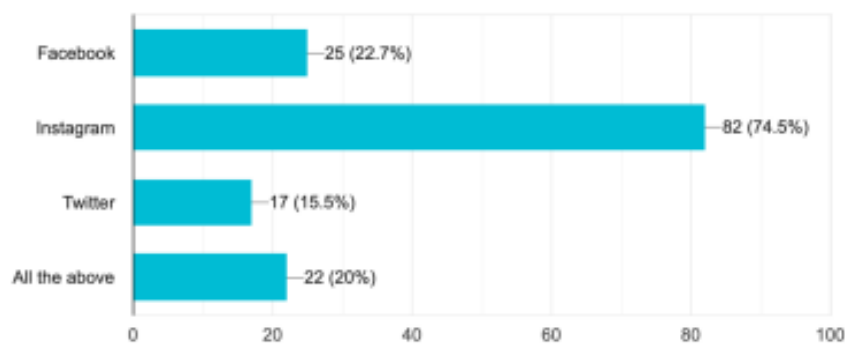
S.no	Particulars	Frequency
1	Facebook	25
2	Instagram	82
3	Twitter	17
4	All the above	22

Interpretation:

From the table 4.1.6, it is clear that 25 people use Facebook, 82 people use Instagram, 17 people use twitter and 22 people use all the above-mentioned platforms.

If yes, What are the social media platforms that you are using?

110 responses



4.1.7 TIME SPENT ON SOCIAL MEDIA

Time spent on social media is one of the important aspects because from this we can come to know that how long people it takes for the brands to convince audience into customers. The frequency distribution related to the time spent on social media is given in the table below.

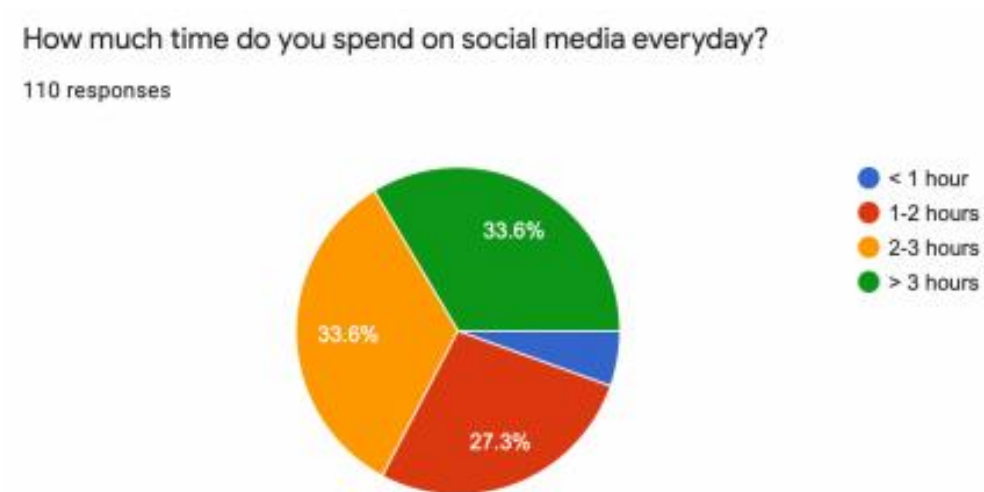
S.no	Particulars	Frequency	Percent
1	< 1 hour	6	5.5
2	1 - 2 hours	30	27.3
3	2 - 3 hours	37	33.6

4	> 3 hours	37	33.6
	TOTAL	110	100

Interpretation:

From the table 4.1.7, it is clear that 5.5% of people spent less than an hour in SM, 27.3% of people spent 1-2 hours, 33.6% of people spent 2-3 hours and 33.6% of people spent above three hours on social media.

CHART 4.1.7 TIME SPENT ON SOCIAL MEDIA

**4.1.8 FOLLOWING SOCIAL MEDIA INFLUENCERS/ CELEBRITIES/ BLOGGERS**

Social media marketers form the base of the research, so understanding how many people following the social media marketers plays a vital role for the research. The frequency distribution regarding following the social media marketers is given in the table below.

TABLE 4.1.8 FOLLOWING SOCIAL MEDIA INFLUENCERS/ CELEBRITIES/ BLOGGERS

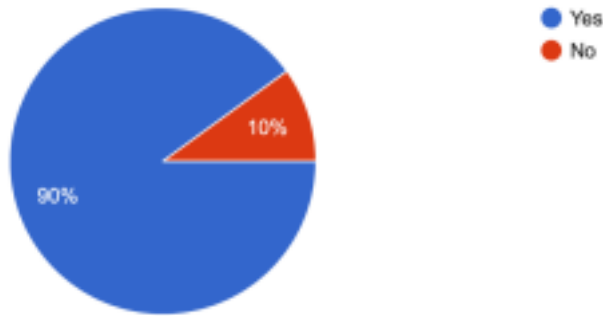
S.no	Particulars	Frequency	Percent
1	Yes	99	90
2	No	11	10
	Total	110	100

Interpretation:

From the Table 4.1.8, it is clear that 90% of the people follow social media marketers and 10% of the people are not following any social media marketers.

Do you follow any social media influencers/bloggers/celebrities?

110 responses



4.1.9 ATTRACTION FOR THE PRODUCTS SHOWN BY THE SOCIAL MEDIA MARKETERS

The frequency distribution related to the attraction for the products showed by the social media marketers is given in the below table

TABLE 4.1.9 ATTRACTION FOR THE PRODUCTS SHOWN BY THE SOCIAL MEDIA MARKETERS

S.no	Particulars	Frequency	Percent
1	Yes	67	60.9
2	No	20	18.2
3	Maybe	23	20.9
	Total	110	100

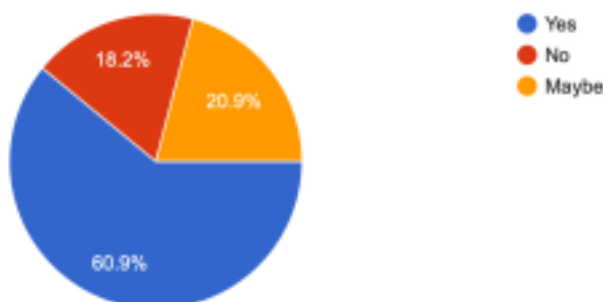
Interpretation:

From the table 4.1.9, it is clear that 60.9% of the people got attracted, 18.2% of the people have not got attracted and 20.9% of the people might get attracted to the products that the social media marketers showed on their profile.

CHART 4.1.9 ATTRACTION FOR THE PRODUCTS SHOWN BY THE SOCIAL MEDIA MARKETERS

Have you got attracted to any products that the social media influencers/ marketers/ bloggers showed on their profile?

110 responses



4.1.10 KINDS OF LIFESTYLE PRODUCTS

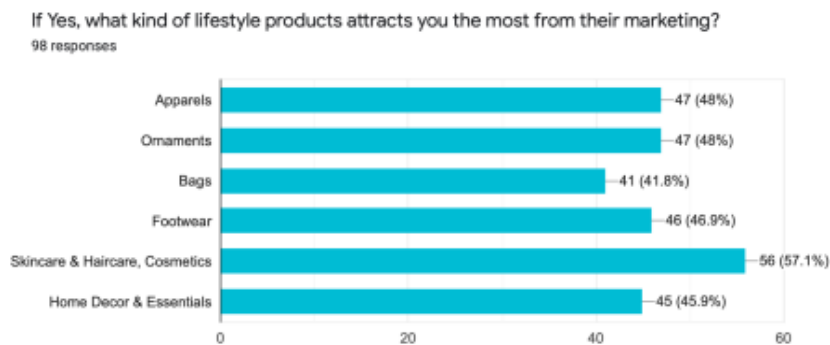
The frequency distribution regarding the kinds of lifestyle products that people are getting attracted by the social media marketers is given in the table below.

S.no	Particulars	Frequency
1	Apparels	47
2	Ornamnets	47
3	Bags	41
4	Footwear	46
5	Skincare & Haircare, Cosmetics	56
6	Home Decor & Essentials	45

Interpretation:

From the table 4.1.10, it is clear that 47 people choose Apparels, 47 people choose ornaments, 41 people choose bags, 46 people choose footwear, 56 people choose skincare & haircare, cosmetics and 45 people choose home decor & essentials.

CHART 4.1.10 KINDS OF LIFESTYLE PRODUCTS THAT PEOPLE ARE GETTING ATTRACTED



4.1.11 PREFERRED SOCIAL MEDIA PROMOTIONS

Social media promotions are highly important so that we can understand how people like to see the content in their profile. The frequency distribution related to the preferred social media promotions is given in the table below

TABLE 4.1.11 PREFERRED SOCIAL MEDIA PROMOTIONS

S.no	Particulars	Frequency	Percent
1	Reels	48	43.6
2	Post	36	32.7

3	IGTV	10	9.1
4	Stories	16	14.5
	Total	110	100

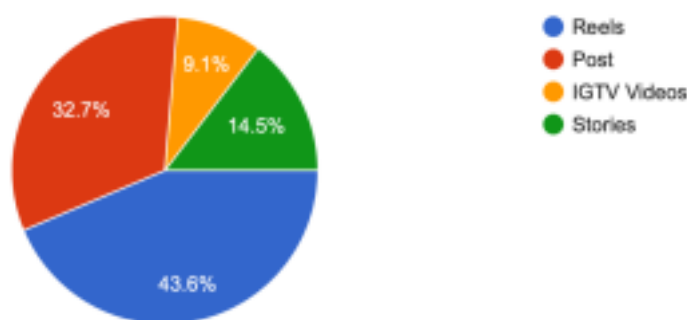
Interpretation:

From the table 4.1.11, it is clear that 43.6% people would like to see reels, 32.7% people would like to see posts, 9.1% of the people would like to see IGTV and the remaining 14.5% of the people would like to see the content in the stories.

CHART 4.1.11 PREFERRED SOCIAL MEDIA PROMOTIONS

How would you like to see the content posted by social media marketers/ influencers/ bloggers when it comes to lifestyle products?

110 responses

**4.1.12 MODE OF SHOPPING**

The frequency distribution regarding the mode of shopping the products endorsed by the social media marketers is given in the table below.

TABLE 4.1.12 MODE OF SHOPPING

S.no	Particulars	Frequency	Percent
1	Online Shopping	69	62.7
2	Physical Stores	41	37.3
	Total	110	100

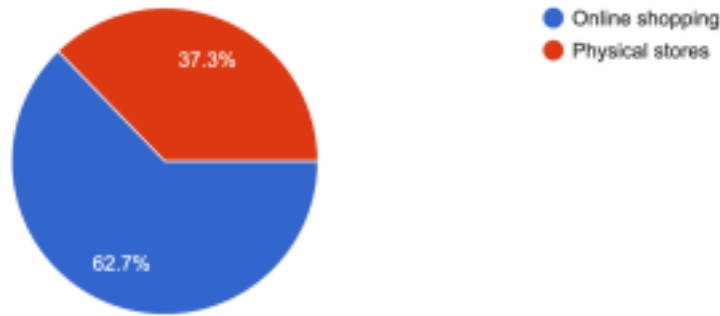
Interpretation:

From the table 4.1.12, it is clear that 62.7% of the people prefer online shopping while the remaining 37.3% of the people prefer physical stores while shopping the products endorsed by the social media marketers.

CHART 4.1.12 MODE OF SHOPPING

In which mode would you like to purchase the products that is endorsed by them?

110 responses



4.1.13 (a & b) STATEMENTS ABOUT SOCIAL MEDIA MARKETERS The frequency distribution regarding the statement about social media marketers is given in the tables below

TABLE 4.1.13 (a)

S.no	Particulars	Frequency	Percent
1	Strongly agree	17	15.5
2	Agree	38	34.5
3	Neutral	51	46.4

4	Disagree	3	2.7
5	Strongly disagree	1	0.9
	Total	110	100

Interpretation:

From the table 4.1.13(a), it is clear that 15.5% of the people strongly agree to the statement that 'Social media marketers drive awareness to the product/brand they are endorsing', 34.5% of the people agree, 46.4% of the people takes the neutral stand, 2.7% of the people disagree and the remaining 0.9% of the people strongly disagree to the statement.

CHART 4.1.13 (a)

Social media marketers drive awareness to the product/brand they are endorsing

110 responses

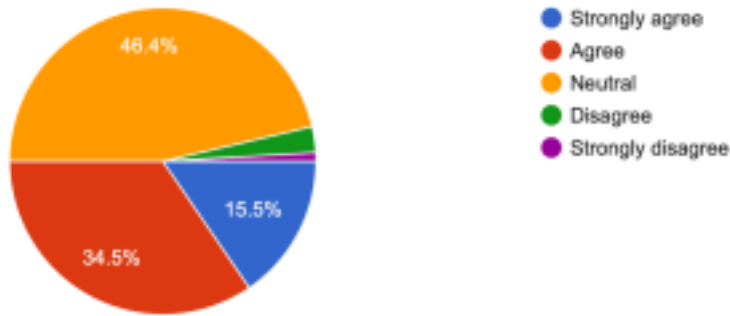


TABLE 4.1.13(b)

S.no	Particulars	Frequency	Percent
1	Strongly agree	13	11.8
2	Agree	35	31.8
3	Neutral	51	46.4
4	Disagree	10	29.1
5	Strongly disagree	1	0.9
	Total	110	100

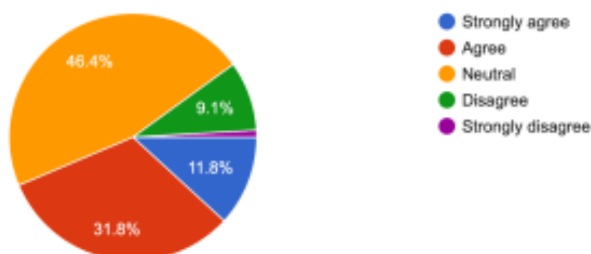
Interpretation:

From the table 4.1.13(b), it is clear that 11.8% of the people strongly agree to the statement that ‘Social media marketers are a credible source of the information’, 31.8% of the people agree, 46.4% of the people takes the neutral stand, 9.1% of the people disagree and the remaining 0.9% of the people strongly disagree to the statement.

CHART 4.1.13 (b)

Social media marketers are a credible source of information

110 responses



4.1.14 LIKELY TO PURCHASE

The frequency distribution regarding the likeness to purchase the product recommended by the social media marketer is given in the table below.

TABLE 4.1.14 LIKELY TO PURCHASE

S.no	Particulars	Frequency	Percent
1	1	6	5.5
2	2	8	7.3
3	3	58	52.7
4	4	29	26.4

5	5	9	8.2
	Total	110	100

Interpretation:

From the table 4.1.14, it is clear that 5.5% of the people chose rank 1, 7.3% of the people chose rank 2, 52.7% of the people chose rank 3, 26.4% of the people chose rank 4 and the remaining 8.2% of the people chose rank 5 when asked how likely they are to buy a product recommended by a social media marketer.

4.1.15 PROMOTIONAL CODES USAGE

The frequency distribution regarding the usage of promotional codes given by the social media marketer is given in the table below

TABLE 4.1.15 PROMOTIONAL CODES USAGE

S.no	Particulars	Frequency	Percent
1	Yes	40	36.4
2	No	38	34.5

3	May be	32	29.1
	Total	110	100

Interpretation:

From the table 4.1.15, it is clear that 36.4% of the people makes use of the promotional codes for the lifestyle products shared by the social media marketers to purchase products, 34.5 don't use while the remaining 29.1% of the people chose the option 'may be'

4.1.16 FREQUENCY OF PURCHASE

The frequency distribution regarding the frequency of lifestyle product purchase based on the recommendation of a social media marketer in social media is given in the table below. TABLE 4.1.16 FREQUENCY OF PURCHASE

S.no	Particulars	Frequency	Percent
1	Always	2	1.9
2	Often	16	15.2
3	Sometimes	38	36.2
4	Rarely	40	38.1
5	Never	9	8.6
	Total	110	100

Interpretation:

From the table 4.1.16, it is clear that 1.9% of the people purchase always, 15.2% of the people purchase often, 36.2% of the people purchase sometimes, 38.1% of the people purchase rarely and the remaining 8.6% of the people never purchases.

4.1.17 SOCIAL MEDIA PROMOTIONS ARE MAKING AN IMPACT IN CONSUMER PURCHASE DECISION OF PERSONAL LIFESTYLE PRODUCTS The frequency distribution regarding the impact made by social media promotions to consumer purchase decision is given in the table below.

TABLE 4.1.17 SOCIAL MEDIA PROMOTIONS ARE MAKING AN IMPACT IN CONSUMER PURCHASE DECISION OF PERSONAL LIFESTYLE PRODUCTS

S.no	Particulars	Frequency	Percent
1	Yes	77	70%
2	No	9	8.2%
3	May be	24	21.8%
	Total	110	100

Interpretation:

From the table 4.1.17, it is clear that 70% of the people said 'yes', 8.2% of the people said 'no' and the remaining 21.8% of the people said 'may be' when asked about the impact that social media promotions create in terms of consumer purchase decision

4.2 HYPOTHESIS TESTING

4.2.1. TABLE SHOWING CHI SQUARE VALUE OF GENDER AND THE TYPE OF CONTENT LIKED BY PEOPLE WHICH WAS POSTED BY SOCIAL MEDIA MARKETERS WHEN IT COMES TO LIFESTYLE PRODUCTS

	Value	Df	Significance Value
Pearson Chi-square Value	5.937	3	0.115

HYPOTHESIS

Ho: There is no significant association between gender and the type of content liked by people which was posted by social media marketers when it comes to lifestyle products.

H1: There is a significant association between gender and the type of content liked by people which was posted by social media marketers when it comes to lifestyle products.

TEST LEVEL:

TABLE VALUE

✓ At 1% level of significance = 11.345

✓ At 5% level of significance = 7.815

CALCULATED VALUE

✓ Calculated Value = 5.937

INTERPRETATION:

Pearson Chi-square value is 5.937, where DF is 3 and the p value is 0.115 (5% level of significance-0.05)

Therefore, since p value is more than 0.05; at 5% level of significance, null hypothesis is accepted.

Therefore, it is concluded that, there is no significant association between gender and the type of content liked by people which was posted by social media marketers when it comes to lifestyle products.

4.2.2. TABLE SHOWING CORRELATION FOR THE FACTORS OF ANNUAL INCOME AND THE FREQUENCY OF LIFESTYLE PRODUCT PURCHASE BASED ON THE RECOMMENDATION OF SOCIAL MEDIA MARKETER

		Frequency of lifestyle product purchase based on the recommendation of a social media marketer/influencer
Annual Income level (in Rs.)	Pearson Correlation	0.019
	Sig. (2-tailed)	0.847

HYPOTHESIS

Ho: There is no significant relationship between annual income and the frequency of lifestyle product purchase based on the recommendation of a social media marketer/influencer

H1: There is a significant relationship between annual income and the frequency of lifestyle product purchase based on the recommendation of a social media marketer/influencer

INTERPRETATION:

From the above table, it can be interpreted that, Pearson correlation value is 0.019, hence there is a positive correlation between annual income and the frequency of lifestyle product purchase based on the recommendation of a social media marketer/influencer

4.2.3. TABLE SHOWING CORRELATION FOR THE FACTORS OF AGE AND THE MODE OF LIFESTYLE PRODUCT PURCHASE WHICH WAS ENDORSED BY THE SOCIAL MEDIA MARKETERS

		MODE OF LIFESTYLE PRODUCT PURCHASE WHICH WAS ENDORSED BY THE SOCIAL MEDIA MARKETERS
Age (in yrs.)	Pearson Correlation	-0.006
	Sig. (2-tailed)	0.953

HYPOTHESIS

Ho: There is no significant relationship between age and the mode of lifestyle product purchase which was endorsed by the social media marketers.

H1: There is a significant relationship between age and the mode of lifestyle product purchase which was endorsed by the social media marketers.

INTERPRETATION:

From the above table, it can be interpreted that, Pearson Correlation value is -0.006, hence there is a negative correlation between age and the mode of lifestyle product purchase which was endorsed by the social media marketers.

FINDINGS, SUGGESTIONS & CONCLUSION**5.1 FINDINGS**

1. From the table 4.1.1, it is clear that 85.5% respondents who participate in the survey were Female and the remaining 14.5% were male.
2. From the table 4.1.1, it is clear that 67.3% respondents who participate in the survey were belong to 20-29, 20% respondents were belong to below 20, 8.2% respondents were belong to above 40 and 4.5% respondents were belong to 30-39 age group.
3. From the table 4.1.3, it is clear that 49.1% of the respondents states that they were "Student", around 40.9% states that they were "Working professional", around 6.4% states that they were "Non-working" and the remaining 3.4% states as "Other" for the same.
4. From the table 4.1.4, it is clear that 51.8% states that their annual income is "Below 2,00,000", around 21.8% states as "2lakhs - 5lakhs", around 12.7% states as "5 lakhs - 7 lakhs", around 6.4% states as "7 lakhs - 10 lakhs" and the remaining 7.3% states as "Above 10 lakhs" for the same.
5. From the table 4.1.5, it is clear that 97.3% people have their own social media account and 2.7% have not using own social media account
6. From the table 4.1.7, it is clear that 5.5% of people spent less than an hour in SM, 27.3% of people spent 1-2 hours, 33.6% of people spent 2-3 hours and 33.6% of people spent above three hours on social media.
7. From the Table 4.1.8, it is clear that 90% of the people follow social media marketers and 10% of the people are not following any social media marketers.
8. From the table 4.1.9, it is clear that 60.9% of the people got attracted, 18.2% of the people have not got attracted and 20.9% of the people might get attracted to the products that the social media marketers showed on their profile.
9. From the table 4.1.11, it is clear that 43.6% people would like to see reels, 32.7% people would like to see posts, 9.1% of the people would like to see IGTV and the remaining 14.5% of the people would like to see the content in the stories.
10. From the table 4.1.12, it is clear that 62.7% of the people prefer online shopping while the remaining 37.3% of the people prefer physical stores while shopping the products endorsed by the social media marketers.
11. From the table 4.1.13(a), it is clear that 15.5% of the people strongly agree to the statement that 'Social media marketers drive awareness to the product/brand they are endorsing', 34.5% of the people agree, 46.4% of the people takes the neutral stand, 2.7% of the people disagree and the remaining 0.9% of the people strongly disagree to the statement.
12. From the table 4.1.13(b), it is clear that 11.8% of the people strongly agree to the statement that 'Social media marketers are a credible source of the information', 31.8% of the people agree, 46.4% of the people takes the neutral stand, 9.1% of the people disagree and the remaining 0.9% of the people strongly disagree to the statement.
13. From the table 4.1.14, it is clear that 5.5% of the people chose rank 1, 7.3% of the people chose rank 2, 52.7% of the people chose rank 3, 26.4% of the people chose rank 4 and the remaining 8.2% of the people chose rank 5 when asked how likely they are to buy a product recommended by a social media marketer.
14. From the table 4.1.15, it is clear that 36.4% of the people makes use of the promotional codes for the lifestyle products shared by the social media marketers to purchase products, 34.5 don't use while the remaining 29.1% of the people chose the option 'may be'
15. From the table 4.1.16, it is clear that 1.9% of the people purchase always, 15.2% of the people purchase often, 36.2% of the people purchase sometimes, 38.1% of the people purchase rarely and the remaining 8.6% of the people never purchases.
16. From the table 4.1.17, it is clear that 70% of the people said 'yes', 8.2% of the people said 'no' and the remaining 21.8% of the people said 'may be' when asked about the impact that social media promotions create in terms of consumer purchase decision
17. In Pearson Chi-square analysis, the value is 5.937, where DF is 3 and the p value is 0.115 (5% level of significance-0.05) Therefore, since p value is more than 0.05; at 5% level of significance, null hypothesis is accepted. Therefore, it is concluded that, there is no significant association between gender and the type of content liked by people which was posted by social media marketers when it comes to lifestyle products.
18. The Pearson correlation value is 0.019, hence there is a positive correlation between annual income and the frequency of lifestyle product purchase based on the recommendation of a social media marketer/influencer
19. The Pearson Correlation value is -0.006, hence there is a negative correlation between age and the mode of lifestyle product purchase which was endorsed by the social media marketers.

5.2 SUGGESTIONS

From the above study on the impact of social media promotions on the consumer purchase decision of personal lifestyle products, the following are the suggestions for the better way of converting audience into consumers through social media promotions for purchasing personal lifestyle products.

- Adjust the social media tactics to the way that the consumer wants to see which will improve the brand's influence on the consumer purchase decision
- Consumers use social media to make conversations and connections initially. So, subtle, and firm way of communication with the audience in the social media which will make the audience crave for more of your content and that will generally make them to purchase your lifestyle products
- More than striving for new audience, engage with your existing audience and building connections more than a brand and

business.

- Create content that will attract the youth and never forgot to follow what's on the trend which will reach a greater number of audiences
- Never waste your audience's time with generic content and automated messages. Go little forward in personalising your content and messages that will work for your audience, which makes them feel extra special to purchase your products.
- Building trust is more important than building a social media page. Gaining loyalty is more important than gaining followers. Make authentic content and conversations while doing social media promotions for lifestyle products.

5.3 CONCLUSIONS

Every day, millions of photographs are published and downloaded to Instagram, more than one lakh tweets are written, two and a half million search queries are made, and over 48 hours of video is uploaded and downloaded. Various social media marketing platforms are used to buy and sell a variety of goods and items. Consumer participation in social media platforms is increasing every day. This also boosts customer retention. Finally, as we can see from the foregoing, social websites play a significant role in the lives of consumers. Even nowadays, purchasing things or doing any other task through social media is relatively safe.

The main features of social media platforms are that they now allow customers to rate goods, make various suggestions, and make numerous friends, among other things. Apart from that, the usage of social media is a valuable tool and strategy for businesses, as a person who is pleased with a product may recommend it to other potential buyers.

Brands are working hard to make a mark in the minds of people about their brand along with sales. In these competitive platforms, it is necessary for the brand to know the importance of social media promotions, how important is the work of social media marketers and what works best and what does not for their brand that will positively reflect on the name and sales of the brand. The results of this research show that social media promotions have a stronger impact on the consumer purchase decision of personal lifestyle products.

ANNEXURE

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QUESTIONNAIRE**1.Name****2. Gender**

- a) Male
- b) Female
- c) Others

3. AGE

- a) Below 20
- b) 20 - 29
- c) 30 - 39
- d) Above 40

4. OCCUPATION

- a) Student
- b) Working Professional
- c) Non-working
- d) Other

5. Annual Income level

- a) below 2,00,00
- b) 2,00,000 - 5,00,000
- c) 5,00,000 - 7,00,000
- d) 7,00,000 - 10,00,000
- e) Above 10,00,000

6. Do you have a social media account?

- a) Yes
- b) No

7. If yes, What are the social media platforms that you are using?

- a) Facebook
- b) Instagram
- c) Twitter
- d) All the above

8. How much time do you spend on social media everyday?

- a) < 1 hour
- b) 1-2 hours
- c) 2-3 hours
- d) > 3 hours

9. Do you follow any social media influencers/bloggers/celebrities?

- a) Yes
- b) No

10. Have you got attracted to any products that the social media influencers/ marketers/ bloggers showed on their profile?

- a) Yes
- b) No
- c) Maybe

11. If Yes, what kind of lifestyle products attracts you the most from their marketing?

- a) Apparels
- b) Ornaments
- c) Bags
- d) Footwear
- e) Skincare & Haircare, Cosmetics
- f) Home Decor & Essentials

12. How would you like to see the content posted by social media marketers/ influencers/ bloggers when it comes to lifestyle products?

- a) Reels
- b) Post
- c) IGTV Videos
- d) Stories

13. In which mode would you like to purchase the products that is endorsed by them?

- a) Online shopping
- b) Physical stores

14. Social media marketers drive awareness to the product/brand they are endorsing

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

15. Social media marketers are a credible source of information

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree Strongly
- e) disagree

16. How likely are you to buy a lifestyle product recommended by a social media marketer? Rank them on a scale of 1 to 5 (with 1 being the lowest and 5 being the highest)

- a) 1
- b) 2
- c) 3
- d) 4
- e) 5

17. Do you make use of the promotional codes for the lifestyle products shared by the * brands/marketers in social media to purchase products?

- a) Yes
- b) No
- c) Maybe

18. How often do you make a lifestyle product purchase based on the recommendation of a social media marketer/influencer in social media?

- a) Always
- b) Often
- c) Sometimes
- d) Rarely
- e) Never

19. If you have purchased, who was the influencer and what was the product endorsed by him/her?

20. Do you think that social media promotions are making an impact in consumer purchase decision of personal lifestyle products?

- a) Yes
- b) No
- c) Maybe