



# INTERNATIONAL JOURNAL OF PURE AND APPLIED RESEARCH IN ENGINEERING AND TECHNOLOGY

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## A STUDY ON USER'S ATTITUDE TOWARDS SOCIAL NETWORKING SITES IN INDIA

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Accepted Date: 12/04/2015; Published Date: 01/06/2015

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**Abstract:** To focus on their target social media marketing is a recent addition to organization's integrated marketing communications (IMC) plans. Integrated Marketing Communications is a data-driven approach that focuses on identifying consumer insights and developing a strategy with the right (combined online and offline) channels to forge a stronger brand-consumer relationship. As one of customer touch point, social networking sites have spectacular benefits making number of Indian corporate adopt it. Present study explores user attitude and the product related information shared by other users, which can be taken care in applying social media in marketing practices e.g. branding, image-building, new product launch, communication and customer- servicing.

**Keywords:** Social Networking Sites (SNSs), Integrated marketing communications (IMC), Attitude, Demographics

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PAPER-QR CODE

Access Online On:

[www.ijpret.com](http://www.ijpret.com)

How to Cite This Article:

Mamta Chawla, IJPRET, 2015; Volume 3 (10): 65-81

## INTRODUCTION

Social media are the media for social interaction, using highly accessible & scalable publishing techniques applying web based technologies to turn communication into interactive dialogue allowing creation & exchange of user generated content. Also, referred as Consumer Generated Media (CGM), it can be in different forms: blogs, social networking sites like Facebook, LinkedIn etc. As part of Social Media Marketing (SMM), which coordinates the elements of the promotional mix, advertising, personal selling, public relations, publicity, direct marketing & sales promotion. These programs usually centre on efforts to create content that attracts attention and encourages readers to share with their social networks. Social media, as a platform, is easily accessible to anyone with Internet access, opening doors for organizations to increase their brand awareness, facilitate conversations with the customer and also to implement marketing campaigns. Social media marketing which is known as SMO(Social Media Optimization) benefits organizations and individuals by providing an additional channel for communication, customer support, a means to gain customer and competitive insight, recruitment and retention of new customers/business partners, and a method of managing their reputation online.

### Social Media and Integrated marketing communications (IMC)

IMC is the market communication tools and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost. This integration affects all firms' B2B, marketing channel, customer-focused, and internally directed communications. Its aim is to ensure consistency of message and the complementary use of online and offline media.

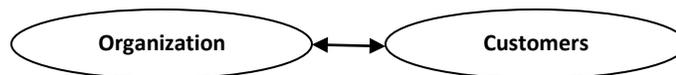


Fig 1: Traditional Model Communication channel

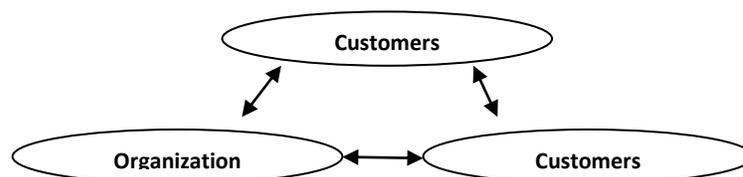


Fig 2: Contemporary Model Communication channel

Figures 1 and 2 compares how the contemporary communication channel present consumers to connect other consumers. Several shifts in the advertising and media industry have caused IMC to develop this model:

1. From media advertising to multiple forms of communication.
2. From mass media to more specialized (niche) media, which are centered on specific target audience
3. From a manufacturer-dominated market to a retailer-dominated, consumer-controlled market.
4. From general-focus advertising and marketing to data-based marketing.
5. From low agency accountability to greater agency accountability, particularly in advertising.
6. From traditional compensation to performance-based compensation (increased sales or benefits to the company).
7. From limited Internet access to 24/7 Internet availability and access to goods and services.

New Marketplace is a techno-driven, border-less world with fragmenting media and diverse customers resistant to traditional push marketing .A shift from traditional: “telling and selling”. Marketing evolves from Selling to Citizenship.

#### **CUSTOMERS ATTITUDE& SOCIAL NETWORKING SITES**

Social media can help organizations engage with customers in a more informal way and provides the perfect platform for brand differentiation. Additional objectives can be, listen to the needs and grievances of consumers. In a country like India, with growing no. of online and mobile customers, the investment in this medium provides a perfect platform for the organizations. Customers are using these online platforms to actively spread the word in real time about their service experiences e.g. the average Facebook user has 150 friends who can find out about a bad servicing experience within seconds, and well-treated customers are becoming unofficial mouthpiece for certain brands. Organizations need to have a social media strategy before they go online. As in India we evolve in the path of digital evolution, social media can also help in optimizing costs in relation to sales and services as it provides an interactive and low cost medium to broadcast messages, identify dissatisfied customers and have a great impact than traditional media particularly among the urban youth experimenting with an interesting mix of informative content, product awareness and grievance redresser.

This seeds the thought of this research to make an assessment of the Social Media Users attitude towards product related information shared on SNSs. In the current study main constructs used are perception of no. of users, information credibility, future purchase intentions based upon recommendations, detail of the same is discussed in research methodology section.

## THEORY AND LITERATURE REVIEW

In the field of consumer behavior attitude study is widely used as an input to base the marketing decisions. With the advent of internet based communication ECB (electronic consumer behavior) has been most talked about. Most researchers agree that an attitude has three components that can be remembered as the ABC model of attitudes: i) Affect refers to the way a consumer feels about the product related information shared on SNSs. ii) Behavior involves the person's intentions to seek information and base his future purchase on the recommendations shared on SNSs. iii) Cognition refers to the beliefs a consumer has about the product related information shared on SNSs". The behavioral component of an attitude reflects a predisposition to action by reflecting an individual's intentions. We can measure an attitude by making an inference based on the way an individual responds to multiple scale indicators. Rating is one of the measurement tool that asks the respondent to estimate the magnitude or the extent to which some characteristic exists. Rating scale items are used to measure the direction and intensity of attitudes. Batteries of rating scale items are used to measure constructs. But the extremely popular is business researchers' adaptation of the method of summated ratings, developed by Rensis Likert. With the Likert scale, respondents indicate their attitudes by checking how strongly they agree or disagree with carefully constructed statements, ranging from very positive to very negative attitudes toward some object. Individuals generally choose from approximately five response alternatives—strongly agree, agree, uncertain, disagree, and strongly disagree. In Likert's original procedure, a large number of statements are generated, and an item analysis is performed. Only a set of items that demonstrates good reliability and validity should be summed or averaged to form a composite scale representing a hypothetical construct. Without valid and reliable measures, researchers cannot guarantee they are measuring what they say they are measuring.

Social media, especially SNS, enable users to present themselves, establish and maintain social connections with others, and articulate their own social networks (Ellison, Stein field, and Lampe 2007). Example can be cited as opting out for running advertisement and messages on the social networking site Facebook by the football club of Great Britain Manchester United Football Club. The club's purpose was developing in other countries like the U.S., India and

China (2011). The most prevailing marketing communication approach focuses on the media features of social networking, such that social connections transform into personal channels for brand communication (Russell 2009). Recent studies show that experience with social networking sites influences user responses to online shopping and advertising (Cha 2009; Hoy and Milne 2009; Kelly, Kerr, and Drennan 2010; McMahan, Hovland, and McMillan 2009), and the intentions and social coherence of online community networks also shape perceptions of marketing communication in SNS (Sohn 2009; Zeng, Huang, and Dou 2009). Online interactive communication via SNSs is getting in day by day and utilized by the marketers as providing an important communication tool to consumer satisfy their affiliation needs and products feedback builds confidence of the buyers. The Computer-mediated communication (CMC) or user generated content(UGC) or Consumer Generated Media (CGM) replacing traditional forms of communication to certain individuals whose desires to be sociable with others are prohibited by social inhibitions(Sheeks, Miranda S., Birch Meier, Zachary P.,2007). This mode is full of features like limitless or borderless, quick, anonymous, powerful and expressive, effective, targeted, trusted and inclusive. But at the same time no empirical observation supports the list as individual company cases of blogging are discussed (Dickey and Lewis, 2011; Maurya, Mohit 2011). Researchers found positive relationship between usage of SNSs and personal traits e.g. shyness, less desirable physical characteristics (e.g., obesity, balding, deformations), and moderate liking of this media in individuals who feel uncomfortable in face to face interactions, helping to form relations (Sheeks, et.al. 2007).

Consumer behavior in SNSs was studied applying different psychology theories (Dholakia 2004) - Social Identity Theory(Brown 2000) , Dynamic Social Impact Theory (Latane 1981; Latane and Martin 1996, Rowan, Marielle 2009). To measure actual e-word of mouth communications regarding a rumored product were gathered from three different online forums. One of the network analysis methods Centering Resonance Analysis (CRA) was used covered huge internet accounts holder population for 2004 to 2006 (Thompson and Ward 2008). The users are even responding differently to the two types of social media marketing, interactive digital advertising and virtual brand community (Hsu-Hsien Chi2011).

Traditional marketing communication tools are still there but social media is also gaining importance as an important communication tool. Indian business enterprises too are utilizing social platform- the Facebook, Twitter, LinkedIn, among other interactive social media to advance, advertise, and find business partners hiring, communication mode for reaching out to customers for brand promotion, creating business Buzz, servicing and meeting with professionals. In Indian context Facebook is No. 1 social website, reaching 51.8% of the

population; 38.7% population use YouTube; Tata Docomo is top brand by no. of fans- 5,908 (Mitra, Shamni at el. 2009, Subramaniam, Anusha 2010; Davis, Chris 2012). Furthermore, research finding suggests that in future young Indian workforce will ensure that companies must adapt organizational work cultures to their work expectations that include permitting the use of social media (Verghese, Anisu K. 2011). There are estimations that brands will hire more real life people to bring in relevance and connect with their clients through social media.

Research reported that generally consumers are aware of the existence of product review web sites and there is moderate usage of, and varied uses for SNSs. Research basing age for understanding transition in older users of Social networking sites studied found that older people (above 50years) reported social networks useful, enjoy using them, had a positive attitude towards them and were influenced by other SNSs users (Lennon, Ron; Curran, James M.). Usage of social media needs careful strategic approach as one qualitative research based upon focus groups found that the effective use of SNSs as a marketing tool was prone to adverse reaction to the marketing message and consumer would express their dissatisfaction to others in their SNS used by companies unless the adoption of 'push' approach to marketing messages (Diffley, Sarah; Kearns, James; Bennett, William; Kawalek, Peter 2011). Gangadharbatla, Harsha at.el. (2008) studied the how different disposition towards internet leads to forming attitude towards SNSs. Research reported that teenagers and young have accounts on multiple social networking sites, with more than 40% having profiles on three social networking sites and an additional 20% having four social networking accounts. The present study makes important incremental contributions in the deeper understanding of social media consumer behavior. It explores the attitudinal disposition towards product related contents in Indian context also the relationship between the demographics of consumers and attitude towards the product related content different users create on social media networking sites.

## **RESEARCH QUESTIONS**

- (1) What is consumers' attitude towards product related information shared on Social Networking sites?
- (2) How does consumer attitude toward product related information shared on SNSs differ demographically? And
- (3) Which dimensions underlie and to what degree does it contribute attitudes toward product related information shared on SNSs?

The study addresses these issues with a large and representative (of a SNSs member population) national sample.

### **RESEARCH OBJECTIVES**

- I) To find out attitude of different SNSs member's attitudes toward product related information shared on Social Networking sites
- II) To explore the differences in different segments based upon demographics- Gender, age, working status, marital status, time spent on SNSs

### **Hypothesis and Sampling Procedures**

The online survey was conducted via sending invites through emails and referrals through friends on Facebook. Respondents were unidentifiable and information is kept confidential as no question is asked to disclose their identity. Google Docs's technology enable to record the response to the survey saved on a excel sheet. The samples were screened for their SNSs access and usage. Total sample size is 316.

### **HYPOTHESIS**

H1: there is no significant difference in attitude toward product related information shared on SNSs among male and female.

H2: there is no significant difference in attitude toward product related information shared on SNSs among married and unmarried.

H3: there is no significant difference in attitude toward product related information shared on SNSs among young, mature and old consumers.

H4: there is no significant difference in attitude toward product related information shared on SNSs among students, employed, business people and others.

H5: there is no significant difference in attitude toward product related information shared on SNSs and 3 different levels of income.

H6: there is no significant difference in attitude toward product related information shared on SNSs and average time spent on such sites.

### Measurement

Data was collected from existing users of SNSs (mainly Facebook and LinkedIn) through online survey by sending online questionnaire. Total sample size used is 316 from the country. To measure attitude items from previous study are adapted, based upon a small pilot study of 10 subjects. Total 21 items were used. In which to measure liking of users 5 items were used, to measure influence of multiplicity of users 9 items, to measure credibility of information shared 5 items were used, to measure future purchase intention based on the information shared 2 items were used. Responses were measured on 5-point Likert Scale ranging from 1 for Strongly Disagree to 5 for Strongly Agree

**Table-1 Demographic Profile of 316 respondents:**

		ATTITUDE							
		PERFECT NEGATIVE		NEGATIVE		POSITIVE		PERFECT POSITIVE	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Gender	Female 116 (36.7%)	15	13%	30	26%	64	55%	7	6%
	Male 200 (63.3%)	24	12%	62	31%	101	51%	13	7%
Age*	Young 154(48.7%)	22	14%	46	30%	75	49%	11	7%
	Mature 139(44%)	11	8%	43	31%	77	55%	8	6%
	Old 23 (7.3%)	6	26%	3	13%	13	57%	1	4%
Marital_Status	Married 201(63.6%)	18	9%	57	28%	112	56%	14	7%
	Other 2(0.6%)	0	0%	0	0%	2	100%	0	0%
	Unmarried 113(35.8%)	21	19%	35	31%	51	45%	6	5%
Working_Status	Employed 154(48.7%)	15	10%	49	32%	76	49%	14	9%
	other-Housewife/retired etc.. 21(6.6%)	2	10%	5	24%	13	62%	1	5%
	Self-employed/Business 58(18.4%)	5	9%	12	21%	39	67%	2	3%
	Student 83(26.3%)	17	20%	26	31%	37	45%	3	4%
Income**	Low 70(22.2%)	8	11%	25	36%	35	50%	2	3%
	Moderate 139(44%)	17	12%	45	32%	67	48%	10	7%
	High 107(33.8%)	14	13%	22	21%	63	59%	8	7%
TIME SPEND***	Less 12(3.8%)	2	17%	4	33%	6	50%	0	0%
	Moderate 43(13.6%)	9	21%	7	16%	26	60%	1	2%
	High 261(82.6%)	28	11%	81	31%	133	51%	19	7%

Where \*age Young=below 30 years, mature=31 to 40 years, old=above 40 years

\*\*Income- average monthly family: Low=below Rs. 1lakh, moderate= Rs. 1 to 1.5 lakhs, High=above Rs. 1.5 lakhs

\*\*\*Time spend : Less=once a fortnight, moderate= once/ twice a week, high= more/ less one hour daily

For using crosstab dependable variable Attitude is the mean score of all the 4 factors (output of FA) is categorized into 4 categories termed as

PERFECT NEGATIVE Mean Score less than - 0.5	NEGATIVE Mean Score -0.5 to 0	POSITIVE Mean Score 0 to 0.5	PERFECT POSITIVE Mean Score above 0.5
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**RELIABILITY OF SCALE:**

**Table 2. Reliability Stastics**

Construct	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
perceived credibility of information	<b>.876</b>	<b>.874</b>	<b>5</b>
future purchase intention	<b>.541</b>	<b>.541</b>	<b>2</b>
multiplicity of users	<b>.867</b>	<b>.871</b>	<b>9</b>
Attitude	<b>.906</b>	<b>.908</b>	<b>5</b>

Cronbach's Alpha is used as measure of reliability of the scale used. This study measured five constructs, including attitude, multiplicity of users, perceived credibility of information and future purchase intention.

**THE FACTOR ANALYSIS: PRINCIPAL COMPONENT APPROACH**

To reduce the no. of items Factor Analysis was done to estimate the loadings, by using the Principal Component Analysis in SPSS 19.

<b>Table 3a:KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.876
Bartlett's Test of Sphericity	Approx. Chi-Square	4234.351
	Df	210
	Sig.	.000

Based on the above output the KMO = 0.876. This shows that the degree of common variance among the variables is quite high; therefore factor analysis can be conducted.

**Table 3b: Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings
	Total	% of Variance	Cumulative %	
1	7.564	36.017	36.017	7.564
2	3.189	15.187	51.204	3.189
3	1.980	9.427	60.631	1.980
4	1.523	7.251	67.881	1.523
5	.942	4.487	72.368	
6	.742	3.533	75.902	
7	.606	2.888	78.790	
8	.568	2.705	81.494	
9	.509	2.424	83.919	
10	.450	2.144	86.062	
11	.430	2.046	88.109	
12	.361	1.721	89.830	
13	.347	1.652	91.482	
14	.314	1.495	92.977	
15	.293	1.397	94.374	
16	.245	1.168	95.542	
17	.231	1.099	96.641	
18	.211	1.005	97.646	
19	.187	.889	98.536	
20	.175	.834	99.370	
21	.132	.630	100.000	

**Table 3c: Total Variance Explained**

Component	Extraction Sums of Squared Loadings		Rotation Sums of Squared Loadings		
	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	36.017	36.017	4.171	19.864	19.864
2	15.187	51.204	4.047	19.273	39.137
3	9.427	60.631	3.688	17.564	56.700
4	7.251	67.881	2.348	11.181	67.881

Cut-off point 0.60 as factor loading is taken for interpretation. Factors are:

**MRs**-Multiple Recommendations-variables: frequently seeking information generated by multiple SNSs users, recommended by them, leading to confidence in basing future purchase.

**IC-** Information Credibility as it is covering variables like: product related comments shared on SNSs are reliable, credible, accurate, useful, honest, intention to base future purchases.

**CAA-** Cognitive and Affective Assessment as it covers: liking to read product related content on SNSs, as one of the information source, that is reliable, detailed and diverse information/content.

**MU-** Multiple Users as it covers: more credible as having multiple users comment on products, knowing the views of many users on a specific product.

### ANALYSIS AND INTERPRETATION

To test the hypothesis chi-square test has been implemented using SPSS 19.

H1: there is no significant difference in attitude toward product related information shared on SNSs among male and female.

For H1 the test results given in the following table is  $X^2(3)=1.049$ ,  $p>0.05$  whereas tabulated value at 3 d.f, 0.05 level of sign. is 7.815, so our calculated value is much lower than the tabulated value that leads to acceptance of the H1 as calculated value is 1.049<sup>a</sup> at 3 d.f. where p value .789 is quite higher as compare to 0.05 level of significance. The same can be verified with the Cramer's V statistics, indicating strength of relationship by taking its lower and upper limits. The value of V is .058 implying weak relationship or no significant relationship between gender categories and attitude toward product related information shared on SNSs.

**Table 4.1a: Gender \* ATTITUDE Crosstabulation**

Count		ATTITUDE				Total
		PERFECT NEGATIVE	NEGATIVE	POSITIVE	PERFECT POSITIVE	
Gender	Female	15	30	64	7	116
	Male	24	62	101	13	200
Total		39	92	165	20	316

**Table 4.1b: Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.049 <sup>a</sup>	3	.789
Likelihood Ratio	1.058	3	.787
Linear-by-Linear Association	.093	1	.761

N of Valid Cases 316

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.34.

**Table 4.1c:Symmetric Measures**

		Value	Approx. Sig.
Nominal by Nominal	Phi	.058	.789
	Cramer's V	.058	.789
N of Valid Cases		316	

H2: there is no significant difference in attitude toward product related information shared on SNSs among married and unmarried.

As per table for attitude vs. different marital status the chi-square value is 9.312 with 6 degrees of freedom. The p value corresponding to chi-square is 0.157, which is higher than 0.05 the level of significance. Therefore, the H2 that the no difference in attitude because of marital status is accepted. The value of V is .121 implying weak relationship or no significant relationship between gender categories and attitude toward product related information shared on SNSs among married and unmarried.

**Table 4.2a:Marital\_Status \* ATTITUDE Cross tabulation**

		ATTITUDE				Total
		PERFECT NEGATIVE	NEGATIVE	POSITIVE	PERFECT POSITIVE	
Marital_Status	Married	18	57	112	14	201
	Other	0	0	2	0	2
	Unmarried	21	35	51	6	113
Total		39	92	165	20	316

**Table 4.2b:Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.312 <sup>a</sup>	6	.157
Likelihood Ratio	9.843	6	.131
Linear-by-Linear Association	6.306	1	.012
N of Valid Cases	316		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .13.

**Table 4.2c:Symmetric Measures**

	Value	Approx. Sig.
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Nominal by Nominal	Phi	.172	.157
	Cramer's V	.121	.157
N of Valid Cases		316	

H3: there is no significant difference in attitude toward product related information shared on SNSs among young, mature and old consumers.

As per table for attitude vs. different age groups the chi-square value is 9.521 with 6 degrees of freedom. The p value corresponding to chi-square is 0.146, which is higher than 0.05 the level of significance. Therefore, the H3 that the no difference in attitude because of age group is accepted. The value of V is .146 implying weak relationship or no significant relationship between age categories and attitude toward product related information shared on SNSs among young, mature and old.

**Table 4.3a: AGE \* ATTITUDE Crosstabulation**

		ATTITUDE			Total	
		PERFECT NEGATIVE	NEGATIVE	POSITIVE	PERFECT POSITIVE	
AGE	YOUNG	22	46	75	11	154
	MATURE	11	43	77	8	139
	OLD	6	3	13	1	23
Total		39	92	165	20	316

**Table 4.3b: Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.521 <sup>a</sup>	6	.146
Likelihood Ratio	9.506	6	.147
Linear-by-Linear Association	.103	1	.748
N of Valid Cases	316		

A. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 1.46.

**Table 4.3c: Symmetric Measures**

		Value	Approx. Sig.
Nominal	by Phi	.174	.146
Nominal	Cramer's V	.123	.146
N of Valid Cases		316	

H4: there is no significant difference in attitude toward product related information shared on SNSs among students, employed, business people and others.

The p value corresponding to chi-square is 0.068, which is higher than 0.05 the level of significance. The value of V is .068 implying weak relationship or no significant relationship between age categories and attitude toward product related information shared on SNSs among young, mature and old.

<b>Table 4.4a:H4 Chi-Square Tests</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.949 <sup>a</sup>	9	.068
Likelihood Ratio	15.454	9	.079
Linear-by-Linear Association	3.876	1	.049
N of Valid Cases	316		
a. 3 cells (18.8%) have expected count less than 5. The minimum expected count is 1.33.			

<b>Table 4.4b:H4 Symmetric Measures</b>			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.225	.068
	Cramer's V	.130	.068
N of Valid Cases		316	

H5: there is no significant difference in attitude toward product related information shared on SNSs and 3 different levels of income.

As per table for attitude vs. occupational groups the chi-square value is 7.465<sup>a</sup> with 6 degrees of freedom. The p value corresponding to chi-square is 0.280, which is higher than 0.05 the level of significance. Therefore, the H5 that the no difference in attitude among Low, high and moderate income groups is accepted. The value of V is .109 implying weak relationship or no significant relationship between income categories and attitude toward product related information shared on SNSs.

<b>Table 4.5a:H5 Chi-Square Tests</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.465 <sup>a</sup>	6	.280
Likelihood Ratio	7.989	6	.239
Linear-by-Linear Association	1.966	1	.161
N of Valid Cases	316		
a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.43.			

Table 4.5b:H5 Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.154	.280
	Cramer's V	.109	.280
N of Valid Cases		316	

H6: there is no significant difference in attitude toward product related information shared on SNSs and average time spent on such sites.

As per the analysis for attitude vs.3 categories of time spent- low moderate and high; the chi-square value is 9.012<sup>a</sup> with 6 degrees of freedom. The p value corresponding to chi-square is 0.173, which is higher than 0.05 the level of significance. Therefore, the H6 that the no difference in attitude time spent on SNSs is accepted. The value of V is .119 verifies the above result of chi-square test.

#### LIMITATIONS AND FUTURE RESEARCH

This study has limits in terms of sampling method adopted, usage of 5-point Likert scale. These reasons may be put in order like this; the research was applied only by online data collection through referrals, total 316 respondents filled but more respondents should be counted in future researches to verify the results of the study. It was applied only in Delhi NCR region but due to usage of internet the result can be of outside the region, so future researches should evaluate the respondents from the other regions in India. They will be useful for marketers to evaluate India entirely and understand e-consumer behavior clearly.

#### CONCLUSION AND DISCUSSIONS

It is important to understand the behaviors of Indian consumers in terms of attitudes towards usage of social networking sites as an important source of information and customer feedback of products. SNSs survey was conducted among Indian consumers using SNSs. 316 respondents were counted in the research. In the first part of the research, it was aimed to determine demographic characteristics of consumers in terms of gender, income level, age, marital status, occupational status and how much time they spend on SNSs. Most of the samples were male (63%), married (63%), majority aged young (48%) i.e. below 30 years and mature (44%) i.e. between 31 to 40 years of age. In the second part of the research, it was aimed to determine

attitude towards usage of social networking sites as a source of product related information shared. As a result, it was found that the participants have a high tendency to seek product-related information and sees it positively. In the third part of the research, it was aimed to determine whether there is a relation between consumer demographics and attitude. The above interpretation of the hypothesis testing leads to the conclusion that demographic variables- gender, marital status, age, occupation, level of income and average time spent on SNSs doesn't contribute towards forming different attitude towards product related information shared on social networking sites. Scope for further carrying analysis e.g. Correlation analysis is not there to determine the relationship between consumer demographics and usage pattern of SNSs as source of products reviews in real life. This leads to further verifying the results with different samples taken from the country.

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