



Internship Report
On
Asiatic Marketing Communications Limited

Submitted to:
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Letter of Transmittal

April 12, 2018

Mr. Mahmudul Haq

Associate Professor

BRAC Business School

BRAC University

Subject: Submission of Internship Report on **Asiatic Marketing Communications Limited**.

Dear Sir,

It is my pleasure to submit the internship report on '**Asiatic Marketing Communications Limited**' as a part of the requirement of my internship. I have tried my level best to collect relevant information from the annual reports of Asiatic Marketing Communication Limited and also shared my personal information in order to prepare this report.

This investigation is both educative and practical, and has given me the access to the understanding of the differences between practical and theoretical work. I hope you will find the report to be realistic, methodical and feasible. I have put in my best effort to contribute towards the successful completion of the report. I cordially thank you for giving me the chance to undertake the study. This report is not free of infelicities because of a few obstructions. I hope you accept it with cogitative consideration.

Thanking you.

Yours Sincerely

Fairooz Zannat Fannana

ID – 14104068

Acknowledgement

Firstly, with due respect, I would like to express my gratitude and indebtedness to my faculty, **Mr. Mahmudul Haq**, Associate Professor, BRAC Business School, BRAC University for his constant and continuous support, guidance, encouragement and suggestion during the preparation of my internship report. I cordially thank him for sparing his valuable time to read my report.

Secondly, I would like to convey my sincere gratitude to my organizational supervisor **Mr. Didarul Alam Khan**, Associate Director, Digital, Asiatic Marketing Communications Limited, for his guidance, constants support and supervision. Without his help, I would not have ended up being an interne in Asiatic Marketing Communications Limited. Moreover, upon his guidance I have learnt about the digital social media platforms in details and gathered vast experience on the procedure of community engagement process, content and campaign planning and also client servicing and got experienced how to deal with the corporate clients. For all these, I am highly grateful to him.

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Executive Summary

I have prepared my report based on my three months internship program that I have finished in Asiatic Marketing Communications Limited under Community Engagement Department. I took up the internship course as it is a requirement for completing my undergrad BBA degree.

This report includes Chapter 1, where I have written the introduction and briefly discussed about the company profile, organizational structure, and its clients. In Chapter 2, I have explained my overall assignments, experience of internship program, and contribution to community engagement department throughout the internship period, my observations and recommendations for the company. This is solely my personal view and the things I have come across while working in the company as an intern. Chapter 3 includes the project on how Nestle runs their Community Engagement Department. I concluded the report with Chapter 4.

I had worked there only for three months but I have come to gather a lot of knowledge regarding how digital marketing agencies work. During that period, I learned and experienced marketing and management related tasks and implemented my knowledge of marketing, finance and Excel during my internship period. Based on my experience in eight weeks internship period, I have tried to find the shortcomings and also provided the probable solutions.

Part 1: The Organization

1.1 Introduction:

Asiatic is one of the top marketing communication firms of Bangladesh which started their journey more than four decades ago in this country. This company has been able to establish a presentable reputation with the eminent corporate houses, NGOs, Industrial organizations, Government bodies, Marketers and entrepreneurs.

Asiatic 3sixty started their journey in 1966. Previously it was called as East Asiatic. No concept of branding and advertising was known back in that time. This company even provided service to generic businesses like campaigns for different organizations and products. Slowly they transformed into the agency named Asiatic 3sixty. With ceaseless diligent work Asiatic ended up as one of the biggest and driving marketing communication firms in Bangladesh. It is called Asiatic 3sixty in light of the fact that the firm offers 360-degree marketing solutions for the customers. Later on, in 207 with certain offices Asiatic 3sixty had made an autonomous body named Asiatic Marketing Communication Limited (AMCL). The principle purpose for this different autonomous body was to grab attention to the new customers and grow specific business.

Asiatic made a global association with J. Walter Thompson in the year 1996. The office was renamed Asiatic JWT in 2005 which originates from J. Walter Thompson. JWT is the 4th biggest advertising agency on the earth and working together more than 90 nations with about 10,000 representatives. They have a customer base of 1200 and counting. The association was the center explanation for transforming Asiatic 3sixty into Asiatic JWT.

Asiatic is helmed by prestigious artist Mr. Aly Zaker. He is the current Chairman and Managing Director of the firm. Mrs. Sara Zaker is the Deputy Managing Director. Iresh Zaker and Ferdous Hasan Neville are the Executive Directors of the agency.

AMCL perceives that there are bunch ways a purchaser must be spoken with, and that all these correspondence contact focuses need a unifying technique around which numerous orders can fill in as a group for the brand. These days, as indicated by Ogilvy and Mather, a basic principal working procedure is to maintain spotlight on brands; focus on conveying brands in a 360° way and spotlight on the work with current customers. Sticking to that, Asiatic has manufactured and

built up a whole plan of action around it. It is currently a full-administration agency taking into account Audio-Visual Production (DhoniChitra), Activation (Footprints and Asiatic Events), Media (Maxus, Mindshare and Mediaedge: CIA), Broadcast (Rafio Shadhin FM 92.4), PR (Forethought PR), Research (MRC-Mode), and Communication (Talking Point and Asiatic MCL).



Figure: Asiatic3sixty° and its subsidiaries

Source: <http://www.asiatic360.com/>

1.2. Vision:

The vision of Asiatic Marketing Communications Limited is to become the agency of choice when it comes to innovative, client-focused and socially committed service provider.

1.3. Mission:

The mission of Asiatic Marketing Communications Limited is to help the clients to achieve their business goals by providing necessary solutions to their digital communication needs.

1.4. Corporate Division:

➤ **Asiatic JWT:**

Asiatic JWT is the associate wing of the international JWT Company in Bangladesh. It shares creative support and also other marketing communication support worldwide to the clients. Asiatic JWT has two main sub-divisions.

➤ **Asiatic Marketing Communications Limited:**

This wing creates all the marketing communications for the clients. They give all the marketing services beginning from a little printed banner to ATL advertisement. This wing gives a 360-degree marketing solution for the customers.

➤ **Group – M:**

It incorporates – Asiatic Mindshare, Maxus ad Media edge. The core function of these three is Media Buying. They make all the deliberations to buy the media timing in most ideal possible esteem.

➤ **Forethought PR:**

This unit deals with the public relations and media management. This unit gives the correct message to the target customers and does publicity for the product or business. They take help of eminent social activists or personalities to pass the message to the general people.

➤ **Nayantara Communication:**

This unit is an audiovisual production unit. Edits, merges and shoots of all the audiovisual presentations are being created by it. This department is associated with Sesame Street Inc. Bangladesh and communicates educational videos and games using the platform.

➤ **Asiatic Digital:**

Asiatic Digital is the digital marketing solution provider of clients. It is a wing of Asiatic 3sixty. However, it has its personal operational activities and has the capability to work independently in the firm. The journey of Asiatic Digital started off in 2014. At that time, branding and digital marketing was becoming a need for the renowned companies in Bangladesh so that they can promote their products/services creatively. Asiatic Digital was born out of necessity to make it easier for the brands to compete and sustain in the business. They were already a part of a large communication group of company, it did

not take too long for Asiatic Digital to become successful as a leading digital marketing agency in Bangladesh.

1.5 Organizational Structure:

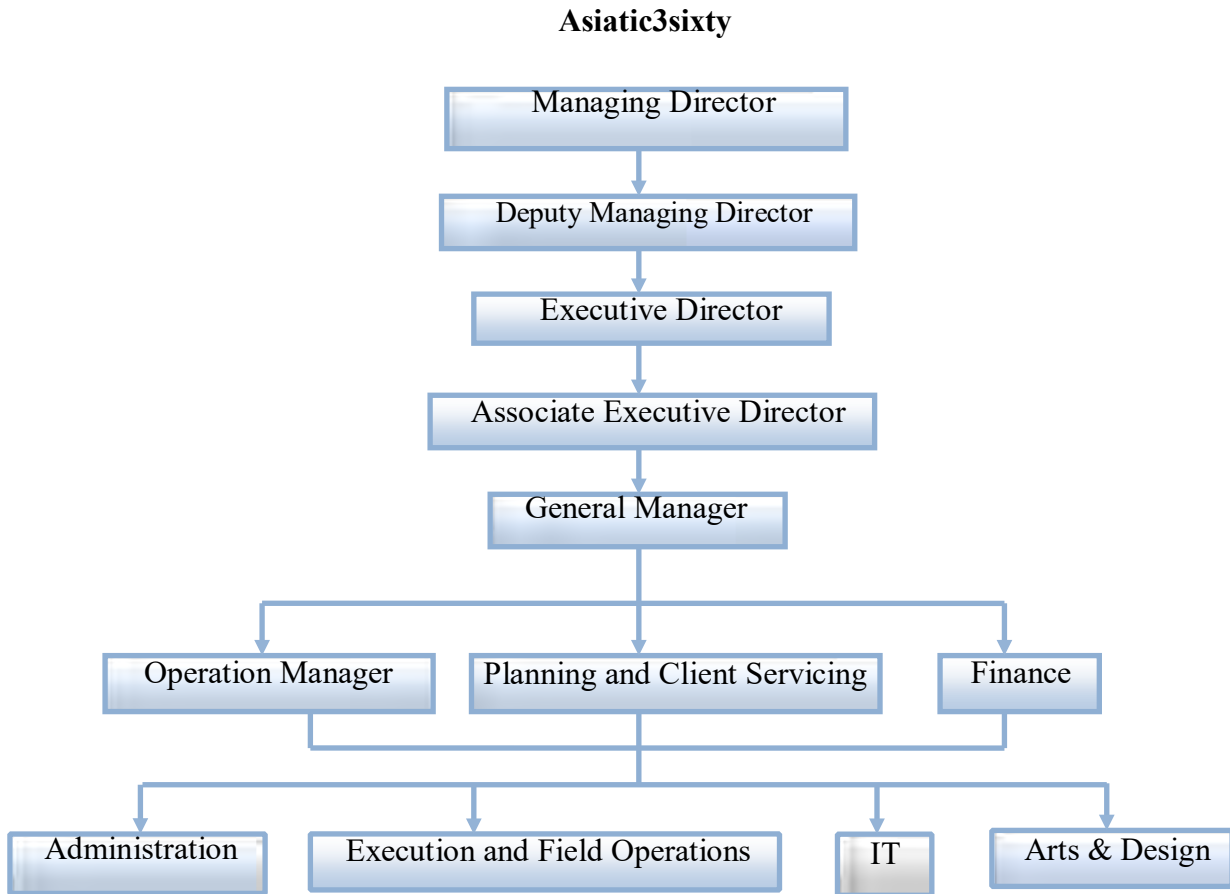


Figure: Flow-chart representing hierarchy of Asiatic3sixty°

The above diagram is the hierarchical organogram of Asiatic3sixty. All things considered, this hierarchy is only occasionally pursued and the principle chain of importance originates from the measure of time the representative has gone through with the organization, in spite of the fact that the assigned position of the worker isn't totally overlooked. The industry that the firm works in and the job type require the employees to be more adaptable than other, all

the more unbendingly organized MNC's (global organizations). The explanation behind such adaptability is mainly because of motivational elements and because of the nature of the job.

The head of Asiatic Marketing Communications Limited is the Executive Director of Asiatic3sixty°. There are four departments in Asiatic Marketing Communications Limited under the supervision of the ED. Communicating with clients are the department of client servicing. They mainly try to find out the requirement and demands of clients. They are the middle person between the client and the creative team. The client servicing team forwards the client requirements to the creative team so they work as the mediator between client and creative team. The creative team then plans the promotions and advertisements according to the client's demand. The community engagement department has the responsibility to directly communicate with the customers through social media platforms. The human resource department searches for the qualified resources for the agency to fill up the vacancies and enroll them. They take care of all other activities related to human resources like worker benefits, remunerations, overtime payment and so on. They also regulate the interns. Managing Directors of each departments handles the finance and accounts activities of their own departments.

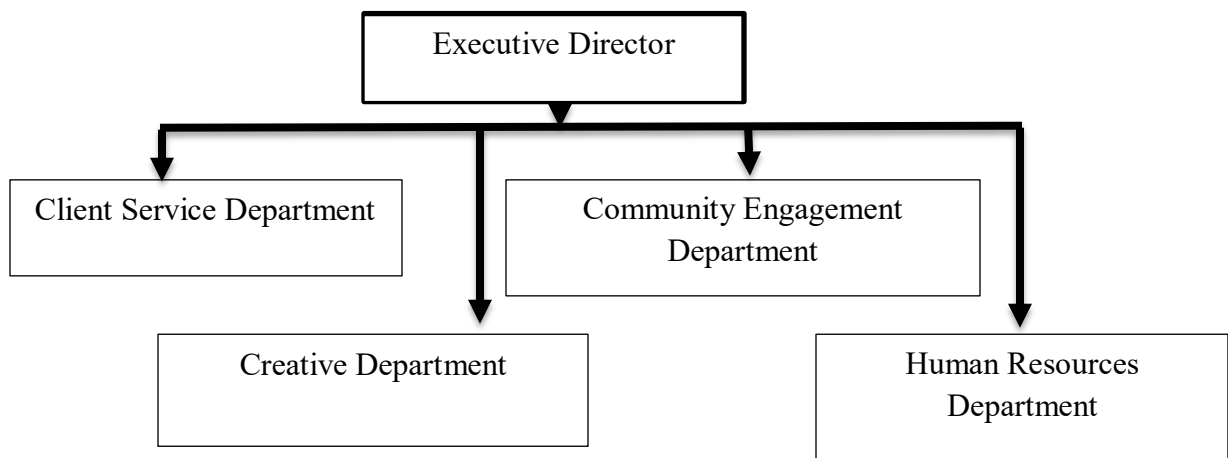


Figure: Organogram of Asiatic Marketing Communications Limited

1.6. Clients:

Over the last four decades Asiatic has been one of the leading marketing communication firms in Bangladesh. Asiatic has worked with a wide range of leading brands like leading business houses, NGOs, industrialists, businessmen, executives, industrial undertakings, government bodies, marketers, entrepreneurs and bureaucrats with whom they have a strong relationship. Some of the global and local clients of Asiatic are includes British American Tobacco (BAT), Pepsi, Nokia, Nestlé Munch, Bangladesh Government, Social Marketing Company (SMC), BRAC, Unicef and Sunsilk among many others. The illustration below shows the wide range of the agency's clients:



Part 2: Job

2.1. Nature of the Job:

I was assigned to the Community Engagement (CE) Department of Asiatic Marketing Communications Limited (AMCL) for twelve week's internship program which had started from 1st December and ended in 28th February. I had learnt to work as a community engagement executive and account executive at the same time during this time period. I worked as a community engagement executive and my responsibility was to reply to the queries of the consumers through two cloud-based CRM software and Facebook Business Manager. For brands like NESCAFÉ, MAGGI, NIDO, COFFEEMATE etc., I had to prepare and analyze reports and plan marketing campaigns for them. I successfully submitted those reports and performed day to day tasks.

Throughout my whole internship period, my supervisor, Didarul Alam Khan who is the Associate Director of AMCL directly supervised me. He also manages the Asiatic Community Engagement Department. In addition, I had prepared the Key Performance Indicator (KPI) Report which reflects every individual's activities and submitted to the Human Resources (HR) Manager. A specific portion of an employee's remuneration relies upon this KPI score.

My contribution to the CE team of Nestlé Bangladesh was performing marketing tasks and preparation of performance reports both of employees and campaigns. In a nutshell, I completed my internship by working as marketing executive and account executive.

2.2. Specific Responsibilities of the job:

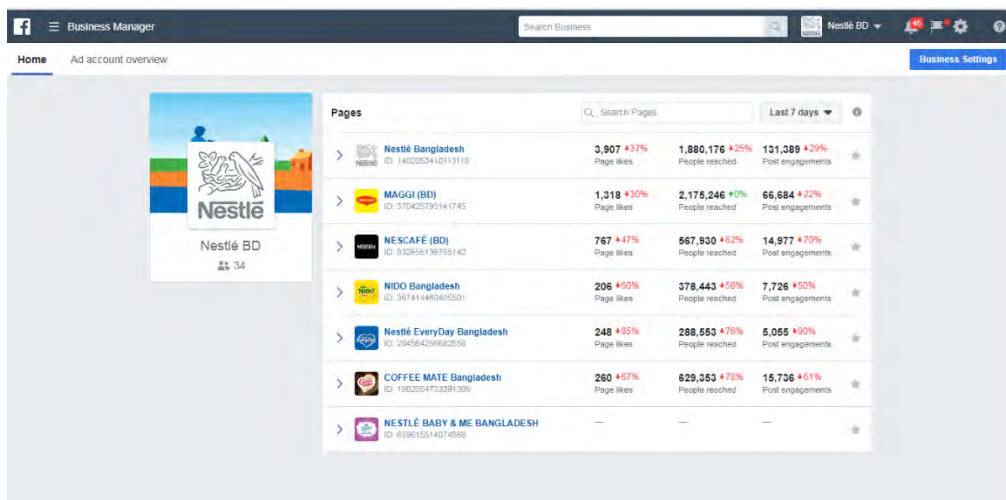
- Replying to the customer queries and comment using three tools
- 100% response rate in all social pages
- Giving solutions to consumers of Nestlé Bangladesh via Facebook
- Making daily social report
- Run, manage and wrap up contest in two brand page
- Collaborate with Nestlé Bangladesh's call center for the contest
- Prepare half yearly statements of CE Department
- Prepare several reports (KPI, Monthly Social Report etc.) on Excel
- Perform the bookkeeping tasks at the end of the internship period.

2.3. Different aspects of job performance:

The main responsibility of Community Engagement Department is to keep engaging the target audience through social media platforms by daily interaction. The objective of this daily interaction is to create interest in the mind of the target customers and lead them to the actual purchase of the product to increase the sales.

During the Internship period, I worked as an intern of Nestlé team and had the KPI to increase the consumer engagement rate by engaging them with relevant engagement queries and also sharing information of current promotional offers to make them interested to purchase. For completing these tasks, I had to use 2 cloud-based Consumer Relationship Management Software and one Social Software. They are Facebook Business Manager, Social Studio and Salesforce. I have also learnt to operate Redian6 and Smashboard – they are the other two Consumer Relationship Management Software.

These tools are designed to observe consumer sentiment, respond to the queries of consumers, setting the content reaching bar and to measure the performance and impact of each digital content and campaign. In my internship period, I had the access of business manager for Nestlé Bangladesh Corporate official Facebook page, MAGGI Bangladesh and NESCAFÉ Bangladesh official Facebook page. Interfaces of Business Manager Tools and those three pages are given below:



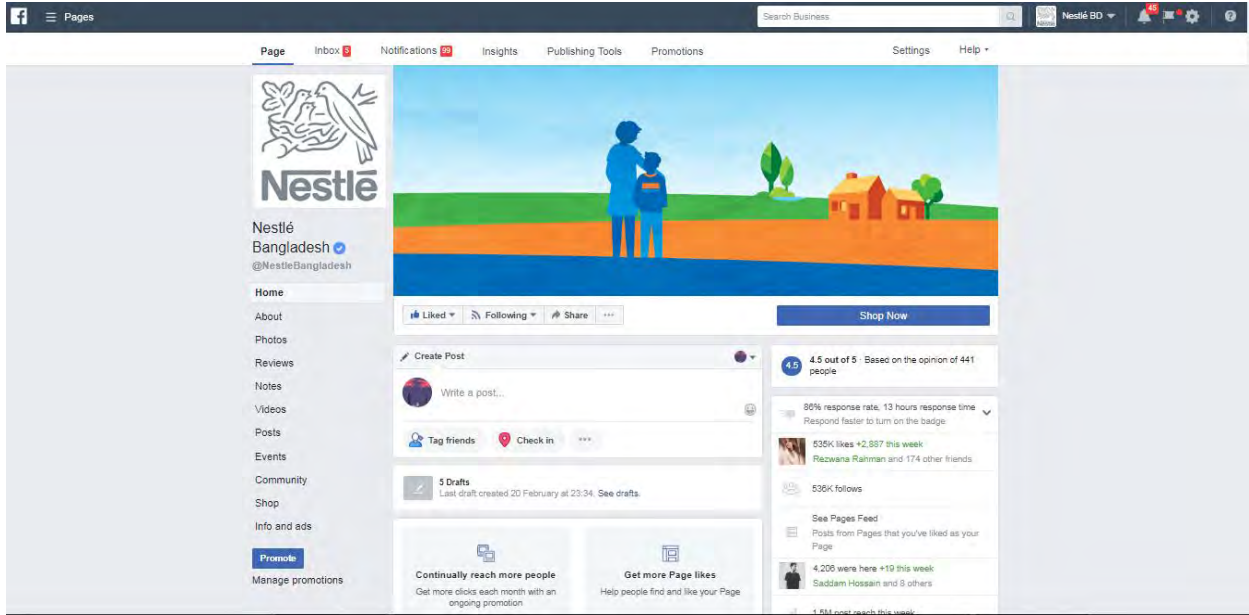


Figure: Nestlé Bangladesh Corporate official Facebook page

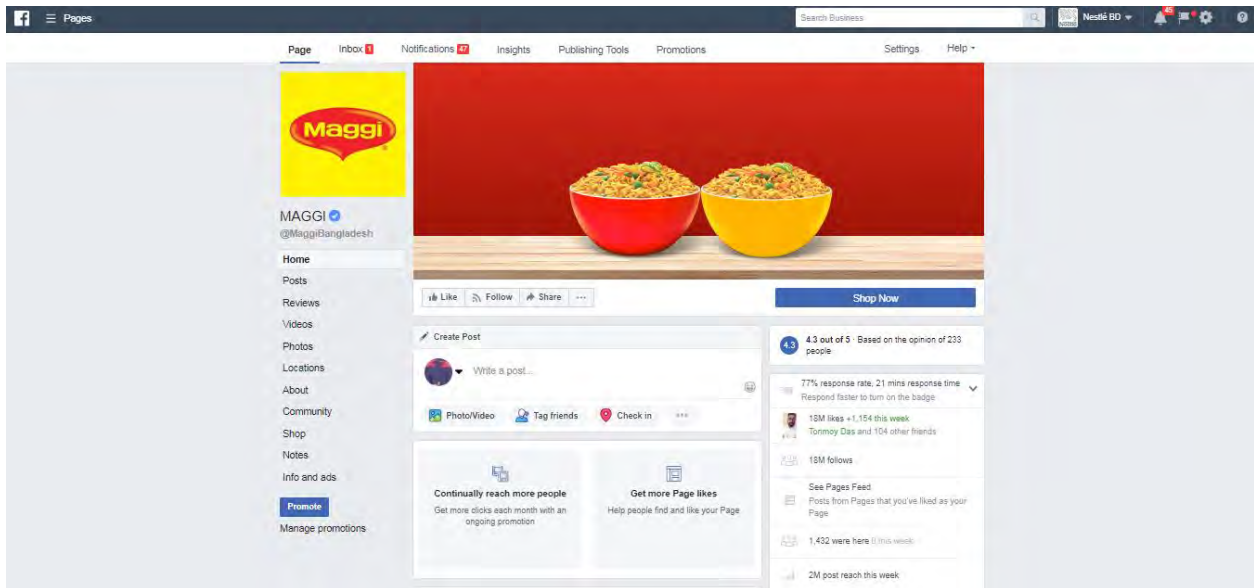


Figure: MAGGI Bangladesh official Facebook page

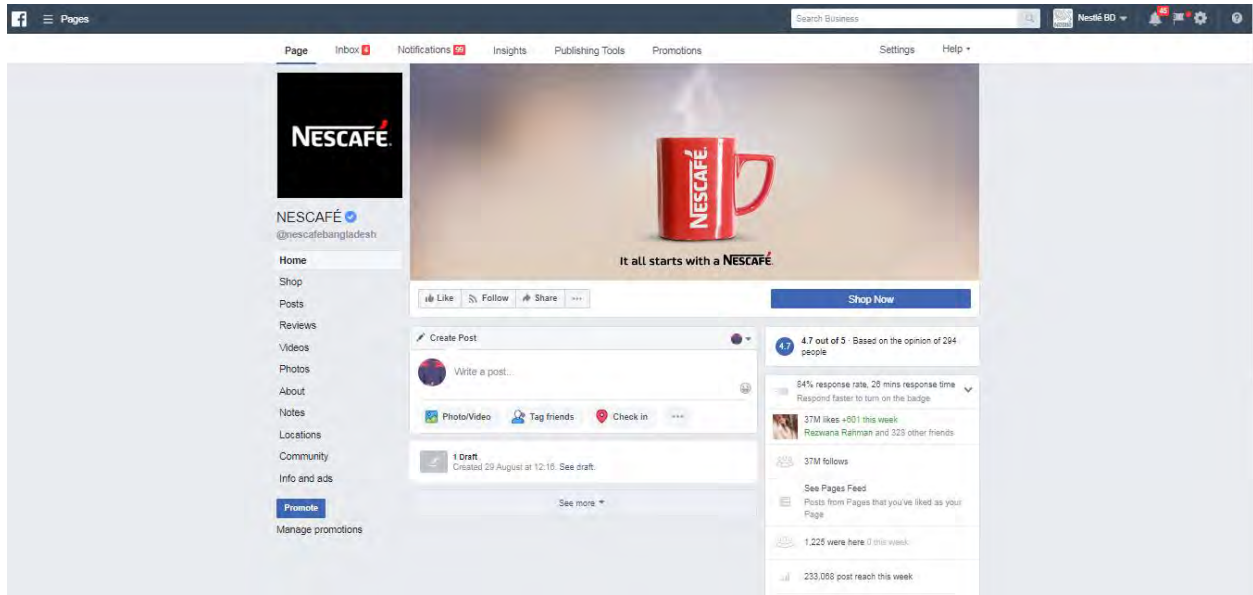


Figure: NESCAFÉ Bangladesh official Facebook page

The next part was to note the consumer sentiments and prepare analysis report accordingly by using listening tools of Social Studio. To prepare this report, agents had to tag the queries with relevant and best fitted subject and according to that the report was made. The interface of Social Studio Tool looks like below picture:

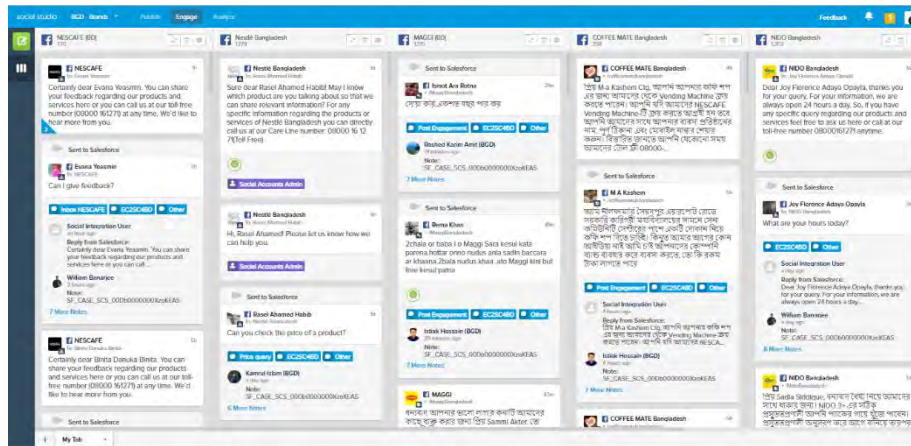


Figure: Social Studio Engage Interface

After posting relevant tags to those queries, those got forwarded to Sales Force through which I had to give replies to the consumer queries. The interface looks like below picture:



Figure: Salesforce chatter Interface

Radia Chowdhury, Consumer Engagement Officer at Nestlé Bangladesh trained me for all these tools and after that, she gave me access after passing an exam on the software. From the software I made daily, weekly and monthly reports which contained the consumer details, data and information. First, I had to extract data from the software, then categorize them in excel file and then I had to send them to Radia Chowdhury (Consumer Engagement Officer, Nestlé Bangladesh) and Zakia Zerine (Head of Digital Marketing, e-commerce and Customer Engagement, Nestlé Bangladesh). For internal communication, I received an official email address from Asiatic. The format of the report is given below:

Agent Performance	
Name	No. of Cases
Fairooz Zannat Fannana	0
Intah Hossain	0
Md Toufiqul Islam	4
Toussay Das	25
Kenzel Islam	28
Fayyaza Fahmin	21
Rashed Karim Anis	40
William Bourne	33
Grand Total	200

Facebook Page	No. of Comments	Count of Comment Qualification		
		Satisfied	Neutral	Dissatisfied
MAGGI (BD)	101	12	89	0
NESCAFE	18	0	12	0
Nestle Bangladesh	59	1	58	0
COFFEE MATE Bangladesh	6	7	5	0
Nestle EveryDay Bangladesh	5	0	3	0
NIDO Bangladesh	11	0	11	0
Grand Total	200	20	180	0

Brand	Count of Number	%
MAGGI (BD)	101	51%
NESCAFE	18	9%
Nestle Bangladesh	59	30%
COFFEE MATE Bangladesh	6	3%
Nestle EveryDay Bangladesh	5	3%
NIDO Bangladesh	11	6%
Total	200	100%

Facebook Page	Consumer Verbatim
MAGGI (BD)	N/A
NESCAFE	N/A
Nestle Bangladesh	N/A
COFFEE MATE Bangladesh	N/A
Nestle EveryDay Bangladesh	N/A
NIDO Bangladesh	N/A

Figure: Daily Social Report

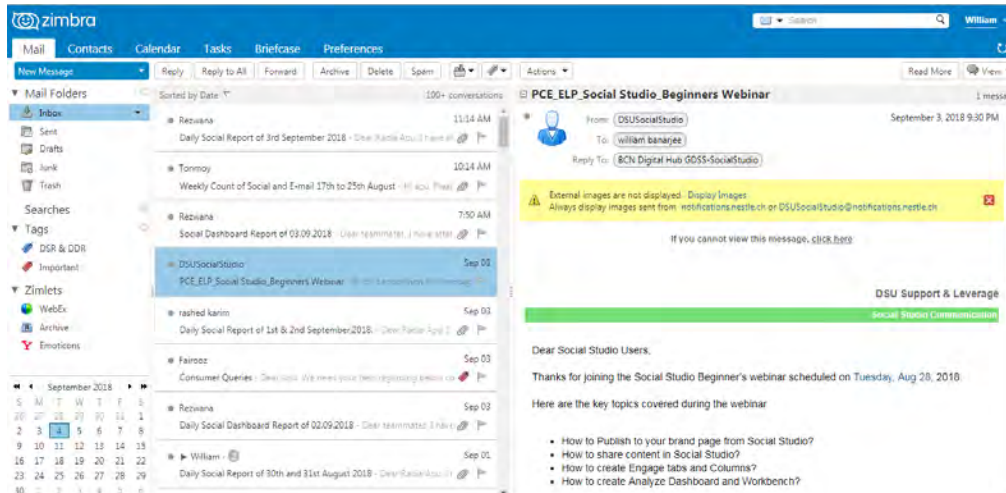


Figure: Official Email interface of AMCL

I additionally needed to learn about the Frequently Asked Questions, delicate data, sourcing and health benefit of all the available products of Nestlé Bangladesh. One of my colleagues had shared the FAQs before my training period in Nestlé Bangladesh. That was additionally utilized for reference in later while I needed to react to surprising and basic queries and remarks of the consumers.

In the last four weeks of my internship period, my supervisor assigned to prepare the KPI of all employees of Nestlé Bangladesh’s CE team. Based on each employee’s attendance, on time log in, response time to consumers query and comment on social media, grammatical error, appropriate escalation to respective department of Nestlé Bangladesh, brand alignment, relevant reply and accuracy of engage entry, I had calculated the monthly total KPI score and percentile score of each employee. To prepare the report, I had collected information regarding each employee’s log in time from HR and the rest of the information I had collected from the Salesforce Customer Relationship Management software. I was not familiar with this report’s structure and presentation. By following my supervisor’s reference report and his guidance I managed to finish that and submit that to the HR Department. The KPI report’s interface is as follows:

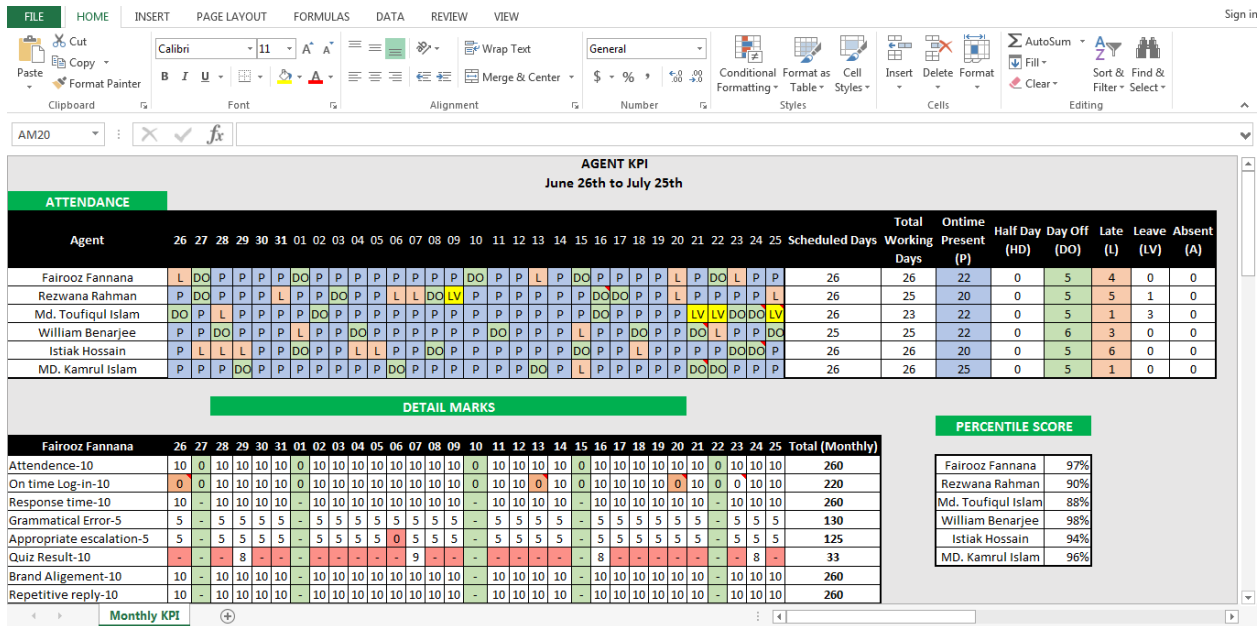


Figure: KPI report's final summary interface

Based on the guidance of my supervisor and provided report format, I prepared the monthly report of February, 2019. The extracted data from Sales Force been putted into an excel file and categorized accordingly. The interface of this report is given below:

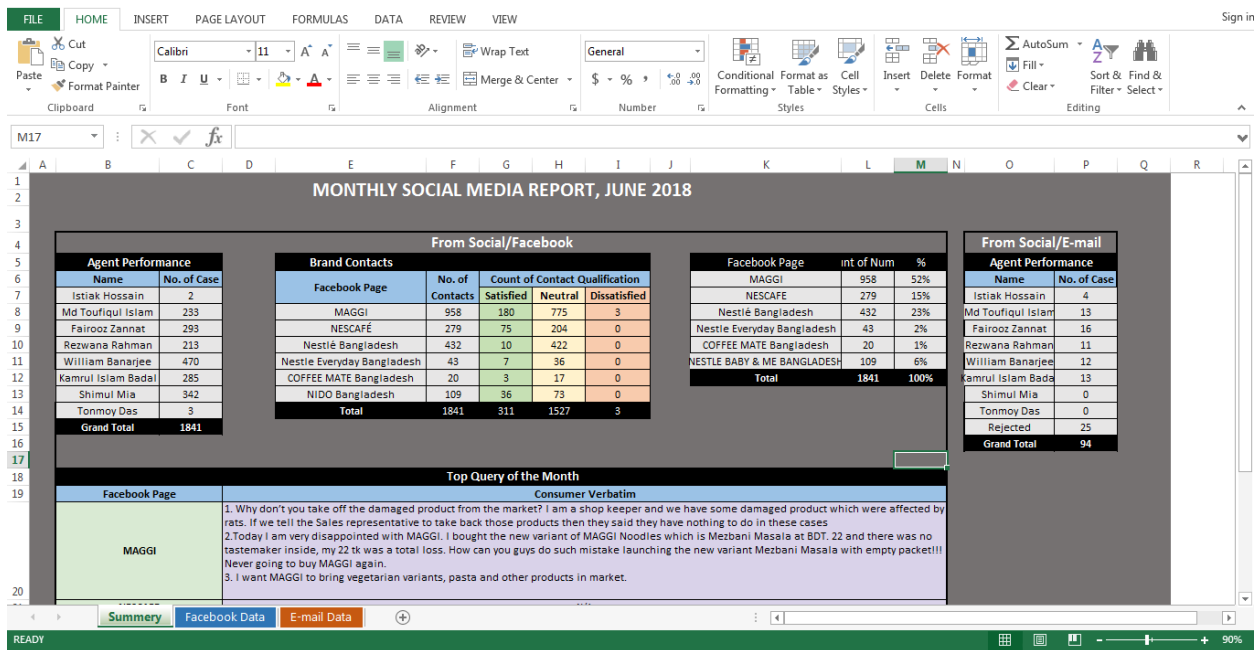


Figure: Monthly report's final summary interface

Nestlé Bangladesh is the biggest client of the department right now. Different clients incorporate all Facebook pages of PRAN RFL, Igloo Ice Cream, Nestlé Bangladesh, Singer, Marico, Energypac, Transcom Beverage, Asian Paints, BRAC Bank, RANKS Tel and so on. Because of unnecessary traffic and worker deficiency on the Nestlé Bangladesh group, my work was structured like an Advertising Executive. I was upbeat since I simply did not have any desire to stay there for nine hours in a row without doing anything. I worked more than expected understudies enthusiastically in light of the fact that I adored what I did. I likewise find the opportunity to apply my ability in the office. I additionally arranged a few reports on Excel on my boss' interest for Nestlé and different brands. By this, I had the opportunity to contribute to Nestlé CE group just as the entire CE Department.

2.4. Critical Observations and recommendation:

My recommendation for the organization is to hire active and proficient individuals who are wholeheartedly ready to work. Works of CE officials aren't challenging and have less variety. In addition, CE executives required to work for quite a while (nine hours per day) of a day which makes a CE executive's work dreary and boisterous. This is also responsible for the CE executive's lower efficiency. The administration can bring assortment, challenge and abbreviate the working hour, to solve this problem. Additionally, the distinctive departments need to deal with building up their internal relationship. The creative and the client service department appeared to be working in sync but CE department's work isn't in a state of harmony with other two departments though each of the communications were given to the customers through the CE Department. So, I would recommend both the departments to be coordinated with CE department as well. There is huge amount of miscommunication because of the creative department not being in contact with the Community Engagement department.

3. Research

3.1. Summary

3.1.1. Background of the research:

Throughout the previous years, social media has moved from the position of the spot where people used to meet, greet and engage in conversation with friends, relatives or colleagues to the position and hallowed gathering spot for promoting products of different companies where other professionals and entrepreneurs gathers to increase the network.

Recent researches show surprising results regarding the role of social media on consumer purchase decision, which actually directs to input more accentuation on their social media strategy to impress the potential customers. It is very grievous that numerous organizations and associations into this new trend of social media marketing without any proper planning or strategies. In consequence, they end up disillusioned.

However, it is already proved that if the strategies and actions are taken properly and smartly in social media then it can act as a gold mine for the businessmen and companies by increasing the brand awareness and loyal consumer base as it really has a great impact and influence on consumer purchase decision procedure. Generally, a social media platform helps as the peer influencer because 71% of the consumers confirm their purchase decision depending on the online referrals.

The objective of the research is to explain why, when and how social media has influenced on consumer purchase decision process. The theoretical framework rests on literature of consumer decision making process, social media, as well as previous studies relating to social media marketing. Quantitative research method is adapted for the purpose of this research. The empirical data was gathered by sending out questionnaire to individuals.

3.1.2. Problem Statement:

As this is an exploratory research, the problem statement can be stated like below:

How social media platforms impact the consumer purchase decision behavior of the consumers of Bangladesh?

3.1.3. Scope of Study:

I have worked directly with the content planning team and consumer engagement team so it was easy for me to get required insights and information regarding my topic which is impact of social media on consumer purchase decision. So those insights and information facilitated the topic and helped me to reach into the proper outcome.

3.1.4. Objective:

Nowadays consumers and business are more connected to each other rather than the era of no Internet. An average internet user has 669 social ties (Hampton et al. 2011) whereas Facebook has more than 6 million active users with more than 1.5 million business pages (Facebook 2013) and on monthly basis, approximately 30 billion creative marketing contents get shared on this platform. (McKinsey 2011).

Approximately 500 million tweets get generated on daily basis which shows the calculation of 600 Tweets per second and the number is shocking and mesmerizing (Tweeter 2012). More than 225 million professionals created account in LinkedIn worldwide including all the 500 companies of Fortune (LinkedIn 2013). The more shocking number is that average time spent on social media per person is 6.9 hours per month (Delaney and Salminen 2012). In contemporary marketing the most intriguing part is that social media holds most of the responsibility to bring changes in consumer behavior.

Though consumer behavior is comparatively common and elaborative topic which makes it difficult to accumulate, detect and derive with a smart solution by compiling all the important data and results into one research paper for a researcher. So, it was wise to narrow down the focus that facilitates the decision-making process with the association of social media marketing. The objective of this study is to explain why, how and when social media platforms impact the consumer purchase decision making process. So, the outcome of the study will be very useful for the businessmen and organization to identify the opportunities and pitfalls of social media marketing as it impacts their target customers' decision process and they will be able to grasp all the available hidden opportunities and possibilities in the current internet marketing era.

So, in a nutshell, the main objective of this report is to find out the issue if really the social media platforms impact consumer purchase decision behavior in Bangladesh or not.

3.1.5 Literature Review:

To complete this research, I took help from secondary data like different online journals, blogs, articles and reports. But couldn't been able to find any such journals that is locally adaptable but as I had time constraint to finish this report, so I skimmed through some reports to get clear idea about this topic. Below are the articles that I found the most relatable:

The impact of social networks on consumers' behavior

(Dr. Helal Alsubagh, International Journal of Business and Social Science, Vol. 6, No. 1; January 2015)

This is a journal written by Dr. Alsubagh who also tried to find out the effective factors of social network that has great impact on consumer behavior so I found it relatable to my paper.

According to the author, most of the organizations are giving importance so social media as it influences consumer purchase behavior in a great range which also have effect marking and showcasing system.

The Impact of Social Media on Consumer Buying Intention

(Michael Pütter, Journal of International Business Research and Marketing, Volume 3, Issue 1, November 2017, Pages 7-13)

The author more likely wrote about the pattern and impacts of social media contents and branding of a specific product or service on the psychology of the target customers.

Author reached at the outcome that the companies that are adopting the integrating strategic approaches regarding the social media platforms are achieving success in attracting, engaging and retaining the loyal customer base rather than the companies who don't do that.

How Social Media Influences Purchase Decisions – Statistics and Trends

(Khalid Saleh, How Social Media Influences Purchase Decisions – Statistics And Trends, 2014)

This is a blog by Khalid Saleh who is the CEO and co-inventor of Invesp. This is more like a infographic journal than other qualitative research papers.

The author mainly shared all the important statistics and trends that are connected to social media and related to consumer purchase behavior and their relation. Though it contains more numbers than words, they clearly shows the deep relation between Social media and Consumer purchase behavior.

3.1.6. Methodology:

This report is prepared based on the information that has been collected from different sources including primary and secondary data. The methodology has been refuted into two significant parts to fulfill the main objective of the report.

Primary Sources:

- Three months of practical experience and learning in the internship.
- Relevant file study provided by the company.
- Face to face conversation with the masterminds behind the content and e-commerce marketing planners and strategists.
- Survey Questionnaire
- Personal interview in front of super shops like Meena Bazar, Swapno etc.

Secondary Sources:

- Relevant books, research paper, newspapers and journals.
- Internet
- Various reports and blogs related to this topic.

3.1.7. Limitations:

- The topic itself is very broad but the questionnaire had been sent to a small portion of the total population. So, the gathered data is not generalized. More comprehensive analysis is possible when similar data is collected from different category of people.

- Lack of reliable local studies was a major limitation too. Those data could've been used as the secondary data which could've been used to compare with this study to understand the differences between both or to check if the study has gone to the right track.
- Many aspects could not be discussed in the report due to the limitation of time.

3.2. Research Details:

3.2.1. Introduction:

In last few years, the mode of shopping has totally taken a new direction. Consumers had always preferred the way to purchase the products and services from physical stores or super shops or shopping mall. But nowadays there is hype to purchase good online with the help of a lot of social media and websites and this has possible because of changes in information and modern communication technology. People call this procedure in different names such as Online Shopping, Internet Shopping or Online Purchase Behavior. But whatever the name is, all of these terms refer to the system of purchasing products and services through different social media and websites via internet. Social Media is the group of online communication channels that encourage the creation and sharing of information, thoughts, professional interests and different types of expressions by means of virtual networks and systems. Different social media platforms like Facebook, Instagram, YouTube etc. helps the people to communicate with each other and also helps to share emotions, information and expressions.

Nowadays Social media plays the vital role in our lives. People use most of the time to wander the social media sites. Everyday everybody likes to share their stories, feelings with their closed one through social media. Not only from the personal perspective but also facilitates business, technology, education and others sectors of common life. How is it facilitating the business? Because nowadays business personnel can share their product related information in social media, promote them with the right channels and also interact with the potential customers to allure them to purchase their products.

The reason behind the sudden popularity of online shopping is increasing amount of corporate families of which husband and wife both are working and don't have enough time to visit physical outlets to purchase the necessary products and also the Traffic Jam. The comfort and convenience of consumers to order necessities from home or office by getting rid of the hassles of standing in a long waiting row of a physical outlets have made online shopping so much famous to the young generation. They even can search for the options of products according to their preferences and can choose the best option among them by judging carefully. The businessman took this platform too seriously because they can promote their product to the potential customers which will eventually increase the number of interested potential customers and they can be turned into real shoppers. Online shopping doesn't only facilitate purchase procedure but also, they share their post purchase experience and review of the products or services in the social media which affects the friends and family of those consumers directly. Either they take the purchase decision by seeing all the positive reviews or change the decision seeing the negative reviews. So online shopping is very much transparent for both customers and businessmen.

Consumers play the vital role in the business nowadays. Normally they can be called as the market place actors as they purchase products from online or physical stores. There are a lot of variables that influence consumers and their purchasing decision and also the decision of the channel from where they are going to purchase the product and service. Demographic, geographic etc. factors are influencing the purchase behavior. There are still people who like to purchase products from physical stores. But a significant group of young generation finds it easy to purchase necessities from online. Again, in this community there are two categories of people. One segment just visits social media to gather information and then they visit physical stores to judge the product before purchasing and take the decision. Then again there is a group of buyers who gather information from social media and takes the purchase decision depending on that. Finally finishes the procedure by placing order through social media.

3.2.2. Target of the businessmen:

Those who take the final decision for purchasing goods from online are great influencers for e-commerce platforms. Most businessmen try to target these influencers mainly and promote their

product to them according to their needs and demand. These influencers even spread word of mouth to their friends and family which increases the equity of the brand eventually. That is why businessmen try to turn this purchaser into loyal consumers and retain these loyal consumers through different promotional offers and gifts. This interaction affects the brand itself and also the repurchase procedure. Through this purchase behavior the type of a loyal customer and repurchase can be identified. They tend to be of young generation, more technology savvy, computer literate and like to do online shopping, most importantly like to spend most of the leisure time in scrolling social media.

3.2.3. Types of social media users:

On the other hand, the other group who are not that much used to with online shopping they wander in the social media to gather information, news or may be to communicate with the closed one and share their emotions which can't be shared face to face due to duration gap. In this group, there is a segment who are still young and don't take purchase decision directly or on their own. They create impact to the purchase decision indirectly and can be loyal customer in the future. Another segment of this group usually search information and reviews through online platforms to shortlist the best products from the available options. After gathering required information, they visit market place to purchase products from physical outlets as they like to judge the product in real before purchasing. But their amount is decreasing day by day. As online shopping has the option to check before receiving the product during the process of delivery and also to pay cash after checking. So online shopping has grabbed the shopping system into the grips of the customers by decreasing the hassles.

3.2.4. Factors that are affecting the consumer purchasing behavior:

Besides the factors discussed above which allures the customer to do online shopping, there are a lot of elements which indulging them towards ecommerce platforms. While buying an unfamiliar product, this is very convenient for the customers to search for reviews and post purchase feedbacks. Besides this, some other factors also creating influence on the consumer purchase behavior. They are discussed in the next page:

- **Information:** The vast amount of information regarding products, services and alternatives always allures consumer to do online shopping. If warranty, guaranty and other promotional offers are given then the percentage of online shopping increases.
- **Culture:** Culture can also impact on consumer purchasing behavior. There is always this urge to follow and adopt the trendy and developed cultural norms into the consumers. This is the only reason why Amazon is the largest e-commerce marketplace and also the biggest internet organization by revenue in the world.
- **Design:** Sometimes the product design and the offer of customization according to the needs and demands of customer impact the purchase decision. Again, if the product and service quality is up to the mark then it is very easy to increase the loyal customer base and retain them for a long time as well as ensure repurchasing.
- **Psychology:** The psychology of the customer also impacts the purchase decision which is known as the black box for the businessmen. It is called black box because this is very unpredictable and yet not discovered which factors actually affects the black box to push them toward purchasing the product. Sometimes the credibility of the social media, business owner or the website helps the consumer to take the decision. Sometimes the positive and negative feedbacks of the friends and relatives impact directly the purchase decision of the customers.

3.2.5. Types of products that are offered in online platform:

So, what kind of products customers usually buy from online platforms, this has been a major question for the e-commerce specialists. They did a lot of researches to find out the relationship of the products and purchase behavior and found out that both tangible and intangible products can be sold through internet. Intangible products refer to the products that usually supplies information like software, online movies and songs, financial and stock market information and weather forecasts etc. On the other hand, tangible products refer to

the products that have physical existence like automobiles, dresses, accessories, electronic devices and books etc.

3.2.6. Types of preferred social media as e-commerce platform:

There are a lot of social media which are known as potential e-commerce platforms. Among them, Facebook, Instagram, YouTube are the most famous one. A research of Millar (2010) describes that 70% social medias are being used by more than 11 million people to purchase different genres of products and services and also share post purchase feedbacks with others.

Facebook is currently the biggest advertising social media platform for businessmen. Facebook has more than 6 million active users and recently Facebook has announced that they have crossed 3 million active advertisers in 2017. 71% of these 6 million consumers are interested to purchase from online shopping platform. According to a research, 60% of the consumers are willing to share their feedback after purchasing a product from the online shopping platform with their friends and relatives.

YouTube is a video sharing website which had been acquired by Google in 2006 and now operates as one of the subsidiaries of Google. Through sharing different videos in this platform, YouTubers can earn money. Advertisers find this platform very lucrative to promote their products to the potential TG.

Instagram is getting famous very fast during the last 2-3 years as a picture sharing app. This speed of getting famous is getting possible only because of huge number of active users who like to share each and every moments of their life to keep them fresh in the memory. According to a research, 16 billion of photos have been shared through this app by the active users. Nowadays there is a trend going on to be a Instagram model or blogger. Some travels the world and share picture, some share the pictures of food who is called food bloggers and also some share the fashion related pictures to be a fashion influencer. Different organizations are signing contracts with these upcoming bloggers to promote their product so the proper information regarding their products can reach the proper potential

TG. Currently Instagram has more than 100 million users across the world who share their memorable moments in Instagram and this number has reached to this peak in last 2 years.

Twitter is also a famous platform to promote products but in Bangladesh, it has not gained that much of hype or popularity yet. Around 800,000 followers share their post-purchase feedbacks in this platform and 64% of them use it to buy products. A study showed that in the last two years, The amount of written blogs have increased from 54% to 77% and the number of active users who watch product related videos and search for alternatives through platform has increased from 32% to 83% in just two years difference. These huge amount of users visit this platform to gather knowledge regarding their required product and the post purchase reviews or articles regarding those products or their alternatives.

3.3. Analysis:

This section describes the analysis of the prepared online questionnaire which has been designed to find out the impact of social media on the consumer purchase behavior. The questionnaire was distributed to random persons through online and also taken some persona interviews in front of super shops like Swapno, Meena Bazar etc.

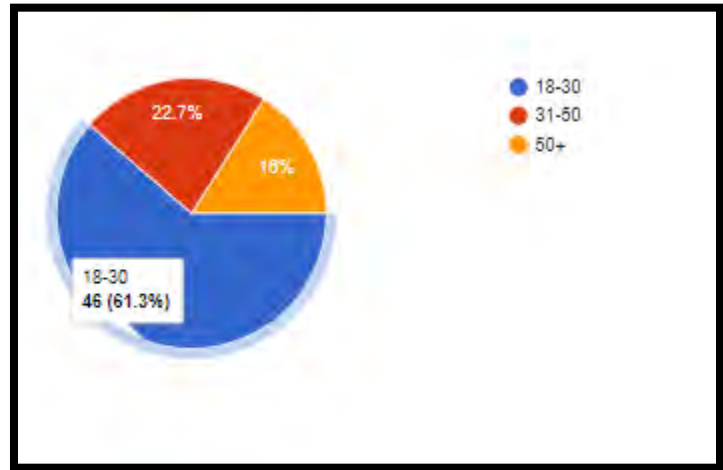


Figure: Age Distribution

After analyzing the questionnaire, it has been found out that among the total respondent of 75, 44.6% were female and 55.4% were male. 61.3% of the respondents were of age 18-30, 22.7% respondents have the age of between 31-50 years and the rest was above 50 years of age.

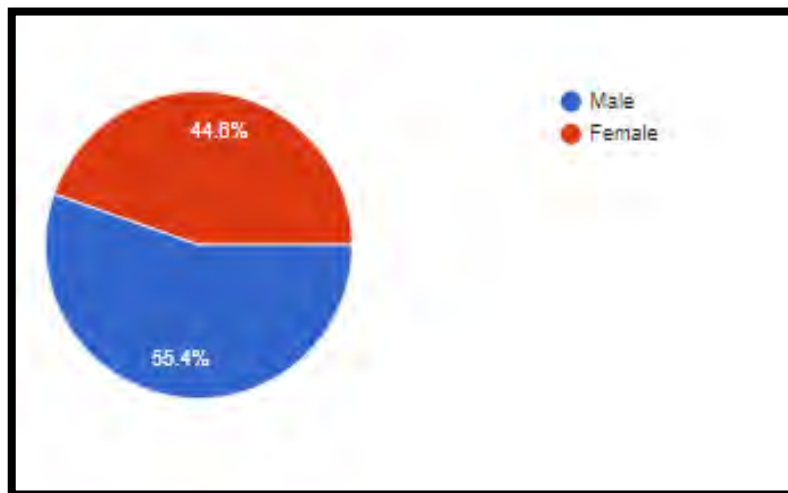


Figure: Gender

These two questions have been asked to determine if these two factors have different impacts on the consumer purchase behavior through social media. Since the questionnaire has been filled up by random sample, therefore this result showcase the general consumer behavior of the local area instead of a particular segmentation.

Then there was a question about the social media the targeted sample likes to visit on daily basis. 62.7% respondents shared that they use Facebook on a daily basis and 13.3% of the respondents shared that micro blogging websites like twitter daily. 9.3% of the visit other blogs for gathering information and 29.3% of the visits the photo and video sharing sites like Instagram, YouTube on a daily basis. This result actually shows the amount of active users and hype of Facebook among the people on this current time. Facebook has become a daily part of their life and without it they can't imagine their life even.

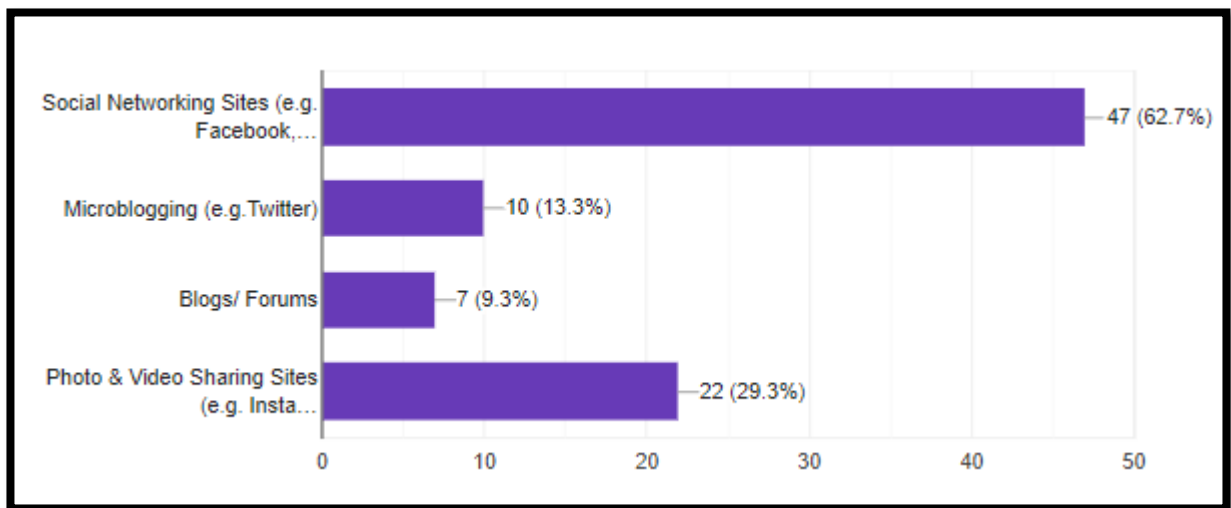


Figure: Most visited social media on a daily basis.

Since the respondents visit all these websites or social media platforms on daily basis, the next question was designed to find out the duration of time they usually spend on those platforms which eventually helped to find out how much influential or important these platforms are in their life. 8.1% shared that they spend 0 hours in social media, 9.5% shared that they spend 1-3 hours, 12.2% shred that they spend 4-5 hours on daily basis and 24.3% chose the option of 7-9 hours to scroll or spending time in the mentioned social media. As expected, 45.9% of the

respondents shared that they spend more than 10 hours in social media which represents that social media are an inalienable part of their day to day life.

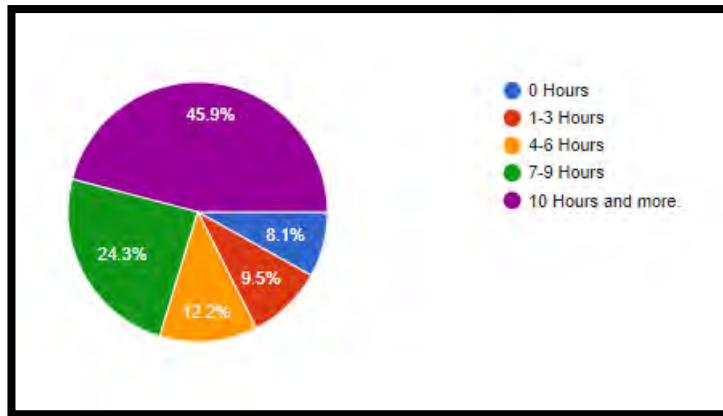


Figure: Time spent on social media sites per week

In the previous years, people used to spend time reading or watching mass media for entertainment or gathering information. The amount decreased in the last several years drastically. But still mass media have some impact on consumer purchase behavior. So the next question had been asked to find out the mass media users which eventually helped to compare between the social media and mass media. The question was asked about the time spent on mass media per week by the targeted sample of population. 13.3% shared that they don't spend any time on mass media, 44% shared they spend 1-3 hours per week, 12% ticked the option of 4-6 hours, 13.3% shared they spend 7-9 hours and 17.3% chose the option of 10 hours and more. So actually there are still a group of people who spend time on mass media regularly and this must impact their purchase behavior towards any specific product or service.

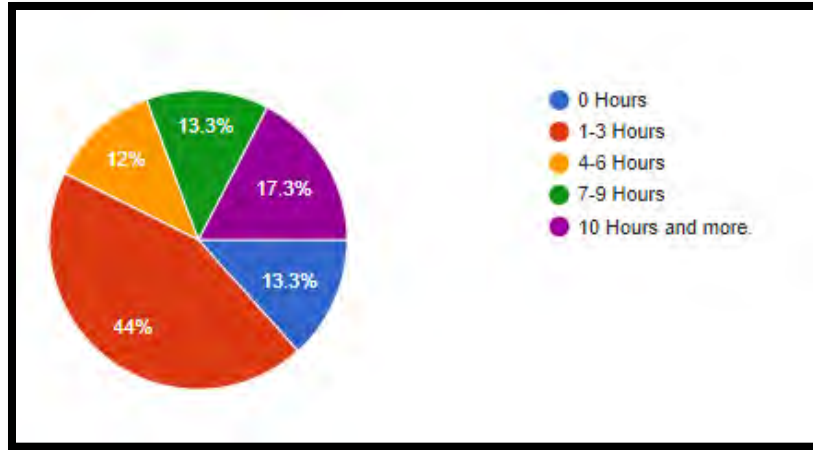


Figure: Time spent on mass media on weekly basis

Then some questions had been asked to find out how much impact social media have on the targeted sample in compare to the mass media. There was a question whether they think that social media ease to find or seek proper or required information. 32 of the respondents strongly agreed to this statement, 26 respondents agreed but 6 respondents didn't take any side by keeping the status neutral, 6 of them disagreed and 6 respondents strongly disagreed to this statement. So this proves the amount of consumers are comparatively high who believes that social media helps them to search required or needed information regarding any product or service or brand rather than mass media which was discussed above that the importance and credibility of these social media has been increasing massively mainly during the last several years.

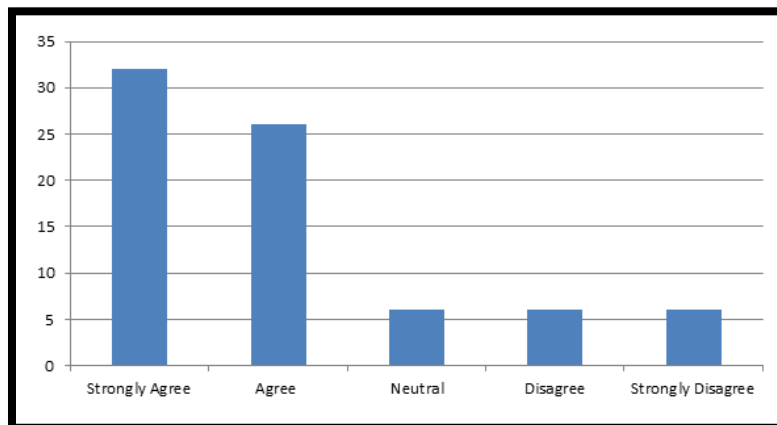


Figure: Social media sites help to seek out information.

The second question of this series was whether it is easy to search information in social media or in mass media. 33 respondents strongly agreed, 23 agreed, 12 were neutral, 4 disagreed and 3 strongly disagreed. The result is very much clearly representing that nowadays people find it friendly and easy to search information in social media rather than mass media.

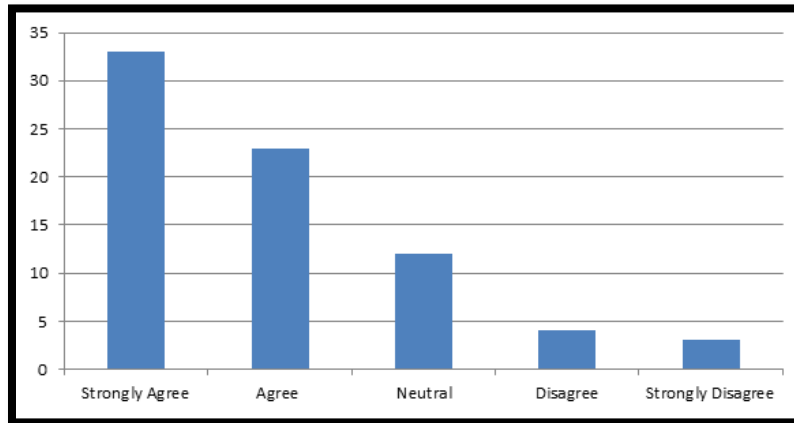


Figure: Information searching is easier via social media.

The next question was if the reviews on social media influence them to try the new brands instead of the brands that they usually trust on. 21 of the respondents strongly agreed to this statement, 23 agreed, 20 was in neutral decision, 6 disagreed and other remaining strongly disagreed which also reflects the fact that they find social media advertisements reliable enough to give new brands a try.

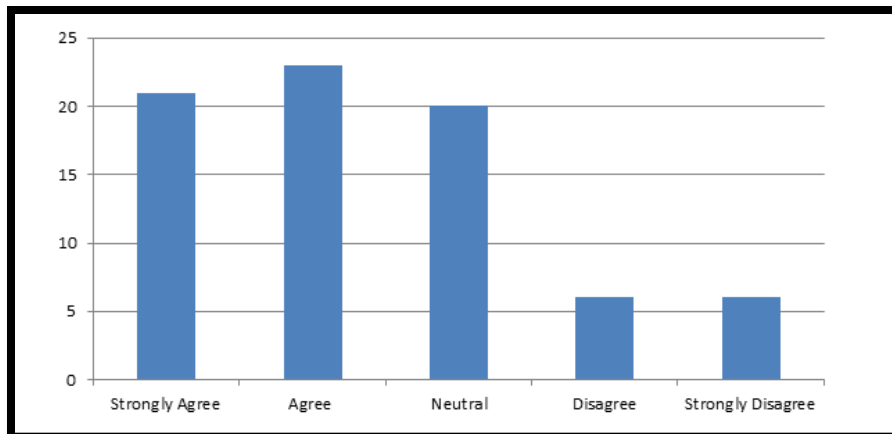


Figure: Reviews on social media influence to try new brands

The next question was if they think social media has provided more effective platforms to new products or services or brands to draw their attention than mass media. 27 respondents strongly agreed, 21 agreed, 13 didn't share any preferences and others disagreed to this statement. So yes, this platform has been effective for introducing new products to the potential TG.

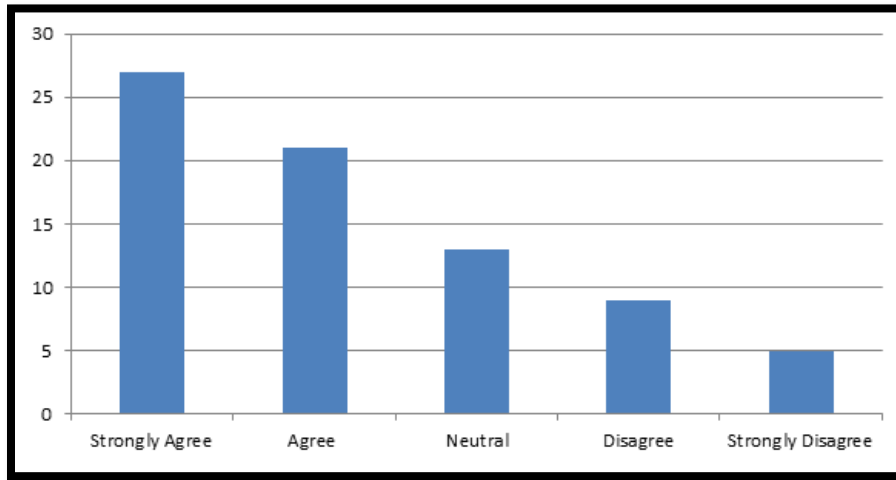


Figure: Social Media has provided more effective platform for new products.

Next question was about the credibility comparison between social media and mass media. 31 respondents strongly agreed, 20 agreed, 15 was neutral, 6 disagreed and 3 strongly disagreed which actually provokes the idea that social media is more credible source to gather information for purchasing a product rather than mass media.

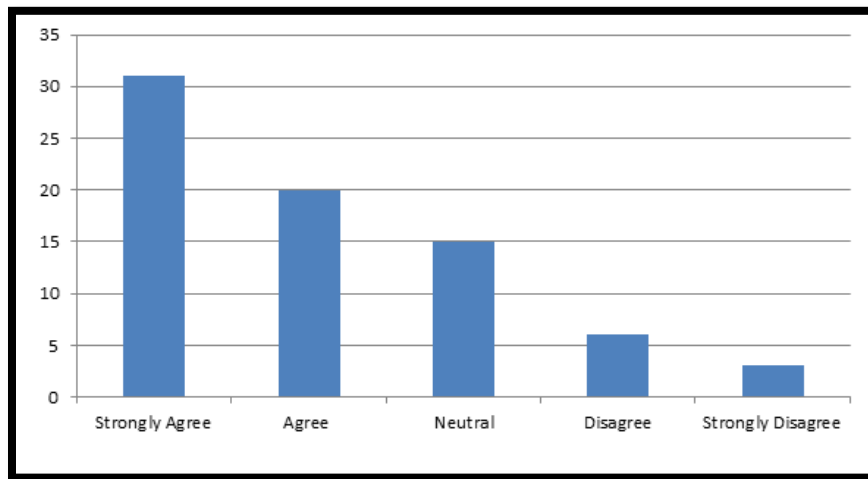


Figure: Social media have more credibility than mass media.

Then the question comes whether the feedbacks provided in social media impacts their purchase decision toward any specific product or service. 29 respondents strongly agreed, 24 agreed, 7 were neutral regarding the statement, 9 disagreed and 6 strongly disagreed to this statement. This also takes the way like above analysis and shows that post-purchase feedbacks or reviews provided by buyers actually impacts the new potential TG's purchasing behavior.

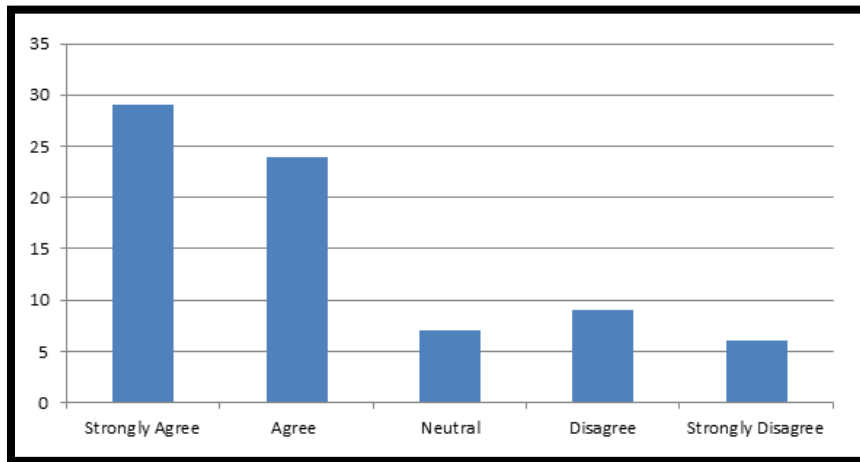


Figure: Feedbacks provided on social media creates impact

The respondents been asked if they agree that the social media provides powerful and effective platform to communicate with each other and also with the buyer. 25 strongly agreed, 26 agreed, 6 disagreed, 6 strongly disagreed and 12 respondents showed neutral perspective with this statement showcasing the analysis towards positive outcome.

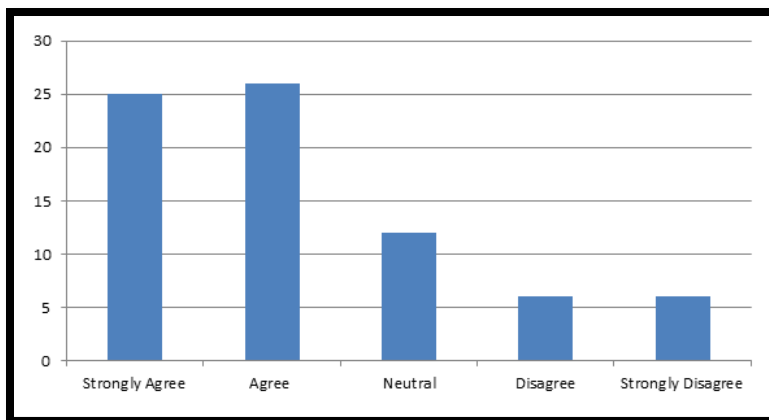


Figure: Social media provides effective platform to communicate.

The next query was about whether provided and available information in social media is more credible than mass media as the information is beyond company's control. 16 strongly agreed, 29 agreed, 18 shared neutral feedback, 9 disagreed and 3 strongly disagreed. As sometimes company can mislead the information by seeding. Seeding is a way of paid advertisements by which businessmen can share positive reviews regarding their offered products by hiring persons who shares positive feedbacks in exchange of money. But still, this procedure is not that much known to all and costly, so consumers believe that the reviews are quite trustworthy.

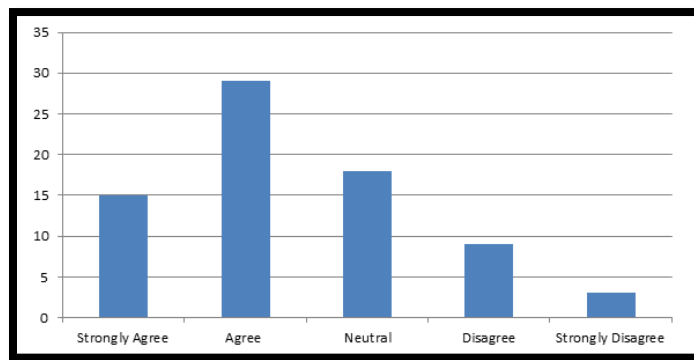


Figure: Social media information is more credible as beyond to company's control.

This was the last question about the comparison of social media and mass media. Respondents been asked if social media makes it complex for them to take purchase decision. 10 respondents strongly agreed, 17 agreed, 12 showed neutral feedback, 21 disagreed and 15 respondents strongly disagreed. As there is a lot of alternatives and huge chunk of information available in social media, it is sometimes difficult to take right decision.

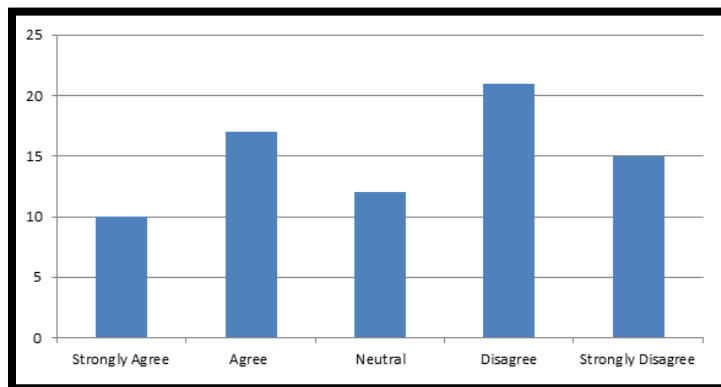


Figure: Social media makes your decision making more complex.

Above queries came to the decision that social media creates great impact of consumer purchase behavior. So the next question was which media is more user friendly and favorite to use. 30 of the respondents shared they prefer Facebook, 12 prefers Instagram, 7 like blogs, 17 prefers YouTube, 6 chose Snapchat and 3 chose other option. In here as well, Facebook is leading.

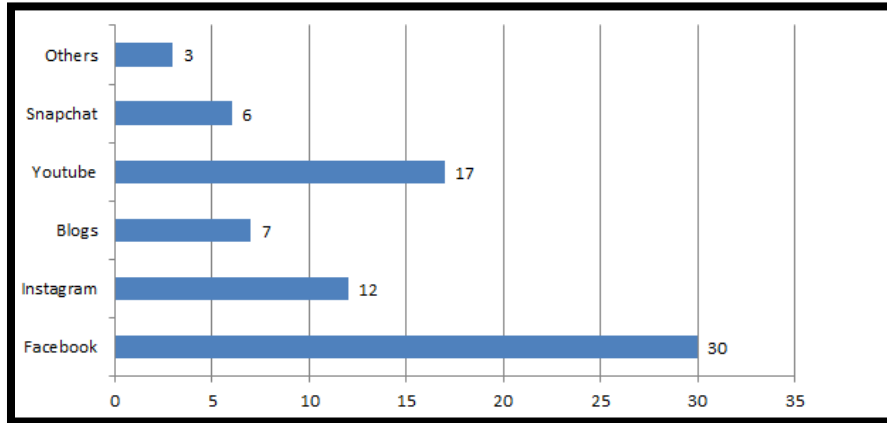


Figure: Preferred Social Media

Since it is already known that which platform they prefer, this is the time to know about the factors that affect the length of decision making process. 14 respondents chose risk factors, 12 said uncertainty is the main factor, 9 shared personal factor impacts rigorously, 21 chose that lacking of proper information increases the length to take a decision and finally 19 informed resource like money, time etc. impacts their purchase decision greatly.

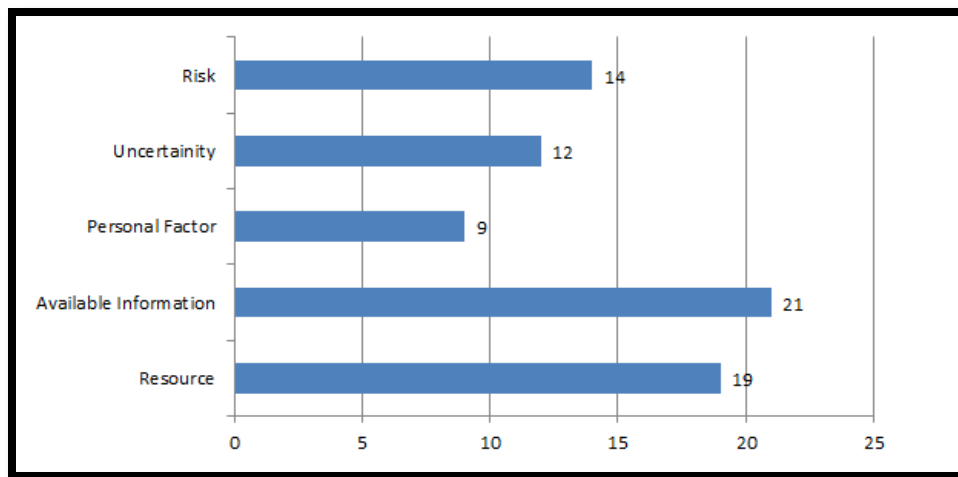


Figure: Factors that impact length of decision making procedure.

Then respondents have been asked if they will change their perspective if they read positive feedback regarding the required product. 31.1% said, 36.5% said no and 32.4% said may be. These ratios are very close to each other nowadays people feel that all the information are not 100% authentic. Maybe the companies hire paid feedback provider who spread wrong word of mouth. Because of some dishonest businessman, the consumers got some trust issues but loyal customers don't get perplexed to purchase from online shops.

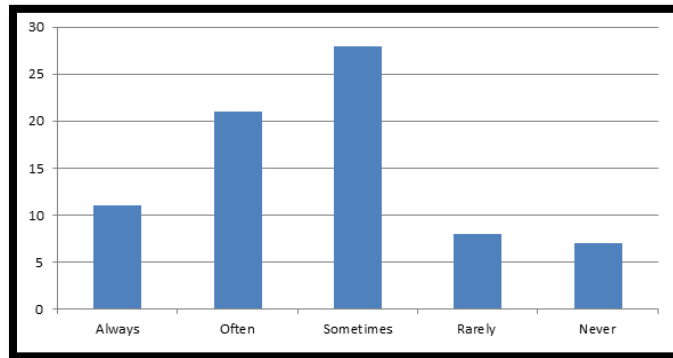


Figure: If perspective will change with positive feedback

Then the respondents had been asked if they have prejudice towards a particular product before an actual consumption. 11 said they always have prejudice, 23 said often, 28 shared sometimes, 8 chose rarely and 7 claimed they never prejudice.

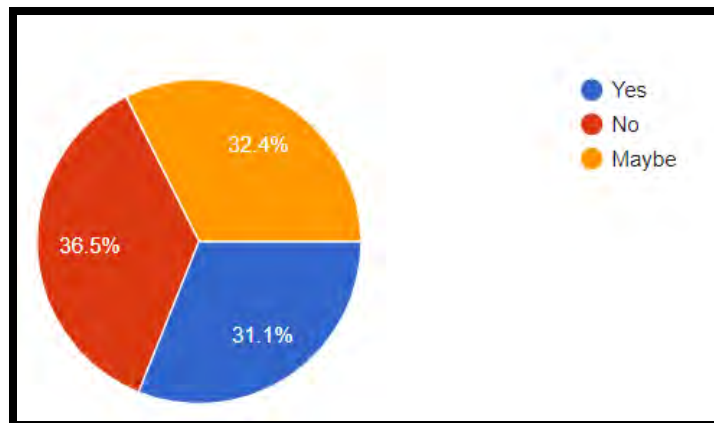


Figure: Prejudgment before purchasing specific product.

So if they tend to seek out information that is consistent with their initial opinion. As the answer, 10 claimed they do always, 27 respondents chose often, 23 ticked sometimes, 9 shared rarely and 6 claimed they never check consistent information with their initial information.

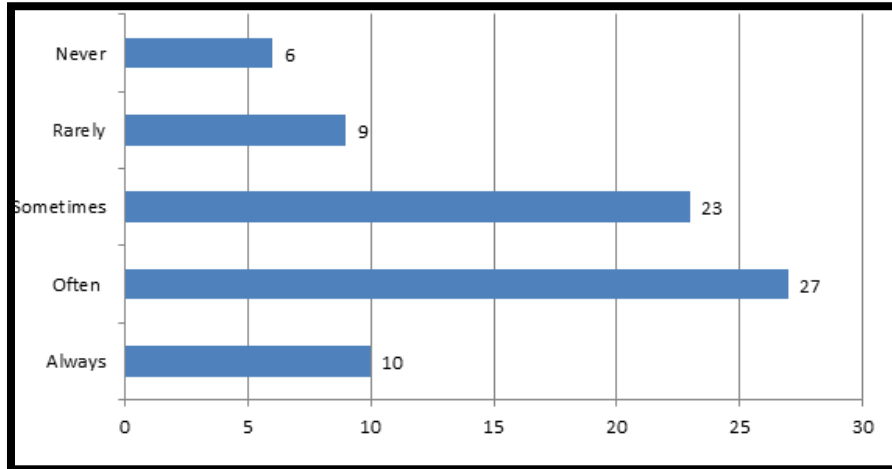


Figure: Seek information consistent with initial opinion.

If not consistent, what about any kind of information? The respondent then replied to the question regarding the pre-purchase information seeking. 30 respondents claimed they always search for relevant information, 19 shared often, 12 clicked sometimes, 8 chose rarely and 6 said they never seek for information before purchasing. So the answer itself describes that nowadays consumers are very savvy and conscious and they search for relevant information before purchasing.

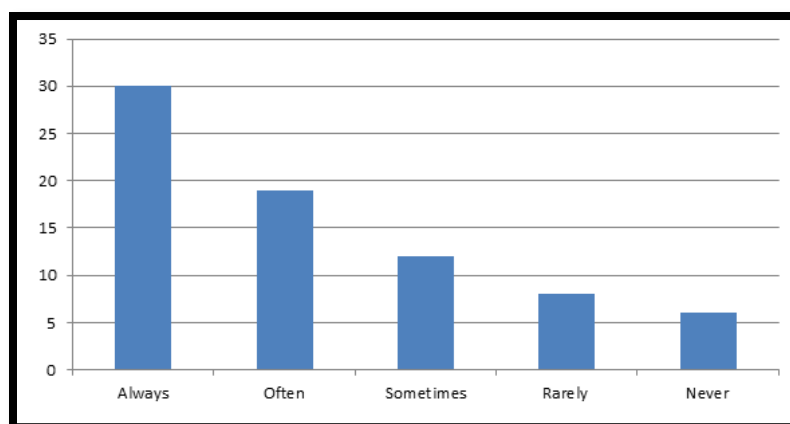


Figure: Seeking information before purchase decision.

Since they like to seek out relevant information, then they got asked if they rely on this information as they have been fetched from social media. 29 respondents said always, 19 chose often, 13 said they do sometimes, 8 of them rarely does and 6 of them denied to believe on this information.

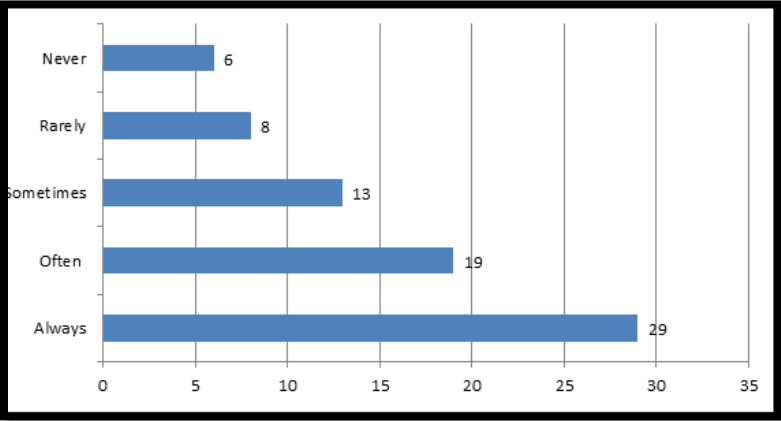


Figure: Rely on the information available on social media.

So do they change their initial purchase preference after searching relevant information, it has been asked. 18 said they do, 23 said often the change, 16 of them said sometimes they do, 10 claimed they rarely do this but 8 claimed they don't change their primary preference usually.

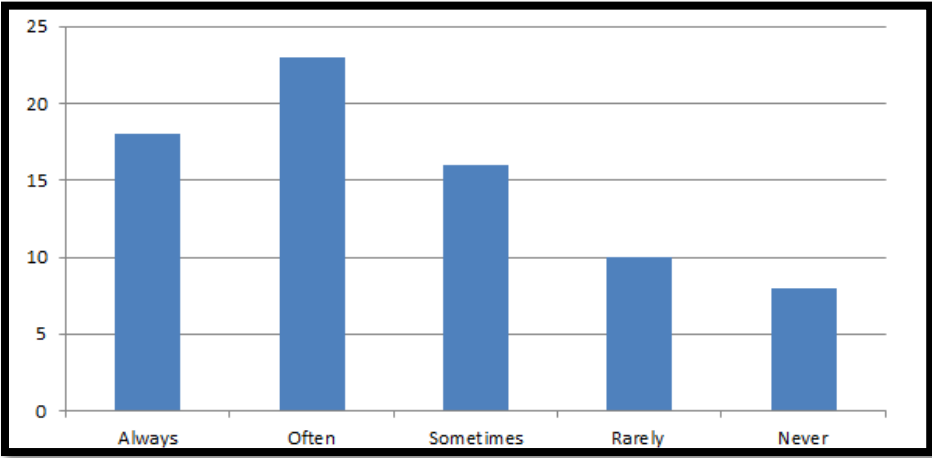


Figure: Change of initial purchase preference.

They've been asked after that if they like to share their feedback or reviews after purchasing the product. 16 respondents shared they do, 23 claimed they often do, 12 of them sometimes share to let the friends and relatives know, 16 said they rarely do until the product is something to be bragged of and 8 of them denied to share.

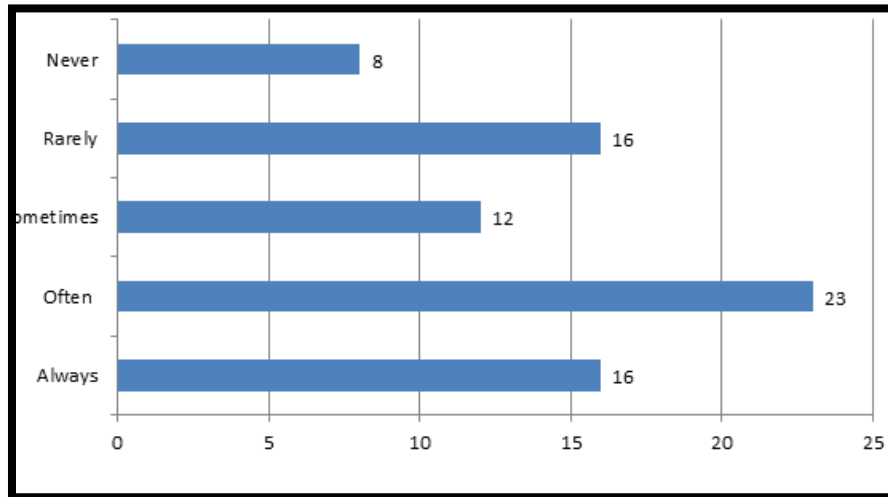


Figure: Share review after purchasing on social media.

3.4. Results and Discussion:

The analysis of this research suggests that most of the people of young generation like to do purchase from online social media and among the social media platforms, they prefer Facebook the most. Also, they like to seek relevant information before making any purchase decision and they seek it from online platforms and also from their relatives and friends. The post purchase positive review available on social media has great impact on purchase decision process and vice versa. Nowadays companies are looking forward to new methods and ways of communicating with the potential consumers directly to shape the consumer behaviors like consumer purchase behavior, purchase intention and brand loyalty. They are searching the factors that are affecting the black box of consumer purchase behavior process which will eventually lead them toward revenue and equity growth and sustainable development. The changing technology era has lead the increased amount of activities in different social media platforms like Facebook, YouTube,

Instagram etc. as the current consumers are technology savvy and these platforms have the mechanism of creating and developing the relationship with each other and with the companies as well and interact with brand specific content.

3.5. Conclusion:

So nowadays the companies are focusing on social media platforms more to reach and connect with the potential consumer base to promote their product or service or brand, encourage them to buy their product by creating awareness regarding brand values, brand loyalty, promotional offers to increase the actual sale of the organization. Because these platforms are being used by common people nowadays excessively not only for the purpose of communication and entertainment but also for business purpose, mainly for seeking information regarding required product and alternatives of those products. It is very easy, cheap and faster to communicate desired information through social media. E-commerce business is a lucrative one nowadays and businessmen are trying to extract the maximum output from these platforms by using SEO, SEM, etc. The main reason for being so much famous within very short time duration is because those companies who adopted the new trend fast and integrated strategic approaches to connect the loyal customer base with the companies through social media has been very successful at reaching, engaging and sustaining a loyal consumer base by making sure the smooth celerity of the company rather than the competitor companies. Elements that impact brand observations and goal to purchase incorporate things like the social component that drive consumer point of view and the perspective of others exhibited through social media contents. Even the new trend to share reviews after purchasing products have a great impact on consumer purchase behavior and influences the perceptions of other consumers very effectively. So, the businessmen and companies are more focusing and investing on social media platforms rather than mass media as these methods are cheaper, easier and efficient compare to the old advertising strategies to trigger the sales and revenue.

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Appendix:

Questionnaire:

Consumer Purchase Behavior in Social Media

1. Age

- 18-30
- 31-50
- 50+

2. Gender

- Male
- Female
- Other: _____

3. Which of the following social media sites you are using on a daily basis?

- Social Networking Sites (e.g. Facebook, Snapchat)
- Microblogging (e.g. Twitter)
- Blogs/ Forums
- Photo & Video Sharing Sites (e.g. Instagram, YouTube)

4. Time (approx.) spent on social media sites per week

- 0 Hours
- 1-3 Hours
- 4-6 Hours
- 7-9 Hours
- 10 Hours and more.

5. Time (approx.) spent on the mass media (TV, radio, magazine, newspaper and so on) per week

- 0 Hours
- 1-3 Hours
- 4-6 Hours
- 7-9 Hours
- 10 Hours and more.

6. Social Media Vs Mass Media

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Social media sites helps to seek out information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information searching is easier via social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reviews on social media influence you to try new brands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media has provided more effective platforms to new brands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Media advertisements have higher credibility than advertisements on mass media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feedback on social media affects your purchase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media is an effective and powerful platform for consumers to communicate with each other and with the companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information have a higher credibility on social media than on mass media channels because the information is beyond the company's control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media makes your decision making more complex	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Rank on a scale of 1 to 5 for the source of information on social media you use before a purchase. 1 being least, 5 being most

	1	2	3	4	5
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online Forums/ Communities/Blogs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Youtube	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snapchat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. In your opinion, which stage of your buying decision has been affected mostly because of social media? Rank on a scale of 1 to 5. 1 being least, 5 being most

	1	2	3	4	5
Exposure to product/service information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Problem Recognition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Search for the alternatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Evaluation of information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Factors that affects the length of your decision making process. Rank on a scale of 1 to 5. 1 being least, 5 being most

	1	2	3	4	5
Recourse (e.g. time, finance)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amount of available information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal factor (e.g. pressure)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uncertainty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Risk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Are you likely to change your attitude towards a certain brand after you have read positive reviews about it?

- Yes
- No
- Maybe

11. Do you

	Always	Often	Sometimes	Rarely	Never
Have prejudgment towards a particular product before an actual consumption	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tend to seek out information that is consistent with your initial opinion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Search for related information on social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rely on information available on social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Change your initial purchase preference after searching relevant information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Share reviews via social media after a purchase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>