**INFLUENCE OF SOCIAL MEDIA ON PURCHASE BEHAVIOUR OF CUSTOMERS FOR FASHION AND LIFESTYLE PRODUCTS OF TIER II AND TIER III CITIES OF MAHARASHTRA**

# OBJECTIVES

1. To study the social media penetration in Tier II and Tier III cities
2. To study how fashion and lifestyle marketers use social media for creating brand awareness
3. To find out the parameters responsible for buying decision of customers in Tier II and Tier III cities
4. To study the impact of social media on consumer buying behavior in terms of creating excitement, purchase intention and actual purchase in tier II and III cities
5. To study the differences in consumer behavior and decision making process between Tier II & Tier III cities of Maharashtra

# HYPOTHESES

H10: There is a no significant difference in the importance given to quality of the product between tier II and Tier III cities

H20: There is a no significant difference in the importance given to price of the product between tier II and Tier III cities

H30: There is a no significant difference in the importance given to celebrity endorsement of product between Tier II and Tier III cities

H40: There is a no significant difference in the importance given to Discounts offered for product between Tier II and Tier III cities

H50: There is no significant difference in the impact of social media in creating excitement among customers between tier II and III cities

H60: There is no significant difference in the impact of social media in purchase intention among customers between tier II and III cities

H70: There is no significant difference in the impact of social media in actual purchase of product between customers between tier II and III cities

**Questionnaire**

Dear Sir/Ma'am,

I am working on my PHD research. The topic is "Influence of Social media Marketing on buying behaviour of customers of Tier 2 and tier3 cities". In this regard, I want to conduct a survey of customers from small cities with the objective to find out the impact of social media on customer purchase behaviour of fashion & lifestyle products (like branded garments, belts & other accessories, shoes, sunglasses etc .

I would like to request you to reply to below questions. Coupled with the company survey, it will help me in coming up with certain strategies for the brands to improve their presence in non-metro cities.

I assure you that your responses will be used only for the research purpose and will not be shared with anyone.

I would appreciate, if you complete the survey.

Tanmay K.

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1) Are you a fashion conscious person?

* Yes
* No

2) How would you rate your current wardrobe?

* Highly fashionable
* Fashionable
* Moderate fashionable
* Not so fashionable
* Not fashionable at all

3) You generally get information about new branded products from? (Tick Only one)

* Newspaper
* Television/ Radio/movies
* Social networking sites
* Market visits
* Friends and family

4) Do you think, you have access to / availability of branded products under fashion and lifestyle categories in your city?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not aware | Not available at all | Not available in the local market, but available in another nearby market | Available in local market in my city | Available in plenty in my city |
| Fashion Garments |  |  |  |  |  |
| Branded Watches |  |  |  |  |  |
| Branded leather bags and belts |  |  |  |  |  |
| Branded shoes |  |  |  |  |  |
| Branded Jewellery |  |  |  |  |  |
| Branded Sunglasses |  |  |  |  |  |

5) What is the frequency of your purchase of the following products from stores?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | No purchase | Once per year | 2-3 times per year | 4-6 times per year | More than 6 times per year |
| Fashion Garments |  |  |  |  |  |
| Branded Watches |  |  |  |  |  |
| Branded leather bags and belts |  |  |  |  |  |
| Branded shoes |  |  |  |  |  |
| Branded Jewellery |  |  |  |  |  |
| Branded Sunglasses |  |  |  |  |  |

6) Which are the factors you consider while buying a product? (Rank your preferences – only one against each rank)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Price | Quality | Celebrity endorsement | Guarantee /warranty | Brand name | Proximity of store | Discount |
| Rank 1 |  |  |  |  |  |  |  |
| Rank 2 |  |  |  |  |  |  |  |
| Rank 3 |  |  |  |  |  |  |  |
| Rank 4 |  |  |  |  |  |  |  |
| Rank 5 |  |  |  |  |  |  |  |
| Rank 6 |  |  |  |  |  |  |  |
| Rank 7 |  |  |  |  |  |  |  |

7) Do you have account on following social media platforms? (Can tick more than one)

* Facebook
* Instagram
* Pinterest
* Twiter
* Any other\_\_\_\_\_\_\_\_\_
* No account on any Social Media

8) What is the average time per day you spend on these sites?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | 0 min | 1-30 Min | 31 min to 1 hr | 1.1 hr to 2 hrs | 2.1 hrs to 4 hrs | More than 4 hrs |
| Facebook |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |
| Pinterest |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |

9) Do you think that social media sites give you lot of information about new products in the market?

* Yes
* No

10) Do you purchase any of the above listed products online?

* Yes
* No

11) What is the frequency of your purchase online?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | No purchase | Once per year | 2-3 times per year | 4-6 times per year | More than 6 times per year |
| Fashion Garments |  |  |  |  |  |
| Branded Watches |  |  |  |  |  |
| Branded leather bags and belts |  |  |  |  |  |
| Branded shoes |  |  |  |  |  |
| Branded Jewellery |  |  |  |  |  |
| Branded Sunglasses |  |  |  |  |  |

12) From following portal how frequently do you purchase the above listed products?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Portal | No purchase | Once per year | 2-3 times per year | 4-6 times per year | More than 6 times per year |
| Amazon |  |  |  |  |  |
| Flipkart |  |  |  |  |  |
| Myntra |  |  |  |  |  |
| Jabong |  |  |  |  |  |
| Snapdeal |  |  |  |  |  |
| Shopclues |  |  |  |  |  |
| Pepperfry |  |  |  |  |  |
| Any other\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  |  |  |  |

13) Were you satisfied with online purchase due to influence of social media advertisements?

* Yes
* No

14) If yes, How?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

15) If No, why?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

16) Will you make repeat purchase on the basis of products advertised on Social media?

* Yes
* No

17) Will you recommend others to check social media for new products?

* Yes
* No

18) Indicate your response for each of the following statements. (Remove section headings)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| SR No. | Statement | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|  | **~~Creating excitement~~** |  | | | | |
| 1 | I am aware that Social media sites display product advertisements |  |  |  |  |  |
| 2 | I get inclined towards the advertisement shown on the social media. |  |  |  |  |  |
| 3 | I would like to go through those advertisements |  |  |  |  |  |
|  | **~~Purchase intension~~** |  | | | | |
| Av4 | I click on the link provided in the advertisements |  |  |  |  |  |
| 5 | I get influenced by those advertisements |  |  |  |  |  |
| 6 | I trust on the claims made in the advertisements |  |  |  |  |  |
| 7 | I check products in nearby store before making purchase |  |  |  |  |  |
|  | **~~Actual Purchase~~** |  |  |  |  |  |
| 8 | If available in store, I buy it if satisfied with the claim made on social media |  |  |  |  |  |
| 9 | I buy products after clicking on the advertisements |  |  |  |  |  |
| 10 | I am comfortable with the online payment system |  |  |  |  |  |
| 11 | I visit malls during my visit to bigger city to purchase these products |  |  |  |  |  |
| 12 | I go to nearby bigger city to purchase fashion and lifestyle products |  |  |  |  |  |
|  | **~~Other Factors~~** |  | | | | |
| 13 | I buy online because products are not available in local market |  |  |  |  |  |
| 14 | I buy products online because of discounts |  |  |  |  |  |
| 15 | Fashion and lifestyle products are not available in my city |  |  |  |  |  |

19) Any other remark you want to give with respect to influence of social media on purchase of life style products

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Respondents Details:**

Name \_\_\_\_\_\_\_\_\_\_\_\_\_

City \_\_\_\_\_\_\_\_\_\_\_\_\_\_

State \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Age ~~(range)~~

* 20- 25 years
* 25-30 years
* 30-35 years
* 35-40 years
* 40-45 years
* 45-50 years

Gender

* Male
* Female
* Other

Education

* Below 10th Std ( SSC)
* SSC
* HSC
* Graduate
* Post Graduate and above

Occupation

* Govt. Service
* Private Job
* Own Business
* Housewife
* Student

Your personal Annual income in Rs.

* 0-1,00,000 per year
* 1,00,001 – 2,00,000
* 2,00,001 – 4,00,000
* 4,00,001- 6,00,000
* More than 6,00,000

Thank you very much for sparing your time.