

been undertaken. Research philosophy is been classified in three major sections i.e. positivism, interpretive and mixed research philosophy. Out of these one philosophy is been selected by the researcher to carry out the whole study. The research philosophy is been selected based in the knowledge and understanding of the researcher about the study. For instance, if the researcher is well acquainted with the subject matter positivism research philosophy would be selected.

While if there is lack of knowledge and requires to have more understanding then interpretive research philosophy is been selected. In addition to this, research philosophy is also adopted according to the nature of the study (Maxwell, 2012). Thus, positivism research philosophy is been adopted in case the study is objective in nature while the study with subjective nature is been carried out with interpretive philosophy. In the current study the researcher had made use of the positivism research philosophy as the investigator acquire adequate amount of knowledge regarding the subject matter and the study is quantitative in nature.

Justification note

In the current study the researcher had adopted positivism philosophy due to its considerable understanding, knowledge and information about the topic of the study. In addition to this, this philosophy is been adopted because of the quantitative nature of the study. Even the investigator would be formulating certain hypothesis with the purpose to test the theories and the concepts being developed by the scholars and researcher with the help of the collected data from the secondary sources.

3.4 Research approach

O'Leary, (2013) stated that research approach move hand in hand with the research philosophy of a study as both are interconnected with each other. Research approach is been also classified into two parts i.e. inductive research approach and the deductive research approach. Inductive research approach is been adopted for simplifying the study with the help of specific section. On the contrary to this, deductive research approach is been used in case of quantitative data collection and analysis along with the formation of the hypothesis in order to extract productive findings and conclusion out of the study (Ott and Longnecker, 2015). The positivism research philosophy and deductive research approach moves together and thus the researcher would make use of deductive research approach as positivism research philosophy is been applied to the study.

Justification note

This study is been mainly concerned with the theoretical background which allows the investigator to make use of deductive approach with the purpose to conduct the study effectively. With the help of deductive approach the researcher had achieved a shift from the theoretical analysis to the hypothesis testing, confirmation and observation. Effective hypothesis has been developed by the researcher on the basis of the collected secondary data from different sources. With the intention to test the hypothesis the researcher had collected data from the primary sources throughout the study.

3.5 Research design

According to Panneerselvam, (2014), research design is the outline of how the study is to be carried out. It has been found that research design is been divided in three major types such as casual relationship, exploratory and descriptive research design. Research design differs in each study as depends upon its application specifically. Research design mainly provides with the details as what the investigator actually desires to reveal or justify with the help of the study. With the help of the nature and objective of the study the researcher would adopt descriptive research design. This particular research design would be assisting in analyzing the impact of social media marketing and online advertisements on consumer behavior in detail and would lead towards the enhancement of the knowledge and understanding of the subject as well.

Justification note

With the purpose to conduct the current study the researcher would be undergoing to the descriptive research design as it would be framing a hypothesis over it. The major aim of this research is to understand and gain knowledge about the impact of social media marketing and online advertisements on consumer behavior with the help of descriptive research design or the hypothesis particularly.

3.6 Research type

Research type is been concerned with the nature of the study being carried out by the investigator. Pickard (2012) stated that the nature of a particular study could be qualitative or quantitative. The research type is been determined according to the type of collected data as if the data is numerical and evaluated then the study is been determined as quantitative research. While if the data is non numerical and is evaluated with the thematic analysis it is been termed as

the qualitative type. In addition to this, the research type is also determined as per its nature as if the study is objective in nature it would include quantitative research while if the study is subjective then the qualitative aspect of the study would be considered. It has been observed that the researcher must adopt both qualitative and quantitative aspects of the research so that to identify more relevant and effective outcomes (Robson and McCartan, 2016). The present research would be carried out with the quantitative aspects as it includes numerical data and would be analyzed by implementing effective techniques.

3.7 Data Collection Methods

With respect to conduct the research in an effective manner it is very important to collect the most relevant and reliable data from different sources. The data could be collected through primary or secondary sources or from both as per the requirements of the research. The primary data is the fresh or new data which has not been yet published anywhere while secondary data is the information collected through the sources which have already been published or is publicly known (Silverman, 2010). The primary data could be collected through various techniques such as interviews, questionnaire, focused groups, etc. On the contrary to this, the secondary data could be gathered from the sources like journals, websites, books, online articles, libraries, etc. The researcher in the current study would be making use of primary data which would be collected by questionnaire technique and the secondary data collected through books, journals, websites and online articles. These data would be focusing on the evaluation of the impacts of social media marketing and online advertisements on consumer behavior.

Justification of primary data

With the purpose to collect the primary data the investigator would be making use of the questionnaire technique. The current research is highly concerned with the consumer behavior towards social media marketing and thus requires knowing their perspectives to the large extent. Thus, the researcher would be adopting this technique in order to collect the data from the respondents in an effective manner. The data collected would be then utilized to carry out a suitable quantitative analysis with the help of SPSS tool.

Justification of secondary data

The secondary data is being collected by the researcher for the current study with the purpose to build a strong theoretical background. The collected data from the secondary sources

had been utilized to formulate effective hypothesis by the researcher in the study. The hypotheses are being framed on the basis of various models and theories stated by the renowned scholars and researchers in their past researches.

3.8 Sampling Method

Sampling is been considered as an effective technique of extracting out a set of population representing the entire population as a whole. It has been found that it is a statistical method being carried to obtain data representation for a set of selective group. With the commencement of the research it is very important for the researcher to lay an emphasis on the selection of the suitable sample for the research process (Neuman and Robson, 2012). It has been found that there are mainly two types of sampling methods i.e. probability sampling and non probability sampling.

Probability sampling: In probability sampling the entire population is been focused and acquires certain probability of getting selected. Probability sampling is been performed on the basis of quantitative data as it supports with the common perception of the company. There are various types of probability sampling techniques like simple random sampling, cluster sampling, stratified sampling, multistage sampling, systematic random sampling, etc. The major advantage of implementing the probability sampling technique is that it provides with the assurance that the selected sample would represent the entire population (Flick, 2015). It would make sure that the statistical findings and conclusion would be drawn effectively along with the valid and reliable facts into it. To carry out this the researcher had selected 57 feedbacks from the customers regarding different aspects of the subject matter.

Non-Probability sampling: Non probability method does not depict the probability that each and every individual would be selected. It does not permit to predict the degree to which the sample statistics are expected to be differentiated with the population constraints. On the contrary to this, non probability is advantageous to the researcher in the terms of cost and convenience. This type of sampling is been utilized in the interviews being carried out by the researcher with the higher authorities of the Apple Inc organization (Malhotra, 2010). This technique assists in recognizing the actual issue being faced by the organization specifically. In addition to this non probabilistic sampling includes voluntary sample and convenience sample method.

As per Taylor.et.al, (2015) it is vital to make selection about the appropriate sampling technique in case the population of the study is in large number. With respect to the present study the investigator had made use of the simple random sampling method. It is the method which is been considered to be the most effective one because of its convenience and simple process. In the simple random sampling method all the subsets are been provided with the equal probability and are been selected accordingly. This particular method leads towards the reduction of biasness and make things easier for the analysis. The methods also assist in selecting the desired number of sample out of the large amount of population. In this present study the company acquires large number of employees and customers thus the researcher would be making use of nearly about 57 customers as the sample size and would carry out the further procedure (Ross, 2014).

3.9 Data Analysis Plan

In order to carry out the research effectively it is very important to analyze the data so that to establish the outcome of the same. The researcher in the present study had implemented quantitative method for evaluating the collected data. For quantitative analysis the researcher had conducted questionnaire to collect the required data related to the subject matter. It has been observed that data would assist in testing the hypothesis being formulated by the researcher for the study (Durrett, 2010). Adopting this technique the collected numerical data would be evaluated by the investigator and would also support in making the results general to the population. In addition to this, the collected data would be effectively analyzed with the help of various tools in order to extract appropriate results out of the study. There is a systematic procedure of carrying out the data analysis in an appropriate manner. The process is as follows:

- The collected data through questionnaire has been coded in the excel sheet
- The coded data has been then imported in the SPSS tool to accomplish the analysis of varied variables being selected for the research.
- With the help of the analysis several quantitative analysis has been carried out by the investigator like descriptive statistics, frequency distribution, bars and pie charts.
- In order to test the hypothesis the researcher has implemented ANOVA test so that to gain enhanced understanding about the relationship between the two different variables respectively.

3.10 Accessibility Issues

While carrying out the entire study effectively there were ample of limitations being faced by the researcher. The major accessibility issues which have been experienced during the collection of the primary data were to convince the respondents to fill the questionnaire and make them rely upon the study. It is very much complex to gain the consent of the respondents conveniently. This is mainly due to their concerns of security and was not willing to share their personal details and denied to respond for the same (Silverman, 2010). Though, the issues was been resolved by the researcher by assuring the respondents about their personal details and ensuring them that the information would not be revealed to any of the third party without their prior consent.

Furthermore, while collecting secondary data the researcher faced with several accessibility issues which limited him to construct an effective theoretical background with respect to the study. The data collected from the secondary sources like books, journals, online material, etc. was not entirely accessible due to the limited amount of resources i.e. time and budget. The investigator had faced issues in gaining most of the highly relevant data from online sources as it was highly chargeable and could not be accessed with the limited budget. Thus the researcher had mitigated these issues by collected the available data and information from the free online libraries and other sources (Pickard, 2012). Another issue being faced was the time management as researcher had limited time to accomplish the research and thus it was very much critical to cover each and every aspect with respect to the subject matter in the study. It had been observed that the researcher had strived hard to include the most relevant, accurate and required information while collecting the data related to the study specifically.

3.11 Ethical Issues

To complete any research the investigator need to take care of ethical consideration which is most important part for the whole study. This plays an important role to maintain the information accurate and safe that is collected from various sources. The proper application of data is also necessary in the study. The investigator had referenced each and every data which is collected from various researcher, scholars, different theories and proposed models. Specific detail has been given to the respondents about the reason as why the study is been carried out while collecting data through questionnaire technique (Robson and McCartan, 2016). Ethical consideration is the most important aspect which provides an assurance of the validity and

reliability to the entire study. The researcher in the present study had tried best to include all the relevant information and references from the past renowned researchers who had made a contribution revealing the facts related to the subject matter.

The researcher had emphasized all the regulation and laws related to the safety and security of the information collected from different sources. In addition to this, the researcher had strictly focused in the avoidance of plagiarism in the whole study. It has been given priority that the information or data is not represented in any of the negative or wrong manner and has been depicted the way it's been collected from the secondary sources. The mutual consent of the respondents has also been kept in mind and had been assured to keep their details safe and secure while providing them with the questionnaire and had been handled very carefully (Ross, 2014). Furthermore, each and every aspect has been checked so that to eliminate or diminish the threats such as piracy, repetition of words, proper referencing of subject matter and any other aspect. Even the authenticity of study has also been checked to present the bias free research.

3.12 Summary

Throughout the above study the researcher had highlighted each and every detail in an effective manner. The data collection for carrying out the particular study has been done from various primary and secondary sources. Questionnaire method has been used to collect quantitative data whereas qualitative data has been collected from online portals, different journals, books, etc. In order to gain more effective and attractive study the researcher had applied the SPSS software for maintaining superior level and correct standard of whole research. However, these initiatives had helped in achieving comprehensive results at the end of the entire research process.

CHAPTER 4- DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

For carrying out any study the important aspect that researcher need to look after in relation to any research is with respect to findings of research based upon the objectives of the study. On the basis of this aspect appropriate analysis has been undertaken in order to achieve the conclusion of research based upon the objectives. In order to undertake the analysis of this research SPSS software has been used in order to undertake aspect such as frequency distribution, Descriptive statistics, cross tabulation, ANOVA test, bar and pie charts. Thus, complete analysis in relation to this research is shown below;

Demographic profile

Table 1: Demographic profile of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	39	68.4	68.4	68.4
	Female	18	31.6	31.6	100.0
	Total	57	100.0	100.0	
Age	Below 20 years	11	19.3	19.3	19.3
	21-25 years	19	33.3	33.3	52.6
	26-30 years	10	17.5	17.5	70.2
	31-35 years	15	26.3	26.3	96.5
	36 years and above	2	3.5	3.5	100.0
	Total	57	100.0	100.0	
Occupation	Student	14	24.6	24.6	24.6
	Self employed	19	33.3	33.3	57.9
	Businessmen	24	42.1	42.1	100.0
	Total	57	100.0	100.0	
Access to social media channels	Daily	39	68.4	68.4	68.4
	Weekly	10	17.5	17.5	86.0
	Monthly	5	8.8	8.8	94.7
	Yearly	3	5.3	5.3	100.0
	Total	57	100.0	100.0	
Which social media channel do you access the most?	Facebook	31	54.4	54.4	54.4
	LinkedIn	10	17.5	17.5	71.9
	Twitter	11	19.3	19.3	91.2
	Other	5	8.8	8.8	100.0

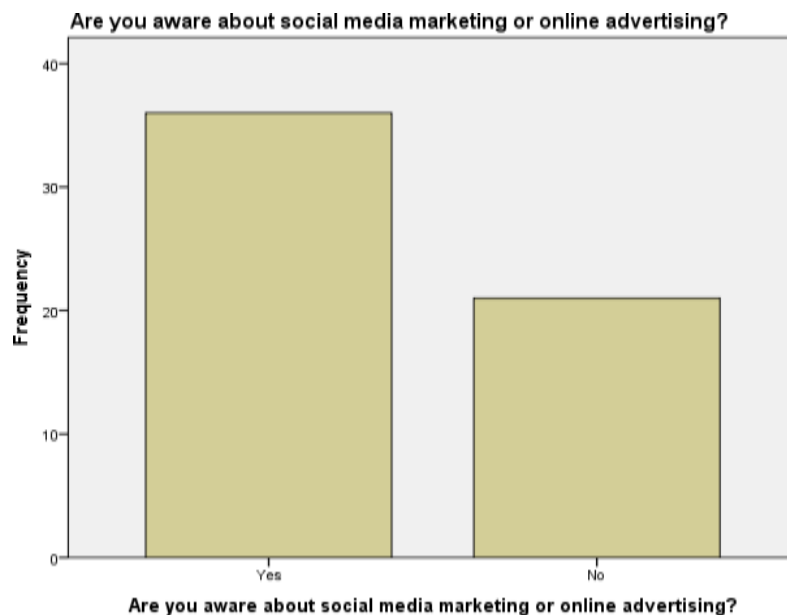
	Total	57	100.0	100.0	
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The above demographic profile of the respondents indicate that majority of the respondent participated in the survey are Male (68.4%) within the age group of (33.3%). It could be seen from the above figure that most of the consumers are under the occupation of businessmen (42.1%). Most of the respondents are also seen to be accessing the social media sites on daily basis (68.4%). Further, the social media that have been accessed by the respondents on the regular basis are Facebook (54.4%).

4.2 Frequency distribution and Bar charts

Table 2: Respondent awareness towards social media marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Are you aware about social media marketing or online advertising?	Yes	36	63.2	63.2	63.2
	No	21	36.8	36.8	100.0
	Total	57	100.0	100.0	

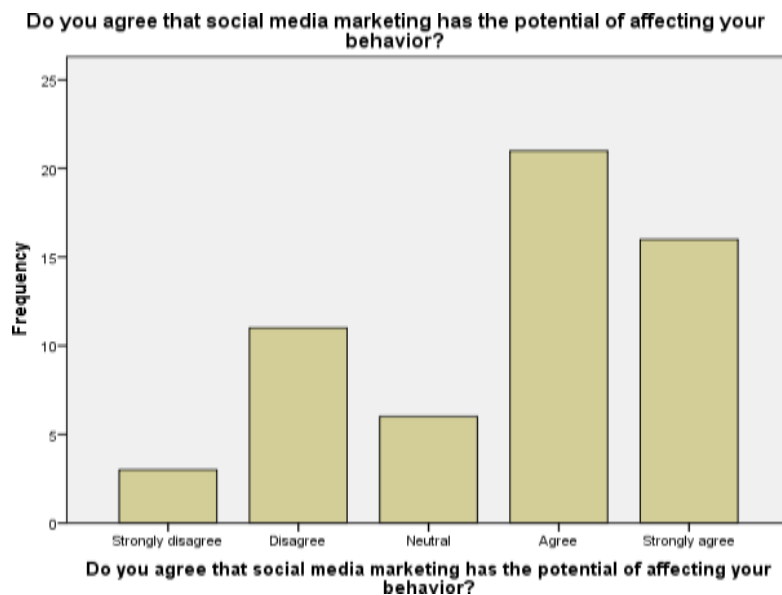


Researcher asked the respondent that are they aware about social media marketing or online advertising. In this respect it has been indicated by respondent that yes (63.2%) they are aware to such an aspect of social media marketing. Thus, from the analysis it could be said that

large number consumer have been accessing to such social media channels for fulfilling the personal or professional needs.

Table 3: Respondent perception that social media marketing has the potential of affecting their behavior

		Frequency	Percent	Valid Percent	Cumulative Percent
Do you agree that social media marketing has the potential of affecting your behavior?	Strongly disagree	3	5.3	5.3	5.3
	Disagree	11	19.3	19.3	24.6
	Neutral	6	10.5	10.5	35.1
	Agree	21	36.8	36.8	71.9
	Strongly agree	16	28.1	28.1	100.0
	Total	57	100.0	100.0	



One of the other questions asked by researcher to the respondent is do they agree that social media marketing has the potential of affecting their behavior. In this respect majority of the consumer agree (36.8%) to the fact that there behavior is affected while accessing the social media marketing. This shows that effective social media marketing has the potential of laying down affect on the behavior of consumer. Hence, it is essential for the organization to develop