

Do you agree that you have been accessing social media sites for seeking opinions concerning products and services?	57	1	5	3.77	1.102
Are you able to gain larger information on social media marketing in comparison to other channels?	57	1	5	3.51	1.241
Have you been referring to the opinions of experts on social media sites before purchasing products and services?	57	1	5	3.77	1.102
Valid N (listwise)	57				

The above descriptive table indicates that consumers are highly influenced towards the variable of social media marketing. It is because majority of the variable has got their arithmetic value to be greater than 3. However, highest arithmetic mean are seen to be with respect to the variable that consumer been referring to the opinions of experts on social media sites before purchasing products and services (3.77) and accessing social media sites for seeking opinions concerning products and services (3.77). It indicates that consumer has been undergoing the opinions laid down by various experts that have been laid down by various experts in relation to different products and services on the platform of social media marketing. On the other hand, standard deviation indicated that consumers are satisfied with the Apple social media marketing (1.295).

Table 15: Descriptive statistics concerning behavior of consumer

	N	Minimum	Maximum	Mean	Std. Deviation
Are you aware about social media marketing or online advertising?	57	1	2	1.37	.487
Are you regular reader of blogs on the internet?	57	1	2	1.40	.495
Do you believe that advertising thorough social media channels are effective in comparison to traditional advertising?	57	1	2	1.44	.501
Valid N (listwise)	57				

The above descriptive table indicates that consumers are influenced towards social media marketing variables, as all the variables has got arithmetic value to be greater than 1. In this

respect highest arithmetic mean value was seen to be with respect to the variable advertising thorough social media channels are effective in comparison to traditional advertising (1.44). This shows that consumers are highly influenced towards the advertising that is carried out on social media when marketing in comparison to traditional advertising. In the similar manner standard deviation was also seen to be high with respect to this variable.

4.5 ANOVA test

H₀: Social media marketing and online advertisement influences the customer behavior

H₁: Social media marketing and online advertisement do not influence the customer behavior

Table 16: ANOVA test

		Sum of Squares	df	Mean Square	F	Sig.
Do you agree that social media marketing has the potential of affecting your behavior?	Between Groups	.041	1	.041	.026	.871
	Within Groups	85.222	55	1.549		
	Total	85.263	56			
Are you satisfied with the Apple social media marketing?	Between Groups	.005	1	.005	.003	.956
	Within Groups	93.925	55	1.708		
	Total	93.930	56			
Do you agree that you have been accessing social media sites for seeking opinions concerning products and services?	Between Groups	.777	1	.777	.636	.429
	Within Groups	67.258	55	1.223		
	Total	68.035	56			
Are you able to gain larger information on social media marketing in comparison to other channels?	Between Groups	3.369	1	3.369	2.236	.141
	Within Groups	82.877	55	1.507		
	Total	86.246	56			
Have you been referring to the opinions of experts on social media sites before purchasing products and services?	Between Groups	1.337	1	1.337	1.102	.298
	Within Groups	66.698	55	1.213		
	Total	68.035	56			

The above ANOVA table indicates that null hypothesis gets accepted for all the variables concerning consumer behavior. It is because the significance value for all the variable are greater than 5%. Hence, it could be said that social media marketing and online advertisement influences the customer behavior. Thus, it could be interpreted that every consumer has got similar sort of perception concerning social media marketing. This means social media marketing has been affecting the behavior of consumer in a similar manner and they are satisfied with the Apple social media marketing. The analysis also indicates that all the consumers have been accessing social media sites for seeking opinions concerning products and services. Further, consumers are able to gain larger information on social media marketing in comparison to other channels. It could also be interpreted that every consumers need to refer the opinions of experts on social media sites before purchasing products and services.

4.6 Cross tabulation

Table 17: Relationship between access to social media channels and purpose of accessing the social media sites

		For what purpose do you access social media sites?					Total
		Writing blogs	Viewing online advertisement	Interaction with friends and families	Seeking opinion of product and services	Other	
Access to social media channels	Daily	7	17	5	7	3	39
	Weekly	2	3	2	1	2	10
	Monthly	0	3	0	2	0	5
	Yearly	0	0	0	3	0	3
Total		9	23	7	13	5	57

From the above cross tab table it could be interpreted that consumer who are accessing the social media channels on daily basis has been viewing online advertisement and it has been the purpose of accessing social media sites. It has also been identified that consumer daily access to social media is for seeking opinion of product and services.

Table 18: Relationship between access to social media channels and challenges being faced by Apple concerning their improper social media marketing

		As per you what are the challenges being faced by Apple concerning their improper social media marketing?			Total
		Poor update of information	Lower opinions of experts	Lack of effectiveness in marketing	
Access to social media channels	Daily	8	13	18	39
	Weekly	0	4	6	10
	Monthly	0	4	1	5
	Yearly	1	1	1	3
Total		9	22	26	57

The cross table indicates that consumer who have been accessing social media sites on daily basis feels that there is lack of effectiveness in marketing and lower opinions of experts as a challenges being faced by Apple concerning their improper social media marketing.

Table 19: Relationship between social media channel accessed and social media marketing affect on consumer behavior

		Do you agree that social media marketing has the potential of affecting your behavior?					Total
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Which social media channel do you access the most?	Facebook	0	8	2	10	11	31
	LinkedIn	1	0	2	5	2	10
	Twitter	1	3	2	4	1	11
	Other	1	0	0	2	2	5
Total		3	11	6	21	16	57

From the above cross tab table it could be interpreted that consumer who has been accessing Facebook to be the social media channels strongly agree to the fact that social media marketing has the potential of affecting their behavior. The consumer also agrees that LinkedIn sites have also affected their behavior while undergoing social media marketing.

Table 20: Relationship gender and accessing social media sites for seeking opinions concerning products and services

		Do you agree that you have been accessing social media sites for seeking opinions concerning products and services?					Total
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Gender	Male	3	2	8	11	15	39
	Female	0	1	7	8	2	18
Total		3	3	15	19	17	57

From the above cross tab table it could be interpreted that majority of the male consumer strongly agree to the fact that they have been accessing social media sites for seeking opinions concerning products and services. On the other hand, female consumers agree to this fact that they have been accessing the social media sites for seeking opinions with respect to different products and services.

Table 21: Relationship between gender and gaining larger information on social media marketing in comparison to other channels

		Are you able to gain larger information on social media marketing in comparison to other channels?					Total
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Gender	Male	0	9	6	14	10	39
	Female	4	1	4	5	4	18
Total		4	10	10	19	14	57

The above cross tab table shows that majority of the male consumer agree to the fact that they are able to gain larger information on social media marketing in comparison to other channels. It could also be observed that female consumer has also got similar sort of perception that they are able to gain huge information from these online websites.

Table 22: Relationship between occupation and satisfaction level of consumer towards Apple social media marketing

		Are you satisfied with the Apple social media marketing?					Total
		Highly dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
Occupation	Student	0	4	2	4	4	14
	Self employed	3	4	3	6	3	19
	Businessmen	3	4	4	9	4	24
Total		6	12	9	19	11	57

From the above cross tab table it could be interpreted that majority of the businessmen and self employed are satisfied with the Apple social media marketing. It has also been found that students are satisfied in respect to social media marketing of Apple, but they are few other students' consumers who are dissatisfied in this regard.

Table 23: Relationship between occupation and considering opinions of experts on social media sites before purchasing products and services

		Have you been referring to the opinions of experts on social media sites before purchasing products and services?					Total
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Occupation	Student	2	1	3	4	4	14
	Self employed	1	1	5	10	2	19
	Businessmen	0	2	4	8	10	24
Total		3	4	12	22	16	57

From the above cross tab table it could be interpreted that majority of the businessmen strongly agree to the fact that they have been referring to the opinions of experts on social media sites before purchasing products and services. Further, it could be seen that self employed consumer's agree to the fact that they use to refer opinion of experts on social media sites before undertaking the process of purchasing of varied products and services.

CHAPTER 5- CONCLUSION

To have a critical understanding of varied concepts of social media marketing and the online advertisement

Research found that Social Media can be termed to be a group of applications based on the internet, which helps in building the technological and ideological foundation laid by the Web 2.0. Social Media also allows for the exchange and creation of the content generated by the users. The advantages that are prevalent with the social media are it helps in connecting the business of an organization with its intended customers. There has been number of debates and discussions pertaining to the proper definition of the term social media. This is because social media has been converted slowly into an integral and ever-growing form of media. It is said that social media is based on the interconnection of various aspects, such as, content, communication media and social interaction. Various dimensions pertaining to communication flow or socialisation of the information has been provided by the Social Media.

It has also been identified that social media sites are said to be the network that are used by individuals for building social and professional interactions. Indeed, it could be said that online social media has become a platform that has changed the propagation of information that could be shared easily and can be helpful in digesting the information on the internet. Even it has been seen that unique practice lay down by social media and its immense popularity for revolutionizing marketing practices such as advertising and promotion.

Further, it has been found that social media has been providing an opportunity to the business, so that they are able to get engaged and interact with their potential and current consumers. It helps in encouraging increased sense of intimacy for building up the consumer relationship with the customer. It could be especially be undertaken in an business environment that could lose the loyalty of the customer if a business incurs smallest of mistake. Research showed that social media has three mentioned characteristics. The first one is interactive, it extent the meaning about the content which act as mediator in real time environment. It described that users generally share common interest video, photos and text or any past experience. The second characteristic is customization. It means that every consumer of different sites is treated differently. Thus, a user can easily access relevant information with few efforts. It

is also useful to increase buying process by social media. The last characteristic is social interaction. It is defined as communication between friends and family.

To critically investigate the different customer behavior pattern

From the study it has been identified that large number consumer have been accessing to such social media channels for fulfilling the personal or professional needs. Research showed 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 their media marketing in such a way that they are able to gain potential objective of affecting the behavior of consumer by carrying out advertising using such a channel. It has been identified that satisfaction level of consumer are seen to be high with respect to social media advertising undertaken by consumer, but still it could be seen that there are particular group of individuals who disagrees to this aspect. Study showed that consumer use to undergo through social networking sites and blogs of the organization while accessing social media sites. Hence, it is crucial for the Apple to enhance their social media marketing using social networking sites and by laying down appropriate blogs that has the potential of laying down influence over the behavior of consumer. Further, research indicated that consumer has been accessing to different blogs posted on the internet by various organizations and undertaking such an aspect of blog writing by Apple is helpful in attracting larger number of consumer. It has also been found that consumer has been undergoing online advertisement using social media marketing and this states that business must carry out appropriate advertisement using such media channels. Research even showed that consumers have been seeking the social media channels, so that they are able to get an appropriate opinion in relation to product and services.

Furthermore, study showed that organization must lay down appropriate information with respect to their products and services on the social media for influencing the behavior of consumer towards the product being offered by them within the market. It has also been identified that in the present era if business needs to influence the behavior of consumer towards their product and services then they have to carry out their advertisement using social media channels. It has been indicated by consumer that traditional media is no more attractive when compared with social media channels. It has also been found that social media is a channel that has the potential of laying down larger information of products and services to the consumer in

comparison to any other mode of advertising. Research indicated that organization need to lay down affective social media marketing that allows experts to lay down their views with respect to the product and that in turn helps business in influencing the behavior of the consumer. It has also been found that consumers who are accessing the social media channels on daily basis have been viewing online advertisement and it has been the purpose of accessing social media sites. It has also been identified that consumer daily access to social media is for seeking opinion of product and services.

To recognise the challenges that are faced by Apple Inc related to the improper social media and online advertisement marketing strategies

Research showed that for Apple there is a need for enhancing the marketing that they undertake using social media sites. There is also a need for enhancing the opinions of experts concerning their products for enhancing the overall marketing of the organization carried out using such a media channels. It has also been found that consumers who have been accessing social media sites on daily basis feels that there is lack of effectiveness in marketing and lower opinions of experts as a challenges being faced by Apple concerning their improper social media marketing.

To recommend solutions in order to tackle the challenges faced by Apple Inc

In this respect it has been identified that Apple need to lay down improvement in their overall social media marketing by enhancing its effectiveness and by regular updation of information in relation their products and services. Hence, there is a need for adopting appropriate strategy that is crucial for enhancing the overall marketing activities of apple while using the platform of social media sites. There is also a need for updating the information on these websites on timely basis by Apple concerning the information with respect to product detail and services being offered by the company.

REFLECTION

After undergoing this particular research there were various aspects in which I had development of my skills. This has helped in enhancing the overall effectiveness of this particular dissertation. On the other hand, it has also helped me in enhancing my knowledge in relation to the present research subject. These aspects have been discussed as follows:

The development of secondary research skills

The current study has helped me in enhancing my skills in relation to secondary information. The developed secondary skills are mean to achieve this external perspective. Therefore, dealing with these perspectives needed to some external secondary factor. The skills are gained at the time when the research is enormously focused on the progress of completion. . The competency has been gained under two directions as now days there are various data sources like journal, social media, magazines and news paper that can be accessed for the collection of secondary information. The current research examine that it is not possible to research the data from each resources. In order to resolve this aspect data are garbed by partitioning some selective resources which are considered as most important source to achieve the target. I tried to investigate about some points which meet the criteria of my dissertation. It will give substantial benefits like- time saving and increase the level of research findings.

It has great contribution in the formation of critical mindsets for the analysis of secondary data. The critical mindset is highly beneficial in my future life as it led to identify the shortcoming related to the secondary data and it offers to improve the output. The level of proficiency contributes to development of critical mindsets towards the secondary data. It has to be approved that I need to adapt the numerous viewpoints before committing the research. The viewpoints are drawn out from the various sources that indicated truth, evidence and reasoning. It implicates that if an individual has published the book then it is necessary to acquire deep understanding of topic which are discussed in different researcher's book.

Acquiring primary research skills

While undertaking this study primary research skills are also gained. It was my first time experience when I was occupied to collect the primary data and investigate them individually.