|  |  |  |  |
| --- | --- | --- | --- |
| **Correlations** | | | |
|  | | Age | Which age group of people are most influenced by your advertisement? |
| Age | Pearson Correlation | 1 | .267\*\* |
| Sig. (2-tailed) |  | .001 |
| N | 154 | 154 |
| Which age group of people are most influenced by your advertisement? | Pearson Correlation | .267\*\* | 1 |
| Sig. (2-tailed) | .001 |  |
| N | 154 | 154 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | | | | | |
|  | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance | Skewness | | Kurtosis | |
| Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| Gender | 154 | 1 | 1 | 2 | 1.36 | .039 | .481 | .231 | .602 | .195 | -1.659 | .389 |
| Age | 154 | 4 | 1 | 5 | 2.23 | .056 | .694 | .481 | 1.676 | .195 | 3.713 | .389 |
| Time spent on social media | 154 | 3 | 1 | 4 | 2.65 | .076 | .940 | .883 | -.010 | .195 | -.947 | .389 |
| Do you currently follow any businesses on social media? | 154 | 2 | 0 | 2 | .88 | .049 | .604 | .365 | .055 | .195 | -.297 | .389 |
| How likely would you repost or retweet a sale or promotion code to your friends? | 154 | 3 | 1 | 4 | 2.42 | .076 | .948 | .898 | .246 | .195 | -.831 | .389 |
| Have you purchased any product after seeing an advertisement on social media? | 154 | 2 | 0 | 2 | .95 | .036 | .448 | .201 | -.207 | .195 | 2.030 | .389 |
| Does the online visibility of a business affect your purchase | 154 | 2 | 0 | 2 | 1.04 | .039 | .483 | .234 | .106 | .195 | 1.343 | .389 |
| Type of business | 154 | 1 | 1 | 2 | 1.26 | .035 | .440 | .194 | 1.107 | .195 | -.786 | .389 |
| Which age group of people are most influenced by your advertisement? | 154 | 2 | 1 | 3 | 1.95 | .037 | .454 | .206 | -.216 | .195 | 1.861 | .389 |
| Do you think marketing on social media has helped you to influence your target audience? | 154 | 2 | 0 | 2 | 1.01 | .039 | .478 | .229 | .019 | .195 | 1.486 | .389 |
| How did the total sales of your business react after the use of social media marketing? | 154 | 2 | 1 | 3 | 2.64 | .044 | .546 | .298 | -1.171 | .195 | .393 | .389 |
| Do you think social media marketing is cost effective? | 154 | 2 | 0 | 2 | 1.05 | .044 | .540 | .292 | .037 | .195 | .470 | .389 |
| Would you still prefer Social media marketing to advertise your product or service? | 154 | 2 | 0 | 2 | 1.07 | .035 | .429 | .184 | .410 | .195 | 2.284 | .389 |
| Valid N (listwise) | 154 |  |  |  |  |  |  |  |  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests** | | | |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 17.174a | 8 | .028 |
| Likelihood Ratio | 19.172 | 8 | .014 |
| Linear-by-Linear Association | .290 | 1 | .590 |
| N of Valid Cases | 154 |  |  |
| a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .26. | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Age \* Do you currently follow any businesses on social media? Crosstabulation** | | | | | |
| Count | | | | | |
|  | | Do you currently follow any businesses on social media? | | | Total |
| no | yes | maybe |
| Age | below 18 | 1 | 7 | 0 | 8 |
| 18 - 25 | 31 | 67 | 17 | 115 |
| 25 - 40 | 1 | 18 | 1 | 20 |
| 40 - 55 | 3 | 4 | 2 | 9 |
| 55 & above | 2 | 0 | 0 | 2 |
| Total | | 38 | 96 | 20 | 154 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Age \* Have you purchased any product after seeing an advertisement on social media? Crosstabulation** | | | | | |
| Count | | | | | |
|  | | Have you purchased any product after seeing an advertisement on social media? | | | Total |
| No | Yes | Maybe |
| Age | below 18 | 0 | 8 | 0 | 8 |
| 18 - 25 | 13 | 93 | 9 | 115 |
| 25 - 40 | 0 | 18 | 2 | 20 |
| 40 - 55 | 6 | 2 | 1 | 9 |
| 55 & above | 0 | 2 | 0 | 2 |
| Total | | 19 | 123 | 12 | 154 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests** | | | |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 30.887a | 8 | .000 |
| Likelihood Ratio | 25.746 | 8 | .001 |
| Linear-by-Linear Association | 2.744 | 1 | .098 |
| N of Valid Cases | 154 |  |  |
| a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .16. | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Age \* Does the online visibility of a business affect your purchase Crosstabulation** | | | | | |
| Count | | | | | |
|  | | Does the online visibility of a business affect your purchase | | | Total |
| No | Yes | Maybe |
| Age | below 18 | 0 | 8 | 0 | 8 |
| 18 - 25 | 10 | 87 | 18 | 115 |
| 25 - 40 | 2 | 17 | 1 | 20 |
| 40 - 55 | 3 | 4 | 2 | 9 |
| 55 & above | 0 | 2 | 0 | 2 |
| Total | | 15 | 118 | 21 | 154 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests** | | | |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 11.661a | 8 | .167 |
| Likelihood Ratio | 12.404 | 8 | .134 |
| Linear-by-Linear Association | 1.127 | 1 | .288 |
| N of Valid Cases | 154 |  |  |
| a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .19. | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Age \* Do you think marketing on social media has helped you to influence your target audience? Crosstabulation** | | | | | |
| Count | | | | | |
|  | | Do you think marketing on social media has helped you to influence your target audience? | | | Total |
| No | Yes | Maybe |
| Age | below 18 | 0 | 7 | 1 | 8 |
| 18 - 25 | 11 | 92 | 12 | 115 |
| 25 - 40 | 2 | 15 | 3 | 20 |
| 40 - 55 | 3 | 4 | 2 | 9 |
| 55 & above | 1 | 1 | 0 | 2 |
| Total | | 17 | 119 | 18 | 154 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests** | | | |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 11.046a | 8 | .199 |
| Likelihood Ratio | 9.514 | 8 | .301 |
| Linear-by-Linear Association | 1.628 | 1 | .202 |
| N of Valid Cases | 154 |  |  |
| a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .22. | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Age \* Do you think social media marketing is cost effective? Crosstabulation** | | | | | |
| Count | | | | | |
|  | | Do you think social media marketing is cost effective? | | | Total |
| No | Yes | Maybe |
| Age | below 18 | 1 | 7 | 0 | 8 |
| 18 - 25 | 14 | 82 | 19 | 115 |
| 25 - 40 | 2 | 14 | 4 | 20 |
| 40 - 55 | 2 | 5 | 2 | 9 |
| 55 & above | 0 | 1 | 1 | 2 |
| Total | | 19 | 109 | 26 | 154 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests** | | | |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 4.715a | 8 | .788 |
| Likelihood Ratio | 5.724 | 8 | .678 |
| Linear-by-Linear Association | .886 | 1 | .347 |
| N of Valid Cases | 154 |  |  |
| a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .25. | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Age \* Would you still prefer Social media marketing to advertise your product or service? Crosstabulation** | | | | | |
| Count | | | | | |
|  | | Would you still prefer Social media marketing to advertise your product or service? | | | Total |
| no | yes | maybe |
| Age | below 18 | 1 | 7 | 0 | 8 |
| 18 - 25 | 4 | 94 | 17 | 115 |
| 25 - 40 | 2 | 17 | 1 | 20 |
| 40 - 55 | 2 | 6 | 1 | 9 |
| 55 & above | 0 | 1 | 1 | 2 |
| Total | | 9 | 125 | 20 | 154 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests** | | | |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 11.541a | 8 | .173 |
| Likelihood Ratio | 10.344 | 8 | .242 |
| Linear-by-Linear Association | .182 | 1 | .670 |
| N of Valid Cases | 154 |  |  |
| a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .12. | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Age \* How did the total sales of your business react after the use of social media marketing? Crosstabulation** | | | | | |
| Count | | | | | |
|  | | How did the total sales of your business react after the use of social media marketing? | | | Total |
| positive | neutral | negative |
| Age | below 18 | 0 | 1 | 7 | 8 |
| 18 - 25 | 3 | 37 | 75 | 115 |
| 25 - 40 | 1 | 5 | 14 | 20 |
| 40 - 55 | 1 | 1 | 7 | 9 |
| 55 & above | 0 | 2 | 0 | 2 |
| Total | | 5 | 46 | 103 | 154 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests** | | | |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 9.980a | 8 | .266 |
| Likelihood Ratio | 10.209 | 8 | .251 |
| Linear-by-Linear Association | 1.098 | 1 | .295 |
| N of Valid Cases | 154 |  |  |
| a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .06. | | | |