An Analytical Study of Influence of Advertisement on Social Networking Sites on Buying Behavour of Selected Students of Baroda City

Mr Riazudin Ahemad

MBA, The School of Management, (2009-2011) Sumandeep Vidyapeeth, Piparia, Vadodara, GUJARAT

ABSTRACT

This study implies the exploration of relationship between SNSs (SOCIAL NETWORKING SITES) usage and the impact of advertisements on the social networking sites on the buying behavior of the selected student users of various SNS of Baroda city. A sample of 116 students was selected from different colleges of Baroda city. Convenience sampling method was used to collect the data from the different colleges of Baroda city. Personally administrated questionnaires were used as data collection tool. 150 questionnaires were distributed among the respondents and 77.33% students responded back. Conclusion drawn is that students using the social networking sites are using the SNS advertisement for the awareness of the product and services.

INTRODUCTION:

Social Networking Sites: Abbreviated as SNS a social networking sites, is the phrase used to describe any Web site that enables users to create public profiles within that Web site and form relationships with other users of the same Web site who access their profile. Social networking sites can be used to describe community-based Web sites, online discussions forums, chat rooms and other social spaces online.[1]

Social media has become an integral part of modern society. There are general social networks with user bases larger than the population of most countries. There are niche sites for virtually every special interest out there. There are sites to share photos, videos, status updates, sites for meeting new people and sites to connect with old friends. It seems there are social solutions to just about every need. Ever more people are connecting to the Internet for longer periods of time. Some 2 billion people around the world use the Internet and social media, while 213 million Americans use the Internet via computers while 52 million use the Web via smart phone and 55 million use it via tablets. People also connect to the Internet via handheld music players, it is estimated Internet users would double by 2015 to a global total of some four billion users, or nearly 60 percent of Earth's population. Social media has come of age with more people using smart phones and tables to access social networks.[2]

ADVERTISING ON SOCIAL NETWORKING SITES:

Social network advertising is a term that is used to describe a form of online advertising that focuses on social networking sites. Major benefits of advertising on a social networking site (Facebook, MySpace, Friendster, Bebo Friendster, Orkut...and many others) is that advertisers can take advantage of the users demographic information and target their advertisements appropriately. Direct advertising based on the network of friends is the most effective format but also causes the most controversy. Indirect advertising is an innovative marketing technique in which a company will create a 'page' or 'group' those users can choose to join. The best use out of social networks is not to make money 'directly' off them, but to harness their marketing potential and to use them to market your own business. We put forth the concerned networking features, friend focus, search, security, help & support. Social networks provide the ability to set profiles to private in some way or another. Additionally they have the ability to report and block users. A good social network goes above and beyond just allowing users to post profiles and update pictures. Additional features includes music sections, video uploads, groups and more. The object of a social network is to find friends and expand relationships. Top social networking websites allows members to search for other members in a safe and easy to use environment. Common search functions include search by name, city, school and email address. Social network sites are self-explanatory. No doubt social network is a significant new way of reaching people, but the market is far from being mature. Our research seeks to put it on a firmer footing by mining these data. The Knowledge-sharing sites, where customers review products and advice each other, are a fertile source for this type of data mining.[3]

RELIABILITY AND VALIDITY OF DATA:

Cronbach's Alpha Reliability Index was used to evaluate internal consistency of each construct. Hair et al. (1998) suggests that that acceptable level of reliability index should be maintained at a minimum of 0.5 in order to satisfy for the early stages of research; and over 0.7 is considered to be a good level.

Reliability of the data				
Sr. No.	Item	No. of Items	Cronbach's Alpha	Remark
1	Influence of College Students in Buying :	04	0.88	Desired Level of Alpha is 0.700
2	Changing Behaviors of Family Buying :	04	0.80	Desired Level of Alpha is 0.700
3	Changing pattern of Market for College Students segment :	04	0.82	Desired Level of Alpha is 0.700
4	Identification Shift in Buying Structure :	04	0.86	Desired Level of Alpha is 0.700
5	Awareness of Advertisement on Social Networking Sites.	04	0.84	Desired Level of Alpha is 0.700

Over all reliability for this study have been calculated and found to be 0.84 which is more than 0.7 and hence considered for good level for further analysis of the data.

LITERATURE REVIEW:

Bernadette D'Silva, Roshni Bhuptani & Sweta Menon, (2011)[1], They have reported that Influence of Social Media Marketing on Brand Choice Behavior among Youth in India: An Empirical Study, the study influences on the growing importance of internet in day to day urban life, social media has gained rapid acceptance in the minds of youth. The basic objective of paper is to understand the usage pattern of social media among youth in the city of Mumbai. It also aims at assessing the influence of social media on the consumer buying behavior. Thus the research justifies the corporate spending enormous funds behind advertising of their brands on social media websites. Variables for the study are Social Media, Youth, Brands, Marketing, Companies, and Usage. The data was analyzed by using statistical packages like SPSS 16. Different statistical tests like chi square, factor analysis; ANOVA, Friedman test of Ranking etc were performed on the data collected for the purpose of testing the hypothesis. Results from the analysis indicate that social media is a very important tool for networking among youngsters.

Louise Kelly, Gayle Kerr & Judy Drennan (2010)[2], they have found that avoidance of advertising in social networking sites: the teenage perspective, this exploratory study examines the

antecedents of advertising avoidance on online social networking sites, leading to the development of a model. The model suggests that advertising in the online social networking environment is more likely to be avoided if the user has expectations of a negative experience, the advertising is not relevant to the user, the user is skeptical toward the advertising message, or the consumer is skeptical toward the advertising medium. The variables for the study are advertising avoidance, online social networking sites and teenagers. The results combine both focus group and individual interview data collection methods. Overall, the participants in both the focus groups and the in-depth interviews believed they spent too much time on their online social networking sites.

Eric K Clemons, Steve Barnett & Arjun Appadurai (2007)[3], the study has been conducted from the perspective of an anthropologist doing ethnographic field research and observation, and from the perspective of a strategist examining resources and their deployment, potential sources of economic rents, and the defensibility of any potential super-normal rents. Variables for the study are digital culture, online advertising, virtual self, virtual worlds. The study predicts that Consumer media viewing behavior, consumption behavior, receptivity to advertising, and use of information in purchases are all changing.

Fue Zeng, Li Huang & Wenyu Dou (2009)[4], they have concluded that social factors in user perceptions and responses to advertising in online social networking communities, this study investigates the impacts of social identity and group norms on community users' group intentions to accept advertising in online social networking communities. By outlining how this type of group intention could influence community members' perceptions and value judgments of such advertising, this study delineates possible mechanisms by which community members may respond positively to community advertising. The authors test the proposed theoretical framework on a sample of 327 popular online community users in China and obtain general support. Implications for the prospect of advertising in online social networking communities are discussed. The variables for the study are online social networking communities, advertising responses, social factors. The study concludes that the role and impact of advertising in online social networking communities have the utmost importance for the long-term sustainability of these communities.

Ishfaq Ahmed and Tehmina Fiaz Qazi (2011)[5], they have reported that a look out for academic impacts of Social networking sites (SNSs): A student based perspective; this study implies the exploration of relationship between SNSs usage and educational performance of the student users. A sample of one thousand students was selected from different universities of Pakistan. In first step of Multistage Sampling Technique, simple random sampling technique was used to select 6 universities i.e. 2 from private sector and 4 from public sector. To form clusters, these universities were further divided and each cluster consisted of four faculties i.e. faculty of social sciences, faculty of engineering, faculty of business/management sciences and faculty of natural sciences. Simple random sampling was done at last stage of multistage sampling. Personally administrated questionnaires were used as data collection tool and 73% students responded back. Conclusion drawn is that student manage their time efficiently and fulfill their study requirements effectively, hence use of SNSs does not have an adverse impact on their academic performance. The variables for the study are Social networking sites, students, academic performance. The fact came forth in present study is that SNSs are mainly used for non-academic purposes by the students. This fact may give rise to a proposition that excessive usage of SNSs might be having adverse impacts on academic performance of the student users but actual results did not imply that.

Mrinal Todi, Professor Yoram Wind (2011)[6], they have concluded that advertising on Social Networking websites, This paper have established why social networks are important to businesses as an advertising medium and attempt to review the current advertising methods that are in place. The variables

for the study are Social networks, advertising, Facebook, MySpace, YouTube. It examines mostly successful cases in order to draw its hypotheses about successful criteria for online advertising. Unfortunately, time constraints and lack of information prevented the testing of these hypotheses against more unsuccessful cases. This is an area which cannot be ignored in future research. The development of metrics that comprehensively analyze the successfulness of online advertising campaigns has always been a stumbling block for the advertisers and the media themselves; clearly, the older metrics of click-through rate and the like do not work in this new medium.

RESEARCH METHODOLOGY:
To investigate the research model, the study conducted a survey study. Questionnaire was developed using a 5-point Likert scale from the literature, and questions were designed for each single construct. The reliability of each measurement was confirmed by means of the pretest.

Objectives:
1. To Study the Influence of College Students in Buying Decisions on account of viewing of Advertisement on Social Networking Sites.
2. To analyze impact of awareness among students on Family Buying Decisions due to Advertisement on Social Networking Sites.
3. To analyze Changing pattern of Market for College Students segment as result of influence of Advertisement on Social Networking Sites.
4. To Identify the Shift in Buying Structure as a result of influence of Advertisement on Social Networking Sites.
5. To understand the awareness of Advertisement on Social Networking Sites among the College Students.

Sample and Data Collection:
Survey approach was chosen to gather information directly from students in various colleges located in the various colleges of Vadodara city. Among 150 questionnaires that were distributed, about 134 were returned, but only 116completely answered

Hypothesis:
1. **H_1:** There is no significant relationship between age of respondent and changing behavior of family buying.
2. **H_2:** There is no significant relationship between gender of respondent and changing behavior of family buying.
3. **H_3:** There is no significant relationship between time spent on SNSs per session by a respondent and changing pattern of market of college students segment.
4. **H_4:** There is no significant relationship between monthly income/ pocket money of the respondent and identification of shift in buying in structure.
5. **H_5:** There is no significant relationship between time spent on SNSs per session by a respondent and awareness of advertisement on social networking sites.

DATA ANALYSIS
In this study the total number of respondents is 116. The majority of the respondents belong to the age group of 20 – 22 as shown in the below table - 1, while very less and minimum among all belong to the age group of 18 – 20. The nature of the data indicates that the respondents are more curious to use social networking sites at their initial stage of computer and internet legally, this is the initial phase and people spent more time in searching of friends, doing chat with online friends etc in general. But within a period of two years it decline slightly. On the basis of primary investigation it can be pointed out that for social networking sites age group of 18 – 22 are much focused target audience. Researcher and policy maker should consider these facts and give much emphasis for that age group at the time of decision making. Advertising department of companies also needs to looks into the target segment i.e.18 – 22 years of age and need to make policy about the various products accordingly. Most of the respondents are female among the respondents of this study. Majority of the social networking site are unemployed or having no income.

Table 1: Demographic Profile of the respondents

		Frequency	Percent
Age in years	16-18	28	24.1
	18-20	14	12.1
	20-22	53	45.7
	above 22	21	18.1
	Total	116	100.0
Gender	Male	15	12.9
	Female	101	87.1
	Total	116	100.0
Working status	yes	19	16.4
	No	97	83.6
	Total	116	100.0
Monthly income/ pocket money	no income/ pocket money	65	56.0
	up to Rs.2000	22	19.0
	Rs.2000-Rs.5000	15	12.9
	Above Rs.5000	14	12.1
	Total	116	100.0

Table – 2: Purpose of visiting Social Networking Sites

	Frequency	Percent
Advt. of books	32	27.6
Advt. of cameras	21	18.1
Advt. of music, movies & posters	68	58.6
Advt. of belts, bags & luggage	30	25.9
Advt. of beauty and healthcare	40	34.5
Advt. of mobile and accessories	56	48.3
Advt. of gaming	29	25.0
Advt. of pen & stationery	8	6.9
Advt. of watches	28	24.1
Advt. of any other product/services	8	6.9

Table – 3: Category of Users

	Frequency	Percent
Facebook visitors	103	88.8
Twitter visitors	12	10.3
Google+ visitors	26	22.4
Other SNSs visitors	1	.9
Profile on Facebook	111	95.7
Profile on twitter	12	10.4
Profile on linked in	5	4.3
Profile on G+	16	13.8

The data reveals that the total numbers of respondents 88.8% are the Facebook visitors. 10.3% are twitter visitors, 22.4% are Google+ visitors and i.e. 0.9% is other social networking site visitor. Data also reveals that 27.6% have noticed the advertisements of books, 18.1% have noticed the advertisements of cameras, 58.9% have noticed the advertisements of music, movies and posters, 25.9% have noticed the advertisements of

belts, bags & luggage, 34.5% have noticed the advertisements of beauty and healthcare, 48.3% have noticed the advertisements of mobile and accessories, 25.0% have noticed the advertisements of gaming, 6.9% have noticed the advertisements of pen and stationery, 24.1% have noticed the advertisements of watches, 6.9% have noticed the advertisements of other products and services.

The data in table – 4 reveals that 79.3%, using internet for 1 - 2 hours daily. 13.8% using internet for 2-3 hours daily, 5.2% using internet for 3-4 hours daily, 1.7%, using internet for 4-5 hours daily. Data also reveals that 30.2% are logging on to SNSs on a daily basis, 8.6% are logging on to SNSs twice or thrice a day, 9.5% are logging on to SNSs for more than 3 times a day, 51.7% are logging on to the SNSs once a week.

Table – 4: Pattern of using SNS

		Frequency	Percent
Usage of internet in a day	1-2 hours	92	79.3
	2-3 hours	16	13.8
	3-4 hours	6	5.2
	4-5 hours	2	1.7
	Total	116	100.0
Logging on to SNSs in a day	Daily	35	30.2
	2-3 times a day	10	8.6
	more than 3 times a day	11	9.5
	once a week	60	51.7
	Total	116	100.0
Time spent on SNSs per session	less than 15 mins	36	31.0
	15-30 mins	39	33.6
	30-45 mins	24	20.7
	more than 45 mis	17	14.7
	Total	116	100.0

Further data also reveals that 31% who spend less than 15 minutes on SNSs per session, 33.6% who spend 15-30 minutes on SNSs per session, 20.7% who spend 30-45 minutes on SNSs per session, 14.7% who spend more than 45 minutes on SNSs per session.

From the table – 5 of compiled data it can be derived that how often the advertisement on the SNSs has been noticed by the respondents. There are 44 respondents,38% often notices the advertisement on SNSs, 34 respondents,29.3% rarely notices the advertisement on SNSs, 18 respondents,15.5% occasionally notices the advertisement on SNSs, 20 respondents,17.2% almost never notices the advertisement on SNSs.

Table – 5: Pattern of Advertising & Consumer behavior

		Frequency	Percent
Noticing the Advt on SNSs	often	44	38.0
	rarely	34	29.3
	occasionally	18	15.5
	almost never	20	17.2
	Total	116	100.0
Noticed advt. as web banner		23	19.8
Noticed advt. as pop-up		21	18.1
Noticed advt. as flash ads		35	30.2
Noticed advt. as video ads		51	44.0

Interest in the advt. noticed rarely occasionally almost never **Total**	often	18	15.5
	46	39.7	
	29	25.0	
	23	19.8	
	116	100.0	
Clicking on ads on SNSs rarely occasionally almost never **Total**	often	15	13.0
	47	40.5	
	20	17.2	
	34	29.3	
	116	100.0	
Ads makes the impact over respondents rarely occasionally almost never **Total**	often	13	11.2
	38	32.8	
	23	19.8	
	42	36.2	
	116	100.0	

From the collected data, it can be concluded that 23 respondents, 19.8% noticed advt. as web banner, 21 respondents, 18.1% noticed advt. as pop-up, 35 respondents, 30.2% as flash ads, 51 respondents, 44% as video ads. It can be concluded that how often the respondents has got the interest in the advertisement noticed by them. There are 18 respondents, 15.5% often get interested in the advertisement noticed, 46 respondents, 39.7% rarely get interested in the advertisement noticed, 29 respondents, 25% occasionally get interested in the advertisement noticed and 23 respondents, 19.8% almost never get interested in the advertisement noticed. There are 15 respondents, 13% often clicked in the advertisement noticed, 47 respondents, 40.5% rarely clicked in the advertisement noticed, 20 respondents, 17.2% occasionally clicked in the advertisement noticed and 34 respondents, 29.3% almost never clicked in the advertisement noticed. It can be concluded that how often the ads makes the impact over the respondents. There are 13 respondents,11.2%, often feel the impact of the ads on SNSs, 38 respondents,32.8%, rarely feel the impact of the ads on SNSs, 23 respondents,19.8%, occasionally feel the impact of the ads on SNSs and 42 respondents,36.2%, almost never feel the impact of the ads on SNSs.

Table 2: DESCRIPTIVE: MEAN

	N	Mean	Std. Deviation
AGE	116	2.58	1.048
MONTHLY INCOME/ POCKET MONEY	116	1.69	1.153
USAGE OF INTERNET	116	1.19	.603
TIME SPENT ON SNSs PER SESSION	116	2.02	1.055

From the above table2 the mean and the standard deviation has been derived of the collected data. The total number of the respondents is 116. The mean for the age is 2.58 and standard deviation is 1.048. The mean of the monthly income/pocket money is 1.69 and standard deviation is 1.153. The mean of the usage of internet is 1.19 and standard deviation is 0.603. The mean of the time spent on the SNSs per session is 2.02 and standard deviation 1.055.

Table 3:

Descriptive Statistics

	Mean	Std. Deviation
I purchase the products by getting information from SNSs.	3.32	1.124
I get influence by my friends who purchase online.	3.16	1.126
I am attracted by the offers given by the SNSs.	3.27	1.082
I prefer to go through the advertisement of such products which is linked to my friends.	3.22	1.110
I believe that College Students know more about the Products available in the market.	2.34	1.046
I feel that College Students are updated in information.	1.99	.860
I feel that College Students are more aware to take the buying decisions.	2.48	.918
I find the online purchasing very convincing idea.	2.79	1.084
I started buying products of various brands by getting information from SNSs.	3.03	1.153
I regularly see for the updates available about the products on the SNSs.	3.17	.972
I believe that I get fashionable and trendy products on the SNSs.	2.86	1.054
I realize that by purchasing online, I am purchasing unnecessary products which I actually don't require.	3.00	1.223
I believe that Social Networking Advertisement has influenced buying of those products I rejected previously.	3.09	1.051
I assume that buying online is being a part of modern society.	2.30	.925
I feel my status high, when I purchasing from SNSs.	3.41	1.047
I get attracted to the idea of buying online while seeing the advertisement on SNSs.	3.13	.928
I see/click on the advertisement shown on the SNSs.	2.79	1.059
I believe that information provided about the products in the advertisement on the SNSs is correct.	3.24	.851
I assume that there will be some discounts on the products which are shown in SNSs advertisement.	2.85	1.015
I recognized the brand / company advertised on SNSs.	2.58	.952

From the above data the descriptive statistics can be derived as mean and std deviation. The mean of the statement" I purchase the products by getting information from SNSs." Is 3.32 and standard deviation is 1.124. the mean of the statement" I get influence by my friends who purchase online." Is 3.16 and standard deviation is 1.126. the mean of the statement "I am attracted by the offers given by the SNSs."is 3.27 and standard deviation is 1.082. the mean of the statement "I prefer to go through the advertisement of such products which is linked to my friends. "is 3.22 and standard deviation is 1.110. the mean of the statement" I believe that College Students know more about the Products available in the market." Is 2.34 and the standard deviation is 1.046. the mean of the statement "I feel that College Students are updated in information." Is 1.99 and standard deviation is 0.860. the mean of the statement "I feel that College Students are more aware to take the buying decisions." Is 2.48 and standard deviation 0.918. the mean of the statement" I find the online purchasing very convincing idea." Is 2.79 and the standard deviation is 1.084. the mean of the statement" I started buying products of various brands by getting information from

SNSs." Is 3.03 and standard deviation is 1.153. the mean of the statement "I regularly see for the updates available about the products on the SNSs." Is 3.17 and standard deviation is 0.972. the mean of the statement "I believe that I get fashionable and trendy products on the SNSs." Is 2.86 and standard deviation is 1.054. the mean of the statement "I realize that by purchasing online, I am purchasing unnecessary products which I actually don't require." Is 3.00 and the standard deviation is 1.223. the mean of the statement "I believe that Social Networking Advertisement has influenced buying of those products I rejected previously." Is 3.09 and the standard deviation is 1.051. the mean of the statement" I assume that buying online is being a part of modern society." Is 2.30 and the standard deviation is 0.925. the mean of the statement "I feel my status high, when I purchasing from SNSs." Is 3.41 and the standard deviation is 1.047. the mean of the statement" I get attracted to the idea of buying online while seeing the advertisement on SNS." Is 3.13 and the standard deviation is 0.928. the mean of the statement "I see/ click on the advertisement shown on the SNSs." Is 2.79 and the standard deviation is 1.059. the mean of the statement "I believe that information provided about the products in the advertisement on the SNSs is correct." Is 3.24 and standard deviation is 0.851. the mean of the statement" I assume that there will be some discounts on the products which are shown in SNSs advertisement." Is 2.85 and the standard deviation is 1.015. the mean of the statement "I recognized the brand / company advertised on SNSs." Is 2.58 and the standard deviation is 0.952.

Table 4:

		Frequency	Percent
Find some information	do not use	13	11.2
	use very rarely	27	23.3
	use quite often	37	31.9
	use often	20	17.2
	this is my primary way to use these services	19	16.4
	Total	116	100.0
Get opinions	do not use	26	22.4
	use very rarely	32	27.6
	use quite often	28	24.1
	use often	23	19.8
	this is my primary way to use these services	7	6.0
	Total	116	100.0
Entertain yourself	do not use	11	9.5
	use very rarely	16	13.8
	use quite often	36	31.0
	use often	28	24.1
	this is my primary way to use these services	25	21.6
	Total	116	100.0
Socialize	do not use	7	6.0
	use very rarely	27	23.3
	use quite often	34	29.3
	use often	21	18.1
	this is my primary way to use these services	27	23.3
	Total	116	100.0
Stay up-to-date with friend's life	do not use	9	7.8
	use very rarely	12	10.3
	use quite often	32	27.6
	use often	28	24.1
	this is my primary way to use these services	35	30.2
	Total	116	100.0
Share your experience	do not use	15	12.9
	use very rarely	21	18.1
	use quite often	37	31.9
	use often	22	19.0
	this is my primary way to use these services	21	18.1
	Total	116	100.0
Get access to the offers available for the variety of products.	do not use	28	24.1
	use very rarely	36	31.0
	use quite often	34	29.3
	use often	6	5.2
	this is my primary way to use these services	12	10.3
	Total	116	100.0

The table4 is giving the description about the various respondents giving their opinions about their usage of the social networking sites. There are 37 respondents,31.9%, are using the SNSs very often for finding the information. There are 32 respondents,27.6% are using the SNSs very rarely to get opinions. There are 36 respondents,31.0%, using the SNSs quite often for entertaining themselves. There are 34 respondents,29.3%, using the SNSs quite often to socialize. There are 35 respondents 30.2%, using the SNSs as the primary way to use the services of sharing their experiences. There are 36 respondents,31.0%, using the SNSs very rarely to get access to the offers available for the variety of products.

Table 5:

AGE 0		TWITTER		Total
		1		
16-18	Count	25	3	28
	% within Q3	89.3%	10.7%	100.0%
	% within Q7_2	24.0%	25.0%	24.1%
	% of Total	21.6%	2.6%	24.1%
18-20	Count	14	0	14
	% within Q3	100.0%	0.0%	100.0%
	% within Q7_2	13.5%	0.0%	12.1%
	% of Total	12.1%	0.0%	12.1%
20-22	Count	47	6	53
	% within Q3	88.7%	11.3%	100.0%
	% within Q7_2	45.2%	50.0%	45.7%
	% of Total	40.5%	5.2%	45.7%
ABOVE 22	Count	18	3	21
	% within Q3	85.7%	14.3%	100.0%
	% within Q7_2	17.3%	25.0%	18.1%
	% of Total	15.5%	2.6%	18.1%

TOTAL	Count	104	12	116	
	% within Q3	89.7%	10.3%	100.0%	
	% within Q7_2	100.0%	100.0%	100.0%	
	% of Total	89.7%	10.3%	100.0%	

The table 5 represents the data of cross tabulation between the SNSs and the age of the respondents. The respondents belonging from the age group of 16-18, are

Table 6:

Age SA		(Changing Behaviour of Family Buying)I believe that College Students know more about the Products available in the market.					Total
		A	N	DA	SDA		
16-18	Count	4	10	9	5	0	28
	% within Q3	14.3%	35.7%	32.1%	17.9%	0.0%	100.0%
	% within 5.	15.4%	20.8%	45.0%	23.8%	0.0%	24.1%
	% of Total	3.4%	8.6%	7.8%	4.3%	0.0%	24.1%
18-20	Count	6	4	3	1	0	14
	% within Q3	42.9%	28.6%	21.4%	7.1%	0.0%	100.0%
	% within 5.	23.1%	8.3%	15.0%	4.8%	0.0%	12.1%
	% of Total	5.2%	3.4%	2.6%	.9%	0.0%	12.1%
20-22	Count	10	22	7	13	1	53
	% within Q3	18.9%	41.5%	13.2%	24.5%	1.9%	100.0%
	% within 5.	38.5%	45.8%	35.0%	61.9%	100.0%	45.7%
	% of Total	8.6%	19.0%	6.0%	11.2%	.9%	45.7%
above 22	Count	6	12	1	2	0	21
	% within Q3	28.6%	57.1%	4.8%	9.5%	0.0%	100.0%
	% within 5.	23.1%	25.0%	5.0%	9.5%	0.0%	18.1%
	% of Total	5.2%	10.3%	.9%	1.7%	0.0%	18.1%
Total	Count	26	48	20	21	1	116
	% within Q3	22.4%	41.4%	17.2%	18.1%	.9%	100.0%
	% within 5.	100.0%	100.0%	100.0%	100.0%	100.0%	100.0 %
	% of Total	22.4%	41.4%	17.2%	18.1%	.9%	100.0%

From the above table 6, it can be concluded that the null hypothesis is rejected as there is relationship between the age and the changing behaviour of family buying as there are 42.9% of respondents from age group of 18-20 are strongly agreeing with that they believe that college students know more about the products available in the market.

Table 6.1

age	changing behavior of family buying(I believe that College Students know more about the Products available in the market)					Total
	SA	A	N	DA	SDA	
16-18	4	10	9	5	0	28
18-20	6	4	3	2	0	15
20-22	10	22	7	13	1	53
above 22	6	12	1	2	0	21
Total	26	48	20	22	1	117

From the above table 6.1, the variation on likert scale of changing behavior of family buying and age of the respondents is calculated which shows that there are 4 respondents belonging from the age group of 16-18, 6 respondents belonging from the age group of 18-20, 10 respondents belonging from the age group of 20-22, 6 respondents belonging from the age group of above 22years of age, are strongly agreeing with the assumption that SNSs advertisement changes the behavior of the family buying and they believe that the college students know more about the products available in the market.

Table 6.2

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.321a	12	.224
Likelihood Ratio	15.534	12	.214
Linear-by-Linear Association	1.493	1	.222
N of Valid Cases	117		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .13.

From the above table 6.2, the chi-square tests are conducted of the variables of changing behavior in family buying and the age of the respondents. The value of Pearson chi- square 15.321, degree of freedom is 12 and the asymp. Sig.(2 sided) is 0.224. the value of the likelihood ratio is 15.534, degree of freedom is 12 and the asymp. Sig.(2 sided) is 0.214.The value of linear-by-linear association is 1.493, the degree of freedom is 1 and the asymp. Sig.(2 sided) is 0.222.

Table 7:

Gender SA		(Changing Behaviors of Family Buying)I believe that College Students know more about the Products available in the market.					Total
		A	N	DA	SDA		
Male	Count	2	5	2	5	1	15
	% within Q4	13.3%	33.3%	13.3%	33.3%	6.7%	100.0%
	% within 5.	7.7%	10.4%	10.0%	23.8%	100.0%	12.9%
	% of Total	1.7%	4.3%	1.7%	4.3%	.9%	12.9%
Female	Count	24	43	18	16	0	101
	% within Q4	23.8%	42.6%	17.8%	15.8%	0.0%	100.0%
	% within 5.	92.3%	89.6%	90.0%	76.2%	0.0%	87.1%
	% of Total	20.7%	37.1%	15.5%	13.8%	0.0%	87.1%
Total	Count	26	48	20	21	1	116
	% within Q4	22.4%	41.4%	17.2%	18.1%	.9%	100.0%
	% within 5.	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	22.4%	41.4%	17.2%	18.1%	.9%	100.0%

From the above table 7, it can be derived that the 92.3% of female respondents strongl y agreeing that college students are having more knowledge about the product available in the market.

Table 7.1

Gender	changing behavior of family buying(I believe that College Students know more about the Products available in the market)					Total
	SA	A	N	DA	SDA	
male	2	5	2	5	1	15
female	24	43	18	17	0	102
Total	26	48	20	22	1	117

From the above table 7.1, it can be concluded that there are 2 male respondents and 24 female who strongly agree that SNSs is a responsible factor for changing the behavior of family buying.

Table 7.2

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.734[a]	4	.045
Likelihood Ratio	6.848	4	.144
Linear-by-Linear Association	4.135	1	.042
N of Valid Cases	117		
a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .13.			

From the above table 7.2, the chi-square tests are conducted of the variables of changing behavior in family buying and the gender of the respondents. The value of Pearson chi- square 9.734, degree of freedom is 4 and the asymp. Sig.(2 sided) is 0.045, the value of the likelihood ratio is 6.848, degree of freedom is 4 and the asymp. Sig.(2 sided) is 0.144 The value of linear-by-linear association is 4.135, the degree of freedom is 1 and the asymp. Sig.(2 sided) is 0.042.

Table 8:

time spend on SNSs per session		(Changing pattern of Market for College Students segment)I regularly see for the updates available about the products on the SNSs.				Total
SA		A	N	DA	SDA	
less than 15 mins	Count	0	8	14	11	3	36
	% within Q11	0.0%	22.2%	38.9%	30.6%	8.3%	100.0%
	% within 10.000000	0.0%	26.7%	35.0%	31.4%	30.0%	30.8%
	% of Total	0.0%	6.8%	12.0%	9.4%	2.6%	30.8%
15-30 mins	Count	1	12	11	11	4	39
	% within Q11	2.6%	30.8%	28.2%	28.2%	10.3%	100.0%
	% within 10.000000	50.0%	40.0%	27.5%	31.4%	40.0%	33.3%
	% of Total	.9%	10.3%	9.4%	9.4%	3.4%	33.3%
30-45 mins	Count	1	7	10	9	3	30
	% within Q11	3.3%	23.3%	33.3%	30.0%	10.0%	100.0%
	% within 10.000000	50.0%	23.3%	25.0%	25.7%	30.0%	25.6%
	% of Total	.9%	6.0%	8.5%	7.7%	2.6%	25.6%

Table 9:

Monthly Income / Pocket Money		(Identification Shift in Buying Structure)I feel my status high, when I purchasing from SNSs.					Total
SA		A	N	DA	SDA		
no income/ pocket money	Count	7	6	21	29	9	72
	% within Q6	9.7%	8.3%	29.2%	40.3%	12.5%	100.0%
	% within 15.000000	87.5%	54.5%	58.3%	60.4%	64.3%	61.5%
	% of Total	6.0%	5.1%	17.9%	24.8%	7.7%	61.5%

more than 45 mins	Count	0	3	5	4	0	12
	% within Q11	0.0%	25.0%	41.7%	33.3%	0.0%	100.0%
	% within 10.000000	0.0%	10.0%	12.5%	11.4%	0.0%	10.3%
	% of Total	0.0%	2.6%	4.3%	3.4%	0.0%	10.3%
Total	Count	2	30	40	35	10	117
	% within Q11	1.7%	25.6%	34.2%	29.9%	8.5%	100.0%
	% within 10.000000	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	1.7%	25.6%	34.2%	29.9%	8.5%	100.0%

From the above table 8, it can be concluded that there are 50% of the respondents agreeing that the time spent on the SNSs per session is the valid factor to change the pattern of market for college students segment**.**

Table 8.1

time spent on SNSs per session	Changing pattern of Market for College Students segment (I regularly see for the updates available about the products on the SNSs)				Total
	SA	A	N	DA	SDA	
less than 15mins	0	8	18	11	4	41
15-30mins	1	12	11	11	4	39
30-45mins	1	7	6	9	2	25
more than 45mins	0	3	5	4	0	12
Total	2	30	40	35	10	117

From the above table 8.1, it can be concluded that the time spent on SNSs per session is not an effectively responsible factor for changing pattern of market for college students as there are 11 respondents who spent less than 15 minutes on SNSs per session, 11 respondents who spent 15-30mins on SNSs per session, 6 respondents who spent 30-45mins on SNSs per session and there are 4 respondents who spent more than 45mins on SNSs per session disagree with the thought.

Table 8.2

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.155[a]	12	.847
Likelihood Ratio	8.862	12	.715
Linear-by-Linear Association	.388	1	.534
N of Valid Cases	117		
a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .21.			

From the above table 8.2, the chi-square tests are conducted of the variables of changing pattern of market for college students and the time spent on SNSs per session by the respondents. The value of Pearson chi- square 7.155, degree of freedom is 12 and the asymp. Sig.(2 sided) is 0.847. The value of the likelihood ratio is 8.862, degree of freedom is 12 and the asymp. Sig.(2 sided) is 0.715.The value of linear-by-linear association is 0.388, the degree of freedom is 1 and the asymp. Sig.(2 sided) is 0.534.

up to Rs.2000	Count	0	1	5	9	1	16
	% within Q6	0.0%	6.3%	31.3%	56.3%	6.3%	100.0%
	% within 15.000000	0.0%	9.1%	13.9%	18.8%	7.1%	13.7%
	% of Total	0.0%	.9%	4.3%	7.7%	.9%	13.7%
Rs.2000-Rs.5000	Count	1	4	5	4	1	15
	% within Q6	6.7%	26.7%	33.3%	26.7%	6.7%	100.0%
	% within 15.000000	12.5%	36.4%	13.9%	8.3%	7.1%	12.8%
	% of Total	.9%	3.4%	4.3%	3.4%	.9%	12.8%
Above Rs.5000	Count	0	0	5	6	3	14
	% within Q6	0.0%	0.0%	35.7%	42.9%	21.4%	100.0%
	% within 15.000000	0.0%	0.0%	13.9%	12.5%	21.4%	12.0%
	% of Total	0.0%	0.0%	4.3%	5.1%	2.6%	12.0%
total	Count	8	11	36	48	14	117
	% within Q6	6.8%	9.4%	30.8%	41.0%	12.0%	100.0%
	% within 15.000000	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	6.8%	9.4%	30.8%	41.0%	12.0%	100.0%

From the above table 9, it can be concluded that there are 87.5% of respondents strongly agree that there is significant relationship between the salary of pocket money and the shift in the buying structure.

Table 9.1

monthly income/ pocket money SA	identification in the shift in the buying behavior(I feel my status high, when I purchasing from SNSs)					Total
	A	N	DA	SDA		
no income/ pocket money up to Rs.2000	7	6	21	29	9	72
Rs.2000-Rs.5000 more than Rs.5000 0	1	5	9	1	16	
1	4	5	4	1	15	
0	0	5	6	3	14	
Total	8	11	36	48	14	117

From the table 9.1, it can be concluded that the monthly income or pocket money is not effectively responsible for the identification in the shift in the buying behavior of the respondents as there are 29 respondents were of no income or pocket money, 9 respondents were having up to Rs.2000, 4 respondents were

having Rs.2000-Rs.5000 and there were 6 respondents who were having more than Rs. 5000 as the monthly income or pocket money.

Table 9.2

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.994[a]	12	.369
Likelihood Ratio	14.657	12	.261
Linear-by-Linear Association	.565	1	.452
N of Valid Cases	117		
a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .96.			

From the above table 9.2, the chi-square tests are conducted of the variables of changing behavior in family buying and the age of the respondents. The value of Pearson chi- square 12.994, degree of freedom is 12 and the asymp. Sig.(2 sided) is 0.369. the value of the likelihood ratio is 14.657, degree of freedom is 12 and the asymp. Sig.(2 sided) is 0.261. The value of linear-by-linear association is 0.565, the degree of freedom is 1 and the asymp. Sig.(2 sided) is 0.452.

Table 10:

time spend on your SNSs per session SA		(Awareness of Advertisement on Social Networking Sites) I believe that information provided about the products in the advertisement on the SNSs is correct.					Total
		A	N	DA	SDA		
less than 15 mins	Count	0	5	20	9	2	36
	% within Q11	0.0%	13.9%	55.6%	25.0%	5.6%	100.0%
	% within 18.000000	0.0%	29.4%	35.1%	27.3%	25.0%	30.8%
	% of Total	0.0%	4.3%	17.1%	7.7%	1.7%	30.8%
15-30mins	Count	0	6	18	11	4	39
	% within Q11	0.0%	15.4%	46.2%	28.2%	10.3%	100.0%
	% within 18.000000	0.0%	35.3%	31.6%	33.3%	50.0%	33.3%
	% of Total	0.0%	5.1%	15.4%	9.4%	3.4%	33.3%
30-45mins	Count	2	4	14	8	2	30
	% within Q11	6.7%	13.3%	46.7%	26.7%	6.7%	100.0%
	% within 18.000000	100.0%	23.5%	24.6%	24.2%	25.0%	25.6%
	% of Total	1.7%	3.4%	12.0%	6.8%	1.7%	25.6%

more than 45mins	Count	0	2	5	5	0	12
	% within Q11	0.0%	16.7%	41.7%	41.7%	0.0%	100.0%
	% within 18.000000	0.0%	11.8%	8.8%	15.2%	0.0%	10.3%
	% of Total	0.0%	1.7%	4.3%	4.3%	0.0%	10.3%
Total	Count	2	17	57	33	8	117 From the above table
	% within Q11	1.7%	14.5%	48.7%	28.2%	6.8%	100.0%
	% within 18.000000	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	1.7%	14.5%	48.7%	28.2%	6.8%	100.0%

From the above table 10, it can be concluded that most of the respondents are neutral about the thought of relationship between the time spent on SNSs per session and the awareness of the advertisement on the social networking sites.

Table 10.1

time spent on SNSs per session	(Awareness of Advertisement on Social Networking Sites)I believe that information provided about the products in the advertisement on the SNSs is correct.					Total
	SA	A	N	DA	SDA	
less than 15mins 15-30mins 30-45mins more than 45mins	0	5	24	9	3	41
	0	6	18	11	4	39
	2	4	10	8	1	25
	0	2	5	5	0	12
Total	2	17	57	33	8	117

From the above table 10.1, it can be concluded that the most of the respondents are neutral about the thought of spending time spent on SNSs per session and the awareness of advertisement on social networking sites as there are 24 respondents who spent less than 15 mins on SNSs, 10 respondents who spent 15-30mins on SNSs per session, 18 respondents who spent 30-45mins on SNSs per session and 5 respondents who spent more than 45mins on SNSs per session.

Table 10.2

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.247[a]	12	.426
Likelihood Ratio	11.774	12	.464
Linear-by-Linear Association	.188	1	.665
N of Valid Cases	117		
a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .21.			

From the above table 10.2, the chi-square tests are conducted of the variables of Awareness of Advertisement on Social Networking Sites and the time spent by respondents on SNSs per session. The value of Pearson chi- square 12.247, degree of freedom is 12 and the asymp. Sig.(2 sided) is 0.426. the value of the likelihood ratio is 11.774, degree of freedom is 12 and the asymp. Sig.(2 sided) is 0..464.The value of linear-by-linear association is 0.188, the degree of freedom is 1 and the asymp. Sig.(2 sided) is 0.665.

Table 11:

time spent on SNSs per session	I regularly see for the updates available about the products on the SNSs.					Total
	SA	A	N	DA	SDA	
less than 15 mins 15-30 mins 30-45 mins more than 45 mins	0	8	18	11	4	41
	1	12	11	11	4	39
	1	7	6	9	2	25
	0	3	5	4	0	12
Total	2	30	40	35	10	117

Table 11.1

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.155a	12	.847
Likelihood Ratio	8.862	12	.715
Linear-by-Linear Association	.388	1	.534
N of Valid Cases	117		
a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .21.			

In the above table 11, with the help of chi-square test, the two variables are calculated i.e. the time spent on the SNSs per session by the respondents and the willingness of the respondents of getting updates about different products. It is notified that, more the time spent on the SNSs per session, more the willingness of the respondent to get the information about the products or services.

The table of the chi-square test shows the Pearson chi-square test value, degree of freedom and the asymp. Sig. (2-sided) is 0.847. The value for likelihood ratio for the variables is 8.862 and the degree of freedom is 12 and asymp. Sig.(2-sided) is 0.715. The value of the linear by linear association of the variables are 0.388 where the degree of freedom is 1 and the asymp. Sig.(2-sided) is 0.534.

Conclusion:
The results of the study show that advertisement on the social networking sites and the time spent on the SNSs per session has significant effects on buying behavior of the selected students of various age groups and the income groups.

Furthermore, the result shows that there is no significant effect between gender and attitude towards the advertisement shown on the social networking sites. Findings of this study are similar to previous findings that a positive relationship exists between buying behavior of the students and the advertisement displayed on the social networking sites. A student as a consumer would expect to get the information about the products and services they are willing to buy. They find SNSs as an authentic source of getting information about the products and services. This research suggests that operators of the SNSs need to concentrate on three main points of users' trust and willingness of getting the information about the products and services. Thus, the operators of the SNSs should provide the quality services with updating the information of various categories of products and the services.

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