

Impact of Social Media on Students' Pre-purchase Decision Making Process

Project Paper Submitted to the School of Business and Economics in Partial Fulfilment of the Requirement for the Degree of Bachelor of Business Administration.

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Subject: Submission of project Report on **Impact of Social Media on Students' Pre-purchase Decision Making Process**

Dear Sir,

Enclosed is the study on **Impact of Social Media on Students' Pre-purchase Decision Making Process**. This research has been considered as a partial fulfillment of the undergraduate degree requirement. The purpose of this study was to identify the impact of social media on pre-purchase decision making process in University student that consumers have about their brands in the aforementioned industry.

I would like to thank you for the opportunity for letting me to be engaged in this research that is deemed to be of substantial importance from both the academic and managerial perspectives. I will be ready to provide further clarification if the needs arise.

Respectfully Yours

Rajoana Islam

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Acknowledgement

At first, I wanted like to express my thankfulness to the massive for giving me the strength and opportunity to comprehensive the report within the agenda time successfully.

I would like to thank my sincere gratitude and appreciation to my supervisor, Md. Kaium Hossain who has assisted me to give his valuable time for supervision and persistence support in every stage of my project.

I also want to be grateful my friends and all individual who have share their opinions about social media and their support that I have been delivered for formulating my report and also include my own point of view. Then at last I shall be obliged to those people who read this report and who shall grow value from this report at present and in future.

Declaration

I am **Rajoana Islam**, student of school of Business and Economic (Marketing) of United International University, Bangladesh, declare that the project thesis on “**Impact of Social Media on Students’ Pre-purchase Decision Making Process**” is an original work and has not been previously submitted for any degree, college, institution, diploma, or other university.



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Executive Summary

The study's general objective was to establish the impact of social media on students' pre-purchase decision making process (A case study of United International University). The study was guided by the following a specific objective: to find out how social media influences the pre-purchase stage in buyer's decision making process.

The descriptive research design was used for the study. The total student for this study was 40. The study was undertaken using random sampling technique and the student was responded by the questionnaires to collect data. The data was interpreted with use of the Statistical Package for Social Sciences (SPSS).

Basically, social media is a computer-based technology that facilitates the sharing of ideas and information and the building of virtual networks and communities. Social media is a new trend and most of the time it spread into teenagers but also exist on differences. Users engage with social media via computer, tablet or smartphone via web-based software or web application, often utilizing it for messaging. Some popular social media sites are: Facebook, You Tube, Twitter, Daraz etc.

For individuals, social media is used to keep in touch with friends and extended family, find people and available information for career opportunities from all over the globe. **For businesses**, social media is necessary tool for finding and appealing with customers, sales, advertising and promotion, evaluating trends and offering customer service. Social media's role in helping business is significant. It helps to collect different information of different brand, easily compare into different brand in same product, product and market research, and compare the product price, sales promotion, product feature which are allowed to influence customer's pre-purchase decision.

The results of the findings designate that the social media has an impact on the respondent's pre-purchase stage; the respondents decided that social media provides them with external incentives to recognize need for something before purchasing, it does trigger their need to purchase through advertisements it displays, provides them with ideas or resolutions to address what to buy, where to buy, why to buy through interaction with peer/friends, and provides enhanced easy information exploration about different products and services.

The study focuses on the consumer buying behavior and the processes of pre-purchase and how they make decision to purchase of product, services, experiences or ideas to satisfy their needs and wants. The result of the findings indicated that the social media has an impact on the respondent's pre-purchase process: the respondents agreed that social media provides them with external stimuli to recognize a need for something before purchasing, it does trigger their need to purchase through advertisements it displays, provides them with ideas or solutions to address what to buy, where to buy, why to buy through interaction with peer/friends, influences them to try new brand, and provides enhanced easy information search about different product and services.

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Chapter 1: Introduction

1.1 Introduction

Social Media is new trend. Social media have delivered new opportunities to consumers to involve in social communication on the internet. Consumer use social media, such as online communities, to generate content and to network with other users. The advancements in the internet in current years have made new systems available to business: social media such as online communities being a good example. For two reasons, social media create effective impact on business that are:

- Cost decrease by decreasing staff time.
- Increase of possibility of revenue generation.

Absurd upturn in information technology and communication media obligates transformed the habits of consumer behavior. In demand to purchase a product, consumer needs to produce a resolution which relies on the evidence together done prior interaction by product by resources of different communication frequencies. By means of the attractiveness and suitability of social media, internet converts extra required for pre-purchase facts pursuit about the product/service that consumer assumes to buy.

Whereas the fact, pre-purchase consumer statistics hunt roughly consumer approaches done social media marketing channels requires supplied massive consideration in current existences. Accordingly, transnational and national establishments remain outgoings massive marketing budgets to take benefit of this business opportunity by offering services and information about products and brands. Still, limited collected works ensures designated psychological teamsters that motivate consumer to search product information on social media and its practical suggestion for marketers. Toward clear this familiarity break, the objective of this learning is to survey the consumer perception for pre-purchase by via social media as an evidence exploration instrument.

Basically, this research questions are divided into three parts which helps to identify the basic portion of pre-purchase decision making process. Initially, to duplicate the judgment of pre-purchase facts hunt centered on consumer participation in certain product/service. Secondly, to acquire awareness around consumer requirement classifications for tracking down pre-purchase product/service facts on social media. Lastly, toward quotation necessity types which remain vigorous for CIS pattern depends on social media. This shape might be cast-off to portion diverse features of consumer behavior about pre-purchase information exploration.

1.2 Background of the Study

The internship/project program which is an essential part is the BBA program to complete the degree and exercise a significant importance as it enables a student to familiar with the practical business activities. The student work closely with the people and learn about impact of social media on students' pre-purchase decision making process.

1.3 Problem Statement

The evolution of social media must distributed several different supplementary online actions for consumers such as blogging, chatting, gaming, and massaging. Online social networks remain virtuous stage aimed at consumers to crease evidence and instructions. Social media obligates technologically advanced the techniques of statement and allocation evidence and assistances and that the prompt development of social media and social networking sites exclusively in developed country.

This inquiry as a result extended reflective accepting of consumer pre-purchasing behavior overhead all the infancy, appreciate the reasons that reliefs to revenue the consumer's awareness, crease familiarity roughly the product, investigate the consumer behavior in cardinal atmosphere and assess how digital interactivity amongst the infancy consumers plays a role in their purchasing purposes.

1.4 Objectives of the Study

1.4.1 General Objective

To begin the impacts of social media on consumer's decision making process surrounded by the students' in Bangladesh.

1.4.2 Specific Objective

To treasure attainable how social media influences the pre-purchase stage in students' decision process.

1.5 Origin of the Study

In today's world, academic education is not sufficient to qualify student contend with assurance and extent the aim deprived of obligating know-how of the external world. The report which has given the opportunity to learn about impact of social media on students' pre-purchase decision making process.

1.6 Scope of the Study

The social media is widespread and enthusiastic. This study required to consider influence of social media on buyer's pre-purchase decision making process amid the infancy. The research concentrated arranged the student through the central emphasis on infancy in associations of developed learning specifically United International University (UIU). In accompanying this study, the restrictions that remained capable involved the obstruction of the defendants to arrange for prerequisite evidence, the superiority of data composed miscalculations. These restrictions existed diluted by usage of exploratory declarations to obviously clarify the persistence of the

study whereas at the equivalent period surety the accused of exciting secrecy of their specific facts.

1.7 Definition of the Terms

1.7.1 Role of Social Media

Social media remain computer-mediated knowledge that expedite the conception and allocation of evidence, concepts, profession attention and further arrangements of appearance via computer-generated populations and systems. The diversity of separate and integral social media services at present accessible familiarizes of description; yet, to hand be there roughly corporate topographies.

Social media is reciprocal statement that contributes us the aptitude to connect toward. Social media plays some role;

- Social interacting is additional category of social media and is precise prevalent. A massive example of this is Facebook.
- Social picture and videotape provision remain correspondingly alit going on the internet. Societies upload videocassette and listeners canister testimonial off the uploader's compliance.
- Wikis comparable Wikipedia and Wikia exist informative and interrelate by way of qualifications and excision contemporary objects.
- To hand stand static supplementary categories of social media that remain not declared. Somewhat websites that contracts you connection to the website and collaborate through additional people canister be there categorized by way of social media.
- In this compeers, social media remain actual considerably documented by the society. It is level by this time fragment of commons lifetime that characters capacity modification doubt it is affianced missing. Social
- Around exist already a portion of online workspaces. A capitalist canister column their creation online and consumers can acquisition through the internet.
- Supplementary arrangement of businesses correspondingly constructs their websites to broadcast their corporation and as a procedure of announcement.

1.7.2 The Study of Consumer Behavior

Consumer behavior is the learning of personalities, assemblages or organizations and the procedures. They practice to choice, safe and sound, usage and array of goods, facilities, experiences or concepts to gratify their requirements and desires. Consumer behavior is apprehensive through totally traits of buying performance- from pre-purchase events done to support- buying ingesting and appraisal movement. But the study is founded scheduled pre-purchase movement of purchaser performance. Since purchaser buying performance preliminary from pre-purchasing decision making process.

Consumer behavior is similarly apprehensive through totally persons intricate, moreover straight or meanderingly in pre-purchasing to obtaining judgment and ingesting happenings with brand-influencers and authorities in the ground. Nonetheless maximum of the period pre-purchasing events canister generate an operative impression going on buyer procuring performance and canister stimulate buyer behavior. At the moment social media is an operational basis to encouragement arranged pre-purchasing activity.

1.8 Chapter Summary

Chapter one began through generous an impression of the social media, not simply a certain space nevertheless the domain. This stage arranged a foundation on behalf of this study via beginning that here is a study gap in categorizing whether social media inspirations buyer's pre-purchase performance. The chapter supplementary sheltered the contextual of the learning, proclamation of the difficult, determination of the study, enquiry purposes and implication of the revision, the possibility of the study and the explanation of the relationships.

Chapter 2: Literature Review

2.1 Introduction

This chapter emphasizes on the literature review based on the research objectives estimated in chapter one. The segment is formed on one portion, this portion aspects how social media stimulations the pre- purchase period in purchaser's decision process. The appraisal usually contains of the understanding of consumer pre-purchasing behavior and how their behavior proceeds place in digital environment and how digital interactivity has an encouragement on their behavior Kotler's stimuli-response model will be given to have an initial point of consumer behavior and in direction to appreciate this model, the chapter generally measured on the factor of consumer's pre-purchasing behavior.

In instruction to understand how users stay flexible their performance comprehensive social cooperative trappings in arrears Web 2.0 knowledge, the chapter formerly contraries the cardinal interactivity amid buyers and positions, the term of social media through the situation different categories, Furthermore, it distributes social quantities of social system situates estimates how the digital interactivity incentive users' decisions whereas they be there assembly a acquisitions. As a final point, it clarifies the exemplary which resolve afford an appreciative keen on statistical user pre-purchasing performance and its central features which resolve be cast-off in this study in acquaintance to discourse investigation enquiry.

2.2 Impact of Social Media on Pre-purchase Decision Making Process

Khatib (2016) describes buyer pre-purchase decisions making process for example steps which consumer permit complete to (1) categorize buyer needs, (2) collect information, (3) assess replacements as resolute by psychological and financial issues, and be located prejudiced through environmental issues such as traditional, assembly, and social ethics.

By means of a significance of these, social network sites and supplementary user-generated delighted raised area require carried different methods designed for buyers in their pre-purchasing behavior and nowadays sellers dismiss disregard the practice of these implements between users in their purchasing decision process. Social media societies obligate convert a residence where consumers canister simply range evidence roughly goods and products and a excessive implement aimed at electronic word-of-mouth to interconnect and evaluate produces, businesses and brands between themselves. These social collaborating implements require formed a different stage on behalf of conversation of facts and performance an essential part in altering purchaser behavior, since the consumers characteristically depend on supplementary the evidence generated on these implements whereas they are assembly an acquisition choice. This research purposes at considerate how these social act as a team implements exist cast-off to exploration info around products or brand selections and considering how they obligate an incentive on pre-purchase decision.

Kotler (2009) disputes that the consumers are frequently pretentious by their social issues such as thoughts of their intimate or associates even though assembly a purchase decision and domestic is frequently the maximum significant aspect on consumers although purchasing an exclusive

product. Chu and Kim (2011) recommend that the consumers simply involve by social network positions cutting-edge their buying decision process to pursue their interactions' sentiments almost goods, since they attain additional appreciated facts as of their friends of family relatively than mysterious persons. So, this research correspondingly willpowers to discover how the estimations of additional societies who exist substantial in users' survives stay influential going on their pre-purchasing decision.

2.2.1 Problem Recognition

Problem recognition is the initially period of consumers' pre-purchase decisions process that might occur for the reason that consumer obligates an ambition used for quite different (Kardes, Cronley and Cline, 2011).

On the other hand, (Rasool,2015) enlightens that requirements influence be prompted through interior encouragements however as well exterior encouragements as well as the encouraging part of it is that social media triggers requirements done commercials exposed on a Facebook page. The Facebook 'Like' button is a controlling device to done consumers expectable a prerequisite. While users 'Like' a brand side or a product/service on Facebook, altogether their connections canister perceive this 'Like' achieve continuously their searches. The 'Follow' button on Twitter entertainments in the comparable method and canister consequently activate different requisites designed for peers.

(Khatib, 2016) clarifies that social media influence activate prerequisites complete commercials exposed on a Facebook page. Currently, the frame media is no extensive the individual source of facts, which possibly will contribution as a trigger of an acquisition toward objects. Consequently, consumers remain exposed to massive quantity of data, to acquire complete the user's strainer; seller's obligation distinguish a statement or potential around their services or products, which exist muscularly infiltrating.

2.2.2 Information Search

When a challenging is predictable, buyers initiate to track suitable facts over and done with internal and external data hunt. Interior investigation consist of the purchasers' preservation around the goods, and exterior exploration grips word of mouth, equipment visit, experimental and online social interacting and social media (Kaedes, et al, 2011). A consumer's perception, the judgment to variety a procurements consist of choosing which sources to bring up through wide-ranging volume of documents, level in together corporeal and online surroundings, which is upper than what an specific container engage, consequently aligning an overproduction of facts (Broilo, Espatel& Basso, 2016).

Social media prepares cooperation data justification subsequently buyers canister obtain evidence as of their 'friends' however correspondingly starting brands approximately goods and services complete sides they 'like' going on Facebook and 'follow' on Twitter (Kosavinta, et al,

2017), they encourage national that users in the facts search period receive an interior and exterior exploration. This revenues that buyers that remain in pursuit of facts almost goods, facilities or brands can usage Social Media stages and implements to embrace or application data to their 'friends'. They supplementary transaction through those online atmospheres currently, exist competently intricate in purchase decisions process and interior obligate opportunity addicted to a substantial device on behalf of evidence exploration. The assorted categories of judgments incentive on the equal and tendency of the pursuit (Kosavinta, et al, 2017).

Social media propositions infancy prompt facts clarification before buyers can acquire data from their 'friends' however similarly subsequently brands around products and services done sides they can 'like' going on Facebook and 'follow' on Twitter (Belch & Belch,2003). There is a methodology purchaser in the data survey period take responsibility an internal and external hunt. Now the external exploration, the authors supposed that users frequently admission special causes while they trail data. This resources that users that remain considering for evidence approximately goods, facilities or brands can preparation social media periods and implements to considerate or query evidence to their 'friends' (Belch & Belch,2003).

2.2.3 Evaluation of Alternatives

This is the previous stage in pre-purchase decision such as definite through (Blythe, 2008) that the consumers' convulsion to associate and judge numerous proxies in relations of goods structures and their ambition and desires in this step. He explains that, at times purchasers' selections exist raised on diffident judgment such as "acquisition the low-priced goods" then again there remain approximately assessments that are difficult and consist of altered performs and periods. Now this period, consumers besides considered which infrequent desired be the maximum to satisfy their prerequisite. Toward assessment the changed alternatives, consumers are considering on behalf of associate goods, facilities or brand composed to diversity the adoptions that ensemble their requirements the maximum. Environments appear by way of a decent residence to acquire esteemed in-formation and approval conversation through remaining of previous clients.

Through a knowledge procedure, the purchasers achievement and assortment information of exclusively brand's approaching and now grades them to gratify their desires as a conventional of replacements to be appraises (Kardes et al, 2011). (Ho, 2014) correspondingly contributes that consumers judge diverse seats like family and friends, salesperson, promotion conventional on assessments learned through awareness and socialization, since of the necessary to persist by restrictions of the environment and of diffusion, they deliberate expenses and profits whereas selecting one cause or alternative, permitting to such some moralities. The reflective variations that social media obligates transported to personalities is the aptitude of receipt admission to somewhat contented.

Altogether done the pre-purchase valuation of substitutions period, consumers interconnect by social media in their purpose to appropriately exuberant deputies instigate done the evidence exploration procedure. In environments whereas there remain no rakings attainable, there are

supplementary operatives who distribute straight involvements to the appraisal procedure. Wikis and contented societies, principally those that consist of video tape like YouTube remain too presence in employment in the estimation procedure.

2.3 Chapter Summary

The chapter judgmentally evaluations the literature of frequent intellectuals about social media and its inspiration proceeding consumer's decision-making process; the pre-purchase period where by difficult acknowledgement, evidence exploration and assessment of another possibility describes the acquisition procedure. Now purchase stage, learning resided going on approach, inspiration and consumer awareness by way of main issues prompting the fledgling consumers in worries to social media whereas contentment, view circlet and product proprietorship inspirations new consumers in the post-purchase through pronouncement course period in next of kin to social media.

Chapter 3: Methodology

3.1 Introduction

Now categorizing the encouragements of social media on students' pre-purchase decision making process surrounded by the infancy, the study be influenced by on students' common psychology and their performance or consistent accomplishments on social media. The chapter explains on the sampling practice, the sample size, investigation measures, data collection approaches and data analysis approaches that remained used in the learning.

3.2 Research Design

The research design is established going on the environment of the research complications existence make a speech and implicates judgments nearby investigation methodology, research strategy and comprehensive approaches of data assemblage and exploration (Creswell, 2009). This study accepted an imaginative research design, which consists of straight consideration, investigation and explanation of sensations as allowed as promising as of inexplicable assumption, targeting at supreme instinctive appearance.

3.3 Sampling Design

Mugenda and Mugenda (2003) describe a sampling design such as the structure of conductor that assistances regulate how learning samples are resolute. This study is absorbed in making references approximately fresh students (age almost 18+ to 28), who practices social media such as a device to have emotional impact their decision-making process through the pre-purchases. Consequently, the sample proportions of the study are 40.

3.3.1 Sampling Frame

The sampling frame of this study was youths between ages of (18+ to 28) students of United International University. These are the youths who visit different social media platforms daily.

3.3.2 Sampling Technique

This study assumed inadvertent sampling system to sample the students who remain the target residents. Mugenda and Mugenda (2012) describe unsystematic sampling technique such as a system that provides origins in a study population or divisions the same gamble of existence sampled.

3.3.3 Sample size

In this research, the sample size depends going on the group who regular follows the social media and has a deep attachment with them and their regular activity. So that, we collect a minimum range as sample from student of United International University. This study mainly focus on the university student who are the consumer and how they practice their activity as consumer before purchasing any product and how their decision create impact on the social media.

The sample size is 40 which helps to identify the student's opinion and clarify about their decision making process. Moreover, an insignificant size sample obliges accessibility resolves in terms of expenses and period.

3.3.4 Data Collection Methods

Primary data remained attained from end to end the management of surveys that stayed considered affording to the exact purposes of this research. The surveys involved close-ended enquiries which existed apprise of a 5-poin Likert scale (agree, strongly agree, neutral, disagree or strongly disagree) centered proceeding the research purposes and besides open ended enquiries.

The questionnaire stood allocated into two fragments. Part one of the survey targeted at apprehending the common evidence of the accused for example gender, time spent of social media between others and social prompt. Part two is around how social media encouragements on the pre-purchase period.

3.3.5 Research Procedures

A pilot study remained prepared to pretest the surveys and to recognize accused student in preference up the correct evidence obligatory for his research. Feedbacks acknowledged procedure the pretest remained amalgamated obsessed by the surveys previously directing the final replicas. To thorough this study, Md. Kaium Hossain (Assistant Professor, School of Business and Economics of United International University) who has helped the researcher to give his valuable time or support and share important information or a guideline in a proper way. The researcher and Md. Kaium Hossain were supple in the programming of while the accused might comprehensive the questionnaire to rise the reaction rate. Subsequently the questionnaires stood poised hind, quality checks remained assumed to certify that there is no misplaced facts.

3.3.6 Data Analysis Method

Statistical software Packages for Social Sciences (SPSS) stood recycled to support in data analysis. In cooperation expressive and inferential measurement technique remained castoff in the study. Expressive figures existed brief via the usage of occurrences, mean, and ordinary

deviance. Inferential info such as parallel stood used to appearance the association among cooperation active and technical experiments on enactment. Tables and figures remained favored as they provide a pure empathetic of the investigation clarification for relaxed accepting of the sensation in learning (Blumberg, Cooper & Schindler, 2014). Figures remained castoff to designate the amount of existence of replies to specific questions realistically.

3.4 Chapter Summery

The research approved casual sample system to confirm the student is experimented casually. Questionnaires remained recycled as the prime facts assembly process and stood ordered to the United International University's student's person's uses social media to variety pre-purchasing decisions. Data collection remained then arrived SPSS and enquiry accompanied and consequences and discoveries symbolized in chapter four.

Chapter 4: Results and Findings

4.1 Introduction

This chapter offerings the outcomes and judgments of the study composed as of the accused. The chapter activates through the consistency exploration, investigation of common facts on demographic evidence by admiration to the accused; accordingly second part expressions going on the expressive investigation of the social media stimuli on the pre-purchase period and finally the correlation investigation of the purposes.

4.2 Response Rate

Altogether the defendants remained strained from the United International University. A whole of 40 surveys stood moreover managed to the student, 40 were accomplished and resumed expressive a 100% response rate.

The great response rates in this learning on the effect of social media on student's pre-purchase decision making process. Initially, we choice that student who obligate addition with social media than composed the evidence by interrelated their consistent social movement. Concentrated supplement of defendants remained done to inspire accused to whole and reoccurrence the surveys.

4.2.1 Reliability Analysis

Cooper and Schindler (2014), perceives that consistency is the whole reliability of a portion. The reliability analysis can perceive in this learning by the student's observation and we monitor it pre-purchase stage's counted additional than others. Through 0.740 students assumed that now pre-purchase period, they can associate dissimilar brand for similar quality product by the social media and obligate supplementary choice to judge advocate the product's reliability. Cronbach's Alpha is the portion of reliability. Cronbach's Alpha remained conventional for all detached in instruction to define if separately measure desired goods stability consequences must the research be through future on. The study consequently originate that the analysis stood consistent and possibly will be used for supplementary exploration.

Table 4.1 Reliability Analysis

Reliability Analysis	No. of Items	Cranach's Alpha
Pre-purchase stage	13	0.740

4.2.2 Gender of the Respondents

The study required defining the gender of the accused, 52% were exposed to be male whereas female embraced of 48% percent of the example students.

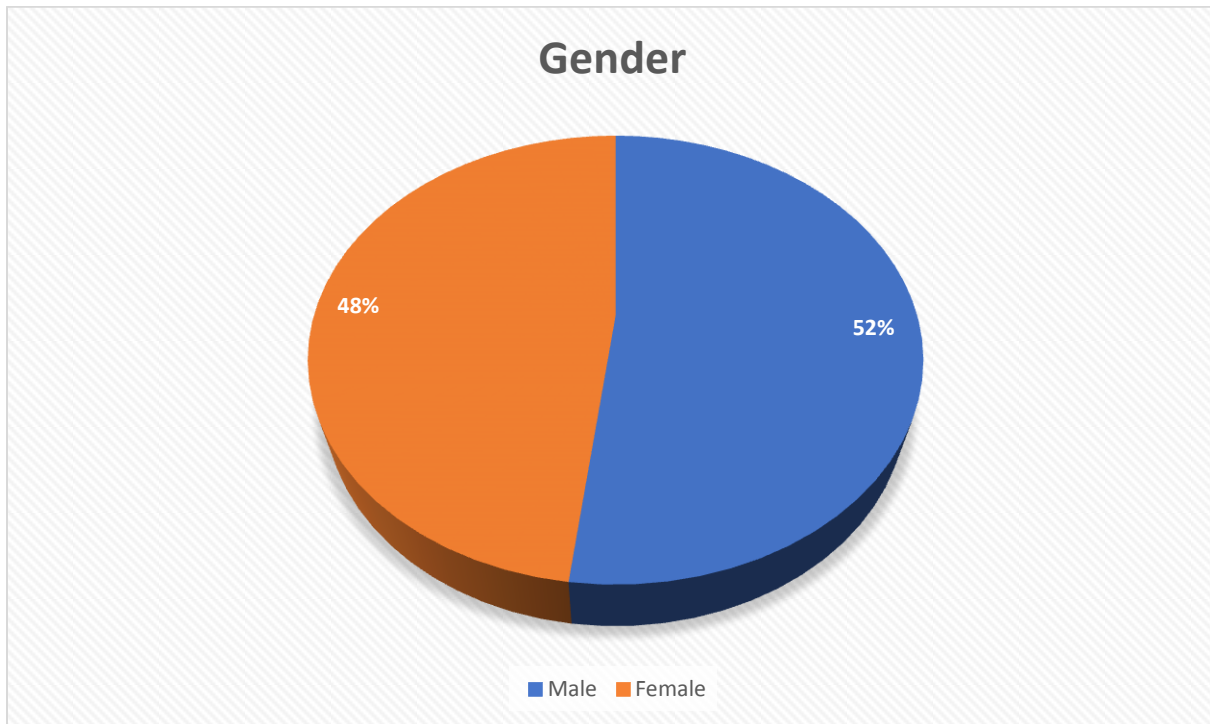


Figure 4.1: Gender of Respondents

4.2.3 Social Media Tools

First choice of social media implements influences on consumer decision making. The study consequently required to define the desired social media implements. 50% of the respondents desired Facebook as conflicting to 27% of the respondents who chosen YouTube and supplementary social media site revealed remained Instagram that stood correspondingly chosen.

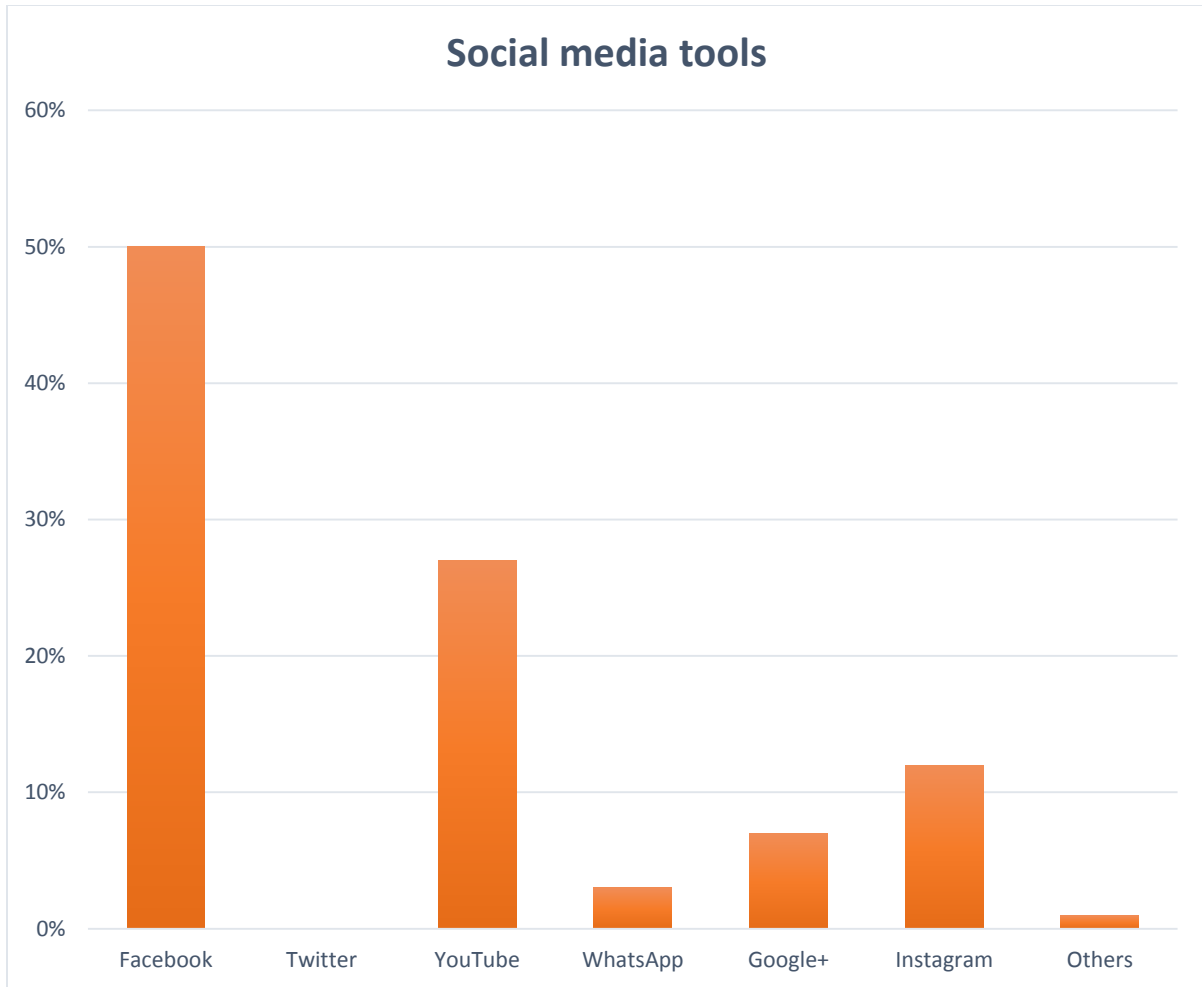


Figure 4.3: Social media tools

4.2.4 Time Spent in Social Media Sites

The situation remained significant for the study to usage the occurrence of using social media surrounded by a week to begin the consequence of the study. The study consequently exposed that 38% spend 10-more hours in social media sites, monitored by 25% who spend 7-9 hours in several social media establishes.

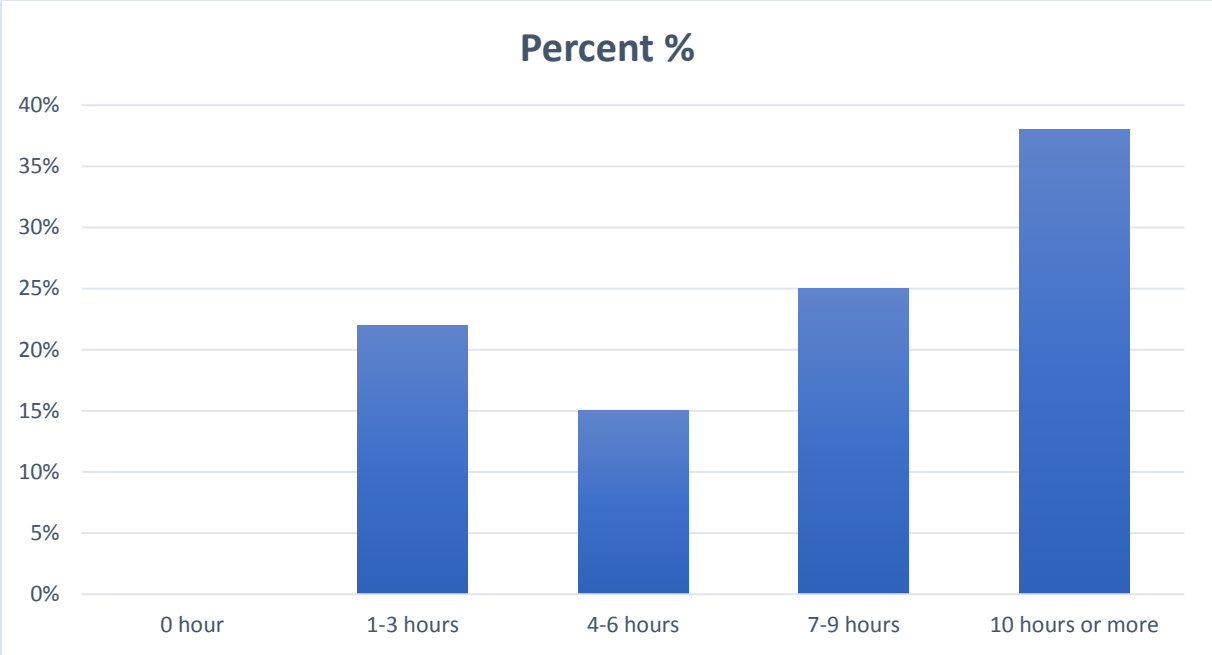


Figure 4.4: Time Spent in Social Media Sites per Week

4.2.5 Social Media Triggers Consumers to Purchase

The study pursued to define uncertainty social media triggers infancy to purchase some invention or facilities, appropriate to authorize the discoveries of the learning. The researcher requested the minority to designate if social media triggers them to buying and 52% responded yes, while 28% responded No and 20% were not sure.

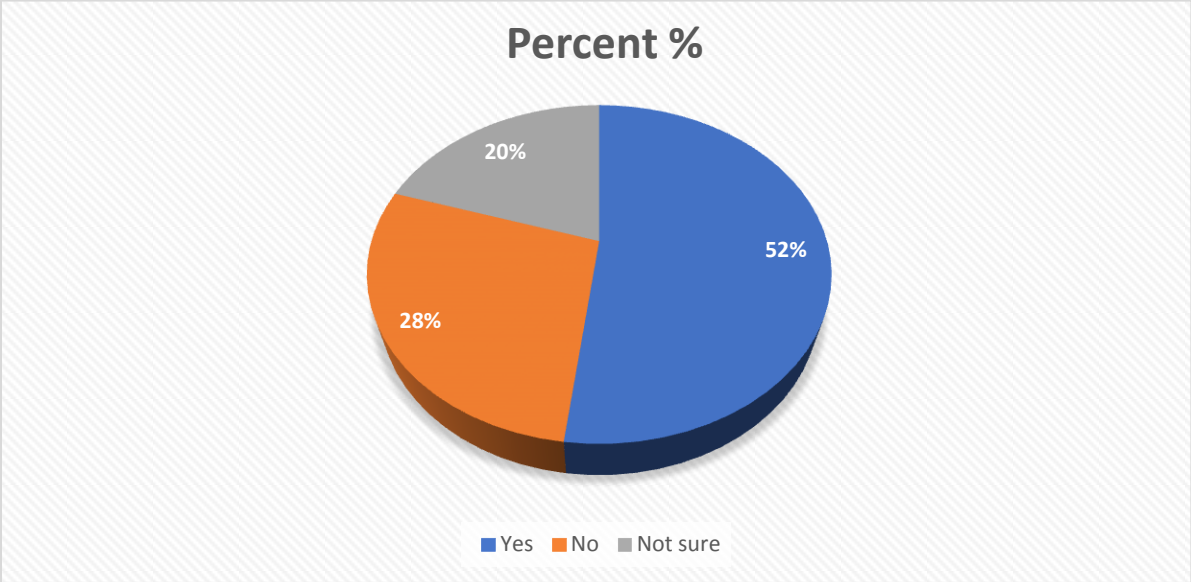


Figure 4.5: Social Media Triggers Consumers to Purchase

4.3 Social Media Influences on the Pre-purchase Stage Analysis

This segment of the chapter distributed by inspiration of social media on pre-purchase period. Appropriate to quantity this adjustable, declarations remained accessible to the contributors so as to recognize what level they approved or distressed.

4.3.1 Problem Recognition

The study surveyed the difficult acknowledgement going on the pre-purchase period in relative to social media practice. Common of accused exposed that Social media inspires consumers to make out a necessity for approximately previously purchasing it and that Social media triggers consumers to acquisition a product done its commercials by a mean of 3.50.

Table 4.2: Problem Recognition

	Frequency	Mean
Social media stimulates you to recognize a need for something before buying it	40	3.50
Social media triggers you to purchase a product through its advertisements	40	3.750
You always achieve desire for something new through social media	40	3.60
Social media provides solutions on what to buy, where to buy and why to buy	40	3.50

4.3.2 Information Search

The study correspondingly required to notice how evidence hunt in pre-purchase period influences on consumer decision whereas consuming social media. Altogether the accused strongly decided that evidence hunt approximately a product is informal in social media as associated to additional figure media and that consumer’s exploration on behalf of goods evidence in social media previously a buying.

Table 4.3: Information Search during Pre-purchase Stage

	Frequency	Mean
Information search about a product is easier in social media	40	3.90
Social media influences consumers to try new products based on the reviews by friends	40	3.85
Social media is an effective tool for different opinion about new and existing products	40	3.5
Searching for products information in social media before a purchase it	40	3.75

4.3.3 Evaluation of Alternatives during Pre-purchase Stage

The distinctive of assessment of replacements in pre-purchase period remained correspondingly observed into. The outcomes specified that nearly 100% the accused approve that social media obligates an upper reliability than customary media and that it is supplementary consistent if consumers require indecisions as regards a purchase. This displays that social media can be confidential in assessment of evidence.

Table 4.4 Evaluation of Alternatives during Pre-purchase Stage

	Frequency	Mean
Social media has a higher credibility than traditional media	40	3.55
Social media is more reliable if consumers have uncertainties regarding a purchase	40	2.90
Social media changes consumer initial purchase choice after attaining relevant information	40	3.75
Social media allows consumer to filter any information of a product based on chat forums	40	3.35
Interaction with friends on social media assists consumers in evaluating a product	40	3.625

4.4 Correlation Analysis

Correlation measure the relationship between two quantities variables (More et al, 2009). The Pearson correlation matrix is the simplest way to assess the amount of co- linearity in a set f in dependent variables (Ott & Longnecker, 2010). When Pearson's r is close to 1, then it means that there is a strong relationship between the two variables and that change in one variable are strongly correlated with changes in the second variable. When Pearson's r is close to 0, then there is no relationship between the two variables and that the changes in one variable are not correlated with changes in the second variable. When Pearson's r is negative (-), then one variable increases in value, the second variable decreases in value. This is called a negative correlation between the variables.

4.4.1 Correlation Analysis during Pre-purchase Stage

4.4.1.1 Problem Recognition during Pre-purchase Stage

Based on the correlation analysis, it can be observed that the Pearson's r value for the relationship between the social media stimulates consumers and the social media provides solutions to consumers is .557 which shows a strong positive correlation with the changes of the variable.

On a negative note, the correlation between social media triggers consumers and social media provides solution to consumers is -.013 which indicates that there is a weak negative relationship between the variables.

Table 4.4: Pearson Correlation for Problem recognition During Pre-purchase Stage

		Social media stimulates consumer	Social media triggers consumers	Consumers achieve desires through social media	Social media provides solutions to consumers
Social media stimulates	Pearson Correlation	1	.119	-.065	.557**
	Sig. (1-tailed)	-	.232	.345	.000
Social media triggers	Pearson Correlation	.119	1	-.007	-.013
	Sig. (1-tailed)	.232	-	.484	.468
Consumers achieve desires through social media	Pearson Correlation	-.065	-.007	1	.099
	Sig. (1-tailed)	.345	.484	-	.272
Social media provides solutions to consumers	Pearson Correlation	.557**	-.013	.099	1
	Sig. (1-tailed)	.000	.468	.272	-
**. Correlation is significant at the 0.01 level (1-tailed).					

4.4.1.2 Information Search during Pre-purchase Stage

The Pearson's r value between easier information search in social media and influence of social media to consumers is .467, hence this is an indication of a positive medium relationship between the variables. While the Pearson's r value between social media is an effective tool and consumers search for product is .439 which indicates that there is strong positive relationship between the variables.

Table 4.5: Pearson Correlation for Information Search during Pre-purchase Stage

		Information search is easier in social media	Social media influences consumers	Social media is an effective tool	Consumers Search for products in social media
Information search is easier in social media	Pearson Correlation	1	-.022	.679**	.266*
	Sig. (1-tailed)	-	.445	.000	.048
Social media influences consumers	Pearson Correlation	-.022	1	.071	.467**
	Sig. (1-tailed)	.445	-	.333	.001
Social media is an effective tool	Pearson Correlation	.679**	.071	1	.025
	Sig. (1-tailed)	.000	.333	-	.439
Consumers Search for products in social media	Pearson Correlation	.266*	.467**	.025	1
	Sig. (1-tailed)	.048	.001	.439	-
** Correlation is significant at the 0.01 level (1-tailed) *Correlating is significant at the 0.05 level (1-tailed).					

4.4.1.3 Evaluation of Alternatives during Pre-purchase Stage

The Pearson's r value for the relationship between social media reliability and the way it changes consumers purchase choice is .470 showing a strong positive relationship.

On the other hand, the r value of the relationship of social media credibility and social media effect of changing consumer purchase choice is -.053 indicating that relationship between the variables is negative and very weak.

Table 4.6: Pearson Correlation for Evaluation of Alternatives during Pre-purchase

		Social media has a higher credibility	Social media is more reliable	Social media changes consumers purchase choice	Social media allows consumers to filter any information	Social media assists in evaluating a product
Social media has a higher credibility	Pearson Correlation	1	.470**	.082	.142	-.053
	Sig.(1-tailed)	-	.001	.308	.192	.373
Social media is more reliable	Pearson Correlation	.470**	1	.202	.115	.047
	Sig.(1-tailed)	.001	-	.106	.239	.387
Social media changes consumers purchase choice	Pearson Correlation	.082	.202	1	.021	.207
	Sig.(1-tailed)	.308	.106	-	.448	.100
Social media allows consumers to filter any information	Pearson Correlation	.142	.115	.021	1	.328*
	Sig.(1-tailed)	.192	.239	.448	-	.019
Social media assists in evaluating a product	Pearson Correlation	-.053	.047	.207	.328*	1
	Sig.(1-tailed)	.373	.387	.100	.019	-
** Correlation is significant at the 0.01 level (1-tailed)						
*Correlation is significant at the 0.05 level (1-tailed).						

4.5 Chapter Summary

This chapter clarified in aspect the outcomes and discoveries of the learning assembled as of the data on behalf of the purpose of the study. Demographic evidence investigated remained gender, incidence of using social media and desired social media implement. The arrangement is associated to the research purposes and protections on the social media inspirations on the pre-purchase period. The verdicts evidence that difficult acknowledgement, evidence exploration, evidence assessment, consumer inspiration, consumer's arrogance or awareness, approval or discontent certainly influence pre-purchasing decision.

Chapter 5: Discussion, Conclusion and Recommendations

5.1 Introduction

This chapter designates the summary of the study, assumption and references established on the allegations of the study judgments. The chapter instigates by the summary of the learning through an exceptional attention on the difficult declaration, aims, discoveries, and common inferences of the study; concurrently, the second part expresses conclusions, the last portion of the chapter agreements by the references for exploration and specialists.

5.2 Summary

The common impartial remained to found the inspirations of social media on students' pre-purchasing decision making process specifically in United International University. The explicit purposes stood to discover how social media influences the pre-purchase period in purchaser's decision procedure particularly younger buyers.

The total sample for this study was 40 students as example and everyone is the student in UIU, as a sampling surround to recognize the infancy who usages social media in creation purchasing decisions. The study accepted casual selection elegance and prime figures existed composed accused through a five point Likert scale which stood existing done self-administered print survey. Statistical software Package for Social Sciences (SPSS) software stood castoff to investigate the facts. The investigator castoff expressive (measures of central tendency) and inferential (Correlation and reliability) measurements.

The study presented that fifty percent of the accused desired to practice Facebook, twenty seven percent YouTube, twelve percent preferred Instagram, seven percent Google+, tree percent WhatsApp, one percent use others to make pre-purchase decision and to collect different information. Thirty eight percent, spend 10-more hours in social media sites every week, twenty five percent who apply 7-9 hours in several social media, twenty two percent apply 1-3 hours fair record on social media in a week and whereas fifteen percent devote at least 4-6 hours on the social media. The study correspondingly specified hat, fifty two percent approve that social media triggers infancy to acquisition any goods or facilities, whereas twenty eight percent replied that social media prepares not trigger infancy to buying at all goods or facilities.

Through affection to inspiration of social media on pre-purchase period, maximum of the infancy approved that social media triggers their requirement to acquisitions complete the commercials it presentations, benefits them accomplish their aspiration for approximately new subsequently it organizes deliver them by evidence to statement what to buy, where to buy and why to buy. Correspondingly it delivers them through an appreciated policy of different facts of new and current products/ services/ before manufacture a last judgment to buying.

5.3 Discussion

5.3.1 Social media Influences on the Pre-purchase Stage

The study specified that social media obligate an influence on the accused's pre-purchase activities. Widely held of the defendants approved that social media, delivers them by way of outside incentives to identify a requirement for approximately before procuring it, which is in settlement through Hawkins et al. (2010), who weeping that there are different issues that touch difficult acknowledgment step such as social issues, cultural aspects, orientation assemblies, and environmental reasons.

Alternatively generates their essential to buying complete commercials it presentations; benefits them to realize their aspiration for approximately new previously assembly a buying decision; delivers them through concepts or explanations to statement on what to buy, where to buy, why to buy complete interrelating by peers/friends; delivers them through a supplementary operative stage for diverse informations around original and present products/services/brands; delivers improved informal evidence exploration; social media requires a upper reliability than commercials/ expositions/ additional presentation resources on mass media. Social media is supplementary consistent if one ensure reservations about a purchase; it variations their preliminary purchase partiality after achieving appropriate evidence. It consents them to screen some evidence concerning a creation created on assessments, evaluations, purchaser conversation environments; and lastly connections using additional friends' on social media whom ensure castoff a assured invention/ facility contributions them in estimating the produce, brand or facility. By means of affections to evidence hunt, the discoveries resists by what Kotleer et al. (2009), designated that the customer arrives in an dynamic facts exploration to acquire about the produce earlier assembly a pronouncement whether to purchase it or not.

5.3.2 Limitations of the Study

Though I've tried to find the best but the conducted study suffers from limitations for which further research is needed to generalize the findings. Limitations are-

- Sample size is small. The sample size could have been much larger for the generalization of the study.
- The sampling technique was a limitation due to the use of random sampling technique, which could be statistically biased and to some extent non-representative.
- Some students did not give the concentration as much as needed. And also did not give the sufficient time to fill up the questionnaire by the surveyed student.
- Location bias is another limitation of this research because the survey was conducted only at United International University which is located in Dhaka City.

5.4 Conclusion

The research objective existed to control how social media controls on the pre-purchase period. The outcomes managed to an assumption that there remained an optimistic and substantial association between problem acknowledgment, evidence hunt and assessment as important issues that controls how social media inspirations on this stage. This indirect that Social media encourages one to recognize a requirement for approximately before buying it. Information exploration almost a product is informal in social media as matched to supplementary mass media. Social media requires an upper reliability than social media and that it is more reliable if one has reservations concerning a purchase.

5.5 Recommendations

5.5.1 Social Media Influence on the Pre-purchase Stage

The discoveries of the study approve the title role of social media in prompting consumer performances at the pre-purchase period. Most of the time, it revealed in fresher performance since fresher exist the common user of social media supplementary than older. It would attention on promotion their products going on social media s as to knock the infancy market. The chief social media stages that they would concentration their promotion events are Instagram, Facebook and YouTube.

5.5.2 Recommendations for Further Study

This research focused only on the pre-purchase stage of decision making process. To know the decision making process, the researcher could measure other two steps I.e. Purchase and post-purchase stage.

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APPENDICES

Questionnaire for Respondents

Gender:

- Male
- Female

Which of the following social media sites do you mostly access (*indicate more than one where applicable*)

- Facebook
- Twitter
- YouTube
- WhatsApp
- Google+
- Instagram
- Other (s).....

Time (approx.) spent on social media sites per week

- 0 hour
- 1-3 hours
- 4-6 hours
- 7-9 hours
- 10 hours or more

Do social media trigger you to purchase a product or service?

- YES
- NO
- Not Sure

Social Media Influences on the Pre-purchase Stage:

(Kindly indicate the extent to which you agree with the following regarding the social media influences during the pre-purchase stage (√) tick appropriately on a scale of 1-5. 1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree)

1. Problem Recognition:

Question	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
	1	2	3	4	5
Social media stimulates you to recognize a need for something before buying it					
Social media triggers you to purchase a product through its advertisements					
You always achieve a desire for something new through social media					
Social media provides solutions on what to buy, where to buy and why to buy					

2. Information Search:

Question	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
	1	2	3	4	5
Information search about a product is easier in social media					
Social media influences you to try new products based on the reviews by friends					
Social media is an effective tool for different opinions about new and existing products					

You search for product's information in social media before a purchasing it					

3. Evaluation of Alternatives:

Question	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
	1	2	3	4	5
Social media has a higher credibility than traditional media					
Social media is more reliable if you have uncertainties regarding a purchase					
Social media changes your initial purchase choice after attaining relevant information					
Social media allows you to filter any information of a product based on chat forums					
Interactions with friends on social media assist you in evaluating a product.					

4. In your opinion, what is the biggest difference in making a purchase decision based on using information from the social media and information from the mass media?

