



THE IMPACTS OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOR

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Contents

ACKNOWLEDGMENTS	2
Abstract	5
CHAPTER 1: INTRODUCTION.....	6
CHAPTER 2: REVIEW OF LITERATURE	8
1) Social Media	9
1-1) History of social media	9
a) Computer Technologies	11
b) Social Networking	12
c) LunarStorm	13
d) MySpace	14
e) Facebook.....	14
f) YouTube	15
1-2) Social media, a new marketing tool.	16
1-3) Social Media vs. Social Networks.....	17
1-4) Benefits of Social Media	19
2) consumer.....	21
2-1) Consumer Decision Process	22
1.Problem Recognition	23
2. Information Search.....	24
3. Evaluation of Alternatives	25
4. Purchase Decision.....	25
5. Purchase	26
6. Post-Purchase Evaluation.....	26
2-2) Consumer buyer behaviour	27
3) online social media and consumer behavior.....	28
3-1) Impact of the Internet on Consumer Information Search Behavior	29
3-2) Impact of the internet on consumer decisions	30
3-3) Impact of social media on consumer decisions.....	31
Conclusions about the literature.....	32
CHAPTER 3: Empirical approach:	33
1) Background of the Organization.....	34
2) Products and solutions	35
3) Latest social media tools and strategies	36
a) Facebook	36
b) Twitter.....	37
c) Instagram.....	38
d) Vine.....	38
e) conclusion	38
CHAPTER 4: Methodology and analysis	39
1-1) Methodology	40
1-2) ANALYSIS OF RESULTS AND INTERPRETATIONS	40
1-3) Quantitative approach: Online question and statistics	42
a) Definition:	42
b) Survey Process:	42

c)	Importance of a survey on line:.....	43
d)	Online question	43
1-4)	statistics that show the performance of a company	44
a)	YouTube Statistics	44
b)	Twitter Statistics	45
c)	statistics in different Search Engines	45
1-5)	Qualitative approach:	46
a)	Definition:	46
b)	Personal interview survey:	47
c)	Semi-structured Interviews:	47
d)	Unstructured Interviews:	48
e)	Individual interview	49
1-6)	Competitor Analysis	49
CHAPTER 5: RECOMMENDATIONS.....		51
1-1)	Action plans and suggestions:.....	52
1-2)	suggestions:	53
1.	Start with a plan	53
2.	Decide which platforms are right for you:	55
3.	Know your audience	57
4.	Expand your audience	57
5.	Build relationships	58
6.	Focus on quality over quantity.....	59
7.	Use the right tools	59
CONCLUSION.....		60
References.....		64

Abstract

Many businesses today have pages on social networks to complement the data held about products, this study has examined the impact of social media marketing on the purchasing behavior of the consumer. Therefore, the study aims to study this influence from the following objectives: Detect and analyze the behavior of consumers on social media, identify the category of products whose they are the most influenced. To carry out this research, I carried out two types of studies. A quantitative study which seems necessary in order to identify the influence of social networks on the purchasing behavior of the consumers, and another qualitative which consists in gathering the set of results.

CHAPTER 1: INTRODUCTION

The Internet is currently considered to be the largest computer network on our planet. You can even call it a network of networks. The Internet is no longer limited to universities, industries, and governments. Today everyone is using it because everyone can join the network. The Internet allows information to be exchanged freely. At the same time, we observe the dynamic development of social networks which are becoming more popular and more used. As a result, companies are introducing new marketing strategies and promotional tools, taking advantage of the benefits of new technologies. Social media are no exception, they have established themselves in a few years in our daily lives. Never before has any company or technology successfully converted so many users in such a short time. Radio and television have taken a long time to gain their place among consumers. The objective of this study is to analyze the impact of social media marketing and the influence of all these developments on consumer purchasing behavior.

CHAPTER 2: REVIEW OF LITERATURE

1) Social Media

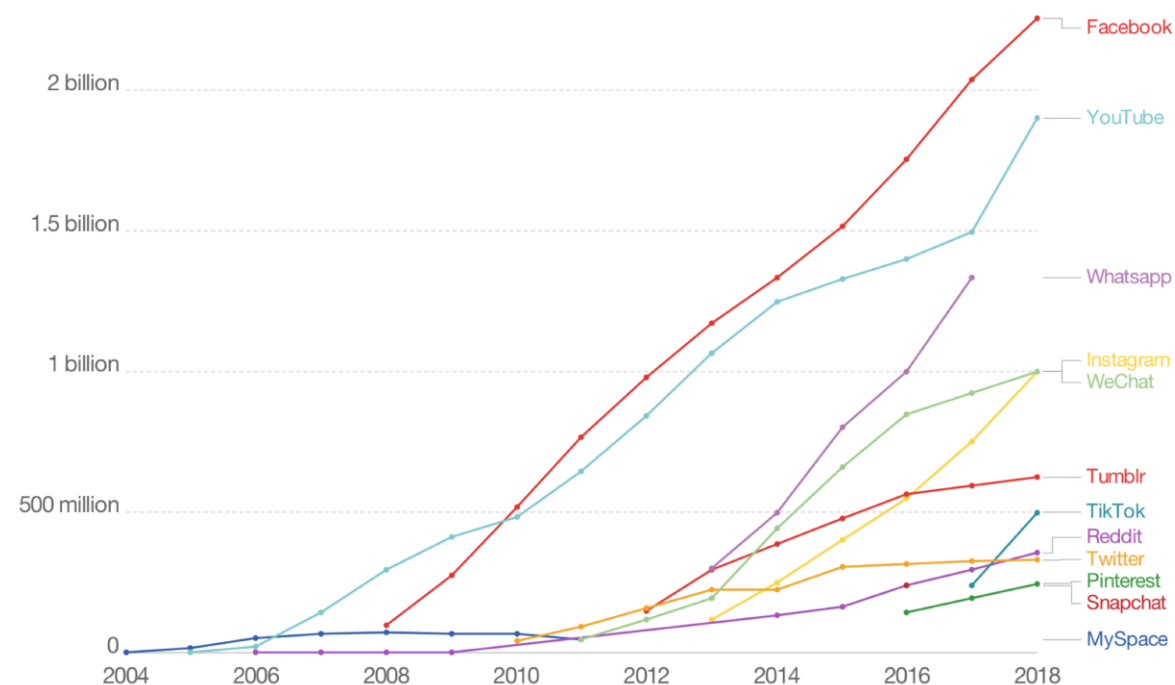
1-1) History of social media

There are several ideas about the first occurrence of social media. “Throughout much of human history, we’ve advanced technologies that make it uncomplicated for people to talk with each other” (Carton, 2009). The earliest info faced by the authors of this article The Journal of Applied Management and Entrepreneurship, 2011, Vol. 16, No.3 referred to 1792 and the use of the telegraph to transfer and receive messages over long distances (Ritholz, 2010). Emile Durkheim, a French sociologist known by several as the father of sociology, and Ferdinand Tonnies, a German sociologist, are contemplate pioneers of social networks during the late 1800s. Tonnies trust that social groups could exist because members split advantage and beliefs or because shared conflict. His theory split with the social contract conceptions of society. Durkheim combined empirical research with sociological theory. Also, in the late 1800s, the radio and phones were used for social interaction, albeit one-way with the radio (Rimskii, 2011, Wren, 2004). Social networks have changed over the years to the present-day variety which uses digital media. But, the social media isn’t that new. additionally, it didn’t begin with the PC but instead the phone. Thru the 1950s, phone phreaking, the expression used for the rogue searching of the telephone network, started. This process was accomplished through the use of homemade electronic devices that eased unauthorized access to the phone system to make free calls. Phreaks were skilled to find telephone company test lines and conference circuits to complete their task. Brett Borders stated phreaks were talented to hack into corporate unused voice mailboxes to host

the first blogs and podcasts (Borders, 2010). Thru the 1960s, the community saw the advent of email (Borders, 2010). But, the internet was not accessible to the public until 1991. Email was originally a method to interchange messages from one PC to another, but both computers were required to be connected. Today, email servers will accept and store messages which allow receivers to access the email at their convenience. In 1969, ARPANET, made by Advanced Research Projects Agency (ARPA), a U.S. government agency, was grown. ARPANET was an “early network of time-sharing computers that formed the basis of the internet.” CompuServe, the third development of the 1960s, was also made in 1969 with a mission to provide time-sharing services by renting time on its PCs. With very higher payment, this service was too high-priced for many (Rimskii, 2011; Ritholz, 2010).

Number of people using social media platforms

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.



Source: Statista and TNW (2019)

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a) Computer Technologies

Social media was further advanced thru the 1970s. MUD, originally known as MultiUser Dungeon, Multi-User Dimension, or Multi-User Domain, was immediate virtual world with role-playing games, interactive fiction, and online conversation. MUD is primarily text based which requires consumers to type commands using a natural language. BBS was made in 1978, the same year as MUD. BBS is a synonym for bulletin board system. Consumers or users in general log in to the system to upload and download software, read news, or interchange messages with others. first few years, bulletin boards were available via a modem through a phone line by one person at a time. at an early stage, bulletin boards did not have graphics or color. Bulletin boards were the predecessors of the World Wide Web. designed in 1979 and established in 1980, the Usenet is similar to a BBS. Usenet is a method or a system to post articles or news. The dissimilarity from a BBS is that Usenet does not have a central server or sincere administrator messages are forwarded to various servers via news feeds (Ritholz, 2010). As a professor at Murray State University in Murray, Kentucky, a project was beginning to work with a BBS to match the area educators' needs (Shirky, 2011). In the 1980s came the start and introduction of the WELL, GENie, Listserv, and IRC. The WELL, which originally began as a BBS, is short for the Whole Earth, Lectronic Link. It was established in Sausalito, California by Stewart Brand and Larry Brilliant and is one of the oldest continuously operating virtual communities. GENie is the acronym for General Electric Network for Data Exchange. It was a web service using the ASCII language and was considered competition for CompuServe. General Electric Data

Services (GEIS) ran GENie on the time-sharing mainframe computers during non-peak hours. GEIS initially refused to expand the network to permit GENie to grow. Listserv, launched in 1986, was the primary electronic list software application. Prior to its creation, email lists had to be managed manually. The software allows the sender to send one email to get to several people. First, Listserv was freeware but is now sold commercially. A free version is available for a limit of ten lists with no more than 500 subscribers. IRC, Internet Relay Chat, is meant for group communication. It is a sort of real-time chat, well-known as internet text messaging, or synchronous conferencing. IRC's main goal is for group communication, but it allows private messages, chat, and data transfers between two users (Ritholz, 2010)

b) Social Networking

A lot of social networking web sites were invented in the 1990s. Several examples include Six Degrees, BlackPlanet, Asian Avenue, and MoveOn. These are, or have been, online niche social websites where people can communicate, containing sites for public policy advocacy and a social network based on a web of contacts model. In addition, blogging services such as Blogger and Epinions were invented. Epinions is a platform where consumers can read or make reviews of products. ThirdVoice and Napster were two software applications invented in the 90s that have since been deleted from the market. ThirdVoice was a free plug-in that permitted users to post comments on webpages. Opponents of the software argued that comments are often vulgar or defamatory. Napster was a software application that permitted peer-to-peer file sharing. Consumers were allowed to share music files bypassing the easier distribution methods, which within the end was described to be a violation of copyright laws (Ritholz, 2010). In 2000 social

media collected a great boost with the witnessing of many social networking sites springing up. This highly boosted and improved the interaction of persons and organizations who distribute and common interest in music, education, movies, and friendship, based on social networking. Between those that were launched included LunarStorm, six degrees, cyworld, ryze, and Wikipedia. In 2001, fotolog, sky blog and Friendster were start, and in 2003, MySpace, LinkedIn, lastFM, tribe.net, Hi5 etc. In 2004, famous names like Facebook Harvard, Dogster and Mixi evolved. During 2005, popular names like Yahoo!360, YouTube, cyword, and Black planet all appeared (Junco, Heibergert, & Loken, 2011).

c) LunarStorm

LunarStorm can be accessed at www.LunarStorm.se, it is a commercial virtual site and it is usable in Swedish language. in fact, LunarStorm began in 1996 and was design by Rickard Ericsson; it was a social networking sites for teenagers and was Europe's first digital online community. LunarStorm was officially started in 2000. In 2001, LunarStorm had developed and grown to over 600,000 members but still experienced economic issues. From the beginning, LunarStorm had been supported by banners and other advertising on the website, but this soon evolved to add more of pay-by-SMS services. An example was LunarStorm's own pre-paid card "Vrål" ("Bawl"). In 2002, "Kolla" ("Look" or "Check this out") was presented, which permitted users to visit LunarStorm from their phones. In the same year, members were talented and able to upgrade their membership to "pro" status and get unlimited access to a range of services for a fee. LunarStorm Pro was extremely famous among the member base, and it improved the website's economic situation greatly (Goma, 2001).

d) MySpace

MySpace, a social networking site, has its head office in Beverly Hills, California, where it shares a building with its owner, News Corporation. within 2006, MySpace became the most famous social networking site in the United States but was overtaken in 2008 by its competitor Facebook, that internationally became the most famous social networking site worldwide. Approximately 43.2 million users see and visit MySpace on a monthly basis. The company employs approximately 1000 employees. A unique feature of MySpace is the facility for users to customize their profile information to give detailed info about themselves and what they are attracted in. MySpace also has a unique profile for musical artists where they can download their entire music into mp3 songs (Natta, 2010).

e) Facebook

Facebook is a social networking site started in February 2004, and it is privately operated by Facebook, Inc. (Facebook, 2004). Facebook was created by Mark Zuckerberg and others when he was a student at Harvard; though when the site was initially started, it was only to Harvard students. Later the privilege was protracted to high school students and later to everyone that is 13 years or older (Boyd, 2007). As of July 2010, Facebook has a lot of active users more than 500 million. In January 2009, Facebook was classified as the most used social network worldwide. Also, in May 2010, Google declare that more people visited Facebook than any other website in the world. It announces that this was discovered from findings on 1,000 websites across the world. (TIMES, 2010). People who use Facebook may create a personal profile; add other users as friends, and talk with them by messaging, counting automatic notifications, comments and photos when they update their profile. in addition, Facebook users may join the

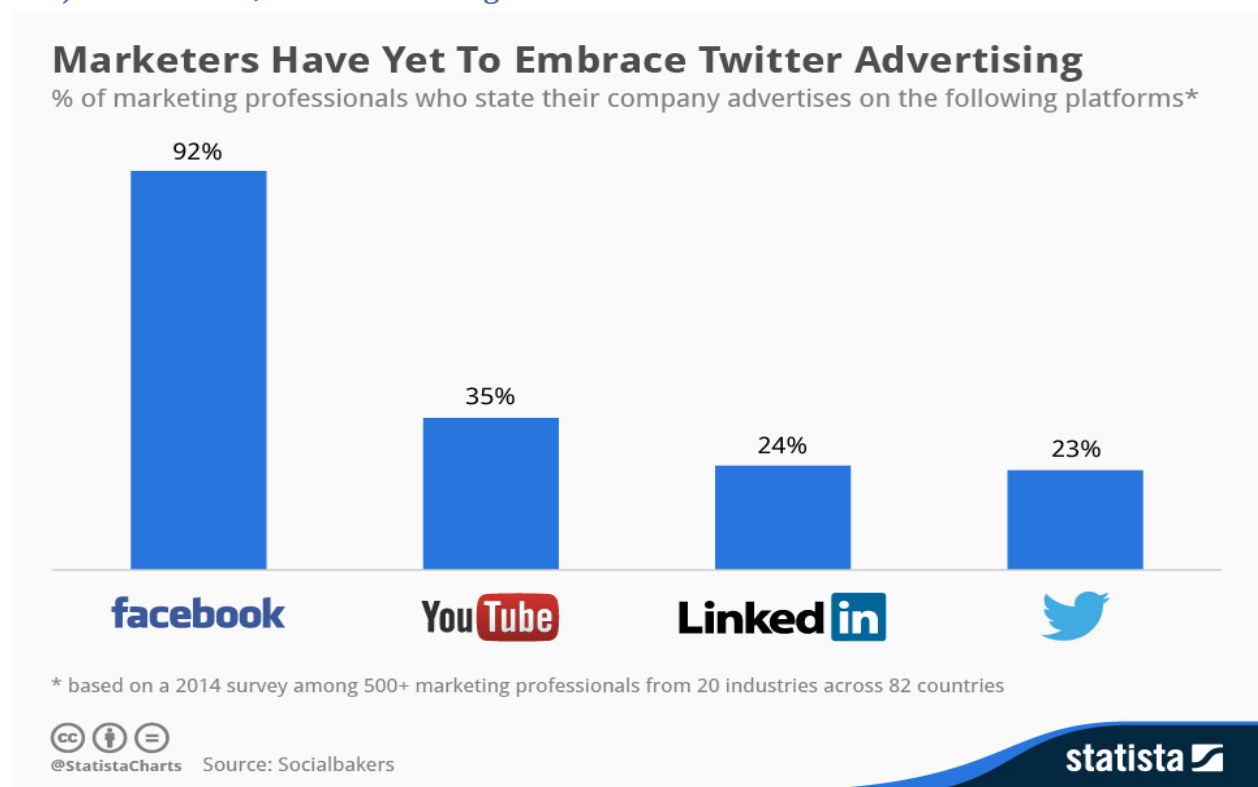
groups that catch their attention, organized by companies, school, college, or other characteristics. Facebook enables anyone who is at least 13 years old to become a registered user of the website. on a day-to-day basis, traffic to Facebook network is on the increase. Facebook also became the top social network around eight individual markets in Asia, the Philippines, Australia, Indonesia, Malaysia, Singapore, New Zealand, Hong Kong and Vietnam. On October 24, 2007, Microsoft declared that it had purchased a 1.6% share of Facebook for \$240 million, providing Facebook a complete implied value of around \$15 billion. Microsoft's purchase included rights to place international ads on Facebook; other companies have equally followed and chased suit (STONE, 2007). as an example, just within the 2010 FIFA football World Cup, Nike did publicity with Facebook, and within minutes, 8 million people had registered with Facebook (kevthefont, 2010).

f) YouTube

YouTube, created in 2005, is the world's most famous online video community, where millions of people can find, watch and split and share originally-created videos (YouTube, 2005). YouTube gives a forum for people to connect, communicate, and motivate other people around the globe and acts as a major distribution platform for unique content inventors and advertisers, big and small. YouTube is located in San Bruno California and utilizes Adobe Flash Video technology to point out a good sort of a wide variety of user-generated video content, containing movie clips, tv clips, and videos, music, as well as amateur content such as video blogging and short original videos. In November 2006, during a year of its launch, YouTube was bought by Google Inc. is one of the most talked-about acquisitions to date. YouTube has joined variety of partnership relations with content providers like CBS, Universal Music Group, Sony Music

Group, Warner Music Group, NBA, The Sundance Channel and others (YouTube, 2005). YouTube provided the public a beta site of the site in May 2005, six months before the official start in November 2005. The website grew quickly, and in July 2006, the company declared that more than 65,000 new videos were being downloaded every day, and that the website was getting 100 million video views per day (YouTube, 2005).

1-2) Social media, a new marketing tool.



Glossy advertising and the use of email can soon go missing in favor of e-marketing and social media. After individuals, more and more businesses are putting themselves on Facebook, Twitter

or even YouTube for the purpose of reach millions of potential clients through the Internet. These new communication platforms are changing and revolutionizing the commercial and marketing strategies of small and medium and large businesses. First considered as simple community networks between individuals, professionals are starting to realize that these are real communication tools and that by using them correctly, branding a product or company can quickly gain notoriety.

For large businesses, this is no longer an option or a choice. To reach potential clients as effectively as possible, you have to follow them and be present where they are and today, it is no longer within the paper press, but via major social networks. The same applies for traditional media. A new one must be directly available and accessible from different interfaces, such as phones, tablets or Pc's. Called in the jargon of specialists. Web 2.0 ... This new way of using the Internet is drastically changing the routines of clients and businesses. Coca-Cola, Starbucks, Nestle, Rolex, Dell and even Mercedes have understood this. The first pages of their websites talk about their presence on these different networks and almost all of their advertising and events are relayed on these new media. This is now part of their communication ideas and concepts, and clients are more than happy. (Faessler, J.).

1-3) Social Media vs. Social Networks

actually, there are many differences between social networks and social media (Hartshorn, 2010). The first one could be the definition; social media is still a media which is primarily used to give or share information with a broad audience, while social networking is an act of engagement as people with the same interests associate together and build relationships through community (Cohen, 2009; Hartshorn, 2010)

There is Another difference is the communication style as it is said by Bedell (2010). Indeed, social media it's just a system, a communication channel; it is not a location that you visit. In contrast, social networking is a two-way communication, where conversations are at the core, and through which relationships are advanced (Bedell, 2010; DigitalLikeness, 2008; Hartshorn, 2010). The return on investment, or ROI, is also a difference between social network and social media. It is hard to determine precise numbers for the ROI from social media yet the social networking's ROI is a little obvious (Hartshorn, 2010; Hoffman & Fodor, 2010; Wilfong, 2010). after, the timely responses and the „asking or telling“ fact are another dissimilarity between social media and social network. Social media is a hard and difficult work, and it takes a lot of time in which you can't automate individual conversations; while, social networking is direct communication between the user and the people that he chooses to talk and connect with. in spite of the fact that in social networking people can write blogs or discuss anything they want, social media does not permit users to manipulate comments, correct errors or other information for personal or business benefit (Bedell, 2010; Cohen, 2009; Hartshorn, 2010; Nations, 2010; Stelzner, 2009). The year 2005 marks the beginning of many social networks such as Yahoo 360 and YouTube, and Facebook. Facebook was just for the Harvard community, but became available to the high school students (Jasra, 2010). then in 2007, the evolution of Facebook was staggering, as it earned over 1 million new users every week. Yahoo! 360 was a site started by Yahoo!, and people they can create a profile with photo albums and talk with other people with similar interests or get in contact with some of their friends like in any other social network (Roeder, 2010; Yahoo, 2010). YouTube was made by three PayPal employees who wanted to have a site where people could upload and share many different videos. YouTube was a

revolution in the social media world because it did need a simple interface in a world where it was not simple, almost impossible to post videos online (PCmag, 2010).

1-4) Benefits of Social Media

The elevator pitch about these "intangible" or long-range benefits of social media is very easy"(Hollier, 2009). prepossessing in social media will support and help strengthen the brand experience which will help brand building. A business becomes more attractive to the clients, and to current and potential workers or employees, if it has a well-built brand name. as a consequence, social media will help in structuring and building a good reputation for a business organization. few words can describe a brand whether in the consumer or in the business space. By building a brand, it helps to reinforce the brand in the minds of the consumers. Through social media, the company can repeatedly reinforce the brand name. Customers experience and practice a brand privilege while using a service or product and also when interacting with a company (Carraher, Parnell, Carraher, Carraher, & Sullivan, 2006). Brand awareness begins with the experiences of the employees of a company. If a business or a company is approachable, people-friendly, then the company must make itself visible by inclusion on the web (Carraher, Parnell, & Spillan, 2009). Social media forum acts as a strong way to communicate the brand value and brand attribute as they help and facilitate open forms of communication. Social media is best for the following situations:

- ❖ Promote open communication between workers and management.
- ❖ Allow employees to share project ideas and work in teams effectively, which supports in sharing knowledge and experiences.
- ❖ Social media can also promote better content, for example webcast and videos, than just simple text.

- ❖ Assist and help to communicate collaboratively between current and potential customers, in receiving feedback, product definition, product development, or any forms of customer service and support.
- ❖ promote members, or part of the company's employees, to turn into members of a wellrecognized community.
- ❖ Social media becomes a great venue for discussions and becomes a classic goal of marketing and communications, but the businesses must ensure that the employees are adhering to the rules and etiquettes of social media.

There is another way to make brand awareness for companies is by becoming a part of an existing forum and opening a new forum for stakeholders (Kukulska-Hulme, 2010). If this can be carried out properly, it can result in good reputation and construct advocacy which means that people are tended to speak positively about the business in a practical and sensitive way (Carraher, 2011). The major challenge for a social media is to be a safe source for communication as it is not for damage control. Social media can be utilized to be realistic, transparent, and for being able to communicate issues on time; thereby reducing rumors, negative talk, and encouraging people to talk for the company (Hollier, 2009). There are many paid services existing for monitoring conversations on the web. They carry out a qualitative and quantitative analysis of how discussions are carried out and how much the info is spread over the internet. Social media such as Facebook, YouTube have become major sources of hiring. LinkedIn is another similar source used by recruiters, and about 80 percent of companies use it for the recruiting process. Social media has also become one of the easiest ways to improve productivity and to generate a natural interest in the work

carried out by the employees. Using these media, companies can track employee's creativity and enthusiasm.

2) consumer

“A consumer can be a person or a group who intends to order, (orders), or uses purchased goods, products, or services primarily for personal, social, family, household and similar needs, indirectly associated with entrepreneurial or business activities.

Consumer choice

Clients, by definition, include us all," President John F. Kennedy offered his definition to the United States Congress on March 15, 1962. This speech became the basis for the creation of World Consumer Rights Day, now celebrated on March 15. In his speech, JFK outlined the integral responsibility to consumers from their respective governments to help exercise consumers' rights, including:

- The right to safety: to be secured against the marketing of goods which are hazardous to health or life.
- The right to be aware and informed: to be safe against fraudulent, deceitful, or grossly misleading data, advertising, labeling, or other practices, and to be given the facts he needs to make an informed choice.
- The right to select: to be confident and assured, wherever possible, access to a range of products and services at competitive prices; and in those industries in which concurrence

is not possible and workable and Government regulation is substituted, an assurance of satisfactory quality and service at fair prices.

- The right to be heard: to be confident that consumer interests will receive full and sympathetic consideration in the formulation of Government policy, and fair and expeditious treatment in its administrative tribunals.

2-1) Consumer Decision Process

inevitably, businesses encounter bottlenecks where the message is not reaching their clients or consumers and prospects, as a fact that, at times, consumers and prospects are confronting significant blocks in their decision process. otherwise, each of them should be firmly committed, loyal, enthusiastic, repeated consumers; however, this is not the case. Today the

accessibility and transparency

of information has profoundly influenced the decision-making process; therefore, it is important to examine what are the hurdles and friction points that hold prospects becoming consumers, or keeps consumers hesitating from repurchasing. (Silverman 2001.)

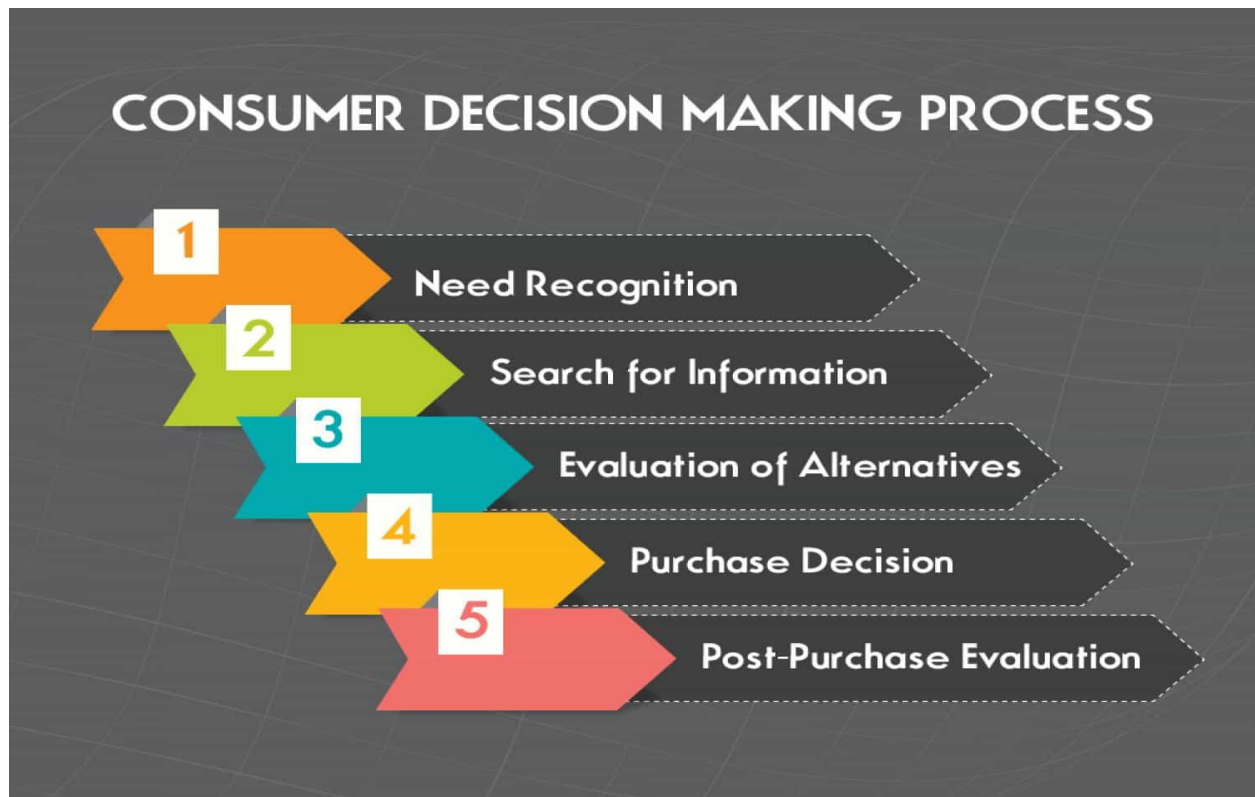


Figure 1. The 5-Stage Decision Making Model (Silverman 2001.) Engel, Kollat, and Blackwell (EKB) have presents a comprehensive model dealing with ultimate consumer's behavior in 1978, which attempts to capture the critical aspects of individuals' consumption behavior. Like the figure (Figure 1) demonstrates, the model has interpreted consumer behavior into five stages 1) Problem recognition, 2) search of information, 3) evaluation of alternatives, 4) final decision, and 5) post purchase decisions. (Sternthal and Craig 1982)

let's talk about each one more specifically

1. Problem Recognition

in simple terms, before a purchase can ever take place, the customer must have a reason to think that what they want, where they want to be or how they perceive themselves or a situation is

different from where they really are. The desire is so different from the reality this presents a problem for the customer.

However, for the marketer, this creates a chance. By taking the time to “create a problem” for the customer, either they recognize that it exists already or not, you’re starting the buying process. To do this, start with content marketing. sharing facts and testimonials of what your product or service can offer or provide. Asking questions to pull the potential customer into the buying process. Doing this helps a potential customer understand that they have a need that should be solved.

2. Information Search

Once a problem is known, the customer seek process begins. They know there is an issue and they’re searching for a solution. If it’s a modern and new makeup foundation, they look for foundation; if it’s a new cooler with all the newest technology thrown in, they start looking at coolers it’s fairly straight forward.

As a marketer, the best way to market to this need is to set up your brand or the brand of your clients as an industry leader or expert in a specific field. Ways to consider include becoming a Google Trusted Store or by advertising partnerships and sponsors prominently on all web materials and collaterals.

turning into a Google Trusted Store, like CJ Pony Parts a leading dealer of Ford Mustang parts enables you to increase search rankings and to give a sense of customer security by displaying your status on your website.

Increasing your credibility markets to the info search process by keeps you in front of the customer and ahead of the competition.

3. Evaluation of Alternatives

Just because you stand out among the concurrence or competition it doesn't mean a customer will absolutely buying your product or service. actually, now more than ever, customers want to be sure they've done thorough research prior to making a purchase. due to this, even though they may be sure of what they actually want, they'll still want to match and compare other options to ensure their decision is the right one.

Marketing to this could not be easier. Keep them on your site for the evaluation of alternatives stage. Leading insurance provider Geico permits clients to compare rates with other insurance providers all under their own site even if the competition can offer a cheaper price. This not only makes the process easier or simple, it establishes a trusting customer relationship, especially during the evaluation of alternatives stage.

4. Purchase Decision

slightly surprisingly, the purchase decision falls near the middle of the six stages of the consumer buying process. at this stage, the client has explored multiple options, they understand pricing and payment options and choices they are deciding whether to move forward with the purchase or not. That is right, at this point they could still choose to walk away.

This means it's time to step forward the game in the marketing process by delivering a sense of security while reminding customers of why they wanted to make the purchase in the first time. at this point, providing as much information relating to the need that was created in step one along with why your brand, is the best provider to fulfill this need is essential.

If a client or customer walks away from the purchase, this is a good time to bring them back. Retargeting or simple email that remind them that speak to the need for the product in question

can enforce the purchase decision, even if the chance or the opportunity seems lost. Step four is by far the most significant one in the consumer buying process. This is where profits are either done or lost.

5. Purchase

A need has been made, research has been finished and the customer has decided to make a purchase. All the stages that drive to a conversion have been finished. However, this doesn't mean that are you sure. A purchaser could still be lost. Marketing is just as significant during this stage as during the previous.

Marketing to this level is straightforward: keep it easier. Test your brand's purchase process online. Is it difficult? Are there a lot of steps? Is the load time too slow? Can a purchase be simple on a mobile device as on a desktop computer? Ask these questions and make-adjustments. If the purchase process is too difficult, customers, and therefore revenue, can be easily gone and lost.

6. Post-Purchase Evaluation

Just because a purchase has been done, the process has not ended. actually, revenues and customer loyalty can be quickly lost. After a purchase is done, it's inevitable that the customer must decide whether they are happy and satisfied with the decision that was made or not. They judge and evaluate.

If a customer feels as though a wrong decision was made, a return could take place. This can be mitigated by identifying the source of disagreement, and offering an exchange that is simple and simple. However, even if the customer is happy and satisfied with his or her decision to make the purchase, whether a future purchase is made from your brand is still in question. due to this,

sending follow-up surveys and emails that thank the customer for making a purchase are important.

taking the time to understand the six stages of the consumer buying process. By doing this ensures that your marketing strategy addresses each stage and leads to higher conversions and long-term customer loyalty.

2-2) Consumer buyer behaviour

There are several ways to model consumer behaviour, according on the goal of the research, but a helpful or useful method is the decision-process approach which studies the events that precede and follow a purchase, and that explains the way decisions are done or made (Karimi, 2013). Consumer Decision Making could be determined as the “behaviour patterns of consumers, that precede, determine and follow on the decision process for the acquisition of need satisfying goods, ideas or services” (Du Plessis et al., 1991). Consumer models have ranged in their intricacy, with the simplest ones containing the economic model (where clients follow the principle of maximum utility and spend minimum amount for maximum gains), the psychological model (based on Maslow’s hierarchy of needs, where individuals are encouraged and motivated by their strongest needs), the Pavlovian learning model (behaviour brought about by practicing, learning and experiencing), and sociological model (buying influenced by society or social norms). Towards the end of the 1960s, many complex models were developed, for instance Nicosia (1966), Engel et al. (1978) and Howard and Sheth (1969) those three models are sometimes mentioned as the ‘grand models’ of consumer behaviour. The Nicosia (1966) model had four fields of actions in the decision process: consumer attitude-formation, info search and evaluation, the act of purchase, and post-consumption feedback. The Howard and Sheth (1969)

model also had four sets of variables: inputs (stimuli); perceptual and learning constructs; outputs (consumer behaviour, purchase decision); and external variables (social, psychological and marketing factors). The EKB model, later renamed EBM (Engel et al., 1990), has four parts: information input, information processing, decision stages, and decision process variables. The decision process of consumers consists of five sequential phases: need recognition, search for information, alternative evaluation, purchase (choice), and outcomes (post-purchase), which are each influenced by individual characteristics, environmental influences and psychological processes. The three grand models captured the stages of the purchase process but differed in their emphasis on different variables and their presentation. However, they were criticised as being too complex, with many poorly defined variables, vague and complex interrelationships, and lack of empirical support (Karimi, 2013). As a reaction, in the 1970s–1980s, simpler models like the theory of planned behaviour (TPB) by Ajzen, and the Bettman model were introduced. The TPB does not address the decision process, while the Bettman model illustrates the process as a decision tree governed by how consumers process external information under the constraint of limited information processing.

3) online social media and consumer behavior

during the last 10 years, the Internet has radically changed. during recent years, traditional media has waned since the increasing use of social media such as blogs, Facebook, Twitter, and other Web 2.0 platforms. over this social media platform, consumers are now capable to contribute, share and access data extensively on the World Wide Web. Given these characteristics, the new Internet not only shapes consumers perceptions but also enables consumers in Internet marketing, announcing a perceptible change in consumer behavior over the years. With this power at hand, many marketers are starting to understand the significance of readjusting their

marketing strategies to reap commercial gains, especially through incorporating the online social network to affect and influence consumers perceptions and behavior (Akar and Topçu, 2011).

3-1) Impact of the Internet on Consumer Information Search Behavior

In a rapidly changing media environment, the achievement of both media enterprises dependent on advertising revenues and marketers who depend on media to deliver information and data about their product to consumers depends on understanding how consumers access and use information in making a purchase decision. Traditional schools of thought concerning the role of advertising in consumer choice behavior divide the effects into “market competition” and “market power.” The market power approach assumes that advertising affects audiences by growing and developing brand loyalty and price inelasticity. The market concurrence approach presupposes that rational consumers will use advertising and other data and information to make purchasing decisions based on best “value”. There are inherent flaws in each model. In the former, there is a presumption that advertising is the sole cause of brand loyalty. In the final, there is a presumption that consumers engage in an exhaustive search and that consumers are good and excellent judges of the merits of the competing brands” (Albion, 1983). Consumers can use one model for a type/price of product and another for a different type/price of product. There are, of course, several sources beyond advertising for obtaining information regarding products and service. Schudson (1984) identified personal experience as the single best determinant of consumer brand choices. When direct experience is missing, interpersonal information sources and mass media advertising turn into critical information sources (Arndt & May, 1981). Different purchase/product decisions also give different types of risks for the consumer. These

contain and include financial risk, social risk and the risk of a lost opportunity should a consumer choose an unsatisfactory brand or product.

Consumer research determines and identifies two types of information searches pre-purchase and on-going. Consumers committed in pre-purchase information seeking have identified a product need and are seeking information that will allow them to make better purchase decisions and increase the probability of satisfaction with their purchase outcome. This information search inclines to be product-specific. On-going information searchers are not driven by a direct purchase decision, but are curious and interested in building a bank of information for future use and are often driven by the entertainment value of information gathering (Bloch et al, 1986). This creates and builds general product-class knowledge. The focusing of the present study is on pre-purchase information search.

3-2) Impact of the internet on consumer decisions

The higher variety and amount of information online has improved and increased the ability of clients to make better consumption choices (Aksoy and Cooil, 2006), and has opened up new opportunities for info search because of low search costs (Jepsen, 2007).

Results on search engines are now often controlled by user content and opinions (Smith, 2009).

The impact of the internet differs on the diverse stages of decision-making. at the beginning, the internet support only the information search stage (Karimi, 2013), but recent trends in social media, online decision helps and recommender systems have expanded the internet's influencing role to all the decision stages.

For online decision-making quality, furthermore time costs and the cognitive costs of

acquiring and processing information, other influencing factors contain perceived danger, product knowledge, trust and confidence. Internet or web skills have also supposed importance: the higher the amount of internet use by consumers, the highly possible they will use it for decision-making (Jepsen, 2007). According to Punj (2012), the essential distinction in decision quality between offline and online settings can be assigned to the technology available online, comprising access to the varied sources of information and decision aids, which have the potential to support and help consumers make better quality decisions.

3-3) Impact of social media on consumer decisions

Some authors have recently studied the influence of social media on consumer behaviour, not from the perspective or point of view of the decision process (e.g., Xie and Lee, 2015; Chu and Kim, 2011). Consumers utilize social media for the advantage of immediate access to data and information at their convenience (Mangold and Faulds, 2009), assisting them to select what to purchase or to know more about new goods or brands, when and where they want (Powers et al., 2012). Instances are given by Goh et al. (2013) and Xiang and Gretzel (2010). Online consumer reviews have been shown to have a causative impact on product choice and purchase behaviour by consumers (Yayli and Bayram, 2012).

Social media has carried on a 'participatory culture' where consumers or users' network with other like-minded persons to engage in an unending loop of distribution data and information, Controlling and monitoring updates, and requesting ideas and ratings on all types of products and services (Ashman et al., 2015). The worth of online product reviews, characterised by perceived informativeness and persuasiveness, together and jointly with the perceived quantity of reviews, are uncovered to have a significant positive effect on consumers' purchase

intentions (Zhou et al., 2013; Zhang et al., 2014). Social media is perceived as a more trustworthy and reliable source of information when compared to corporate communications and advertisements. According to Constantinides (2014), there is a general feeling of distrust towards mainstream media. thus, consumers are turning away from traditional media such as television, radio, and magazines as sources to lead their purchases (Mangold and Faulds, 2009).

Information overload is a key issue and problem in online decision-making. Social media with its sheer amount of data and info drives consumers to a state of analysis paralysis, making it difficult to circumnavigate all the available information (Powers et al., 2012). as a result of bounded rationality (Simon, 1960; Thaler and Mullainathan, 2008), there is a limit to the amount.

Conclusions about the literature

Social media can be a good tool for any company. It can increase your visibility, increase relationships, establish two-way communication with costumers, provide a forum for response, and enhance the awareness and reputation of the company. For those reasons, social media websites have become an important and significant platform for organization. As companies “concentrate on effectively leveraging social media platforms, there are certain critical things to keep in mind “(Chaturvedi, n.d., para. 1). companies must first develop and build a comprehensive social media communication plan or strategy and the incorporate best practices in the implementations of that strategy. follow up this guide can support and help companies effectively and successfully derive the maximum benefit from their social media initiative.

CHAPTER 3: Empirical approach:

1) Background of the Organization

HP is the first company in the United States to present and introduce flextime policy for employees, an initiative to encourage work-life balance. The policy or the role was firmed up in 1973. In 1974 HP presented world's first programmable pocket calculator. In 1980 HP produced its first computer named HP-85. In 1982, HP-75C started as the first handheld computer and in 1983 the first touch screen PC was devised.

In 1993, Dave Packard retired as the Chairman and Lew Platt was selected to replace him. In 1993, HP presented the Omni book 300, a supportable PC with extended life battery. In 1994, HP introduced the world's smartest and brightest LED. In 1994, the first HP's official personal printer-fax-copier was presented. 2001 witnessed the creation of HP services to provide consulting and outsourcing support, assistance and solutions deployment. In 2002, HP and Compaq combined and subsequently the company's stock symbol changed to HPQ. In 2010, HP acquired 3PAR, a leading storage supplier. In 2011, HP presented the industries' first wireless mouse. In 2013, HP arrived with the revolutionary HP data protector 8.1.

HP Enterprise Business (EB) incorporates HP Technology Services, HP Enterprise Security Services and oversees services such as information and data security, network security, and compliance. HP Software Division is the business's enterprise software unit. Under the office Strategy and Technology arrive HP Labs, which is the research wing of HP.

HP also offers and provides consulting managed services across the globe. The HP financial services segment offers a broad range of financial value-added life cycle managed services.

The CEO of HP at the moment is Meg Whitman, an alumna of Princeton University and Harvard Business School. She was Vice President of Strategic Planning for the Walt Disney Company for most of the 1980s. She was additionally with eBay for a decade, from 1998-2008.

HP had been in position 80 in the Global 2000 list, called out by Forbes and number 31 in the World's Most Valuable Brands category. today HP is one of the leaders in the global technology provider's space and with the significant achievement and success story behind it, the company sure has a long way to go.

2) Products and solutions

HP aims to deliver technology that increases and improves lives and allows customers and consumers to achieve more and with less environmental impact. Through their products and services, they create and build shared value for planet, people, and the communities where we live, work, and do business.

- ❖ From laptops and workstations to gaming and VR devices, their personal systems provide security, durability, and energy and materials efficiency.
- ❖ As the global leader in home and office printing solutions, they continue to redefine the marketplace, delivering sustainable next generation solutions and service-based models.

- ❖ Their commercial and industrial graphics printing solutions are driving the analog-to-digital revolution, transforming their customers' supply chains, and better matching supply with demand across the graphics printing, publishing, and packaging industries.
- ❖ HP Multi Jet Fusion 3D printing technology is enabling transformation across sectors, changing how whole industries design, make, and distribute products.

3) Latest social media tools and strategies

Nowadays, HP have made a deep-rooted presence over all the social media platforms, maintaining regular activity clearly indicating their dedication towards engaging the customers through social media strategy.

So here is the precise and detailed analysis of how HP is doing over various social media platforms.

a) Facebook

HP has its greatest and largest following on Facebook with a massive 3.8 million followers on their official global page. Several other pages run country-wise under the same brand name.

The company shares various content over Facebook. though some of their post prompts their own products, but most or the majority of them is based on career advice and work skills.

plenty of short videos are shared over the platform to display their products. All photographs uploaded are professionally, unique and creatively shot. Creativity and innovation are the two things that are supported and encouraged by the brand.

The brand combines hashtags in most of their product posts for making the post healthy and increasing or growing engagement, like #SproutbyHP. They are continuously in the process of

making their own hashtags for their campaigns and the content related to HP, such as #LifeAtHP which covers company's activity and the work culture over there.

HP is quite consistent with the posts over Facebook and generally posts twice a day, building and creating a solid and reliable presence over the platform.

One more hashtag used by the company in their campaigns was #WorkFromHappyPlace, in which they encourage and support people to work from anywhere, even outside the office. The campaign displays hilarious images and videos of people working in 'alternate' locations to their office, like in a spa, on the beach or even in a forest.

HP usually get an enormous response from their posts over Facebook in the form of likes and increases and grows the level of engagement on their posts, which counts to more than 4,000 likes over each post, as an example the Star Wars theme.

b) Twitter

Same as Facebook, HP has a number of Twitter accounts based on various factors. Its worldwide page HP account has 989,200 followers. Other accounts over Twitter includes HP News, HP Support, HP Careers, HP Security, HP Labs and several other accounts for different countries.

The company is active over Twitter on a regular basis. they posted over the platform each day. They share a variable content, based on product promotion, to tech news and exciting tips and facts of the tech industry to target the huge percentage of the target market audience.

To target the audience, a mixture of hashtags is used in their posts, like #LifeatHP and #BendTheRules. They also keep up to date with trending and frequently used hashtags whenever they can, such as #MondayMotivation, #GeekPrideDay and #DidYouKnow.

HP in this past year showed its reality app 'Aurasma', at Star Wars Weekends and has therefore been sharing a lot of Star Wars related content under the hashtag #SWW2015.

The company launched another hashtag #BendTheRules which was its another biggest campaign on Twitter, in which HP shared the same content that they have shared on Facebook, including videos, images and information about the technology used during the campaign.

They encourage user interaction over the platform by raising questions in their tweets and encouraging people to tweet with their own content using #HP hashtags.

c) Instagram

The posts over HP's Instagram page is having good quality content. nevertheless, they have effectively combined technology into creative photography and videos.

Like on Facebook and Twitter, they strongly use hashtags over Instagram and have created and used a number of hashtags such as #LifeatHP and #HPDiscover, as well as for their various campaigns – #BendTheRules, #WorkFromHappyPlace.

They encourage and support other users to share their images under the HP hashtags and frequently share user content on the HP account. HP has over 292,500 followers on Instagram and their posts generally get around 2,000 – 3,000 likes.

d) Vine

With over 56,000 followers, HP is very much famous on Vine. It has more than 30,000,000 loops. several self-made short videos have been created and shared over the platform. HP vines created and developed by other users are a part of its #BendTheRules campaign.

e) conclusion

When it comes to acting over social media platform, HP performs really well over there and develops some really excellent content. These great contents are a result of a high budget and a lot of planning, especially the smartly made Vines and various running social campaigns.

CHAPTER 4: Methodology and analysis

1-1) Methodology

The realization of this study requires the definition of the methodological framework which is articulated around the issue, objectives, target population and instruments for collecting data. We want to understand through this study the impact of social networks on the consumer buying behavior for this, we will show the different behavior and reaction of Internet users on social networks. To properly understand the subject, we carried out two types of studies. A quantitative study which for seems to us a priority to identify the influence of social networks on purchasing behavior of the consumer. And another qualitative which consists in bringing together all the results from a study method netnographic. These two studies are complementary and we will allow to have a different point of view.

The objectives set by our study are as follows:

- ✓ Detect and analyze consumer behavior on social networks.
- ✓ Identify the category of products to which they are most influenced.

1-2) ANALYSIS OF RESULTS AND INTERPRETATIONS

After having approached the reality and the existing of the consumers and their characteristics, we looked at the questions relating to the characteristics of the people interviewed, their needs and behavior on social networks as well as their sensitivities of digital marketing to analyze the impact of social networks on consumer purchasing behavior. It should also be noted that our survey touched a lot of Internet users who are the subject of this study. I followed a method, called netnography, we took a closer look at the published reactions of the use of a product or service, I realized that they can be excellent indicators of the purchasing intention of consumers.

The observation of these virtual communities allows me, on the one hand, to verify on the ground the presence of the interactions described by the Internet users.

I have seen that the opinions shared on the pages or group can greatly contribute to influencing consumers through solid arguments based on multiple consumption experiences.

We also realized that the large number of comments represents a popularity indicator, a higher degree of influence. The interactivity aroused by the comments constitutes a great motivation for the members of the group or for the people who subscribe to the page. These findings could explain that the excessive search for comments by consumers in sharing consumer experiences directly impacts their purchasing decision.

In addition, this can pose a threat to a brand if the number of reviews increases, Internet users explicitly express their intention to purchase through publications on Facebook during occasions (holidays, summer, sales, appearance of a new product...), This can also help a marketing manager to recognize what his target is looking for and to intervene before the act of purchase to promote his brand.

I could also detect 2 types of interaction "communities of use", that is to say they are influenced by recommendations on Facebook and do not hesitate to use the product or service and "communities of creation" this the latter participates in the creation of the need, by verifying the existence of these through renowned groups on Facebook.

"I tested ... I recommend it to you", among the groups that caught my attention with a membership number of 293,422 people, its objective is to recommend good deals to consumers and is part of this same perspective, in giving voice to these very informed consumers today.

He is considered to be one of the most influential groups on social media and stands as an opinion leader whose impact of recommendations is growing.

1-3) Quantitative approach: Online question and statistics

a) Definition:

Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data and information collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research concentrates on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon.

b) Survey Process:

There are many ways of administering a survey. The choice between administration modes is influenced by many factors, including

- costs
- coverage of the target population
- flexibility of asking questions
- respondents' willingness to participate and
- response accuracy

various methods create mode effects that change how respondents answer, and various methods have different advantages. The most common modes of administration can be summarized as follows:

- Telephone
- Mail (post)
- Online surveys
- Personal in-home surveys
- Personal mall or street intercept survey
- Hybrids of the above.

c) Importance of a survey on line:

Surveys are good and great for collecting customer input about your product or service. Send one out every few months to gauge customer happiness and satisfaction, inquire into new feature ideas, learn how customers are using your product or service, and record any general feedback. The key is to take what you learn and put it into practice and training. Customers will be happy to see their input being put to proper use.

d) Online question

our customers answer our online question: the online reviews helped us to determine whether we are going to use our services or not.

They had the choice between:

- 1- Yes
- 2- No

We collected 75 answers, 88% of people said that they read reviews before using our services in order to determine our quality.



- 88% of people have read reviews which is good
- Only 12% do not read reviews

1-4) statistics that show the performance of a company

1. YouTube Statistics
2. Twitter Statistics

a) YouTube Statistics

the views on our Youtube channel were very low, we don't know if people are interested in our product or not, but after we found that people are interested in the videos that we have on our website.

b) Twitter Statistics

twitter makes things easier, it would also be essential to note that Twitter relies on specific hashtags which it helps to makes the analysis with an easy way.

Hashtag	Unique Tweets (Per Hour)	Retweets	Hashtag Exposure	Tweets with Images	Tweets with Links	Tweets with Mentions
#Photoshop	50	41	75.24k	25%	50	12%
#Design	600	289	3,250,356	17.5%	89	9.44%
#Webdesign	189	128	784,485	28.57%	87.76%	8.9%
#adobe	17	6	15,150	0	99%	0
#adobeillustrator	150	70	180,080	12%	60%	10.12%

c) statistics in different Search Engines

statistics show how people are using search engines: major search engine: Facebook, Google, Yahoo, Outlook, Bing.

Source/Medium	Sessions	New Sessions	New Users	Bounce Rates	Pages/Sessions	Average Sessions Duration
Facebook	13769	77%	8645	60%	1.98	110.05
Google	387	67%	224	46%	1.89	106.84
Yahoo	98	5%	7	28.74%	3.76	487.83
Outlook	115	85%	98	59.9%	1.38	29.83
Bing	103	6%	79	59.4%	1.99	58.29

HP watched an increase for activity on its social media pages.

1-5) Qualitative approach:

a) Definition:

Qualitative research is defined as a market research method that concentrates on obtaining data and information through open-ended and conversational communication.

This method or procedure is not only about “what” people think but also “why” they think so. For example, consider a convenience store looking to improve and enhance its patronage. A systematic observation finishes that the number of men visiting this store are more.

One great method to determine why women were not visiting the store is to conduct an in-depth interview of potential customers in the category.

On successfully interviewing female customers, visiting the nearby stores and malls, and choosing them through random sampling, it was known that the store doesn't have enough items for women and so there were fewer women visiting the store, which was understood and realized only by personally interacting with them and understanding why they didn't visit the store, because there were more male products than female ones.

thus, the qualitative research methods permit for in-depth and further probing and questioning of respondents based on their responses, where the interviewer/researcher also tries to comprehend and understand their motivation and feelings. Understanding how your audience takes decision can support and help derive conclusion in market research.

b) Personal interview survey:

A personal interview survey, also named as a face-to-face survey, is a survey method that is used when a specific target population is involved. The objective of conducting a personal interview survey is to explore the responses of the people to gather more and deeper information.

Personal interview surveys are used to probe the answers of the respondents and at the same time, to notice and watch the behavior of the respondents, either individually or as a group.

c) Semi-structured Interviews:

A semi-structured interview is a method of research utilized most often in the social sciences.

While an organized interview has a rigorous set of questions which does not allow one to divert, a semi-structured interview is open, permitting new ideas to be brought up within the interview as a result of what the interviewee says. The interviewer in a semi-structured interview generally has a framework of themes to be examined or explored.

Semi-structured interviews are broadly used in qualitative research; for example, in household research, such as couple interviews. A semi-structured interview including, for example, two spouses can result in "the production of rich data or information, as well as observational data."

d) Unstructured Interviews:

An unorganized interview or non-directive interview is an interview in which questions are not prearranged. These non-directive interviews are considered to be the contrary or the opposite of a structured interview which offers a set amount of standardized questions. The form of the unorganized interview varies widely, with some questions being prepared in advance in relation to a topic that the researcher or interviewer wishes to cover. They tend to be more informal and free-flowing than a structured organized interview, same as an everyday conversation. Probing it is seen to be the part of the research process that differentiates the in-depth, unstructured interview from an everyday conversation. This nature of conversation enables for spontaneity and for questions to develop within the course of the interview, which are based on the interviewees' responses. The chief feature of the unstructured or unorganized interview is the idea of probe questions that are designed to be as open as possible. It is a qualitative research method and accordingly prioritizes validity and the deep of the interviewees' answers. One of the potential drawbacks is the loss of reliability, thereby making it harder and more difficult to draw patterns among interviewees' responses in comparison to structured interviews. Unstructured or unorganized interviews are used in a variety of fields and circumstances, ranging from research in social sciences, such as sociology, to college and job interviews. Fontana and Frey have detected three types of in-

depth, ethnographic, unstructured interviews - oral history, creative interviews (an unconventional interview in that it does not follow the rules of traditional interviewing), and post-modern interviews.

e) Individual interview

an individual interview, an interviewer talks with one user for 30 minutes to an hour. Individual interviews enable you to probe their attitudes, beliefs, desires, and experiences to get a deeper understanding of the users who come to your site. You can also question and ask them to rate or rank choices for site content. These interviews can happen face-to-face, by phone or video conference, or via instant messaging system.

1-6) Competitor Analysis

here is HP comparison with its competitors. The statistics reveal the differences in traffic between the companies involved, then the comparison makes it possible to determine the best-performing companies.

Company Name	New Twitter Sessions	Old Twitter Sessions
HP	72%	72%
ACER	59%	59%
LENOVO	70%	68%
CANON	67%	53%
COMPAQ	71%	70%
DELL	65%	60%

This table shows that all training companies want to use social media to help their services.

CHAPTER 5: RECOMMENDATIONS

After having reviewed all the results, I have gathered a few important suggestions for the HP company and other companies to improve their fans pages reach, make stronger brand attachment ties, and foster its brand advocate's community.

1-1) Action plans and suggestions:

The influence of social networks on the purchase intention of the consumer is no doubt. The results of the study allowed me to be able to categorize the following elements by proposing a few recommendations I can treat as follows:

- ✚ The assertion of the impact of social networks on consumer purchasing behavior, all this says that companies must review the classic scheme of marketing strategy and introduce digital marketing which becomes not a choice but a necessity for the business continuity.
- ✚ The influence of comments in social networks on the brand image and the change in consumer behavior after an exchange on social networks prove that the company's brand image is sensitive and can be easily reached through Internet users who can express their dissatisfaction or satisfaction with the company.

In this case, companies must review and properly take care of their e-reputation.

- ✚ The influence of the content disseminated (brand news, promotional information, etc.) explains why companies must set up a content marketing strategy, i.e. highlight its content in order to meet the needs of consumers, since the majority say that they use social networks to learn about the brand product or service, or out of curiosity which says that the content must be well studied before each broadcast.

✚ Categories of services or products: this is a message to companies that market aesthetic fashion products (clothing, make-up) must imperatively and without hesitation join social networks by the fact that it will certainly bring them profit. I can also cite an average part of Internet users is thus interested in outbound travel services, culinary (catering, household appliances, decoration). Companies in this case must also set up a digital strategy to take advantage of it. It can be argued that this typology of products and services is most suitable for marketing at the level of social networks.

1-2) suggestions:

1. Start with a plan

Social tools are simple to use and you can get start with organic posts for free. That could make tempting to dive in and just start posting. But like every great and good business strategy, using social media for business success needs to begin with a good plan.

Without a plan, you have no obvious goal for what you're trying to achieve. Which means there's no way to measure your results. take your time to create a social media plan right up front. This ensures that all your social efforts help specific business goals.

here are some strategic social media tips:

❖ **Put social media goals and objectives.** Make and create goals that follow the SMART framework. They should be clear, quantifiable, attainable, relevant, and timely. Base your goals on metrics that will have a real effect and impact on your business. For example, aim to acquire customers or increase your conversion rate, rather than simply racking up likes.

- ❖ **Investigate the competition.** How are your competitors utilizing social media? While you don't want to copy them and be unique, learning from what others have done is a good way to reduce your learning curve. A competitive analysis can support and help you learn what's working and what's not for other businesses like yours.
- ❖ **carry out a social media audit.** If you are already using social media, now is the time to take a step back and assess your existing efforts. As part of your audit, seek impostor accounts that may be stealing your online thunder.
- ❖ **Look for inspiration.** You have observed at what your competitors are doing online, but what about other businesses? Take inspiration from the achievement of businesses in all industries. Where can you seek these successful stories? Go to the business section of most social networks and you will find helpful and useful case studies. It's also a good idea to ask existing followers what they want to see more of, then give them precisely what they ask for.
- ❖ **Build a social media calendar.** A social media calendar supports you post the right content to the right social channels at the right time and moments. It should contain a plan for your content mix. Try beginning with the 80-20 rule. Use 80% of your content to inform, educate, teach or entertain your audience. Use the other 20% to encourage and promote your brand or sell your products.

Certain content calendar inspiration

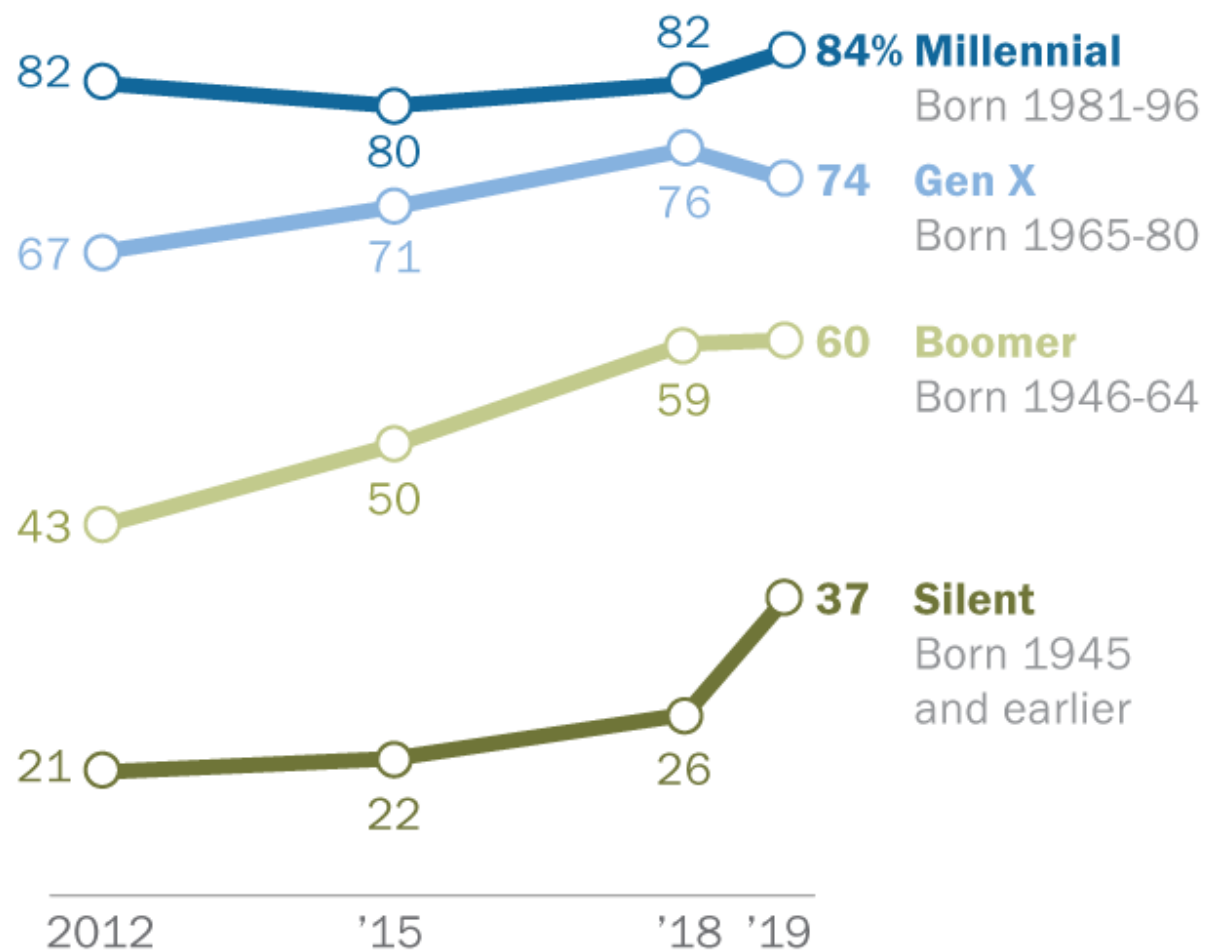


2. Decide which platforms are right for you:

Don't make guesses or assumptions about where your audience spends their time online. Your instinct could tell you that if you're targeting millennials, you should skip Facebook and concentrate on Instagram and Snapchat. But the data demonstrates and shows that 84% of millennials still use Facebook.

Since 2012, use of Facebook has grown fastest among older generations

% of U.S. adults in each generation who say they use Facebook



Note: Those who did not give an answer are not shown.

Source: Survey conducted Jan. 8 - Feb. 7, 2019.

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To make sure you're utilizing social media for business effectively, you'll need to conduct and carry out some research of your own. This will help and assist you to understand how your specific audience spends their time online.

bear in mind that this doesn't have to be an all-or-nothing approach. You can use various social channels to reach different audiences, or to meet different business goals.

3. Know your audience

One reason using social media for business is so efficient is that you can micro-target your audience. firstly, you need to understand who your audience is.

Start by compiling data and information on your current customers. Then, dig deeper with social media analytics. You'll start to develop and grow a solid picture of who's buying from and interacting with you online.

Imperfect Foods gained important and significant audience insights with Pinterest's interest targeting. The company sells and produce boxes filled with "ugly" fruits and vegetables. This food is perfectly good and excellent for eating, but it doesn't meet the visual standards needed for sale in grocery stores. Without producing boxes, the food would be wasted.

When they first started utilizing Pinterest ads, Imperfect Foods targeted clear keywords like "sustainability" and "healthy eating." Then, they found that their target audience was also interested in finance.

They used that insight to drive new and fresh creative concepts. They began to talk about the money-saving side of reducing food waste, instead of just the environmental benefits.

4. Expand your audience

Once you have an obvious picture of who your audience is, you can revisit your social media plan. It's time to look for methods or ways to reach more people just like them.

The UK clothing brand Never Fully Dressed was selling and vending successfully in its home market. They already had a good sense of who their customers were in the UK.

When the brand was prepared to expand internationally, they utilized lookalike audiences based on their top customers to reach new potential customers in Europe, North America, Asia, and South Africa.

They tested ads on Facebook and Instagram, as well as both News Feed and Stories. They discovered that the ads that had performed best in the UK also performed best internationally. Their audience understanding and comprehension meant their creative remained effective when they expanded beyond their original target group.

5. Build relationships

The unique advantage of social media marketing for small business is that it allows you to talk directly to customers and followers. You can build relationships over years and time, rather than asking for a sale upfront.

More than 40% of digital consumers utilize social networks to research new brands or products. Part of that discovery or finding is getting to know who you are as a brand and what you stand for.

When people engage with your organic content or ads, it's a good idea to engage back. This helps and assists to build trust and form a loyal following. As fans share and like your content, you increase in the social algorithms and gain new, free, exposure. You also nurture relationships that can develop and grow into sales over time.

For example, Erin Barrett (aka Sunwoven) has a devoted fan base of 111,000 on Instagram. The South Carolina-based weaver is very interactive with her followers, answering to every compliment and question.

6. Focus on quality over quantity

The sheer number of social media marketing options for a business may appear overwhelming but you don't need to do it all. It's more important and significant to create quality content on a couple of key channels than it is to have a presence on every single network.

most of all, be sure that your social posts offer value. If all you do is pitch and sell, there's very little and small motivation for people to follow you. keep in mind, social marketing is all about building relationships. Be human. Be honest. Post good and great content.

This is significant, and you can't fake it. Based on a survey from Stackla, 86% of consumers say authenticity influences which brands they like and support.

You can't do it all, and there's no reason or cause to try. Reach out to your audience in the places where they're already and previously spending time online. concentrate on using one or two social channels really well, at least to start. Once you've got those mastered, you can construct from what you've learned and expand your efforts.

7. Use the right tools

The secret to utilizing social media effectively is to take advantage of tools that automate or simplify much of the work. There are loads of tools to help and assist boost your productivity. That means you can start utilizing social media for business without having a full-scale social media team.

CONCLUSION

Social media platforms became famous at the beginning of the 21st century. Although the number of platforms and active users is rapidly growing and increasing, social media platforms were mainly used in order to chat and share personal content with friends and family. At the beginning of 2010's digital marketing highly increased. Digital advertisement became more and more available and affordable to every companies. However, in some industries like touristic intrustry for example, competition is very dense and companies always need to differentiate themselves. Therefore, companies started to communicate advertisement on social media platforms and it slowly became a new marketing tool.

Social media marketing is the contemporary style of marketing as it concentrates on opening new horizons for marketers in order to promote a product or service as compared to conventional media.

in recent years, consumer behavior and satisfaction has become an important and significant asset for any organization to achieve its position in the market and to increase its profitability. for that purpose, organizations are employing social media technique. From research, it is clear that companies are employing social media marketing in order to interact with the consumers. Social media marketing has given organizations a new way and method of dealing and changing the buying behavior of the consumers.

Contents

ACKNOWLEDGMENTS	2
Abstract	5
CHAPTER 1: INTRODUCTION.....	6
CHAPTER 2: REVIEW OF LITERATURE	8
1) Social Media	9
1-1) History of social media	9
a) Computer Technologies	11
b) Social Networking	12
c) LunarStorm	13
d) MySpace	14
e) Facebook.....	14
f) YouTube	15
1-2) Social media, a new marketing tool.	16
1-3) Social Media vs. Social Networks.....	17
1-4) Benefits of Social Media	19
2) consumer.....	21
2-1) Consumer Decision Process	22
1.Problem Recognition	23
2. Information Search.....	24
3. Evaluation of Alternatives	25
4. Purchase Decision.....	25
5. Purchase	26
6. Post-Purchase Evaluation.....	26
2-2) Consumer buyer behaviour	27
3) online social media and consumer behavior.....	28
3-1) Impact of the Internet on Consumer Information Search Behavior	29
3-2) Impact of the internet on consumer decisions	30
3-3) Impact of social media on consumer decisions.....	31
Conclusions about the literature.....	32
CHAPTER 3: Empirical approach:	33
1) Background of the Organization.....	34
2) Products and solutions	35
3) Latest social media tools and strategies	36
a) Facebook	36
b) Twitter.....	37
c) Instagram.....	38
d) Vine.....	38
e) conclusion	38
CHAPTER 4: Methodology and analysis	39
1-1) Methodology	40
1-2) ANALYSIS OF RESULTS AND INTERPRETATIONS	40
1-3) Quantitative approach: Online question and statistics	42
a) Definition:	42
b) Survey Process:	42

c)	Importance of a survey on line:.....	43
d)	Online question	43
1-4)	statistics that show the performance of a company	44
a)	YouTube Statistics	44
b)	Twitter Statistics	45
c)	statistics in different Search Engines	45
1-5)	Qualitative approach:	46
a)	Definition:	46
b)	Personal interview survey:	47
c)	Semi-structured Interviews:	47
d)	Unstructured Interviews:	48
e)	Individual interview	49
1-6)	Competitor Analysis	49
CHAPTER 5: RECOMMENDATIONS.....		51
1-1)	Action plans and suggestions:.....	52
1-2)	suggestions:	53
1.	Start with a plan	53
2.	Decide which platforms are right for you:	55
3.	Know your audience	57
4.	Expand your audience	57
5.	Build relationships	58
6.	Focus on quality over quantity.....	59
7.	Use the right tools	59
CONCLUSION.....		60
References.....		64

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