Impact of Social Media Marketing on Consumer Purchase Decision
A Case study of UK Retail Industry
Research Declaration

“This to declare that this dissertation is done by me and not already submitted for any other degree.”

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Acknowledgement

I am very much thankful to my Dissertation Supervisor, Dr Arshad Jamal for his enormous cooperation and suggestions for the improvement of this dissertation.

Moreover, I am thankful to those persons whose support and cooperation helped me to accomplish this task properly especially 100-survey respondent.

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Abstract

This research has been conducted to find out the impact of social media marketing on consumer purchase decision in the retail industry in the UK. The researcher has followed an appropriate methodology to conduct the study. The researcher has chosen positivism philosophy, deductive approach, quantitative method of study, the primary source of information to conduct primary research, close-ended survey questionnaire to collect information, simple random sampling to select appropriate 100 responders etc. In addition to that researcher has successfully identified ethical issues related to this study. After collecting the required information, the researcher has analysed the information with SPSS software by applying different descriptive and statistical tools.

Analysis of this study found that social media has a positive impact on consumer purchase decision in the retail industry. Social media marketing has a significant impact on each stage of consumer purchase decision. It has also found that retail consumer follows five stage consumer purchase decision-making model. Here, social media is effective to create a desire for a new product. The researcher has developed a model along with six hypotheses to analyse the impact of social media marketing on consumer purchase decision in the retail industry. Research shows that credibility of social media is higher than traditional mass media. Consumers believe that social media is more effective to draw their attention in case of new product or service comparing to mass media. By this way, social media create trust among consumer about a product or service or brand. This trust has a positive impact on consumer perceived usefulness and positive attitudes. These trust, perceived usefulness and consumer attitudes have a positive impact on consumer purchase decision. So, it has been stated that social media marketing has a positive impact on consumer purchase decision in the retail industry in the UK.

Therefore, to increase retail credibility companies itself should social media site and updated real information. Assigned employees should be trained to utilise social media. They should highlight those comments, reviews and opinion so that other consumers motivated to purchase the product and update information on real-time basis. As consumer comments and reviews are highly effective for the company, retail companies should motivate consumers to share their opinion, provides review and comments on their social media site.
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Chapter 1: Introduction

1.1: Introduction

Social media marketing has emerged as influential marketing tools in modern marketing management. The appealing of social marketing is increasing continuously. This tool is effective to manage the most complex behavior of consumers in business. So, this research is all about identifying and evaluating social media marketing impact on consumer purchase decision in the retail industry. And this chapter is designed to illustrate research background, rationale, purpose, aim, objectives, questions etc.

1.2: Title of the research

“Impact of Social Media Marketing On Consumer Purchase Decision: A Case Study of UK Retail Industry”

1.3: Background of the research

The retail industry of UK is huge, and it has significant impacts on the overall economy of the country because this industry generated almost £358billion worth of retail sales in 2017 and it is the largest private sector employer that employed almost 22% of total workforce. Moreover, the number of retail stores in the UK is approximately 290,315 stores around the whole country. The main purposes of the social media are to communicate, interact, socialise, be connected and sharing moments with the other people on the same platform in the forms of stories, photos, videos, GIF and other contents where other users can like, share, comments and talk. Guesalaga (2016) discussed that business organisations are now entering into the social media platforms to conduct marketing activities because social media provides the scopes of conducting concentrated and low-cost branding and promotional activities which can eventually attract the users of social media sites and can generate sales and influence their decisions in favour of the company.

Noreen & Han (2015) defined that consumer purchase decision is complicated to understand and the companies are trying their best to influence consumer purchase decision in favour of them by using different techniques and strategies. As consumers are one of the most important stakeholders of the retail industry, it is not possible to run the business smoothly without
understanding consumers purchase behaviour. So, AlHarbi et al. (2016) stated that the most of important things of consumers purchase decision is how a consumer’s search product to satisfy needs. Making an effective purchase decision is solely based on the effective evaluation and comparisons of information. With the advancement of technology, there are different strategies and techniques to influence consumers purchase decision. The contemporary phenomenon to influence consumers purchase decision is social media marketing. According to Alkaya and Taşkın (2017) consumers are now cautious about the use of modern technology to search and get information for comparisons and decision making.

Alkaya & Taşkın (2017) defined that social media marketing can be a great tool for this and the researcher will design this research based on the impacts and influences of social media marketing on consumer purchase decision that can be conducted on the basis of UK retail industry. Anam and Faiz (2016) also stated similar thing. He recognised social media as powerful tools of marketing. It has been found that almost every retail organisation in the UK has engaged in social media marketing. Research by Masroor (2015) showed that more than 80% consumer purchasing decisions are influenced by social media post of friends. In addition to that Masroor (2015) also stated that 78% consumers agreed that social media post or marketing of companies influenced them to purchase their product. On the other hand, Chahal et al (2018) stated that 31% people browse social media to find out new products. Therefore, it has been seen that consumer’s decision-making is influenced by social media marketing which is also supported by previous research. In addition to that it has been noticeable that almost all of the companies are now investing significant time and money in the social media marketing and this researcher will reveal how much worthy these efforts are to influence the consumer purchase decision. So, researcher has selected this topic to find out the impact of social media marketing on consumer purchase decision-making.

1.4: Problem statement

There has been conducted a lot of researchers on this issue but there is no specific research has been conducted on the impact of social media marketing on consumer purchase decision in retail industry. Here, previous researcher has been conducted this research on specific company or other industry. But there is still a gap to show the impact of social media marketing on consumer behaviour in retail industry in broader sense. Toor et al (2017) has conducted a research on the
impact of social media marketing on consumer purchase decision in Pakistan. They have found that social media networking is positively correlated with purchase intention of consumers. Lee (2013) has also conducted a research on the impact of social media marketing on consumer decision-making process. He found that consumers accepted social media to search information to make purchase decision. He concluded that the social media has immense influence over consumers. These two papers did not show the impact of social media marketing on consumer purchase intention in retail industry in the UK. However, it has been expected that the impact of social media on consumer purchase behaviour is positive. So, this research is design to meet the gap of these previous researchers.

1.5: Rationale of the research

The issue of this research is to critically evaluate the impact of social media marketing on consumer purchase behavior in retail industry. Alkaya & Taşkın (2017) defined that Social media has become an integral part of modern life and more than 39 million UK users are now using social media and most of them are young people (Facts, 2018). This research has been prepared based on the impacts of social media marketing on consumers purchase decision on the basis of retail industry. Guesalaga (2016) discussed that the number of users on social media sites is huge and it is increasing at a greater speed which provides the companies for conducting low-cost marketing strategies to reach more consumers with more concentrated efforts. Retail companies are now spending a huge amount of resources on social media marketing and the spending on online advertisements in the UK is more than 10 billion euro which is almost 33% of whole advertising spending. Moreover, Manchanda, Packard & Pattabhiramaiah (2015) described that social media marketing can generate consumers and can influence the users of social media by demonstrating the products and disseminating information among the users of social media. So, this research has light shed on the impacts of social media marketing by collecting data and information from the selected respondents and the researcher has then analyse the data using statistical tools to define the impacts of social media on consumer purchase decision for retail products.
1.6: Research aim

The aim of the research is to investigate the impact of the social media marketing on the consumer's purchase decision that has been conducted on the basis of the retail industry of UK.

1.7: Research objectives

The objectives of the research are set to achieve the broad aim of the research which are stated below:

- To review and evaluate effectiveness of social media marketing and their impacts on consumers
- To review extant conceptual models and theoretical frameworks related consumer purchase decision in retail industry
- To develop and test strategies to influence consumer purchase decision of retailers through the increased presence on social media platforms for retail companies
- To propose best practice guideline to improve the impacts of social media marketing to influence consumer purchase decision for UK retail industry

1.8: Research questions

The questions of the research are stated below:

- What is the effectiveness of social media marketing and their impacts on consumers?
- What are the conceptual models and theoretical frameworks related consumer purchase decision in the retail industry?
- To develop and test strategies to influence consumer purchase decision of retailers through the increased presence on social media platforms for retail companies
- What are the best practice guidelines to improve the impacts of social media marketing to influence consumer purchase decision for UK retail industry?
1.9: Structure of the research

This research has been conducted in six chapters that are stated below:

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>• This chapter has provided an overview of the research topic which included the background of the topic, rationale, problem statement, aim, objectives and questions of the research.</td>
</tr>
<tr>
<td>Literature review and conceptual framework</td>
<td>• The second chapter is related with a critical review of previous literature on social media marketing, strategies of social media marketing, consumer behaviour, consumer behaviour model, the impact of social media on consumer behaviour etc.</td>
</tr>
<tr>
<td>Research design &amp; Methodology</td>
<td>• This chapter is related to research design and methodology that includes types of investigation, design, approach, data collection method, sampling tools, and ethical issue. This chapter is used to select appropriate methodology based on justification.</td>
</tr>
<tr>
<td>Research Result analysis</td>
<td>• This chapter is used to illustrate and analyse the collected data by applying different statistical tools and techniques.</td>
</tr>
<tr>
<td>Discussion of Research Findings</td>
<td>• This chapter illustrate research findings and compare the findings with existing literature. Objective based finding and model implication have been analysed here.</td>
</tr>
<tr>
<td>Conclusion and Recommendations</td>
<td>• This chapter is used to summarise the whole research and based on the analysis as well as findings makes recommendations.</td>
</tr>
</tbody>
</table>

Figure 1: Structure of the research [Source: Self developed]

1.10: Conclusion

This chapter has effectively formulated research aim, objectives and questions. Here, the researcher has provided a logical explanation of research background and rationale. The problem of the research is identified properly. Finally, the researcher has provided the structure of later chapters of this research.
Chapter 2: Literature Review and Conceptual Framework

2.1: Introduction

Social media marketing is a process of communicating the products and brand name of the company to the target consumers through using different types of social media such as Facebook, YouTube, Blog, LinkedIn, Microblog, Pinterest etc. According to research by Baird and Parasnis (2011), the rate of technology adoption and the number of social media users have been increasing rapidly. So, it is very crucial for retail industry to capitalise this opportunity. There have been conducted many types of research in this area. Here, the researcher has included previous literature based on argument and counter argument to provide a holistic view of previous researcher’s contribution to the field of social media impact on consumer purchase decision. Therefore, this chapter illustrates the previous literature regarding social media marketing, social media marketing strategies, types of social media used to effective marketing, consumer purchase behavior, theories & models involves with consumer purchase behaviour and the impact of social media on consumer purchase behavior in the retail industry.

2.2: Social media

Most of the researchers such as Kaplan and Haenlein (2009) have agreed to use social media and Web2.0 interchangeably. However, Safko and Brake (2009) argued that social media and Web2.0 is closely related but couldn’t be used interchangeably as they identified difference in the uses pattern. There has a continuous debate about the universal definition of social media. However, the current shape of social media has been undergone through three transformations that are Web 1.0 practices to Web3.0 practices. Kotler et al. (2010) termed Web3.0 as a social media platform to establish remote and relentless communication. Supporting this Asperen et al. (2017) stated that social media had enabled its users to be connected from anywhere anytime. It has audio, video, text, image, graphic etc. supports to establish effective communication. In addition to that social media has unlimited followers of people. The business organisation can create social media pages, and subscribers can watch the activity of the business organisation. Now social media has live features which enable to be connected with friends and followers more effectively. Therefore, Harris and Rae (2009) stated that social media is the platform of communication. It enables the users to be connected each other.
2.3: Social Media Marketing

Alkaya & Taşkın (2017) defined Social media marketing as the usage of digital media and its platform for the business purposes that will help to reach potential consumers, attract them, inform them about the products, create brand awareness’s and promote products or services. Guesalaga (2016) discussed that social media marketing could be done through ensuring the social media presences where the company share and promote the brand and its elements so that consumers can be attracted and informed about the activities, products, and offers of the company. Hanaysha (2017) argued that social media marketing is gaining the interest of the companies because people of different race and spectrum are spending significant time on social media sites, which have opened a path for the companies to connect, interact, and communicate with the consumers and potential leads that eventually will help the company to influence overall consumers behaviour and purchase decisions. Lee (2016) narrated that social media marketing is the medium that can use to create a media where the company can achieve its objectives by using appropriate strategies and techniques that will ultimately produce the desired outcomes for the company via online communication mediums involving targeted consumers and young people.

Manchanda, Packard & Pattabhiramaiah (2015) described that Social media had become a great source of information provides the opportunities of the retailers and companies to cultivate relationship and information sources which can enable the companies to conduct most targeted or concentrated communication and marketing strategies to attract, retain and influence them. Maslowska, Malthouse & Viswanathan (2017) argued that Social media marketing is a digital platform based activities which enable the company to keep update and inform about the activities of the users and help to get insights about the consumers which can be used for the market research purposes and other development activities. Noreen & Han (2015) defined that Social media has created a new platform which is comparatively cost effective and mostly concentrated on specific purposes that will help the company to stay focus and gain competitive advantages in the market.
2.4: Types of social media

There are different types of social media. Researcher has identified and analysed the effectiveness of every social media sites. Based on the analysis and previous literature, the most common and effective social media are social networking sites, social news, media sharing, blogs and microblogs. These types of social media are effective to reach a maximum number of people. The business organization can get a competitive advantage if it can use this social media effective based on its target consumers.

2.4.1: Social Networking Sites

According to Weinberg (2009) social networking sites is a platform of similar background people to be connected with each other such as Facebook, MySpace etc. It enables its users to communicate each other by sharing audio, video, image, and graphics and so on. Boyd and Ellison (2007) argued that social networking sites have some common features such as individual user have customised profile, the background within the bounded system and list of suggested friends to be connected.

According to Kotler and Keller (2007) social networking sites enable consumers of the specific retail company to come closer and establish a relationship by creating chat group, plug in and groups. Dugan (2012) has researched to investigate the linkage of consumers with retail shopping company. Here, He tried to analyse the linkage between consumers purchase decision and effects of social media. He conducted the study on 6500 US consumers and concluded that 55% consumers liked the Facebook page of the branded retail company. In addition to that 73% consumers said that they had visited a retail store that was influenced by social networking sites.

Kown & Wen (2010) stated that social networking site is effective to build a warm relationship through collecting and sharing important information. It is very important to build a relationship between the company and consumers. According to the survey by Kim and Ko (2012) social networking site like Facebook is effective to create a relationship between consumers and organisation. They have shown that Facebook page containing updated information about the product; product features, special offer etc. are motivating to consumers. It has influenced the consumers to taste and purchase the product. However, Dolan et al (2016) criticised that Facebook page is not influenced consumers too much because it might not reach to target consumers on time. In addition to that, the outcomes of social network site would fade if target
consumers are not notified of the information or update of the offer. Still, social networking site is fast growing social media and has much popularity.

But the recent phenomenon has created tension among the users of social networking sites such as Facebook. It has been revealed that Facebook authority has used the personal information of uses without the consent of users for business purpose. In spite of this, there are upward trends in social site networking. Palmer & Koenig-Lewis (2009) stated that electronic and print media have been experiencing a shortfall of revenue because social networking sites have grabbed a significant portion of advertisement. Consumers’ attentions have been shifted to social media marketing than traditional marketing because of the increased number of online users. A study conducted by Palmer & Koenig-Lewis (2009) showed that people time spending on TV watching and newspaper reading had been decreased significantly because increased time is spending on online.

Therefore, it has been observed that social networking site such as Facebook, YouTube; LinkedIn etc. can attain maximum numbers of people attending. Subsequently, it has reduced the usage of electronic and print media. YouTube is a great source of entertainment. Everything is found on YouTube in video format. The popularity of YouTube has been increasing, and it took the position of television. According to Guesalaga (2016) YouTube is an important platform for social networking site where the retail industry has provided advertisement. When a user uses YouTube, then there is some automatic advertisement shown. This creates users attention. So, social networking site is very crucial promote products of retail industry and influence consumers purchase behaviour.

2.4.2: Social News and Bookmarking Sites

Zarrella (2010) stated social news and bookmarking sites are the important platform of social media to reach target consumers. He stated that retail organisation paid different social news sites to advertise their products. So, it is an easy and effective source to reach target consumers. However, Lee and Ma (2012) argued that users could customise pup up information on this sites because setting preferences. So, consumers have the democracy to watch customised news and ad. A different study showed that social news and bookmarking sites use have been increasing. Some of the researchers recognised social news sites as a replacement of newspaper. It is popular to the users because it empowers users by putting the audience in the center via active discussions and which reacts on how readers interact.
2.4.3. Facebook and its Dimensions

Facebook is one of the most connected social media sites that allows its users to be connected with their friends, family and society. According to Gamage (2013) Facebook allows its users to explore what is going around them and express their opinion regarding them. It is not only useful to be connected with friends and family. It has the great implication for business purpose. According to Dolan et al. (2016) individual user of Facebook could be connected with fan page of a retail brand. This allows the individual to get up to date information. In addition to that, it also creates a need for a product or service shown in social media. The researcher suggests that Facebook is an effective social media site that has a significant impact on the consumer purchase decision. According to Fournier and Lee (2009) Facebook fan page of different retail companies provides an offer to attract their consumers. They launched a new product on Facebook. This creates the desire for that product. In addition to that Facebook is an important platform to express an opinion about product and service quality.

2.4.4: Other social media sites

Apart from social networking site and social news as well as bookmarking site, still there are different social media such as blogging, photo and video sharing site etc. According to Safko and Brake (2009) blog is an online forum to share ideas, reviews and commentary argument about a product or service to a large group of people. However, Weber (2009) argued that as there is no editorial restriction on the blog to publish it might harm the value of the company negatively. Microblogging is a real-time information sharing system. However, text size in Microblogging is limited. According to Kim and Ko (2012) Microblogging such as Twitter allows its user to spread news instantly through mobile messaging, email or web etc. Thus it has become effective to increase social interaction among consumers.

2.5: Characteristic of social media marketing

According to research by Mayfield (2008), there are five characteristics of social media such as participation, openness, conversation, community and connectedness. On the other hand, Taprial and Kanwar (2012) also identified five features of social media that makes it distinct from traditional media such accessibility, speed, interactivity, longevity and reached. However, based on previous literature the dominant features of social media marketing are it is community-based, promotes connectedness, motivate openness; ensure speed, accessibility, participation and
conversation. According to Mishra, Narendra Kumar & Sharma (2012) community in social media information is shared with the similar online social community which helped to ensure connectedness among communities. In case of business community such as retail industry retail company share information about product features, offer and new product etc. to social media fan page. Supporting this Ahn, Ryu & Han (2007) stated that social media enables retail companies to stay closer to target consumers with updated products, services, offer etc. According to Mayfield (2008), social media is free for its users. The users of social media need to interest access through a smartphone or other electronic devices. So, motivates its target customer to share information about the brand name to other consumers or community.

It has been found that social media marketing has a higher spread than traditional marketing such as word of mouth marketing. In case of social media, online WOM spreads consistently where traditional WOM disappear into thin of air. Taprial and Kanwar (2012) information published social media is available to its network and instantaneous as soon as it published. So, accessibility by individual users is easy in social media than traditional media. Another feature of social media is participation. Individual user of social media can comment on the advertisement published. It enables to get feedback from the company directly. It is two-way communication systems. Thus it is more effective to provide feedback to consumers’ instantly which is not possible on traditional media. Supporting this Pehlivan, Sarican & Berthon (2011) argued that social media is based on user-generated content where everyone can generate information. Thus social media marketing is very effective to spread information among target consumer more effectively and efficiently within a short span of time.

**2.6: Consumer purchase behavior model**

There is a different consumer purchase behavior model. In 1968 Engel, et al. has developed KEB model of consumer decision-making. This model is widely used and most famous model of consumer purchase behaviour that includes five stages such as problem recognition, information search, and evaluation of alternatives, purchase and outcomes. This model is effective for the retail industry as well. Rice (1993) had suggested including feedback steps under outcome stage that is related to determining the satisfaction level of consumers. Consumer’s satisfaction is very crucial for making further decision. If consumers did not feel satisfied with the product quality, price, or other features, then the consumers would not have purchased the product again.
In contrast to five-stage model of consumers purchase decision-making, Howard and Sheth developed a new model in 1969 that included three stages. These are Extensive problem solving, limited problem solving and routinised response behaviour. In 2009 McKinsey Company has created the ‘Consumer Decision Journey’ model.

![Figure 2: ‘Consumer Decision Journey’ model [Source: McKinsey Company2009]](image)

This model involves initial consideration, active evaluation, and moment of purchase, loyalty loop and post-purchase experience. According to this model, consumer purchase starts with considering brand perception. They focused on brand perception and preference. Then based on consumer need or demand consumer subtract alternatives by gathering information. Then consumer selects a brand to purchase the product. Here, loyalty loop has played a vital role to purchase products. After purchasing and using the product, the consumer has an expectation based on experience for further purchase journey. Here, consumer builds expectations based on experience to inform the next decision journey.
2.6.1: Need recognition

Solomon et al. (2002) stated that need recognition is the state of difference between desired state and actual state. It should be triggered from the internal or external stimulus. Supporting this, Kotler and Keller (2009) stated that when an individual observed in social media advertisement about holiday package tour, he or she might be motivated to avail the package. The source of information is a vital factor to recognise needs of consumers. According to the study by Forman, Ghose & Wiesenfeld (2008), social media is an effective platform to create a need among general people when they saw an offer or advertisement new products. Supporting this, Forman, Ghose & Wiesenfeld (2007) stated that social media triggers its users to purchase new products or enjoys service offered. It also creates desire for new products and services. Thus information available in the marketplace triggers consumer to identify need because it helps to evaluate the difference between desire state and actual state.

2.6.2: Information Search

Recognising need does not fulfil the needs of consumers. According to Silverman (2011) consumer needs to search information about different alternatives to fulfil the needs. So, it is crucial to collect information to satisfy the needs. This information can be collected from internal
as well as external sources. According to Solomon et al. (2012) internal search related to gathering information from former experienced consumer or person. Here, family, friends and relatives are the main sources of information. On the other hand, social media and company advertisement is an important source of external information. However, de Vries, Gensler & Leeflang (2012) argued that information search is affected by consumer prior experience or knowledge about the product or services.

2.6.3: Evaluation of Alternative

There might have different alternatives to fulfil consumer needs. However, all the alternatives are not best suitable or provide maximum utility. Hence, it is essential to evaluate different alternatives to make a purchase decision. According to Park, Lee & Han (2007) consumer set criteria to evaluate alternative such as which alternative is simple to fulfil the needs, prior experience of users, the brand identity of the product, quality of the product etc. After evaluating alternatives, consumers formulate belief about different alternatives that guide their attitudes, intentions and lead to choosing a specific one. However, Gefen, Karahanna & Straub (2003) argued that decision maker always tried to simplify decision-making process when it involves complex evaluation and buying process.

2.6.4: Purchase decision

Kotler and Keller (2009) suggested that brand and quality influence consumer purchase decision. However, they incorporated attitudes of other people and another situational factor while making final purchase decisions. Saunders (2010) argued that other people might not recommend alternative chosen by the consumer or other people have the reluctance to purchase this option. Supporting this Lu, Zhao & Wang (2010) stated that comments and attitudes of other people about the product in social media have significant influence over consumer purchase decision. The consumer may change his or her decision after observing social media comments. In addition to that social media, recommendations entice the consumer to pick up the alternative. Thus social media information affects consumer perception and attitudes a product to make a purchase decision.
2.6.5: Post-purchase behaviour

Post-purchase behaviour of the consumer is very significant. According to Kim & Ko (2012) after consuming the products or using the services, the consumer might have satisfaction or dissatisfaction. If purchased products are able to fulfil consumer desire state, then consumer become satisfied. On the other hand, if consumer desire state is below actual performance, then consumer becomes dissatisfied. According to Casidy & Wymer, (2015) when consumers get expected utility from the product, consumer adopts the product and consumer let it know to another consumer. Supporting this Maslowska et al. (2017) showed that product purchased through social media marketing motivated to voice his or her opinion about the products in social media. Thus other people are influenced by the comments or reviews of the consumer.

Maslowska, Malthouse & Viswanathan (2017) argued that Consumer purchase decision is a psychological process where a business organisation needs to understand the mental process and the tapping points of the consumers because it will enable the company to stimulate the consumers which matter to them and they can feel interested in purchasing the products. Hanaysha (2017) argued that Consumer purchase decision starts with the identification of their needs where the companies need to design its marketing strategies and advertising to attract them and give the information about the products that will provoke their needs. Moreover, Guesalaga (2016) discussed that the consumer purchase decision can be influenced the by the overall brand name and brand reputation which can help the consumers to decide among the alternative and understand the values of the products where business companies can use digital social media platform to reach them easily and utilize the benefits of this platform. The overall consumer purchase decision can be influenced by the various factors that directly and indirectly related the purchase and consumers where the marketing professionals must do so to persuade consumers to choose the products they promote and understand the factors that can influence the consumer purchase decisions.
2.7: Research Model and Hypothesis

The researcher proposes a research model is focusing on the impact of social media marketing on consumer purchase decision. The developed model is stated below:

![Research Model and Hypothesis](image)

**Figure 4: Research Model and Hypothesis**

2.7.1: Effects of social media marketing

Guesalaga (2016) discussed that the social media marketing is the tool of digital marketing that can generate favourable outcomes for the business companies because it helps communicate and interact with the consumers that can eventually influence the consumer purchase decisions in many aspects. Moreover, Alkaya & Taşkın (2017) defined that the social media marketing can be conducted by using pictures, videos, text messages and personalized messages which can facilitate the path of communication and interaction with the consumers to meet the query, questions and disseminate information among the users of social media and consumers that can influence the overall purchase decisions of the consumers. Guesalaga (2016) discussed that Social media platform opens the path of open conversations and opportunities to provide opinions and reviews about the products and offers and activities of the companies which can help other users to understand different aspects of the company. Liang & Dang (2015) argued that Word of mouth can influence the consumers a lot and peer reviews can influence the
purchase behaviour of the consumers that eventually leads the consumers to perceive opinions and understandings of the products and information.

Manchanda, Packard & Pattabhiramaiah (2015) described that Social media marketing facilitates the quick responses and making the contents viral which can eventually facilitate the path of grabbing the attention of consumers promptly and can generate an increased purchase intention of the consumers that can play a vital role in achieving social media objectives for business purposes. Noreen & Han (2015) defined that Social media marketing can generate ideas from the consumers as well which can be used for development and research of new product designs and launch by incorporating consumers’ needs and demands. Thus social media has increased consumer trust about the information provided.

Social media is effective to in all stages of consumer purchase decision. According to the study by Harris and Rae (2009) consumer desire for new goods or services arise from information available in social media. It has been found that social media provide new desire of state about a new product. It is also effective to search information about the product. Consumer comments and reviews are effective in this sense. It has been found that consumer shares his or her experience about product or service which is the basis of the new consumer to make a purchase decision. It is also found that final purchase decisions of the consumer may overturn if they saw a negative review of the products. It is also a good platform to share post-purchase experience with other customers. Social media is widely used platform where people easy access to get information about their choice. This information is vital to their purchase decision. The previous study shows that consumer provide much emphasis on the information available in social media. They trust consumer reviews, comments and offer provided by retail companies. So, the research postulates the following hypothesis based on previous literature.

\[ H_1: \] Social media marketing has a positive impact on users trust

2.7.2: Effects of trust

According to McCole et al. (2010) trust is a cornerstone for every business organisation. Trust can be the different form that is dependent on different factors such as benevolence, ability, competence and credibility. However, Ba & Pavlou (2002) argued that credibility and benevolence are two crucial form of trust where credibility means that another party in the business transaction is reliable and benevolence means a repeated seller-buyer relationship.
According to Liang and Dang (2015) trust has played a vital role in consumer purchase decision. Before that previous research stated that social media marketing exchange different vital information to consumers to make a better decision. This information is credible to consumers that increased the perceived value of consumer and makes the consumer to hold positive attitudes. Supporting this Han & Windsor (2011) argued that social media marketing increase trust among consumes that information provided are reliable to make a purchase decision. Thus proposed model demonstrate a positive relationship among trust, perceived value and attitudes. Previous research studies show a positive impact of trust on perceived value and perceived usefulness. Social media has played a vital role to reduce information asymmetry between buyer and seller. In addition to that, it reduces information risk. Social media reviews, comment and feedback increase consumer level of trust. Another study showed that previous consumer feedback about a product might change the intention to purchase the product of new consumers. Thus, social media can create trust among target consumers that have a significant impact on perceived values, usefulness, attitudes and purchase intentions.

Based on the proposed model analysis following hypothesis have been formulated.

**H2:** User trust in social media marketing positively affects consumer perceived usefulness

**H3:** User trust in social media marketing positively affects consumer attitudes

**H4:** User Trust in social media marketing has a positive impact on purchase intention

### 2.7.3: Effects of perceived usefulness

Perceived usefulness and value has a significant impact on consumer purchase intention. Based on utility theory the purchase intention of the consumer is higher when consumer gets more than giving. The empirical finding shows that perceived value has a positive relationship with consumer purchase intention. According to Lee and Ma (2012), perceived usefulness is the belief of social media users that social media will help to make a better purchase decision. Perceived value and usefulness are correlated with each other. The previous study shows that perceived usefulness increase purchase intention. Perceived usefulness of social media marketing
increases the probability of purchasing more. It has been found that the number of social media marketing users is increasing and sales of the company. Another study shows that consumer believes that social media marketing provides a holistic view about the product and services because consumers are able to overview previous user feedback regarding the product. Thus perceived usefulness of social media marketing has a positive impact on consumer purchase intention. Hence, the proposed hypothesis is:

**H$_5$**: Perceived usefulness and value of social media marketing has a positive impact on consumer purchase intention.

### 2.7.4: Effects of attitude

Attitude refers to a settled way of thinking or feeling about something. According to Patterson et al. (2006), consumer attitude refers to consumer beliefs, feeling and behavioural intention about a product or brand. Sondergaard et al. (2005) studied the formulation of consumer attitude towards different enzyme production method. They showed that consumer attitude follows top-down approach that means the consumer has a general perception towards a particular product before purchasing the products. Supporting this Mollen and Wilson (2010) stated that more positive attitudes towards the product increase the probability of purchase the products. So, it is stated that consumer purchase intention is directly correlated with consumer attitudes towards a product, service or brand. The previous study shows that effective promotion mix can create positive attitudes towards a product. In recent time it has been found that social media has played a vital role to promote a product among target consumers. It can create a positive belief about the product and services. A study conducted by Manchanda et al. (2015) stated that consumer review of product or sharing post-purchase experience in social media increases positive attitudes among the online community. In addition to that information and features highlighted by the company are social media also creating positive attitudes? Feature product recommendations in social media have a significant impact on the consumer to purchase the product. Therefore, it has been stated that social media has played a vital role to create a positive attitude about a product or service which increase consumer purchase intention. So, the research proposed the following hypothesis.

**H$_6$**: Social media marketing attitude has a positive impact on purchase intention
2.8: Conclusion

AlHarbi, Heavin & Carton (2016) described that Consumers are the main concern of the business, and every business organization needs to understand the psychology and decision making the process of its consumers because it will help them to treat consumers and utilize opportunities, which eventually help the company to be successful and achieve the desired objectives. Liang & Dang (2015) argued that Consumer purchase decision is the mental process which is completed by identifying the needs and then generating options, which will help to choose the perfect, and suited products from specific brand and company. Noreen & Han (2015) defined that the consumer purchase decision is more complicated from the tech or expensive products whereas the complicacy is flexible and more relaxed during the purchase of low involvement and less costly products and services. The research model developed to analyse the impact of social media marketing on consumer purchase decision postulates that social media marketing is effective to enhance trust among its users. Trust of social media marketing has led to perceived value and positive attitudes towards the product or brand. Information spread by social media increase consumer trust toward the product. Thus, social media marketing can increase consumer trust, perceived value, usefulness and attitudes towards a particular brand which increases purchase intention of the product. Therefore, proposed model stated that social media marketing has a positive impact on consumer purchase decision.
Chapter 3: Research Design and Methodology

3.1: Introduction

This research has been prepared by following the guidelines given by Saunders (2013) that included the choice of research philosophy, research approach, research strategy, data collection and analysis methods. These choices depend on some factors, but the research question is the most.

3.2: Research philosophy

There are different types of research philosophy based on ontology and epistemology features such as positivism, interpretivism and ontology. Ontology philosophy deals with existing things only but does not allow human participation to analyse the research issue. Epistemology philosophy is related to what is said to be true and analyses the research issue based on available market information (Brett-Davies and Hughes, 2014). It allows collecting information from a human. Based on epistemology feature, research philosophy is divided into positivism and interpretivism form. Positivism research philosophy is used to analyse contemporary and established research issue based on available market data. It analyses the research issue from the objective viewpoint and discusses the issue from theory to implication (Bryman and Bell, 2015). Here, the researcher needs to collect information from the responders to examine the issue. On the other hand, interpretivism philosophy is used to analyse concurrent observation based on market information. Subjective judgement is used to analyse the interpretivism research philosophy. Both of this philosophy can incorporate human response. Ontology philosophy does not allow human participation to conduct the research.

3.2.1: Justification

Positivism philosophy under epistemology feature has been chosen to conduct the research. The issue of this research is to analyse the impact of social media on consumer purchase behaviour. This is an established issue, and previous literature stated a positive relationship between social media and consumer purchase decision. However, to justify the validity of previous literature, it is essential to understand the perception of consumers regarding social media and their purchase decision. So, this research requires human participation to conclude. This shows that positivism research philosophy fit with the nature, aim and objectives of the study. In addition to that
positivism, philosophy ensures the accuracy of data and reduces the level of error in the analysis due to the incorporation of statistical analysis. Hence, positivism philosophy is most appropriate to conduct the study. On the other hand, the researcher has rejected interpretivism and ontology research philosophies. Researcher rejected ontology philosophy because it does not allow human participation in a research study where consumers’ response is very vital to conduct the study. Interpretivism philosophy has been rejected because it is related to analysing the issue based on the descriptive analysis. But the research requires quantitative analysis. Quantitative analysis is more reliable than qualitative analysis. Therefore, positivism philosophy is justified in conducting the study on the impact of social media on consumer purchase decision in the retail industry in the UK.

3.3: Research approach

Research approach deduces the pattern of analysing the issue. There are two types of research approaches such as deductive and inductive. Deductive is used to examine established research issue. In this approach, the researcher selects an established research issue that needs to be analyzed based on currently available data (Collis and Hussey, 2013). So, it starts with theory and ends with accepting or rejecting the theory. On the other hand, inductive is used to create a new theory from tentative observation. Here, the researcher observed something happening around society and tries to relate to the existing phenomenon and create new theory or hypothesis.

3.3.1: Justification

The researcher has selected deductive approach and rejected the inductive approach to conducting the study. Here, the researcher has developed a hypothesis by investigating previous literature that is the impact of social media marketing on consumer behavior. There are a lot of theories, hypothesis, research etc. on this issue. Now, the researcher wanted to analyze the hypothesis derived from previous literature in the retail industry in the UK. So, it is relating to examining the research issue from retail industry consumers perceptive. Here, researcher critically reviewed the previous literature regarding social media, consumer purchase decision and developed the hypothesis. Statistical analysis tests this hypothesis. So, a deductive approach is appropriate. On the other hand, inductive approach is rejected because researcher does not want to develop any new theory or hypothesis. In case of an inductive approach, a researcher
works with his or her tentative observation to formulate a hypothesis. Then collect relevant information, if collected information supports the observation, the theory is created, or observation is nullified. But this research does not require any theory creation. For this, a deductive approach is selected, an inductive approach is rejected.

3.4: Research method

Research method defines the form of data analysis or analysing the research. Typically, there are three types of research method such as quantitative, qualitative and mixed. Quantitative method refers to analysing the research by numbers and calculations. Calculation relies on statistical analysis and mathematical analysis. The quantitative method collects data from a source of information that can be converted into number form (Denscombe, 2010). So, quantitative method of research refers to the study of analysing the research issue that can be expressed in numeric form. This method works better under positivism philosophy and deductive approach. Qualitative method is the process of analysing a research study on descriptive analysis. Here, the researcher collects information in a descriptive form (Greethan, 2009). So, statistical analysis cannot be applied here. This method is suitable for interpretivism and inductive approach. Mixed method refers to the combination of the quantitative and qualitative method. Here, the researcher collects both primary and secondary data to analyse the research issue. In case of quantitative method the sample size is usually large and in case of qualitative method the sample size usually small.

3.4.1: Justification

Researcher has selected quantitative method to analyse the collected data. As the selected research topic is an established research issue, it is essential to analyse the issue based on available market information that can be transformed into numeric form. So, researcher has collected information from the required source and converted into numeric form to apply statistical tools such as mean, mode, standard deviation, correlation and regression analysis. The information has been collected from the consumers of retail industry in the UK. On the other hand, researcher has rejected qualitative method because qualitative method collects information in descriptive form and it requires descriptive analysis. But researcher does not want to apply descriptive analysis. In addition to that it does not fit with research philosophy and approach. Therefore, in line with research philosophy and approach, researcher has selected quantitative
method to analyse the research topic on the impact of social media on consumer purchase decision in retail industry in the UK.

3.5: Research design

Research design is a systematic approach to conduct the study. To come up with a plausible research outcome, strategic research design should be followed. Typically, there are four types of research design such as exploratory, explanatory, descriptive and evaluation research. Exploratory research design is followed to explore something new from tentative observation or hypothesis (Kumar, 2014). Explanatory research design is used to explain the researchable topic and answer what, how and why. Descriptive design is related with analyzing the research topic in depth. Evaluation research design is used to evaluate a program or strategy. Descriptive research design is classified in different types such as correlational research design, experimental research design, quasi-experimental research design etc. (Quinlan et al., 2015). Correlational research design analyse the relationship between two variables by applying different statistical tools and techniques. Experimental research design is a cause and effective relationship research. Here, researcher tries to measure the impact of dependent variable by the changes of independent variable.

3.5.1: Justification

The descriptive research method has enabled the researcher to use the research findings for future uses and it can be used for pre-cursor for future research. The researcher is be able to conduct multifaceted approaches by using descriptive analysis, which has facilitated the path of gathering in-depth information that can be quantitative and qualitative data (Bryman & Bell, 2015). The descriptive research method has been used for this research because the researcher wants to observe the phenomenon in a completely natural and unchanged natural environment. For this reason, researcher has selected descriptive research design. It allows collecting quantitative data and analysing the collected data by applying different statistical tools and techniques.
3.6: Research strategy

Research strategy is used to collect information from required and valid sources of information. There are different types of research strategy such as case study, observation and survey strategy. Case study strategy refers to analysing research based on some geographical or specific criterion people (Kumar, 2014). In case of study research, researcher conducts a qualitative analysis. Here, the researcher observes the day to day activities of responders to collect information. It applies to analyse qualitative research. Observation strategy is effective to observe something among a group of people. Here, researcher provides some benefits to a group and no benefits to another group (Rearden, 2006). Then observe their behaviour. Survey strategy is the process collecting information from a primary source with a questionnaire. Survey strategy can be interview or interview. The interview is the process of collecting information with open conversation. Here, responders have the freedom to answer in detail (Quinlan et al., 2015). On the other hand, the questionnaire is the process of collecting information from responders provided a limited option (Ridley, 2012). However, the questionnaire can be open-ended. But in most of the cases questionnaire is a close-ended questionnaire. There are significant differences between case study and survey strategy. Survey strategy is effective to collect information that can be expressed in numeric form but most of the information collected in case study strategy is descriptive form. Statistical analysis is effective in survey strategy whereas descriptive analysis is effective in case study analysis (Rearden, 2006). Normally, researcher uses survey strategy in case of quantitative research whereas case study strategy used in qualitative research.

3.6.1: Justification

The researcher has selected close-ended questionnaire under survey strategy to collect information and rejected case study as well as observation strategy. Case study and observation strategies are rejected because these strategies are effective to collect qualitative information from the primary source. This research requires quantitative information. So, case study and observation strategies have been rejected. The researcher has selected close ended questionnaire to collect information because it is appropriate to collect information from a primary source that can be converted into numeric form. Here, the researcher has prepared close ended questionnaire focusing on the impact of social media on consumer purchase decision. Questionnaire is prepared focusing on the impact of social media on each steps of consumer purchase decision.
such as need recognition, information search, and evaluation of alternatives, purchase decision and post purchase reaction. Researcher asked responders to provide a rating in a scale of 1 to 5 regarding the social media impact on each stages of consumer purchase decision. Then the collected data has been converted into a numeric form to apply statistical tools. Another reason is for choosing close-ended questionnaire it that it is free from complexity and ensures consistency of responders’ response. For this reason, the researcher has selected close-ended survey questionnaire to collect information from the primary source of data.

3.7: Data collection

There are two sources of information such as the primary source of information and secondary source of information. The primary source of information refers to the raw source of information that is not used for previous research (Wisker, 2009). The collected data set is completely new. This information is used for primary research. Both numeric and descriptive information can be collected from a primary source of information. Primary source or primary data is a reliable source of information because researcher directs with collecting primary data from this source (Sekaran and Bougie, 2016). On the other hand, secondary data is referred to available data that can be collected from previous research, journal articles, books etc. This is the widest source of information. Information processing and cost of data collection in case of secondary data is simple. Secondary data used in secondary research (Saunders et al., 2012). Secondary data can be collected from two sources of information such as internal source and external source. The internal source of secondary data is the company website, annual report, sales forecasting report etc. Though secondary data is easy to collect, reliability and accuracy of secondary data are questionable.

3.7.1: Justification

The researcher has decided to collect only primary data for this research that has been collected by using primary data collection methods (Bryman & Bell, 2015). Here, researcher selected primary source of information to collect data because the primary source of information is the best fit with research purpose and objective. The researcher needs to collect current market information about the topic, and primary source of information enables the researcher to collect that information. Apart from this primary data provides a realistic view about the topic of the study. In addition to that researcher is able to ensure high reliability because it involves reliable
and concerned authority to collect data. On the other hand, the researcher has rejected the secondary source of information because secondary data is collected by a third that might not be reliable and accurate. Collected data for one location might not be matched with the intended purpose of the study. Moreover, the context of secondary is too old to consider obsolete. In addition to that, it creates authenticity and copyright issues. For this researcher, the researcher has decided to use primary data to analyse the research topic. Here, the researcher will collect information from retail industry consumer in the UK through face-to-face structured survey questionnaire.

3.8: Sampling techniques and sample size

Sampling is the process of selecting appropriate responders’ representative of the population to make a valid conclusion. It is not possible to research the whole population. It has much complexity such as data analysis, time, cost etc. For this, researcher follows sampling method. However, sample size should be representative of the population. Otherwise forecasting of population based on sampling is not appropriate. There are different sampling methods such as probability sampling and non-probability sampling. In case of probability sampling, the researcher selects sample responders based on probability (Walliman, 2013). Here, researcher assigned a probability to every population and based on set criteria researcher selects appropriate sample. There are different probability sampling such as simple random sampling, stratified sampling, cluster sampling etc. Simple random sampling is the representative of probability sampling. In case of simple random sampling, every population has equal opportunity of being selected as responders (Wilson, 2014). On the other hand, non-probability sampling refers to the sampling method that is based on the discretion of researcher. Researcher can apply his or her personal choice or judgement to select sample. Snowball sampling, convenience sampling etc are different form of non-probability sampling.

3.8.1: Justification

Here, researcher has applied simple random sampling to select sample for this research so that researcher is able to collect information reliability. It is free from personal bias of researcher. By this researcher has collected information 100 consumers of different retail company. Here, researcher approach to consumers of different retail company and request them to provide information. Prior to this researcher provided a brief introduction about the research topic and
convince them to provide information. This process has been followed until researcher is able to collect information from 100 responders. As this sampling method involves researcher to collect information directly from the consumers, it has high reliability and accuracy of information. For this reason researcher has selected simple random sampling method.

3.9: Data analysis plan

Researcher has collected information from primary source of data that can be converted into numeric form. So, quantitative data analysis has been conducted to reach a valid conclusion regarding the impact of social media on consumer purchase decision. SPSS software has been used to collate record and analyze the collected data by applying different statistical tools. Both descriptive and inferential statistics have been applied to analyze the collected data. Descriptive statistics such as percentile, cumulative percentile, mean, mode and standard deviation have been used to show the central tendency of responders response. Inferential statistics such as correlation analysis and regression analysis have been conducted to show the impact of social media on consumer purchase behavior. Frequency table and different charts have been applied to show the result of analysis.

3.10: Reliability and validity

Reliability and validity are important criteria to prepare a acceptable research. Reliability of the research refers to the internal consistency of responders’ response as well as outcome of the study comparing to previous researcher. On the other hand, validity related with appropriate approach followed by previous researcher to conduct similar kind of research. Researcher has ensured both reliability and validity of the study. In order to ensure internal consistency, researcher has followed structured questionnaire, so that there ensures internal consistency between the responses of responders. As option is closed to responders, responder needs to choose from available option. On the other hand, researcher followed appropriate methodology such as positivism philosophy, deductive approach, quantitative method, survey strategy, simple random sampling etc. in line with established research topic. Here, researcher has collected information from 100 consumers of different retail company in the UK that is representative to make a valid conclusion.
3.11: Research Ethics and Responsibility

This research involves human participation. So, researcher needs to ensure a number of ethical issues to collect information from the responders and incorporate those information. First of all, researcher needs to ensure privacy of information. Here, researcher has collected different demographic information. Though this information is not sensitive, researcher ensured confidentiality of information. Except supervisor and researcher, no one can access to the information. Secondly, researcher needs to collect information enthusiastically. Here, researcher does not make any undue influence over responders to provide information. Researcher requested to the consumers to provide information about the research topic. For this researcher provide a brief overview of the topic and purpose of data collection. Third ethical issue is appropriate use of information. Researcher has collected information for academic dissertation. So, he is committed to use this information for academic purpose only. This information is strictly protected to use for other purpose. In addition to that researcher is committed to prepare 100% genuine dissertation. Researcher provides proper credit to previous researcher through appropriate citation and referees.

3.12: Conclusion

Researcher has followed appropriate methodology to investigate the impact of social media on consumer purchase decision in retail industry in the UK. For this researcher has chosen positivism philosophy, deductive approach, quantitative method of study, primary source of information to conduct primary research, close-ended survey questionnaire to collect information, simple random sampling to select appropriate 100 responders etc. In addition to that researcher has successfully identified ethical issues related with this study.
Chapter 4: Research Result Analysis

The researcher has collected information from 100 consumers of the retail industry in the UK through a structured survey questionnaire. Then researcher has analyzed the collected data with SPSS software by applying different statistical tools and techniques. Analysis of data analysis with interpretation has been discussed in this chapter.

4.1: Demographic information

The following table and graph show the demographic profile of responders.

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>55</td>
<td>55.00%</td>
</tr>
<tr>
<td>Female</td>
<td>45</td>
<td>45.00%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-30 years</td>
<td>40</td>
<td>40.00%</td>
</tr>
<tr>
<td>31-40 years</td>
<td>26</td>
<td>26.00%</td>
</tr>
<tr>
<td>41-50 years</td>
<td>15</td>
<td>15.00%</td>
</tr>
<tr>
<td>51-60 years</td>
<td>11</td>
<td>11.00%</td>
</tr>
<tr>
<td>Above 60 years</td>
<td>8</td>
<td>8.00%</td>
</tr>
<tr>
<td><strong>Income level</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Annually)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below £10,000</td>
<td>18</td>
<td>18.00%</td>
</tr>
<tr>
<td>10,001-20,000</td>
<td>26</td>
<td>26.00%</td>
</tr>
<tr>
<td>20,001-35000</td>
<td>24</td>
<td>24.00%</td>
</tr>
<tr>
<td>35,001-40,000</td>
<td>17</td>
<td>17.00%</td>
</tr>
<tr>
<td>Above 40,000</td>
<td>15</td>
<td>15.00%</td>
</tr>
<tr>
<td><strong>Profession</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>14</td>
<td>14.00%</td>
</tr>
<tr>
<td>Service holder</td>
<td>29</td>
<td>29.00%</td>
</tr>
<tr>
<td>Teacher</td>
<td>10</td>
<td>10.00%</td>
</tr>
<tr>
<td>Professional</td>
<td>23</td>
<td>23.00%</td>
</tr>
<tr>
<td>Others</td>
<td>24</td>
<td>24.00%</td>
</tr>
<tr>
<td><strong>Level of education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foundation</td>
<td>14</td>
<td>14.00%</td>
</tr>
<tr>
<td>Higher secondary</td>
<td>32</td>
<td>32.00%</td>
</tr>
<tr>
<td>Graduate</td>
<td>23</td>
<td>23.00%</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>18</td>
<td>18.00%</td>
</tr>
<tr>
<td>Others (PhD, self-educated, Doctoral etc.)</td>
<td>13</td>
<td>13.00%</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Table 1: Demographic information of responders
The researcher has asked five demographic questions to responders who are gender, age, income level, profession and level of education. The researcher has collected information from 100 responders where 55% is male, and 45% is female. The researcher has collected information from diverse age group a person such as 40% information has collected from 18-30 years age group of consumers. In case of income level, 18% responders have an annual income below £10000, 26% responders have £10001 to 20000 annual income, 24% responders have £20001 to 30000 annual income, 17% responders have £30001 to 40000 annual income, and 14% responders have £40000+ annual income. Researcher also collected information from different professional responders such as 14% from students, 29% from service holders, 10% from the teacher, 23% from professional and 24% from other profession. In case of level of education 14% responders have foundation education, 32% responders have higher secondary education, 23% responders have graduate education, 18% responders have post-graduate education and 13% have other educational qualification such as self-educated, doctoral, PhD etc. Therefore, it has been evident that researcher has ensured a good combination of demographic information.
Q-6: Purpose of using social media

The following table and graph show the major purpose of using social media by responders. The analysis shows that 12% responders use social media for work-related purpose, 15% responders use social media for study-related purpose, 35% use it for entertainment purpose, 18% use it for services purpose and 20% use it for shopping purpose. It has been observed that significant portion of responders use social media for entertainment, services and shopping. Marketer is able to grab opportunities here. They can advertise their product to create awareness and publicity of product among target consumers. This is supported by Barhemmati and Ahmad (2015) and stated that social media marketing is an effective media to reach target consumers effectively and it is long lasting. Moreover, it creates awareness about different product and services among consumers.

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Frequency</th>
<th>Percentage</th>
<th>Valid Percentage</th>
<th>Cumulative percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work related</td>
<td>12</td>
<td>12.0%</td>
<td>12.0%</td>
<td>12.0%</td>
</tr>
<tr>
<td>Study</td>
<td>15</td>
<td>15.0%</td>
<td>15.0%</td>
<td>27.0%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>35</td>
<td>35.0%</td>
<td>35.0%</td>
<td>62.0%</td>
</tr>
<tr>
<td>Services</td>
<td>18</td>
<td>18.0%</td>
<td>18.0%</td>
<td>80.0%</td>
</tr>
<tr>
<td>Shopping</td>
<td>20</td>
<td>20.0%</td>
<td>20.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Table 2: Purpose of using social media

![Purpose of using social media](image)

Figure 6: Purpose of using social media
Q-7: Which social media you used most? (You may choose as much option you can)

Following table and graph show mostly used social media platform. It has shown that mostly used social media site is social networking site which includes Facebook, LinkedIn. Next widely used social media platform is photo and video sharing sites such as Flickr, YouTube, Instagram, Snap chat and Pinterest. However, users can also share video, photo, image etc. on Facebook page also. This statistics indicate that Facebook, YouTube, LinkedIn are most effective social media site where consumer spend significant time. So, it is beneficial for the market to advertise their products in this site. In addition to that twitter is also an effective platform to social media marketing. As consumers mostly use these sites, marketer should adopt this site to reach target consumers more effectively and conveniently.

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Frequency</th>
<th>Percentage</th>
<th>Valid Percentage</th>
<th>Cumulative percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Networking sites (Facebook, LinkedIn)</td>
<td>80</td>
<td>30.19%</td>
<td>30.19%</td>
<td>30.19%</td>
</tr>
<tr>
<td>Micro blogging (Twitter)</td>
<td>54</td>
<td>20.38%</td>
<td>20.38%</td>
<td>50.57%</td>
</tr>
<tr>
<td>Blogs/Forums</td>
<td>28</td>
<td>10.57%</td>
<td>10.57%</td>
<td>61.13%</td>
</tr>
<tr>
<td>Social Bookmarking sites/Social news</td>
<td>25</td>
<td>9.43%</td>
<td>9.43%</td>
<td>70.57%</td>
</tr>
<tr>
<td>Photo and video sharing sites (Flickr, YouTube, Instagram, Snap chat, Pinterest)</td>
<td>78</td>
<td>29.43%</td>
<td>29.43%</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

Table 3: Which social media you used most?

Figure 7: Which social media you used most?
Q-8: Are you interested in becoming a fan of retail company social media?

Following table and graph shows responders propensity to become a fan of retail companies in social media. It shows that 100% responders are agreed to become the fan of social media. This indicates that social media has the high potentiality to promote a product or service or brand. Consumers become more conscious about the use of social media. This also let to infer that consumer wants to be a fan of retail company social media because they want to be updated about the product or offer of retail companies. This statistic indicates that people are accepting social media as a source of information to make purchase decision. It enables to get updated product, offer, features etc. Marketers should maintain social media properly and update information it increase image of the company. Moreover, consumer is able to make better purchase decision.

<table>
<thead>
<tr>
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</tr>
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<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
<td>0.0%</td>
<td>0.0%</td>
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<tr>
<td>Total</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 4: Responders interested in becoming a fan of retail company social media

Figure 8: Responders interested in becoming a fan of retail company social media
4.2: Result analysis

4.2.1: Consumer purchase decision: Problem recognition

The researcher has asked four questions to regard social media impact on consumer purchase intention to identify problem recognition. These questions are coded as PR that means problem recognition.

<table>
<thead>
<tr>
<th>Dimensions</th>
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<th>%</th>
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<th>%</th>
<th>PR 03 Frequency</th>
<th>%</th>
<th>PR 04 Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
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<td>12</td>
<td>12.00%</td>
<td>7</td>
<td>6.93%</td>
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<td>7.00%</td>
<td>16</td>
<td>16.00%</td>
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<td>8.91%</td>
<td>9</td>
<td>9.00%</td>
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<tr>
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<td>8</td>
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<td>100.00%</td>
<td>101</td>
<td>101.00%</td>
<td>100</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

Mean: 4.02, Mode: 4, Standard Deviation: 0.99

Table 5: Consumer purchase decision: Problem recognition

PR 01 is stands for “Social media triggers you to purchase a product/service”. According to analysis, it shows that 80% responders agreed that social media triggers consumers to purchase a product/service where 39% strongly agreed with it. On the other hand, 12% responders have disagreed that social media triggers consumers to purchase a product/service. 8% responders remained neutral. Descriptive statistics such as mean value 4.02, mode value 4 and standard deviation 1 represent that consumers are agreed that social media triggers consumers to purchase a product/service.

PR 02 stands for “Mass media advertisement is still attractive to you”. According to analysis, it shows that 64% responders agreed that mass media advertisement is still attractive to consumers where 29% strongly agreed with it. On the other hand, 28% responders have disagreed that mass media advertisement is still attractive to consumers. 8% responders remained neutral. Descriptive statistics such as mean value 3.53, mode value 4 and standard deviation 1.23 represent that mass media advertisement is still attractive to consumers. However, social media is getting popular day by day.
Figure 9: Consumer purchase decision: Problem recognition

PR 03 is stands for “social media create a desire for new product and services”. According to analysis, it shows that 70% responders agreed that social media create a desire for new product and services where 25% strongly agreed with it. On the other hand, 16% responders have disagreed that social media create a desire for new product and services. 14% responders remained neutral. Descriptive statistics such as mean value 3.72, mode value 4 and standard deviation 1.14 represent that consumers are agreed that social media create a desire for new product and services.

PR 04 is stands for “Social Media provides a solution to the consumer what, where and why to buy the product”. According to analysis, it shows that 83% responders agreed that Social Media provides a solution to the consumer regarding what, where and why to buy the product where 30% strongly agreed with it. On the other hand, 12% responders have disagreed that Social Media provides a solution to the consumer regarding what, where and why to buy the product. 5% responders remained neutral. Descriptive statistics such as mean value 3.98, mode value 4 and standard deviation 1.01 represent that Social Media provides a solution to the consumer regarding what, where and why to buy the product.
### 4.2.2: Consumer purchase decision: Information search

The researcher has asked four questions regarding information searching in social media to investigate social media impact on consumer purchase intention. Here, information search is coding with IS (Information Search) and four questions is standing IS 01, IS 02, IS 03 and IS 04.

<table>
<thead>
<tr>
<th>Dimensions</th>
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<th>IS 03</th>
<th>IS 04</th>
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<td></td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
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</tr>
<tr>
<td>Strongly disagree</td>
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<td>12.00%</td>
</tr>
<tr>
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<td>34</td>
<td>34.00%</td>
</tr>
<tr>
<td>Strongly agree</td>
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<tr>
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<tr>
<td>Standard Deviation</td>
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<td>1.34</td>
<td>0.94</td>
<td>1.17</td>
</tr>
</tbody>
</table>

**Table 6: Consumer purchase decision: Information search**

IS 01 is stands for “Search of information is easier comparing to mass media”. According to analysis, it shows that 90% responders agreed that Search of information is easier compared to mass media where 35% strongly agreed with it. On the other hand, 5% responders have disagreed that search of information is easier compared to mass media. 5% responders remained neutral. Descriptive statistics such as mean value 4.18, mode value 4 and standard deviation .91 represent that consumers are agreed that Search of information is easier compared to mass media.

IS 02 is stands for “Before making purchase decision you search information in social media”. According to analysis, it shows that 57% responders agreed that before making purchase decision consumers search information in social media where 23% strongly agreed with it. On the other hand, 35% responders have disagreed that before making purchase decision they search information in social media. 8% responders remained neutral. Descriptive statistics such as mean value 3.33, mode value 4 and standard deviation 1.34 represent that before making purchase decision consumers search information in social media.
IS 03 is stands for “Social media post, reviews, comments etc. create a desire to taste new product or service”. According to analysis, it shows that 81% responders agreed that Social media post, reviews, comments etc. create a desire to taste new product or service where 38% strongly agreed with it. On the other hand, 12% responders have disagreed that Social media post, reviews, comments etc. create a desire to taste new product or service. 7% responders remained neutral. Descriptive statistics such as mean value 4.12, mode value 4 and standard deviation .94 represent that social media post, reviews, comments etc. create a desire among consumers to taste new product or service.

IS 04 is stands for “Social media is more effective to draw target consumer attention in case of new product or service comparing to mass media”. According to analysis, it shows that 68% responders agreed that social media is more effective to draw target consumer attention in case of new product or service comparing to mass media where 32% strongly agreed with it. On the other hand, 24% responders have disagreed that Social media is more effective to draw target consumer attention in case of new product or service comparing to mass media. 8% responders remained neutral. Descriptive statistics such as mean value 3.67, mode value 4 and standard deviation 1.17 represent. Social media is more effective to draw target consumer attention in case of new product or service comparing to mass media.
4.2.3: Consumer purchase decision: Evaluation of alternatives

The researcher has asked four questions regarding evaluation of alternatives in social media to investigate social media impact on consumer purchase intention. Here, information search is coding with evaluation of alternatives (EA) and four questions is standing EA 01, EA 02, EA 03 and EA 04.

<table>
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<tr>
<th>Dimensions</th>
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<th></th>
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<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
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<tr>
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<td>5</td>
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<td>8</td>
<td>8.00%</td>
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<td>3.00%</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
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<td>71.00%</td>
<td>100</td>
<td>81.00%</td>
<td>100</td>
<td>88.00%</td>
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</table>

Table 7: Consumer purchase decision: Evaluation of alternatives

EA 01 is stands for “Credibility of social media is higher than traditional mass media”. According to analysis, it shows that 76% responders agreed that credibility of social media is higher than traditional mass media where 32% strongly agreed with it. On the other hand, 17% responders have disagreed that credibility of social media is higher than traditional mass media. 8% responders remained neutral. Descriptive statistics such as mean value 3.86, mode value 4 and standard deviation 1.07 represent that credibility of social media is higher than traditional mass media.

EA 02 stands for “Social media provides a reliable solution when you are uncertain to purchase a product or service”. According to analysis, it shows that 71% responders agreed that Social media provides a reliable solution when you are uncertain to purchase a product or service where 40% strongly agreed with it. On the other hand, 20% responders have disagreed that Social media provides a reliable solution when you are uncertain to purchase a product or service. 8% responders remained neutral. Descriptive statistics such as mean value 3.83, mode value 5 and standard deviation 1.59 represent that social media provides a reliable solution when you are uncertain to purchase a product or service.
Figure 11: Consumer purchase decision: Evaluation of alternatives

EA 03 is stands for “Social media has the power to change your initial choice after gathering relevant information”. According to analysis, it shows that 81% responders agreed that social media has the power to change your initial choice after gathering relevant information where 34% strongly agreed with it. On the other hand, 9% responders have disagreed that Social media has the power to change your initial choice after gathering relevant information. 10% responders remained neutral. Descriptive statistics such as mean value 4.02, mode value 4 and standard deviation .99 represent that Social media has the power to change your initial choice after gathering relevant information.

EA 04 is stands for “Social media enables to filter any product related information on chat forums”. According to analysis, it shows that 88% responders agreed that social media enables to filter any product related information on chat-forums where 33% strongly agreed with it. On the other hand, 7% responders have disagreed that social media enables to filter any product related information on chat-forums. 5% responders remained neutral. Descriptive statistics such as mean value 4.14, mode value 4 and standard deviation .93 represent that social media enables to filter any product related information on chat.
4.2.4: Consumer purchase decision: Purchase decision

The researcher has asked four questions regarding purchase decision in social media to investigate social media impact on consumer purchase intention. Here, information search is coding with PD and four questions is standing PD 01, PD 02, PD 03 and PD 04.

<table>
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<td>8.00%</td>
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<td>100</td>
<td>100.00%</td>
<td>100</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

Table 8: Consumer purchase decision: Purchase decision

The table shows consumer response regarding how social media influence their purchase decision. PD 01 is stands for “Comments, reviews and feedback in social media have changed your attitudes about a product or service or brand”. According to analysis, it shows that 87% responders agreed that comments, reviews and feedback in social media had changed consumer attitudes about a product or service or brand where 42% strongly agreed with it. On the other hand, 6% responders have disagreed that so comments, reviews and feedback in social media have changed consumer attitudes about a product or service or brand. 7% responders remained neutral. Descriptive statistics such as mean value 4.21, mode value 4 and standard deviation .90 represent that comments, reviews and feedback in social media have changed consumer attitudes about a product or service or brand.

PD 02 stands for “Social media feature entice you to ask for product or service recommendations”. According to analysis, it shows that 86% responders agreed that social media feature entice the consumer to ask for product or service recommendations where 38% strongly agreed with it. On the other hand, 10% responders have disagreed that social media feature entice the consumer to ask for product or service recommendations. 4% responders remained neutral. Descriptive statistics such as mean value 4.14, mode value 4 and standard deviation .92.
deviation .94 represent that social media feature entice the consumer to ask for product or service recommendations.

Impact of social media on consumer purchase decision

Figure 12: Consumer purchase decision: Purchase decision

PD 03 stands for “Social media influence your perception about a product with updated information”. According to analysis, it shows that 79% responders agreed that Social media influence your perception of a product with updated information where 34% strongly agreed with it. On the other hand, 9% responders have disagreed that Social media influence your perception of a product with updated information. 12% responders remained neutral. Descriptive statistics such as mean value 4.02, mode value 4 and standard deviation 1 represent that Social media influence your perception about a product with updated information.

PD 04 is stands for “Social media products and service advertisement motivate you to buy that products and service”. According to analysis, it shows that 82% responders agreed that social media products and service advertisement motivate target consumers to buy that products and service where 44% strongly agreed with it. On the other hand, 7% responders have disagreed that social media products and service advertisement motivate target consumers to buy that products and service. 11% responders remained neutral. Descriptive statistics such as mean value 4.17, mode value 4 and standard deviation .92 represent that social media products and service advertisement motivate target consumers to buy that products and service.
4.2.5: Consumer purchase decision: Post Purchase behavior

The researcher has asked four questions regarding Post-purchase behavior in social media to investigate social media impact on consumer purchase intention. Here, information search is coding with PPS and there are four questions standing PPS 01, PPS 02, PPS 03 and PPS 04.

<table>
<thead>
<tr>
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<td>100.00%</td>
</tr>
</tbody>
</table>

Table 9: Consumer purchase decision: Post Purchase behaviour

PPS 01 is stands for “You feel motivated to raise your opinion when you purchased a product or service through social media platform”. According to analysis, it shows that 91% responders agreed that consumers feel motivated to raise their opinion when they purchased a product or service through social media platform where 36% strongly agreed with it. On the other hand, 4% responders had disagreed that consumers feel motivated to raise their opinion when they purchased a product or service through social media platform. 5% responders remained neutral. Descriptive statistics such as mean value 4.21, mode value 4 and standard deviation .90 represent that consumers feel motivated to raise their opinion when they purchased a product or service through social media platform.

PPS 02 stands for “Social media feedback influences your purchase decision in future”. According to analysis, it shows that 90% responders agreed that social media feedback influence consumers purchase decision in future where 40% strongly agreed with it. On the other hand, 3% responders have disagreed that social media feedback influence consumers purchase decision in future. 7% responders remained neutral. Descriptive statistics such as mean value 4.27, mode value 4 and standard deviation .87 represent that social media feedback influence consumer’s purchase decision in future.
Figure 13: Consumer purchase decision: Post Purchase behaviour

PPS 03 is stands for “Social media creates a platform to contact with companies that produce products directly”. According to analysis, it shows that 93% responders agreed that social media creates a platform to contact with companies that produce products directly where 45% strongly agreed with it. On the other hand, 2% responders have disagreed that social media creates a platform to contact with companies that produce products directly. 5% responders remained neutral. Descriptive statistics such as mean value 4.36, mode value 4 and standard deviation .82 represent that social media creates a platform to contact with companies that produce products directly.

PPS 04 is stands for “After purchase, you share social media comments, feedback reviews about a product or service with your friends via social media”. According to analysis, it shows that 82% responders agreed that after purchase consumer share social media comments, feedback reviews about a product or service with his or her friends via social media where 39% strongly agreed with it. On the other hand, 6% responders have disagreed that after purchase consumer share social media comments, feedback reviews about a product or service with his or her friends via social media. 12% responders remained neutral. Descriptive statistics such as mean value 4.13, mode value 4 and standard deviation .94 represent that after purchase consumer share social media comments, feedback reviews about a product or service with his or her friends via social media.
4.3: Correlation analysis

The researcher has conducted correlation analysis to find out the relationship between social media marketing and consumer purchase intention. For this researcher has conducted multiple correlations. Correlation analysis shows that social media marketing and consumer trust has 78.43% positive relationship whereas the correlation between social media & perceived usefulness is .8435, social media & consumer attitudes are .6435 and social media, and purchase intention is .8842. In addition to that correlation between consumer trust & perceived usefulness is .8437, consumer trust & consumer attitudes is .7857, perceived usefulness & perceived intention is .8345, consumer attitudes & purchase intention is .7654 and consumer trust & purchase intention is .8550. The researcher has proposed six hypotheses. The analysis shows that all of these hypotheses are valid in the retail industry.

<table>
<thead>
<tr>
<th></th>
<th>Social media</th>
<th>Consumer trust</th>
<th>Perceived usefulness</th>
<th>Consumer attitudes</th>
<th>Purchase intention</th>
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<td>1</td>
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<td>0.689542</td>
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<td>Purchase intention</td>
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<td>0.855036</td>
<td>0.834558</td>
<td>0.765432</td>
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</table>

Figure 14: Correlation analysis
4.4: Regressions analysis

A regression analysis conducted to find out the impact of social media marketing on consumer purchase intention in the retail industry.

<table>
<thead>
<tr>
<th>Regression Statistics</th>
</tr>
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<tbody>
<tr>
<td>Multiple R</td>
</tr>
<tr>
<td>R Square</td>
</tr>
<tr>
<td>Adjusted R Square</td>
</tr>
<tr>
<td>Standard Error</td>
</tr>
<tr>
<td>Observations</td>
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Figure 15:

<table>
<thead>
<tr>
<th>ANOVA</th>
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<tbody>
<tr>
<td>df</td>
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<tr>
<td>-----</td>
</tr>
<tr>
<td>Regression</td>
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<tr>
<td>Residual</td>
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<tr>
<td>Total</td>
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</table>

Figure 16: ANOVA

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>Standard Error</th>
<th>t Stat</th>
<th>P value</th>
<th>Lower 95%</th>
<th>Upper 95%</th>
<th>Lower 95.0%</th>
<th>Upper 95.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intercept</td>
<td>3.7485</td>
<td>0.6316</td>
<td>5.9345</td>
<td>0.0007</td>
<td>2.4890</td>
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<tr>
<td>Social media</td>
<td>-0.0803</td>
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<tr>
<td>Perceived usefulness</td>
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<tr>
<td>Consumer attitudes</td>
<td>0.0358</td>
<td>0.1770</td>
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<td>0.0035</td>
<td>0.3172</td>
<td>0.3888</td>
<td>0.3172</td>
</tr>
</tbody>
</table>

Figure 17: Regression analysis

Regression analysis shows that R square is 86.65% that means that 86.65% can explain dependent variable by the changes in independent variable. Here, significance value is less than .05. Therefore, the regression analysis is accepted, and it is stated that social media marketing has a positive impact on consumer purchase decision in the retail industry.
Chapter 5: Discussion of Research Finding

The researcher has conducted this study to find out the impact of social media marketing on consumer purchase decision in the retail industry. To investigate this issue, the researcher has developed a model with the hypothesis. Based on this, the researcher has collected information from the consumers in the retail industry in the UK. To accomplish the aim of the study, the researcher has developed four specific objectives. The objectives based research finding is stated below with proposed research model.

5.1: Objectives based findings

The first objective is reviewing and evaluating the effectiveness of social media marketing and their impacts on consumers. This research finding shows that social media marketing has a positive impact on consumer purchase intention. Social media has a significant impact on each stage of consumer purchase intention in the retail industry. It has been found that social media triggers its users to purchase a new product and service. They got social media advertisement is attractive than mass media advertisement. This advertisement creates a desire to have this product. So, social media is very successful to create a need or to identify the difference between desired state and actual state. Previous researchers support these findings. Kim and Ko (2012) said that social networking site like Facebook is effective to create a relationship between consumers and organisation. Dugan (2012) stated that consumers had visited a retail store which was influenced by social networking sites. Forman et al. (2007) also found similar finding. They found that social media triggers its users to purchase new products or enjoys service offered.

This study shows that social media is effective to search information to satisfy identified needs or solve the problem. The analysis shows that consumers find searching of information in social media is easy compared to mass media. In addition to that before making a purchase decision, they like to search information in social media. They provide much value to previous users comments and reviews. So, social media is crucial for searching information which is supported by de Vries, Gensler & Leeflang (2012) and Solomon et al. (2012). De Vries, Gensler & Leeflang (2012) emphasise on consumer prior experience or knowledge about the product or services and Solomon et al. (2012) emphasise on family and friends recommendations of products.
This research also shows that social media provide important information to evaluate available alternatives. Consumers have credibility on social media information, and it provides a feasible solution in case of purchase uncertainty. This finding is supported by Park, Lee & Han (2007) and Gefen, Karahanna & Straub (2003). Park, Lee & Han (2007) showed that experience of users, the brand identity of the product, quality of the product are dominant factors of the purchase decision and social media let the consumers get updated information.

Social media also influence on consumer purchase decision stage. It has found that comments, reviews and feedback in social media have changed consumers’ attitudes about a product or service or brand. It influences consumer’s perception, and social media advertisement motivated consumers to purchase that products and service. The previous researcher also found a similar result. Lu, Zhao & Wang (2010) that social media information affects consumer perception and attitudes a product to make a purchase decision.

Social media is also influential regarding the post-purchase stage of consumer purchase decision. The analysis shows that consumers motivated to share their experience in online community when they purchase a product via social media platform. In addition to that, they express their positive perception of their friends and family. This is the basis of future purchase and helpful for new consumers. Maslowska et al. (2017) showed that product purchased through social media marketing motivated to voice his or her opinion about the products in social media. Casidy & Wymer, (2015) also supported this finding.

The second objective is to review the extant conceptual models and theoretical frameworks related consumer purchase decision in the retail industry. The researcher has analysed KEB model of consumer purchase decision. The analysis shows that consumer purchase decision is not as simple as need arise. It is involved five-stage processes such as a problem or need recognition. Then search information from family, friends, and social media to satisfy the needs. After collecting relevant information, consumer evaluates the alternatives based on prior consumer experience, feedback, brand, price etc. The consumer decides to purchase a product or service. After purchasing the product, consumer builds expectation based on actual realisation. This is the basis for future purchase and recommendations to other consumers. The researcher has found that in retail industry consumers follow this model to purchase products and this model is effective to explain consumer purchase intention in the retail industry.
The third objective is developing and testing strategies to influence consumer purchase decision of retailers through the increased presence on social media platforms for retail companies. The researcher has developed a model to analyse the impact of social media marketing on consumer purchase decision along with six hypotheses. All of these hypotheses are valid and impact on consumer purchase decision. The model shows that social media marketing creates trust among target consumers that increased the perceived usefulness and positive attitudes towards the product and services. Trust, perceived usefulness and attitudes have a positive impact on consumer purchase intention. These are supported by previous researcher Han & Windsor (2011), Lee and Ma (2012) and Manchanda et al. (2015). Han & Windsor (2011) social media marketing increase trust among consumers that information provided is reliable to make a purchase decision. Lee and Ma (2012) stated that perceived usefulness is the belief of social media users that social media will help to make a better purchase decision. Manchanda et al. (2015) stated that consumer review of product or sharing post-purchase experience in social media increases positive attitudes among the online community. Therefore, it is evident that social media marketing has a positive impact on consumer purchase decision in the retail industry in the UK.

The fourth objective is to propose best practice guideline to improve the impacts of social media marketing to influence consumer purchase decision for UK retail industry. This objective is explained in conclusion and recommendation chapter.

5.2: Research model implication

The researcher has developed a model and six hypotheses to find out the impact of social media marketing on consumer purchase decision.

4.5.2.1: Effects of social media

H1: Social media marketing has a positive impact on users trust

Research shows that credibility of social media is higher than traditional mass media. Consumers believe that social media is more effective to draw their attention in case of new product or service comparing to mass media. It also provides a reliable solution when consumers are uncertain to purchase a product or service. These findings show that consumer has trust on social media information and provide importance on social media information. Correlation analysis
shows that social media and trust on the consumer is positively correlated. Therefore, it is evident that social media marketing can increase trust about a product or brand. This is supported by Noreen & Han (2015) and Harris and Rae (2009). Noreen & Han (2015) defined that Social media marketing can generate ideas from the consumers as well which can be used for development and research of new product designs and launch by incorporating consumers’ needs and demands. Harris and Rae (2009) stated social media is widely used platform where people easy access to get information about their choice and they provide much emphasis on the information available in social media. They trust consumer reviews, comments and offer provided by retail companies

4.5.2.2: Effects of social media trust on purchase intention

H2: User trust in social media marketing positively affects consumer perceived usefulness

H3: User trust in social media marketing positively affects consumer attitudes

H4: User Trust in social media marketing has positive impact on purchase intention

Correlation analyses between trust & perceived usefulness, user trust & consumer attitudes and user trust & purchase intention is positive. Social media has played vital role to reduce information asymmetry between buyer and seller. In addition to that it reduces information risk. Social media reviews, comment and feedback increase consumer level of trust. This study also found that social Media is provides a solution to the consumer what, where and why to buy the product. Social media influence consumer perception about a product with updated information. These findings are supported by previous research. Liang and Dang (2015) trust has played a vital role to consumer purchase decision. This information is credible to consumers which increased perceived value of consumer and makes the consumer to hold positive attitudes. Feedback about a product might change the intention to purchase the product of new consumers. Thus, social media is able to create trust among target consumers which has significant impact on perceived values, usefulness, attitudes and purchase intentions.

4.5.2.3: Effects of social media perceived usefulness on consumer purchase intention

H5: Perceived usefulness and value of social media marketing has positive impact on consumer purchase intention.
Data analysis shows that consumer belief that social media provides updated information and helps to choose right product among different combination product. It increases the probability of purchasing when consumers get positive feedback about a product in social media. In addition to that social media is effective to create a desire for a product. Social media not only increase perceived usefulness but also increase perceived value. Correlation analysis shows a positive relationship between social media marketing perceived usefulness and consumer purchase intention. Previous studies also support these findings. Lee and Ma (2012) perceived usefulness is the belief of social media users that social media will help to make a better purchase decision. Consumer believes that social media marketing provides a holistic view of the product and services because consumers can overview previous user feedback regarding the product. Thus perceived usefulness of social media marketing has a positive impact on consumer purchase intention.

4.5.2.4: Effects of consumer attitudes of social media on consumer purchase intention

H6: Social media marketing attitude has a positive impact on purchase intention

Consumer attitude refers to consumer beliefs, feeling and behavioural intention about a product or brand. This study shows that social media influence consumer perception about a product with updated information and social media products and service advertisement motivate consumers to buy that products and service. It is also found that comments, reviews and feedback in social media have changed consumers’ attitudes about a product or service or brand. In addition to that social media has the power to change initial consumer choice after gathering relevant information. Moreover, correlation analysis shows a positive relationship between consumer attitudes and purchase intention. Here, social media played a vital role to create positive attitudes which result in increased purchase intention of the consumer. Mollen and Wilson (2010) Positive attitudes towards the product increase the probability of purchase the products. So, it is stated that consumer purchase intention is directly correlated with consumer attitudes towards a product, service or brand.
Chapter 6: Conclusion and Recommendations

6.1: Conclusion

This research has been conducted to find out the impact of social media marketing on consumer purchase decision in the retail industry in the UK. The researcher has followed an appropriate methodology to conduct the study. The researcher has chosen positivism philosophy, deductive approach, quantitative method of study, the primary source of information to conduct primary research, close-ended survey questionnaire to collect information, simple random sampling to select appropriate 100 responders etc. In addition to that researcher has successfully identified ethical issues related to this study. After collecting the required information, the researcher has analyzed the information with SPSS software by applying different descriptive and statistical tools. The objective of this study is to investigate the impact of social media marketing on consumer purchase decision in the retail industry in the UK. For this researcher has developed four specific objectives.

Analysis of this study found that social media has a positive impact on consumer purchase decision in the retail industry. Social media marketing has a significant impact on each stage of consumer purchase decision. It has been found that social media triggers its users to purchase a new product and service. They got social media advertisement is attractive than mass media advertisement. This advertisement creates a desire to have this product. So, social media is very successful to create a need or to identify the difference between desired state and actual state. The analysis shows that consumers find searching of information in social media is easy compared to mass media. In addition to that before making a purchase decision, they like to search information in social media. They provide much value to previous users comments and reviews. This research also shows that social media provide important information to evaluate available alternatives. Consumers have credibility on social media information, and it provides a feasible solution in case of purchase uncertainty. Social media also influence on consumer purchase decision stage. It has found that comments, reviews and feedback in social media have changed consumers’ attitudes about a product or service or brand. It influences consumers perception, and social media advertisement motivated consumers to purchase that products and service. Social media is also influential regarding the post-purchase stage of consumer purchase decision. The analysis shows that consumers motivated to share their experience in online
community when they purchase a product via social media platform. In addition to that, they express their positive perception of their friends and family. This is the basis of future purchase and helpful for new consumers. Therefore, it is evident that social media marketing has a significant positive impact on consumer purchase decision.

It has also found that retail consumer follows five stage consumer purchase decision-making model. Here, social media is effective to create a desire for a new product. It provides available information to consumers and provides insight to evaluate each alternative. Then based one valuation of alternative, the consumer chooses a final one to make a purchase. Later, consumer shares their experience through social media site.

Correlation analysis shows that social media marketing and consumer trust has 78.43% positive relationship whereas the correlation between social media & perceived usefulness is .8435, social media & consumer attitudes are .6435 and social media, and purchase intention is .8842. In addition to that correlation between consumer trust & perceived usefulness is .8437, consumer trust & consumer attitudes is .7857, perceived usefulness & perceived intention is .8345, consumer attitudes & purchase intention is .7654 and consumer trust & purchase intention is .8550. The researcher has proposed six hypotheses. The analysis shows that all of these hypotheses are valid in the retail industry.

The researcher has developed a model along with six hypotheses to analyze the impact of social media marketing on consumer purchase decision in the retail industry. Research shows that credibility of social media is higher than traditional mass media. Consumers believe that social media is more effective to draw their attention in case of new product or service comparing to mass media. By this way, social media create trust among consumer about a product or service or brand. This trust has a positive impact on consumer perceived usefulness and positive attitudes. These trust, perceived usefulness and consumer attitudes have a positive impact on consumer purchase decision. So, it has been stated that social media marketing has a positive impact on consumer purchase decision in the retail industry in the UK.
6.2: Recommendations

The fourth objective is to propose best practice guideline to improve the impacts of social media marketing to influence consumer purchase decision for UK retail industry. Therefore, following recommendations have been made based on overall findings of this study.

- The analysis shows that consumer has comparatively less trust on social media information. So, it is essential for retail companies to ensure credibility and reliability of information. For this, retail companies itself should use social media site and updated real information. Assigned employees should be trained to utilise social media. An only authorised person can provide product, offer related information in social media. Here, celebrity endorsement is an effective way to increase the credibility of social media marketing.

- It has found that consumer provides much importance on previous consumer comments, experience and opinion about the product or services. So, retail companies should highlight those comments, reviews and opinion so that other consumers motivated to purchase the product.

- Consumer search information about product and services in social media. Therefore, it is essential for retail companies to update information on a real-time basis. Here, retail companies can inform their consumers through Twitter, Facebook, mobile messaging, email account etc. Updated information is effective to make a better decision.

- As consumer comments and reviews are highly effective for the company, retail companies should motivate consumers to share their opinion, provides review and comments on their social media site. In addition to that rating of consumer increase credibility of social media fan page and advertisement. So, retail companies should motivate consumers to provide the highest rating.
6.3: Research Limitations and Further investigation

This research includes overall retail industry in the UK, but the sample size is only 100. This should not be the representative of the overall market though it is reasonable to make a valid conclusion. Researcher should include more sample responders to understand a holistic view. Quantitative research emphasize on the quantity of information not quality of information. This research is based on quantitative method. So, sample size should be large. But due to time and resource constraint researcher is not able to incorporate large sample. Another limitation is that it should include some qualitative information. Responders should have option to provide their opinion. It needs to analyze behavior of responders to find out social media impact. Another issue is that social media marketing is an uprising issue in the modern marketing system. It has huge dimension. It is not possible to analyze and incorporate the entire dimension in a single study. It requires multiple types of research focusing on the specific issue of social media marketing. So, researcher recommended conducting a separate study for each component of social media marketing to find out a holistic view of social media marketing on consumer purchase decision.
References


Appendices:

Appendix 1.0 Learning reflection of dissertation module

1.1 Goal 1: essential skills development for Carrere and professional progression

Through the group assessments and team contribution during LD472 emotional and cultural intelligence module, I have gained critical thinking ability and self-realization that have direct impact on my further employment progression. Bourner (1996) state that, self-awareness and self-realization plays the key role to the think critically and analysis the situation for better reacting in future. Through the journey to residential tour and teamwork, I have able to known myself regarding strengths and weakness that led me to avoid wrong things not to do also increase me to continuous progression of my strengths. According to Belbin profile, I am complete finisher as a result, which pressurized me to finish the task on time by anyhow. After the concrete feedback, I was able to realize that, I shouldn’t be pressurized team member for finishing task within given time; I should analyse the task first then make a common plan to accomplish.

1.2 Goal 2: Ethical and cultural awareness

According to Ting Toomey (1999), sense of mindfulness is an essential skill for an effective communication. Without good sense of humour, people easy made an assumption/judgment by guessing others people’s age, asthenic, gender or religion dress as a result leaner diverted into the wrong way. By the participating in Business simulation teamwork and marketing group assessment, I have gain how to react and understand multi diverse people in order to build good communication based on different cultures.

During the Business group project module, our group was propose a project charter (code of contact) where everyone need to contribute and allocating teamwork by considering cultural diversity as a result team members was felled comfortable. During my dissertation and business clinic stage, I have also used this tactic to collect quantitative information through the considering similar ethics. As a result study respondents was more comfortable and willingly participated in a proper communication.
1.3 Goal 3: Developing leadership and management competences

Through my MSc program with business management course, I have learned essential management and leadership transferable skills. As a result I can analyze the organizational core problem by dashboard and guiding appropriate solution for better performance through the considering competitive advantage. By the leading group task and making an effective communication, I have improve my leadership skill such as listing others opinion and discussing possible solution with team members.

After the residential tour, I was acting more creatively along with solving critical problem in an easy way. Especially, when I know that I am an innovator according to Belbin profile. According to Zalenik (1977), a business manager always solve the critical problem very quick way while a leader taking more time to get better outcome in future. During the first year I was demotivated to seen team members contribution because they wasn’t putting any effort for group assessments. Although group work has few challenges but it have lot of opportunity to learn tolerance, leadership and problem solving technique. During my master’s final semester, I have developed my leadership and team management skills by successfully managing business clinic project.

1.4 Goal 4: knowledge implication of international business and management theory

Through dissertation journey, I have gained an opportunity to develop my academic skills such as developing business model and effective management approach. Word becoming like a global business village where each and every one’s opinion, idea and effort are sharing with others in a proper communication. In this situation, it has great value for us to find out a strong standard to resolving those issues for getting effective international platform.
In my dissertation project, I have critically developed an essential understanding of marketing management theory in national and international contents. I was mainly concentrated in consumer purchase intention by using social media platform whither different consumer behaviour similarly same in different countries and continents. I have applied consumer engagement in social media as a core fact for making online purchase decision. As a marketers, we need to coverage all consumes preference without considering geographical boundaries.

1.5 Goal 5: Development of research, data analysis and project management skills

During my dissertation stage, I have focused to find out the reason behind the consumer purchase intension through the using social media. In order to obtain this object, I need to learned different types of research philosophy and it conducting approach for example deductive quantitative approach. By doing survey research method, I have improved my numerical and functional skills through the using SPSS data analysis software. By the conducting these business research approaches, I was developed a research model on the base of consumer purchase intention with six hypotheses. For the finding research objects, I have improved my time management and data analysis skills by using SPSS and Microsoft Excel that will add extra value for future employment. In order to gather primary raw data, I have used snowball survey technique for rapid data collection by covering different background retail consumer. Through accomplishing my dissertation, I can understand that my research and project management ability getting stronger than before.
Appendix 2.0 LD0475 Academic and Professional Development Assessment

2.1 An overview of learning process and its output

An effective learning process wouldn’t meet successful criteria without students enthusiastic participate. Because this approach directly help to gain knowledge, improve understanding, and increase the appetite of learning. Student acknowledge the essentiality of knowledge what they have gain from this process. As a result, a module leader gets motivation to encourage and engaging student to get involve to the learning process (Park, 2003).

Through the Northumbria University’s masters learning process, I have gain lots of transferable and functional skills for instance team leading, problem solving, critical analysis, SASS, SPSS and BI analytics programing. I have also learned how to manage multi-cultural people which is helped me to develop my professional skills and understanding. Group work and team assessments also help to raise interpersonal skills and adult learning techniques. During the first semester, we have an opportunity to participate business simulation game at European car industry. Our module teacher was design four team to play this game where each team had four to five students. After the team forming, we made a car company name with an attractive logo that called CECO motors ltd. As a company stakeholder, we made all the business decision regarding capital structure, car manufacture, marketing approach and revenue structure. During the first halves our company also faced competitive environment by others car company that directly motivated us to give more effort.

By the contributing this business game, our team members get an option to developing business formation and development skills. As a result our academic knowledge window extended for example leadership, management competences, financial analysis and more. In the business game, my role was to keep all the financial record by balancing cost and revenue structure. I have used SAS and Microsoft Excel for financial analysis. This April simulation plays the great value in academic year. Because, this game involve with group work, personal task and visualization in the real life business solution. Holton and Swanson (2005) state that, effective
study practice is motivation along with continuous professional development in real life problem solving. My dissertation project was investigating the impact of social media marketing on consumer purchase decision. I have also reviewed the marketing impact UK’s retail industry along with developing related literature theory.

2.2 A critique of process and product

When I stared the Northumbria university masters journey, I felt very special by seeing teachers and student engagement that was more effective than other university. Because, our all class lecture was divided into three categories such as seminar work, group assessment and individual task. During the LD472 module, I have gain soft and hard skill through the team leading and making dashboard on SAS programing. According to King (1995), without good thinking ability people wouldn’t be a good questioner. By the supporting his argument, I always raise my question if I have to know more about the topics.

During the developing management for competitive advantages module assessment, I have faced more difficulties to accomplish part “C” and “B”. Submission date of part B and C was same time where part B is covering 60% of total mark. As a result, I focused assignment part B than part C. After this incident I have learn the essentially of time management. I believe that a good time management practice can give you the flavour of success.

In addition, hard skill (business intelligence) module showed me the importance of an effective leader. I have also improved self-awareness skills that lead me to right direction for completing my coursework on time rather than rushing up. According to Dviret (2013), without a proper project planning and fixed targeted goal nobody wouldn’t be able to achieve desirable object. By the supporting Dviret above statement, now I am also following APLE model (Analyze, plan, learning and Execute). This learning process helps me to do my all coursework in a proper way.
Moreover, I have also improving my soft skill ability by taking concrete feedback form module teacher and group members in order to overcome weakness. Although, my dissertation submission was 31st of May but I was under pressure to accomplish on time. In order to getting good output on dissertation I was divided my dissertation into six chapters and each chapter also allocated by fixed time period by consider time management skills. According Gritter (2011), time management is the key elements to complete dissertation or any project and also never travel away. Although, I had a plan to do my dissertation but I was more concern about to collecting primary data on time. Because, my main target wasn’t only complete an ordinary coursework, but need to ensure that I will produce an innovative and resourceful research paper. In order to making quality research paper, I was regularly taking all the class notes and relevant lecture sheet and quantitative data analysis approach.

2.3 An overview of models used

During my master’s degree at Northumbria University, I have learned lots of models and frameworks for extending knowledge of research philosophy and academic theories. From semester one to final semester, I find two models are more interesting and relevant with my profile where Belbin team role model and MCI (management charter initiative) model are remarkable.

Through the implication of Belbin tem role profile I was able to determine my weakness and strengths as a team members. According to Belbin profile my most preferable team role are team worker, complete finisher and innovator. Although, I was aware about team worker but I didn’t have any clue regarding complete finisher. One of our team a member was mentioned me that I was pushing them too much for finishing provided task. I believe that, I have team building and leading capabilities through the effective communication. But I think motivating and delegation of task to an unknown person is much difficult than known (Belbin, 2010). Belbin
model also helped me to overcome my weakness by taking assertive feedback and adopting difference challenges. By the using Belbin model, I am finally realize that, I am not listing others and over critical with others. After identifying these bad side, have been take essential action to change my strategy and trying to be a good listener. I have also gained porter 5 forces, APEL, Kolb learning cycle, PESTLE and SWOT analysis that helped me understanding different business aspects.

Furthermore, MCI (management charter initiative) model also played an important role to determine my management competences and team building capability. MCI model highlighted my coordinating skill in team leading and it also notified me that I have result-oriented attitude by inspiring other people.

2.4 Conclusion

In the sum up, I have improve my academic knowledge along with increasing numerical functional capabilities for example- SAS, SPSS, Dashboard building, presentation skill and conducting research methodology. Those functional skills will help to fins a career in future and also guide me to continue professional development.

References


Appendix 3: Dissertation meeting logbook

The Newcastle Business School Masters Dissertation

LOGBOOK

<table>
<thead>
<tr>
<th>Student Name</th>
<th>Mohammad Mofizur Rahamn</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student ID Number</td>
<td>16031527</td>
</tr>
<tr>
<td>Programme</td>
<td>MSc Business with Marketing Management</td>
</tr>
<tr>
<td>Email address</td>
<td><a href="mailto:Mohammad.rahamn@northumbria.ac.uk">Mohammad.rahamn@northumbria.ac.uk</a></td>
</tr>
</tbody>
</table>

CONFIDENTIALITY

This is regarded as an exceptional procedure and must be agreed with the Dissertation Supervisor and declared on submission.

The Supervisor must confirm & agree that the dissertation contains commercially sensitive information. This is the only basis upon which a dissertation may be regarded as confidential.

AGREEMENT OF SUPERVISOR: [Signature] DATE: 31st May 2018
**LOG OF FIRST MEETING**

<table>
<thead>
<tr>
<th>Date and time of meeting</th>
<th>22nd Feb 2018</th>
<th>Duration</th>
<th>1 Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First meeting</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>During the first dissertation meeting with my supervisor DR Arshad Jamal, we have discussed about my dissertation topic moderation. Because my first topic was very wide and unspecific. After the one-hour relevant discussion, we mutually agreed to working on social media marketing on consumer purchase intention.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Any issues, concerns, problems that have arisen of which you wish to discuss:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>No issues.</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Supervisor's comments:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I should focus on UK retail industry rather than overall.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Agreed tasks or action plan for next meeting:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>We are mutually agreed to work on suggested proposal that is impact of social media on consumer purchase decision. A case study of UK retail industry.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Date &amp; time of next meeting</strong></td>
<td>12th March 2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Student signature</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Supervisor signature</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**LOG OF SECOND MEETING/SUPERVISION**

<table>
<thead>
<tr>
<th>Date and time of meeting</th>
<th>12th March 2018</th>
<th>Duration</th>
<th>2 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brief description of work done since last meeting:</strong></td>
<td>12th March 2018</td>
<td>2 hours</td>
<td></td>
</tr>
<tr>
<td><strong>Introduction, main body of the literature review (3,000 words).</strong></td>
<td>12th March 2018</td>
<td>2 hours</td>
<td></td>
</tr>
<tr>
<td><strong>Any issues, concerns, problems that have arisen of which you wish to discuss:</strong></td>
<td>12th March 2018</td>
<td>2 hours</td>
<td></td>
</tr>
<tr>
<td><strong>Conceptual Frameworks and diagram of consumer purchase process</strong></td>
<td>12th March 2018</td>
<td>2 hours</td>
<td></td>
</tr>
<tr>
<td><strong>Supervisor's comments:</strong></td>
<td>12th March 2018</td>
<td>2 hours</td>
<td></td>
</tr>
<tr>
<td><strong>Extend the discussion of 5 stage of consumer purchase process</strong></td>
<td>12th March 2018</td>
<td>2 hours</td>
<td></td>
</tr>
<tr>
<td><strong>Agreed tasks or action plan for next meeting:</strong></td>
<td>12th March 2018</td>
<td>2 hours</td>
<td></td>
</tr>
<tr>
<td>We have agreed that during the weekend, Arshad will provide me with a feedback of the other half of my paper, and I will start writing methodology.</td>
<td>12th March 2018</td>
<td>2 hours</td>
<td></td>
</tr>
<tr>
<td><strong>Date &amp; time of next meeting</strong></td>
<td>29th March 2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Student signature</strong></td>
<td>12th March 2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Supervisor signature</strong></td>
<td>12th March 2018</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**LOG OF THIRD MEETING/SUPERVISION**

<table>
<thead>
<tr>
<th>Date and time of meeting</th>
<th>29th March 2018</th>
<th>Duration</th>
<th>2 hours</th>
</tr>
</thead>
</table>

Brief description of work done since last meeting:

I am working on research design and methodology along with currying literature review summary up

Any issues, concerns, problems that have arisen of which you wish to discuss:

Faculty Student Ethical Form, Hypothesis, Conceptual research Model

Supervisor’s comments:

Do survey questionnaire and also conduct the survey by Bristol online tool and sent it (via email with Supervisor), and collect 100 potential respondents.

Agreed tasks or action plan for next meeting:

<table>
<thead>
<tr>
<th>Date &amp; time of next meeting</th>
<th>3rd April 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student signature</td>
<td></td>
</tr>
<tr>
<td>Supervisor signature</td>
<td></td>
</tr>
</tbody>
</table>

**LOG OF FOURTH MEETING/SUPERVISION**

<table>
<thead>
<tr>
<th>Date and time of meeting</th>
<th>3rd April 2018</th>
<th>Duration</th>
<th>1 Hour</th>
</tr>
</thead>
</table>

Brief description of work done since last meeting:

Modifications of Survey technique and questionnaire

Any issues, concerns, problems that have arisen of which you wish to discuss:

Using existing survey question that already tested by other researcher

Supervisor’s comments:

Don’t make new questionnaire and use 5 scale approach

Agreed tasks or action plan for next meeting:

We mutually agreed to followed 5 scale Likert chart to conduct online survey

<table>
<thead>
<tr>
<th>Date &amp; time of next meeting</th>
<th>20th April 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student signature</td>
<td></td>
</tr>
<tr>
<td>Supervisor signature</td>
<td></td>
</tr>
</tbody>
</table>
# LOG OF FIFTH MEETING/SUPERVISION

<table>
<thead>
<tr>
<th>Date and time of meeting</th>
<th>20th April 2018</th>
<th>Duration</th>
<th>1 hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brief description of work done since last meeting:</td>
<td>Data collection and data analysis plan</td>
<td>Any issues, concerns, problems that have arisen of which you wish to discuss:</td>
<td>None</td>
</tr>
<tr>
<td>Supervisor's comments:</td>
<td>Use SPSS to conduct data interpretation</td>
<td>Agreed tasks or action plan for next meeting:</td>
<td>Draft research methodology, chapter.</td>
</tr>
<tr>
<td>Date &amp; time of next meeting</td>
<td>3rd May 2018</td>
<td>Student signature</td>
<td>Supervisor signature</td>
</tr>
</tbody>
</table>

# LOG OF 6th MEETING/SUPERVISION

<table>
<thead>
<tr>
<th>Date and time of meeting</th>
<th>3rd May 2018</th>
<th>Duration</th>
<th>1 Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brief description of work done since last meeting:</td>
<td>Finishing Chapter one to Chapter four before starting data analysis</td>
<td>Any issues, concerns, problems that have arisen of which you wish to discuss:</td>
<td>Supervisor's comments: Draft results &amp; analysis chapter. Need to improve Chapter based on feedback. Especially include more academic references in lit review chap.</td>
</tr>
<tr>
<td>Agreed tasks or action plan for next meeting:</td>
<td>Draft results &amp; analysis chapter.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Date &amp; time of next meeting</td>
<td>18th May 2018</td>
<td>Student signature</td>
<td>Supervisor signature</td>
</tr>
</tbody>
</table>
## LOG OF 7th MEETING

<table>
<thead>
<tr>
<th>Date and time of meeting</th>
<th>18th May 2018</th>
<th>Duration</th>
<th>2 Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brief description of work done since last meeting:</td>
<td>Showing first full dissertation Draft for final correction</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any issues, concerns, problems that have arisen of which you wish to discuss:</td>
<td>Correction in research finding and its implication</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supervisor’s comments:</td>
<td>Highlighted the core benefits of using this statistics information as a retail marketers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agreed tasks or action plan for next meeting:</td>
<td>Working on research finding and object achievement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Date &amp; time of next meeting</td>
<td>18th May 2018</td>
<td>23</td>
<td>5</td>
</tr>
<tr>
<td>Student signature</td>
<td>[Signature]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supervisor signature</td>
<td>[Signature]</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## LOG OF FINAL MEETING

<table>
<thead>
<tr>
<th>Date and time of meeting</th>
<th>18th May 2018</th>
<th>Duration</th>
<th>2 Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brief description of work done since last meeting:</td>
<td>Everything looks good and need to extent data analysis on correlation and regression part</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any issues, concerns, problems that have arisen of which you wish to discuss:</td>
<td>SPSS and proper APA referencing method need to use</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supervisor’s comments:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agreed tasks or action plan for next meeting:</td>
<td>Submit complete dissertation, use Turnitin to check similarities, complete reflective statements, proofread thoroughly to check for</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Date &amp; time of next meeting</td>
<td>Final submission at 31st May 2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student signature</td>
<td>[Signature]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supervisor signature</td>
<td>[Signature]</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Appendix 4: Ethical Clearance

**ETHICAL CLEARANCE - All relevant links are on the Blackboard site**

<table>
<thead>
<tr>
<th>ACTION</th>
<th>Date Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Consider ethical issues in the design of your research and discuss with your supervisor how you propose to deal with them. Record the outcome of this discussion in your logbook.</td>
<td>29.03.2018</td>
</tr>
<tr>
<td>2. Consider whether there is a need for formal Risk Assessment for your research.</td>
<td>29.03.2018</td>
</tr>
<tr>
<td>3. Submit the Faculty Student Ethical Issues Form (available from the eLP) to your supervisor for approval by an independent reviewer. Record the date that you receive approval.</td>
<td>29.03.2018</td>
</tr>
<tr>
<td>4. If necessary, obtain Organization Consent (using the Faculty Organisational Informed Consent Form) before beginning any primary research in an organizational setting.</td>
<td>N/A</td>
</tr>
<tr>
<td>5. Show your supervisor the signed Organizational Consent Form</td>
<td>03.04.2018</td>
</tr>
<tr>
<td>6. If necessary, obtain Individual Consent (using the Faculty Individual Informed Consent Form) before beginning any qualitative primary research in an organizational setting.</td>
<td>N/A</td>
</tr>
<tr>
<td>7. Show your supervisor all signed Individual Informed Consent Forms.</td>
<td>N/A</td>
</tr>
<tr>
<td>8. If conducting primary qualitative research establish participant codes for your subjects and store these codes manually in a secure place.</td>
<td>N/A</td>
</tr>
<tr>
<td>9. If conducting primary qualitative research and you decide to transcribe the data then transcribe the data you have collected using participant codes for subjects.</td>
<td>N/A</td>
</tr>
<tr>
<td>10. Use encryption software to protect files in which you store your research data.</td>
<td>18.04.2018</td>
</tr>
<tr>
<td>11. When writing up, ensure that anonymity and confidentiality are respected if requested by research subjects.</td>
<td>18.04.2018</td>
</tr>
<tr>
<td></td>
<td>Include appropriate ethical declaration in Dissertation.</td>
</tr>
<tr>
<td>---</td>
<td>--------------------------------------------------------</td>
</tr>
<tr>
<td>13</td>
<td>Discuss Ethical issues in your Methods chapter including measures taken to secure ethical approval, consent(s), data collection, storage and destruction and whether there was any need for formal risk assessment.</td>
</tr>
<tr>
<td>14</td>
<td>Include the signed Faculty Student Ethical Issues Form in an Appendix to your dissertation. Include unsigned ethics forms (Individual Informed Consent &amp; Organisational Informed Consent) in an Appendix to your dissertation and state that your Supervisor has seen the original signed forms. Keep the original, signed forms with your Working Papers.</td>
</tr>
<tr>
<td>15</td>
<td>Confirm that all data collected for the purposes of the dissertation will be destroyed after the completion of assessment, unless otherwise agreed with your supervisor and research subjects (state reasons for this in your Methods chapter).</td>
</tr>
</tbody>
</table>
Appendix 5: Participant Consent Form

Informed Consent Form

Dear Participant,

I would like to invite you to participate a short Internet survey for “Investigating impact of social media marketing on consumer purchase decision in UK’s retail industry. Currently I am doing MSc Marketing Management at Northumbria University. I am conducting this research as part of my MSc major project dissertation.

The purpose of this research is to evaluate the impact of social media marketing on consumer purchase decision. You can participate for this survey by clicking provided web link where this letter let you know the background of survey. Your participation is voluntary and you may avoid answering if you thought, this is not high time to do it.

All your answers will remain confidential. Data from this research will be safely stored, as declared in privacy policies of surveys. Even the researcher, will not know the identity of the respondents.

If you do agree to participate in my research, please answer the questions of the survey to the best of your ability. It should take 5-10 minutes to complete. Your answers will be automatically stored, and I will only collect mass data.

If you have any questions about this survey, privacy, or goals of research, please email me at Mohammad.rahamn@northumbria.ac.uk. Sincere and full answers would help me to gain my target research objectives.

Thank you for your help in my research.

Kind Regards,

Mohammad Mofizur Rahamn
Appendix 6: Approved Ethical Form

Faculty of Business and Law

Student Research Ethical Issues Form

<table>
<thead>
<tr>
<th>Student Name:</th>
<th>Mohammad Mofizur Rahamm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programme of Study</td>
<td>MSc in Business with Marketing Management</td>
</tr>
<tr>
<td>Title of Research Project:</td>
<td>Impact of social media marketing on consumer purchase decision. A case study of UK retail industry.</td>
</tr>
<tr>
<td>Start Date of Research Project:</td>
<td>25th January 2018</td>
</tr>
<tr>
<td>Supervisor</td>
<td>Dr Arshad Jamal</td>
</tr>
</tbody>
</table>

Comments

- This research uses survey strategy to investigate the Impact of social media marketing on consumer purchase decision. Online survey will be administered using Bristol online survey and invitations will be sent via emails to study participants. Participation in this research will be purely on voluntary basis and study participants will be allowed to leave the survey at any time during the survey.
<table>
<thead>
<tr>
<th><strong>How will informed consent of research participants be acquired? (If appropriate attach draft informed consent form)</strong></th>
<th>Informed consent of research participants will be acquired using an informed consent form before the survey (provided in attachment 1).</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Will the research involve an organization(s)? (If appropriate attach draft organisational consent form)</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>How will research data be collected, securely stored and anonymity protected (where this is required)</strong></td>
<td>Research data will be collected using questionnaires but no personal information will be collected from study respondents. Anonymity of study respondents will be ensured. I will use Bristol online survey that is a secure data collection tool where no personal information will be stored. All survey data will be kept on university U drive and accessed via Citrix receiver.</td>
</tr>
<tr>
<td><strong>How will data be destroyed after the end of the project? (Where data is not to be destroyed please give reasons)</strong></td>
<td>Data will be destroyed after the completion of this dissertation and when the results have been announced.</td>
</tr>
<tr>
<td><strong>Any other ethical issues anticipated?</strong></td>
<td>No</td>
</tr>
</tbody>
</table>

**Student Signature** (indicating that the research will be conducted in conformity with the above and agreeing that any significant change in the research project will be notified and a further "Project Amendment' Form submitted).

_Date: 27th March 2018_  
_Signature:_

**Independent Reviewer:**

I confirm that I have read this form and I believe the proposed research will not breach University policies.

_Date: 3rd April 2018_  
_Signature:_
Appendix 7: Blank Online Survey Questionnaires

Survey Form

Dear Participant

I am conducting a survey on how social media impact on consumer purchase decision. The questionnaire is completely anonymous and prepared only for my academic dissertation. The topic of the dissertation is, “Impact of Social Media Marketing on Consumer Purchase Decision: A Case Study of UK Retail Industry”. I am requested you to spend few of your valuable time to express your opinion concerning the survey questions.

Demographical Variables

1. Gender
   - Male
   - Female

2. Age
   - 18-30 years
   - 31-40 years
   - 41-50 years
   - 51-60 years
   - Above 60 years

3. Income level (Annually)
   - Below £10,000
   - 10,001-20,000
   - 20,001-35000
   - 35,001-40,000
   - Above 40,000
4. Profession
   □ Student
   □ Service holder
   □ Teacher
   □ Professional
   □ Others

5. Level of education
   □ Foundation
   □ Higher secondary
   □ Graduate
   □ Post graduate
   □ Others (PhD, self-educated, Doctoral etc)

6. Purpose of using social media
   □ Work related
   □ Study
   □ Entertainment
   □ Services
   □ Shopping

7. Which social media you used most? (You may choose as much option you can)
   □ Social Networking sites (Facebook, LinkedIn)
   □ Micro blogging (Twitter,)
   □ Blogs/Forums
   □ Social Bookmarking sites/Social news
   □ Photo and video sharing sites (Flickr, YouTube, Instagram, Snap chat, Pinterest)

8. Are you interested to become fan of retail company social media?
   □ Yes
   □ No

Survey Questionnaire

Please rate the following questions for finding out impact of social media marketing on consumer purchase decision within UK retail industry.
**Impact of social media marketing on consumer purchase decision process**

<table>
<thead>
<tr>
<th>Scale</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Problem Recognition</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media triggers you to purchase a product/service</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>You find advertisements on mass media are still attractive</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>You always achieve a desire for something new through social media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media provides solutions on what to buy, where to buy and why to buy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Information Search</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Information searching is easier via social media comparing to mass media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>You search for related information on social media before a purchase</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisements/blog posts/ FB pages/user reviews on social media influence you to try new brands/products/services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media has provided more effective platforms to new products/services/brands to draw consumers’ attention than mass media channels</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Evaluation of Alternatives</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media has a higher credibility than traditional media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Purchase decision</strong></td>
<td><strong>Post-purchase Stage</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>-----------------------</td>
<td>------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media is more reliable if you have uncertainties regarding a purchase</td>
<td>You feel encouraged to voice out your opinion after a purchase via social media platforms</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media changes your initial purchase choice after attaining relevant information</td>
<td>Feedbacks on social media affect your purchase and future purchase as well.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media allows you to filter any information of a product based on chat forums</td>
<td>Social media allows you to communicate with companies that produce products directly.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comments from social media changes your attitude towards a brand/product/service</td>
<td>You share comments about a product to friends via social media after a purchase</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media tools have features that entice you to ask for recommendations of a product</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media tools contribute towards your perception of product based on the updated information</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>You get motivated to buy products that are advertised on social media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Appendix 8: CONSENT FORM

Please give tick mark to the (√) relevant boxes

1. I confirm, the information sheet is clear to me
2. I am aware of my participation
3. I provide permission to participate
4. I give my consent to remain confidential members at the focus group
5. I am glad to be approached

Signature:

Date:
Appendix 9: Turnitin Similarity Report

MSc Dissertation of Mohammad Rahamm By Mohammad Rahamm

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