OBJECTIVES

1. To study the effectiveness of social media on consumers buying behavior in Thane region.

2. To evaluate the social networks that is more popular among customers in Thane region.

3. To examine the impact of online social networks and its influence on consumer online buying behavior.

4. To analyze the motivational factors affecting consumer buying behavior.

5. To find out the positive and negative effects of e-word of mouth communication on consumer buying decision making.

6. To study how social networks help to reduce risk and uncertainty in decision making.

7. To understand the changing buying behavior and attitudes of consumers.

8. To study the growth of online shopping in India