



Notice for the PhD Viva Voce Examination

Mr Sachin Tripathi, Registration Number: 1980157, PhD Scholar at the School of Business and Management, CHRIST (Deemed to be University) will defend his PhD thesis at the public viva-voce examination on Monday, 16 June 2025 at 11.00 am in the Finance Lab, Ground Floor, Block A, CHRIST (Deemed to be University), Delhi NCR Off-Campus, Ghaziabad, Uttar Pradesh, 201003, India.

- Title of the Thesis** : **A Study of the Influence of Social Media Marketing on Consumer Buying Behaviour of E-Book Buyers in Delhi-NCR**
- Discipline** : **Marketing**
- External Examiner - I** : **Dr Saif Siddiqui**
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Jamia Milia Islamia (A Central University)
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- External Examiner - II** : **Dr Pratika Mishra**
Professor
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- Supervisor** : **Dr Akhilesh Tiwari**
Professor
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The members of the Research Advisory Committee of the Scholar, the faculty members of the department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

Place: Bengaluru
Date: 02 June 2025


Registrar (Academics)

ABSTRACT

With an emphasis on Delhi-NCR's urban population, this study examines how social media marketing affects e-book purchasers' purchasing decisions. Social media sites like Facebook, Instagram, and Twitter have become important determinants of consumer choices as digital transformation speeds up the transition from print to electronic formats. The study investigates the effects of user-generated content, influencer endorsements, targeted advertising, and AI-driven personalization on e-book buying habits and customer engagement. To comprehend demographic behavior, test hypotheses, and identify meaningful correlations between social media tactics and customer replies, a mixed-method approach comprising surveys and statistical analysis using Minitab was used. Results show that social media, particularly among digitally literate consumers, has a major impact on e-book buyers by increasing brand exposure, trust, and purchase intent. The survey also emphasizes the changing purchasing habits of different generations and the rising need for individualized, value-driven experiences.

For publishers and digital marketers looking to maximize their campaigns and create deep connections with target audiences through smart social media use, this report provides useful insights.

Keywords: *Consumer Purchase Behavior, Social Media Marketing, E-Books, Digital Marketing, Influencer Marketing, Targeted Advertising, User-Generated Content, Artificial Intelligence, Online Consumer Behavior, Delhi NCR*

Publications:

1. Tripathi, S., Tiwari, A., Singh, S., Roy, A., Singla, J., & Chaudhry, R. (2024, January). analyzing the Consumer Buying Behavior by adapting artificial Intelligence (AI). In *2024 International Conference on Healthcare Innovations, Software and Engineering Technologies (HISET)* (pp. 377-379). IEEE.
2. Tripathi, S., Tiwari, A., Singh, S., Sani, A., Aswale, N., & Patil, A. (2024, January). Impact of Artificial Intelligence on the Social Media Marketing Strategies. In *2024 International Conference on Healthcare Innovations, Software and Engineering Technologies (HISET)* (pp. 383-385). IEEE.