



A Study On Impact Of Social Media On Online Shopping Behaviour Of Youngsters

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ABSTRACT

Online shopping has become a new trend of shopping nowadays and is quickly becoming an important part of lifestyle. Due to wide spread internet access by people and e-commerce usage by traders, online shopping has seen a massive growth in recent years. Young people have been the majority shoppers online and thus this study finds out the attitude of youth towards online shopping. This particular paper attempted to find out whether there is any impact of five factors like internet literacy, gender, educational qualification, website usability and online product price on online shopping. The results of the study highlighted that there is a significant relationship of online shopping with gender, internet literacy, and online product price. Similarly the study also highlighted that there is no significant relationship of online shopping with education and website usability. Online shopping is the most recent phenomenon in the Indian online space. Men and women of all ages visit the e-commerce websites regularly and buy the necessities of life. The objective of the study is to understand the consumer awareness and preferences towards various products available online, to understand the frequency of online shopping and the amount spent on a single purchase and to understand the factors affecting online purchase and the choice of payment gateway. Here we had studied the attitude, behaviour and intentions shown by the consumers when they decide to buy products online by using Hierarchy of Effects Model. Moreover a separate gender-wise differentiation was made to know how Male and Female reacts to a particular category of product comprises of Apparels, Beauty products, Household items, Electronic Gadgets etc. This study analyses the various factors that affect the online shopping behaviour of the consumers by using Buyer Black Box Model which is like our mind processing various stimuli"s it receives and helping it in coming to a conclusion.

INTRODUCTION

Online shopping is a form of e-commerce which permits consumers to directly purchase goods or services from a seller by using the Internet. Other names are: e shop, e-store, Internet shop, web-store, virtual store and online store. An online shop arouses the physical similarity of buying products as well as services from internet shop and this process of shopping is called business-to-consumer online shopping. Online shopping is the practice in which consumers decide to buy the product through internet. Internet has developed into a new distributive channels for many products.

Using the internet to shop online has become a primary reason to use the internet, combined with searching of products and finding information about them. Therefore internet have developed a highly competitive market, where the competition over consumers is fierce. In some social networking site like E Bay, e-shopping is being done, where some retail online shops are both exclusively and in clusters. It makes emphasis on individual consumers and their characteristics such as demographics and behavioral variables to understand customers' want. It also tries to assess the effects on the consumer from family, friends, groups, and also society in general. Today, internet acts as a channel through which millions of people communicate, perform research, find entertainment and most recently buy and sell products and services. In fact, online shopping is one of the most popular activities that take place on internet. Here are some statistics to validate the above statement. India currently has a base of 150 million internet users which accounts to be the third largest in the world of business has changed the traditional retail format to the new form popularly known as internet shopping or online shopping.

The internet is a platform that provides the customer with purchase characteristics as no other medium. There are certain characteristics which make internet a more convenient & attractive place to shop for consumers as compared to the traditional way of shopping, such as the facility to view and purchase products any time, visualize their needs with products, compare between different brands of products, discuss products with other consumers, option to pay on delivery etc. Online shopping is the process consumers go through when they decide to shop on the internet. The internet has developed into a new distribution channel (Hollensen, 2004) and the evolution of this channel, e-commerce, has been identified by Smith and Rupp (2003) to be the most significant contribution of the information revolution. Today, internet has developed into a highly competitive market and in order to have an impact on customers and to retain them, it is the first step to identify certain influencing aspects when purchasing online, these can be regarded as factors. The proposed research will be focused on identifying & analyzing these factors.

REVIEW OF LITERATURE

Aruna A, John William A (2015), performed a research study on “A Study of Consumer Behaviour towards Online Shopping in Coimbatore District”. The main objective of the research was to analyze the shopping Behaviour of online shoppers and to identify the successful online shopping. The sample size of the research was 384 respondents. From the data analysis result, the researcher concludes that people mostly prefer online shopping to traditional shopping because of the technological advancements. It has become popular and is extremely convenient.

Jaganathan, Suresh kumar, Sakthivel, Mohanraj (2016), performed a research work on “A Study on Customer Perception towards Online Shopping, Namakkal”. The main objective of the research was to study the customer perception towards online shopping at Namakkal district. Customer perception is typically affected in the way of broadly such as advertising, reviews, public relations, social media and personal experiences etc.

Snehal Chincholkar (2016), performed a research work on “Consumer Behaviour towards Online Grocery Retail Store “Localbanya.com” in Mumbai Region”. The main objective of the research was to identify consumer behaviour towards online grocery retailing specifically towards Localbaniya.com. The sample size of the research was 163 respondents from Mumbai and its suburbs. From the collected data it had been observed that, Out of 163 respondents only 57 were aware about local baniya.com and done shopping from the website at least one time. While doing online purchasing cash on delivery and debit cards are most preferred mode of payment. As a result of data analysis, the researcher concludes that slowly our traditional way of grocery shopping may see a drastic change. The companies have to work hard for developing their marketing and distribution strategies to overcome the hurdles of grocery e-retailing. Grocery e-retailing in its nascent stage, first it needs to capture Tier-I cities, then Tier-II and Tier-III cities of Indian can be penetrated.

Sim ranjit Singh, Sonia Bajwa (2017), had carried out a research study on “buying behaviour of consumer towards counterfeit products: a case study of moga city”. The main objective of the research was to put emphasis on the reasons for counterfeit purchase and the norms they follow while forming this behaviour. The other objectives were to find out the dominant factors affecting on the consumer while purchasing counterfeit goods, to know the relationship of these factors with the purchase behaviour and application of TPB model for knowing the factors creating inclination towards counterfeit. The sample size was for research was 100 respondents. A structures questionnaire was used by

following the convenience sampling method. The data were described with the help of pivot table and pie charts with percentages. After the analysis the researcher had found that behaviour of the respondents that leads them to go for committing a crime of purchasing such knock offs and pirated items. Cost and status seeking have known to be the two reasons for committing an illegal practice. If the money income of the consumer is increased then this could work as a measure of curbing this practice.

Dhanalakshmi, Sakthivel, Nandhini (2017), performed a research study on “A Study on Customer Perception towards Online Shopping, Salem”. The main objective of the research was to study the customer perception towards online shopping at Salem district. The sample size of the research was 150 respondents. The researchers had adopted random convenience sampling technique to gather the data. The data were analyzed using the simple percentage analysis and ANOVA (analysis of variances) methods.

NEED FOR THE STUDY

Study of youngsters buying behaviour is most important for marketers as they can understand the expectation of the youngsters. It helps to understand what makes a youngster to buy a product. The findings of the study indicates that youngsters online

purchase intentions are significantly related to their gender, education, age, security concern, technological familiarity, and past online purchase frequency. Youngsters buying behaviour is also affected by product type, purchase frequency and expensiveness. Buyer behaviour is studied to predict buyers reaction in markets. If a firm understands its customers, it becomes successful in the market place. The success of any business is based on understanding the consumer and providing the kind of products that the consumer wants. Although online consumers enjoy many benefits they are also prey for the online fraud in certain circumstances. The main disadvantage of online shopping is physical verification regarding the quality of the product is not available and cannot receive the product immediately. Buyers had to wait until the product arrives. Sometimes it is better to have an item instantly than keep waiting for it for many days.

OBJECTIVES OF THE STUDY

- To rank the online shopping sites.
- To identify the factors influence the customers to purchase products through social media.
- To analyze the level of trust toward social media for online shopping

SCOPE OF THE STUDY

The proposed study related with digital marketing and I will investigate the study on impact of social media on online shopping behaviour of youngsters. The respondents will be requested to fill the questionnaire. The limitations of this study include its size and the limited amount of time that can be spent on it. The study can only consider limited aspects and analyze them to a certain degree of depth in this research. Every customer mindset is not the same, they all vary from each other. Thus every business needs to understand its customers. It helps the organisation to fulfil consumers demand and desire. Organizations use customer relationship management to know their customers properly. It is a database which collects more information about their customers. To determine which factor influences the consumer to go for online shopping. To find out which feature of the websites attracts the user to purchase the product from online shopping website To find out whether online shopping is beneficial for the user To analyze which factors influence the user to buy online.

Research Design: Descriptive Research

Data Collection: Primary data through Structured Questionnaire and Secondary data through journals, magazines, websites etc.

Sampling Design: Responses collected from 120 respondents using convenience sampling.

LIMITATIONS OF THE STUDY

- Due to time constraints sample collected in this study was only 100
 - The data may be biased as it was collected from different age group of people
 - The details in research given by researcher may not be fulfilled due to reference of limited journals, reports and books
 - The findings and suggestions are given only to the research knowledge of the researcher

DATA ANALYSIS

CHI SQUARE TEST:

Ho: There is no association between gender and usage of social media
 H1: There is an association between gender and usage of social media

TABLE 1 ASSOCIATION BETWEEN GENDER AND USAGE OF SOCIAL MEDIA

	Value	Df	P value

Pearson chi square	2.906	2	0.234
Likelihood ratio	4.531	2	0.104
Linear by linear association	0.569	1	0.451

N of valid cases	100		
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INTERPRETATION:

Since P value is greater than 0.05. Ho is accepted .Therefore there is no association between gender and usage of social media.

KARL PEARSON COEFFICIENT CORREALTION

Ho:p=0,There is no relation between online shopping sites

H1:(p not=0) There is no relation between online shopping sites TABLE 2

		Rank	Gender
Rank	Pearson correlation	1	.085
	Sig (2-tailed)		.398
	N	100	100
Gender	Pearson correlation	.085	1

	Sig(2-tailed)	.398	
	N	100	100

INTERPRETATION:

The above table shows the positive correlation between gender and online shopping sites. Therefore is a relation between gender and online shopping sites

CHI SQUARE TEST:

Ho:There is no association between age and trust on social media H1:There is association between age and trust on social media.

TABLE 3 ASSOCIATION BETWEEN AGE AND TRUST ON SOCIAL MEDIA

	Value	Df	P value
Pearson chi square	72.222	6	0.00
Likelihood ratio	91.348	6	0.00
Linear by linear association	32.685	1	0.00
N of valid cases	100		

INTERPRETATION:

Since p value is lesser than 0.05, Ho is rejected and there is association between age and trust on social media.

FINDINGS OF THE STUDY:

- 75% of the respondents are male
- 60% of the respondents are under the age 18-22
- 57% of the respondents are under graduates.
- 93% of the respondents are students.
- 93% of the respondents have 0 monthly income.
- 53% of the respondents use social media for chatting.
- 42% of the respondents use whats app.
- 100% of the respondents had online shopping more than 10 times. ■ 37% of the respondents chose rank-3 for quality issues.
- 57% of the respondents chose rank-1 for digital payment issues. ■ 32% of the respondents chose rank-1 for additional charges.
- 34% of the respondents chose rank-5 for lack of security.
- 30% of the respondents chose rank-1 for delivery and logistics.
- 37% of the respondents chose rank-6 for return policy.
- 69% of the respondents said always they pay attention to advertisements. ■ 49% of the respondents said never to trust social media.
- 42% of the respondents strongly agree to encourage social media. ■ 87% of the respondents said very important for waiting to receive the products. ■ 77% of the respondents said very important for risk of credit card transactions. ■ 45% of the respondents are neutral for risk of identity theft.
- 94% of the respondents said very important for returning products. ■ 77% of the respondents said very important for trust worthiness of vendors. ■ 42% of the respondents agree that shopping through online is a good idea. ■ 39% of the respondents agree for tend to buy from nearby solid shapes. ■ 38% are neutral to purchase during festive times.
- 93% of the respondents strongly agree to return the product if not satisfied. ■ 42% of the respondents said that the role of media in promoting purchase is intermediate.
- 83% of the respondents said always they search for related information. **SUGGESTIONS:**
 - To prevent of the fake websites by filtering the unwanted and irrelevant advertisement using firewall security.
 - Social media can keep the privacy of the customers according to their searching of products.

- E-commerce websites can give more offers and discounts to the users who subscribed to their page in social media.
- Make the customers realize how trustworthy their products are through social media.
- According to this research study many consumers are from salaried category so the company can have good marketing strategy which provides the super service to attract all types of customers.
- Quality of the product and website design creates a positive impact on online shopping. So the manufacturer and the seller should concentrate more on the designing part of the websites

CONCLUSION

Social networks have a role in influencing the behaviour of consumers in the virtual environments, particularly when the degree of exposure of messages and the relation created between the variety of information given and the customer who is about to make a purchase. There are many people who are still preferred to buy through physical mediums. Consumers do require detailed information about the brand so as to evaluate its strengths and weaknesses; this ample amount of information saves their time by allowing them to make the purchase decision quickly. The online shopping is becoming more popular day by day with the increase in the usage of internet. Understanding customer's needs and desires for online buying, the selling has become challenging task for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive advantage over the others

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