

# A STUDY ON THE IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR

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## ABSTRACT

Social Media have given plenty of opportunities to consumers in adapting different aspects in life. Facebook, Twitter and Instagram have played significant roles in expanding consumers' online purchases. Though Oman and other Arabian countries are facing shortage in utilizing these sites efficiently, we still have substantial evidence of its use. This paper aims to understand which consumers are mostly influenced by online purchasing, reasons that tempt consumer to purchase online, types of products that are mostly purchased using Social Media and types of Social Media that are mostly used by consumers

## INTRODUCTION

On-line purchasing is a shape of electronic commerce which permits clients to immediately purchase items or services from a vendor over the internet. clients discover a made from interest by means of travelling the website of the retailer without delay or with the aid of looking amongst high-quality alternative vendors, which shows the same products availability and pricing at exclusive e-stores. As of 2018, clients can keep online the usage of a selection of different purchaser and industrial products.

India has a web person 's base of approximately 450 million as of July 2017, approximately 40% of the population. notwithstanding being the second-biggest consumer base in international, most effective behind China (650 million, 48% of population), the penetration of e-trade is low as compared to markets just like the united states of America or France but is developing at an remarkable price, adding round 6 million new entrants every month. The industry consensus is that increase is at an inflection factor. In India, cash on shipping is the maximum favored price approach, accumulating seventy-five% of the e-retail sports. demand for international client products (together with lengthy-tail gadgets) is developing lots quicker than in-USA deliver from authorized distributors and e-trade offerings. in step with have a look at finished by Indian Institute of e-commerce, by using 2021 India is anticipated to generate \$100 billion online retail sales out of which \$35 billion might be thru style e-trade. on line apparel income are set to develop four times in coming years.

## REVIEW OF LITERATURE

**Dr.V Vijayalakshmi & Dr.R.Lakshmi (2018)<sup>1</sup>** Mostly youngsters and youth generation (19-30 age group) are very much interested in online buying because they know about technology and e-shopping.

**As per an ASSOCHAM-Resurgent joint study,(2018)<sup>2</sup>** online shopping is expected to clock annualized growth of 115 percent this year, aided by fast-increasing data consumption and improvement in logistics, along with a number of offers presented by e-commerce platforms.

**Jarvenpaa journal of Electronic Commerce Research, VOL.6, NO.2, (2015)<sup>3</sup>** it is an early stage in internet development in terms of building an appropriate dedicated model of consumer buying behaviour.

**(Ahmed, 2012)<sup>4</sup>** Concerns of price, quality, durability and other product-related aspects are the main drivers of buying decision in developed countries but the considerations could be varied from the developing countries.

**(Sylke et al., 2004)<sup>5</sup>** The growth rate of electronic commerce in India, however, has yet been much below anticipation; its proportion of total retail business is still small due to its certain limitations.

**(Garbarino & Strahilevitz, 2004; Korgaonkar & Wolin, 1999; Van Slyke et al., 2002)<sup>6</sup>** previous researches suggested that men are more likely to purchase products and/or services from the Internet than women.

**Na Li & Ping Zhang (2002)<sup>7</sup>** found that men are more adopting in online shopping, Female shoppers are found to prefer using catalogs to shop at home. It is found once female showed preference in online shopping, they will shop more frequently online than their male counterparts.

**Zhang, Dran, Small, and Barcellous (1998)<sup>8</sup>**, indicated that website design features of the website are important and influencing factors that leads consumer 's satisfaction and dissatisfaction with a specific website.

## RESEARCH METHODOLOY

### Need for the study

Social media plays a major role in the present market condition ,it gives a marketer a voice and a way to communicate with peer customers and potential consumers ,so the main need for the study is to find out the consumer buying behaviour on social media marketing and their perception about the same .

### OBJECTIVES OF THE STUDY

- To identify the factor influencing consumers attitude towards online shopping
- To study the relationship between consumer attitude and online shopping intention
- To determine the relationship between the demographic variables and factors of consumer attitude

## SCOPE OF THE STUDY

- To determine which aspect impacts the consumer to go for on line shopping
- To find out which feature of the websites draws the user to purchase the product from online purchasing internet site
- To discover whether online purchasing is beneficial for the user to investigate which factors have an effect on the consumer to buy on-line

## LIMITATIONS OF THE STUDY

- The sample length is limited to 100
- The survey was performed under time constraints
- The study was based on the perception of the respondents.
- The records were collected based on the questionnaire and analysed totally at the responses given by the respondents

## SAMPLING AND SAMPLE SIZE

- The study was based on convenience sampling method for data collection ,the sample was collected between the age group of 20-28 with both male and female
- The sample size was 100 respondents .

## STASTICIAL TOOLS USED

- Percentage Analysis
- Anova

## HYPOTHESIS

- H0: There is no significant relationship between annual income and consumer attitude factors.
- H0: There is no significant relationship between Occupation and consumer attitude factors
- H0: There is no significant relationship between Age and consumer attitude factors

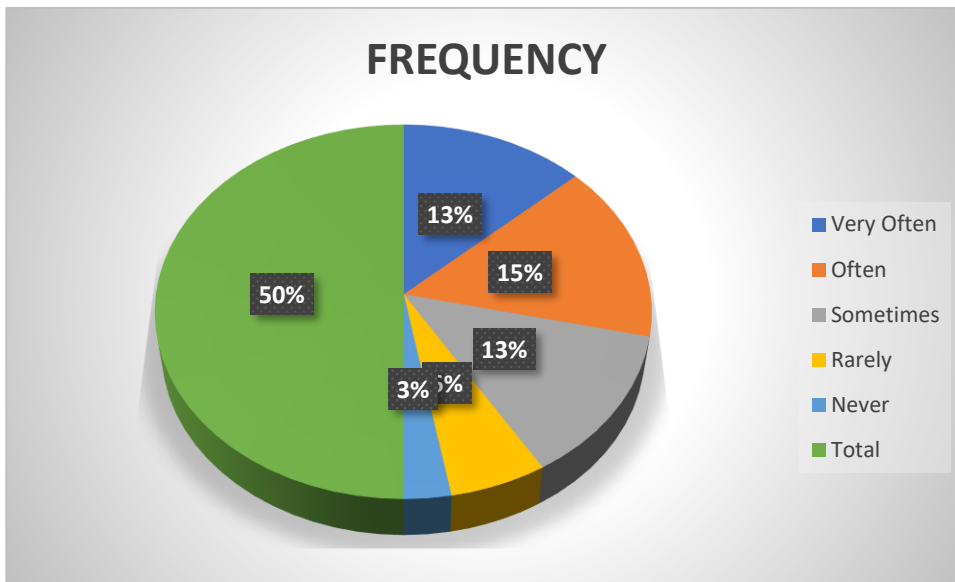
## DATA INTREPRETATION

Data Analysis is considered to be important and the heart of the research work after collection of data with the relevant tools and techniques the next logical step is to analyse and interpret the data, the data analysis for this paper was done quantitatively.

### PERCENTAGE METHOD:

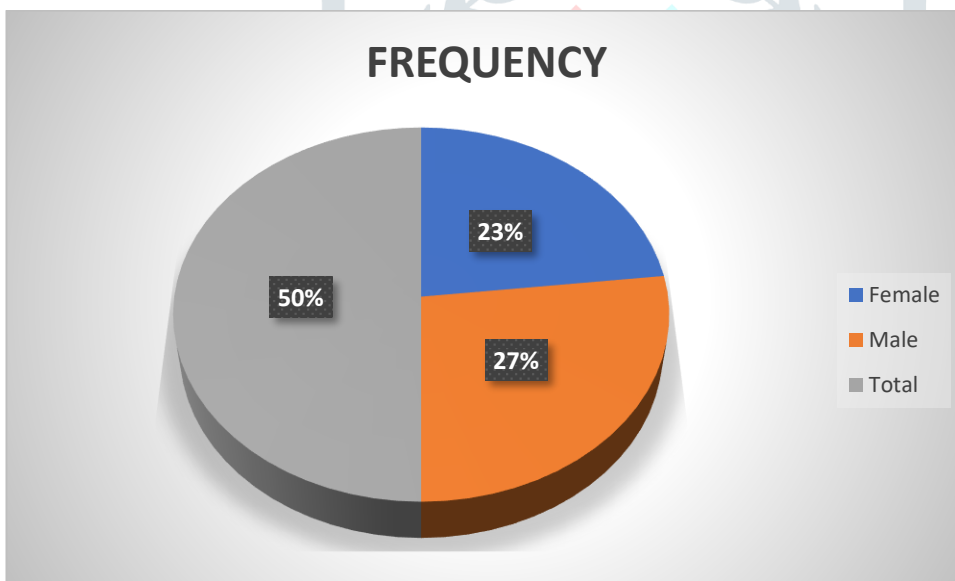
1. Table showing the respondents on the basis of shop online:

SHOP ONLINE	FREQUENCY	PERCENTAGE
Very Often	66	26.4
Often	77	30.8
Sometimes	64	25.6
Rarely	29	11.6
Never	14	5.6
Total	250	100



2. Table showing the respondents on respondents on the basis of gender

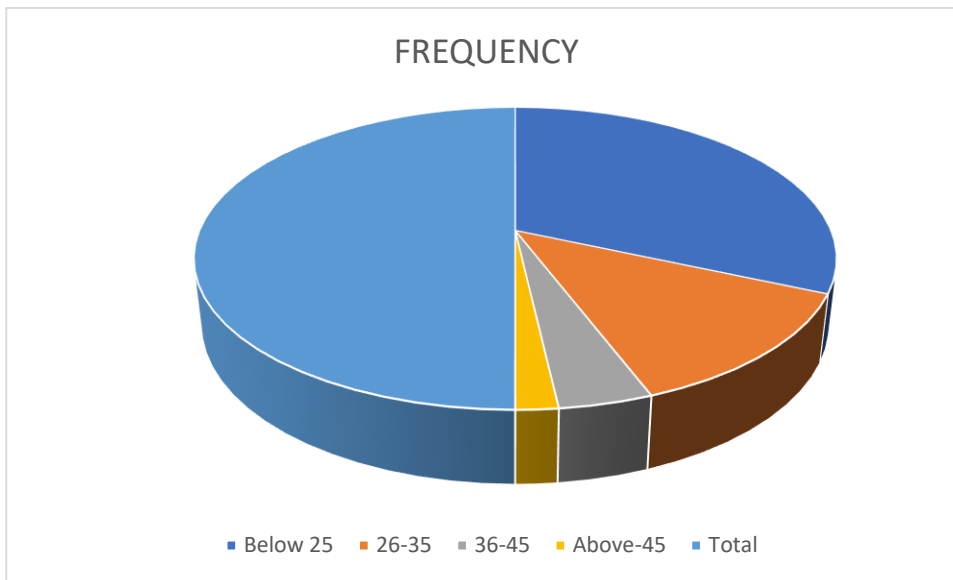
GENDER	FREQUENCY	PERCENTAGE
Female	116	46.4
Male	134	53.6
Total	250	100



From the above chart we get to know that male respondents (23%) are more when compare to female respondents (23%)

3. Table showing the on respondents on the basis of age

AGE	FREQUENCY	PERCENTAGE
Below 25	158	63.2
26-35	63	25.2
36-45	20	8
Above-45	9	3.6
Total	250	100



The above pie chart shows that respondents based on the age group of below 25 years show 63.2%, age group of 26-35 have respondents of 25.2%, age group of 36-45 responded about 8% and above 45 age group respondents are 3.6%

**ANOVA METHOD:**

1. ANOVA table showing the comparison between Annual Income and Consumer Attitude factors.

FACTOR AND AGE	SUM OF SQUARES	DF	MEAN SQUARE	FA	SIG
Between groups	0.330	3	0.110	0.381	0.767
Convenience within group	71.011	246	0.289		
Total	71.341	249			
Between groups	1.513	3	0.504	0.695	0.556
Website design with in groups	178.462	246	0.725		
Total	179.975	249			
Between groups	1.4555	3	0.485	1.412	0.240
Security within group	84.484	246	0.343		
Total	85.938	249			

To identify the significance difference between annual earnings and consumer behaviour factors of convenience and website design, the One-way ANOVA statistical test has been applied. The result clearly indicates that P value is 0.767,0.556 ,0.240 which is not significant at 5% level. Thus, there is no significant relationship between annual income and consumer attitude factor.

2. ANOVA table showing the comparison between Occupation and Consumer Attitude factors.

FACTOR AND AGE	SUM OF SQUARES	DF	MEAN SQUARE	FA	SIG
Between groups	2.133	5	0.427	1.504	0.189
Convenience within group	69.208	244	0.284		
Total	71.341	249			
Between groups	4.443	5	0.889	1.235	0.293
Website design with in groups	175.532	244	0.719		
Total	179.975	249			
Between groups	1.871	5	0.374	1.086	0.369
Security within group	84.068	244	0.345		
Total	85.938	249			

To identify the significance difference between Occupation and Consumer behaviour factors of convenience and website design, the One-way ANOVA statistical test has been applied. The result clearly indicates that P value is 0.189,0.293,0.369 which is not significant at 5% level. Thus, there is a no relationship between occupation and customer behaviour with respect to their p value.

3. ANOVA table showing the comparison between Age and Consumer Attitude factors.

FACTOR AND AGE	SUM OF SQUARES	DF	MEAN SQUARE	FA	SIG
Between groups	0.723	3	0.241	0.841	0.474
Convenience within group	70.618	246	0.287		
Total	71.341	249			
Between groups	2.124	3	0.708	0.979	0.404
Website design with in groups	177.841	246	0.723		
Total	179.975	249			
Between groups	0.458	3	0.153	0.441	0.726
Security within group	85.480	246	0.347		
Total	85.938	249			

To identify the significance difference between Occupation and Consumer behaviour factors of convenience and website design, the One-way ANOVA statistical test has been applied. The result clearly indicates that P value is 0.474, 0.404,0.726 which is not significant at 5% level. Thus, there is a no relationship between occupation and customer behaviour with respect to their p value.

### FINDINGS OF THE STUDY

- Majority of the respondents (53.6%) are male.
- Majority of the respondents (63.2%) belongs to the age below 25yrs.
- The majority respondents are professional.
- The majority of the respondent 's are salaried.
- Most of the respondents earn annual earnings between Rs.1, 00,001- 3, 00,000.
- The Anova table value between age and consumer set factors is P price is 0.473, 0.403, and 0.725 which is not significant at value 5%. therefore, there is no significant relationship between age and consumer behaviour
- The Anova value between annual earnings and consumer behaviour elements is P fee is zero.767, 0.556, and zero.240 which is not significant at 5% . thus there is no good relationship among annual earnings and Behavior of consumers.
- The Anova table fee among occupation and purchaser mindset factors P value is 0.189, 0.293, and zero.369 which isn't always tremendous at 5% . accordingly, there may be no great significance between income and consumer mind-set factors.

### SUGGESTIONS FROM STUDY

- The company can create a strategy to sell their merchandise focusing on girls clients
- The company has to keep an eye on the customers who are above the age of 25 years by means of introducing various products through online advertising and marketing like Facebook, Instagram and Twitter
- As of this study look at many customers who are from salaried background, so the company may have top advertising approach which presents the great provider to attract all types of customers.
- Quality of the product and web site design creates a positive impact on on line shopping. So the producer and the seller must concentrate extra on the designing part of the web sites.



## CONCLUSION

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. Therefore, our study has focused mainly on these research questions.

- The classification of online shoppers in terms of demography.
- The factors which influence consumers to shop online and to see what factors are most attractive for online shoppers.
- We foresee that our findings will give a clear and wide picture to social media shopping and will help them understand the specific factors that influence consumers to shop online, so they can build up their strategies to cater the need of online shoppers.

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