

IMPACT OF SOCIAL MEDIA ON ONLINE SHOPPING BEHAVIOUR OF CONSUMERS

Tanvi Patiyal¹, O.P. Verma²

Research Scholar, Himachal Pradesh University, Shimla.

Professor, Department of Commerce, H.P.U., Shimla.

ABSTRACT

Nowadays, social media plays an important role in influencing behaviour of consumers. Sites like Facebook, Twitter, YouTube etc. tried to make our psychological profile based on our like and dislikes which further help online stores to make advertisement on these sites. On the other hand, consumers have also shown interest in these sites and may get attracted towards online store. Therefore, the present study made focus on analyzing the impact of social media on consumer's behaviour. For the purpose of the study, data has been collected from 240 young consumers of Solan districts of Himachal Pradesh. Chi-square method has been used to analyse the behaviour of consumers and study found that social media has impact on online shopping behaviour of consumers.

Keywords: online shopping, consumer, social media.

INTRODUCTION

Social media of internet based social media has made possible for the person to communicate with another people about the products and the companies available to them.¹ Technology gives consumer the power to investigate products to label them and criticize them in equal measure and more. Therefore, many companies today have pages on social media networks to complement the information held about the products and pages providing feedback of consumers about products. This process engages the consumers so that they tend to relate more to a company.² Therefore, social media is playing an important role in influencing behaviour of consumers.

India has occupied the second place in using internet after China and also has a large pool of social media users. In 2017, the social media users in India were 196.02 million and it is estimated that there will be 258.27 social network users in India in 2019. The most popular social networking sites in India were Facebook and YouTube followed by social app Whatsapp.³

Hence, Social media is a hybrid element of marketing mix, which gives a good amount of advantage to both online stores and consumers. Online stores by the way of social network can inform the consumers about the products and can attract them towards their sites by offering a good variety of products and services. It also enhances the good customer relations which helped in converting their visits into buying.

REVIEW OF LITERATURE

Vinerean, S., Cetina, I., Dumitrescu, L., and Tichindelean, M. (2013)⁴ have identified that social media have given freedom to customers to share their views with brand representatives or with their friends.

Ioanas, E. and Stoica, I. (2014)² states in their study that social networks have a role in influencing the behaviour of consumers in the virtual environment, particularly when the degree of exposure of message and the relation created between the variety of information given and the consumer who is about to make a purchase.

Ahmad, A.-R., Hoda, N., AlHazmi, B., Melibari, A., and Althubiani, M. (2014)⁵ In their study revealed that there are four factors namely, shopping factors, delivery factors, post purchase factors and risk factors which have significant impact on online buying behaviour of consumers. There is positive significant association between time spent on internet and frequency of online buying and time spent on internet and the method of buying.

Dayal, S. (Jan, 2016)⁶ revealed that social networks have created a space for new services that is slowly being filled by small sized entrepreneurial companies. Social media, thus implies a fundamental shift in the way firms interact with prospects, customers, employees and other stakeholders.

Constatntinides, E. (2018)⁷ highlighted the nature, effects and present state of Social Media or Web 2.0. In the paper, Web 2.0 applications have been used as passive tools which helped in finding, listening customers' voice and social media technologies. Applications have been used as active marketing tools which helped in improving their tradition PR and direct marketing activities.

OBJECTIVE OF THE STUDY

1. To study the impact of social media on online shopping.

METHODOLOGY

To accomplish the objective of the study primary data is collected through questionnaire method from schools, colleges and universities of Solan district of Himachal Pradesh. Multistage and quota sampling is used to acquire the relevant information from the respondents. Thus, 240 respondents have been taken for the collection of data. For analysis and interpretation, simple frequency and chi-square has been used.

ANALYSIS AND INTREPRETATION

1. Demographic Profile of consumers

Table 1
Descriptive Statistical Analysis for Demographic Profile of Respondents

Dimension		Number	Percentage
Gender	Male	128	53.3
	Female	112	46.7
Age	Below 18 years	80	33.3
	18-22 years	62	25.8
	22 years and above	98	40.8
Education	10+2	80	33.3
	Graduate/Diploma	81	33.8
	Post graduate	51	21.3
	Above PG	28	11.7
Monthly Household Income	Below 10,000	18	7.5
	10,000-20,000	68	28.3
	Above 20,000	154	64.2
Area	Solan	240	100
Family Structure	Nuclear	142	59.2
	Extended Family	85	35.4
	Joint Family	13	5.4

Source: Data collected through questionnaire

Table 1 defines the demographic profile of consumers' which reveals that majority of consumer group fall in age group of above 22 years i.e. 40.8%, another age group taken into study are below 18 years and 18-22 years. It has been found that male consumers are 128 as compared to female consumers. As far as education factor is concerned, majority of students who go for online shopping are graduates with the percentage of 33.8 followed by plus two students (33.3). Further, consumers who have monthly household income more than Rs 20,000 often go for online shopping. As far as area of the study is concerned, 240 youngsters of Solan districts have taken. Study also reveals that consumers who live in nuclear family (59.2%) go for online shopping more frequently as compare to joint and extended families.

2. Impact of Social Media

Table 2
Distribution of Consumers on The Basis of Using Internet

Used Internet	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	240	100.0	100.0	100.0

Source: Data collected through questionnaire

Table 2 reveals that all the consumers i.e. 240 (100%) taken in study are using internet. Therefore, it can be said that all consumers are likely to do online shopping

Table 3
Distribution of Consumers on the Basis of Years of Using Internet

Years	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 2 years	25	10.4	10.4	10.4
2-4 years	59	24.6	24.6	35
4 years and above	156	65	65	100.0
Total	240	100.0	100.0	

Source: Data collected through questionnaire

From the Table 3, it has been found that majority of consumers are using internet from more than 4 years and are quite familiar with online shopping.

Table 4
Frequency of Using Internet by Consumers

Frequency of Using Internet	Frequency	Percent	Valid Percent	Cumulative Percent
Daily	155	64.6	64.6	64.6
Monthly	42	17.5	17.5	82.1
Weekly	24	10.0	10.0	92.1
Once in a While	19	7.9	7.9	100.0

Source: Data collected through questionnaire

Table 4 analyses the frequency of using internet in which 155 (64.6%) consumers use internet daily, 24 (10.0%) consumers use internet weekly. The percentages of consumers who use internet monthly are 42 (17.5%) and percentage of consumers who are using once in a while is 19 (7.9%). It can be said that the percentage of consumers who like to use internet daily is high and hence this category is more attracted to the online shopping behaviour.

Table 5
Descriptive Statistical Analysis for Purchasing through Online/Social Media

Statements	Very High extent	High extent	Moderate	Some Extent	Not at all	Total	Chi Square	P value
Clothing	141	54	31	11	3	240	257.667	.000
Electronics	91	107	27	14	1	240	190.333	.000
Fitness and Sports	47	0	81	37	25	240	36.333	.000
Books and Stationary	94	87	47	10	2	240	149.958	.000
Any Other*	36	42	71	50	41	240	15.875	.000

Source: Data collected through questionnaire

*Any other includes: 1. Home/kitchen 2. Pets 3. Toys 4. Baby products 5. Bags/luggage 6. Music/movies/games 7. Mobile recharge 8. Gift cards

It is revealed from the Table 6 that on applying chi-square test, the value for buying clothing, electronics, fitness and sports, books and stationary and any other goods has been found significant at 1 percent level of significance. Hence, social media is influencing behaviour of consumers and motivating them towards online shopping.

Table 6
Descriptive Statistical Analysis for Information Regarding Product Availability through Online/Social media

Statements	Very High extent	High extent	Moderate	Some Extent	Not at all	Total	Chi Square	P value
Television	77	75	54	32	2	240	82.875	.000

Newspaper	45	87	77	21	10	240	94.667	.000
Radio	9	15	55	65	96	240	109.417	.000
Magazines	10	61	61	69	39	240	48.000	.000
Internet/social media	173	45	10	8	4	240	429.458	.000

Source: Data collected through questionnaire

Table 6 represents the descriptive statistical analysis for information regarding product availability through online. On applying chi-square test, the value of all medias which gives the information about the product availability is found significant at 1 percent level of significance. But, social media have the maximum number of responses which means it makes consumers informed about the products availability through online.

Table 7
Descriptive Statistical Analysis for Shifting towards Online Shopping

Statements	Very High extent	High extent	Moderate	Some Extent	Not at all	Total	Chi Square	P value
Online shopping is preferred due to modern culture.	65	106	49	16	4	240	137.792	.000

Source: Data collected through questionnaire

It has been revealed from the table that majority of consumers think that shifting towards online shopping is a matter of modern culture which is further supported by the value significant value of chi-square test at 1 percent level of significance.

Table 8
Descriptive Statistical Analysis for Comparison of Ad-Message

Statements	Frequency	Percent	Valid Percent	Cumulative Percent
They are Same.	58	24.2	24.2	24.2
Social media ads are attractive.	139	57.9	57.9	82.1
Prefer traditional ads.	12	5.0	5.0	87.1
None of above	31	12.9	12.9	100
Total	240	100.0	100.0	

Source: Data collected through questionnaire

$\chi^2 = 156.000$, P-value = .000

It has been observed from the table 8 that majority of consumers (60.6%) holds that social media ad-messages are more attractive than traditional ad-messages. Further, result has been supported by the value of chi-square which is found significant at one percent level of significance.

Table 9
Descriptive Statistical Analysis for Importance of Social media

Statements	Very High extent	High extent	Moderate	Some Extent	Not at all	Total	Chi Square	P value
Social media plays an important role in highlighting products online.	84	109	25	17	5	240	174.083	.000

Source: Data collected through questionnaire

Table 9 reveals that majority of consumers think that social media plays an important role in highlighting products online which is further supported by significant value of chi-square.

Table 10

Descriptive Statistical Analysis for Ads on Social media

Statements	Very High extent	High extent	Moderate	Some Extent	Not at all	Total	Chi Square	P value
Ads on social media attracts towards online shopping.	72	134	17	12	5	240	251.625	.000

Source: Data collected through questionnaire

It has been found from table 10 that majority of respondents i.e. 134 thinks that ads on social media attracts them towards online shopping which is further supported by significant value of chi-square at 1 percent level of significance.

CONCLUSION

The objective of the study was to study the impact of social media on behaviour of consumers of Himachal Pradesh. Therefore, study concluded that majority of young consumers in Himachal Pradesh have access to the internet and are using internet more than 4 years. Majority of young generation is visiting internet sites daily and accepted that their attitude towards online shopping is because of modern culture. In case of online shopping, they got to know about the product availability through internet/social media. Consumers like ads on social media more than the traditional ads which attracts them to purchase clothing, books on high extent. Hence, it has been proved that social media plays an important role in highlighting the availability of products through online. From the study, researcher is able to conclude that social media has become an important part of life which helped in sharing consumer views, thoughts, reviews and recommendation. It has evident from the society that everything that goes on social media goes viral with in a moment of time. It helped a lot in making positive as well as negative profile of anything. Therefore, online stores should focus on advertisements by the way of social media as it provides a good amount of potential consumers.

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