IMPACT OF SOCIAL MEDIA IN ONLINE SHOPPING WITH REFERENCE TO BIDAR CITY

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Abstract

This study explains the impact of social media in online shopping with respect to Bidar city. A structured Questionnaire had been used for collecting primary data and secondary data sources are used
Social media tools have become superb channels for marketers to reach consumers. Social media is important for marketers because it allows them to dialogue directly with consumers, which in turn engages consumers directly with company brands. Social media has revolutionized consumer purchasing behavior over the last few years, directly impacting the way they buy products and services. The fact that there are billions of opinions and reviews out there means marketers have to change their perception about social media from 'fun to have' to 'must focus on'. The use of social media platforms such as Twitter, LinkedIn, blogs and Face book among buyers has grown considerably over the last two years. The objective of the paper is to study the effect of social networking sites on online shopping in Bidar city .For this purpose secondary data have been used and researcher has tried to review studies based on online shopping behavior which are done in Bidar.

 Key Words: Social media, social media strategies, online shopping, consumer behavior

1. Introduction:

Social media has occupied an important position as a communication tool. People across the globe use social media to connect to other people or organizations.

Globally, people have started to use social media such as Face book, Twitter, Instagram and LinkedIn to share their experiences. As customers, people share product reviews, information about a service, advice on food or health, warnings about products, tips on using certain products, and much more.

People have a lot of 'connections' on social media, therefore information is consumed by many people. This information becomes a source of influence on consumers and their buying behavior.

Research studies have shown that many people rely on the information and reviews on social media as a guide for planning their future purchases.

Social media has grown in terms of its reach and impact. Here is a statistic to prove that.

More than ever, people are making their purchases online. In 2018, e-commerce sales made up 11.9% of all global retail sales shows statistics. That number is growing. And as more people turn toward their computers and mobile devices to do their shopping, businesses are scrambling to keep their products and services top of mind.

Traditional advertising methods relied largely on media placement - posting ads in newspapers, television commercials, or even outdoor billboards.

But as the world has changed so to have the methods that advertisers must use to ensure people are aware of what they have for sale.

One of the biggest new markets has proven to be social networks.

The Statistics

An ODM Group study found that 74% of consumers rely on social networks to help with their purchasing decisions.

Other studies have backed this up. According to a Hubspot report, 71% of consumers are more likely to make purchases based on social media referrals.

A report from Aimia, meanwhile, shows that 31% of consumers say they're using social media to browse for new items to buy. Furthermore, Forbes has shown that 78% of consumers' purchases are impacted by companies' social media posts.

Of course, this isn't necessarily a new phenomenon. Marketers have used social platforms like Face book, Twitter, and Instagram to promote their businesses and services for years now. They find these platforms easiest to engage potential buyers.

What's changed is exactly how they're doing it. It can be difficult to keep up with the changes within the online marketing industry, but by digging a little deeper into various studies and trends we can start to form a picture of exactly what is happening.

1.2 Types of social media platforms

The Big Three Platforms

Big Commerce is a marketing company that represents a number of popular brands including Ben & Jerry's, Hess, Skull Candy, and more. According to them, the three best places to invest your ad money remain Face book, Instagram, and Twitter.

Face book

Face book is the largest social network on the web with respect to name recognition as well as total number of users. It has approximately 1.8 billion active users and it acts as a wonderful platform for connecting people across the globe with your business

Despite repeated controversies, Face book has proven itself resilient. Even as the company has had to rewrite many of its standards and practices to accommodate international regulations, it has continued to grow its advertising revenue.

Though, as experts point out, the growth rate is slowing down.

Still, Face book accounts for 50% of total social referrals and a further 64% of overall social revenue, shows Business Insider.

In 2015, Face book was responsible for influencing more than half - 52% - of consumers' online and offline purchases, shows DigitasLBi Commerce.

Twitter; Twitter is a platform where one can express one's views with short text messages along with other media. Twitter is a great interface to communicate with literally anyone in the world just by mentioning their usernames in their posts. This social networking site is a great way to advertise and market one's business. It is also an effective channel for handling customer service.

Twitter has proven itself a widely popular tool for people to recommend companies. Sprout Social shows that 53% of consumers recommend business or products in tweets while a further 48% follow through to purchase those products or services.

Hub spot has shown Twitter users rely on the platform to learn about products and services, as well as provide their opinions.

Instagram

Instagram is growing steadily. The social platform now boasts more than 500 million monthly active users.

In 2017, its audience engagement rate was 70% higher than Face book and 669% greater than twitter, shows Loco wise.

LinkedIn

LinkedIn is a social networking site that is dedicatedly used for business and employment-oriented services. LinkedIn allows members that may be workers as well as employers to create profiles in an online social network which may portray real-world professional relationships

2. Literature review

1. Zhang et al (2017) had discussed about the association between social media sites and online shopping sites. The social media sites motivate the consumers or users to go for online shopping. Many unsought products are promoted through social media. Mohammad pour et al (2014) had explained the impact of mediating variables on consumers 'online shopping behavior from the perspective of social networking sites. Zimaitis et al (2020) had used many factors to know the impact of social media on online shopping behavior of consumers. Hajli (2014) had conducted an empirical investigation to determine the impact of social media on consumer intention during online shopping. The discounts and free shipping have more influence on consumer behavior. Stephen (2016) had found that digital marketing tactics are influencing the consumer purchase behavior in many dimensions.

2. Hoffman and Novak [4] have indicated that interactivity is the key distinguishing feature between marketing communication on the Internet and traditional mass media. Today online consumers have more control and bargaining power than consumers of physical stores because the Internet offers more interactivities between consumers and product/service providers as well as greater availability of information about products and services.

Geissler and Zinkhan [3] claimed that the Internet shifted the balance of power in favor of consumers as it became very easy for them to make shopping comparisons and evaluate alternatives without being pressured by salespeople. Online stores reduce transaction costs and have advantage for both consumers' and vendors. Armstrong, Armstrong et al. Have the study on consumer buying behavior based on purchase intention has been developed in marketing for more than 20 years. One issue remains disputable is whether purchase intention can effectively predict

Consumer buying behavior. Norazah Suki and Norbayah Suki suggested marketers should propose more on attractive promotion such as advertisements or discounts through the web. Yulihasri etal. Studied the usefulness of internet shopping, ease of use, compatibility, privacy, security, normative beliefs, self-efficacy, attitude and student's buying intention. They found that web advertising favorably influences the purchasing of a company's

products. Shoppers increasingly want what's called a "seamlessomni channel experience", meaning one in which retailers allow them to combine online and brick and mortar browsing, shopping, ordering and returning in whatever combo they would like. Sharma et all , assessed the online buying behavior of consumers in India, and found that consumers are feared of unsecured transactions in online payment and majority of online buyers are from 18-25 years. Ioanas and Stoica address the impact of social media on consumer behavior, consumers prefers

Online buying for convenience and most of the customers are checking the product information before buying the products.Bauboniene and Guleviciute the main factors influencing consumers to shop online are convenience, simplicity and better price. Muda et al. Investigated that online purchase behavior of Gen Y in Malaysia and identify the factors drive the behavior. They found that Gen Y in Malaysia buys mostly

3. 1.STATEMENT OF THE PROBLEM.

Consumers rely on social sites to find out about products and services. Optimized profiles and useful information will create a positive first impression for online business. Products through social media. Because of this purpose I have taken **"STUDY ON IMPACT OF SOCIAL MEDIA IN ONLINE SHOPPING WITH RESPENCE TO BIDAR CITY."**

3.2 SCOPE FOR THE STUDY

The study covers the impact of social media in online shopping with reference to Bidar city in detail. A questionnaire was constructed to collect the opinions of the customers.

3.3 RESEARCH OBJECTIVE

1. To study impact of social media in online shopping with reference to Bidar city.
2. To study which social network is using by customers for online shopping.
3. To study reasons behind of customer purchase through social media.
4. To study which kind of product category is purchasing by customer after seeing advertisement on social media.

3.4 RESEARCH METHODOLOGY

Research Design: Descriptive research

Data collection: Primary and secondary

 Primary: questionnaire

Secondary: Internet Journals, research papers,

Sample size: 50

Sampling method: Random sampling.

 Statistical tool: chi-square (χ^2) statistic test

A chi-square (χ^2) statistic is a test that measures how a model compares to actual observed data. The data used in calculating a chi-square statistic must be random, raw, mutually exclusive, drawn from independent variables, and drawn from a large enough sample. For example, the results of tossing a fair coin meet these criteria.

Chi-square tests are often used in hypothesis testing. The chi-square statistic compares the size any discrepancies between the expected results and the actual results, given the size of the sample and the number of variables in the relationship. For these tests, degrees of freedom are utilized to determine if a certain null hypothesis can be rejected based on the total number of variables and samples within the experiment. As with any statistic, the larger the sample size, the more reliable the results.

KEY TAKEAWAYS

- A chi-square (χ^2) statistic is a measure of the difference between the observed and expected frequencies of the outcomes of a set of events or variables.
- χ^2 depends on the size of the difference between actual and observed values, the degrees of freedom, and the samples size.
- χ^2 can be used to test whether two variables are related or independent from one another or to test the goodness-of-fit between an observed distribution and a theoretical distribution of frequencies.

1. Social networks for which customers have created a personal profile

Sl. NO	Social Network	No. of respondents	% of Respondents
1	Face book	20	40
2	Twitter	10	20
3	Instagram	10	20
4	Blogger.com	0	0
5	Google Buzz	0	0
6	LinkedIn	10	20
7	If any……………	0	0
	Total	50	100%

Interpretation: From the above table it was found that 40% of respondent said Facebook, 20% of the respondent said Twitter, 20% of the respondent said Instagram and 20% of respondent said LinkedIn.
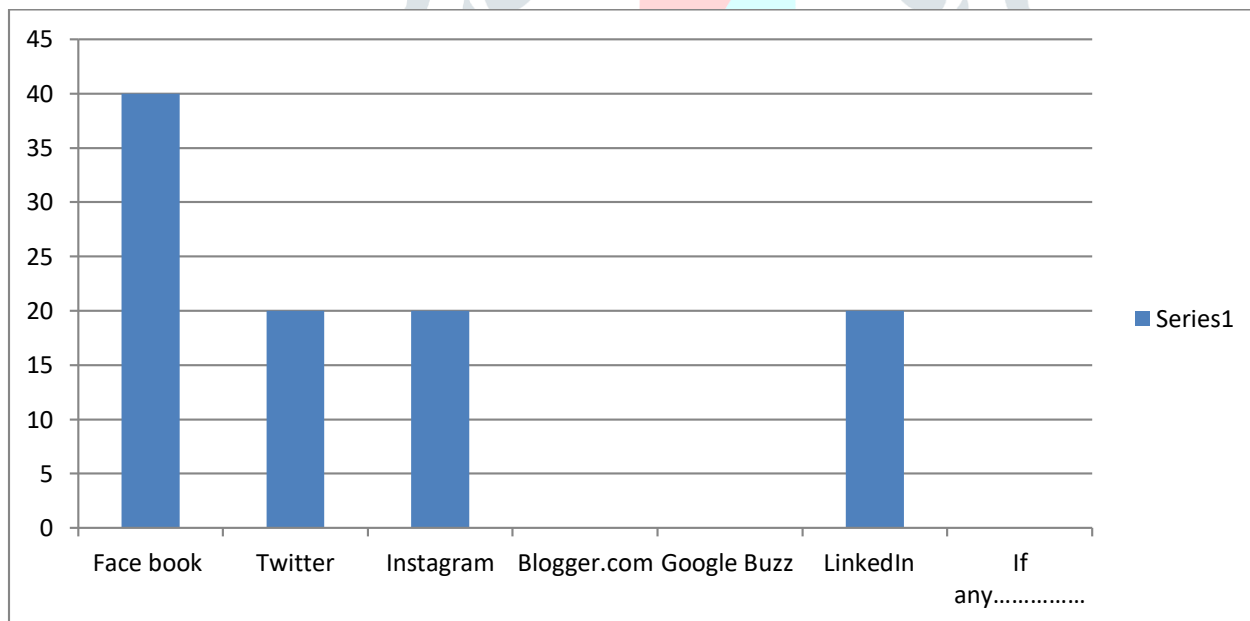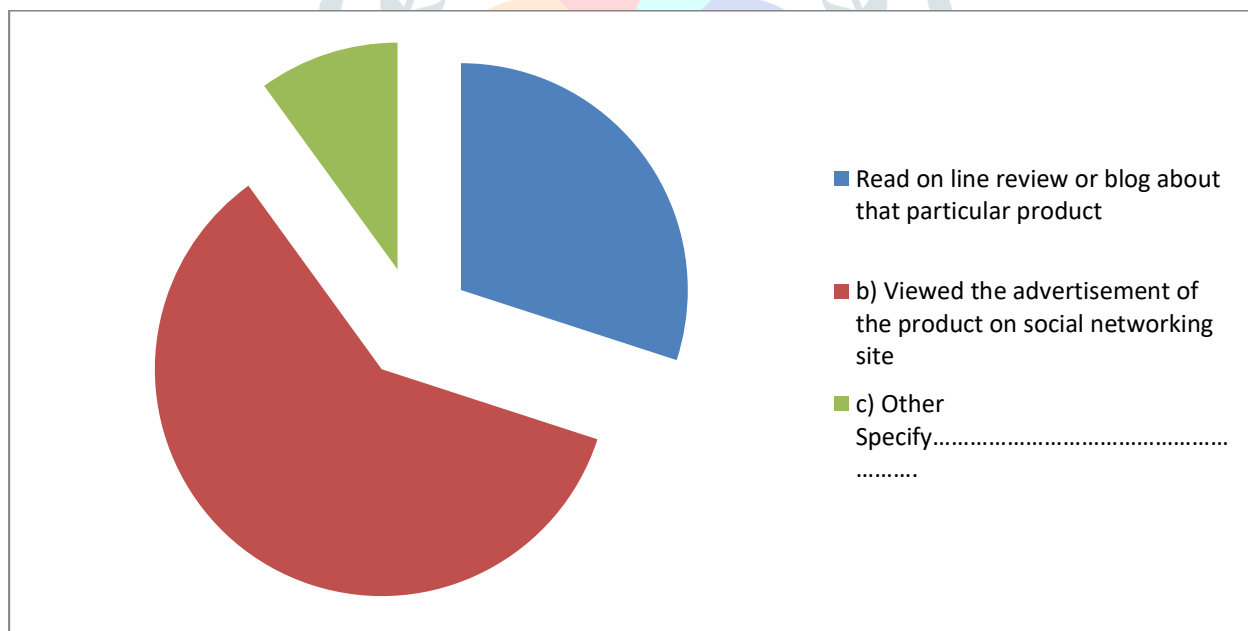

Analysis: From the above graph it was analyzed that maximum respondent have personal account in Face book and few of them following Twitter, Instagram and LinkedIn.

2. What was the reason behind your purchase through social media?

Sl. NO	CUSTOMER Reason	No.of respondents	% of Respondents
1	Read on line review or blog about that particular product	15	30
2	b) Viewed the advertisement of the product on social networking site	30	60
3	c)Other Specify…………………………………………… ….	5	10
	Total	50	100%

Interpretation: From the above table it was find that 60%of the respondent replied that they will use social media for viewing Advertisement and 30%,10% of the respondent said Read on line review or blog about that particular product &)Other Specify Respectively
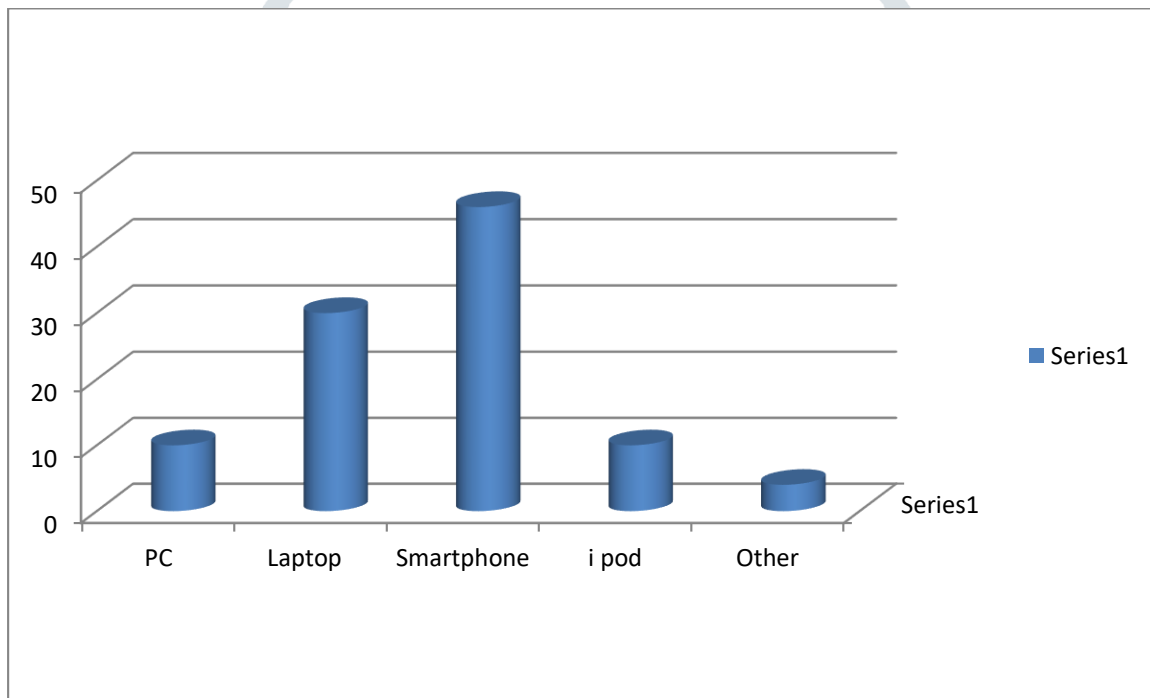

Analysis: From the above graph it was fund that most of the respondents are using Social media as a advertising mode for purchase decision.

3) How do you access your social network account (You can choose more than one)

Sl. NO	Social Network Access	No.of respondents	% of Respondents
1	PC	05	10
2	Laptop	15	30
3	Smartphone	23	46
4	i pod	5	10
5	Other	2	4
6	Total	50	100

Interpretation: Form the above table it was found that 46% of the respondent said Smartphone,30% of the respondent said Laptop,10% of the respondent said 10% and 4% of respondent said other.
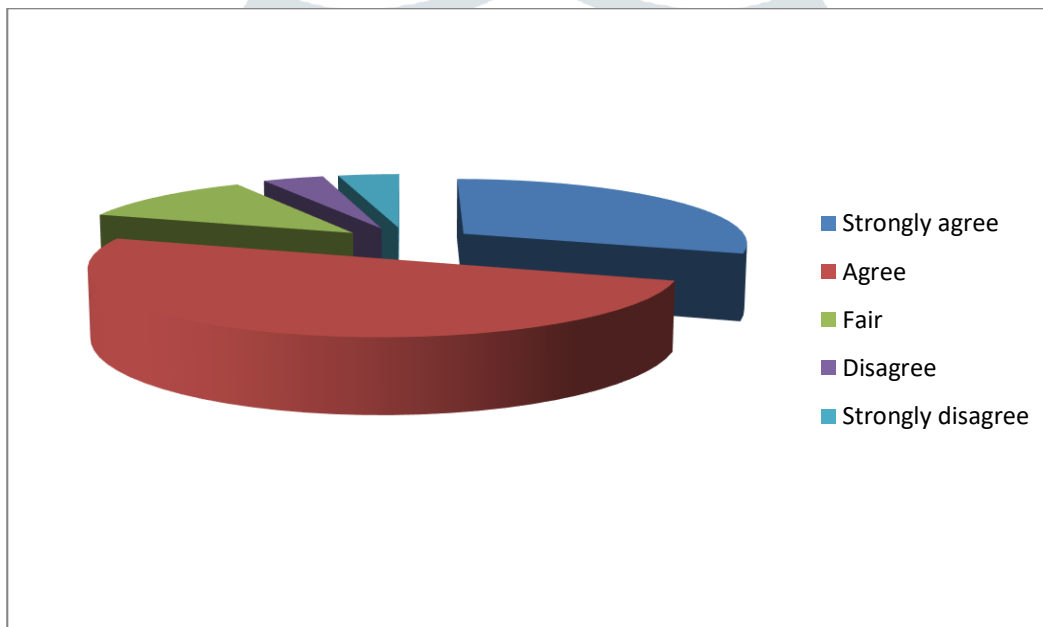

Analysis: From the above graph it was fond that most of the respondents are using social media through Smartphone and Laptop and few of them using PC AND I pod.

4. Do you think social network are important?

Sl. NO	Social network importance	No.of respondents	% of Respondents
1	Strongly agree	15	30
2	Agree	25	50
3	Fair	6	12
4	Disagree	2	4
5	Strongly disagree	2	4

Interpretation: From the above table it was found 30% of the respondent said strongly agree and 50% of the respondent said Agree.

Analysis: From the above graph it was found those maximum respondents are strongly agree that social media is most important for online shopping.

5.1 Are you a member of a social Networking Site?

Sl. NO	Member Social networking	No. of respondents	% of Respondents
1	Yes	45	90
2	No	05	10

5.2 Did you purchase any product through social media?

a)Yes　　　　( )　　　b)No　　　　( )

Sl.NO	Product purchasing through social network	No. of respondents	% of Respondents
1	Yes	35	70
2	No	15	30

CHI-SQUARE TEST

Member of social network and product purchase through social media

No. of customer	No. of customers who		Total
	Yes	No	
Member of social network	45	05	50
Product Purchase through social media	35	15	50
TOTAL	80	20	100

Calculation of Expected Frequencies.

No. of customer	No. of customers who		Total
	Yes	No	
Member of social network	50*80/100=40	20*50/100=10	50
Product Purchase through social media	50*80/100=40	20*50/100=10	50

Worksheet for calculation of chi-square

Row	column	Frequency O	O-E E	O-E	(O-E)2	(O-E)2 E
1	1	45	40	5	25	0.62
1	2	05	10	-5	25	2.5
2	1	35	40	-5	25	0.62
2	2	15	10	5	25	2.5
Toatl						

$$X^{2=} \sum \frac{(O-E)\,2}{E}$$

=O.62+2.3+O.62+2.5

=6.04

It is now necessary to compare this value with the critical value of X^2

In a 2X2 table. the degree of freedom is (2-1) (2-1) =1.In this case, the degree of freedom is 1.The critical value of with 1 degree of freedom of 5% level of significance is 3.841.Since the calculated (6.04) is much greater than the critical value of .**the null hypothesis that there is no relationship between the member of using social network and purchase of any product through social media is Rejected.**

Finding

1) Maximum respondent have personal account in Face book and few of them following Twitter, Instagram and LinkedIn.

2) Most of the respondents are using Social media as a advertising mode for purchase decision.

3) From the above graph it was fond that most of the respondents are using social media through Smartphone and Laptop and few of them using PC AND I pod.

4) From the above graph it was found that maximum respondent are strongly agree that social media is most important for online shopping.

5) Most of the respondents are using social media since from more than one year

6) Most of users are using online social network for to find information and to keep in touch with family and friends.

Suggestion

- Most of the user's use social networking just to see advertisement on several websites but websites should be uses more attractive strategies to influence them to make purchase decision.

- E-commerce websites can give more offers and discounts to the users who subscribed to their page in social media.

- Social media should maintain the privacy of the customers according to their searching of products.

- Build customer trust to purchase the product through social media.

Conclusion

This study explains the impact of social media in online shopping with respect to Bidar city. A structured Questionnaire had been used for collecting primary data and secondary data sources are used

Big Commerce is a marketing company that represents a number of popular brands including Ben & Jerry's, Hess, Skull Candy, and more. According to them, the three best places to invest your ad money remain Face book, Instagram, and Twitter.

social networks have created a strong impact on consumer online shopping decision 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. Most of the respondents prefer social network for assessing information about goods or services

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