

## IMPACT ON CONSUMER BEHAVIOUR FOR ONLINE SHOPPING THROUGH SOCIAL MEDIA

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### ABSTRACT

Today social media is playing such a big role in our daily lives that we can't even imagine a single day without it. Technology has become so handy that every possible thing in the world is at our fingertips. In the present study an attempt is made to find out as to how individuals more particularly the consumer are affected by the plethora of social platforms and how is it shaping their behaviour in general what motivates them and what kind of activities do they engage in and what challenges does it pose for marketers. Social media is now a key component of organization's marketing strategies. Surveys have shown that around 74 % of shopper make their purchase decisions based on social media. Not only B2C but also B2B companies are gaining from it.

**Keywords** ;Social media, online purchase, advertisement, decisions, factors influence.

### 1. INTRODUCTION

Social media basically means any human communication or sharing information on internet that occurs through medium of computer tablet or mobile. There are numerous website and apps that make it possible. Social media is now becoming one of the largest means of communication and is gaining popularity rapidly. Social media enables you to share ideas content information and news etc. At a much faster speed. In last few years social media has grown tremendously at an inexpertly fast rate and has captured millions of users around the world. Social media today has emerged as a game changer in the market. With the advent of information & communication's technology (ICT), the market today is witnessing a plethora of social media platform.

Nowadays people from different walks of life whether professional or unprofessional, male, female old or young has gained an easy access to technology. This in turn has facilitated the social media interaction amongst the individuals. People are becoming digitally addicted. Social networking sites are emerging as pervasive form of communication in society. Taking this cue, the marketers worldwide have got an opportunity to showcase themselves along with their product and services to a bigger volume of population that is spread geographically. The marketers have also started relying heavily on this platform to reach out to the masses. This paper attempts to analyse and study how the social media has taken over other marketing platforms and how has it changed the behaviour of the consumer with reference to Indian markets.

### 2. OBJECTIVE

- ❖ To know the online purchasing behaviour of consumer through social media.
- ❖ To analyse the factors attesting purchasing behaviour in online shopping.
- ❖ To examine the consumer behaviour in decision making process online shopping.

### 3. REVIEW OF THE LITERATURE

**Anjum Tanwar (May 2017)** "Impact of social media on consumer behaviour". To obtain an insight into the impact of social media on consumer behaviour to study the impact of social media on various stages of decision making process of consumers. The data was collected from 116 subject. They concluded by saying that social media is a great influence on consumer day to day life.

**John N. Fotis (2015)**, "The use of social media and its impact on consumer behavior the context of holiday travel". The data was collected from 100 consumer. A brand representative online can increase a consumer loyalty to a company by establishing a personal connection that the consumer might not be able to achieve with other companies.

**Dr. Chitranshi Verma (2019)** "The impact of social media consumer behavior decision making processes. The number of data collected from 45% world. A small market by allowing mass cultural exchanges and intercultural transaction. Therefore companies need to better understand the changing behaviour.

**Elham Al-mukhaini, Israa A1, Dhihli Sara Ismael (2014)**, "impact of social media on consumer behavior of buying". The active user respondents 45%. understand which type of consumer are influenced mostly by social

media and consumer behaviour a consumer decision in choosing the most suitable social mediabuy. There preferred product online.

**Fitarejashari and Visorprustemi (2017)** “The impact of social media on consumer behaviour –case study Kosovo”. The data was collected 55.48% in research consumer select buy and use product services idea and experience of satisfy their product in buying behaviour based on need and wants buying in social media or other wise internet the activity and the consumer behaviour of the company.

#### 4. METHODOLOGY

The research design selected for the study is exploratory and descriptive in nature. Exploratory research design is defined as investigation into a problem or situation which provides insights to the researcher. The research is meant to provide details where a small amount of information exists. It may use a variety of methods such as trial studies, interviews, group discussions, experiments, or other tactics for the purpose of gaining information, and descriptive research includes surveys and fact finding enquiries of different kinds. The major purpose of descriptive research is description of the research of the state of affairs as it exists at present.

##### Primary data

The primary data are those which are collected a fresh and for the first time and thus happen to be original in character. The primary data are collected through survey. this study has collected primary data through questionnaire form various from various respondents students, professors , private sector employees and IT employees .

##### Secondary data

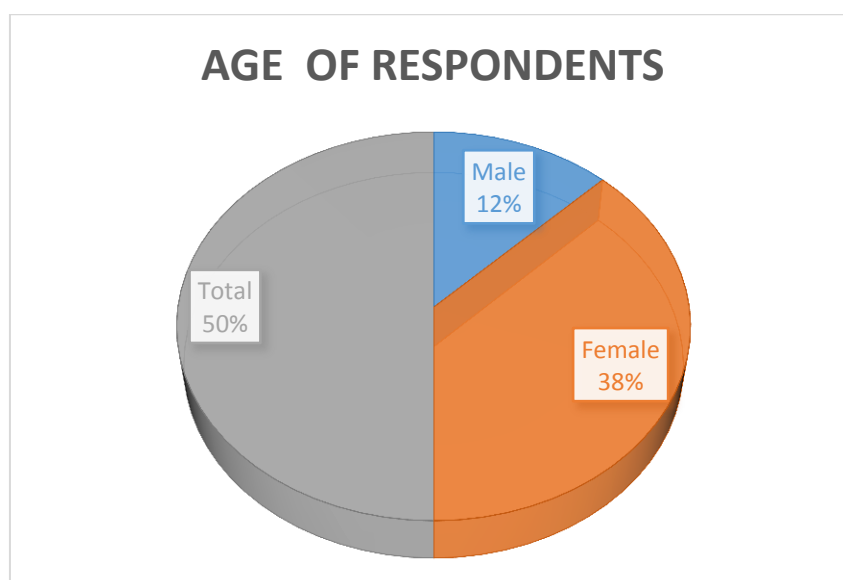
Secondary data is the that have been already collected and readily available from the other sources such as various publications of central , state and local government various publication of foreign government or international bodies , technical and trade journals ,book magazines ,and new paper , reports prepared by research scholars, university economists and so on.

#### 5. DATA ANALYSIS AN DINTERPRETATION

##### Age of the Respondents

The following table 4.2.1 classifies the respondents based in their age. The respondents are classified into two group as below18, 20-30, 31-40 and above40.

Age of the respondent	No of respondents	Percentage
below18	1	1.0
20-30	99	99.0
Total	100	100.0



### Interpretation

The above table shows that out of 100 respondents 1(1.0%) respondents are below 18 and 99 (99%) respondents are 20-30. **The majority of the respondents' are 20-30.**

### Gender of the Respondents

The following table 4.2.2 classifies the respondents based on their gender. The respondents are classified into two groups as male and female.

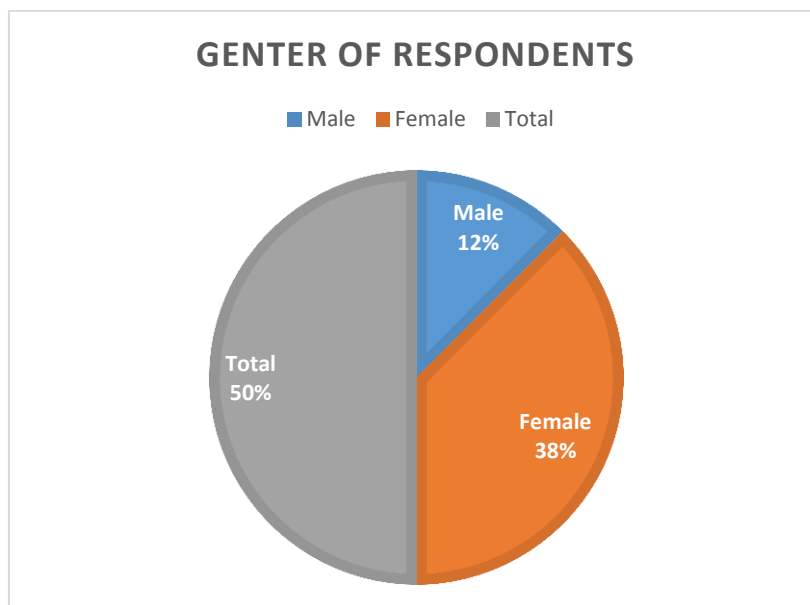
**Table 4.2.2**

Gender	No of respondents	Percentage
Male	25	25.0
Female	75	75.0
Total	100	100.0

### Interpretation

The table shows out of 100 respondents 25 (25.0%) respondents are male 75 (75.0%)

respondents are female. **Majority of the respondents are female of 75 (75.0%)**



### Findings:

- The majority of the respondents' are 20-30.
- Majority of the respondents are female of 75 (75.0%)
- Majority of respondents are unmarried with 80 (80.0%)
- Majority of respondents are undergraduate with 51 (51.0).
- Majority of respondents are other groups 41 (41.0%).
- Majority of the respondents 10000-20000.
- The majority of the respondents of urban 42(42.0%).

### Suggestion:

- This study was conducted by considering only Facebook and hence, the results of this study cannot be generalized to all the social networking sites.
- Since the responses were collected from the respondents through online mode, the responses may not be as accurate as one collected from personal interview.
- While filling the questionnaire the subjects might have imagined different advertisements and for different brands which may not be fit for other brands.
- As the respondents belong to heterogeneous group i.e., from different states across India and also from abroad, the culture of the people may not be similar and hence, their perception may differ while giving the response.

## **6. CONCLUSION**

The present study deals with Impact on consumer behaviour for online shopping through social media. A large portion of youngsters do their shopping through online. Special awareness should be created for the online shopping to avoid the biases in the online shopping. Majority of the portion are done through mobile phones. It is also the duty of the consumer to do online shopping based on technology.

## **7. REFERENCE**

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