



A STUDY ON CONSUMER BUYING BEHAVIOR ON SOCIAL MEDIA IN ONLINE SHOPPING

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ABSTRACT

In today's world, Social Media plays a virtual role in every activity of the people making buying decisions by consumers. Nowadays various online networking sites influence Consumer Buying Behavior in Online Shopping on the internet. Social Media networks provide information about the products and new arrived things to reach out to the customer on the Social website. The Social Media websites like Facebook, Twitter, Instagram, and YouTube play a major role in consumer buying behavior in online shopping. Online Shopping is one of the applications to improve the marketing of products. Online is the form of E-commerce, which allows the consumer to buy goods, products, and services online by choosing the listed products on an E-commerce site. This paper will be focused on the Consumer Buying Behavior on Social Media the how influenced the consumer in Online Shopping. A sample of 150 respondents was selected randomly in the Kozhikode district of Kerala.

Keywords: Buying Behaviour, social media, Online shopping, E-Commerce, Shopping, etc

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INTRODUCTION

In today's world, Social Media plays a virtual role in every activity of the people making a buying decision by the customers. Nowadays Social Media involves several Social online networks like Facebook, Twitter, Instagram, and YouTube. Social Media is about sharing information and sometimes involves decision-making in consumer buying (Usharani & Gopinath, 2020a). Social Media involves websites that allow users to participate in social networking by creating, and sharing content. It allows people to participate in the marketing selling, comparing, rating, buying, and sharing the product and service in online marketplaces and communities (Usharani & Gopinath, 2020b).

Online Shopping is one of the E-commerce applications to improve the marketing of the product, which allows the consumer to buy goods products, and services online by choosing the listed products on an E-commerce site using an internet connection. The consumer today is progressive in utilizing Social Media technology as an effective tool in their Online Shopping process (Unnamalai & Gopinath, 2020; Gopinath, 2019c). Social Media encourages buyers to promote their purchase experience and customer review along with their friends to influence their purchase behavior in Online Shopping is growing everywhere and different categories of consumers are influenced by them (Gopinath & Kalpana, 2019). This research paper focuses on investigating the consumer buying behavior on Social Media in Online Shopping in Kozhikode district in Kerala State.

REVIEW OF LITERATURE

Al Amin M (2020) investigate the online value proposition in social media. The study understands the integrated digital platform to be used in business activities to the online buying behavior of consumer's online purchase intention. Most branded companies selected social media ways to market their product and service via e-commerce sites to develop social networks.

Arshad (2019) says social media plays a significant role in all activities of the people and presents trends in the commercial field for marketing purposes. Social media is an online-based tool to influence consumer buying behavior. Social media website like Facebook, Twitter, WhatsApp, Instagram, and YouTube plays a major role to affect and attract social media users. The author says social media usage is the increase of the internet and the use of smartphones. Many factors impact social media users in social media. Consumer buying behavior involves the consumers in a marketplace buying a product or service and the part of consumer behavior by social media.

Sharma (2018) article says the impact of demographic variables such as age, gender, income, occupation, education, religion, etc., on online purchase intention through social media also to understand the reason for not buying goods and services from social media. Social media became an integral part of people's lives and a major part of the marketing strategy of many firms to influence their consumers to purchase products from social media. The author says people are using social media for multiple purposes discussing the products and services, sharing information, feedback about the product, and online shopping as well as.

Putter (2017) describes the impact of social media on consumer buying intention. In past years print advertising and television, posters are the major components of marketing strategy. But, nowadays the world is based on social media networks for advertising and communication through online networks and business activities to build relationships with users. The customers assess the impacts of social media on branding and marketing approach, brand perception can help to increase and improve consumer buying behavior through social media.

OBJECTIVES OF THE STUDY

The main objectives of the present study are,

- To examine the Social Media advertisements that influence Consumer Buying Behavior.
- To identify the most constantly used Social Media website by the consumers.
- To study demographic factors of the research.

NEED AND SCOPE OF THE STUDY

The present study has been focused to explore consumer buying behavior in Online Shopping through Social Media to buy goods and services. So this study helps to understand consumer behavior and consumer identify the reasons Social Media has changed their decision-making process in online purchases.

LIMITATIONS OF THE STUDY

- The area of the study is confined to Kozhikode in Kerala state.
- The survey was based on primary data collected from sample respondents by the survey method.
- The research concentrated on only Online Shopping behavior on Social Media.

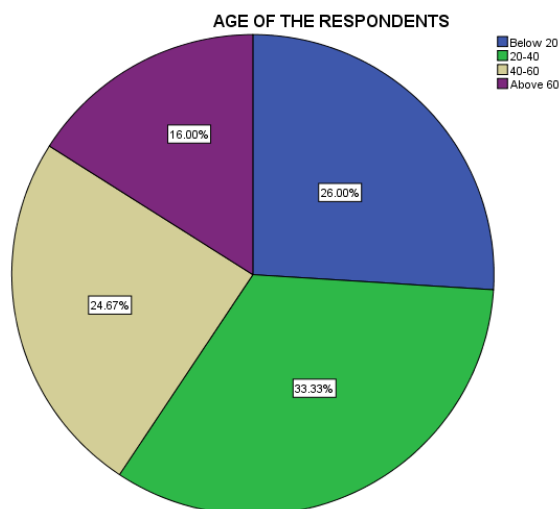
RESEARCH METHODOLOGY

In the research study, both primary and secondary data have been used the data are collected primarily through a survey questionnaire conducted directly with the sample respondents. The researcher took 120 sample respondents according to the random sampling method used for the study. The data were statistically analyzed such as percentage, descriptive analysis, and one way ANOVA.

DATA ANALYSIS AND INTERPRETATION

Table 1 Age of The Respondents

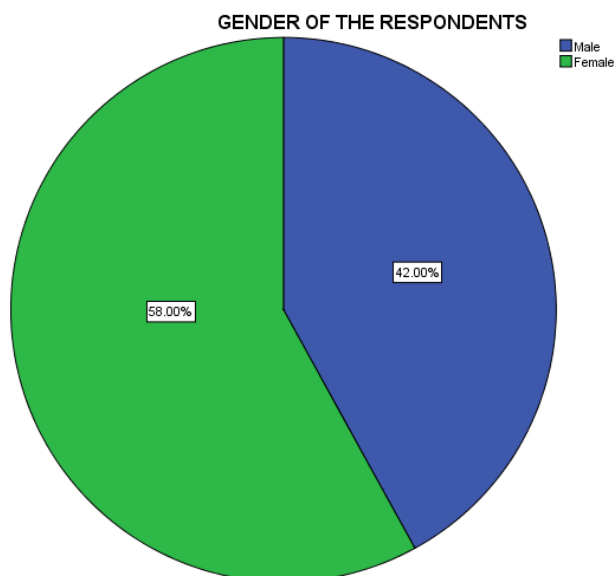
	Frequency	Percent	Valid Percent	Cumulative Percent
Below 20	39	26.0	26.0	26.0
20-40	50	33.3	33.3	59.3
Valid 40-60	37	24.7	24.7	84.0
Above 60	24	16.0	16.0	100.0
Total	150	100.0	100.0	



More than 33.3% of candidates belong to the age group of 20-40 years and above, and 26%, 24.7%, and 16% by the age below 20 years, 40-60 years, and above 60 years respectively.

Table 2 Gender of The Respondents

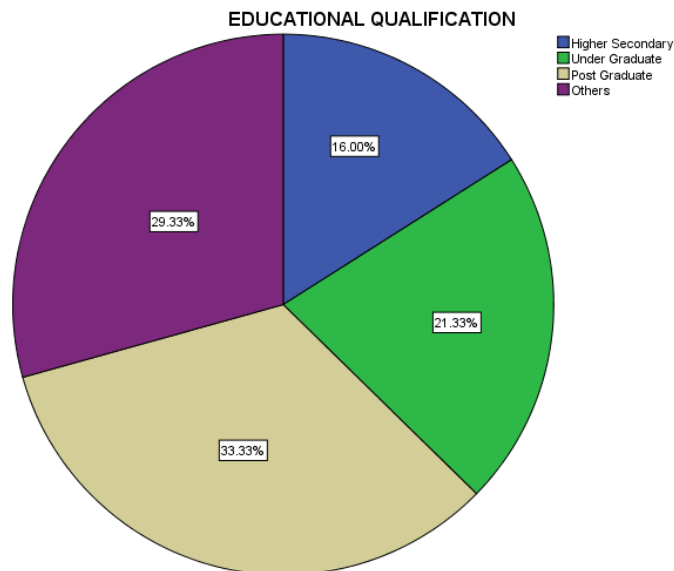
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	63	42.0	42.0	42.0
	Female	87	58.0	58.0	100.0
	Total	150	100.0	100.0	



From the above desk, it is evident that 58% of the whole respondents belongs to Female accompanied by 42% through Male respective

Table 3 Educational Qualification

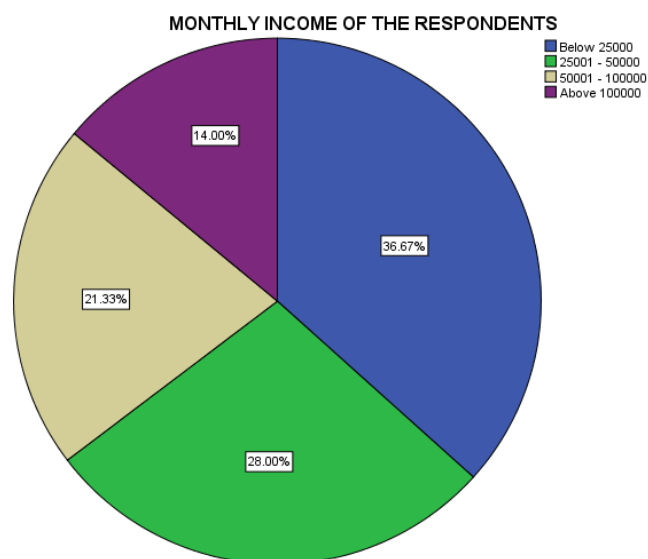
	Frequency	Percent	Valid Percent	Cumulative Percent
Higher Secondary	24	16.0	16.0	16.0
Under Graduate	32	21.3	21.3	37.3
Post Graduate	50	33.3	33.3	70.7
Others	44	29.3	29.3	100.0
Total	150	100.0	100.0	



It is found from the above table, that extra Postgraduate of 33.3% and followed with 29.3%, 21.3%, and 16% belongs to others, Undergraduate, Higher secondary.

Table 4 Monthly Income of The Respondents

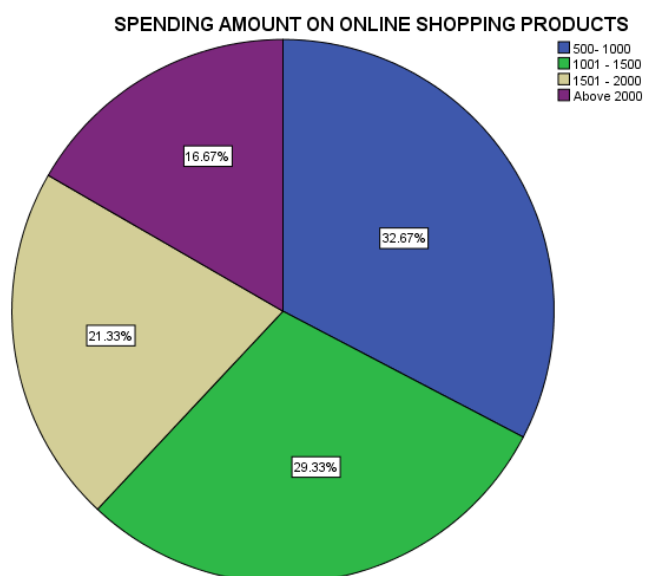
	Frequency	Percent	Valid Percent	Cumulative Percent
Below 25000	55	36.7	36.7	36.7
25001 - 50000	42	28.0	28.0	64.7
50001 - 100000	32	21.3	21.3	86.0
Above 100000	21	14.0	14.0	100.0
Total	150	100.0	100.0	



36.7% of respondent's incomes between below 25000 followed by 28%, 21.3%, and 14% with an income of 25001-5000, 50001-100000, and above 100000 have an income level of the respondents.

Table 5 Spending Amount on Online Shopping Products

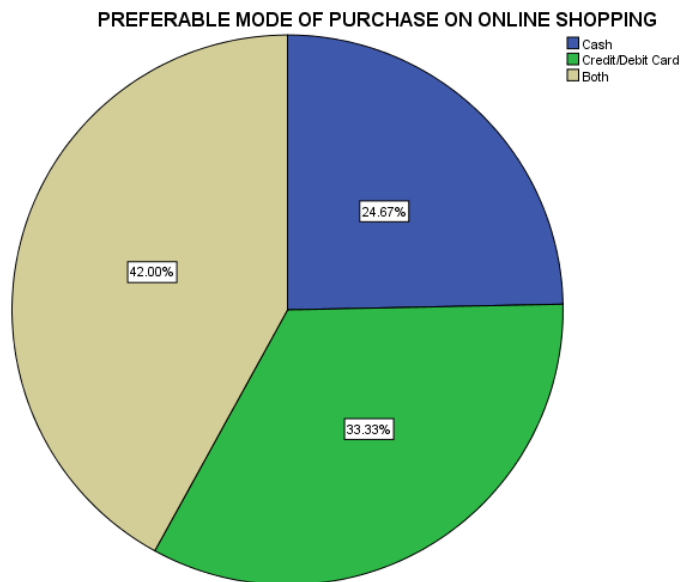
	Frequency	Percent	Valid Percent	Cumulative Percent
500- 1000	49	32.7	32.7	32.7
1001 - 1500	44	29.3	29.3	62.0
Valid 1501 - 2000	32	21.3	21.3	83.3
Above 2000	25	16.7	16.7	100.0
Total	150	100.0	100.0	



The majority of the respondents spendan amount on online shopping products the percentage of 32.7% in 500-1000 rupees and 29.3%,21.3%, and 16.7% on 1001-1500, 1501-2000 and above 2000.

Table 6 Preferable Mode of Purchase on Online Shopping

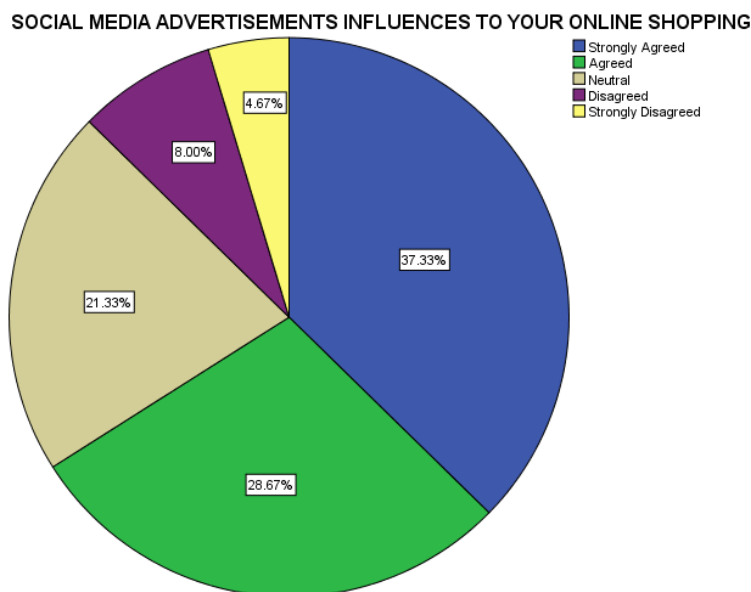
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Cash	37	24.7	24.7	24.7
Credit/Debit Card	50	33.3	33.3	58.0
Both	63	42.0	42.0	100.0
Total	150	100.0	100.0	



It is evident from the above table, that more than 42% of the respondents preferred to purchase both card and cash payment mode, followed by 33.3% and 24.7% belonging credit/debit card and cash respectively.

Table 7 Social Media Advertisements Influences to Your Online Shopping

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agreed	56	37.3	37.3	37.3
Agreed	43	28.7	28.7	66.0
Neutral	32	21.3	21.3	87.3
Disagreed	12	8.0	8.0	95.3
Strongly Disagreed	7	4.7	4.7	100.0
Total	150	100.0	100.0	



More than 37.3% of respondents strongly agreed that social media advertisement influenced their shopping and followed by 28.7%, 21.3%, 8%, and 4.7% with agreed, neutral, disagreed, and strongly disagreed respectively.

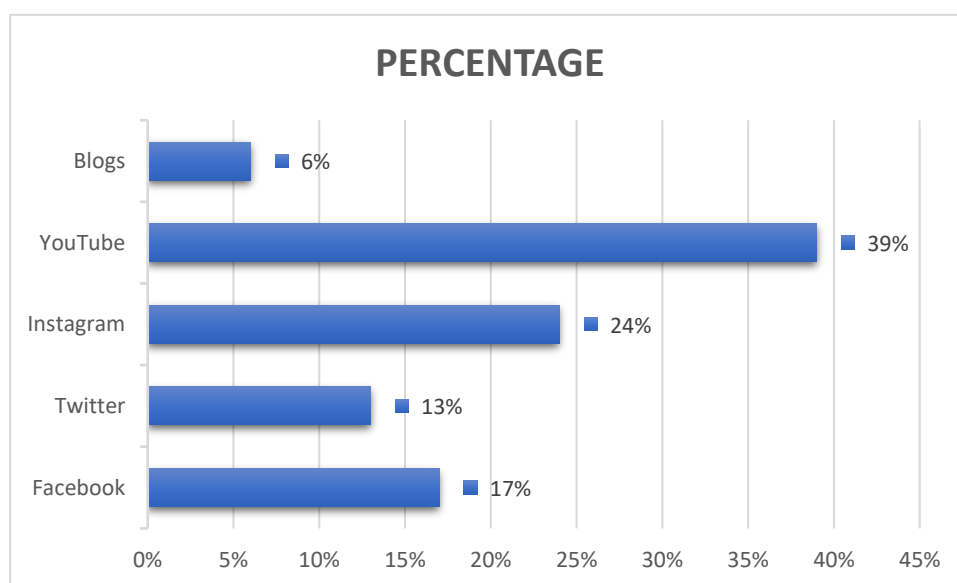


Chart 8 Most used Social Media Platforms for respondents

From the above desk, it is evident from 39% of the respondents are using YouTube and 24%, 17%, 13%, and, 6% of the respondents are Instagram, Facebook, Twitter, and blogs respectively.

ANOVA TEST

H01: There is a significant relationship between Social Media advertisements influencing online shopping and the Age of respondents

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	37.033	3	12.344	11.333	.000
Within Groups	159.027	146	1.089		
Total	196.060	149			

Multiple Comparisons

(I) AGE OF THE (J) AGE OF THE RESPONDENTS RESPONDENTS		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Below 20	20-40	.24564	.22297	.689	-.3338	.8251
	40-60	-.00139	.23952	1.000	-.6239	.6211
	Above 60	-1.22436*	.27076	.000	-1.9280	-.5207
20-40	Below 20	-.24564	.22297	.689	-.8251	.3338
	40-60	-.24703	.22633	.695	-.8352	.3412
	Above 60	-1.47000*	.25917	.000	-2.1435	-.7965
40-60	Below 20	.00139	.23952	1.000	-.6211	.6239
	20-40	.24703	.22633	.695	-.3412	.8352
	Above 60	-1.22297*	.27354	.000	-1.9339	-.5121
Above 60	Below 20	1.22436*	.27076	.000	.5207	1.9280
	20-40	1.47000*	.25917	.000	.7965	2.1435
	40-60	1.22297*	.27354	.000	.5121	1.9339

*. The mean difference is significant at the 0.05 level.

The above table reveals that there is a difference between groups and within groups of Social Media advertisements that influence online shopping regarding the age of respondents. Thus, the null hypothesis was rejected. Post-Hoc test was used to test the significant mean difference in the social media influence on the age of respondents using a 0.05 percent level. Followed by, Age of respondents shows that 37.033 is the between-group variation of the population. If the value is very small it indicates that the mean of the sample is very close to each other between groups. 159.027 is the variation within the group of the age of respondents. The table also shows the F – distribution and its value of 11.333. finally the age of the respondent's significant value of 0.000 is less than 0.05.

SUGGESTION

Social Media provided information about the product and services to their customers. Social Media are becoming unavoidable media for everyone. It's available at any time with computers and mobile phones with a network connection. Social Media is the major part of Online Shopping for finding products, offers, and promotional activities (Karthick et al., 2020a). Social networks provide various online websites for shopping and improving, providing detailed and accurate information to promote their services in business activities and other services. The Social Media website is available in all languages to grow the opportunity to get benefit from Online Shopping (Karthick et al., 2020b).

CONCLUSION

There is no doubt that Social Media advertisements influence the consumer to Online Shopping on the Social Media website (Gopinath, 2019a). More and more people continuously spend their time online directly sharing and interacting with others. Social Media advertisements influence Consumer Buying Behavior to purchase products online. The consumer opinion was that Online Shopping products cost is low, wide availability of product information, easy to access, Customer opinions and feedback, and offers and promotional activities (Gopinath, 2011). Social Media advertisements are more trustable than other advertisements (Gopinath, 2019b).

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