

IMPACT OF SOCIAL MEDIA SITES ON STUDENTS PURCHASE INTENTION IN ONLINE SHOPPING: AN EMPIRICAL STUDY

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Abstract- Now-a-days social media sites are playing an important role in online marketing environment and youngsters are moving forward to buy product in online store rather than traditional stores with the help of internet connection. This current paper is to identify social media marketing factors which influence the students to buy products in online shopping. The paper shows the platforms where the students prefer to buy the product online. From the detailed literature review we identify two factors like Word of Mouth and E-Advertising. Convenience sampling technique is used to collect data in online and data's are loaded on the SPSS to test the reliability of the variables and we use ANOVA to test the significant link among the dependent variable and independent variable. Results revealed that E-Advertising has significant relation of students purchase intention in online shopping by using various social media sites. In future, it could be extended with some constructs, to collect more samples and the product purchase should be narrow down for better understanding.

Index Terms- online shopping, internet marketing, purchase intention.

I. INTRODUCTION

One of the biggest changes in human interaction is the recent spread and development of social media. The rapid growth of web-based platforms that facilitate social behavior on the Internet has significantly changed the nature of human activity in social media and real life, environment and interaction real social relationships have been transferred to the virtual world, which has led to the creation of online communities of people from all over the world. This movement into the digital dimension allows people to share knowledge, opinions, entertain each other and promote dialogue between different cultures. one of the things that has always fascinated me about social media is the way it continues to adapt and evolve to changing consumer trends. Over the last 20 years we've seen a progressive shift from simple, text-based updates, to increasingly visual and ephemeral content, championed by app-based platforms like Instagram and Snapchat, and at the same time, social commerce has flourished.

Whilst newer entrants such as TikTok have taken this trend even further, there have also been innovations in one-to-one communication seen in the development of messenger apps such as WeChat, WhatsApp and Messenger (the latter both owned by Facebook):

Digital marketing is advertising delivered through digital channels such as the radio, TV, social media, mobile applications, email, web applications etc. It refers to the strategies used to market the products and services online.

If most of the customers interact with social media, firms should also interact with social media. In the past, marketers have used email, direct marketing, telemarketing, information websites, radio and other mechanisms to disseminate information related to the firm or its products.

Instagram is great for businesses in certain sectors. Not only does this platform offer more visual and artistic ways of promoting a business, it also helps more people to discover your business and almost rewards those that post frequently. Instagram's focus on pictorial sharing proposals a unique platform to display your culture and society in addition to goods and services. Depending on your business, make and key performance indicators, Instagram promotion strategy should aim numerous of these below objectives:

- Increased brand awareness
- Demonstrate company culture
- Showcase your team and recruit new talent
- Increase customer engagement and loyalty
- Showcase products and services
- Enhance and complement event experiences
- Incentivize consumer engagement
- Share company or industry news

- Build a more engaged community

Social Media Platforms:

In order to attract attention of public and gain website traffic in business or organization social media marketing is very much helpful. It makes conversation and connection with friends, families, and find product reviews or information. Current study insist that students are hyper connected and consume content on various social media platform and devices. These connections with social media influence the students purchase intention, engage with both online and offline. However there are some social media platforms used to identify which one is mostly followed by students to go for online purchase.

Facebook:

Facebook is commonly used to be the fore runner of all social media platforms and its best simple functions consist of providing a channel for its followers to interconnect with one another, as well with private companies, through several Facebook marketing promotions. Facilities or a brand's media page is regularly home to a constant conversation of praise, blame, and reports of consumer experiences. And while this real time communication can be a trial for community managers, it also offering smart possibilities for strengthening customer faithfulness. Resembling no other social media platform, Facebook propose businesses to reach large groups and gaining new customers. It also agrees for interaction between the industry and consumers with comments, reactions, distribution and live video. Three advertising goals of Facebook are increase global exposure and awareness, create a trustworthy, promised community, and create experts and to showcase knowledge.

Pinterest

According to assessments, there are approximately 100 million Pinterest users, with 81% of consumers identifying as female. Several use the platform as a foundation of motivation for topics regarding fashion, lifestyle, and tourism. It is a great instrument for growing customer faithfulness and strengthening the brand. Pinterest is one of the fastest rising social media marketing tendencies. Pinterest's image-centered platform is perfect for retail, can benefit from using Pinterest for social media determinations or sales-driving ads.

Pinterest permits businesses to display their product contributions while also emerging brand behavior with eye-catching, exclusive pin boards. When rising your Pinterest policy, recollect that the social network's key audience is female. If that's demographic, need a presence on Pinterest!

Twitter

Twitter is fantastic for quickly connecting with others. Similarly to Facebook, Twitter allows users to post text updates, photos and videos as well as polls. In fact, in some ways, Twitter outdoes its opposite number in customer interaction. Twitter is the social media advertising instrument that lets the broadcast of updates across the web. Mix up of official tweets about new brands, new insertions, concessions, and news with pleasurable, brand-building tweets

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- Share company or industry news
- Build a more engaged community
- Connect with influencers
- Drive sales through traffic

II. LITERATURE REVIEW

(Pantano, 2021), constituting a profound challenge to traditional branding theory and practice (Leitch & Merlot, 2017). Social media research remains inherently susceptible to the ever-changing technological environment, given the accelerated rate of innovation and user adoption; however, an incongruity exists as the volume of empirical studies across the branding literature is low (Hollebeek et al., 2014), a surprising discrepancy given previous calls that the novel complexities of these new technologies warrant investigation (Felix et al., 2017).

Research has adopted both a consumer perspective, through the investigation of consumer attitudes and behaviour towards brands' social media activities, and a firm-level perspective, in proposing how brands can extract the maximum value from these platforms (Alves et al., 2016). Prior studies demonstrate social media's ability to satisfy brand objectives, such as growing sales, increasing brand awareness, enhancing brand image, stimulating traffic to brand websites and fostering communication and interactivity through the creation and sharing of user-generated content (Felix et al., 2017; Kumar et al., 2016; Schultz & Peltier, 2013). Some brands seek to utilize social media to create and nurture relationships with customers, employees, communities and other stakeholders, while others may simply employ such platforms as additional information push outlets, with comparatively little relationship building (Felix et al., 2017). Such varied approaches may be attributed to a lack of understanding of the most effective ways to utilize these platforms (Schultz & Peltier, 2013). This reality seems to have transferred to academic research, given the relatively low volume of studies taking a managerial perspective into the impact of digital communications on firm performance (Alves et al., 2016; Leeflang et al., 2014)

Adan VeyselErtemel and Ahmad Ammoura (2016), web 2.0 bring tremendous change in e-commerce industry, but it is badly affect the traditional marketing approach. Advertisement plays a major role and in any mass media all kind of business activity which refers to unidirectional way of communication in any mass media. A definition of American Marketing Association is, "the placement of announcement and persuasive messages in time or space purchased in any of the mass media by business firms, non-profit organisation, government agencies and individuals who seeks to inform and/or persuade members of particular target market or audience about their products, services, organisation or ideas". Ghania Bilal (2014), marketer using social media sites to gain knowledge and understanding human psychology that what consumers actually want. This helps to produce and deliver valuable items and make its customer loyal. New-born business firms as well as people who have no prior experience in traditional sales have also started selling their products and services in online including readymade garments, handmade items etc. Elisabetaloanas and IvonaStoica (2014), by aiming social media consumer have power to influence other buyers through review of product and services used with various demographic characteristics like age, disposable income, occupation, gender, etc. It is more valuable and reliable Walid Nabil Iblast et al. (2016), consumers can speak and share the information about product and services each other that tend to influence purchasing decision by using social media. Website places abundant place for E-marketing and aimed at consumers buying choice.

NufazilAltarf (2014), In early 90's world wide web introduced in India, on that time 0.2% of people using internet, gradually it increases year by year and now it's percentage of internet users in India is 19% in 2015, and it expect to increase 25% by 2020. This result shows that internet users and technology are in increasing trend in India.

III. IMPORTANCE OF THE STUDY

"Social networks are one of the fast developing industry in the world". The main purpose of the study is how social media sites help the marketers to build their product in the minds of their loyal consumers. Now-a-days young people have been the majority of shoppers online and this study helps to find out how social media sites induce the students to go for purchase product in online via internet. As well as this study would help the dealers to study the real time cost of social media when it is use an E-marketing network. The times during the journey when shoppers use social platforms also vary. We found that shoppers are more likely to turn to YouTube, Facebook and Pinterest at the beginning of their shopping process when they're looking for hard facts or general inspiration. Then, they move to Twitter and Snapchat when they're closer to purchasing and looking for dialogue to validate their final choices.

IV. STATEMENT OF THE PROBLEM

Social media sites are playing crucial role for retail sales and Business to Business, Consumers to Consumers and Business to Consumers interaction. These social media sites and its activities can induce students purchase goods in online. From the detailed literature review researcher's conducted their studies how social media influence consumer purchase decision and word of mouth and E-advertising have positive significant relation with purchase intention studied in general way not focused target customer. However there is need to concentrate how word of mouth and E-advertising have an effect of social media sites in students purchase pattern in online. Current study helps to understand marketing managers to target the market in an effectively and efficiently. Consequently the research question is, summarized below:

Which type of social media mostly used by the students?

To identify the effect of using social media advertising as a marketing tool in a business on student purchase intention?

OBJECTIVES OF THE STUDY-

- To identify the products which are mostly purchase by the students through social media sites with reference to gender.
- To access the effect of using social media platform on students buying preference among students.
- To analyze the frequency of using social media sites with Demographic characteristics

(Students- Graduation & post-graduation)

V. HYPOTHESIS OF THE STUDY-

- (i) There is no relationship between the demographics and product preference to buy through online channel
- (ii) Frequency of using social media sites has any significant relation with independent variables.

VI. RESEARCH METHODOLOGY-

To study the effect of social media shopping on various parameters. The present research targets to scrutinize the impact of social media platforms on online shopping with reference to the students of graduation and post-graduation level. Convenience sampling technique is used which implies non-probability sampling. Data have been collected from 132 respondents through online and totally 14 questions are framed for the study. Question 1 to 4 is general information about the respondents like name (optional), age, gender and graduation. Question from 5 to 10 regarding frequency of using social media site, social media platforms, impact of social media, product purchased by the students, purchasing process and choosing advertising media. Question 11 and 12 are dependent variable (Purchase Intention -5 items) and independent variables (Word of Mouth – 4 items and E-Advertising 3- items)

Table 1, clearly explain all the demographic characteristics, for the total sample sized 132.

The first aim of this paper to find the products which are mostly purchase by the students in online shopping with reference to gender. It could be analyzed by column chart. The below Figure I, represent that various products purchased by the students online. This study has considered five products which are mostly purchased by the students: electronic items, clothing and apparel, books/stationary/notebooks, kitchen items/household items, and furniture.

The figure I clearly shows that the most preferred are Clothing and Apparel by 50 % of the female students and only 40 % of male students. Books/Stationary/Note Books item are purchased only below 10 % of male students and 10 % of the female students. The second most purchased product is Electronic items by 40 % of male and 35 % of female students. The rest of the product (Kitchen items/Household appliances and Furniture) purchased by the students revealed only limited percentages in online shopping through various social media sites.

Table 2, we can see that the Pearson correlation coefficient for frequency of using social media site is .032 which is significant ($p > .001$), based on 132 complete observations.

VII. CONCLUSION-

Based on the results, we obtain all the objectives of this study are achieved. We use descriptive study to collect data from 132 students through online survey. The constructs are derived from the literature review and the items of each constructs are ranked on Five point Likert scale and for testing hypothesis ANOVA is used. To summarize the demographic factors we infer that 97% of the students are male students and remaining 35% respondents are female students. Respondents of 18-21 years age group is 79%, the age group belongs to 22-25 years 49% and the rest of percent belong to above 25 years age group. After analyzing the objectives finally the results reveals that there is significant impact on purchase intention and E-advertising but word of mouth has no significant relation in it. Gender has no significant relation with frequency of using social media sites on college students. Clothing and apparel are mostly purchased by the female rather than male students. Likewise, electronic items are mostly purchased by the male student rather than female students. These findings inferred that E-Advertising on social media sites positively induce the college students to buy products in online, it helps company to enhance their sales. The social media users to trust on product reviews which are posted from their friends on social media sites. Thus, firms could use discounts or coupons to have consumers recommend their product via social media. The report stated that product reviews are positively impact the customer purchase intention. So, the marketers can encourage customer to share positive experience on social media.

VIII. LIMITATIONS AND DIRECTIONS OF FUTURE-

Owing to period constraint, data collection absorbed primarily surrounded by college learners. The products purchased by the students by using social media sites are generalized in nature not narrow down any specific product. We chose the respondent's as college students who are pursuing under graduate and post graduate students and data's are collected through only in online according to our convenience. In future this limitation should overcome in an effective way. Researcher could concentrate on some constructs such as prior online shopping experience on social media sites, customer engagement and social influence, need to collect more samples to get depth knowledge on online shopping through social media sites.

IX. FIGURES, TABLE & CHARTS-

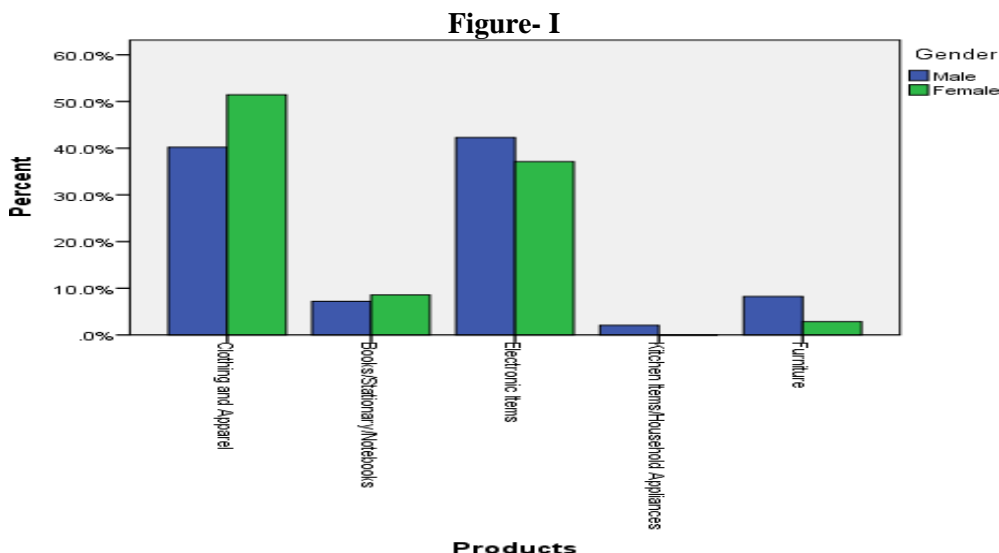


Table I (TECHNIQUES & INTERPRETATION)

Item	Category	Frequency	Percentage
Gender	Male or female	97	73.5
		35	26.5
Age	18-21	79	59.8
	22-25	49	37.1
	Above 25	04	3.0
UG or PG	UG or PG	88 (UG)	66.7
		44 (PG)	33.3
Frequency of using Social Media	Less than 1 hour	16	12.1
	1-3 hours	26	19.7
	4-7 hours	28	21.2
	7-12 hours	32	24.2
	More than 12 hours	30	22.7
Social Media Platforms	Facebook	95	72.0
	Twitter	10	7.6
	Pinterest	12	9.1
	Instagram	15	11.4
Purchasing process	User Reviews	97	73.5
	To ask friends about Product information	18	13.6
	Discounts and Coupons	17	12.9
Social Media Vs Traditional Media	I prefer social media because it is more effective	78	59.1
	Prefer traditional media advertisement because it is less interactive	12	9.1

Table II: Frequency of Using Social Media Sites with Graduation

Correlations		Frequency	Graduation
Frequency	Pearson Correlation	1	.032
	Sig. (2-tailed)		.714
	N	132	132
Graduation	Pearson Correlation	.032	1
	Sig. (2-tailed)	.714	
	N	132	132

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