

## THE STUDY ON THE EFFECT OF SOCIAL MEDIA ON ONLINE BUYING BEHAVIOUR OF YOUTH IN BENGALURU

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### **Abstract:**

*Social media is a channel of communication that uses the internet. Social media networking websites enable users to communicate, share information, and create digital content. This research investigated how social media networking sites affected young people's purchasing habits in Bengaluru. The sample size was 113, and the results were gathered by a questionnaire. Oneway ANOVA and T-test was used to evaluate the hypotheses (using SPSS). According to this survey, Facebook and Instagram have a greater impact on young people's purchasing decisions.*

### **INTRODUCTION**

Social networking sites like Facebook, LinkedIn, and Twitter have evolved into more than just a way to communicate with friends and relatives who have tragically gone missing. These locations provide as a way to renew your "friends" (Wade and Jacobsen,2010). Young adults between the ages of twenty and thirty spend an increasing amount of time on these websites and depend on them for all of their correspondence. Since more than 55% of teenagers and young adults use social networking sites, retailers, manufacturers, and publicists are aware that using these platforms is the best method to reach consumers aged twenty to thirty (Jones, Johnson-Yale, Millermaier, and Perez, 2009; Gangadharbatla, 2008). Retailers and manufacturers have so used social networking sites into their marketing mix to engage with existing customers and acquire new ones (Jones et al., 2009; Weigand, 2009; Gangadharbatla, 2008). It is predicted that sooner rather than later, social networking sites' revenue will be close to half that of all websites that host client-produced content (Gangadharbatla, 2008). Today, many producers, retailers, and originators use their Facebook pages, Twitter accounts, and YouTube channels to stay in touch with their "fans," give special discounts, and organise special events (Weigand, 2009; Gangadharbatla,2008). Retailers are growing social networking affiliations and advertising by sending bar code discounts through advanced cells as more people use cell phones with GPS capabilities. Younger people, especially those in their 20s and 30s, always have access to the internet and feel lost if they don't check in on what friends, celebrities, or favourite stores are up to (Miller, 2010; Jones et al., 2009). Customers have the option to text a merchant while they are shopping to

receive a discount, or on the other side, if the retailer's organisation notices a "companion's" phone in the area, it may send a coupon to entice their "companion" or adherent to visit the area (Metz, 2010).

Trade was initially "top down," with consumer preferences influenced by sovereign decisions. Public relations agencies and businesses are investigating ways to use this networking quirk to concentrate on the customer through social networking. The potency of advertising is currently physically in the control of the buyer thanks to the use of smartphones, PDAs, iPads, iPods, and PCs.

#### Buying Behaviour

Consumer buying behaviour is a culmination of their viewpoints, options, and choices made when making a purchase. A person or group is referred to as a buyer if they decide to purchase, use, or discard goods, services, ideas, or experiences in order to satisfy their needs and desires (Solomon 1995). Customers revolve around the market as a whole. Buyers are typically defined as individuals who purchase or use goods and services. According to advertising concept, factors influencing consumer behaviour include social, interpersonal, psychological, and individual factors. As a result, consumer purchasing decisions involved careful consideration of the following factors:

- Cultural aspects (culture, subculture, social layer)
  
- Social factors (reference group, family, employment furthermore, status)
  
- Individual determinants (age, vocation, monetary status, way of life, self-idea)
  
- Mental components (inspiration, tactile, learning, conviction, disposition)

Although these elements have an impact on customers' purchasing decisions, other factors, such as self-image and way of life, also have an effect on what the customers need. As a result, the decision to buy the goods would ultimately depend on the variables listed above as well as other aspects like self-image and way of life.

Online sites are used in interactions where customers choose products, make payments, and place orders. Online shopping behaviour, also known as online buying behaviour and Internet shopping/buying behaviour, refers to the interaction of purchasing goods or services via the Internet, according to Liang and Lai (2000).

When a customer uses an online shopping website and realises they need stock or related things, they use the Internet to seek for the specific item that will meet their needs. The information regarding stock or other relevant items that arise on social media platforms occasionally draws the buyer's attention while they search for the product of their choice. When that time comes, they scan the options, evaluate them, and select the one that best fits their criteria for meeting the perceived need.

## REVIEW OF LITERATURE

Saadia Nasir., K. et al.,(2012)- paper titled “Social Media and buying behaviour of women in Pakistan towards purchase of textile garments” .this study was conducted in Lahore and the targeted population was restricted to women In this study researcher collected data through both primary(questionnaire) and secondary(books, websites).The author found that word of mouth has better impact than social networking sites. Individuals trust their family, friend’s view point more than other advertising media.

Elham AL-Mukhaini., K. et al.,(2014)- paper titled” The Impact of Social media on Consumer Buying Behaviour”(In Oman) This paper plans to grasp which consumers are for the most part impacted by online purchasing, reasons that entice consumer to buy on the web, types of products that are generally bought utilizing Social Media and kinds of Social Media that are for the most part involved by consumers in Oman. To accomplish these goals, we directed two essential primary research techniques, poll(questionnaire) and interview to examine the effect of Social Media sites on clients' changing way of behaving who intend to buy on the web. The discoveries show that Instagram has pursued massive change in consumers' purchasing choice towards picking specific items.

Muhammad Shafiq Gul., K. et al., (2014)- Research paper titled “The relationship of social media with fashion consciousness and consumer buying behaviour”. The reason for this study is to have a superior comprehension of how social media an affects fashion consciousness of the customer remembering attributes and impacting variables of progress for style. It ends up being a useful source for understanding the significance of social media and advertising techniques put being used on it. Findings show that Social Media affects both the Consumer purchase Behaviour and Fashion Consciousness of Consumer but weakly as it shows weak significant positive relationships. So it is revealed that Social media has little bit influence on Consumer Purchase Behaviour as well as Fashion Consciousness of Consumer. Limitations of the study the study respondents were mainly students; it can be conducted on different population other than students as well that can give a better picture of the impact that social media is having on the people on the overall scale

Adman Veysel Ertemel and Ahmad Ammoura (2016) – Research paper titled “THE ROLE OF SOCIAL MEDIA ADVERTISING IN CONSUMER BUYING BEHAVIOR” the objective of this study highlight the impact of social media advertising as paid social media marketing tool in consumer buying behaviour regarding to the five steps need recognition model for companies working in fashion retail industry in Istanbul city. Limitation of this study is it was conducted only in Istanbul. To summarize, in this thesis researcher attempted to give a guide could be critical to be utilized in fashion retail industry to make sure design advertising supporting the company itself and consumers buying behaviour in a way that guaranty benefits for both sides, for sure results cannot represent all individuals across Istanbul as a whole, but researcher attempted to be so close to what is the patterns overall in regards to the sample he applied research on.

Arekar., K. et al., (2018)- Research paper titled” The Impact of Social Media Sites on the Effectiveness of Consumer Buying Behaviour for Electronics Goods - A Study of Women consumers in the Indian Electronic Market” The objective of this study is to understand the effect of marketing by social sites on consumer buying behaviour. This study is essentially focused on the discussion that social sites play a huge part in determining buyer perception and in the end, customers purchasing behaviour is impacted by it. The significant findings of the study demonstrate that there is the positive outcome of social media on seeking buying behaviour. This study helps producers and retailers in understanding consumers buying behaviour towards electronics appliances and also helps in further developing customer loyalty.

Dr Smriti Tripathi (2019)- paper titled “Impact of social media on generation Y for buying fashion apparel” the study is based on exploratory work. The main aim of this research is to gain more understanding into the patterns and factors that affects the purchasing behaviour of generation Y in the situation witnessing revolutionary changes in the way shopping is done. The researchers determine that the generation Y is largest consumers group in the market who spends two-third of their income on clothing. Advertising media has assisted the fashion industry to the industry to the greater extent by providing consumers and industry a common stage to share the content anytime, anywhere.

Abdallah ALShawabkeh., K. et al., (2021) research paper called “Impacts of social media on the buying intention of the consumers in Edinburgh, UK”. This study assists with understanding the role of social media in creating e-commerce with the assistance of the SEM-PLS model. The collected information for the survey shows that social media interaction with the consumers and increase their trust in enhancing their purchasing decisions directly. This research helps to understand that the positive social interaction of the customers motivates their peers to engage more in ecommerce by enhancing the level of trust. It helps to create social help online. Increasing social help encourages more people to enhance their purchasing intentions. The primary restriction of this specific research is that the required data for this research is collected from the chosen gathering of customers from a specific city named Edinburgh, UK. The result of this research study would be more accurate if the researcher could collect the required data from the customers from the other cities.

Chosen Chinwe Ukonu and Paul Chinedu Agu (April 2022) – “Effect of Social Media on Consumer Buying Behaviour” (in Jumia Imo state, Nigeria) The authors adopted the survey research design in this study. The sample size was comprised of 185 respondents chose from clients of Jumia in Owerri, Nigeria. Information were gathered from 152 respondents involving survey as the instrument. The gathered information was dissected and introduced utilizing tables and simple percentages. The hypothesis was tried utilizing the Multiple Regression with SPSS adaptation 21 applied. The review uncovered among others that social media (Facebook, Twitter and YouTube) affected client support, client satisfaction, consumer loyalty of Jumia Nigeria, Owerri. The authors recommend that Firms

should increase the accessibility of e-payment instruments, to enable individuals make their payments with insignificant pressure.

Perumal Prasath and Archana Yoganathen – the authors of paper titled” Influence of social media marketing on consumer buying decision making process” this data was done collecting the primary data(questionnaire)where 220 friends responded to the given questionnaire within the time period required. This research considers social media marketing as independent variable and CBDM as dependent variable. The researcher finds that there is a positive linear relationship between social media marketing and consumer buying decision making.

Laura Aragoncillo and Carlo Orus – paper titled” Impulse buying behaviour: an online-offline comparative and the impact of social media”. This study aims to investigate the phenomenon of impulse buying in the fashion industry. The online and offline channels are contrasted to figure out which is perceived as leading to more impulsive buying. The data for this study was collected through questionnaire. the study was examined through an online self-administered survey with 212 valid responses. findings of this study – it shows that offline channel is slightly uplifting of impulse buying than online channels. limitation of the study low sample size. This study explores impulsive buying behaviour for only one type of product.

## **STATEMENT OF THE PROBLEM**

This report intends to study the growing influence of social media on online buying choices of youth in Bengaluru.

## **OBJECTIVES OF THE STUDY**

- To study the effect of social networking sites on online buying behaviour of youth.
- To study the impact of gender and online shopping.
- To know the overall online shopping satisfaction level of youth.

## **Research gap-**

It is predetermined that research on Bengaluru's youth's use of social media and online shopping is required. Smaller attestations are available for the study's intended subject matter in this region.

**HYPOTHESES OF THE STUDY**

H<sub>0</sub>: There is no significant difference between the social networking sites with respect to buyer's satisfaction.

H<sub>1</sub>: There is a significant difference between the social networking sites with respect to buyer's satisfaction.

H<sub>0</sub>= There is no significant impact of gender on online shopping.

H<sub>1</sub>= There is significant impact of gender on online shopping.

**RESEARCH METHODOLOGY**

**Sampling**

The study is conducted in Bengaluru. keeping in mind the research topic, targeted population was restricted to youths who use social networking sites (in Bengaluru).

The sample size taken was 113.for this research, primary data is required. Questionnaire was designed to collect the data. Here we considered 5% significant value and 95 % confidence level. Convenience Sampling method was used to collect the data.

**DATA INTERPRETATION AND ANALYSIS**

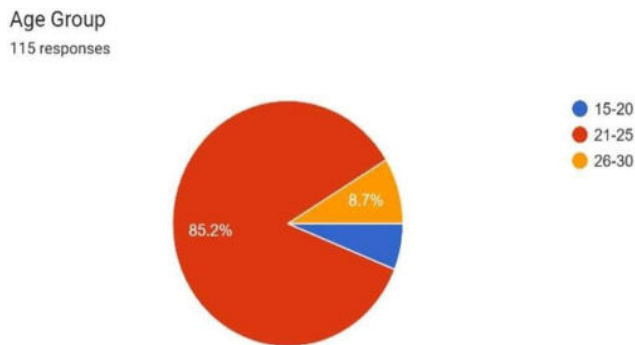
Here One-way ANOVA (statistical test, which helps to compare two or more mean which will help a researcher to determine numerous results and predictions about two or more sets of data) used to analyse the data.

GENDER: -

Frequency			Percent	Valid Percent	Cumulativ e Percent
Valid	Male	45	38.5	39.8	39.8
	Female	67	57.3	59.3	99.1
	Prefer not to say	1	.9	.9	100.0
	Total	113	96.6	100.0	
Missing System		4	3.4		
Total		117	100.0		

From the above bar graph, we can notice that female respondents are 67 (57.3%) out of 113 respondents and 45 respondents are male that is (38.5%) and only 1 person prefer not to say. This classification was significant because the gender-wise difference regarding their perception of online shopping was analysed later.

AGE: -



From the above frequency table, the majority of the respondents belongs to the age category of 21-25 that is up to 85%. And other 8% belongs to the age group of 26-30 and remaining 7% belongs to the group of 15-20.

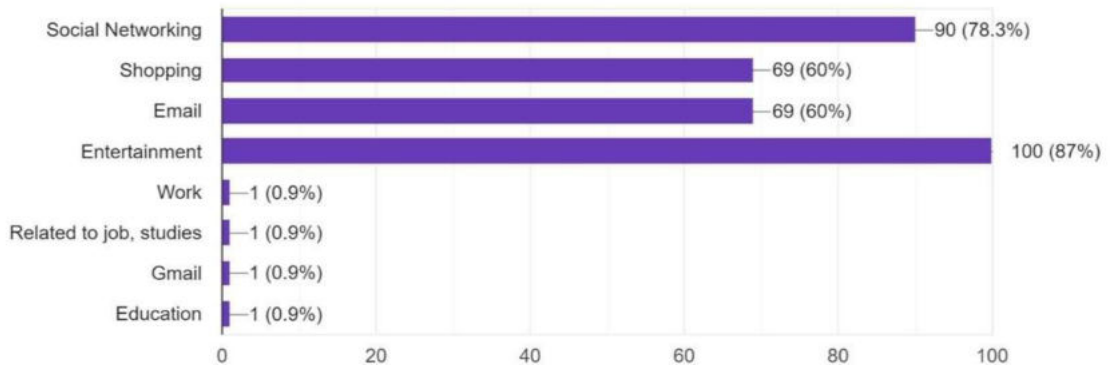
## EDUCATION

Education Level		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Post Graduation	46	39.3	40.7	40.7
	Graduation	61	52.1	54.0	94.7
	up	6	5.1	5.3	100.0
	Total	113	96.6	100.0	
Missing	System	4	3.4		
Total		117	100.0		

From the above table we can conclude that majority of them are graduates 61% followed by post graduates that is 39% of the respondents and remaining are pre-university students.

What is your purpose for surfing the internet?

115 responses



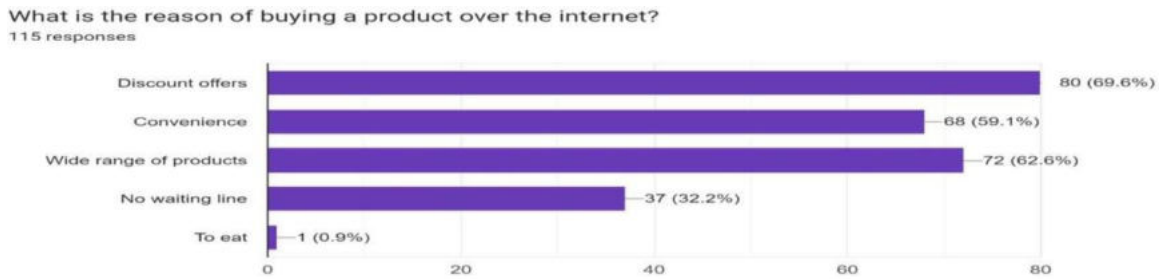
The sample also showed differences in the purpose of using internet. There is a number of things a user can do being online, he can use the internet for connectivity, email, social media, entertainment, shopping or for information. From the table we can conclude that major purpose for surfing the internet is for entertainment 87% followed by socialising (78.3%) shopping (60%) and others.

Do you prefer online shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	94	80.3	83.2	83.2
	No	19	16.2	16.8	100.0
	Total	113	96.6	100.0	
Missing	System	4	3.4		
Total		117	100.0		

From the above table we get to know that majority of them prefer shopping online 83% and only 16% that is 19 respondents have said that they don't prefer online shopping.

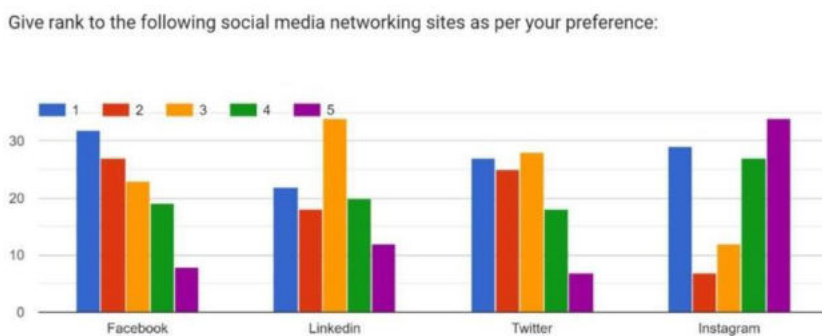




From the above chart many respondents gave their reasons for purchasing a product over online that is because of the discounts they get (69.6%) and 62.6% of the respondents say that they get a lot of wide range of products and it is also very convenient to shop.



From the above bar chart, we can observe that most of the respondents prefer more amazon and flipchart more for purchasing a product online, followed by myntra.



From the above table, majority of repliers prefer using more Instagram followed by twitter and LinkedIn.

H<sub>0</sub>: There is no significant difference between the social networking sites with respect to level of satisfaction.

H<sub>1</sub>: There is a significant difference between the social networking sites with respect to level of satisfaction.

**ANOVA**

overall shopping exp

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	25.605	15	1.707	1.814	.045
Within Groups	80.915	86	.941		
Total	106.520	101			

**ANOVA Effect Sizes<sup>a,b</sup>**

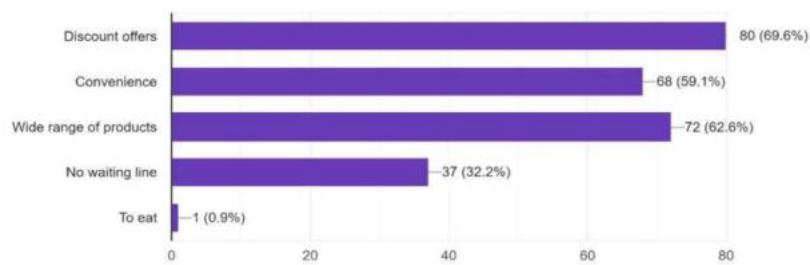
		Point Estimate	95% Confidence Interval	
			Lower	Upper
overall shopping exp	Eta-squared	.240	.000	.267
	Epsilon-squared	.108	-.174	.139
	Omega-squared Fixed-effect	.107	-.172	.138
	Omega-squared Random-effect	.008	-.010	.011

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

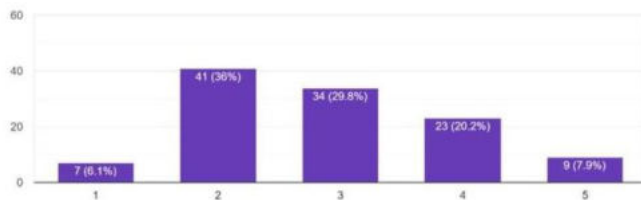
b. Negative but less biased estimates are retained, not rounded to zero.

From the above table, it can be concluded that there is statistically significant relationship among the social networking sites with respect to level of satisfaction as the p value is less than 0.05.

What is the reason of buying a product over the internet?  
 115 responses



Rate your overall online shopping experience on the rate scale ( 1- Highly satisfied 2- Satisfied 3- Neutral 4- Dissatisfied 5 - Highly Dissatisfied)  
 114 responses



From the above analysis, it can be concluded that there (36%) of the respondents are satisfied with online shopping and (6.1%) are highly satisfied. 7.9% of the respondents are highly dissatisfied. The significant value is 0.045 which is less than 0.005 therefore we reject the null hypothesis and accept alternate hypothesis.

Ho= There is no significant impact of gender on online shopping.

H1= There is significant impact of gender on online shopping.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
preference	Male		451.22	.420	.063
	Female		671.12	.327	.040

		Levene's Test for Equality of Variances		t-Test for Equality of Means				95% Confidence Interval of the Difference			
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
reference	Equal variances assumed	8.373	.005	1.453	110	.074	.149	.103	.071	-.037	.243
	Equal variances not assumed			1.384	78.337	.085	.170	.103	.074	-.045	.251

From above table, it can be concluded that there is a statistically significant difference between gender and online shopping as  $p=0.05$ . Null hypothesis is tested and rejected.

#### CONCLUSION: -

- └ This study was set out to estimate social media as the new medium to reach the consumers and its impact on internet buying behaviour of youth in Bangalore. Hence, the study is majorly grounded on the responses of the consumers who are active on internet and do shopping online constantly or have knowledge in the field.
- └ The objective of this study was to find out-
  - └ where there is a relationship between social networking sites and buying behaviour of youths.
  - └ Another objective was to find out the impact of gender on online shopping and
  - └ Last objective is to determine overall satisfaction from online shopping.
- └ In order to prove these above-mentioned objectives questionnaire was designed and circulated to various age group of people across Bengaluru through online.
- └ The responses which was received/ the sample size was 113. Convenient method of sampling was used in this research.
- └ From 113 sample size female respondents were 59% and male were 40%
- └ Majority of the respondent are graduates and belongs to age group of 21-25.and annual income of the respondents is up to 4 lac per annum.
- └ It is found that 37.4% of the respondents purchase online every month. Consumers prefer online due to discount offers, no waiting period and availability of wide range of products.
- └ One-way ANOVA and Independent sample t test using SPSS was used as tools to analyse the data.

- The study finds there is an impact of social media networking sites on online buying behaviour of youth in Bengaluru.

### **LIMITATION OF THE STUDY**

- This study did not consider the view point of people who use internet but don't desire online shopping.
- Low response rate due to time constraints to complete this study.
- This study focuses only on youths.
- Study conducted only in Bengaluru.
- Few respondents were not willing to respond properly to the questionnaire (randomly selecting an options).

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