

Social Media Marketing Factors responsible towards Youth's Purchase Decision on E-Commerce Websites

Dr. Surendra Malviya (Asst. Prof)
IIPS, DAVV, Indore,
Renuka Peshwani (Student)
IIPS, Devi Ahilya University
Indore, Madhya Pradesh, India

Abstract

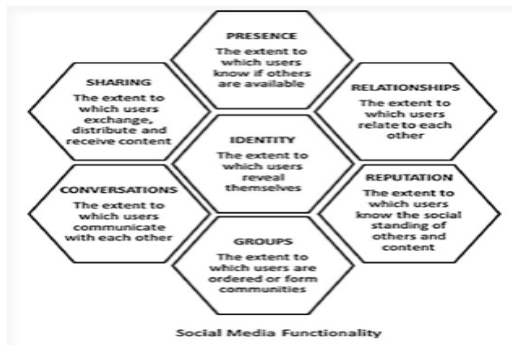
This research is an attempt to study the factors responsible for social media marketing contributing towards youth's purchase decision on e-commerce websites. Among the youth we are also investigating gender wise behavior also. For this Cronbach's alpha test of reliability, Factor analysis and T-test were applied. Youth is using and following social Medias which help in influencing by social media advertisements, there are some factor are responsible for online buying behaviour of consumers and association between gender and qualification with the online consumer buying behaviour. The findings suggest that there are three factors which are contributing towards purchase decision of youth's on e-commerce websites.

Keywords:- Social Media Marketing, e-commerce, online consumer buying behaviour and online shopping.

Introduction

A recent trend of media is Social media, having many features and characteristics. Communicating, texting, image sharing, audio and video sharing, fast publishing, linking with all over the world and direct connecting are its some facilities It is very important for all age of people and cheapest fast access to the world. In all over the world, its use is increasing with high rate. Among all the age group majority of youth is shifting with a high rate speedily from electronic media like as television viewers and radio listeners to the social media. This media is affecting people's living styles, is an ongoing process of finding the nature of country's youth and society.

Andres Kaplan (Chukwuebuka, 2013) Social media is a set of internet based application, constructs on the technological and ideological foundation of a web which permit the exchange



and design of user-generated content.

Honeycomb model of Smith (2007) attempts to understand the functions of the social media websites and their role in social media marketing. Honeycomb model identifies seven functional blocks of social media websites: identity, conversation, sharing, presence, relationships, reputation and groups.

Each block of honeycomb model allows us to understand the structure of the social

media site based on the facilities it provides to its users. These building blocks are not mutually exclusive and also they are not part of every social media site.

The identity dimension is about the extent to which individuals or organizations make their identity public by disclosing personal or corporate information in a social media setting.

Conversation dimension is about the extent to which each individual communicate with one



another in a social media setting. Sharing dimension is about the extent to which an individual ex-changes, distributes and receives content in a social media setting. Presence dimension is the extent to which an individual can know whether his/her peers are available online. It includes information as to where each-individual-in-one's network is in the virtual world and/or in the real world. Relationships dimension is the extent to which each individual can be related to other individuals in a social media platform. The word relation is used to indicate the type of association formed between individuals which in turn may lead to conversation and shares. Reputation dimension is individual's position in the society in a social media setting. In social media, reputation is not something granted to people through their disclosed identities but it is something that can be earned through shared content, expressed thoughts, likes and dislikes. Groups dimension is about the extent to which each individual can form communities and sub communities in a social media setting. The more social,,a network is, the higher the number of groups, communities, followers and contacts (Kietzmann et al., 2011).

India has shown tremendous growth in Electronic Commerce segment, which is not only selling and buying products online but also, includes developing, marketing, selling, delivering, servicing and paying for product and services. Today India has 3rd largest internet population after China and US.

For entrepreneurial start-up, E-Commerce creates new opportunities. In E-retail market Consumer Electronics, Fashion Apparel and Home Furnishing segments are much popular. A safe and secure payment mode, Ease of Internet access with aggressive marketing by E-Commerce Giant has revolutionized this segment. Many E-Commerce companies shifting to App only model with rapid development in mobile technology. E-Commerce and Social Media are two different worlds, but of late their secret liaison has prompted many Management Gurus and Business Strategist of the world to peep deeper inside their adulterous relationship. For winning the battle for E-Commerce companies' Social media is the most powerful weapon. It is very important in shaping the success path for E-commerce companies Social media is not about friendship requests, likes or dislikes and tweets, or stalking what people are doing now etc. social media assures you it is a place where you can reach many people at the same time. And reaching countless people is highly important in e-commerce business.

Now-a-days almost every business is adopting social media marketing to reach their consumer by the virtual network. Social media is the only way to reach millions, at a very little cost. Entertainment companies were the first to adopt it as a promotional tool. Weinberg (2009) states in his research: social media as a process of empowers individual to promote their products, services and websites through online social channels and tap into a much larger community that may not have been available via traditional channel and we keep it simple, social media marketing is the process where organizations use social media websites to build rush on their company official websites. It does not stop here but organizations also inform the potential customers of happenings in the organization, a launch of the new model or product and latest news about the organization through social media applications.

Social media helps to persuade that one's company, products and services are worthwhile through social media marketing. It is a marketing using social networks, online communities, blog marketing and much more. Lazer and Kelly's (1973) define social marketing as "concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends. It is also 4 concerned with the analysis of the social consequences of marketing policies, decisions and activities." Social media marketing is not merely about hitting the front page of Digg or any other social news website. It is a strategic and methodical process to establish the company's influence, reputation and brand within communities of potential customers, readers or supporters.



By using Social media marketing anyone can gain information, education, news, etc., by electronic media and print media. Social media are distinct from traditional media or industrial media such as newspapers, television, and film.

Growth of social media marketing

Network Solution, LLC and the University of Maryland's Robert H. Smith School of Business give a recent study on 'The State of Small Business Report' states a point to economic struggles as the catalyst for social media's rapid popularity. The output of study shows that social media usage by small business owners increased from 12% to 24% in just a year and 1 out of 5, actively uses social media as part of everyone's marketing strategy. Till 2009, only 23% of marketers were using social media for years but now it has grown to 31%. The below information says what the small businesses reported as the main uses of social media marketing :

- 75% have a company page on a social networking site.
- 69% post status updates or articles of interest on social media sites.
- 57% build a network through a site such as LinkedIn.
- 54% monitor feedback about the business.
- 39% maintain a blog. 26% tweet about areas of expertise
- 16% use Twitter as a service channel.

Social media marketing have five dimension which are online communities, interaction, Sharing, accessible and credibility. These dimensions are required to create connections with consumer or to building traffic to company websites (Asa'ad, and Anas, 2014). Online Communities on social media helps a business to build a community around its business/product. Vibrant communities encourage discussion and create loyalty, which can contribute towards business development and improvement. A Face book page or Twitter account can notify all its followers of specific subject quickly and simultaneously. The social networking sites enable greater interaction with the online community through broadcasting up-to-date, consumer relevant information. (Fischer, and Reuber, 2011). The sharing dimension is about the extent to which an individual ex-changes, distributes and receives content in a social media setting. (Babac, 2011). The social media is easily accessible and takes minimal or no costs to use. Social media is easy to use and does not require any special skills, knowledge to use. It is all about delivering your message clearly to the people, establishing credibility for what you say or do, connecting emotionally with your target audience, motivating the buyer and generating loyal customers.

Literature Review

Burke, R.R. (2002) identify key factor of success of Business to Consumer (B2C) e-commerce transactions is Trust. Previous researchers have identified several critical factors that influence trust in the context of online shopping. This research focuses on available security measures which assure online shoppers safety and great sales promotions and online deals which stimulate customers to shop online.

Abel Stephen (2003) addresses ecommerce design and associated consumer behaviour. The innovation of e-commerce has affected not only the human behaviour in response to the mechanisms of online services, but also marketplace through the facilitation of the exchange of goods and services. Researchers have analyzed on various relevant subjects from Marketing channels, web usability and other factors influencing online behaviour, they have focused on different aspects of online behaviour, studies shown to be independent and interrelated , even to the extent of revealing constructs upon which e-commerce, in terms of future design and research could to be built.

Balasubramanian, S., Konana, P. and Menon, N.M. (2003), Customer satisfaction, the physical appearance of facilities, equipment and employee, employees responsive and empathy are unobservable are some traditional dimensions are discovered to determine service quality. In



contrast trust may play a central role here in enhancing customer satisfaction. Model trust as an endogenously formed entity that ultimately impacts customer satisfaction and we elucidate the linkages between trust and other factors related to the performance of the online service provider and to the service environment.

Melao (2008) suggests that primarily via the internet, e-commerce in business has emerged as a core feature of many organizations, he further suggested that e-Business would revolutionize the ways in which organizations interact with customers, employees, suppliers, and partners.

A social media statistics is given in book name is STATE OF INBOUND 2017(HubSpot, 2017) (a report by HUBSpot in 2017 with 6000+ respondent including more than three countries in it), here the report states searches on social media and their usage in real facts and figures. For Facebook it state that 72% of adult internet users use face book (Research Centre, 2015), only 45% of marketers think that their Face book efforts are effective (Social Media Examiner, 2015), on Face book daily 70% log on which includes 43% who do so several times that's why it has most engaged users(Pew Research Centre, 2015), Face book sends 82% of social media traffic to longer stories and 84% of social traffic to shorter news articles (Pew Research Centre, 74% of people say they use Face book for professional purposes (HubSpot, 2017), in the past 2 years contents consumption on Face book has increased 57% (HubSpot, 2016) and it has 1.13 billion active users (Statista,2016).

For Instagram - 28% of adult internet users use it (Pew Research Centre, 2105), 59% of Instagram users are on the platform daily, including 35% who visit several times a day (Pew Research Centre, 2105), it has a 500 million monthly active users (Statista 2016) and over 95 million photos and videos are shared on Instagram everyday (Instagram 2016).

For LinkedIn- 25% of adult internet users use it (Pew Research Centre 2015), it is only major social media platform for which usage rates are higher among 30-49 years old than among 18-29 years (Pew Research Centre 2015),In the past two years content consumption n LinkedIn has increased 21% (HubSpot 2016), and it has 450 million members, but only 25% actively visit the professional social network each month (VentureBeat 2016).

While so many studies have been previously conducted to study of usage of social media, online buyer behaviour, customer satisfaction, succeeds of e-commerce business and many more. Through this study we can find the association of youth association according to genders with consumer buying behavior from e-commerce sites and also the factor associated to social media marketing which are responsible for online consumer buying behavior.

Objectives

Following objectives were formulated in order to study the factor associated with social media marketing.

To measure association between gender with consumer buying behaviour from E-Commerce sites.

To determine the factors responsible which are affecting online consumers buying behavior.

Research Methodology

Primary data is the original data that has been collected by the researchers themselves specifically for the purpose in mind. Besides, primary data is the first hand information, has not been published, yet it is more reliable as primary data has not been changed or alerted by human beings (Saunders et al., 2012).

Research Design

First we set objective for research, finding various independent and dependent variables related to the study, design a method for collecting data, collection of data through questionnaire, analysis and interpretation of data and last research is completed by findings and conclusion.



Sampling Design : In order to yield some knowledge on the whole population, the significant target population for this study is the youth between the ages of below 15 to 30. The sampling frames the peoples in Indore. Since Indore is considered as urban and most of the people are rely on internet in their daily activities that might expose to online advertising before. The population is all social media user and consumer who are buying products from E-commerce sites. The sample size is 250 but the date is collected from 230 peoples of Indore, because some are half filled questionnaire is rejected thus sample size of this study is 230. Questionnaire is designed to meet the objective of the study. The data is collected from online (Google form) and offline medium.

Data Collection Tool : In the research, questionnaire is the research method to be used. There are two parts of questionnaire. Where first part is demographic information of respondents which includes name, age, gender, occupation, education qualification level, types of apps they use. The second part consist nominal scale, multiple choice and five points of likert scale ranging from “Strongly Disagree” to “Strongly Agree”. These twenty questions measures effectiveness and impacts of social media marketing on buying behaviour of online shopping.

Data Analysis Techniques

The Information collected through the previously mentioned methods and techniques were analyzed with the use of a Statistical analysis programme (SPSS). The data was prepared before it was analyzed. Inadequate data has been deleted, leaving only the useable, reliable and valid information to be processed and analyzed. 230 questionnaires were used for data analysis.

Reliability refers to the extent to which a scale produces consistent result if repeated measurements are made. It is basically the consistency of a set of measurements or measuring instruments.

Factor analysis is applied on the variables which are in the form of Likert Scale. The purpose of this technique is to investigate the underlying meaning of items. Factor analysis transforms list of items into new variables that are not correlated and emphasize the same meaning.

T-test analysis is used for testing the difference between samples when the variances of two normal distributions are not known. ANOVA (analysis of variance) is used to analyze the differences among group means. It is a collection of statistical models and their associated procedure. It is useful for comparing three or more means for significance.

Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy, is an index used to examine the appropriateness of factor analysis. High values (0.6-1.0) indicate factor analysis is appropriate and value below 0.6 implies that factor analysis may not be appropriate.

Data Analysis and Interpretation

Reliability refers to the extent to which a scale produces consistent result if repeated measurements are made. It is basically the consistency of a set of measurements or measuring instruments. If a scale is reliable, it won't be affected by systematic sources of errors because it will not lead to inconsistency. It does not imply validity. That is a, reliable measure always measure something consistently, but it does not measure what it is supposed to measure. Test reliability refers to the degree to which a test is consistent and stable in measuring what it is intended to measure. Reliability is determines a measure's internal consistency. Cronbach's alpha is a common used method to determine the internal consistency or reliability of multi-item scale. The closer the cronbach's alpha is to 1, the higher the internal consistency reliability.

To test the reliability of data showed that data are reliable, as it came 0.833. Reliability, according to showed that data are reliable. Reliability. According to George and Mallery (2003) provided thumb rule cronbach alpha 0.8-0.9 as Good reliability (partially depend on number of item in the scale). Higher value of alpha indicates good internal consistency of the items in the scale.



The total respondents in research are 230 out of which the frequency of male is 88 (38.3%), and females are 142 (61.7%). The ages are Below 15 is only 1 (0.4%), 15 to 20 are 56 in number and 24.3%, 21 to 25 are 173 in number and 75.2 % as whole but the research doesn't get any data from age 26 to 30. The qualifications are 6 (2.6%) are from Higher Secondary School, 95 (41.3) from Under/Pursuing graduation, 104 (45.2%) are pursuing Master's and 25 (10.9%) are from other fields like job, diploma etc. the qualification graphs shows as the under/ of 230 respondents pursuing Master's and then under/ pursuing graduate's are in majority. Image /wallpaper get 94 (40.9%) appreciation, Videos are liked by 93 (40.4) respondents, Pop-ups by 17 (7.4%), Banner by 13 (5.7%), Floating ads by 13 (5.7%) liked by total 230 respondents.

In order to test association between gender with consumer buying behaviour from E-Commerce sites following null and alternate hypothesis were formulated.

H₀1- There is no association between gender with consumer buying behaviour from E-Commerce sites

H₁1- There is association between gender with consumer buying behaviour from E-Commerce sites.

For testing the hypothesis H₀1 and H₁1 we apply T-test. It analysis on two population means through the use of statistical examination. Here we get significant value 0.063 which is more than our significance level of 0.05. So we cannot accept null hypothesis and we accept the alternate hypothesis. Thus we it signifies that there is significant association between gender and online consumer on e-commerce websites.

H₀ 2- There is no factor responsible for affecting online consumer buying behaviour.

H₁ 2- There is factor responsible for affecting online consumer buying behaviour.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.782	
Bartlett's Test of Sphericity	Approx. Chi-Square	421.096
	Df	28
	Sig.	.000

KMO & Bartlett's Test of Sphericity is a measure of sampling adequacy that is recommended to check the case to variable ratio for the analysis being conducted. In most

academic and business studies, KMO & Bartlett's test play an important role for accepting the sample adequacy. While the KMO ranges from 0 to 1, the world-over accepted index is over 0.6. Also, the Bartlett's Test of Sphericity relates to the significance of the study and thereby shows the validity and suitability of the responses collected to the problem being addressed through the study. For Factor Analysis to be recommended suitable, the Bartlett's Test of Sphericity must be less than 0.05.

In this case, the value of KMO is 0.782 significant at 0.000 levels. Which is higher than 0.60. Therefore we can say that at 99.99% confidence that the variables are explaining the phenomenon. This higher value of KMO indicates that factor analysis done in the project is appropriate. Thus factor analysis can be used on these samples of variables.(table no.10)

The variables having more than 0.5 factor loading show high correlation with that factor and are be extracted into one factor, but in the component matrix it is difficult to interpret the factors. So, through rotation the factor matrix is transformed into a simple one that is easier to interpret.

The analysis yielded three factor solutions with a simple structure (factor loading=>0.60). From the rotated component matrix three items loaded onto Factor 1. Thus It is cleared that these three items all related to advantages of social media for youth (social media is beneficial for youth in the field of education, social media have positive impact on youth and social media is creating awareness among youth for new trends). Thus factor 1 was labeled as UTILITY. Utility word discovers the advantages of social media like awareness, positive impact and benefits of social media on youth.



Four items loaded onto second factor related to relevant and entertainment which are loaded as Factor 2 And labeled as CRUMBLING AND PERTINENT (extensive use of social media deteriorating our social norms, advertisements on facebook are relevant to your interest, advertisement on instagram are entertaining and enjoyable and social media provide important information of products). Crumbling word is discover deteriorating and pertinent is for valuable, entertainment and relevant of social media ads for respondents.

The third factor which is labeled as Factor 3 IRRELEVANT AND TIME WASTING. The name of this factor directly related with the items which are related to irrelevant communications from the websites. Also it is the waste of time when a user does not get the relevant website.

After finding the entire factor and there factor loaded we can say, All three factor are contributing association for affecting online consumer buying behaviour. We accept the alternate hypothesis and get the result hypothesis is all the factor is responsible impact of online buying consumer behaviour.

Findings and Suggestions

The research shows there is an influence of social media on the people behaviour. Here, behaviour doesn't mean only online shopping behaviour; its influence is in the field of perception, attitude, beliefs, fashion trends, new products. Social media is a very vast platform where everyone gets information and knowledge of his/her own interest. Peoples get the things and got addicted to this social media. Several data, research and survey clearly show us the peoples were addicted on social media, they were keep scrolling and seeing all old and new feeds, posting their stories, liking and commenting other's stories.

Now a day's Organization started using social media platform for advertising and promotion purpose for that it was termed as social media marketing. There are several ways of advertising product some are image/wallpaper ads, video ads, pop-ups ads, banner ads, floating ads etc, Peoples like ads and clicked on that ads but the viewers are not converted buyers or in other words, we can say peoples see ads of e-commerce sites but buying products from there.

Peoples like Image /wallpaper ads, Videos ads and Pop-ups more likely The hypothesis says that the separate opinions of gender and qualification are similar to online shopping and social media marketing. The factors were came out from hypothesis says that UTILITY factor impact more than other factor, which is true because benefits of social media are more and people likes to be active on social media. Today's peoples are like to share each information on social media and explore from it. Other factor is equally impact on people.

According to finding some suggestion are Social media marketing influence people for making purchase decision from online shopping so the advertiser do more focus on creativity and influencing factor in his ads. We find in this study females are more in numbers than males for online shopping that's why an organization or an advertiser target the females for increase their sales. Organization should note that peoples are occasionally shop online, it means period of sales, discounts, cash back etc. so they will apply this strategy for attracting more customers. By this study we find that the age group between are 21 to 25 is more frequently online buyers so the make strategy according to this target group. People like more image/wallpaper ads and video ads so the advertiser more focus on this categories of ads. By factor analysis we landed into three major factors in which utility and crumbling and pertinent are more influencing to consumer buying behaviour so the company or an advertiser should make ads in the shades of this two factors.

Conclusion

There is no escaping social media these days, either for individuals or for businesses. Now-a-days, it is impossible to separate social media from the online world. it is taking place in homes, small businesses and corporate boardrooms, and extending its reach into the nonprofit,



education and health sectors. From feeling excitement, novelty, bewilderment, and overwhelmed, a growing number of people now speak of social media as simply another channel or tactic. Social media marketing offers organizations with a way to connect with their customers. However, Company protects their information and closely watch comments and concerns on the social media they are using.

This research shows that online shopping is having very bright future in India. Perception towards online shopping is getting better in India. With the use of internet, consumers can shop anywhere, anything and anytime with easy and safe payment options. Consumers can do comparison shopping between products, as well as, online stores. The research show as people is following social media and influenced by social media marketing.

Whatsapp, facebook and instagram are the main players who are contributing for influencing peoples.in studies that females have majority in occasionally online shopping compared to males and males done more monthly shopping than females. Here peoples think that advantages of online shopping are time saving, 24x4 availability and had a wide latest brand choice, money saving, comparison shopping , product information and convenience least in the advantage list. No doubt, social media marketing is an effective and natural formula for building new strategies for monitoring and enforcing the Code in light of emerging challenges, including suggested content. In fact, it is a great source of web traffic and achieves great results at a low cost. In future, this form of marketing would work well with any other advertising campaign because it is now emerging as a new endeavor for present marketing tactics.

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