

FACTORS AFFECTING SOCIAL MEDIA SHOPPING ADOPTION AMONG BANGLORE CITIZENS

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ABSTRACT

As social media has evolved a lot and its users have increased dramatically in the last 5 years, so there is influence of social media on them.

Purpose: The major purpose of the study is to understand the factors affecting social media shopping adoption among Bangalore citizens.

Methodology: The study has been conducted by collecting primary data through questionnaires. Multiple regression analysis was used to analyse the data.

Finding: Future purchase intention is explained by variables familiarity of brands, involvement of brands, information quality and attitude. Brand familiarity and attitudes towards brands on social media impacts mostly on the future purchase intention of consumers while brand involvement and information quality has least impact.

Keywords: social media, Consumer Behaviour, Brand Involvement, Brand familiarity

INTRODUCTION

With the advancement of technology, markets are also evolving as per the need of the demand. Today a large population of people are using the internet as a means to entertain, communicate, and search for their needful information. The easy availability of the internet and cheap means of communication avail this to a large mass of people. With the introduction of social networking websites, the population of internet users rises drastically. Ease of connecting with known and unknown people as per our need and that also at a cheap price makes it useful to everyone. Getting a smartphone and internet at low cost encourages to have access to social media at all times and places. This evolution of the internet urged marketers to focus their attention on it and make it as a means to target consumers. Social media has changed the role of marketers for many companies and their brands and the consumer behaviour. This resulted in more effective methods for searching and obtaining information on a vast variety of products and administrations to look at. Through social networking sites and applications both marketers and consumers can connect to each other quickly and with ease. Marketers can get the information regarding current needs and practices that consumers want. According to them, they launch their product which attracts more consumers. Also, brands can target their requisite consumer easily and increase their approach to more wider areas. Companies are now increasing their cost of investment as advertisement and engaging customers on social media. They are allocating their special budgets for this marketing tool only.

Consumers are also relying on the brands as their social media pages or comments are shown. Consumers are able to judge and comment about the products. This gives an idea to other consumers about the products and brands. WOM has led to high level of user involvement in social media (Kimmel and kitchen, 2014). The Electronic WOM changes the perception regarding any product. Trends on social media about some brands enhance the awareness of those brands to consumers. People like and share the advertisement of that product to reach wider aspects of consumers on social media. Brand interaction by replying to customer's comments and resolving their issues gives customer satisfaction. Customers engagements by participating in brand's organized events makes strong customer relationships and feeling of connections with the brand.

Nowadays due to the fast growth of technology and digitalization, consumers are high on social media platforms, where companies use this opportunity to expand their business vastly. And many of the consumers rely on social media for information about a product's ratings and reviews. Even it has become the new word

of mouth. The social media provides a mass outreach to the product or services which the company offers. It can influence the consumer behaviour greatly due to social media. Today all the companies have evolved to do business on social media due to mass outreach.

CONCEPTUAL FRAMEWORK

This study determines the effect of social media (SM) on consumer buying behaviour from 4 perspectives Involvement with brand on social media (BI), Brand familiarity (BF), Information quality (IQ), and Attitude (AT). This study uses a survey to assess how involvement of customers with brands social media pages and interactions to find out changing purchasing behaviour and purchase intention towards products.

RESEARCH OBJECTIVE

The objective of the study is to identify the impact of social media on consumer buying behaviour.

LITERATURE REVIEW

The table 3 in appendix shows comprehensive literature on social media consumer buying behaviour.

1. Involvement with brand on social media (SM)

Involvement with brands on social media (SM) plays a major to engage with products and brands on social media. This gives a platform for the target consumer to interact with brands and know better about it. Involvement refers to the participation with a brands social media pages by commenting, liking, or by attending events organized by brands. During a buyer's decision-making process, involvement is a psychological interaction that exists. It refers to the perceived relevance of an object based on the consumers need, values, or interests. and it plays a major role in the buying behaviour of the consumer. A study done by Xhema, J. (2019) suggests that “companies should focus on customer engagement and online presence in order to serve customers and satisfy their needs”.

H1- Consumer participation with brands on social media impacts and influences consumers for purchase intention.

2. Brand familiarity

A well-recognized brand and its social media page makes consumers familiar with the brands. Brand familiarity straightforwardly identifies the measure of time that has been spent handling data about the brand. This can be enforced by the advertising exposures, purchase behaviour, and product consumption or usage. Frequent advertisements and posts related to brands create a familiar image in the mind of consumers. Brand

familiarity alludes to the level of a purchaser's immediate and aberrant involvement in a brand. This plays a significant role in consumer's perception towards brands or products and their purchase intention. As consumers get more familiar with brands, it leads to the customers loyalty towards brands. They provide *“individualized marketing actions that aim to increase customers' loyalty through personalized relationships that stimulate consumer purchase behaviour”* (Meyer-Waarden and Benavent 2008). A well-known brand is preferred more than an unknown brand.

H2- Consumer's brand familiarity over social media influences consumer purchase intention.

3. Information quality

It controls the planning to do online shopping from the website where information quality can stimulate the purchasing intention of the consumer. The information through social media and its credibility is an important factor which can stimulate consumers to purchase. People share their views and feelings about brands on social media platforms which can be a factor to other consumers regarding purchase. And the word of mouth ultimately determines the final purchase of the consumer. As per study done by Voramontri, D., & Klieg, L. (2019) suggested that *“social media usage influences consumer satisfaction in the stages of information search and alternative evaluation”*.

H3- there is a significant relationship between consumer buying on social media and information quality.

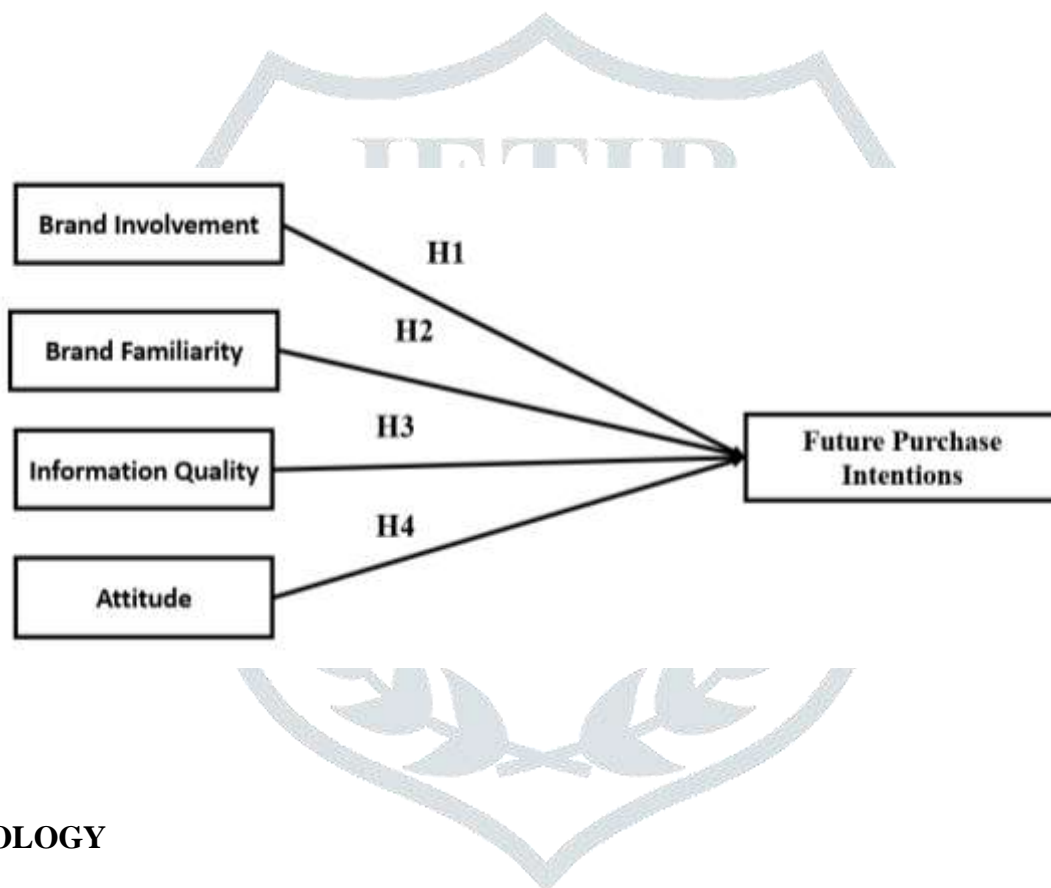
4. Attitude towards brands on social media

It is a factor that can affect buying social media. It is very well connected with the behaviour of the consumer. It is proved that the attitude increases when the knowledge of social media increases. People are using social media platforms to share their feelings about products. As customers, they share product reviews, information, advice on food, warnings about products, tips on using certain products. A study done by Chung, C., & Muk, A. (2017) revealed that *“attitudes toward product messages on social media are strongly related to social media needs such as interaction and information, but not entertainment needs”*. Also, as per Permatasari, A., & Laydi, F. (2018) research work which states that *“there are significant influences from entertainment, economic value, social value and credibility on consumer attitudes and also from consumer attitudes on purchase intention.”*

H4- there is a significant relationship between attitude of the consumer and purchasing intentions on social media.

5. Future purchase intention

It is the combination of various behavioural factors towards adopting, purchasing and the using of products, services, ideas. The attachment on social media for particular brand can lead to future purchase intention. Even it can be influenced by the past buying experience. It is the major factor in the revenue generation. Future purchase intentions of consumers depend upon various factors like quality of the product, brand image, socioeconomic factors and social influence. A study done by Khwaja, M. G., Jusoh, A., & Nor, K. M. (2019) suggested that the “social presence of the web is having a strong and positive significant relationship with purchase intentions.”



METHODOLOGY

Data were collected from 105 people using a questionnaire. The population represents more than 20 years of age. A convenient sample of anyone whose age more than 20 years was invited. This size contains approximately 92% people between the ages of 20 and 40 which shows high user of social media and internets.

The questionnaire format begins with participants' prior knowledge, followed by a screening of a few questions about their use of the internet and social media. People with no familiarity with social media and the internet are weeded out. Then there were questions about brand awareness to see how comfortable participants were with brands on social media and how often they interacted with them. Likert scale was used in questionnaire. How active or inactive they are on SM when it comes to brand image and promotions. How often they

communicate with them or take part in product launches or promotions. Then there are questions to see whether participants inspire or influence others by word of mouth. Questionnaires relating to brand perceptions, i.e., how people felt about brand ads and promotions. How participants respond when they see new products or commercials for new products. Purchase intentions were surveyed by asking how they felt after receiving a promotion, how much they bought after seeing advertisements, and how well they prepared products for later purchase. The Purposive sampling approach was used because we wanted to target only those who have prior experience in shopping through social media.

DATA ANALYSIS AND INTERPRETATION

The linear regression analysis technique was used to analyse the impact of various independent variable impact on dependent variable of the proposed model.

The regression equation can be derived as

$$Y \text{ (Buying Intention)} = a + bX_1 + bX_2 + bX_3 + bX_4$$

Where: Y= Dependent Variable

a= Constant

b= Slope (i.e., Change in X causing change in Y)

X_1 =Brand Involvement

X_2 =Brand Familiarity

X_3 =Information Quality

X_4 =Attitude

Correlation coefficient can be seen in the table3, where the coefficient between attitude and information quality is maximum that is 0.84. This means that with increase in information quality there is an increase in attitudes of customers towards brands. The table also shows that there is least significant correlation between brand involvement and future purchase intention.

Table1: Model summary

Regression Statistics	
Multiple R	0.861069847
R Square	0.741441282
Adjusted R Square	0.731098933
Standard Error	0.485487197
Observations	105

Table2: Coefficients table

	Coefficients	Standard Error	t Stat	P-value	Hypothesis	Significance	Accept /Reject
Intercept	0.4570651	0.1899716	2.4059651	0.0179668			
BRAND INVOLVEMENT	-0.0085049	0.0700201	-0.1214635	0.9035676	H1	>0.05	Reject
BRAND FAMILIARITY	0.2019446	0.0930347	2.1706383	0.0323252	H2	<0.05	Accept
INFORMATION QUALITY	0.1738373	0.1034955	1.6796611	0.0961450	H3	>0.05	Reject
ATTITUDE	0.4791076	0.0874534	5.4784337	0.0000003	H4	<0.05	Accept

From the above table the regression equation for predicting the effect of independent variables on dependent variable can be derived as

$$Y \text{ (FUTURE PURCHASE INTENTION)} = a (0.4570651) + (-0.0085049) * (\text{Brand Involvement}) + (0.2019446) * (\text{Brand Familiarity}) + (0.1738373) * (\text{IQ}) + (0.4791076) * (\text{Attitude})$$

RESULTS

After analysing survey data in excel which consisted of descriptive statistics, regression analysis. We note the value of regression coefficient beta and standard error for significant association as beta (SE). Data analytics tools in excel are used to find the relationship between variables.

Regression is the analysis is shown in table 1 & 2. It can be seen as adjusted r square value is 73%, which indicates that variance of future purchase intention is explained by variables brand involvement, information quality and attitude. The model summary shows that adjusted R- square value=0.73 which indicates the model is having a relatively strong effect on dependent variables.

FINDINGS:

1. Brand involvement ($P=0.90$) is rejected as its p value is greater than 0.05 which shows insignificant relationship brand involvement and future purchase intention.
2. Brand familiarity has significant relationship with future PI, ($P=0.03$) is less than 0.05.
3. Information quality ($p=0.09$) is the factor which is rejected as a hypothesis as its p value is greater than 0.05 which shows insignificant relationship with future PI.
4. Attitude has significant relationship with future PI as ($P=0.0000003$) which is less than 0.05.

CONCLUSIONS, LIMITATION AND FUTURE STUDIES

The findings show that there is a significant effect of social media on consumers buying behaviour. It is becoming increasing in the areas of shopping and purchase behaviour and can affect the buying process. This study gives an insight about the familiarity of brands and attitude towards social media pages of brands and their contents gives a significant impact on consumers future purchase intentions.

The present research examines the effect of social media on customer purchasing habits. It was discovered that on social media sites, brand awareness and attitude toward brands encourage buying behaviour change and impact. This study also has gaps that need to be studied further. As we all know, social media has an algorithm, so the advertisements shown on social media always follow what the consumer desires. As a result, future research will focus on the impact of these algorithms on consumption behaviour through generations, in order to make the data more reliable. Future studies also need to examine more deeply the impacts of consumer behaviour due to use of social media.

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APPENDIX


Questionnaire

LIKERT SCALE				
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

S. No	Questions	1 (SD)	2 (D)	3 (N)	4 (A)	5 (SA)
	Involvement with Brands					
1	I use a significant amount of time on social media.					
2	I use social media to find out about new products and services.					
3	I use social media to discuss products and services.					
4	I use social media to find unique discounts and promotions.					



S. No	Questions	1 (SD)	2 (D)	3 (N)	4 (A)	5 (SA)
	Brand Familiarity					
5	How familiar are you with brands on social media?					
6	I pay a lot of attention to advertisements on social media.					
7	I take parts in events organized by brands on social media by liking and sharing it.					
8	Before purchasing any product, have you ever checked a social media site?					
9	How brands advertisements on social media change the perception of brands.					



S. No	Questions	1 (S D)	2 (D)	3 (N)	4 (A)	5 (SA)
	Information Quality					
10	I feel that information about products is not necessary?					
11	I trust most contacts on my 'friends' list on the social networking websites					
12	When I consider new products, I ask my contacts on the social networking websites for advice					
13	I often persuade my contacts on the social networking websites to buy products that I like					
14	On the social networking websites, I often influence my contacts' opinions about products.					
15	I tend to pass along my contacts' positive reviews of products to other contacts on the social networking websites.					
16	Do your favourite company ads on social media stimulate your purchase?					
17	Do you give attention to the product details while purchasing through social media?					
18	Do you frequently purchase products on social media that are only based on ads?					

S. No	Questions	1 (S D)	2 (D)	3 (N)	4 (A)	5 (SA)
	Attitude towards brands on social media					
19	I feel excited by seeing a product on social media?					
20	I wait for the new product and advertisement on social networking websites.					
21	Do your feelings influence your buying intention on social media?					
	Future Purchase Intention					
23	Have you felt like buying a product on social media after seeing its promotion?					
24	Do you immediately buy a product after seeing the ad?					
25	Do you remember the product for later purchase?					
26	Do you often postpone your purchase after seeing the ads?					



Table 3: Literature Review

S No.	Author & Year	Context	Objective of The Study	variables	Sample size	Result	Future Research
1	Xhema, J. (2019).	Social Media (SM)	To effect of SM on online wine purchase	Customer loyalty, customer tolerance, Customer experimentin g	Question naires, 200 sample	Customer engagement and online presence plays major role	Use variables of consumer behaviour model
2	Pucci,T., Casprini, E., Nosi, C., & Zanni, L. (2019).	SM	To effect of SM on online wine purchase	Online buying frequency, wine buying, social media use,	Question naire by a sample of 2,597 Italian wine consume rs	Usage of Social media, and subjective knowledge online impacts online wine purchasing.	In context of Wine tourism
3	Chung, C., & Muk, A. (2017).	SM	To identify the impact of SM on impulse buying	Entertainme nt, interaction, and information needs	A web survey method, 146 participa nts responde d to the survey	Information needs and Entertainment needs had more impact on Impulse buying through SM	Future research should focus on understanding the impact of Trust, lifestyle, and brand familiarity.
4	Riaz, M. U., Guang, L. X., Zafar, M., Shahzad, F., Shahbaz, M.,	SM	To identify the impact of SM on online buying	Learning from forums and communitie	question naire-based surveyed 232 valid	Learning from forums and communities, rating	Different culture

	& Lateef, M. (2020).			s, rating and reviews, social advertisement, Emotional support, Informational support, Purchase intention	response s	and reviews, Emotional and informational support are significant	
5	Wang, X., Yu, C., & Wei, Y. (2012).	SM	To identify the impact of SM on online buying	online consumer socialization, peer communication through social media	Survey data from 292, Chinese consumers	Online consumer socialization, peer communication, and uniqueness had significant impact.	Different culture
6	Voramontri, D., & Klieg, L. (2019).	SM	To identify the impact of SM on online buying	need recognition, information search, evaluation of alternatives, purchase decision, post-purchase behaviour	A total of 158 participants completed the survey,	Social media usage influences and consumer satisfaction plays major role	

7	Lu, Q. S., & Miller, R. (2019).	SM	To identify the impact of SM on online buying	Social Customer Relationship Management Facebook Brand Pages, Loyalty Rewards, Health, Environment and Price Posts,		The results show that the Loyalty Rewards, Health, Environment and Price plays major role	To identify the impact of User-generated posts
8	Cho, E., & Son, J. (2019).	SM	To identify the impact of SM on online buying using TAM	social connectedness, perceived ease of use of social commerce, usefulness of social commerce, enjoyment of social commerce, attitudes towards social, attitudes towards social commerce,	445 responses	Social connectedness, Enjoyment and attitude plays a major role	Different culture

				demographics			
9	Khwaja, M. G., Jusoh, A., & Nor, K. M. (2019).	SM	To identify the impact of SM on online buying using Pakistani sample	Social presence, Trust in sellers, Purchase intentions,	327 respondents were collected , structural equation modelling (SEM) using AMOS, Pakistan	The social presence and Trust play a major role	Perceived Risk to be verified
10	Permatasari, A., & Laydi, F. (2018).	SM	To identify the impact of SM on online buying	Information , entertainment, economic value, social value and credibility	The sample size estimation is 100.	Entertainment, economic value, social value and credibility plays a major role	

11	Vithayathil, J., Dadgar, M., & Osiri, J. K. (2020).	SM	To identify the impact of SM on online buying	222	Media richness qualities, Brand and Campaign	Media richness qualities play a major role	Different SM platform comparison
12	Fu, J. R., Lu, I. W., Chen, J. H., & Farn, C. K. (2020).	SM	To identify the impact of SM on online buying	Perceived similarity, familiarity, and expertise), informational, normative social influence and perceived information quality.	Cross sectional 503 subject responses were deemed valid for analysis	Perceived similarity, information quality, and Social influence play's major role	The effect of normative social influence
13	Khorsheed, R. K., Othman, B., & Sadq, Z. M. (2020).	SM	To identify the impact of SM on online buying	-	21 questions related to SM shopping in different platforms	Facebook the most popular and preferred platform for shopping	Different culture
14	Kasuma, J., Kyanan, A., Khairrol, M., Sa'ait, N., & Panit, G. (2020)..	SM	To identify the impact of SM on online buying	Convenience, time saving, website/features and security	200 Malaysia	Convenience, time saving, website/features and security plays a major role	Different culture

15	Hufad, A., Nabilla, Z. P., & Asyahida, F. N.	SM	To identify the impact of SM on online buying using Instagram	convenience, cheap price, and attractive product displays	cross sectional, 1000	Convenience, cheap price, and attractive displays in social	Different culture
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					Indonesia	media page plays major role	
16	McClure, C., & Seock, Y. K. (2020).	SM	To identify the impact of SM on online buying using Instagram	Brand familiarity and information quality	159 US college students	Brand familiarity and information quality, and consumer's involvement plays a major role	Different age group comparison

