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**BUYING BEHAVIOUR OF YOUTH TOWARDS ONLINE SHOPPING: A STUDY OF JAIPUR CITY**

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**ABSTRACT**

Social media has proved to be an important antecedent of consumer decision making. It has a significant impact on the everyday life of consumers worldwide. The present study aims to identify the various variables which impact consumer decision making while using technology for their purchases. The descriptive study focused on the students of one university at smart city Jaipur. The primary antecedents considered for the study were based on the technology acceptance model and deal with perceived usefulness, perceived ease of use and behavioral intention to buy a product. A structured questionnaire was used in the survey to analyze the consumer decision making while using online platforms for their purchases. Non-random method of sampling was followed and mostly done through snowball sampling technique. The study generated responses from 250 students in the campus at Manipal University Jaipur. The results of the factor analysis extracted 3 factors which were relevant perceived usage of social media, ease of use and recommendation. All these in combination were found to have a significant effect on online buying behavior of consumers.

**KEYWORDS**

consumer behavior, intention, technology acceptance model, social media.

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**INTRODUCTION**

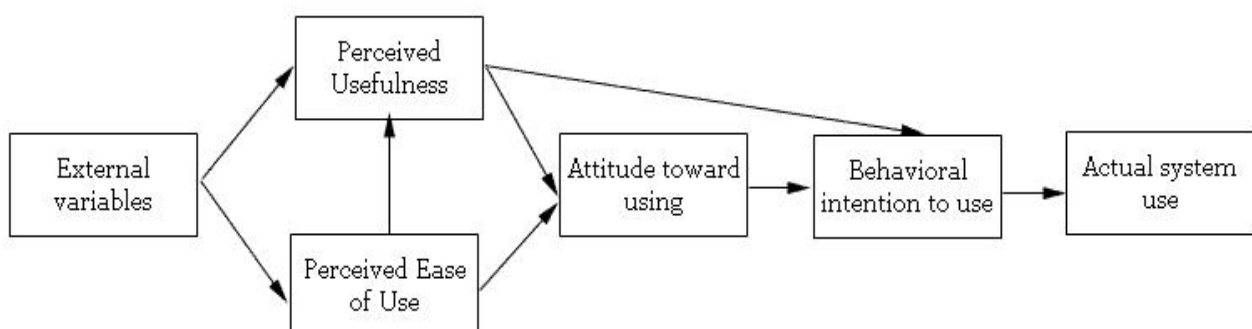
Social media refers to all applications and websites or blogs that enable people around the globe to interconnect via the internet, chat, and share content, video call among many other functionalities it offers to its users. Despite the fact that almost everyone in the community is connected to at least one social media platform, the youth and teenagers are the leading and most fanatic of these social platforms to the point that they even social network while in class or even church. It is to this light that researchers have found that these social sites impact the lives of our youth in a society a great deal in terms of morals, behaviour and even education-wise. In India from last few decades, people's way of shopping has significantly changed as well as improved too. Initially consumers used to go shopping Centre, malls, stores for purchasing goods but now things have changed and due to internet, social media and different websites are used as shopping tool. Social media basically means sharing information on internet that occurs through various medium such as computer, phones, laptops, tablets. social media is becoming one of the most powerful largest means of communication and is growing rapidly. Social media like Facebook, Instagram, twitter enable users to maintain great connections among themselves as well as with others and for sharing information too. Social Media is used simultaneously for the purchase, thus many researchers have considered the topic 'A Study on Impact of Social Media on Consumer Buying Behaviour' as worth and worked on it. Some of the authors are Michael Putter & Bamini KPD Balakrishnan has worked on Impact of Social Media on Buying Behaviour of Consumer Published in year 2017 & 2014 respectively. Social media has become the game changer in Indian market as well as in other countries too. The market today is witnessing a large number of social sites. Thus, nowadays marketers are relying on social sites to reach out maximum to the masses.

**OBJECTIVE OF THE STUDY**

To present the various variables which impact consumer decision making while using technology for their purchases.

**RESEARCH MODEL**

Technology acceptance model has been developed by Fred Davis on the basis of the Theory of Reasoned Action. Furthermore, this model is structured to foresee how users are going to accept and apply new technology like e-commerce. This model has been formulated to identify the acceptability of the technology and perform the modifications to ensure that it is acceptable to the users. This model also explains the fact that acceptability to users is dependent on two key factors such as perceived ease of use and perceived usefulness. Perceived ease of use reflects the standard to which people believe that they are able to use the system effortlessly. Moreover, perceived usefulness outlines the standard to which people believe that they would be able to increase their performance with the use of system.

**FIGURE 1: TECHNOLOGY ACCEPTANCE MODEL**

Davis, Baozzi & Warshaw 1989. TAM has been applied in numerous studies testing user acceptance of information technology, for example, word processors (Davis et al., 1989), spreadsheet applications (Mathieson, 1991), e-mail (Szajna, 1996), web browser (Morris & Dillon, 1997), telemedicine (Hu et al., 1999), websites (Koufaris, 2002), e-collaboration (Dasgupta, Granger & McGarry, 2002), and blackboard (Landry, Griffith & Hartman, 2006). In this study, the e-learning was considered a system that makes use of Internet and web technology in accomplishing its mission of delivering information to and interacting with the students through a computer interface.

This model is broadly used to elaborate on why customers go online for shopping. Perceived usefulness of technology acceptance model in context to online shopping describes savings in time and efficiency in spending. Perceived ease of use of technology acceptance model illustrates how easily and conveniently the online shopping system works. Both perceived usefulness and perceived ease of use influence positive attitude and behavioral intent towards online shopping and eventually lead to users using the product or service.

**THEORY OF REASONED ACTION**

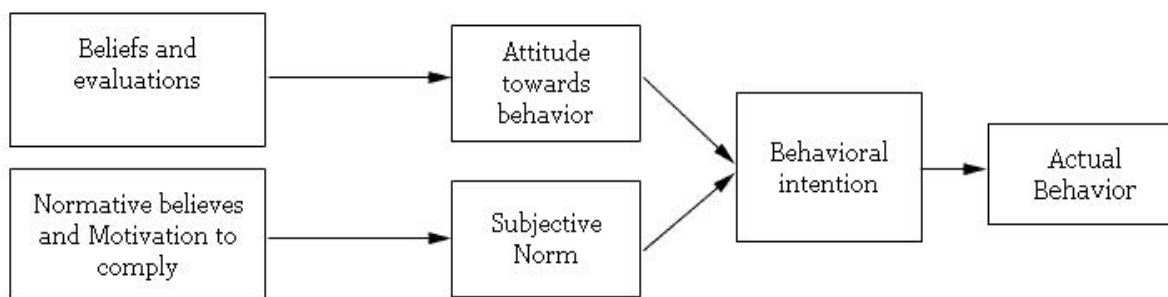
Theory of reasoned action was formed by Icek Ajzen and Martin Fishbein in 1975. It tries to establish the relationship between human action and their behavior and attitudes. With the help of this theory, one would have the idea of how individuals will act on the basis of their intentions and existing attitudes. Furthermore, the main objective of the theory of reasoned actions is to understand the behavior of individuals by evaluating the deep-lying behavioral intention to do an action. It was formed as an improvement of the Information Integration theory. This theory explains the behavioral intention depending on three key elements: attitude of individuals, subjective norms and individual’s perceived control of the behavior.

**Attitude of individuals:** It signifies the personal point of view towards a specific behaviour, whether good or bad.

**Subjective norms:** It underlines the social pressure from the expectations of people. This is viewed from the perspective of the individual. A subjective norm has two parts; individual’s motivation and normative beliefs of the individual. Individual’s motivation is derived from the desire or expectation of other people. On the contrary, normative beliefs of the individual explain what the individual perceives about the expectancy of others.

**Individual’s perceived control of the behaviour:** Describes the individual’s perception on the ability that individual possesses to do a specific behaviour. Therefore, it is observed that the theory of reasoned action highlights the reality where a person might have a specific behaviour but the subjective norms of that person might contradict it, facilitating a different behaviour completely. The prediction of behavioural intention is based on the contradiction of this difference.

FIGURE 2: THEORY OF REASONED ACTION

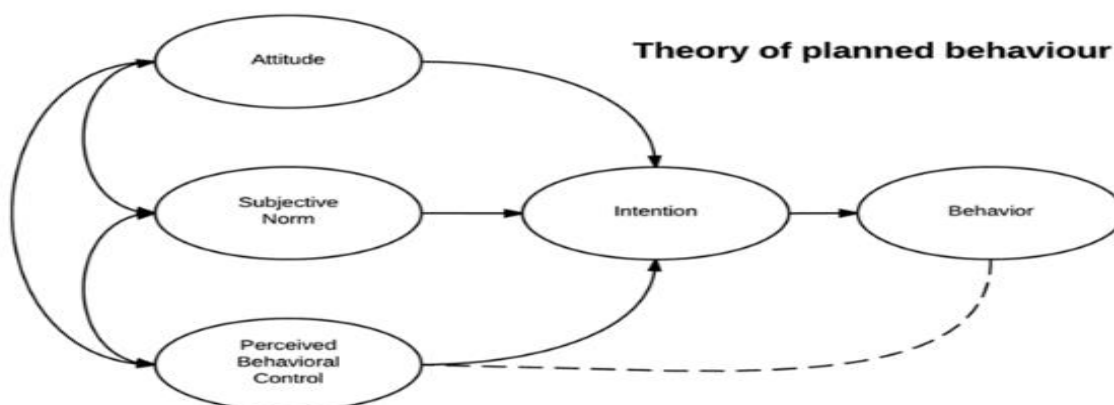


(Fishbein & Ajzen, 1975) Theory of reasoned action suggests that marketing strategies of online business aim to change the attitude of the consumers towards the brand. This attitude is impacted by the individual’s belief towards online shopping to save money and time. Attitude towards online shopping generally formulates the actual habit of online buying. If users have a buying attitude towards online shopping from their past experiences, then they are likely to buy it. Subjective norm explains the pressure from the marketers on the potential consumers to make them buy or not to buy.

**PLANNED BEHAVIOR THEORY**

Theory of planned behavior is an extension of the theory of reasoned action. This theory explains that the basic elements of the theory of reasoned action such as perceived control of the behavior, subjective norms and intentions impact the intention to follow the behavior. Thus, this theory states that all or some of the above-stated elements would influence the intention which eventually predicts whether behavior would happen or not.

FIGURE 3: PLANNED BEHAVIOR THEORY OF ONLINE CONSUMER BEHAVIOR



(Icek Ajzen in 1985) The introduction of perceived behavioural control in the theory of the reasoned action model has paved the way for the theory of planned behaviour model and mitigated many limitations in the theory of reasoned action.

**LITERATURE REVIEW**

Researchers who have mainly focused on Technology aspects and their Impact on Buying Behavior. (Pütter) also Describes about Companies throughout the world are constantly seeking new ways to reach consumers. The increasing focus on social media shaped state of the art advertising and shifted the way companies interact with their target groups. As a result, the effective use of social media has become an essential part of creating and maintaining a competitive advantage.

Several studies have focused on Marketing aspects of Social Media, Brand Related concepts, and their Impact on Buying Behaviour i.e. (Bruno Godey) substantiates about Scant evidence is available on of how social media marketing activities influence brand equity creation and consumers' behaviour towards a brand. The research explores these relationships by analysing pioneering brands in the luxury sector. Specifically, the study demonstrates the links between social media marketing efforts and their consequences. Similarly, (Bamini K.P.D. Balakrishnan) elaborates the online marketing communications, specifically, E- WOM, online communities and online advertisement are effective in promoting brand loyalty and product purchase intention through company website and social media platforms. The finding indicate that social media marketing medium has become an important marketing tool to reach emerging younger generation consumers. It also indicates that cyber world plays an important role in modern marketing, enabling marketers to reach customers faster and more efficiently. Also, (Manfred Bruhn) explains about the relative impact of brand communication on brand equity through social media as compared to traditional media. In an association of different industries, it aims at: investigating whether both communication instruments have an impact on consumer-based brand equity; comparing the effect sizes of these two communication instruments; and separating the effects of firm-created and user-generated social media communication. Same way, (Robert V. Kozinets) The research paper describes about the Word-of-mouth marketing—firms’ intentional influencing of consumer-to-consumer communications is an increasingly important technique. Reviewing and synthesizing extant WOM theory, the article shows how marketers employing social media marketing methods face a situation of networked coproduction of narratives.

Some studies also have focused on Communication via. Social Media, and their Impact on Buying Behaviour say (bruno schivinski) Studied about the effects of social media communication has on, how consumers perceive brands. We investigated 504 Facebook users to observe the impact of firm-created and user-generated social media communication on brand equity, brand attitude and purchase intention by using a standardized online survey throughout Poland. Similarly, (Vinerean) explained how social media allows customers and prospects to communicate directly to your brand representative or about your brand with their friends. However, the obvious question is: who are the people interacting online and how engaged are they in online activities? The paper aims to answer this question. How different predictors related to social networking sites have a positive impact on the respondents’ perception of online advertisements. Similarly, (Katja Hutter) described how social media activities, in specifically the Facebook page of a car manufacturer, and user interactions with these brand related activities affect the perception of brands and ultimately influence consumers purchase decision. Based on an online survey with users of the corporation’s Facebook fan page, and in accordance to hierarchy of effects theory the author’s findings show the positive effect of fan page engagement on consumers’ brand awareness, word of mouth activities, and purchase intention. Similarly, (XiaWang) elaborated how Consumer socialization through peer communication using social media websites has become an important marketing issue through the development and increasing popularity of social media. Guided by a socialization framework, the article investigates peer communication through social media websites; individual-level tie strength and group-level identification with the peer group as antecedents; and product attitudes and purchase decisions as outcomes.

**RESEARCH METHODOLOGY**

The Current study utilize a descriptive research Pattern and the study utilised research method where survey methods were used, and data was collected by surveying people that was through standard questionnaire. The source of questionnaire was taken from several images via followings links mentioned in bibliography.

- The sample statistics were the students at Manipal University, Jaipur.
- The Sampling method used were Non-Probability Convenience sampling and data was collected through snowball sampling technique as the study focusses on students and they are easy to contact or to reach.
- Thus, by Taking in consideration the number of students studying in Manipal university is 8000, we have taken the sample of 1000 students.
- So, at 95% as confidence level and 5% as confidence interval.
- Sampling size computed was 278 but after neglecting the incomplete forms we took 250 responses into consideration for analysis.

**ANALYSIS AND INTERPRETATION**

**MULTI-VARIATE ANALYSIS**

**DESCRIPTIVE STATICS**

The results revealed that out that 43.20% spend 1-3 hours on social media, while 24% spend time between 3-5 hours on social media, 20% spend less than 1 hr while rest spend more than 5 hours on social media sites. The analysis also revealed that people who use social media think that 74.80% think that social media causes positive/negative impacts. From this we found out that 54% people buy quarterly on social media while 30.8% people buy monthly using social media while rest of them buy once or twice a week or daily depending upon their needs.

Out of the total respondents 62.4% were the females and 37.6% were the males.

**RELIABILITY TEST**

TABLE 1

Reliability Statistics	
Cronbach's Alpha	N of Items
.863	16

After conducting survey, we conducted a reliability test in which our results were 0.863. Which means that our data is valid.

**MULTI-VARIATE FACTOR ANALYSIS**

The study utilised factor analysis for data reduction.

TABLE 2.1

Communalities		
	Initial	Extraction
I think buying over social media is better	1.000	.525
I think social media provides useful information and services to me for better buying decisions	1.000	.504
using social media makes it easier to stay informed about new product about sales, offer etc	1.000	.643
using social media enables me to purchase quickly	1.000	.643
I find social media useful in my personal life	1.000	.506
I think buying online is more feasible than traditional buying	1.000	.457
I can acquire useful and interesting information about product from social media	1.000	.503
using social media to buy a product does not require lot of mental effort	1.000	.444
I think that buying with the help of social media is clear and understandable	1.000	.547
overall, I think that social media for buying is easy to use	1.000	.656
my willingness to buy online is very high	1.000	.676
I intend to use social media for purchasing online	1.000	.606
I intend to use social media to get recommendation regarding the product	1.000	.499
I will continue to use social media for purchasing products	1.000	.600
In near future I will consider buying product online	1.000	.620
All the data that were greater than 0.5 were used for the purpose of the study and rest were dropped.		

TABLE 2.1

Component Matrix	Component		
	1	2	3
overall, I think that social media for buying is easy to use	.778		
I will continue to use social media for purchasing products	.730		
In near future I will consider buying product online	.709		
I think that buying with the help of social media is clear and understandable	.708		
using social media enables me to purchase quickly	.664		
I think social media provides useful information and services to me for better buying decisions	.656		
I think buying over social media is better	.641		
I intend to use social media for purchasing online	.610		
I find social media useful in my personal life	.593		
using social media to buy a product does not require lot of mental effort	.591		
using social media makes it easier to stay informed about new product about sales, offer etc		.671	
my willingness to buy online is very high	.581	-.582	
I think buying online is more feasible than traditional buying			
I can acquire useful and interesting information about product from social media			.569
I intend to use social media to get recommendation regarding the product			.562

The three components of variables are perceived usage of social media, ease of use and suggestions by consumer who already bought the products.

TABLE 3

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.550	37.001	37.001	5.550	37.001	37.001
2	1.719	11.463	48.464	1.719	11.463	48.464
3	1.160	7.732	56.196	1.160	7.732	56.196
4	.973	6.488	62.684			
5	.848	5.653	68.337			
6	.795	5.301	73.638			
7	.626	4.170	77.808			
8	.585	3.900	81.709			
9	.567	3.779	85.487			
10	.474	3.158	88.645			
11	.392	2.610	91.256			
12	.386	2.574	93.830			
13	.359	2.393	96.223			
14	.294	1.959	98.182			
15	.273	1.818	100.000			

The study extracted three components which were transformed as per the component matrix. The first component was clubbed into the variable of perceived usage of media. The second component was transformed into willingness to use the online media. The third component resulted into being influenced by the recommendations of the earlier customers.

Thus, the three components of perceived usage of social media, willingness to use and recommendations by consumer who already bought the products resulted into affecting the consumer behaviour and thus influencing their decision making while using various online platforms to purchase their products.

**CORRELATION**

- The result suggested that buying on social media is moderately correlated with decision making process, quick purchase on social media, willingness to buy online and continual buying (.485,.416,.449,.466 respectively) because online buying is convenient way of buying, as it consumes less time of consumer due to suggestion availability which leads to willingness of buying as well as continuing buying behaviour of consumer.
- The result reflected that social media provides useful information and services for better buying decision and it is moderately correlated with social media buying platforms (.485,.435)
- The result shows that social media makes it easier to stay informed about new product, sales, offer which is moderately correlated with purchasing quickly on social media and offer and low correlated with often buying on social media which are .471, -.022 respectively.
- The result suggested that social media enables to purchase quickly and it is highly correlated with usefulness of social media in personal life, ease of use in social media and it is moderately correlated with buying on social media helps because it is clear and understanding which are (.512,.520,.437 respectively) because social media is excessively used by the current generation thus they find it easy to use and find it useful in multiple purpose, online buying is one of them. Similarly, it gives understanding about the product clearly which leads to high buying behaviour.
- The result suggested that social media is useful in personal life which is moderately correlated with buying is easy to use which is .448 because people are aware of using social media and they find it interesting to use thus it somehow leads to the buying decisions as well.
- The result suggested that buying online doesn't require lot of mental effort which and it is highly correlated with social media as it helps in buying because it is clear and understandable which is .556
- The result suggested that continuing buying on social media is highly correlated with near future buying decision online which is .599 because nowadays people are so busy in their personal lives so they give less time for the physical buying instead they prefer buying online which is less time consuming and easy to buy.

**MAJOR FINDINGS**

From the research it was found out that:

- Social media plays a very important role on consumer buying behaviour of people as it impacts the buying behaviour.
- The reason being they take reviews, opinions, suggestions of other people while buying online.
- These reviews vary person to person so many people take the decisions positively and buy the product.
- Secondly, it was also found out that people prefer to buy products online than buying them offline as they think it more feasible and convenient to buy and they have become very busy in their lives.
- From the research it was also found out that social media also helps people to stay informed about the new products which the company would be launching in the market.

- From this research it can be concluded that the three aspects of ease of usage, willingness to use and recommendations by the influencers affect the buying decisions of individuals.

## SUGGESTIONS

- Researcher can conduct this research on larger scale if they want.
- Researcher can learn about all generations rather than only doing research on youth.
- As the study mainly focused on Manipal University, Jaipur students of other school/college can be surveyed too and not only students' researchers can do survey on any segmentation.

## CONCLUSION

From the research it can be conclude that:

- Social media plays a very important role in everyone's life and it impact the buying decision of consumers to a large extent. This is particularly true for the young users who are more active while using these platforms.
- People consider social media as a convenient tool to use during their purchase of various products.
- The ease of use to use these platforms provide an additive incentive to consumers to purchase through them.
- Further the willingness to use these is also on the higher side with more and more consumers in the lower age group to use this media for their daily purchases.
- Another important aspect which is attributed to this study is the role of recommendations in influencing the decision making of individuals which suggests that online reviews are emerging as an important attribute of decision making in online purchases.

## CONTRIBUTION

- The study contributes to the increased usage of social media apps amongst youth.
- It would be helpful to other researchers in this field.
- It may help to uncover the impact of social media in purchase decisions of consumers especially the youth.
- It contributes to the existing literature of consumers being influenced through online reviews.

## LIMITATIONS

- Due to insufficient time, it was not possible to conduct research study on a large scale. It is limited to a small geographical area.
- There might be a large segment of consumers who do not use social media to buy goods or services, so they won't be affected by its usage. They were not accounted for in the present study.
- There might be a segment of population who are still not technology friendly and do not use online media to purchase products.
- Many respondents might not find the sites to be trustworthy.

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## ANNEXURE

### QUESTIONNAIRE

1. Age  
15-18  
18-25  
25-30  
30-35
2. Gender  
Female  
Male
3. Education/qualification

Undergraduate  
 Graduate  
 Postgraduate  
 PhD.

**4. How much time do you spend on social media?**

Less than 1 hr.  
 1-3 hrs.  
 3-5 hrs.  
 More than 5 hr

**5. Do you think that social media has any kind of positive/negative impacts on buying decision?**

Yes  
 No

**6. How often you buy on social media?**

Daily  
 Once a week  
 Twice a week  
 Monthly  
 Quarterly

**7. Rate the following:**

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. I think buying over social media is good					
2. I think social media provides very useful information and services to me for better buying decision					
3. Using social media makes it easier to stay informed about new products, sales, offers etc.					
4. Using social media enables me to purchase quickly					
5. I find social media useful in my personal life					

**8. Rate the following:**

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. I think buying online is more feasible than traditional					
2. I can acquire useful and interesting information about the product from social media					
3. Using social media to buy a product does not require a lot of effort					
4. I think that buying with help of social media is clear and understandable					
5. Overall, I think that social media for buying is easy to use					

**9. Rate the following:**

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. My willingness to buy online is very high					
2. I intend to use social media for purchasing online					
3. I Intend to use social media to get recommendation regarding the product					
4. I will continue to use social media for purchasing products					
5. In near future I will consider buying products online					



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