

CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING IN TAMILNADU

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Abstract:

The spread of social media is a feature of today's business world. The crucial idea for businesses is to be present where customers are. Because of the widespread adoption of the social web, how, when, and where businesses must communicate with customers has changed dramatically and quickly. Customers today can be found on a variety of social networking sites, where they choose to communicate and share information. Their laptops and mobile gadgets are mostly used for this form of communication and connection. Customers increasingly seek responses from peers and unusual industry influencers through highly visible social networking sites - more than any other source of knowledge - before making any buying decisions. To thrive in this hyper-connected world, businesses will need to alter their business strategy, adopt new technology, increase their marketing and PR efforts, and change and adapt their corporate culture. Businesses will need to locate, educate, and engage their current and prospective consumers on social media sites such as Facebook, Twitter, Pinterest, and others, where they wish to interact.

Introduction:

Social media is a worldwide phenomenon that has transformed the way people interact and communicate. Social media has had a major effect on many aspects of human communication, including business, in recent years. According to Merriam-Webster, “online communities” are “forms of electronic communication (such as Web sites for social networking and blogging) via which individuals create online communities to exchange information, ideas, personal messages, and other material (such as videos). According to the same source, “the interchange of information or services among people, organisations, or institutions; specifically: the development of productive connections for employment or business.” According to Kaplan and Haenlein, “a category of internet-based applications that builds on the conceptual and technical foundations of Web 2.0 and allows the production and sharing of user-generated content.” (2010).

In India, people use social media.

The number of internet users in India surpassed 302 million in December 2015, indicating that social media usage has exploded in India. India is a crucial market for social media companies; active social media users in India have climbed to approximately 146 million, and India is among the top three nations in terms of Facebook users (100 million or more), while Twitter has had a user base increase of over 33 million. Increased mobile web penetration is also thought to be a major factor in the rise in active social media usage. In India, mobile devices are used by 84 percent of Facebook's 100 million members. Every day, 40 million Indians go online, spending 40-45 hours per month online. By 2018, India is expected to have more than 500 million Internet users, making it the world's second-largest Internet user population (India@Digital Bharat).

Rural India's use of social media increased by 100 percent in 2015, with 25 million users living in the belt. According to the 'Social Media in India 2015' report, however, urban India grew at a slower rate of 35%, with a total number of users of 118 million in April 2015. As of April 2015, India had 143 million social media users. According to the research, the top four metros continue to account for nearly half of urban India's social media users. According to the report, college students account for 34% of those who use social media, followed by young men who account for 27%. School-aged youngsters account for 12% of all social media users. In metropolitan India, college students and young men still account for 60% of

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social media users. According to the report, 61% of these individuals use their mobile device to access social media.

This degree of participation has resulted in a rise in brand exposure on social media. And this demonstrates Indians' desire to communicate with companies via social media platforms, implying that social media has the potential to change the traditional relationships between brands and customers who are time-pressed and may find traditional forms of advertising intrusive and unappealing.

SOCIAL MEDIA MARKETING IN INDIA

Marketing is an integral element of every person's life; without it, nothing would be possible. It was originally limited to the purchase and sale of goods and services for a fee. The marketing process is defined as an activity that involves a set of establishments and procedures for generating, conveying, bringing, and swapping contributions that are valuable to clientele, customers, associates, and civilization as a whole (AMA). Modern marketing, as defined by Eliza Green, is a comprehensive, adaptive process that links brands with actual customers and produces business results by mixing strategy, creative, technology, and analysis. The phrase "social media" is derived from two operating phenomena: social and media.

The term "social" refers to the interacting environment that exists between individuals and groups who have a common interest. And media refers to a platform, medium, or channel that lets users to produce, remark, communicate, exchange, or share their thoughts, ideas, or feedback. Today, almost everyone uses Facebook, Whatsapp, the internet, and social media platforms. As a result of this shift in the marketing landscape, modern marketers have made significant changes with the goal of acquiring a strategic advantage. Client relationship is one of the most important factors that has a substantial impact on the sale function. This is because current marketers rely heavily on customer retention. Social media marketers utilise social media platforms to increase their online presence and promote their products and services to potential customers. Social media platforms aid in the formation of social (and economic) networks, as well as the exchange of information and ideas.(Icha Oyzaand AgwuEdwin2015) Consumers can influence other shoppers by posting reviews of products or

services they have used on social media. Consumers now have the ability to examine things, identify them, and critique them in equal measure, thanks to technological advancements.

SECTORS SELECTED TO STUDY THE EFFECT OF FACEBOOK MARKETING CLOTHING

The Indian retail market is predicted to rise by 6% year on year to USD 865 billion by 2023, up from USD 490 billion now. Apparel accounts for 8% of the retail market in India, with a market value of USD 40 billion. The increased need for fashion accessories, in addition to fashion garments, makes the Indian fashion sector both attractive and lucrative.

The ability to predict trends in consumer purchase decisions is one of the most important variables affecting the success of fashion stores in India. The Indian fashion consumer is changing and adopting to foreign fashion trends at a quick pace. Consumer purchase behaviour is changing as disposable incomes rise, as is exposure to international events and fashion icons, and as confidence levels rise. The following are some significant consumer trends that are likely to have an impact on the Indian fashion market:

1. Move away from need-based purchasing and toward aspiration-based purchasing.
Purchasing

There was a period when fashion things were purchased on a need-to-basis basis. Fashion apparel is now more than a necessity; it is an expression of aspiration, personality, and one of the most powerful status symbols. Unbranded and branded garments can be distinguished by Indian fashion consumers. They are able to interpret the signals sent out by various brands at various times. Peer groups that work for multinational corporations and have foreign exposure also affect the aspiring youth. Though basic textiles and footwear remain popular among consumers, the desire for aspirational fashion apparel and accessories has risen dramatically in recent years.

ANALYSIS OF CONFIRMATORY FACTORS

A multivariate approach called confirmatory factor analysis is used to examine (confirm) a planned relationship between observable variables and their underlying structures (Anderson and Gerbing, 1988; Hair et al., 1998). When the measurement models have a well-

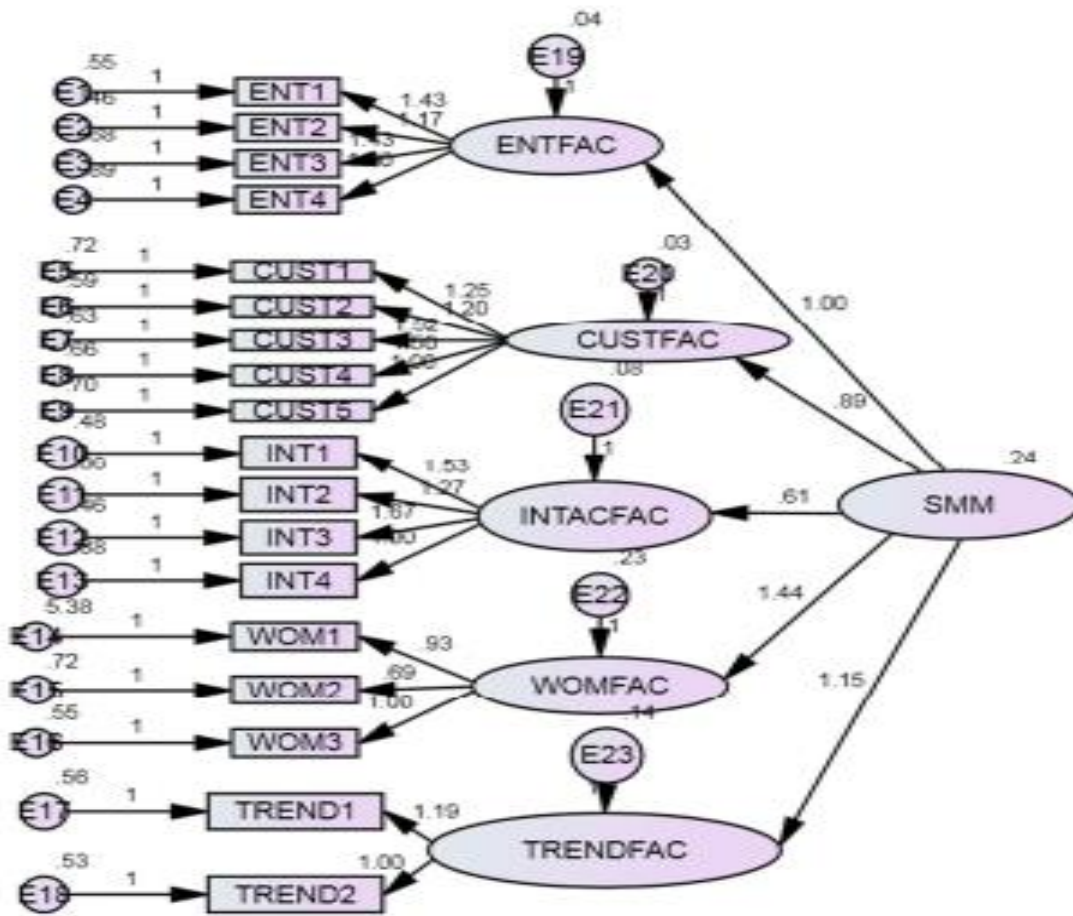


Figure showing Confirmatory factor analysis of Social Media as a Second Order Construct

Results of Goodness of Fit Indices Pertaining to Confirmatory Factor Analysis of Social Media Marketing Construct

Chi sq	Degree of freedom	Cmin/df	p	GFI	CFI	RMSEA
418.171	125	3.345	.000	0.914	0.901	0.068

Employment Status of the Respondents

Westside facebook page responders include 47.9% who work for the company, 28.1 percent who are students, and 6.3 percent who are housewives. Self-employed people account for 12.5 percent of those who visited the Westside Facebook page. Others account for 3.1 percent of those who visited the Westside Facebook page, while freelancers account for 2.1 percent.

49.4% of those who looked at Kalyan Jewellers' Facebook page work for the company, 6.3 percent are students, and 25.9% are housewives. Self-employed people account for 11.4 percent of those who visited Kalyan Jewellers' Facebook page. Others account for 1.9 percent of those who visited Kalyan Jewellers' Facebook page, while freelancers account for 3.8 percent.

34.6 percent of those who visited Samsung's Facebook page work for the company, 37.1 percent are students, and 12.5% are housewives. Self-employed people account for 6.6 percent of those who visited Samsung Mobile's Facebook page, while freelancers account for 1.5 percent.

34.6 percent of those who looked at Reliance Mutual Fund's Facebook page work for the company, 7.9% are students, and 3.1 percent are housewives. Self-employed people account for 6.3 percent of those who visited Reliance Mutual Fund's Facebook page. Others account for 30.7 percent of those who viewed Reliance Mutual Fund's Facebook page, while freelancers account for 17.3 percent.

Conclusion

The current study has various flaws that should be addressed, as well as recommendations for future research. To begin with, the study's sample was recruited solely from Chennai. The majority of the information came from college students, with only a handful from others. The respondents had a variety of educational backgrounds, although the majority held a Bachelor's degree. Similarly, the age range of 21 to 35 years was slightly skewed. Future studies could involve subjects from different parts of India. Future study can also ensure that respondents from each demographic group are represented in similar proportions. The present study is built on a rudimentary basis of limited empirical literature

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on social media marketing operations. Future study is needed to improve the theoretical and empirical framework that explains the impact of benefits from a company's Facebook pages on customer replies.

Second, future research might focus on improving and validating the scales used in this study so that marketers can acquire a better understanding of the content of social media marketing activities that their target markets value.

This may be because we provided the visual stimulus to all respondents and we did not stipulate that the respondents should be members of facebook or like the company facebook page. People belonging to the age group of 60+ hitherto form a small percentage of facebook users but have tremendous buying power. So future research can only concentrate on this age group and provide valuable insights to the marketers as to what content develops good relationship with the customers who are more than 60 and how to increase their population in facebook.

Fourth, this study included only four segments, vis a vis Clothing, jewellery mobile and mutual funds. Future studies can incorporate other industrial segments such as Hotels, Restaurants, Home appliances etc and provide marketers an effective insight in social media marketing activities on facebook in these segments as well. Fifth, only one company represented each of the industrial segments vis a vis Clothing, jewellery, mobile and mutual funds. Future studies can make intra segment comparisons by concentrating only on one industrial segment and including all companies who have facebook pages.

Sixth, this study investigated the consequences of Social media marketing activities on Customer relationships and also on purchase and loyalty intentions. Future research may investigate how social media can influence Customer lifetime value.

Finally, this study only concentrated on one platform that is facebook. A study of Company's communications on various platforms such as twitter, YouTube, Pinterest, Blogging both individually and collectively can provide valuable insights to the marketers.

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