

# A Study on Analyzing the Acceptance of Social Networking Sites on Consumer Buying Behaviour

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## **Abstract:**

This paper is attempt to study and analyse the acceptance of Social Networking Sites (SNS) on consumer buying behaviour. It's an endeavour to study the usage pattern of SNS and applying the acceptance model for consumer buying behaviour and decision making. The study would help in understanding the usage and effects of SNS on Marketing & Engaging activities of the business to create better user experience and satisfaction. The study was conducted using well-structured questionnaire method, particularly in western part of Gujarat, India. The data was collected from respondents of different age, groups, income, education background, sample was selected in a way that people originally from different states and cities of India but as of now residing in Jamnagar and Gujarat for work were included in study. Hypothesis were formulated and tested, where all the hypothesis fails to be accepted. It was found that there is an impact of SNS on consumer behaviour and decision making to an extend which, marketers cannot afford to ignore. Empirically it has been proved that SNS are found to be Useful, Trustworthy and Credible enough to shape the opinion of the Consumer. Business & Organisations needs to leverage the SNS for creating awareness, consumer engagement and enhancing the satisfaction. This will empower the marketer to use SNS as a strategic tool for identifying the ever-changing customer taste and preferences, customizing their offerings to suit the narrowly defined groups and niches. A main limitation of this work is that the survey was limited to Saurashtra Region of Gujarat specifically Jamnagar. To generalize the results of this research, one should repeat the study using a wider sample of users with other ethnic or cultural backgrounds. Future research must be focused on the analysis of data through multi-group studies in order to identify differences and similarities between different nationalities (Brettel and Spilker-Attigwith, 2010) respect to their level and adoption level of SNS, based on the different structures of participation in digital cultures.

**Keywords:** *Consumer Behaviour, Social Networking Sites, Consumer Adoption, Consumer Acceptance, Acceptance Model, Online Survey, Marketing Managerial Implication.*

## **Article History**

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## **I. INTRODUCTION**

Social networking sites (SNSs) are now a common tools. Social Networking Sites are Internet based tools & technologies that facilitate communication, content exchange and collaboration in multiple ways. SNSs have evolved with complex functionalities and grown to engulf the globe particularly after the genesis of Facebook in early 2004. Facebook is now the largest SNS in terms of user base (*Staticbrain.com, January 2016*)

Social Networking Sites (SNSs) have become an everyday social activity for people across the world (Boyd & Ellison, 2007). Ever increasing penetration of the Social Networking sites have become a regular daily routine amongst the young adults.

India, too has embraced the internet with open arms, and its digital population has been rapidly growing

in the past decade, with over 680 million active internet users in 2020. (*Sanika Diwanji, 2020*) As data packs get cheaper and internet becomes more accessible, more Indians are embracing the digital lifestyle. SNS like WhatsApp, Facebook, Instagram, Twitter etc. are becoming a part of everyday life for millions of Indians.<sup>1</sup>

As a gregarious country, Indians love their social networking apps. In 2020, the highest number of WhatsApp and TikTok mobile app downloads in the world were from India. The average internet user in the country spends over three hours per day on social media. (*statista.com*) A large proportion of this user base were millennials and Gen Z. In 2018, over 73 percent of Facebook users in India were between 18 and 24 years of age. (*Statista.com*)

Estimates indicate that by 2023, there will be almost 450 million social network users in the country, from a little over 326 million users in 2018. This rapid growth in the sector has also given stimulus to the advertising industry. Today, India's digital advertising industry is worth over 160 billion Indian rupees, and it was estimated to reach 560 billion rupees by 2023.<sup>2</sup> (<https://www.statista.com/topics/5113/social-media-usage-in-india/>)

According to a survey conducted by Ipsos<sup>3</sup> on the state of happiness, about 43 percent of Indians thought that the time they spend on social media was a source of some happiness for them, while 29 percent of respondents stated that it did not or could not give them happiness. Globally only 42 percent of respondents viewed their time on social media as a source of happiness.<sup>3</sup>

Social shopping is another growing example where information sharing between friends continues to creatively expand the use and value of social networks. **Social shopping** is a method of e-commerce where shoppers' friends become involved in the shopping experience. Social shopping attempts to use technology to mimic the social interactions found in physical malls and stores. With the rise of mobile devices, social shopping is now extending beyond the online world and into the offline world of shopping. (Wikipedia.org)

As global communication continues to expand, it becomes important to understand the acceptance of SNS on consumer buying behaviour that influences on purchase decisions. Business and firms are looking at new ways to build and establish various relationships with users.

Past online shopping studies tended to focus less on level of acceptance of SNS and more on specific areas such as customer characteristics and behavior toward the web-stores. Several researchers have investigated perceived risk in online shopping. Trust in online shopping was another popular area that was heavily explored. Online shopping experience was also a heavily researched area. Many online shopping studies focus on theories such as Theory of Reasoned Action (TRA) for predicting behavioral intention or the Shopping Continuum theory.<sup>4</sup>

This research seeks to fill this gap by providing insights that examines social networks sites in regard

to perceived information acceptance about usefulness & trustworthiness. The purpose of this study is two-fold. The first purpose is to explain the level of acceptance of SNS on consumer buying behaviour. The second purpose is to examine the usefulness of SNS for decision making and eventual satisfaction.

### Theoretical Review

**Social Networking Websites** allow individuals, businesses and other organizations to interact with one another and build relationships and communities online. When companies join these social channels, consumers can interact with them directly. That interaction can be more personal to users than traditional methods of outbound marketing and advertising. Social networking sites act as word of mouth or more precisely, e-word of mouth. The Internet's ability to reach billions across the globe has given online word of mouth a powerful voice and far reach. The ability to rapidly change buying patterns and product or service acquisition and activity to a growing number of consumers is defined as an influence network. Social networking sites and blogs allow followers to "retweet" or "repost" comments made by others about a product being promoted, which occurs quite frequently on some social media sites. By repeating the message, the user's connections are able to see the message, therefore reaching more people. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company. (Wikipedia: *Social Media Marketing*)

Social networking websites are based on building virtual communities that allow consumers to express their needs, wants and values, online. Social media marketing then connects these consumers and audiences to businesses that share the same needs, wants, and values. Through social networking sites, companies can keep in touch with individual followers. This personal interaction can instil a feeling of loyalty into followers and potential customers. Further, by choosing whom to follow on these sites, products can reach a very narrow target audience. Social networking sites also include much information about what products and services prospective clients might be interested in. Through the use of new semantic analysis technologies, marketers can detect buying signals, such as content

shared by people and questions posted online. An understanding of buying signals can help sales people target relevant prospects and marketers run micro-targeted campaigns. (*Wikipedia: Social Media Marketing*)

**Concept of Social media marketing** is the use of social media platforms and websites to promote a product or service. Although the terms “e-marketing” and “digital marketing” are dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope (e.g. active or passive use) and the establishment of a firm's desired social media "culture" and "tone."

The goal of SMM is to produce content that users will share within their social network, to help a company increase its brand exposure and broaden its customer reach.

### Concept of Social Media Advertising

Social Media Advertising (SMA) is the process of increasing the visibility of a website by placing the website's ads on the social media network pages which in turn increases the traffic generated from these ads.<sup>7</sup>

### Consumer buying behaviour

Extending the online consumer behavior typology [Mathwick, 2002], online consumers behaviour is categorized into three types: transactional, informational, and social. The transactional behavior focuses on the utilitarian aspect of shopping, and the goal is to complete the shopping task in the most efficient manner. Past research in both the marketing and information systems literature suggest that convenience and effortless shopping have traditionally been among the most important factors for shopping online [Jarvenpaa and Todd, 1997, Koufaris et al., 2001]. The informational behavior focuses on collecting information about products or trends, and the goal is to stay informed about products, which may lead to immediate or future

purchase. This behavior is also referred to as goal-directed consumer information processing behavior [Hoffman and Novak, 1996, Wang et al., 2009]. While traditional e-commerce supports the transactional and informational aspects of online shopping, social commerce applications aim to fulfill the social aspects of shopping, and to potentially enhance the informational aspect as well.<sup>8</sup>

### REVIEW OF EXISTING LITERATURE

Rupak Rauniar, Greg Rawski, Jei Yang Ben Johnson (2013) “*Technology acceptance model (TAM) and social media usage: An empirical study on Facebook*” Journal of Enterprise Information Management · February 2014 Research Gate Publication. DOI: 10.1108/JEIM-04-2012-0011.

The purpose of this paper was to discuss understanding the user attitude and usage behavior of social media site in developing future understandings and deployment of these new technologies. This study examines individual adoption behavior of the most popular social networking site Facebook. The influences on the intention of using social networking based on individual's perceived ease of use (EU), the user's critical mass (CM), social networking site capability (CP), perceived playfulness (PP), trustworthiness (TW), and perceived usefulness (PU) is empirically examined with a primary data set of 398 users of Facebook gathered from a web-based questionnaire survey. Findings – The results demonstrate that the revised social media TAM model proposed in this study supports all the hypotheses of social media usage behavior. The results of this study provide evidence for the importance of additional key variables to TAM in considering user engagement on social media sites and other social-media-related business strategies. Originality/value – Based on our review of existing scientific literature on social media, few empirical studies have been conducted to scientifically evaluate and explain the usage behavior of social media using Facebook. A validated instrument of usage behavior of social media can provide usability experts and practitioners with a validated tool to assess social media acceptance and usage behavior. This can help us gain a better understanding of “who is and who is not using these sites, why and for what purposes” (Boyd and Ellison, 2007).



Dixit Ruchi V. Prakash Gyan (2018) *“Intentions to Use Social Networking Sites (SNS) Using Technology Acceptance Model (TAM): An Empirical Study”* Paradigm. 22. 65-79. 10.1177/0971890718758201. Sage Publication Volume: 22 Issue: 1,

This article intends to empirically test and analyse Social Networking Sites (SNS) usage pattern applying Technology Acceptance Model (TAM) and predict user's intention to use SNS. The researchers explored intentions to use SNS using Davis (1985) TAM in Indian context and applied confirmatory factor analysis using structural equation modelling (SEM) technique to check the model fitness. To commensurate this, a survey was carried out through a well-structured questionnaire of 172 respondents of North India, particularly from western UP covering different age groups, income level, educational background and professions. To explore the degree of fitness of TAM factors in SNS, six hypotheses were formulated and tested, where four were accepted and two were rejected. Findings revealed that the TAM fits with the data to interpret and analyse intentions to use SNS in the target population. Since the survey was conducted in and around Mathura (UP), this work could be extended to further research covering bigger geographical areas and sample size to have more accurate predictions regarding diversified SNS usage pattern in India. To evaluate the integration of new technologies, traditional TAM is extensively used. The 'Intention to Use SNS' is studied comparatively less in Indian context. This study explores and underlines the diversified potential of these networks. To gauge detailed information, the researcher added five items in 'Perceived Usefulness' construct and one item in 'Intention to Use' construct of TAM. The objective is to critically analyse and interpret respondent's viewpoints regarding diversified SNS usage intentions, in addition to viewing and communicating with old and new friends.

Alsubagh Hetal Dr. (2015) *“The Impact of Social Networks on Consumers' Behaviors”* International Journal of Business and Social Science Vol. 6, No. 1; January 2015

The Internet is part of the day-to-day life of the vast majority of the world population, and within this environment, a new form of communication has

gained prominence in recent years: social networking sites. The main objective of this research was to obtain insight into the impact of social networking on consumer behaviour. Increasingly, consumers are looking at websites, as well as the habits and behaviours of peers before making a decision on a purchase or in selecting a type of entertainment. Social networking breaks down barriers between individuals and builds communities. The methodology adopted in this study was quantitative in order to collect vast data related to the research topic. This methodology also facilitated in collecting numeric data. Survey respondents were males and females who were 18 years old and older. The study was to analyse the influence and effect of online social networks sites such as Facebook on the customer's behaviour. Internet has proven to be a lucrative communication channel linking the customers and the organizations.

Nufazil Altaf (2014) *“Impact of Social Media on Consumer's Buying Decisions”* Abhinav National Monthly Refereed Journal of Research in Commerce & Management Volume 3, Issue 7 (July, 2014), ISSN: ISSN-2277-1166

This study is an attempt to identify their role and describe their impact on consumer buying decision. This research gives explanation on how individuals are attending, processing, and selecting the information on social media before a purchase. The findings indicated that individuals pursue an active role in information search on social media comparing to mass media. To satisfy the research data has been collected from both the primary and the secondary sources. Secondary sources of data have been collected through use of internet, consulting past studies on the subject and also books have been used, primary data has been collected from 100 respondents through questionnaire by direct survey method. The findings of the study can be used by marketers and media planners for effective marketing results.

Gulzar Asmai and Maqbool Misbah (2018) *“Impact of Social Media Marketing on Consumer Buying Behaviour – A Study”* ISSN 2455-3085 Vol-3 | Issue-06 | June 2018 | Published Online: 07 June 2018

The objective of the this study is to investigate the potential of social media marketing as an effective marketing tool that helps them to affect perception

of customers & ultimately influence their purchase decisions. The study aims to highlight the advantages that companies gain by effective use of SMM. The research suggests that the engagement with SMM has a positive effect on consumers brand awareness & purchase intentions. The article also analyses the negative influence of companies social media activities which affect the overall commitment & involvement of the consumers. Thus the study provides a mode for uncovering managerial challenges & for planning better responses to consumers' social media activities.

Jojo Joy & Sulaipher M. Dr. (2017) *"Consumer Perception towards Social Media Marketing Techniques in Rural Areas"* published in Indian Journal of Research ISSN - 2250-1991 Volume: 6 | Issue: 2 | February - 2017

This study sought to explore and understand the relevant factors of social media advertisements that draw rural consumer's attention towards their purchase. The study focused on the Kerala region well known for the country's literacy rate. It attempted to analyse the methods of social media advertisements which focusing rural consumers and inferred that whether it provides them with gratifications relating to their intent to purchase.

Dr. Adnan Veysel Ertemel and Ahmad Ammoura (2016) *"The Role of Social Media Advertising IN Consumer Buying Behavior"* published in International Journal of Commerce and Finance, Vol. 2, Issue 1, 2016, 81-89

This study has been designed to answer main question about the role of social media advertising on consumer buying behaviour in very active field which is fashion retail industry, then determine the differences if existed in this relation regarding to the name of the brands and consumer demographics factors. By electronic questionnaires conducted for consumers live in Istanbul-Turkey, findings showed weak relation between social media advertising and consumer need recognition, no relation at all with search for information, strong relation with evaluate the alternatives, and moderate relation for both buying decision and post-purchase behaviour, as those steps represent the five steps need recognition model in consumer buying behaviour. Moreover, findings showed no changes in this relation regarding to consumer's age, and education level. However, there were changes between Females and

males in the relation with consumer need recognition, and search for information.

Michael Pütter (2017) *"The Impact of Social Media on Consumer Buying Intention"* Journal of International Business Research and Marketing Volume 3, Issue 1, November 2017, Pages 7-1

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. Subsequently, companies now place considerable value on the way in which social media can be used to shape consumer brand perception and influence their buying intention. Companies integrating a strategic approach to the use of social media will have advantages over those that do not. In assessing the impacts of social media on branding and marketing approaches, an exploration of the existing literature on social media use and brand perception can help identify emerging and successful strategies for improving consumer engagement through social media.

Sharma Bhuvanesh Kumar, Mishra Sunil, Arora Lokesh (2018) *"Does Social Medium Influence Impulse Buying of Indian Buyer?"* published in Journal of Management Research Vol. 18, No. 1, January-March 2018, pp. 27-36

Impulse buying describes any purchase a purchaser makes when it was not premeditated. This paper is an effort to identify the effect of social media community (SMC) and social media advertisement (SMA) on impulse purchase intention (IPI). A theoretical model has been developed to identify the effect of social media community and social media advertisement on impulse purchase intention with the help of Structural Equation Modelling (SEM). The significant path model on the basis of survey data collected from 250 respondents is tested. SPSS v24.0 was used to check the reliability of questionnaire. The factors influencing impulse purchase intention has been identified and confirmed with the help of factor analyses (exploratory and confirmatory). The result obtained confirmed the positive effect of social media community and social media advertisement on impulse purchase intention. The study also showed a significant covariance between social media advertisement and social media community.

Farook Safwa F. and Abeysekara Nalin (2016) *“Influence of Social Media Marketing on Customer Engagement”* International Journal of Business and Management Invention [www.ijbmi.org](http://www.ijbmi.org) || Volume 5 Issue 12 || December. 2016 || PP—115-125

The study examined the influence social media marketing has on customer engagement. The study was decided to be investigated as we can see that organizations spending on social media continue to soar, but measuring its impact remains a challenge for most businesses. All in all, social networking sites facilitate active communication between companies and users and spur interactions among users. Here the need arrived to find out the factors influencing customer engagement; to explore what content they enjoy most on a Facebook brand page which drives them to re-visit. Data used for this study was obtained through questionnaires distributed to fans of a particular Facebook brand page. The results demonstrated that media and content type of posts exert a significant effect on customer online engagement. It also emphasized that higher the influence of social media marketing, higher would be the customer engagement. The findings of this study revealed the five factors that have a significant impact on customer engagement. SNSs are an additional medium through which information can be disseminated because it encourages a two-way communication between customers and firms. Hence, marketers need to be more cautious on what they post online as this is more likely to influence customers. The study also emphasizes the significance of ‘self-disclosure’ as a major factor to intimate relationships among persons, as a strengthened brand- consumer relationship online will ultimately impact their purchase behaviour in reality.

Thamaraiselvan Natarajan, Janarthanan Balakrishnan, Senthil Arasu Balasubramanian and Jeevananthan Manickavasagam *“Perception of Indian Consumers towards Social Media Advertisements in Facebook, LinkedIn, Youtube and Twitter”* International Journal of Internet Marketing and Advertising 8(4):264 · January 2014

This study aims in exploring consumer perception of beliefs towards social media advertisements in four top social media websites; Facebook, LinkedIn, Twitter and YouTube. The survey was collected from 710 social media users through administered

online data collection. For this purpose, seven belief factors; product information, hedonic/pleasure, good for the economy, social role and image, materialism, falsity, and value corruption were employed in the study. To enhance the results as appropriate to the investigation, multivariate analysis of variance was used to identify the difference in belief perception of Indian consumers among the four social media sites. All belief factors exhibited comparatively significant difference among the four social media websites except for the beliefs, materialism and value corruption. It was also identified the belief falsity/no-sense shows a highest significant mean difference between LinkedIn and YouTube. The proposed study helps to understand the foundation of knowledge of Indian consumer perception towards social media advertisements.

## RESEARCH METHODOLOGY

### Background of the Study

We are living in a digital era, where digitization connects people & technology alike. There are now every means and technology to produce anything and everything which mind could only imagine a few decades ago. Marketing of products and services have undergone changed. A major form of marketing is social media marketing has emerged exponentially.

Users of social media are becoming consumers or potential consumers along with other users. Companies use different social media platforms such as Facebook, WhatsApp, Instagram, Twitter, etc. The consumers also follow different brand pages on social networking sites which they connect with. Every brand, from time to time shares information of their existing & new product and services on social media accounts and pages.

The use of social media has increased among the Indians, due to the decreasing rate of internet charges. A significant amount of people are moving towards the use of smartphones. Even the video contents shared by brands and companies are now becoming an important form of marketing, and it is playing a vital role in attracting the consumers to make purchase decisions.

The consumers also refer to social media as a source for information. The consumers use social media for checking out products and services, their features, price, offers, special discounts available on it, etc. The project research is done to study the impact of



social media marketing/advertisements on consumers' buying behaviour.

### Objectives of the Study

- i) To analyse the consumer's level of acceptance of social networking sites.
- ii) To understand the level of acceptance of Social Networking Sites (SNS) by using the Technology Acceptance Model by Davis, Bagozzi & warshaw (1989). An attempt is made to measure the consumer level of acceptance of SNS on the following parameters: a) Perceived Usefulness b) Perceived Ease of Use c) Perceived Trustworthiness d) behaviour intentions to use (BI)
- iii) To examine and understand the impact of social media marketing on consumers' buying behaviour.

### The Technology Acceptance Model (TAM)

TAM was developed by Fred Davis and Richard Bagozzi (Bagozzi et al., 1992; Davis et al., 1989). It is an information systems theory that models how users come to accept and use a technology.

The **actual system use** is the end-point where we want everyone to be able to do with technology, so we have to form **Behavioral Intention**, which is a factor that leads people to use the technology. The behavioral intention (BI) is influenced by the **attitude** (A) which is the general impression of the technology.

The model suggests that when users are presented with a new technology, a number of factors influence their decision about how and when they will use it, notably:

- **Perceived usefulness (PU)** – This was defined by Fred Davis as "the degree to which a person

believes that using a particular system would enhance his or her job performance". It means someone perceives that technology to be useful for what they want to do.

- **Perceived ease-of-use (PEOU)** – Davis defined this as "the degree to which a person believes that using a particular system would be free from effort" (Davis 1989). If the technology is easy to use, then the barriers conquered. If it's not easy to use and the interface is complicated, no one has a positive attitudes towards it.

**External variables** such as social influence is an important factor to determine the attitude. When these things (TAM) are in place, people will have the attitude and intention to use the technology. However, the perception may change depending on age and gender because people are different.

### Research Methodology

- 1) **Respondents Profile:** The respondents were selected from the population of the Saurashtra region of Gujarat, essentially in the city of Jamnagar. The sample was selected in such a way that people originally from different states and cities of India but as of now residing in Jamnagar and Gujarat for work were included in study. Due to the time constraints, judgemental – sampling method was used.
- 2) **Data Collection:** Data were collected through structured questionnaire method during March – May, 2019. 125 respondents participated in the study, among which after filtering 100 responses were considered for analysis. The data collection method is offline as well as online.

### DATA ANALYSIS & RESULTS

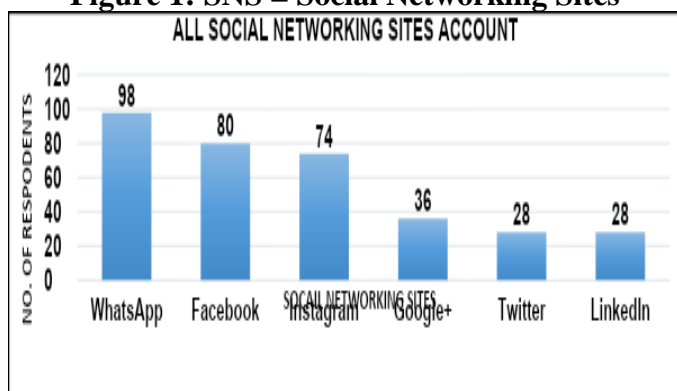
	% of Respondents
<b>Gender</b>	
Male	48
Female	52
<b>Age</b>	
18 -24	54
25-35	24
36-45	15
Above 45	7
<b>Income (Monthly)</b>	

More than 1 Lakh	54
1 – 2	17
2 – 3	22
3 – 5	3
More than 5	4
<b>Occupation</b>	
Student	44
Employee	17
Housewife	13
Professional	11
Businessman	10
Others	5

(Source: Filled Questionnaire)

### 1. Use of SNS by Respondents

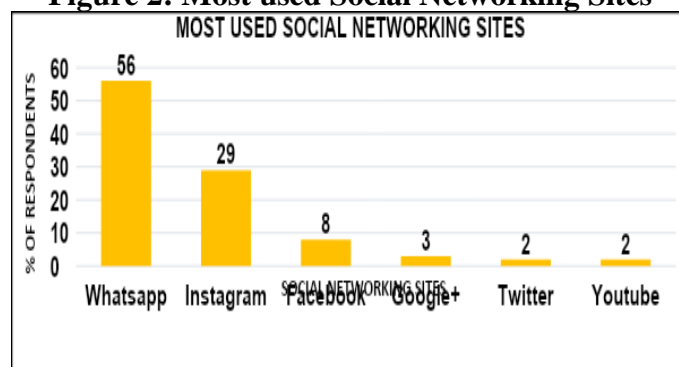
**Figure 1: SNS = Social Networking Sites**



(Source: Filled Questionnaire)

### 2. Preferred SNS by Respondents

**Figure 2: Most used Social Networking Sites**



(Source: Filled Questionnaire)

### 3. Frequency of use of Social Networking Sites

**Figure 3: Most used Social Networking Sites**

Particulars	Facebook	Instagram	WhatsApp	Twitter	Google+	LinkedIn
Daily	44	64	90	7	9	10
Weekly	21	6	2	11	11	12
Fortnightly	6	4	0	8	9	5
Quarterly	2	0	0	6	4	3
Yearly	2	1	0	3	3	0

### 4. The Main reason for using SNS.

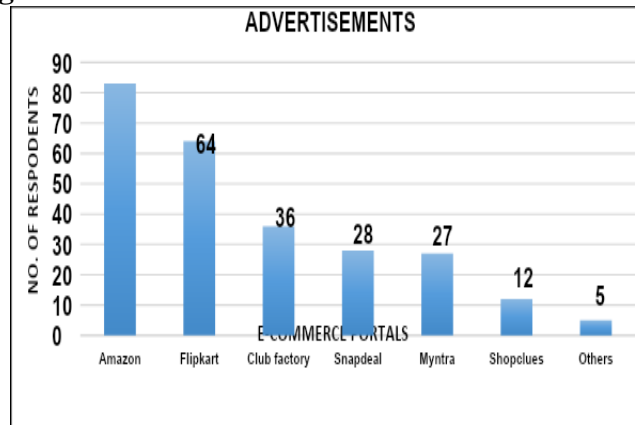
**Figure 4. Reasons for using SNS**

Particulars	No. of Responses
Keep in touch with friends/family	90
For exploring news	61
Sharing and Uploading Photos & Videos	49
Making new friends and contacts	44
For business Purpose	41
Non directional Activity	34



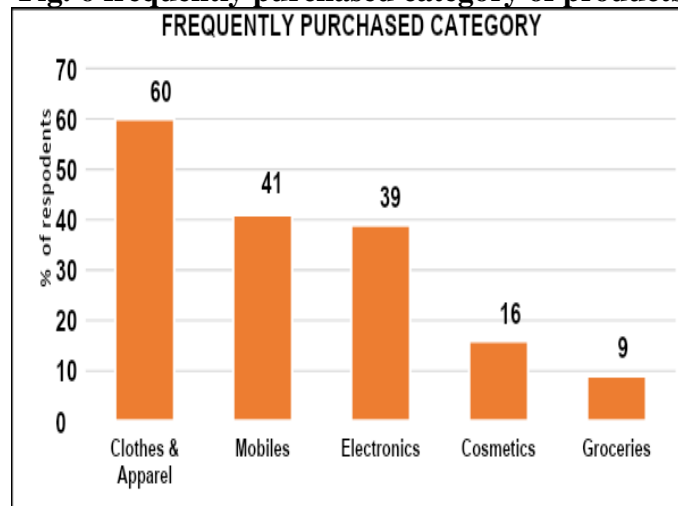
## 5. Recall of Advertisements of E-com Portals

**Figure 5: Recall of Advertisements of E-Com Portals**



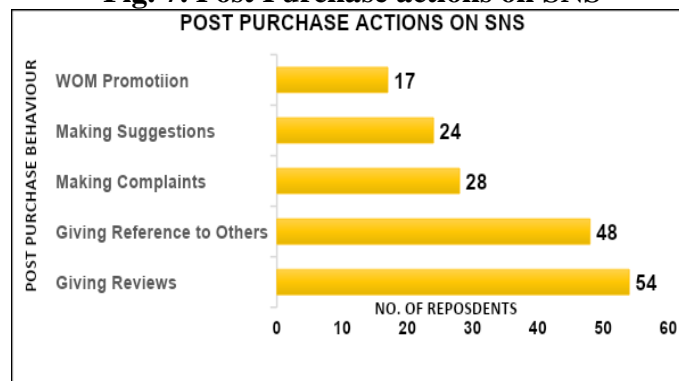
## 6. Frequently purchased category

**Fig. 6 frequently purchased category of products**



## 7. Post purchase actions on SNS

**Fig. 7. Post Purchase actions on SNS**



## OTHER FINDINGS

- WhatsApp, Facebook, Instagram are the social networking sites which are used on daily basis by majority of respondents. While other tools like Twitter, LinkedIn are often accessed on weekly and fortnightly basis.
- The main purpose of using SNS was to keep in touch with Family, Friends & other community members of the society, sharing of picture and video was found to be one of the major activity

on SNS. It was also found that 34% respondents were doing non-directional activity on the SNS

- Amazon and Flipkart are found to have the highest brand recall among the advertisements shown on SNS

- Clothes & Apparels followed by Electronic gadgets & Mobile phone are the highest purchased category based on the recommendation of SNS.

## Research Hypothesis

Factor Analysis is performed on the following variable.

Variables	Average Score
SNS is a useful technology	4.3725
SNS has a well-organized user interface	3.7745
I easily recognizes the brand/logo/symbols on SNS advertisements	3.8922
I pay attention to advertisements shown on SNS	3.5196
Advertisements on SNS are a convenient source of product information	3.6373
Advertisements shown on SNS are reliable	3.3333
SNS is trustworthy	3.4608
The information provided by SNS is accurate	3.3039
The information from SNS is always up to date	3.3431
The product I bought from SNS is of good quality	3.7647
I am satisfied with the price of product bought from SNS	3.8529
It is possible that in near future I will purchase from SNS	4.0294
I will inform/suggest about products/brands on SNS to others who are willing to purchase	3.9902

(Source : Filled questionnaire)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.776
Bartlett's Test of Sphericity	Approx. Chi-Square	685.015
	Df	91
	Sig.	.000

In the above table KMO higher than 0.5 and Bartlett's sig level is below 0.000 which lower than

0.05. Both these conditions confirm that factor analysis model can be applied.

Rotated Component Matrix <sup>a</sup>			
	Component		
Variables	1	2	3
Advertisements shown on SNS are reliable	.832		
The information from SNS is always up to date	.783		
Advertisements on SNS are a convenient source of product information	.765		
The information provided by SNS is accurate	.694		
I pay attention to advertisements shown on SNS	.672		
SNS is trustworthy	.607		
The comments about products/brands on SNS are relevant			

I am satisfied with the price of product bought from SNS		.838	
It is possible that in near future I will purchase from SNS		.812	
The product I bought from SNS is of good quality		.808	
I will inform/suggest about products/brands on SNS to others who are willing to purchase		.656	
SNS is a useful technology			.809
SNS has a well-organized user interface			.791
I easily recognizes the brand/logo/symbols on SNS advertisements			.505

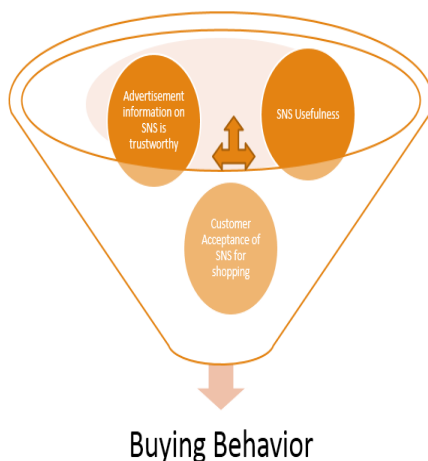
Extraction Method: Principal Component Analysis.

a. Rotation converged in 5 iterations.

Rotation Method: Varimax with Kaiser Normalization.

The above table suggest that all the variable can be reduced to 3 factors which has internal high relation among the other variable of the same factor. These factors can be classified as below

No.	Factor	Variable	Average Score	Average of factor
1	SNS Usefulness	SNS is a useful technology	4.3725	4.0131
		SNS has a well-organized user interface	3.7745	
		I easily recognizes the brand/logo/symbols on SNS advertisements	3.8922	
2	Advertisement information on SNS is trustworthy	I pay attention to advertisements shown on SNS	3.5196	3.4330
		Advertisements on SNS are a convenient source of product information	3.6373	
		Advertisements shown on SNS are reliable	3.3333	
		SNS is trustworthy	3.4608	
		The information provided by SNS is accurate	3.3039	
		The information from SNS is always up to date	3.3431	
3	Customer Acceptance of SNS for shopping	The product I bought from SNS is of good quality	3.7647	3.9093
		I am satisfied with the price of product bought from SNS	3.8529	
		It is possible that in near future I will purchase from SNS	4.0294	
		I will inform/suggest about products/brands on SNS to others who are willing to purchase	3.9902	



Above 13 factors shows in the above table have been converted into three categories to find consumer behaviour. These categories are **1. SNS usefulness, 2. Advertisement information on SNS is trustworthy, 3. Customer acceptance of SNS for shopping**. Correlation between these three variables turned into consumer behaviour towards SNS buying.

### Correlation among the factors

- Hypothesis based on Correlation

**1.** Null: There is no correlation between SNS usefulness and advertisement information on SNS for trustworthy in acceptance of SNS for consumer buying behaviour.

Alternative: There is correlation between SNS usefulness and advertisement information on SNS

for trustworthy in acceptance of SNS for consumer buying behaviour.

**2.** Null: There is no correlation between advertisement information on SNS for trustworthy and Customer Acceptance of SNS for shopping in acceptance of SNS for consumer buying behaviour.

Alternative: There is correlation between advertisement information on SNS for trustworthy and Customer Acceptance of SNS for shopping in acceptance of SNS for consumer buying behaviour.

**3.** Null: There is no correlation between Customer Acceptance of SNS for shopping and SNS usefulness in acceptance of SNS for consumer buying behaviour.

Alternative: There is correlation between Customer Acceptance of SNS for shopping and SNS usefulness in acceptance of SNS for consumer buying behaviour.				
Correlations				
		SNS Usefulness	Advertisement information on SNS is trustworthy	Customer Acceptance of SNS for shopping
SNS Usefulness	Pearson Correlation	1	<b>.507**</b>	<b>.347**</b>
	Sig. (2-tailed)		.000	.000
	N	102	102	102
Advertisement information on SNS is trustworthy	Pearson Correlation	<b>.507**</b>	1	<b>.403**</b>
	Sig. (2-tailed)	.000		.000
	N	102	102	102
Customer Acceptance of SNS for shopping	Pearson Correlation	<b>.347**</b>	<b>.403**</b>	1
	Sig. (2-tailed)	.000	.000	
	N	102	102	102
**, Correlation is significant at the 0.01 level (2-tailed).				

### The above table suggest the following results:

**1.** Null: There is no correlation between SNS usefulness and advertisement information on SNS for trustworthy in acceptance of SNS for consumer buying behaviour.

Alternative: There is correlation between SNS usefulness and advertisement information on SNS for trustworthy in acceptance of SNS for consumer buying behaviour.

Above table shows 'Pearson Correlation' test between all three variables. First hypothesis is testing of correlation test between SNS usefulness and Advertisement information on SNS trustworthiness. By testing 1% significance level, researcher found that there is correlation between the two variables as calculated value of 'Pearson Correlation' (r) is 0.507 where is table value of correlation test is 0.208 when N=102. Which interprets that there is **above average positive**



**correlation** between the two variables. Researcher fails to accept null hypothesis.

2. Null: There is no correlation between advertisement information on SNS for trustworthy and Customer Acceptance of SNS for shopping in acceptance of SNS for consumer buying behaviour.

Alternative: There is correlation between advertisement information on SNS for trustworthy and Customer Acceptance of SNS for shopping in acceptance of SNS for consumer buying behaviour.

Above table shows 'Pearson Correlation' test between all three variables. Hypothesis is testing of correlation test between advertisement information on SNS for trustworthy and Customer Acceptance of SNS for shopping. By testing 1% significance level, researcher found that there is correlation between the two variables as calculated value of 'Pearson Correlation' ( $r$ ) is 0.403 where is table value of correlation test is 0.208 when  $N=102$ . Which interprets that there is **poor positive correlation** between the two variables. Researcher fails to accept null hypothesis.

3. Null: There is no correlation between Customer Acceptance of SNS for shopping and SNS usefulness in acceptance of SNS for consumer buying behaviour.

Alternative: There is correlation between Customer Acceptance of SNS for shopping and SNS usefulness in acceptance of SNS for consumer buying behaviour.

Above table shows 'Pearson Correlation' test between Customer Acceptance of SNS for shopping and SNS usefulness. By testing 1% significance level, researcher found that there is correlation between the two variables as calculated value of 'Pearson Correlation' ( $r$ ) is 0.347 where is table value of correlation test is 0.208 when  $N=102$ . Which interprets that there is **poor positive correlation** between the two variables. Researcher fails to accept null hypothesis.



At the end, researcher concluded that out of total 13 factors which was further classified into 3 categories, it shows there is correlation (average positive, poor positive correlation) between variables.

Further based on correlation test researcher also concluded that hypothesis testing also shows there is correlation between Consumer buying behaviour and degree of acceptance of SNS.

## CONCLUSION

The above research proves that SNS play a vital role in creating view & review about the marketers offering. There is an impact of SNS on consumer behaviour and decision making to an extent which, marketers cannot afford to ignore. Empirically it has been proved that SNS are found to be Useful, Trustworthy and Credible enough to shape the opinion of the Consumer. The Advertisement, Reviews and post have a weak positive co-relation in consumer buying behaviour and decision making. In recent time with integration of various SNS specially WhatsApp with FB, Instagram, Twitter the impact will grow in an exponential manner. It will also provide enamours opportunity for marketers to leverage SNS a strategic tool for marketing.

## MANAGERIAL IMPLICATIONS

The SNS has weaved itself in human life. The impact of SNS on the consumer's daily activities cannot be undermined at the same time the data and information available on SNS are immense and consumer's fails to take it at the face value. However the analysis shows that marketer cannot afford to neglect the opinion created on SNS. The analysis shows that there is weak positive co-relation between the acceptances of SNS on consumer decision making. Marketing needs to leverage the SNS for creating awareness, consumer engagement and enhancing the satisfaction. This will empower the marketer to use SNS as a strategic tool for identifying the ever-changing customer taste and preferences, customizing their offerings to suit the narrowly defined groups and niches.

## LIMITATIONS OF THE STUDY & SCOPE OF FUTURE RESEARCH

A main limitation of this work is that the survey was limited to Saurashtra Region of Gujarat specifically Jamnagar. To generalize the results of this research, one should repeat the study using a wider sample of users with other ethnic or cultural backgrounds. Future research must be focused on the analysis of data through multi-group studies in order to identify differences and similarities between different nationalities (Brettel and Spilker-Attigwith, 2010) respect to their level and adoption level of SNS, based on the different structures of participation in digital cultures. This will require carrying out a cross-cultural study between states & countries through structural model.

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