

Realising the Transformation of Customer Purchase Behaviour: Assessment of impact of Social Media on Purchasing Behavior of Consumers in India

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Abstract:

Social media has changed the business forms for many industries and organisations. The domain of the influence of social media on consumer behaviour is a relatively young area of study. Today, communication is an essential means for organisations and businesses in the market to manage the furious competition. Nowadays, online sites turned the hassled work of product choice and purchasing into a refreshing alternative for our youth groups. The web-based social networking sites weave almost every youngster in their daily life. The researcher investigates in this study about the consumers' media and their consumption behaviour by uncovering those consumers who overlooked or not ignored the company's product advertisements. Thus, marketers have attempted to grow by using the new intends to improve their means of communication with consumers by focusing on the channels for their advertisement which are based on the internet. At present, the internet is playing a significant role in awaking consumers about the new product using online advertisements like pop-ups, and direct mail. This paper purposes of investigating the impact of consumer purchase intention and behaviour by online shopping advertisements and also identifying the effects of moderating factors that can affect their purchase intentions (like attitudes, subjective norms, perceived behaviour control) and buying behaviour. Therefore, challenges faced by a marketer in re-developing the strategies are based on the taste and preferences of their customers. These strategies must meet the requirement of their target market or the customers so that the customer gets satisfied for a long time with their company's product and service.

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INTRODUCTION

The growing emphasis on worldwide expansion and widespread usage of technology in all forms of marketing, advertisements and promotion have headed to transformation in the way in which companies focus on their consumers (Quelch & Jocz, 2008). Over past years, internet usage has converted as a convenient means of communication and exchanging data, services, and products. Online networking has been the vital media that gives

awareness among society utilising campaigns, advertisement articles, promotions which encourages and inform the public regarding the product and service. The social media plays a crucial role in changing the lives of people and it incorporates informal communication websites (like Twitter, Facebook, Instagram etc.) where individuals can achieve interpersonal interactions. Web-based social networking has become a basis for awareness among the large population. A buyer's purchasing behaviour

is impacted by some significant psychological elements, which are inspiration, recognition, conviction, motivation, and frame of mind.

The online purchase intention is the ability of a purchaser's intentions, which specifies their purchasing behaviour by utilising the Internet (Leiss et al., 2018). Today, marketing has a broader influence on consumers (Sangvikar et al., 2019). On the internet context, the buying behaviour is channelised with the online decision making which is influenced by the information burden. Today, customers are overloaded with higher amounts of information daily on the Internet which significantly reduced the attention span of the consumers (Veer, Pawar & Kolte, 2019). While, many organisations have faced financial problems in market (Kolte, Capasso, & Rossi, 2018). This signifies that the time frame of the traditional consumer's evaluation cycle is drastically reduced and transformed into a new form. This is imperative for marketers to redesign their strategies for marketing communication. The decision-making process of today's modern consumer is highly dynamic. It begins with need recognition, followed by the gathering of information and then a dynamic evaluation of the alternatives. The impact of the internet has made it easy for the customers to have access to any information on less time on a global scale (Taylor, Pentina, & Tarafdar, 2017).

The revolution in the form of social media has created many new avenues for pursuing and gathering detailed information about the assembly of products and services in the marketplace. It has made it easy for the customers to join and discourse on products, brands and reviews with each other swiftly without any difficulty (Powers et al., 2012). Furthermore, consumer opinions are primarily affected by the reviews of other customers about the products and services on the digital space which also affects the customers on the offline segment (Smith, 2009). Moreover, social media has provided the platform and empowerment to customers to share

their experience and feelings with other customers who cannot be controlled by the marketers (Mangold and Faulds, 2009). However, many marketers follow social media integration for their businesses but do not exactly know about how it affects the customer decision-making process. Moreover, many researchers have deliberated on consumer behaviour in the online environment but not much on each stage of consumer decision making course (Darley et al., 2010).

This study recognises and deliberates on the availability of the new channels of information and further highlights their influence on the customer decision making course for complex buying. The consistently expanding utilisation of the web gives a creating prospect to E-marketers. Such marketers' familiarity with the elements influencing purchasers' frame of mind acquiring goal can further build up their marketing methodologies in changing over prospective customers into dynamic ones while keeping up their existing online customers. Thus, internet shopping is at a developing stage, marketers knew a little about customer's behaviour. Therefore, this paper adopts some of the factors which influence customer buying behaviour. This research also explores and assesses the factor (customer attitude, customer subjective norms and customer perceived behaviour control) affecting purchase intentions towards customer buying behaviour on internet shopping. The Indian economy faced many challenges which affected the consumer's behaviour from the earlier time (Roy et al., 2019; Sangvikar et al., 2019; Kolte et al., 2019; Kolte & Daryani, 2018).

The primary objectives of this research study are to ascertain the impact of customer subjective norms over the purchase intentions of the customer and analyse the effect of consumer attitude over their purchase intentions. Furthermore, it investigates how perceived behaviour control influence over the purchase intentions.

REVIEW OF LITERATURE:

2.1 Impact of Attitude towards Purchase Intentions:

The attitude and dynamic human behaviour affect consumer purchase intention and this intention affect the behaviour of the consumers. Moreover, consumer purchase intention is a significant focal point of online buying behaviour and researcher deliberates on the consumer purchase intention and buying behaviour on online context.

In order to understand the attitude toward online shopping, the researchers associate the Attitude Model and the purchase Intention Model to build up a coordinated research system. With the assistance of the considered models, researchers have analysed and revealed the insights about the buying pattern, attitude and behaviour of customers on web-based platforms for their purchasing. The retailers on the

online platform provide more benefits to customers than traditional retailers which results in developing the higher inspirational attitude and purchase intentions toward web-based shopping. However, the retailers on the online platforms must develop the websites which provide better layout, user-friendliness and easiness for shopping for the consumers. The website must be secured, structured and provides a better view to the prospective customers for attracting new customers from traditional formats of buying. Furthermore, online retailers must provide an attractive cost advantage for prospective consumers to create the urge and influence their decision of purchasing on the website. On this background, the researchers have developed the research framework to deliberate on consumer buying with their attitudes and purchase intention toward internet shopping (Tan et al., 2018; Varma et al., 2020).

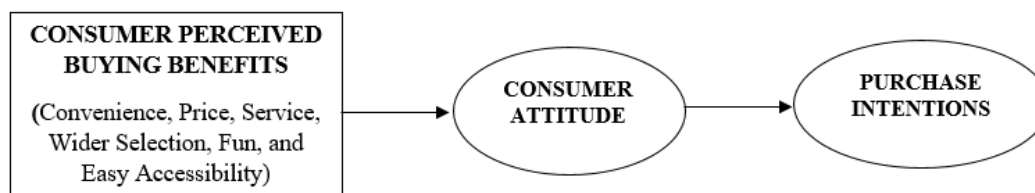


Figure 1: Impact of factors of Attitude towards Purchase Intention

As per earlier examinations of Fishbein, M.; Ajzen(1975) on attitude, attitudes cannot be splendidly prescient of behaviour, since they can be a strength or weakness by the pressures of a social environment. Especially in products with moral or ecological highlights, it is realised that there exists a moral buying gap which shows the irregularities between the consumer expression and consumer representation concerning their attitude, intentions, and behaviour. The attitude is a significant indicator of consumer behaviour as people structure attitude to specific objects and acts based on it (Kraus, S.J, 1995). Moreover, when consumers build up an inspirational attitude about a product, this attitude positively affects future purchase goals and real acquiring behaviour (Fazio, R.H, 1990). On the other side, Kazançoğlu, I. et al. (2012) highlighted that the customers who have uplifting attitudes towards a

thought or a product could undoubtedly be influenced and an incredible more significant part of commercials are utilised to fortify inspirational attitudes, change negative attitudes, and convince consumers. The attitudes positions as a significant element for marketers which is emerged as one of the chief influencing component affecting the buyer's ultimate decision (Sangvikar, Kolte, & Pawar, 2019).

Based on consumer influence, the research of Çalığıuşu, F. (2009) elaborated that marketers must know how statistic variables influence customer attitude toward online buying. By knowing this, it is not hard for marketers to accomplish targeted groups as indicated by their organisations for goods or services. On this context, Uygun, M. et al. (2011) outlined that the attitude towards internet shopping

plays a vital role in online purchase behaviour of buyers. This is because a purchaser's attitude towards web-based shopping widely affects the customer's expectation to utilise the internet for information search for their buying decisions. In that capacity, if a purchaser has an inspirational attitude concerning internet shopping they are likely to have positive intentions to search for online products and price information as per their needs (Isaksson & Xavier, 2009). Furthermore, Onay (2012) deliberated that consumers may have various attitudes to improvements (improvements in information and innovation, consumers change into online consumers) from the advertisements that they get due to contrasts in conditions, intention, and

different drivers as per the necessities of customers at the time.

2.2 Impact of Subjective Norm towards Purchase Intentions:

The subjective norm (SN) is a social factor alluding to the perceived social strain to perform or not a given behaviour. Subjective norm alludes to the social weight perceived by people when they are choosing whether to play out a specific behaviour or not. It reflects other's or teams' effects on an individual's choices. Contrasted and target social norms, subjective norms have a more prominent effect on behaviours.

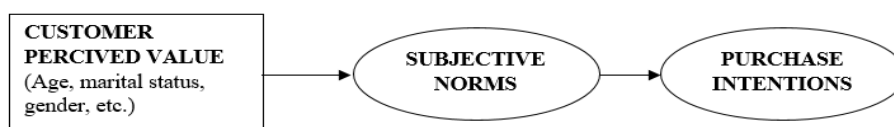


Figure 2: Impact of factors of subjective norms on purchase intentions

The impact of subjective norm on customer buying behaviour has been attracted by Social Network Sites (SNS) which have increased sensational prevalence subjected to develop an enthusiasm for both scholars and researchers. Online networking makes a base to see such significant drivers of technology innovation, adaptation, and utilisation (Qin, Kim, Hsu, and Tan, 2011). Ajzen (1991) stated that purchase intentions are vigorously affected by personal variables of factors likewise perceived behavioural control, attitude, and age. However, the contribution of Armitage & Conner (2001) criticised the concept of the subjective norms, resulting in a powerless relationship between normative convictions and intentions.

2.3 Impact of Perceived Behavior Control towards Purchase Intentions:

The role of perceived behavioural control incorporates the view of one's capacities and capability of control over the circumstance. It is also expressed as a blend of locus of control which is a conviction about the measure of control that an individual has over occasions and results throughout his life and self-adequacy includes the perceived capacity to play out the undertaking (Ajzen, 2002). This variable of attitudes is the essential assets and opportunities for a specific consumer behaviour is influenced by various components, for example, past buying products, individual's perception of comfort, perceived money related obstructions, perceived time hindrances, and different elements, that expansion or abatement the perceived degree of the practicality of this behaviour.

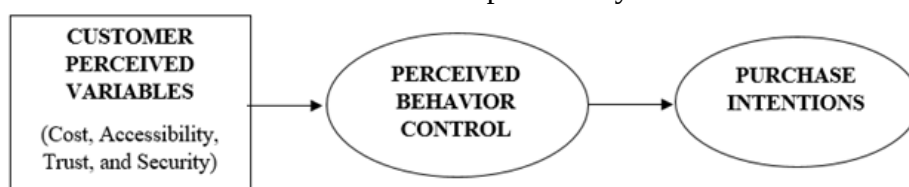


Figure 3: Impact of factors of perceived behaviour control on purchase intentions

Hence, perceived behavioural can control the attitude and impression of the accessibility of aptitudes, assets, and opportunities that may either be repressing or encouraging the behaviour. It tends to both inward control and outside limitations that are expected to play out the behaviour. According to the previous research, some of the researchers found that the intentions of the customer is affected by an element attitude and perceived behavioural control (Barnett and Presley, 2004).

RESEARCH METHODOLOGY

For this study, the researchers have collected the data from 327 customers from India is collected using the random sampling method with the help of questionnaire and interview method. The collected data is processed, synthesised, analysed and summarised to deliberate the results for the study. The researchers have majorly collected data with the different parameters for this study including the consumer attitude, consumer subjective norms and perceived behaviour control.

On this background, the researchers proposed the following research questions

- A. How does the customer subjective norms affect their purchase intentions on social media?
- B. Does the consumer attitude impact purchase intentions on social media?
- C. How the perceived behaviour controls the influence over the purchase intentions of consumers on social media?

The analysis of the collected data is done using the structural equation modelling (SEM) approach for the identified variables and factors in the study.

ANALYSIS AND RESULTS

The analysis in this study deliberates on the research framework, which includes the consumer attitude, consumer subjective norms and perceived behaviour control. Furthermore, the synthesis of the research highlights the hypothesis design and accomplishes the structural equation modelling for the factors of the study. Based on the analysis, the researchers have interpreted the results of the modelling and study.

4.1 Research Framework:

In this study, the researchers have identified the factors that affect purchase intentions over customer buying behaviour. In this examination, three factors have been viewed as like Attitude (this segment identifies that how an individual's enthusiastic reaction towards product, an individual's conviction or learning awareness about a product and how an individual plays out a specific activity concerning its attitude towards product), second is subjective norms (alludes to any 'perceived social strain to perform or not perform out the behaviour') and the third is perceived behaviour (alludes Perceived behavioural control incorporates the view of one's capacities and capability of control over the circumstance). The identified groups of factors (Attitude, Subjective Norms, and Perceived Behavior Control) are further explored for the relations with the purchase intention and the impact on the purchase behaviour control using the analysis.

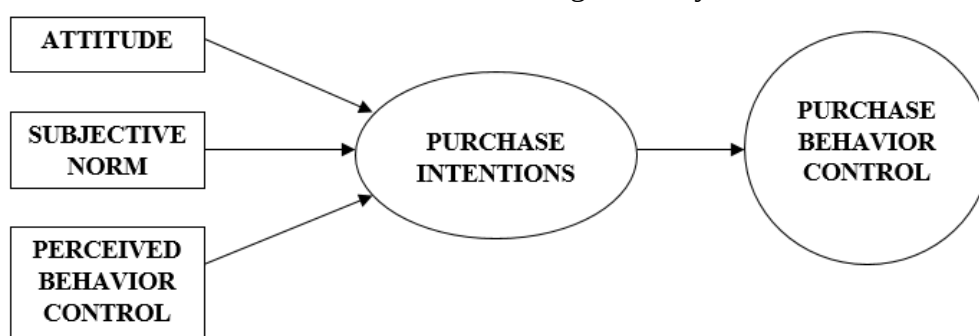


Figure 4: Influencing factors on online purchase intention based on three main theories

Above figure details about the purchase intention and its impact over the customer behaviour which can control the willingness to purchase. It is a significant point inside the purchase decision-making process and is characterised as "a hypothetical build that states how likely an individual is to purchase a decent in a shopping circumstance". The willingness to purchase is a psychographic trademark which is helpful as a variable for web-based buying division (Isaksson & Xavier, 2009).

4.2 Hypothesis Design:

In this research, concerning research problems and objectives, the researchers have constructed a framework which leads to the formulation of the following hypotheses for the study.

- H1: There is a significant impact of the customer subjective norm over the purchase intentions of the customer

- H2: There is a significant effect of consumer attitude over the consumer purchase intentions
- H3: There is a significant influence of perceived behaviour control over the consumer purchase intentions

The framed hypotheses analysed using the structural equation modelling method for further evaluation and interpretations.

4.3 Structural Equation Modeling:

The structural equation modelling is a multivariate statistical analysis technique and it is the combination of factor analysis and multiple regression analysis. It is used to analyse structural relationships between variables and constructs. The researchers have adopted the structural equation modelling for this study and provided the outcome as below.

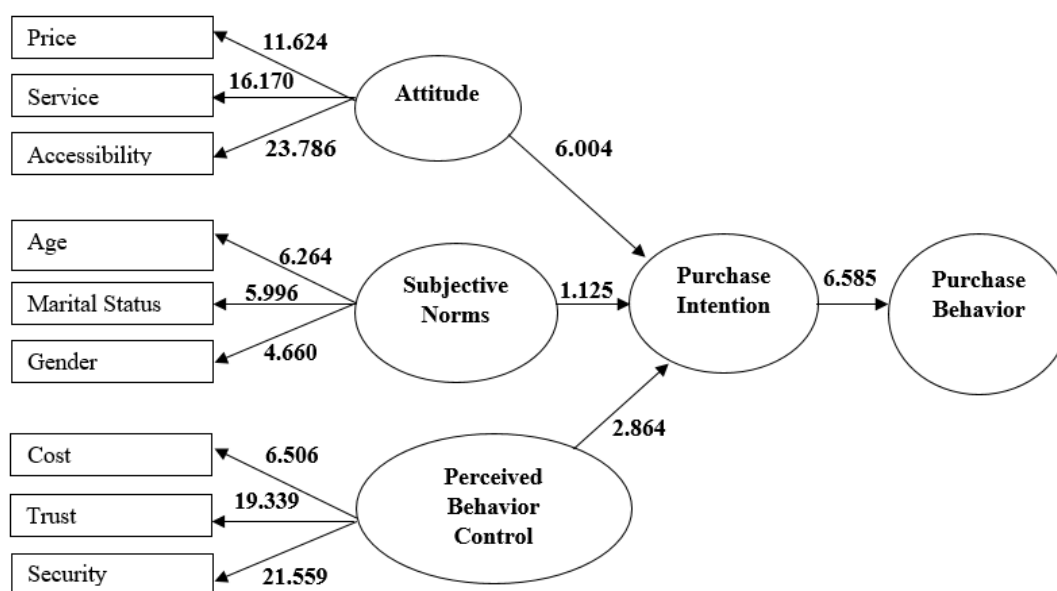


Figure 5: Structural Equation Modeling for Consumer Factors

4.4 Results of Modelling:

The results of the impact of customer purchase intention on Customer purchase behaviour is shown in the above figure. Attitude had a positive influence on purchase intention as ($\beta = 6.004, p > 0.05$), and Perceived Behavioral Control had a significant positive influence on purchase intention as ($\beta =$

$2.864, p > 0.05$). Subjective Norms has also positive influence on purchase intention as ($\beta = 1.125, p > 0.05$). Finally, it is clearly shown that these factors affecting purchase intentions, PI also resulted in a positive effect on Purchase Behavior. Based on these findings, H1, H2, and H3 are supported. Above all the variables also implies a positive

influence on purchase intention and behaviour of the customers. The values are much greater than the normal P value but show a positive relation. Further research can also be done over this topic by selecting other factors to impact the customer purchasing behaviour. Hence, the analysis and results of this research support and suffice the hypothesis (H1, H2 and H3) and objectives of this study.

FINDINGS AND SUGGESTIONS

First, rather than being specific about a product, the study deliberated on the customer means for their feelings regarding a specific category of products. This study interpreted the respondents regarding their broad perceptions about the online product purchase decision and highlighted the attributes and their behavioural intentions, in general, considering the identified elements with the realisation that the customer behaviours and expectations might vary with different product categories.

Secondly, it is realised from the study that, the consumer attitude had a positive influence on customer purchase intention and customer perceived behavioural control which had a positive and significant impact on the consumer purchase intention in the context of social media. Furthermore, it is found that consumer subjective norms have a positive effect on consumer purchase intentions. Finally, the factors affecting purchase intentions also resulted in a positive effect on the consumer purchase behaviour. Hence, all the variables confirm a positive influence on the purchase intention and behaviour of the customers which suffices the hypothesis and objectives of this study.

Thirdly, the researchers have suggested to explore and investigate the impact of purchase intentions on to customer behaviour in different domains for future studies which can provide additional insights for organisations. This study did not attempt to investigate the influences of any moderating effects. Therefore, future research can be done on accessing the impacts of such moderating effects. For instance, the Trust as an element of perceived behaviour

control which effect positively overall on purchase intention and behaviour did not measure as a comparison with other elements of the perceived behaviour control.

CONCLUSION:

The social media is platforms significantly affects the consumers, and consumer perception plays a vital role in the purchase decisions of the customer over the online mediums. The values of influencing factors related to the consumer's perceived behaviour are significantly important as it decides the customer purchase intentions to buy and consume the products and service over the online media. Subsequently, this will tend toward the actual behaviour of purchasing the product. There is an impact of consumer perceived value conception toward the consumer purchase intention and behaviour. This study has wider implications for marketers and online business organisations to design their strategies which can significantly affect the consumer buying process. There is a future scope to further investigate more in this area. Besides, future research should focus on extending the scope into more extensive forms and regions. This research analysis shows influential positive results considering customer perceived values of the factors which are influencing purchase intention and behaviour. Thus, the researcher states that there exists a positive relationship between consumer attitudes, subjective norms and perceived behaviour control with purchase intention and behaviour which was proved with the help of hypothesis testing and its acceptance. The reason for this positive relationship can be attributed to the fact that consumer attitudes that are developed as a result of existing social norms which prevail in society.

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