A Descriptive Research Study on Buying Behavior of SNS and Scope of Online Advertising in Tamil Nadu

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Abstract:
The Indian digital world is magnifying continuously and it is 9 times greater in 2020 when compared to 2014. According to ASSOCHAM, e-commerce market's value is estimated at $ 8.5 billion in 2012 and $ 16 billion in 2013 and $ 56 billion in 2023 in India, respectively. This market's sources rely on efficient payment, quick supply and also online payment systems. This has made it stress-free, quicker and also simpler for business transactions. Online shopping is used in every home today. India is an extremely populated country and is turning towards e-shopping. So there are huge opportunities for business in India for selling and buying things online. Since our country is becoming more sophisticated and experts in using internet, this type of online shopping is increasing significantly. This article examines consumer buying behavior and SNS with specific reference to _____ city. Technique used for the data collection is a random sampling technique. The sample size is 150 users. Data are collected through questionnaires. Consumer behavior is positive, indicating that consumers' buying behavior is predominated by SNS. Therefore, the company can improve product promotion strategies to rise sales.

Keywords: *Online shopping, Consumer Behaviour, E-Marketing, E-Commerce, Customers, Social media, marketing, opinion about online purchasing, Tamil Nadu, India.*

I. INTRODUCTION

The Internet is a part of daily life for almost everybody today, and in this setting, novel communications have developprogressively important in moderneons: social networking sites which are also called ad SNS. In this phase, several SNSs are raising their speed of the users. Connecting people with others is greatest efficient and important development of businesses today. Such sites provide users with dissimilarmethods to communicate with other people with same interests, such as messaging, webcams, comment postings, sharing of files, discussion among groups, blogging or twittering to friends and families. In addition, small groups or discrete groups can come across others and share anything they want to (Bennett, Owners, & Tucker, 2010).

One specificincident that stormed whole universe is the advent of social networking. Social networking, which originally started out as a mode tolink with individuals around the world, has currently evolved into acrucialcommerce tool for societal and commercialnecessities. The influenceand impact of social networking in daily life transcends social and cultural boundaries beyond global boundaries. The growth of SNS along with the widespread application of such sites for societal and commercial driveshave led to an ongoing worldwide phenomenon, discussing the importance and influence that social networking has on consumers large or small. Brings behavior related businesses. Social networking had enticed the consideration of educational and researchers of industry (Boyd & Ellison, 2007).

The greatest research area for marketing is consumerbehavior. Severalqualitativeas well as quantitative researches yield a strong set of dissimilarmodels on purchasing behavior (Solomon, Russell-Bennett, &Prevet, 2012). Many models are adapted from diversestudy fields e.g. Economics,

Psychology, Anthropologyetc.,. Scholars have extensivelyidentified the Engel, Cotat and Blackwell called as the EKB model of decision making. The procedure of online shopping or shopping is analyzing and purchasing products or Internet services (Verma and Agarwal, 2014).

The number of online buyers used a five-step EKB model: identification of problem, information search, option assessment, purchase decision, and behavior and attitude after-buying (Wen Gong & Maddox, 2011). However, there is never an agreement on the trading behavior of the customer behavior model in the online buying scenario. Online transactions consist of three phases: info recovery, info transference and good acquisition (P. A. Pavloo and I, 2002; P. A. Pavlo, 2003; P. Pavloo and Fiegenson, 2006). However, all online shopping is separated into two stages: the first search, compare and select, one order is called the ordering phase, and the second is the order tracking phase (C. Liao), tracking and placing or returning orders. Palavia, & Lin, 2010).

This study efforts on the purchasing perception of customers who use many social media sites to buy their favorite products. The purpose of the study is to recognize why customers make purchases using social media, what types of customers are using SM and most likely to be affected, what products are most suitable for SM, and what SM is most suitable for specific products. This paper presents several important sections, beginning with a collection of literature and related research, a methodology, research, analysis and discussion of SM's influence on consumer buying behavior, supported by practical contributions, and finally a limitation, future expectations and conclusions.

REVIEW OF LITERATURE

In this study the researcher has attempted to identify previous literature on the subject, thus giving a deeper insight into the concept. A study of past relevant literature on consumer attitudes towards online shopping behavior helps researchers understand the contribution made by others and link to the researcher's elected subject. It has enabled the researcher to identify works and research gaps, which assist in the creation of a study framework and the creation of questionnaires for data collection.

Dr. V. Vijayalakshmi and Dr. R. Laxmi (2018) Many young and young generation (19-30 years old) are very interested in online shopping as they know about technology and e-shopping. According to the ASSOCHAM-Resurgent Joint Study, (2018) online shopping will see an annual growth of 115% this year, with the fastest increasing data usage and logistics improvements, along with several offerings by ecommerce platforms. (Ahmed, 2012) The foremost drivers of decision making in advanced countries are concerns about expense, excellence, endurance, and additional product-related factors, but opinions may vary from those of emerging countries. Na & Ping Zhang (2002) found that men are more accepting of online shopping, and female shoppers prefer to use catalogs to shop at home. Once women prefer online shopping, they shop more online than their male counterparts.

Gurvinder S. Shergill (2005) in his articles explained that the Internet is altering the method of customers shop and purchase goods and services and is rapidly evolving into a global phenomenon. Online trading allows customers to not only buy products, but also to compare prices, quality, features, sales services, delivery period, and cash-on-delivery option and discusses customers' attitudes toward design of website, reliability, satisfaction, website customer service, and services of website security. Online customers are gratified with checkout processing, pricing and an assortment of products, which are available on display. Online shoppers have a different understanding of specific website content, and website factors can have a significant influence on the perception of the online buyer online. Kanwalgurleen (2012) discusses the fact that India has over 100 million Internet users, and the different options on the Internet have encouraged them to search online and eventually shop. People who use the Internet for 5 to 7 hours a day are found to be following online shopping. Price care, convenience and variety, ease of payment options and challenges are important aspects of online shopping for online shopping.

Social Media-Giving A Voice To Consumers

Consumers are influenced by social media in many ways, and this is very much significant for marketers to remember. Subsequently after appraising the info processing theory of customer choice, it is very well known that users are prone to numerous advertisements and this ad must contest with one another for gaining more attention. Thus considering all these, it is challenging for marketers to heed to each distinct

message in order to identify the right one (Fenin and Strobe, 2011). All social media platforms play their role in exchanging, delivering and receiving information without any limitations or limitations. Social media allows flow of information in two ways. The flow of communication-influenced performance can influence the entire decision-making process from the perspective of understanding the message, discovering existing options, and functioning immediately after acquisition (Smith &Zook 2011). Subsequently, the rejection of the message, its misinterpretation and its misunderstanding are also factors that can be considered defeats in the flow of communication.

OBJECTIVES OF THE STUDY

• To study the relationship among customer attitude and online shopping intention in tamilnadu
• To determine the relationship among the demographic variables and factors of consumer attitude in tamilnadu
• To recognize the Possibility of online shopping in tamilnadu.

Scope Of The Study

Various business managers and consumers prefer SNS as personal products to buy and sell their own space. This autonomy to spread their thoughts and share info with each other has enabled customers to become more empowered and therefore share their passions and outlooks have turned much easier. With the suitablemethod, SNS provides a way for business operators to link with diverse users and encourage them to send their business messages to their friends' networks and other contacts via WOM. There are many types of customer relationships with other users in SNS and in this case, different companies can form friendships with customers if they can win their trust. As these customers spend more time for SNS, it is important for different companies and business operators to engage with them. So, this study also inspects the effects of social media such as the purchase of goods and services on consumer behavior.

METHODOLOGY

Research Design

The main point of this particularstudy is to examine the effect of social networks on consumer behavior. This research employed a quantitative research design for

exploringin what waySNS affect consumer behavior. The study's methodological approach allowed the researcher to examine and evaluate the data providedconcerning the research hypothesis. Empirical statements are called descriptive statements, focusing on what is in the real world rather than identifying what the case is (Cohen, Sargent, &Secher, 1986; Criswell, 1994). The sampling method employed in research studies is based on convenience sampling technique, also known as simple random sampling, and is also called the equal probability sampling method. The sample is randomly selected and each population element has an equal probability of being selected. Classifying the initial population or sample frame (McNeil, 1990). To be more precise, the survey is conducted. A well-structured questionnaire was used to collect the respondents' data, which contained 16 questions on the end and scale of the questionnaire. The study population is internet users in _____ district of Tamil Nadu India. The sample size of the study included male and female Internet users.

Tools of Analysis

The collected data has been subjected to analyses by unit's appropriate tools.IBM SPSS V.23.0 was used for analysis

- Percentage analysis
- Descriptive statistics
- Regression analysis
- ANOVA

Analysis and Discussion

The main point of this study is to examine the efficiency of online social networks on customer behavior. The Internet allows companies to compete with one another regardless of size. Laroche by Etro. (2012) found that organizations that use modern marketing techniques (including Internet marketing, viral marketing, and search engine marketing) are more likely to adopt them. Mangold and Folds (2009) also stated that social networking marketing has shaken the world and most importantly the positive impact of the Internet community. Although the Internet was originally created to connect people around the world, it quickly changed and helped meet the needs of consumers.

Data analysis and interpretation.

Table 1: Demographic profile

		Frequency	Percent
Gender	Male	99	66.0
	Female	51	34.0
	Total	150	100.0
Age	Below 20 years	37	24.7
	20-30 years	49	32.7
	30-40 years	42	28.0
	Above 40 years	22	14.7
	Total	150	100.0
Educational qualification	Illiterate	22	14.7
	School	23	15.3
	Graduate	77	51.3
	Post-Graduate	28	18.7
	Total	150	100.0
Occupation	Self employed	24	16.0
	Professional	32	21.3
	Government sector	27	18.0
	Employed in private concern	67	44.7
	Total	150	100.0
Marital Status	Married	46	30.7
	Unmarried	104	69.3
	Total	150	100.0
Income	Up to 15000	18	12.0
	15000 to 25000	80	53.3
	25000 to 35000	15	10.0
	35000 to 45000	12	8.0
	45000 to 55000	13	8.7
	Above 55000	12	8.0
	Total	150	100.0

(Source: Outputs from SPSS)

From the descriptive statistics table, it can be concluded that the majority of the respondents 66% are male, 34.0% of respondents are Female. Age of the respondents is calculated, it described most of the respondents 32.7 are between 20-30 years, and Only 14.7 respondents are above 40 years. Here maximum number of respondents 44.7 is working in private concern. 18 % of respondents are working under government sector. 69.3% of respondents are unmarried else of them married. 53.3% of respondents earning 15000-25500, 12% of respondents earning Up to 15000, 8% of respondents earning 35000-45000 and above 55000 among the respondents.

Table 2: SNS Awareness among the Respondents

		Frequency	Percent
Aware of SNS	Yes	116	77.3
	No	34	22.7
	Total	150	100.0
Source of awareness	Advertisement	17	11.3
	Friends / relatives	13	8.7
	TV ads	96	64.0
	Search engines	12	8.0
	Print media	12	8.0
	Total	150	100.0

(Source: Outputs from SPSS)

From the above table, it can be concluded that 77.3% of respondents are aware about SNS. Only 22.7% of respondents are not aware about SNS. 64.0% of respondents known about SNS via TV ads, 11.3% of respondents also known about SNS via advertisement, 8.7% of respondents aware via Friends and Family and 8.0% of respondents get awareness about SNS using search engines and print media equally

Table 3: Descriptive Statistics

	Mean	Std. Deviation	Skewness	Kurtosis
Electronics	3.55	1.334	-.598	-.793
Fashion & Life style	3.27	1.473	-.229	-1.373
Household Appliances	3.31	1.386	-.303	-1.260
Toys and Gaming	3.27	1.497	-.271	-1.401
Travel	3.43	1.228	-.350	-.803
Books & Stationery	2.81	1.379	.354	-1.217
Health & Beauty Products	3.39	1.465	-.384	-1.281
Entertainment	3.50	1.437	-.571	-1.033
Fruits & Vegetables	3.27	1.418	-.066	-1.463

(Source: Outputs from SPSS)

The above table shows the mean and standard deviation of itemsbought using SNS.

Table 4: Regression Analysis

Coefficientsᵃ					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.405	.409		3.438	.001
Online reviews	.283	.095	.296	2.985	.003
Great extent in the act	.115	.096	.109	1.204	.230
Pat attention frequently	.338	.500	.838	.682	.003
Buying regularly	-.006	.094	-.006	-.063	.950
Different brand serve	.724	.593	.425	.662	.004
Expensive product	.501	.600	.801	.712	.001
SNS do not provoke	.436	.595	.664	.442	.001

a. Dependent Variable: Recommend participating in SNS
R=0.416 ; R Square=.373 ; ANOVA F(7,142)=6.233; P value=0.000

From the regression analysis, it conclude R
(Source: Outputs from SPSS)

The above table offers the values of both R and R2. The value of R signifies the simple correlation is .416, and it specifies a moderate correlation degree. The value of R2 provides the total variance in the variable which is dependent (Recommend participating in SNS), by the independent variables Online reviews, Great extent in the act, Pat attention frequently, Buying regularly, Different, brand serve, Expensive product, SNS do not provoke. In this case, 3.73% can be explained. The ANOVA table specifies the model of regression predicts the dependentvariable which is statistically significant. The p value is .0000 >0.05; therefore the regression model statistically forecasts the resultant variables.

Table 5: ANOVA

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Keep up-to-date	Between Groups	66.369	4	16.592	10.881	.000
	Within Groups	221.104	145	1.525		
	Total	287.473	149			
Love with ads brand	Between Groups	65.382	4	16.346	9.401	.000
	Within Groups	252.111	145	1.739		

	Total	317.493	149			
Purchase brand being advertised	Between Groups	38.964	4	9.741	5.457	.000
	Within Groups	258.830	145	1.785		
	Total	297.793	149			
Interesting and informative	Between Groups	26.050	4	6.512	3.535	.009
	Within Groups	267.124	145	1.842		
	Total	293.173	149			
Developed performance	Between Groups	61.522	4	15.380	10.367	.000
	Within Groups	215.118	145	1.484		
	Total	276.640	149			

(Source: Outputs from SPSS)

It can be concluded that the organization having Social networking sites ads are a valuable source of Product/service information is statistically significantly keep up-to-date about Product and services that interested in of employees ($F_{4, 145} = 10.881$, $p < 0.001$).

After viewing online advertisement, the respondents had more interest towards the advertised brand is statistically significant with SNS sites are values source of product/service ($F_{4, 145} = 9.401$, $p < 0.001$).

After viewing online advertisements, respondents purchase the brand being advertised is statistically significant with SNS sites are values source of product/service ($F_{4, 145} = 5.457$, $p < 0.001$).

Respondents found online advertising interesting and informative is statistically significant with SNS sites are values source of product/service ($F_{4, 145} = 3.535$, $p < 0.001$).

After viewing online advertisements, respondents developed preference for the brand in the advertisement is statistically significant with SNS sites are values source of product/service ($F_{4, 145} = 10.367$, $p < 0.001$).

FINDINGS

• Young people are very concerned about the way in which marketers of online websites meet their potentials. The researchanalysed certain factors are significant in persuadingyoungsters'behaviour when going online for shopping.

• Many people buy electronic gadgets, followed by shows and services. Young people are increasingly attracted to online shopping.

• While many respondents believe that online shopping helps save both time and money, people call online shopping convenient shopping.

• Cash-on-delivery is the most preferred method of payment; for security and reliability reasons, company profile and brand recognition play an important role in online purchases. People expect detailed product information from online stores to make sure the quality required and a large number of online options. Ho. Sites.

• While most people prefer low or no delivery cost and optimum speed of delivery, privacy is a major concern for every customer.

• Users should be flexible to use the sites and also worry about the speed of websites and care about their goods until they get it.

• The website interface can attract users' attention and many users are very attracted to the offers it offers.

• As far as online purchasing is concerned, the Edge has nothing to do with gender and income, but the profession affects consumer shopping behavior.

• Rural, urban or semi-rural / urban consumers are similar to their passion for online buying. Most of the respondents want to continue their purchasing through online sites.

LIMITATIONS AND FUTURE RESEARCH

Limitations of research usually involve issues related to online surveys, and the lack of time to conclude the study is less responsive. Although the representation can be continuously increased, this current study creates great forces to reach a higher reaction rate pattern. This study then faces some limitations to provide additional successful opportunities for future study. Initially, selecting the model will increase the constraints and the variables will be measured and used. Given the way in which online surveys are distributed, this research has shown a large variance among male and female responses because online surveys are unregulated in the distribution of males and females. Therefore, there is an error that reflects the beliefs and behaviours of consumers associated with social media compared to other countries.

CONCLUSIONS AND PRACTICAL IMPLICATIONS

The study and analysis of consumer behavior towards using social media is asignificant issue because shopping is asignificant process for customers and businesses. This research supports businesses to understand their customers' orientation, expectation, requirements and interests towards the use of specific social media. What's more, businesses understand how to deliver information to a specific product. Additionally, businesses recognize that SM is frequently used by consumers. In this study, businesses and customersrealize the significance of social media. It is advisable to recommend businesses about improved social media so that they can influence the buying process and products to meet the needs of customers. Finally, consumers are encouraged to purchase specific products online using appropriate social media.

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