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## AN EMPIRICAL STUDY ON SHOPPING TENDENCY THROUGH SOCIAL NETWORKING SITES (SNSs)

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**Abstract:** *Assuming that social networking site is a platform where Indian market can expand the possibility of business through social site shopping. This empirical research explore how factors affecting shopping attitude on social networking sites. This research focuses on different kind of payments method used for the shopping on social networking sites. It reveals that social networking sites have different target consumers and factors according to consumer type. This research also reflects the light on the correlation among the different variables used in the research. The nature of the research was exploratory i.e to look in to new idea and insight for virtual shopping through social networking sites. To test the different hypotheses various non parametric test was applied at five percent significance level.*

**Keywords:** *Marketing, Social Networking Sites (SNSs), SNS Shopping and Online banking payment.*

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## **INTRODUCTION**

Gregarious Networking Sites withal apperceived by the popular term gregarious media. It has transmuted the way human used to communicate and interact a decade or two ago. Gregarious refers to the intuitive needs; we individual have to bond with other individual. We encompass a desideratum to be around and integrated in groups of homogeneous like-minded people with whom we can feel at home and comfortable sharing our noetic conceptions, conceptions and experience. Media refers to the implement we utilize with which we make those connections with other humans. Whether they are drums, bells, the indited words, the telegraphs, the telephone, radio, television, e-mails, websites, photographs, audio files, video clips, mobile or messaging, community disclosures are the expertise which we utilize to make those connections (Safko et al. 2009). Gregarious networking web sites have prospered in magnetizing not only users but investors additionally. Media conglomerates have endeavored to acquire or invest in gregarious networks. Despite some doubt about the stable revenue structures of gregarious networks in their nascent business stage, News Corp. acquired MySpace, the most immensely colossal U.S. gregarious network, for \$580 million in 2005. Even though the affluence of gregarious networking media with deference to magnetizing enjoyer and patron, intellectual and diligence spectators are alarmed about their potentially vulnerably susceptible business models (Wharton 2006 & Olsen 2004). Particularly, the abundance of some convivial networks is highly disputable (Claburn 2006 & Tedeschi 2004) since the mounting quantity of users and explosive Web traffic do not compulsorily denote that the convivial networks will make a profit. According to Framingham, a media research firm, MySpace engendered about \$125 million in advertising revenue in the fourth quarter of 2006 (Havenstein 2007) and \$440 million in revenue in fiscal year 2007. There is minuscule doubt that the primary source of revenue is advertising (Williamson 2007). Facebook engendered \$150 million in revenue and \$30 million in profit during almanac year 2007, all the way through August marketing covenant with Microsoft accounted for a moiety of that revenue (Vara 2007). Operators of gregarious networking sites must establish utilizer bases, which gives them potential shoppers in hand. It would not be compulsory for gregarious networks to invest an abundance of mazuma in promoting and advertising shopping accommodations or magnetizing potential shoppers; sizably voluminous gregarious networks already have



potential shoppers in hand. In integration, whatever it is that keeps utilizer coming back to a particular gregarious networking site should be pivotal for shopping accommodations in general. The gregariously interactive nature of gregarious networking sites additionally likely increases the exposure of these returnees to the goods and accommodations that the sites market.

Current research is conducted on Facebook, Twitter, YouTube, MySpace and Orkut. This study withal considers shopping accommodations alluring for gregarious networking sites because of the utilizer demographics of gregarious networking sites. Addressees of conventional media stretch diagonally all age groups, whereas convivial networks are highly concentrated on teenagers and people in their twenty and thirty age group. As of July 2009, users between the ages of 13 and 34 years accounted for proximately 65% of Facebook users. The most immensely colossal age cluster of vendee, stuck between 18yrs and 25yrs, comprise 30% of all Facebook users (Inside Facebook 2009). In accumulation, 85% of institution students use at least one convivial networking Web site, and 60% and 85% authenticate on to convivial networking sites daily or weekly, respectively (Arrington 2005). A more recent industry report attests these trends remain valid, in that more than 80% of college students use convivial networking sites on a conventional substructure (The Info-Shop 2007). Patrons who vary in age as of their teens all the way through their 30s are particularly captivating targets for sellers of goods and accommodations; they additionally are more liable to purchase products or accommodations online than are older consumers (Akhter 2003; He and Mykytyn 2007). Due to the unique characteristics of gregarious networks, items sold through gregarious networking sites may differ from those sold in other virtual premises, their trade point exclusively focus on virtual shopping. Internet sites mostly sell "legitimate commodities" while extroverted networks can clutch not only authentic items but additionally "virtual items." Authentic items refer to goods or accommodations that can be used offline, regardless of whether the goods or accommodations are bought online or offline, such as books, furniture, apparel, flight tickets, DVDs, and so on. Virtual items instead are products or accommodations whose use and purchase are constrained to a exacting web legroom. Homepage outline, avatars, implicit gift stuff, and music that can be only utilized on concrete Web sites are examples of implicit items. Notwithstanding the significant amount of murmur around gregarious



networking sites in the media, academic circle has paid scarce attention to them, and most subsisting studies consider gregarious aspects or privacy issues (e.g., Barnes 2006; Ellison, Steinfield, and Lampe 2006; Tong et al. 2008) rather than investigating gregarious networks from a managerial perspective.

Convivial media play increasingly paramount roles as a marketing platform. More and more retailers' use gregarious media to target teens and puerile adults, and gregarious networking sites are a central venue in that trend (Market Watch 2008). A investigation made to order through the American Marketing Association reveals a positive perspective for likelihood of e-commerce on gregarious networking sites, in that 47% of consumers verbalized they would visit gregarious networking sites to probe for and discuss holiday gift conceptions, and 29% verbalized they would buy products there (Horovitz 2006).

By integrating the technology with other perceptions of gregarious networks and characteristics of personage users, this empirical investigation intends to investigate whether and how the factors that affect perception toward shopping on convivial networking sites differ according to product type. This investigation therefore illuminates the kindred attributes and differences between the drivers of consumers' online shopping. Withal, it offers insights into whether widely accepted theories in the ecommerce context apply to shopping on convivial networking sites as well. Contrasting shopping-galvanized websites, for instance Amazon and eBay, shopping accommodations is not the primary business domain for gregarious networking forums; consequently patrons may perceive their shopping accommodations differently. From the perspectives of gregarious network operators, launching shopping accommodations represents a category extension, and this study may avail them find ways to boost the chances of prosperity for their shopping accommodations venues.

## **RELATED LITERATURE REVIEW**

**Wang and Zhang, (2012):** Regardless of gigantic business investment and possibilities, scholastic research in social trade is simply beginning to rise. For cases, Wang and Zhang acquainted a structure with comprehend social business from four viewpoints: individuals, business procedures, engineering, and data. In this study, social business is characterized as an engineering empowered shopping background where online customer associations while shopping give the fundamental system to directing social shopping exercises. These



cooperations may bring about finding items, accumulating and offering item data, and collectively settling on shopping choices.

**Zhang, Jansen and Chowdhury (2011):** Detailed that organizations ought to have a brand vicinity on numerous distinctive social networking locales to build their purchaser crowd. "Research has indicated that presentation to electronic informal (ewom) messages can produce more premium in an item class than can introduction to data generated by advertisers" (Birkart and Schindler 2001 as referred to in Zhang, Jansen, and Chowdhury 2011, 161). Today, purchasers are more educated of the items they devour because of the web engaging them to get access to data subsequently, making dynamic co-makers of quality.

**Nguyen, H. (2010):** Social networking stages like Facebook, Youtube and Twitter, and so forth are on a very basic level changing the way business and customers carry on. It has made risks and difficulties for the advertisers. This study evaluate whether Facebook could be utilized to make brand mindfulness in the manner business. It likewise figures out routines and strategies of Facebook advertising. In addition, it expects to investigate the profits and pitfalls of utilizing Facebook showcasing contrasted with conventional promoting.

**Zarella, D. (2010):** The bases of informal communication could be followed to the late nineteenth century Bulletin Board Systems (BBS). These frameworks permitted the clients to make individual profiles, serves to impart data by sending private messages, open messages and post occasions at low speed integration. After transmission of person to person communication engineering in the web world, it developed higher and prevalent among the web clients.

**Bareil, G. (2010):** Social networking is not ordinary partner advertising. Dissimilar to member advertising it will be important to clarify why the focused on individual needs exceptional administrations or item. A greeting page which gives a fast clarification is best.

**Borges (2009):** The author discovers that today's purchasers need to be locked in uniquely in contrast to in years past and numerous conventional strategies basically don't work any longer. Social networking showcasing is a progressive approach to construct robust associations with purchasers. Ease, brand building, staffing preferences, unwaveringness



and level playing field are key profits of long range informal communication locales as fruitful advertising media.

**Shih, C. (2009):** Advertising in some interpersonal interaction sites are still the most prominent in their corner. This exploration depicts that there are a huge number of dynamic clients crosswise over destinations like Facebook, Orkut and Myspace. 2.6 billion minutes are used on Face book every day. These sites are empowering brands to captivate the right individuals in the right discussion at correct time. Advertising the brands through social networking is getting exact, particular, fascinating, intelligent and social.

**Scott, D.M. (2009):** The purposes behind brand promoters leaning toward online web for promoting are that the apparatuses, procedures and substance are continually advancing. The purchasers reward inventiveness by reacting to the online exertions like: "If one is interested in going for new things, one could be first in the business to utilize something new to impart to your purchasers".

**Haythornthwaite, C. (2005):** What makes informal organization destinations novel is not that they permit people to meet outsiders, yet rather that they empower clients to expressive and make unmistakable their interpersonal organizations. This can bring about associations between people that would not generally be made, however that is frequently not the objective, and these gatherings are habitually between "inactive ties" who impart some disconnected from the net association. On large portions of the vast interpersonal organization destinations, members are not so much "systems administration" or looking to meet new individuals; rather, they are fundamentally corresponding with individuals who are now a piece of their expanded informal community. To underscore this explained informal community as a discriminating sorting out peculiarity of these locales, we name them "interpersonal organization destinations."

## **RESEARCH METHODOLOGY**

### **Objectives**

- 1- To study the relationship between various variables of social networking sites shopping.
- 2- To explore the relationship between demographic (Gender) and payment method used in social networking shopping.

### **Hypotheses**

**H<sub>1</sub>** Acuity of payment methods diverse between male and female consumer.



**H<sub>2</sub>** There is significant difference between age group and time spent on social site shopping.

**H<sub>3</sub>** There is significant difference between age group and number of product purchase through social site.

**H<sub>4</sub>** There is significant difference between age group and amount spent on social site purchase.

## **RESEARCH DESIGN**

This study used a qualitative research design. A set of questionnaire was used at a single point of time. The present study was designed to examine the existing relationship between various demographic variables as independent variables with social site uses as dependent variable. This exploratory study was used to determine and describe the degree of relationship between dependent and independent variables in descriptive and qualitative terms.

### **Participants and Procedure of Sample**

This study was conducted on social sites' users in India. The age group was segregated in to 5 categories namely (i) 17yrs or younger (ii) 18-19 yrs (iii) 20-21 yrs (iv) 22-23 yrs (v) 24 yrs or older as per the requirement of this research paper. This study was conducted on 500 respondents. An online survey was done to gather the responses from the respondents. A non probability (Snowballing) sampling was used to collect the responses from the respondents.

### **Statistical Analysis**

The data were analyzed using Statistical Package for the Social Sciences (SPSS). The data file was uploaded into SPSS and the variables were categorized as nominal and ordinal as appropriate. In addition, the variables were labeled appropriately to make the SPSS output easier to interpret. To analyze the data this study utilized technique such as Mann Whitney test used to check the variation of payment methods between male and female users and Kruskal Wallis test used to investigate the relationships between the independent (Age) and dependent variables as mentioned.

## **RESULTS AND DISCUSSION**

Initial test of normality was applied to know the type of test for testing these hypotheses. The above table is reflecting the p value of the Shapiro-Wilk. Note that the p-value for the Shapiro-Wilk is 0.00 (Table No.1) for these variables. For tests on samples of N<2000 use



Shapiro-wilk (UNT Geog 3190, Wolverton). In this research N is 500, so researcher used the Shapiro-wilk p value, this value implies that the respondent data set is not normal because the p-value was smaller than  $\alpha=.05$ . This statistic indicates to perform the non-parametric test to test these hypotheses.

**Table No.1**

Test of Normality			
Shapiro- Wilk			
Variable	Statistic	df	sig.
Time Spent	.795	500	.000
Product Purchased	.711	500	.000
Amount Spend	.840	500	.000
Payment Method	.827	500	.000

**H<sub>1</sub> Acuity of payment methods diverse between male and female consumer.**

In order to test this hypothesis (H<sub>1</sub>) a Mann-Whitney test was applied on the variable type "Gender" and "Payment Methods".

**Table No.2**

	Gender	N	Mean Rank	Sum of Ranks
<b>Payment Methods</b>	Male	322	247.09	79563.00
	Female	178	256.67	45687.00
	Total	500		

Table No.2 shows the number of people in each category (gender), mean rank and sum of rank for each category. The above table reflects light on respondent participation i.e. on the basis of gender for variable namely which payment method(s) have you used for social site shopping?

**Table No.3**

Test Statistics	
	Which payment method(s) have you used for social site shopping?
Mann-Whitney U	27560.000
Asymp. Sig. (2-tailed)	.459

Table No. 3 reflects the light on test statistic of the Mann-Whitney test, the p-value that researcher wants to look for is the value in the last row, labeled as "Asymp. Sig. (2-tailed)". In this table, the p-value is .459 greater than  $\alpha=.05$ , so on the ground of data interpretation and cause alternative hypothesis is rejected and null hypothesis is accepted



and one can conclude that use of payment method for social site shopping does not diverse between male and female.

### Hypotheses 2, 3 and 4

**H<sub>2</sub>** There is significant difference between age group and time spent on social site shopping.

**H<sub>3</sub>** There is significant difference between age group and number of product purchase through social site.

**H<sub>4</sub>** There is significant difference between age group and amount spent on social site purchase.

In order to test these hypotheses (2,3,4) a Kruskal Wallis test was applied on the variable type "Age group", "Time spend", "Product purchased" and "Amount spend"

Kruskal Wallis test was applied for analysis of the hypothesis (H<sub>2</sub>). The above SPSS output (Table No. 4) shows that the mean ranks of various age groups towards variable "Time spend" are different. 18-19 yrs age groups' mean rank is 208.50. 20-21 age groups' mean rank is 242.00. 22-23 age groups' mean rank is 248.62. 24 yrs or older age groups' mean rank is 251.77. The value of chi square is .498 at .919 significant value (Table No. 5). The significance value shows that there is no significant difference exists (the value of significant level for chi square is more than .05) between the opinions of respondents of different age groups towards variable "Time spend" on social sites for shopping.

**Table No.4**

Kruskal Wallis Test			
Rank			
	Age	N	Mean Rank
Time Spend	18-19 yrs	4	208.50
	20-21 yrs	23	242.00
	22-23 yrs	75	248.62
	24 yrs or older	398	251.77
	Total	500	
Product Purchased	18-19 yrs	4	261.38
	20-21 yrs	23	292.20
	22-23 yrs	75	252.91
	24 yrs or older	398	247.53
	Total	500	
Amount Spend	18-19 yrs	4	216.50
	20-21 yrs	23	280.65
	22-23 yrs	75	235.43
	24 yrs or older	398	251.94
	Total	500	



Kruskal Wallis test was applied for analysis of the hypothesis ( $H_3$ ). The above SPSS output (Table No. 4) shows that the mean ranks of various age groups towards variable product purchased is different. 18-19 yrs age groups' mean rank is 261.38. 20-21 age groups' mean rank is 292.20. 22-23 age groups' mean rank is 252.91. 24yrs or older age groups' mean rank is 247.53. The value of chi square is 2.472 at .480 significant value (Table No. 5). It means there is no significant difference exists (the value of significant level for chi square is more than .05) between the opinions of respondents of various age groups towards variable "Product Purchased" through social site shopping.

**Table No.5**

	Time Spend	Product Purchased	Amount Spend
<b>Chi-Square</b>	.498	2.472	2.236
<b>df</b>	3	3	3
<b>Asymp. Sig.</b>	.919	.480	.525

Kruskal Wallis test was applied for analysis of the hypothesis ( $H_4$ ). The above SPSS output (Table No. 4) shows that the mean rank of various age groups towards variable Amount Spend is different. 18-19 yrs age groups' mean rank is 216.50. 20-21 age groups' mean rank is 280.65. 22-23 age groups' mean rank is 235.53. 24yrs or older age groups' mean rank is 251.94. The value of chi square is 2.236 at .525 significant value (Table No. 5). It means there is no significant difference exists (the value of significant level for chi square is more than .05) between the opinions of respondents of various age groups towards variable "Amount spend" on social site shopping.

## **FINDINGS & CONCLUDING REMARKS**

Noting the dearth of research investigating shopping possibilities on social networking sites and purchase intentions toward virtual items online, this study attempts to identify predictors of attitude toward shopping on social sites. The findings help identify how valid the critical predictors of attitude toward shopping-oriented sites are in the context of social networking sites that operate shopping services as an additional business area. The findings finding should be expected, because the conceptual models are based on existing studies focused on online purchasing of real items, whereas little existing research examines virtual items in an online shopping context.



The discoveries indicate that time used on social destinations is a discriminating element influencing the disposition to looking for things on long range interpersonal communication locales. Moreover, this study delineates that apparent fit is a typical and the strongest indicator of mentality to shopping on social destinations. Interpersonal organizations venture into shopping administrations subsequently seems to speak to a classification augmentation to shoppers. Since such shopping administrations are simply starting and fringe specialties units from clients' viewpoints, selecting and presenting item or administration classes that fit well with their current brand pictures are keys to achievement.

The discoveries of the exploration indicate that installment strategy on social locales shopping does not diverse between male and female respondents. Strikingly, this study demonstrates that encounter with long range interpersonal communication destinations has a converse affiliation with disposition to shopping on person to person communication locales. On the surface, this discovering repudiates earlier studies, yet it additionally reflects that individuals who regularly utilize long range informal communication locales are usual to accepting numerous extra offers. In this way, visit informal community clients ought to be more hesitant to shop on interpersonal interaction locales.

The findings of the research also reflect the light on the relationship between the age group and the variable of the social sites shopping. This research clearly shows that different age group shows the association with social site shopping variable. As an exploratory study, this investigation provides a starting point for determining how the sale of items might contribute to the growth of the Internet as a shopping channel and create a unique shopping experience. It also suffers some limitations. Most social networking sites do not actively offer shopping services. This study uses an assumption that social networking sites provide shopping services, because some participants in the survey may not be familiar with shopping services on social networks. For the same reason, the focus remains on attitudes toward shopping rather than attitude toward purchase, purchase intentions, or actual purchase. Other studies should investigate purchase intentions and actual purchase behaviors in other countries in which social networking sites actively offer shopping services. From a managerial perspective, the findings of this study indicate that the target consumers and social networking site features should differ according to product type, if the



sites want to expand their businesses to include shopping services. That is, younger people with positive perceptions of the usefulness, ease of use, and security of shopping services on social networks.

The discoveries of the examination likewise consider the light the relationship between the age bunch and the variable of the social destinations shopping. This examination plainly indicates that diverse age gathering shows the affiliation with social site shopping variable. As an exploratory study, this examination gives a beginning stage to figuring out how the offer of things may help the development of the Internet as a shopping channel and make a special shopping knowledge. It additionally endures a few constraints. Most long range informal communication locales don't eagerly offer shopping administrations. This study utilizes a supposition that person to person communication destinations give shopping administrations, on the grounds that a few members in the review may not be acquainted with shopping administrations on informal communities. For the same reason, the center stays on demeanor to shopping as opposed to state of mind to buy, buy aims, or real buy. Different studies ought to examine buy propositions and genuine buy practices in different nations in which interpersonal interaction locales energetically offer shopping administrations. From a managerial viewpoint, the discoveries of this study demonstrate that the target shoppers and person to person communication site gimmicks ought to contrast as per item sort, if the destinations need to grow their organizations to incorporate shopping administrations. That is, more youthful individuals with positive view of the value, convenience, and security of shopping administrations on informal communities.

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