

## EFFECTIVENESS OF SOCIAL MEDIA ON ELECTRONIC-PURCHASES (WITH REFERENCE TO YOUTH OF VISAKHAPATNAM)

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### ABSTRACT

In 21st century networking has transformed into the mode of prominent all around the globe. E-buy remains for electronic buy; purchasing products and services through medium of web and PC or any electronic media. Online networking innovations go up against various structures including, traditional media like television magazines, radio billboards, small scale blogging, w, informal organizations, podcasts, photos or pictures, video, rating and social bookmarking. As web-based social networking turning out to be progressively strong tool for online advertisers who are extracting resources into ways that use web-based social networking and drawing attention to online buyers. Online promoters with new web based checking patterns are provoked by discoveries that show individuals are investing huge measures of energy mingling on the web. even though promoting and move on via web-based networking media, online E-retailers have found a online media as great platform to promote and sell their products and services and made interactions with consumers directly through tools of social media and associate and speak with online customers viably . Online individuals are frequently increasing more ways for choosing on online medium by choosing with reviews and suggestions, all tools which impacts on web based purchasing choices. This review shows to analyze and to show the impact of social media for the e-buy and to discover how it effects on youth's visit aim and buy aim. This review will help to find future online e retail business should focus on youth segment.

**KEYWORDS:** E-Purchase, Shopping Online & Web 2.0

### INTRODUCTION

Fifteen years after the post launch of Internet which has turned into major medium generally for E-Retail (after high road retailing) and made remarkable output with maintaining customer relationship? (Constantinides, 2008)

Web 2.0 or Social Media, are progressively drawing in the consideration as medium of promoting different product and services and expanding e retail with frequently progressive developments turned out to be blasting business, investigate and hypothetical supporting (O'reilly, 2005).

Coordinate client contribution and CGC result in capable system impacts and clients' groups

This article distinguishes the hypothetical establishments of the Web 2.0 development, in view of the meaning of the term proposed by (Constantinides, 2008)), and depicts the principle measurements and components of Web 2.0 applications. It inspects the impacts of Social Media on the buyer basic leadership prepare and proposes various ways that enterprises and retailers, specifically, can execute such applications as a feature of their showcasing arrangement.

The impact of online networking on web based business has turned out to be increasingly critical. On web-based social networking, e-buy sites are difficult spread on the grounds that there are insufficient connections between clients

(Bettman, 1972).

One of these progressions is the moving of the traditional informal (WOM) to the electronic stage. Eye to eye collaborations are leaving their place to the virtual environment. Today many individuals compose their sentiments and surveys about practically anything through discussions, sites, organization site pages, messages, and so forth. The measure of data made online by purchasers is huge today. One can sort any item class, mark, key term to a web crawler and locate a boundless number of audits about it. These audits are produced by firms themselves or shoppers. Late improvements in web-based social networking have presented endless new web-based social networking applications and informal community locales (e.g. Twitter, Face book, LinkedIn) to permit individuals to associate, impart and trade diverse types (Chevalier, 2006)

## LITERATURE REVIEW

(Ward, 2000) Internet as a medium for business has brought up issues about the convenience of marking on the World Wide Web. Looks at whether purchasers utilize marks as wellsprings of data when shopping on the Internet. Applying hypothesis from the financial aspects of data, predicts that late adopters of the Internet will be less capable at scanning for item data and will depend more on brands. As they accumulate more understanding on the Internet, their inquiry capability ought to rise and their mark dependence ought to fall. These speculations are tried and affirmed utilizing utilization and supposition review information from the Internet people group. The outcomes recommend that marking can encourage customers' acknowledgment of electronic business.

(Marsden, 2010) Amid the most recent two decades the retailing business is winding up in a condition of steady development what's more, change. Globalization, mergers and acquisitions, and innovative improvements have definitely changed the retailing scene. The unstable development of the Internet has been one of the fundamental impetuses in this procedure. The impacts of the Internet have been generally felt in retail divisions managing predominantly with intangibles or data items. Be that as it may, these are definitely not liable to be constrained to these divisions; progressively retailers of physical items understand that the enabled, refined, basic and very much educated customer of today is basically extraordinary to the customer they have constantly known. The web, and especially what is known as Social Media or Web 2.0, has given purchasers a great deal more control, data and power over the market procedure, posturing retailers with various imperative situations and difficulties. This article clarifies what the new face of the Internet, broadly eluded to as Web 2.0 on the other hand Social Media, is, recognizes its significance as a key showcasing apparatus and proposes a number of option methodologies for retailers. Actualizing such methodologies will permit retailers to get by, as well as make upper hands and flourish in the new environment.

(Chen, 2011) Social media is platform for consumers to evaluate their benefits and weakness before purchasing product she defined about the relationship between consumer behavior by comparing the price and showing the quality and maintain relationship and social Medias acting as catalyst to increase thee profitability for online business

(Liang, 2011) The expanded prevalence of person to person communication locales, for example, LinkedIn, Face book, and Twitter, has opened open doors for new plans of action for elect<sup>o</sup> tonic business, frequently alluded to as social trade. Social business includes utilizing Web 2.0 web-based social networking advancements and foundation to bolster online communications also, client commitments to help with the securing of items and administrations. Online networkings advances not just give another stage to business visionaries to advance additionally raise an assortment of new

issues for e-commerce scientists that require the advancement of new speculations. This could get to be distinctly a standout amongst the most difficult research fields in the coming decade

(Wang, 2012) Consumers Interaction through medium utilizing online networking sites and tools has turned into vital role through the improvement through expanding prominence of online networking. Online networking affirms have positive impacts on consumer behaviour. Online buyer through user’s interaction influences buying choices in two ways: straightforwardly and on the basis, requirement for uniqueness moderating it affects the impact on magnifier search and interaction and reviewing.

**RESEARCH OBJECTIVE**

To study the Interactive Effectiveness of demographic on social media for e-purchases.

**RESEARCH METHODOLOGY**

**Table 1**

<b>Research Type:</b>	<b>Exploratory</b>
Sampling Techniques:	Non probability Convenience Sampling
Sampling Unit:	Visakhapatnam-18-28-Age Group
Sample Size:	116 Respondents
Tools for Data Collection:	Self Administrated Questionnaire
Tools for Data Analysis:	Two-way ANOVA

**RESULTS**

**Q.1: Are you having Awareness about Online Shopping?**

All the Respondents having 100% percent awareness about online shopping

**Q.2: How often do you Use Internet for Shopping?**

**Table 2**

<b>Si. No</b>	<b>Respondent Opinion</b>	<b>Percentage</b>
1	Very Frequently	22%
2	Frequently	32%
3	Often	32%
4	Some Times	13%
5	Never	1
<b>Total</b>	<b>Total</b>	<b>100%</b>

About 22% of the people use online shopping very frequently, 32% frequently where as 32% often, 13% use rarely and 1% Never.

**Q.3: How frequently you Buy Products and Services Online Last 4 Months?**

**Table 3**

<b>Si. No</b>	<b>Respondent Opinion</b>	<b>Percentage</b>
1	Very Frequently	10%
2	Frequently	31%
3	Often	32%
4	Some Times	26%
5	Never	1
<b>Total</b>	<b>Total</b>	<b>100%</b>

Frequently buying products and services 10% very frequently 31% often 32% Sometimes 26% and never 1%

**Q.4: Which Website you mostly Use for Online Shopping?**

**Table 4**

Si. No	Respondent Opinion	Percentage
1	Snap deal	20%
2	Flipkart	30%
3	e-bay	30%
4	Big basket	10%
5	Alibaba	10
<b>Total</b>	<b>Total</b>	<b>100%</b>

20% use snapdeal, 30% use flipkart, 30% use e-bay, 10% E-basket, 10% Alibhaba

**OBJECTIVE**

To study on Social media interactive effect of gender and education on e-purchase

**Table 5**

Between-Subjects Factors		
Gender		N
	1	68
Education	2	49
	2	85
	3	31

**Table 6**

Descriptive Statistics				
Dependent Variable: Total	Dependent Variable: Total	Mean	Std. Deviation	N
1	2	32.10	7.183	49
	3	27.22	6.567	18
	<b>Total</b>	<b>30.79</b>	<b>7.306</b>	<b>67</b>
2	2	32.78	6.525	36
	3	30.77	6.597	13
	<b>Total</b>	<b>32.24</b>	<b>6.537</b>	<b>49</b>
Total	2	32.39	6.880	85
	3	28.71	6.700	31
	<b>Total</b>	<b>30.41</b>	<b>6.000</b>	<b>115</b>

Table 7

Tests of between-Subjects Effects					
Dependent Variable: Total					
Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	411.826 <sup>a</sup>	3	137.275	2.944	.036
Intercept	83565.633	1	83565.633	1.792E3	.000
Gender	98.700	1	98.700	2.117	.148
Education	262.639	1	262.639	5.633	.019
gender * education	45.633	1	45.633	.979	.325
Error	5222.131	111	46.626		
Total	120043.000	115			

Significant at 5% Level

#### Effect of Social Media on E-Purchase amongst Youth

**H<sub>01</sub>:** no significant of Gender on e-purchase .The F value (0.148)

**H<sub>02</sub>:** no significant effect of education on e-purchase .The F value (0.019)

**H<sub>03</sub>:** no significant interactive effect of gender and education on e-purchase .The F value (0.323)

#### CONCLUSIONS

The study tried to find out the difference among various set of people of the crucial factors which are concerned with the “effect of social media on e-purchase among youth”. Issues have been identified through various reviews of literatures. It was cross checked with the youth in the city. Like 100 percent respondents were found using internet. Also through this study it was found that youth use online shopping like 20% use snapdeal, 30% use flipkart, 30% use e-bay, 10% E-basket, 10% Alibhaba

These factors may vary from place to place and there may be marked difference in rural area as compared to urban area. In urban area young people are in conversation and communication with their peer groups using a wide variety of different social media and other media devices every day. That is to say, informational social influence is transferred from a social media context to an e-purchase context. Hence, social media has a high informational social influence, among educated people which affects the users’ online behaviour such as visit intention and purchase intention in e-purchase.

#### IMPLICATIONS OF THE STUDY

The present study is useful for e-marketers and social networking sites in showing their usefulness and also for the students and researchers in further doing descriptive study on the same. Researchers can take larger samples to explore more. As in this study only one demographic variable was taken, other demographic variables too can be taken.

## LIMITATION OF THE STUDY

The study was done on a small sample size. So further study on larger sample size should be done.

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