



EFFECT OF SOCIAL MEDIA ON ONLINE SHOPPING BEHAVIOUR OF APPARELS IN JAIPUR CITY- AN ANALYTICAL REVIEW

Sumit Chaturvedi¹, Dr. Sachin Gupta²

¹Research Scholar, School of Management, JECRC University, Jaipur

²Assistant Professor, School of Management, JECRC University, Jaipur

ABSTRACT:

Social media tools have become superb channels for marketers to reach consumers. Social media is important for marketers because it allows them to dialogue directly with consumers, which in turn engages consumers directly with company brands. Social media has revolutionized consumer purchasing behavior over the last few years, directly impacting the way they buy products and services. The fact that there are billions of opinions and reviews out there means marketers have to change their perception about social media from 'fun to have' to 'must focus on'. The use of social media platforms such as Twitter, LinkedIn, blogs and Face book among buyers has grown considerably over the last two years. The objective of the paper is to study the effect of social networking sites on online shopping behaviour of apparels in Jaipur city. For this purpose secondary data have been used and researcher has tried to review studies based on online shopping behaviour which are done in Jaipur.

Key Words: Consumer Purchasing Behaviour, Perception, Social Media.

INTRODUCTION:

In recent years the online environment is viewed by users from a new perspective, in a commercial way. Its development and the emergence of online stores have turned users into consumers. Also the most important role of social media has changed the way of how consumers and marketers communicate.¹ Moreover, by using social media, consumers have the power to influence other buyers through reviews of products or services used. Consumers are also influenced by other psychosocial characteristics like: income, purchase motivation, company presentation, company or brand's presence on social networks, demographic variable (age, sex, disposable income etc.), workplace method of payment, type of stores (online or physical), etc.²

Social media has also influenced consumer behavior from information acquisition to post-purchase behavior such as dissatisfaction statements or behaviors about a product or a company.³ In the last few years can be noticed a great influence of the companies on online networks. Social media websites provide an opportunity for businesses to engage and interact with potential consumers, encourage an increased sense of intimacy with consumers, and build all important relationships with potential consumers.⁴ Since inception, social media platforms like Facebook have been a primary vehicle for the promotion of businesses as it allows consumers engage in a discussion about a product or service which they like or intend to purchase and this influences consumer purchasing behavior.⁵

OBJECTIVES:

- To study the effect of social media on buying behavior in Jaipur City.
- To do an analytical review on effect of social media on online shopping behaviour of apparels in Jaipur City.

AREA OF UNIVERSE: Jaipur City

SOURCES OF DATA: Secondary Data

ROLE OF SOCIAL MEDIA IN ONLINE APPARELS SALES PROMOTION

After e-shopping and mobile shopping, one thing that is taking the clothing retail industry by a storm is social shopping. It is a new way to shop online by interlinking retailing with social media networking sites. While shopping, one question that is inevitable to ask is "How does this look?" with the help of social media, whether one is buying in-store or online, they can consult friends and Family before purchasing a garment.

Online retailers are boosting their sales and enjoying the rewards by leveraging on their social presence on networking sites. Increasing customer interaction plays an important role in increasing sales in clothing retail. A research study done by EBay estimates more than \$ 3 billion every year to be the future market for social media in retail. Shopping for clothes is a way to socialize and apparel retailers are clouting on it to build a social shopping platform. Purchasing of consumable goods which mainly depends on style, choice and fashion of the modern civilization like Apparels are based on consumers' psychology whether to make demand or not; it is undeniably becoming a part of consumer behaviour analysis. Therefore, it has become very crucial that manufacturers of Apparels should be acquainted with the perceptions and attitudes of the respective consumer.

Recent insights published by social media analytics firm Campalyst reveal that the top 10 American clothing and accessories brands on Face book have an average of 14.7 million people followers. Some of the top names in this regard belong to Converse, Victoria's Secret and Nike. A similar situation plays out in Europe, where the top 10 retail fashion brands on Face book get 12.7 million followers on average.⁶

ONLINE SHOPPING BEHAVIOR

One of the growing areas of E-commerce is Online Buying. More and more consumers are turning to the World Wide Web for their shopping needs, which gives them access to either local or international products with just a click of the mouse. The theme of anytime any where shopping appeals to consumers who cannot take time off their busy schedules to go out and shop. Keeping this in mind, many online shops have sprung up in cyberspace offering products right from books, music CDs, household goods, groceries to furniture and cars. The consumers can also avail of a variety of services for communication, consultancy and so on.

Online retail sales are the fastest growing segment of retailing, outpacing the growth rate of retailing in general.⁷ In early online retailing, a web presence and low prices were believed to be key drivers of success. More recently beyond having a simple online presence and low prices, service has become essential for creating customer loyalty and improving customer satisfaction⁸. On-line shopping is a recent phenomenon in the field of E-Business and is definitely going to be the future of shopping in the world. Most of the companies are running their on-line portals to sell their products/services on-line. Though online shopping is very common outside India, its growth in Indian Market, which is a large and strategic consumer market, is still not in line with the global market. The potential growth of on-line shopping has triggered the idea of conducting a study on on-line shopping in India.⁹

ONLINE SHOPPING BEHAVIOUR FOR APPARELS:

In the retail industry of today, having an internet-based outlet for products can be a vital part in defining the amount of success a company has. The fact that internet is one of the most

popular media sources used today means that companies using it as a way to sell to customers have the chance of reaching a wider target market than physical stores without such an outlet have.¹⁰

The Apparel Industry in India (AI) is one of the leading apparel industries in the world. Primarily it was quite unorganized but the scenario has been changing with time. It was mainly started after the economic liberalization of Indian economy in 1991. The opening up of economy gave the much-needed thrust to the Indian apparel industry, which has now successfully become one of the largest in the world.

From the past few years fashion retailing sector is aligning with global trends with retailing firms such as Shoppers Stop, and Crossroads entering into middle class segment. It is being predicted that the apparel sector in India will grow at a very fast rate in the next few years. With the change in lifestyle, increase in per capita income and urbanization of the Indian consumers, the attitude of spending money on fashion related articles such as apparel is increasing a lot.¹¹

ONLINE SHOPPING TRENDS IN JAIPUR:

Gone are the days when city people used to trawl websites and buy items online cautiously. Now, Jaipur ranks third in the country when it comes to shop online, says a report published by eBay India. The city also notches a spot among the top 10 cities that drive traffic to the popular lifestyle store Myntra.com. Driving this band wagon are the city's youngsters, who clearly benefit from the latest range of the coolest brands available online. With cash on delivery options, this rage has even been simplified.

Trendy branded clothes, watches and collectibles are the items that Jaipurites go gaga about. "It's really interesting to note that Jaipur buys the most number of toy cars. However, we don't find this surprising as the city's love for automobiles is well-known," says Ratul Ghosh, head, strategy, eBay India.

Though these sites initially focused on footwear and customized products to lure customer's to splurge online, the focus has now shifted towards lifestyle and apparel. "Branded clothes are the fastest selling segment. In Jaipur, people mostly pick up from the latest items as they are often not found in stores," opines Ashutosh Lawania, co-founder; Myntra.com. The latest clothing line from all the big brands is available online before they even land up in the showrooms. It makes sense to buy them off the internet.¹²

ANALYTICS:

Dr. Anukriti sharma in her study on E – **Commerce and Online Shopping: Issues and Influences** had made an attempt to study the recent trends, influences, preferences of customers towards e commerce and online shopping in Jaipur City and given the suggestions for the improvement in online shopping websites. For making this research successful and worthy, a questionnaire was structured. Through the help of the questionnaire, primary data has been collected. Interviews have been taken of 250 respondents¹³. Main inferences of her study are given below-

- Her Research revealed that 32.5% of age group 21-30- years were mainly involved in the research work for concluding the influences, demands and improvements in online shopping.
- She revealed that female respondents were 180 higher than the male respondents i.e. 70. Online Shopping is preferred by the females rather than males.
- According to her study the most preferred website for online shopping is Homeshop18, according to the respondents.(see Figure 1)

S.no.	Response	Number of Respondents	Percentage
1	Flipkart	20	8
2	eBay	25	10
3	Jabong	26	10.4
4	OLX	38	15.2
5	Homeshop	18	23.6
6	Snapdeal	31	12.4
7	Myntra	27	10.8
8	Zovi	6	2.4
9	Naaptol	9	3.6
10	Yebhi	5	2
11	Yepme	4	1.6
	Total	250	

Figure 1

She analyzed that respondents were interested to shop Clothing and Accessories online. (see Figure 2)

Response	Number of Respondents	Percentage
Books and Stationery	16	6.4
Grocery	58	23.2
Clothing and Accessories	70	28
Furniture	10	4
Household and Basic	48	19.2
Electronic	8	3.2
Jewellery	5	2
Footwear	15	6
Kids and Baby Products	20	8
Total	250	

Figure 2

Dr. Sanjay Hooda et al. have also done a study on Consumer Behaviour Towards “**E-Marketing: A Study Of Jaipur Consumers**”. In their study they have studied awareness of e-marketing among the people in Jaipur city. They have also studied the acceptance of e-marketing among consumers and the impact of e-marketing on purchase decision of consumers. Sample selected comprises of business professionals, students & other educated people of urban area only. Sample size of research was arbitrarily taken as 75 for the convenience of research data was collected from respondents in city malls (City Pulse, Vishal Mega Mart, Inox), cyber cafes including Reliance Web World, Sify internet café.¹⁴ Main inferences of her study are given below-

- According to his study Respondents find e-shopping more convenient because it is time saving, availability of alternatives to choose from & possibly less expensive products and services. It was found that 65% were highly agreed on easy accessibility of online products. Further, most of the respondents found online shopping more convenient & time saving than brick & mortar system. (see figure 3)

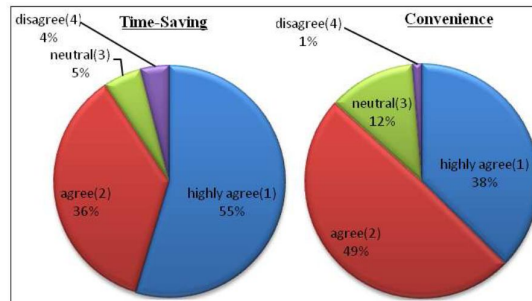


figure 3

- Respondents' reaction was mixed regarding price & quality of the products/services offered online. 35% of the respondents agreed regarding fair price & 31% on quality of products/services offered, while 28% disagreed on the former & 33% on the later. 37% & 36% of the respondents had a neutral view on the two attributes respectively.
- According to his study there was higher percentage of disagreement on "privacy of personal information & on time delivery of products/services.

Alka Kumawat and Prof. J. K. Tandon have also done a study on "**Factors Influencing Customer's Satisfaction Level towards Online Shopping in Jaipur and Gurgaon.**" In which they have examined the factors influencing customer's satisfaction level towards online shopping in Jaipur and Gurgaon through self-administered questionnaire, which was developed based on prior literature. In their research a total of 200 customers were randomly selected. The covariance analysis demonstrated the most significant determinants of consumers' satisfaction towards online shopping. Their results indicated that among total variants availability of unique product, expectation and on time delivery of the product insist customer to shop again from online stores and affects the most their overall experience with the online shopping.¹⁵

Pringal Soni, in her study on "**Virtualization of Indian retail market- Study of factors attracting Indian customer towards online shopping**" had tried to found out the most important factors, which influence the customer to online shopping instead of in store shopping in Jaipur City. She has done analytical research, gathered data from the sample by questionnaire of 150 respondents and find out the important factors that make consumer to shop online, which are as below-

- **COST FACTORS**
As sub factor Price of product and offerings to customers (Discounts and Other) are closely related actually related to the cost of product to the customer. It is a very important factor which influences online behavior.
- **CONVENIENCE FACTOR**
Convenience of shopping without going out, saving valuable time and getting detailed product information and on screen comparison between available Options are three sub factors. They all are concerned with the overall convenience and a better shopping experience with a customer, so they are grouped together and named as a convenience factor.
- **PRODUCT ASSURANCE:**
Availability of a wide variety of brands and range to choose from and assurance of quality are concerned with the product, so they are clubbed together in one group and named product assurance.

- **SELLER VISIBILITY**

Awareness about the presence of the seller and information related to offers by advertisement are related to seller introduction. Both sub factors are grouped together and given named seller visibility.¹⁶

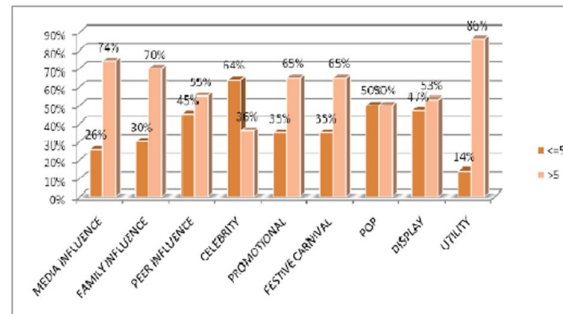


figure 4

Swati Chauhan, and Yaduveer Yadav in their research paper , “Media Collision On The Brain Frame: Impact Of Media On The Consumer Buying Behaviour” tried to enlighten the fact that media can also be a factor which can influence the buying behavior of consumers in Jaipur city , they have surveyed 74 respondents in Jaipur City It was found from the study that 86% of people believed utility of a product is the most important factor in purchase of a particular product whereas 74% of people believe media influence is the second most important factor that influences the purchase of a product.¹⁷ (see figure 4), but yet they have taken media as a common word. They have not cleared that which kind of media influenced i.e. social media or traditional media.

FINDINGS:

- It has been found from the above analytical study that e-shopping is more convenient for Jaipurites because it is time saving, less expensive, more number of available alternatives & possibly products and services.
- Mostly age groups of 21-30 years are mainly involved in online shopping in Jaipur City.
- It has been observed from the above analysis that Online Shopping is preferred by the females rather than males in Jaipur City.
- Education Level is also an important criterion for measuring online buying behavior of consumers. Because only educated people more use the social media & only they can effect by their marketing. So it is also a significant criteria for measuring effect.
- It has been found that Most preferred website for online shopping is Homeshop18, according to the respondents in Jaipur City.
- It has been observed that most of the respondents prefer to buy online weekly.
- It has been found that most of the respondents are interested to **shop Apparels** and Accessories online.
- .Most of the respondents of Jaipur city are agreed that online shopping sites charged fair prices & they also agreed that quality of services of these sites are also good.
- Most of the respondents of Jaipur city are agreed that these sites do not share and misuse their personal information & they timely deliver the products to the customers.
- Cost, Convenience, Seller information, & product assurance are the few factors which motivate consumers to go online for purchase.

CONCLUSION:

Online marketing through social media is gaining popularity among people specially the younger generation but in today's scenario to become equally popular among all age groups social

media marketing will have to cover a longer distance. People have hesitations in using online purchasing due to security concerns, lack of physical approach towards product offered, delays in product delivery along with price & quality concerns. More-over people are more resistant to change & not easily adaptable to newer technology. To make products globally recognized every small or big, National or International company needs to focus and start selling their products online. In which social media can play a very crucial role so there is a large scope for apparel marketers and retailers to promote their products through social media if designed and processed in the quick, secure and qualitative way. Marketers need to concentrate properly on the requirements of the e-Commerce and online tools and techniques to make wonders and hype their sales. Branding, Product Positioning, Awareness of new features in the products etc. all were supported by the help of online websites. An assessment of these dimensions revealed that individuals, who purchase online, perceived significantly greater benefit in terms of availability, wider selection, meets the expectation of most of the customers.

In a nut shell we can conclude that online purchasing of apparels has a potential to grow, only proper boosting needs to be done which can be effectively done by social media only, because this is the only medium of sales promotions which can be in low cost and maximum reach, however social media is not get so much important in context of jaipur city that is why there is a large scope for social media, & online sales of apparels in jaipur both at producer and consumer level Apart from government efforts.

REFERENCES:

- 1.] Hennig-Thurau T., Gwinner K., Walsh G. and Gremler D., "Electronic Word-of-Mouth Via Consumer Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet?," *Journal of Interactive Marketing*, **18(1)**, 38-52, (2004)
- 2.] Elisabeta Ioanas ,and Ivona Stoica , "Social Media and its Impact on Consumers Behavior", *International Journal of Economic Practices and Theories*, **4(2)**, 295-303, (2014)
- 3.] Man gold G. and Faulds D., "Social media: The new hybrid element of the promotion mix", *Business Horizons*, **52**, 357-365, (2009)
- 4.] Mersey R. Davis, Malthouse E. , & Calder B., "Engagement with Media," *Journal of Media Business Studies*, **7(2)**, 39 -56, (2010)
- 5.] Social Media Influences Consumer Buying Behaviour, (<http://www.234finance.com/social-media-influences-consumer-buying-behaviour/>)
- 6.] Social Media and the Retail Apparel Industry, (<http://www.business2community.com/social-media/social-media-retail-apparel-industry-0706409#!0ny27>)
- 7.] Quarterly retail e-commerce sales: 3rd quarter 2004, (www.census.gov/mrts/www/current.html)
- 8.] Yang Z. and Fang X., "Online service quality dimensions and their relationships with satisfaction: a content analysis of customer reviews of securities brokerage services", *International Journal of Service Industry Management*, **15(3)**, 302-326, (2004)
- 9.] Dahiya Richa, "Impact of Demographic Factors of Consumers on online shopping Behaviour: A Study of Consumers in India", *International Journal Of Engineering And Management Sciences*, **3(1)** 43-52, (2012)
- 10.] The Future of Shopping., (<http://hbr.org/2011/12/the-future-of-shopping/ar/1> December 2011).
- 11.] Anand Namrata, and Khetarpal Vandana, "Growth Of Apparel Industry In India: Present And Future Aspects", *Scholars World- International Refereed Multidisciplinary Journal of Contemporary Research*, **2(1)**, 64-70(2014)
- 12.] Jaipur does shop, ([smarthttp://dnasyndication.com/showarticlerss.aspx?nid=MXJCduYC8AOTLVE7F1jUSc4ZVI/JuX2uR2iXnL17Jyl=](http://dnasyndication.com/showarticlerss.aspx?nid=MXJCduYC8AOTLVE7F1jUSc4ZVI/JuX2uR2iXnL17Jyl=))
- 13.] Sharma Anukrati, "Study on E - Commerce and Online Shopping: Issues and Influences", *International Journal Of Computer Engineering& Technology*, **4(1)**, 364-376, (2013)

- 14.] Hooda Sanjay, Aggarwal Sandeep, " Consumer Behaviour Towards E-Marketing: A Study Of Jaipur Consumers", *International Refereed Research Journal*, **3(2)**, 107-118,(2012)
- 15.] Kumawat Alka , and Tandon J. K.," Factors Influencing Customer's Satisfaction Level Towards Online Shopping in Jaipur and Gurgaon", "*International Journal of Innovative Research & Development*, **3(4)**, 348-356,(2014)
- 16.] Soni Pringal, "Virtualization of Indian retail market- Study of factors attracting Indian customer towards online shopping" , *International Research Journal of Business and Management* , **5(1)**,116-127,(2013)
- 17.] Chauhan Swati, and Yadav Yaduveer , "media collision on the brain frame: impact of media on the consumer buying behavior", *International Journal of Research in Commerce & Management*, **2(3)**, 160-175,(2011)