

Social Medias' and Their Implications for Teens' Buying Behaviour - An Empirical Study in Karinkal

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Abstract

The modern marketing management tries to solve the basic problems of consumers in the area of consumption. To survive in the market, a firm has to be constantly innovating and understand the latest consumer needs and tastes. It will be extremely useful in exploiting marketing opportunities and in meeting the challenges that the Indian market offers. The retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behavior in the field of Social medias, Therefore, we have also decided to study buying behaviour of teenagers. It is purely primary data. The study is conducted Karinkal region, Kanyakumari District. The researcher has collected information on this topic from popular journals, books documents and reliable websites.

Introduction

Customers are the most important people for any organization. They are the resource upon which the success of the business depends. When thinking about the importance of customers, it is useful to remember the following points:

- Repeat business with the customers is the backbone of selling. It helps to provide revenue and certainty for the business.
- Organisations are dependent upon their customers. If they do not develop customer loyalty and satisfaction, they could lose their customers.
- The purpose of the organisation is to fulfill the needs of the customers.
- The customer makes it possible to achieve business aims and without customers the Organisation would not exist.

Factors Influencing Consumers Buying Behaviour

Consumer's buying behaviour and the resulting purchase decision are strongly influenced by cultural, social, personal and psychological characteristics. An understanding of the influence of these factors is essential for marketers in order to develop suitable marketing mixes to appeal to the target customer. Cultural factors include a consumer's culture, subculture and social class. These factors are often inherent in our values and decision processes. Social factors include groups (reference groups, aspirational groups and member groups), family, roles and status. This explains the outside influences of others on our purchase decisions either directly or indirectly. Personal factors include such variables as age and lifecycle stage, occupation, economic circumstances, lifestyle (activities, interests, opinions and demographics), personality and self concept. These may explain why our preferences often change as our 'situation' changes. Psychological factors affecting our purchase decision include motivation (Maslow's hierarchy of needs), perception, learning, beliefs and attitudes. Thus, media is one of the social factors influencing the buying behaviour of consumer by way of giving product information and influencing their perception, learning, beliefs, attitude and motivation towards a product or service.

Statement of The Problem

The central focus of marketing is the consumer. An open-minded consumer-oriented approach is imperative in today's diverse global marketplace so that a firm can identify and serve its target market, minimize dissatisfaction, and stay ahead of competitors. To devise good marketing plans, it is necessary to examine consumer behavioral attributes and needs, lifestyles, and purchase processes and then make proper marketing-mix decisions. The

study of Consumer behavior includes the study of what they buy, why they buy, how they buy, when they buy, from where they buy, and how often they buy. All these are influenced by mass media. Social Medias', the recent development in the decade, play a vital role in the context as a social media. These have a powerful amplifying effect for business; Social Medias' are used to a medium of advertisement and publicity today. A study on their influence on buying behavior of consumers enable marketing executives and managers to make use of them as an effective medium of advertisement and Publicity.

In this context, this study has been undertaken. Teenagers are the market segment which has peculiar features and dimension of behavior. They are reported as the most influenced group of SMS. Therefore the study has been focused on this segment of market.

Review of Literature

Review of the earlier studies and literature enables the researcher to comprehend the research theme, research gap and the research methodology to be adopted. In this view some of the earlier studies and literature all reviewed here.

Previous research has indicated that even a small amount of negative information from a few postings can have substantial impacts on consumer attitudes (Schlosser, 2005). Palmer (1996) stated that individuals have an underlying need for an emotional bond with high-involvement products that they buy. Brand development and relationship development are complementary and substitutable strategies toward this bonding. The relationship between the brand and the consumer is very important for the company and strengthening it leads to loyalty.

Consumers use social networks in daily life for various reasons. Most of them want to maintain relationships with relatives or colleagues/friends. Maintaining interpersonal connectivity between online users of a social media channel has benefits derived from establishing and maintaining contact with other people in a manner of giving social support, friendship, and intimacy. (Utpal *et al.*, 2004) These allow users to connect with peers by adding them to networks of friends, which facilitates communication, particularly among peer groups (Ahuja and Galvin 2003). Online groups exert a noticeable influence on the behavior and consumer buying intent and implicitly on the purchase decision. For example, social media websites provide a public forum that gives individual consumers their own voice; as well access to product information that facilitates their purchase decisions (Kozinets *et al.*, 2010). Internet and virtual communities have transformed consumers, societies, and corporations with wide spread access to information,

better social networking and enhanced communication abilities (Kucuk and Krishnamurthy, 2007). Therefore social networks are defined to be websites which link millions of users from all over the world with same interests, views and hobbies. Blogs, YouTube, MySpace, Facebook are examples of social media that are popular among all level of consumers. (Sin, *et al.*, 2012)

Objectives of The Study

This study aims at analyzing the implications of Social Medias’ for teens’ buying behavior in Karinkal. The following are its specific objectives:

- 1) To study the demographic profile of the teenagers.
- 2) To explore the preferences of the teenagers regarding various Social Media.
- 3) To Study the Social Medias’ usage pattern among teenagers in the study area.
- 4) To identify the problems associated with buying through Social Media.
- 5) To suggest suitable measures to overcome the problems in buying through Social Media.

Methodology of The Study

This is an empirical study conducted based on the primary data collected from sample group of teenagers in Karinkal. The sample size was determined as 50 and convenience method of sampling was adopted. The respondents were selected from the colleges functioning within the Kainkal Panchayat limit. The selected sample group of respondents were administrated with a pre-structured interview schedules and with the help of them data was collected from them. The collected data were edited, codified and tabulated according to the needs of the study objectives, They were analysed and interpreted with the help of statistical tools such as percentile analysis, mean score analysis, Garrett Ranking Analysis and Factor Analysis. The influences of the analysis are presented with the help of graphical and tabular presentation.

Scope and Limitations of The Study

This is a study on the influence of SMS on the buying behavior of teenagers in Karinkal. It is conducted as a sample group of 50 respondents. The respondents were selected from the college of Karinkal and the study was conducted during the month of May 2017 – August 2017.

This study is subject to following limitation:

- 1) The sample size was confined to 50, due to time constraint, which was small in number.
- 2) The earlier studies are limited in number and the researcher was unable to access enough number of different on the topic which makes the review and reference inadequate.
- 3) Many of the respondents are unable to assess the meaning & relevance of the questions in the interview schedule which leave room for deficiency in their response.

All the above limitations leave loopholes this study.

Analysis and Results

The demographic factors such as gender, age, educational status, level of income etc., play important role information of attitude and behavior of people. They influence in their opinion formation and decision making. Thus it becomes essential to take into account of these variables while studying the behavior pattern of people. As this study aims with analysing the buying behavior of the teens and the influence of SMS on it, the respondents were classified

and analysed on the basis the above variables. The analysis shows that most of the respondents (58%) are male and most of them (76%) fall under the age group of Above15. The analysis on the family income status of the respondents reveals that most of the respondents’ monthly income ranges upto Rs.100000 and many of them (30%) fall under the monthly income below 20000. The respondents falling under higher income group are medium level in number.

Table 1.1 : Demographic Profile Of The Respondents

VARIABLE	FRE-QUENCY	PERCENT-AGE (%)
GENDER		
Male	29	58
Female	21	42
AGE		
Upto 15	12	24
Above 15	38	76
EDUCATIONAL QUALIFICATION		
Upto SSLC	12	24
Above SSLC	38	76
FAMILY INCOME		
Below 20000	15	30
20001-40000	5	10
40001-60000	8	16
60001-80000	12	24
80001-100000	3	6
Above 100000	7	14

Source: Primary Data

SMS Usage Pattern

One of the specific objectives of this study is to analyse the SMS usage pattern of the teenagers in the study area. The preference towards the various networking sites, the frequency of visiting, the time spend on using SMS, the number of connections had, are the purpose of using the SMS and the different dimensions of the usage pattern. An attempt is made here to analyse these dimensions with regards to the SMS usage pattern of the respondents.

Preference Towards Social Medias

There are numerous SMS available for user’s access. The researcher identified Social Medias such as Facebook, Linked in, Twitter, MySpace, Flickr, Orkut, Friendsher, Google+, Hi5, Tribe and Tumbir as the most common sites used by the teenagers in the study area through the pilot study. In order to find out the highly preferred sites by the teenagers, the researcher applied Garret Ranking analysis. The Garret Mean Scores calculated for these sites, on the basis of the ranking given by the respondents are presented in the table 1.2. It shows that among the various SMS available, Facebook ranks first with the Garret Mean Score of 77.60 which is followed by Linked in. Twitter and MySpace rank the third andfourth representing which are followed by Orkut & Flickr, Tribe and Tumbir are the least preferred SMS by the teenagers in the study area.

Table: 1.2 : Preference of Teenagers towards SMS – Garrett Ranking Analysis

Social Networking Sites	Garrett Mean Score	Rank
Facebook	77.66	1
Linked in	60.36	2
Twitter	57.94	3
Orkut	49.8	6
My space	54.98	+4
Flickr	52.64	5
Google+	43.74	7
Friendsher	49.58	8
Hi5	40.92	9
Tribe	35.4	10
Tumbir	31.08	11

Source: Primary Data.

Frequency And Duration Of Usage

To Analyse the frequency of visiting Social Medias by the teenagers, the researcher applied percentile analysis and the result is presented in table 1.3. From the above table it is inferred that 48% of respondents visits the sites every day and 22% of the respondents visit twice a week, another 18% respondents use them Once a week and 12% of respondents use them Once a Month. It implies that the teenagers in study area visit the SMS at least once a week.

Table: 1.3 : Frequency of SMS usage by the Teenagers

S.NO	FREQUENCY	NO. OF RE-SPONDENTS	PERCENT-AGE (%)
1	Every Day	24	48
2	Twice a week	11	22
3	Once a week	9	18
4	Once a month	6	12
Total		50	100

Source: Primary data.

Time Spent Per Visit To Sms By The Teenagers

It is observed that the time spent on using SMS by the teenagers ranges between 15 minutes to 3hours. The percentile analysis on the time spent by the teenagers per visit to SMS is presented in Table 1.4. It is observe from the table that many of the respondents (34%) spent 20 to 30 minutes per visit and another (20%) spent less than 20 minutes only (30%) of the respondents spent more than 1 hour on SMS per visit.

Table: 1.4 : Time Spent per visit to SMS by the teenagers

S.NO	TIME SPENT	NO. OF RE-SPONDENTS	PERCENT-AGE (%)
1	Less than 20mins	10	20
2	20-30mins	17	34
3	30-60mins	8	16
4	1hour – 3hours	11	22
5	3hours Above	4	8
Total		50	100

Source: Primary data.

Motives For Using Social Medias (SMS)

There are various factors motivating the teens’ difficulty to use the Social Medias in the study area. The researcher identified 15variables motivating then to use SMS. They are messaging, to chat with others, to browse business profile pages, to place order, to advertise and to give publicity, for getting product information, to get customer’s feedback and opinion, for getting other’s feedback and opinion about a product or service, to create forum/blog, to share ideas with others, to play games, to conduct interview, to conduct survey, to make video call and to browse friends profile pages.

Factor Analysis

In order to identify the most influential factors contributing towards the difficulty in motives of using Social Medias (SMS) the applied factor analysis. All the above listed 15 variable were analysed through factor analysis the Rotated Component Matrix of Factor analysis is a data reduction technique where by the unmanageable numbers of variables called factors. The factor analysis made on the 15 variables through SPSS Packages has reduced them to four factors. The level of influence that each variable has on each factor and the influence of all the four factor on the dependent variable motives using in Social Medias (SMS) are analysed and observed is presented in table 1.5

The suitability of the data for factor analysis was analysed through Kaiser-Meyer-Olkin measurement of adequacy and Bartlett’s test of Sphericity. The findings of the tests are:

KMO and Bartlett’s Test		Value
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.620
Bartlett’s Test of Sphericity	Approx. Chi-Square	299.983
	Difference	105
	Significance	.000

KMO test is a statistics which indicates the proportion of variance in the variables which might be caused by the underlying factors. The result of the test shows a high value (.620) which indicates that the factor analysis is useful for the data used in the study. Bartlett’s test of Sphericaty indicates whether the correlation matrix is an identity matrix. If it is so, an identity matrix and the variable identified are unrelated. The significance level gives the result of the test. Since the result is less than 0.05 it can be concluded that there is a significant relationship among the variables identified. Thus the result of the above tests shows that factor analysis can be suitably employed in the study. The observation made based on

further analysis which is presented in table 1.5 shows the factor loading of the 15 variables motivating in using of Social Medias (SMS) by the teens in the study area and categorization of these variables into four factors. Each of the factors so categorized comprise of various variables which are closely related to one another. Based on the variables falling under these categories they are name as Business motive Factor, Communication Factor, Information service Factor and Entertainment motive factor. The Business motive factors includes the variables namely 'To Place order' 'To Browse business profile pages' 'For getting product information' For getting other's feedback & opinion about a product or service, To advertise and publicity. All these variables have a high factor loading in the rotated component matrix. Business motive factor is the first factor which explains the higher variation of 19.452% in the total variable set. The second factor namely Communication motive factor comprises the variables, To chat with others, To browse friends profile's pages and Messaging. It explains a higher variation of 17.665% in total variable set. The third factor Information Service Factor covers the variables, To Share ideas with others, To create forum/blog, To conduct survey, To get customer's feedback and opinion. It explains a variation of 15.905% in the total variable set. Finally Entertainment motive Factor which includes the variables, To Play games and To make video call explains a variation of 10.630% in the total variable set.

The Eigen value of a factor indicates the degree of variability of a factor in the total set. The higher Eigen value shows the higher intensity of the variable explained in the factor. The analysis of Eigen values of the above discussed seven factors reveals the intensity of each factor comprising of 15 variables identified by the researcher and their influence on the motivation to use Social Medias (SMS) by the teens in karinkal. The Eigen values of the four factors such as Business motive Factor, Communication motive factor, Information service Factor and Entertainment motive factor are 2.918, 2.650, 2.386, and 1.594 respectively. It shows that the intensity of the variables included in the Business motive factor is higher (2.918) which is followed by Communication motive

factor (2.650). The intensity is very low in respect of Information Service factor (2.386) and Entertainment motive factor (1.594). The communality (h^2) represents the role of each variable on the motivation to teenagers to use Social Medias (SMS) in the study area. The communality has been high in respect of 'To Browse business profile pages' (V3) with communality value of .783 which is followed by 'To chat with others' (V2) with communality value of .757. The third highest one is 'To make video call' (V14) with communality value of .744. The Fourth variable with higher communality value is 'To Browse friends profile pages' (V15) with communality value of .737. The Fifth variable is 'To Place order' (V4) with communality value of .670. This is followed by 'To conduct survey' (V13), 'Messaging' (V1), 'To play games' (V11), 'To Advertise and publicity' (V5), 'To share ideas with others' (V2), 'To create forum/blog' (v9), 'For getting product information' (V6), 'For getting others' feedback & opinion about a product or service' (V8), 'To Get customer's Feedback and opinion' (V7), 'To conduct interview' (V12) with the communality values of 0.685, 0.655, 0.651, 0.623, 0.609, 0.599, 0.592, 0.531, 0.524, and 0.388 respectively.

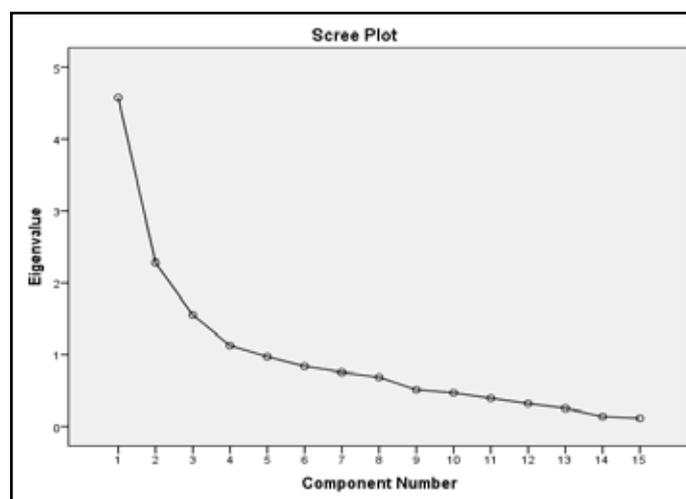


Table: 1.5 : Motives For Using Social Medias (SMS) -Factor Analysis

Variable	Rotated Component Matrix				Communality (h^2)
	1	2	3	4	
To Place Order (V4)	.773	.168	.193	-.083	.670
To Browse business profile pages (V3)	.702	.249	.129	-.406	.783
For Getting Product Information (V6)	.701	.047	.010	.314	.592
For Getting others' Feedback & Opinion about a Product or Service (V8)	.626	.036	.366	.063	.531
To Advertise and Publicity (V5)	.601	.358	.376	.156	.655
To Conduct Interview (V12)	.425	-.097	.394	.205	.388
To Chat with others (V2)	.155	.844	.092	.111	.757
To Browse Friends Profile Pages (V15)	.147	.839	-.037	-.101	.737
Messaging (V1)	.071	.798	.000	-.089	.651
To Share Ideas with Others (V10)	.120	.033	.756	.151	.609
To Create Forum/Blog (V9)	.256	.006	.730	.028	.599
To Conduct Survey (V13)	.006	.134	.624	-.527	.685
To Get customer's Feedback and Opinion (V7)	.438	.040	.565	.107	.524
To Play Games (V11)	.264	-.071	.261	.693	.623

To Make Video Call (V14)	-.095	.582	.106	.620	.744
Eigen Values	2.918	2.650	2.386	1.594	
Variance	19.452	17.665	15.905	10.630	
Cumulative Variance	19.452	37.117	53.022	63.651	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation Converged in 8 iterations

Problems Faced in Buying Through SNS

Buying through SMS is the latest development in marketing and as there is no direct contact between buyer and seller, the buyer in specific, have to face many problems. The researcher has identified that the teenagers in the study area face many problems such as Non familiarity with online shopping, Worry on payment security, Unwanted post-purchase interruption, Worry on product quality, Lack of joy of traditional shopping, too complicated procedures, Inability to check the products before buying, Higher shipment fees and, No interaction with shop assistants. The percentile analysis on the problems faced by the respondents is given in Table. 1.6. From the table it is inferred that 14% of respondents’ problem is Non familiarity with online shopping and 12% of respondents, Worry on payment security. A majority of (22%) the respondents’ problem is the Post – purchase interruption by the companies in the form of enquiries and advertisement. A 10% of the respondents Worry on product quality categories and 16% of respondents feel that they lost the joy of traditional shopping. Next 2% of respondents feel difficulty with complicated procedures. Another 6% of the respondents feel that lack of interaction with shop assistant as a problem.

Table: 1.6 : Problems Faced in Buying Through SMS

PROBLEMS	NO. OF RESPONDENTS	PERCENTAGE (%)
Non familiarity with online shopping	7	14
Worry on payment security	6	12
Unwanted post-purchase interruptions	11	22
Worry on product quality	5	10
Lack of joy of traditional shopping	8	16
Too complicated procedures	1	2
Inability to check the products before buying	6	12
Higher shipment fees	3	6
No interaction with shop assistants	3	6
Total	50	100

Source: Primary data.

Suggestions To Overcome The Problems

The researcher extracted the suggestions from the respondents to overcome the problems in buying through SMS and found there are six valid suggestions such as to control the website traffic, to give full description about the product, to give proper terms and condition for purchase, To clear the payment checkout problem, free shipment and payment on delivery and to avoid fake information. The percentile analysis on the above suggestions is presented in Table 1.7 From the table it is inferred that 6% of respondents suggest to control the websites traffic, 18% of respondents suggest to give full description about product and 8% respondents suggest to give proper terms and conditions for purchase. Another 14% of respondent suggest to clear the payment checkout problem. 20% of respondents suggest free shipping and payment on delivery. A majority (34%) of the respondents suggest to avoid fake information.

Table: 1.7 : Suggestions to Overcome the Problems in Buying Through SMS

SUGGESTIONS	NO. OF RESPONDENTS	PERCENTAGE (%)
To control the websites traffic	3	6
To give full description about the product	9	18
To give proper terms & conditions for purchase	4	8
To clear the payment checkout problem	7	14
Free Shipping and payment on delivery	10	20
To avoid fake information	17	34
Total	50	100

Source: Primary data.

Suggestions

Based on the findings of the study the researcher gives the following suggestions to overcome the various problems faced by the teenagers and to make the buying through SMS effective.

- The Companies selling their products or service through SMS must for most genuine information about the product to the consumer.
- The supply of information must be adequate and comprehensive.
- They must provide sufficient security to the payments of the buyer through SMS. The receipt of the payment must be properly informed and the buyer must be given opportunity for verifying the payment.
- The security company must exercise absolute quality control over the product sent in case of selling through SMS.
- The seller must given the facility of payment on delivery to the buyer through SMS.

Conclusion

From this study the researcher concludes that SMS has a good level of influence on the buying behavior of the teenagers in the study area. The level of influence on all the dimensions of buying behavior is either moderate or high, however the problems faced by them in buying through SMS have become a barrier to it. If these problems are addressed to by taking into consideration of the suggestions given by the researcher hops that SMS with become an effective medium of business.

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