



# Impact Of Social Media On Online Shopping Behaviour Of Rural Consumers With Reference To Villupuram

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## ARTICLE INFO

## ABSTRACT

The outstanding development of long range informal communication has given a progressive instrument to firms to further develop web promoting exercises. Recognizing the significance of closer collaboration, enhanced customer relationships, and ultimately increased sales transactions, businesses are motivated to use social networking sites. The quick development of online entertainment and person to person communication destinations, particularly, in an emerging nation like India is furnishing advertiser with another road to contact clients. The reason for this paper is to draw on earlier exploration about the effect of web-based entertainment on internet shopping; hence it has been made quantitative exploration. The sample consisted of 66 respondents, and from a statistical standpoint, it is clear how much it was influenced and how much social media actually affected rural consumers' online shopping habits with regard to Villupuram. The discoveries uncover that virtual entertainment is most generally utilized in data hotspot for diversion, systems administration, and data on new destinations. The buying process is also influenced by social media's facilities for comparison, direct interaction, reviews, and opinions. Toward the finish of the paper, we examine the outcomes, ends, impediments and suggested future examination headings. This study is unique in being the primary scholastic investigation of which we know to propose the idea of web based shopping and look at the impacts of internet shopping by means of virtual entertainment on customer shopping conduct.

**Key words:** social media, online shopping, consumer behaviour

## Introduction

As of late the web-based climate is seen by clients according to another viewpoint, in a business way. Virtual entertainment gives another channel to secure item data through peer correspondence, (Kozinets, 1999). In addition, by utilizing online entertainment, shoppers have the ability to impact different purchasers through audits of items or administrations utilized. Customers are additionally impacted by other psychosocial attributes like pay, buy inspiration, organization show, organization or brand's presence on informal communities, segment variable (age, sex, extra cash and so on.), work environment technique for installment, and so on.

Internet shopping is becoming around the world; The Indian web based business market is supposed to develop to US\$ 200 billion by 2026 from US\$ 38.5 billion starting around 2017. When such sections are recognized, retailers are better ready to situate their items and administrations to the necessities and need of such fragments and likewise gain an upper hand in the e-retailing commercial center. A large number of advertising campaigns are carried out on social media websites. Remembering online entertainment for a work to progress web based business can be profoundly valuable. It gives a viable method for drawing in light of a legitimate concern for the huge crowds that utilization online entertainment.

The utilization of web-based entertainment has seen quick development after some time with a few group making buys through it. Numerous organizations have selected to make the most of the open doors introduced by web-based entertainment organizations to get more clients. Albeit some entrepreneurs might have glaring misgivings about utilizing web-based entertainment, actually it is a beneficial consideration in

internet promoting efforts. Online entertainment destinations take special care of creative elements, for example, 'similar to' buttons and remark areas every now and again used to work with discussions. Sharing data through web-based entertainment is significant in light of the effect it has on the options that individuals make while choosing items and administrations. You can advertise your business and encourage interaction by including Share buttons for social media platforms like Instagram, Facebook, and Twitter on your website.

#### Informal communication

Informal organizations are online networks that permit individuals to mingle and associate with one another. Almost half (49%) of all UK Web clients have utilized person to person communication no less than once somewhat recently and 70% of individuals and families are Web clients (Dutton et al./OxIS 2009). Research completed by Lenhart and Chafe (2007) announced that 70% of young ladies utilize interpersonal organization destinations and 48% of adolescents visit informal community sites like Facebook and MySpace every day.

Informal organization locales inside the space of web interchanges advances have changed the web scene for social cooperations at both the relational and local area levels. Connections within a group are made possible by these. Boyd and Ellison (2007) characterize interpersonal organization locales as online administrations that permit people to (i) develop a public or semi-public profile inside a limited framework; and (ii) examine and navigate their list of system-wide connections alongside those of others. Our fish through informal community locales proposes that they normally share for all intents and purpose the navigational apparatuses inside the destinations that permit individuals to trade or share their data, interests or exercises without any problem. There is a component of confidence in such informal community destinations because of the security part being managed where clients can restrict admittance to just the people who have been welcome to join their own profiles inside a similar organization for example Curiously, utilization seems to diminish with age as the biggest extent of clients (54%) is found in the 16-24 age bunch (Ofcom 2008). For the youthful age of clients, such interpersonal organization locales have turned into a typical internet based social movement. The force of verbal exchange suggestions by means of interpersonal organization destinations is upheld by DEI Around the world (2008), who announced that 60% of interpersonal organization clients were probably going to pass along data they got on the web.

#### Social Shopping

For quite a long time, retailers and specialists have known that shopping isn't simply a question of getting substantial items yet additionally about experience, satisfaction and diversion (Martineau 1958; Tauber 1972). Babin et al. (1994) characterized customers into "utilitarian" (utilizing mental handling to accomplish shopping objectives) versus "indulgent" (shopping as close to home diversion). According to Bellenger and Korgaonkar (1980), utilitarian shoppers prefer to save time and effort while shopping, whereas hedonic shoppers place a greater emphasis on the enjoyment of the experience. Delight and amusement are critical advantages of looking for customers (Sit et al. 2003). Shopping is a social movement. As well as its practical job it incorporates the joy of perusing, drive purchasing, finding new shops, the subject for relaxed discussion, a point of convergence for arranged and spontaneous exercises with others. Specialists certainly stand out to the significance of social and association inspirations for shopping (for example Shim and Eastlick 1998; 1985 by Westbrook and Black)

Online business model turns into a prevailing reality, and picking an electronic plan of action permits expanding business effectiveness and making another exchange channel with simpler and more designated reach of the important shopper gatherings, likewise to set an establishment for new items and administrations. Another breeze of advancements changes will keep changing the utilization designs.

In this manner, downplaying what impacts web based shopping and what sort of e-shopper conduct invigorates web based shopping choice are the vital devices of contest in a virtual space. From a variety of scientific perspectives, understanding consumers and the factors that influence their online shopping behavior is widely studied, which can assist in determining the primary factors. It likewise impacts various different peculiarities, for example, the nation's degree of creating, age, customs, and so on (Wan, 2015). Retailers are proceeding with the journey to draw in with shoppers on friendly channels. With the typical individual supposedly spending around one and a half hours daily on friendly - it's without a doubt a major an open door. Online entertainment assumes a monstrous part in aiding buyers find and examination new items. While Of safety worries to irritations around stowed away charges or high conveyance costs, there are various potential justifications for why not make a buy from an internet based retailer.

The motivations behind why customers pick internet shopping are additionally examined according to the perspective of different viewpoints. This implies that the business designers, who can rapidly get a handle on and comprehend shopper conduct and factors impacting their shopping propensities, will have a potential chance to draw in additional purchasers, settles their situation available and increment income. Besides, online mechanical advancement caused a wonderful development of online exchange and worked fair and square of web cooperation: as a result of consumers' expectations of an equivalent response for online shopping, a possibility of online communication, posting and searching for information, and sharing experience on social networks (Lai et al., 2014).

## Value of Social Media

Social media should be a piece of an organization's promoting financial plan since it gives a strong method for making an association with the designated crowd. Interpersonal organizations empower to associate with new clients and keep in contact with the current clients. One more utilization of online entertainment is to make clients and potential clients more mindful of what's truly going on with a brand. This can be through advancing explicit missions, refreshing individuals on changes and display attainment. It improves customer service by making it easier for customers who are more likely to want immediate feedback to be provided.

## Popular social media Platforms:

**Instagram**- Merchants can connect with their clients by sharing photographs and recordings and leaving remarks as an approach to sharing data; getting remarks and likes as an approach to acquiring criticism from clients. Clients can post content on their general newsfeed or give live video refreshes as a component of the Story highlight.

**Facebook** has been referred to as the best online entertainment stage for making brand mindfulness and drawing in with buyers. It permits clients to post, as and share content (pictures, recordings, articles, and so on.) simply by pressing a button. A significant part of the substance is unveiled so it can reach as enormous of a group of people as could really be expected.

**X (Twitter)** is reasonable for empowering communication with clients and the hashtag highlight makes it simpler to share significant substance. It has a person breaking point to its messages, so messages are more compact and, on occasion, more casual. Clients can #1 and retweet content to their supporters that are disclosed.

YouTube is a fantastic decision for organizations that need to utilize recordings to advance their brands and increment their deceivability;

**WhatsApp** makes associating with clients simple by giving devices to computerize, sort and immediately answer messages.

## Objectives of the Study

The main focus of this paper is on looking at how trust, ease, convenience, deals, and other features can affect a person's desire to buy. This paper has the following objectives;

1. To identify the factors influence the customers to purchase products through social media;
2. To identify the various issues faced by users in social media towards online shopping;
3. To study the various attitude of consumers towards online shopping;

The motivation behind this examination is to explore the job of web-based entertainment and how they can impact the shopper's goal to purchase. Initial, a writing survey is given to recognize the issues and holes in the ongoing writing that have driven this review. The research model and hypotheses are provided in the following section. The limitations, future research directions, and conclusions of the paper follow the research methodology and structural model.

## Review of Literature

**Svatosova Veronika (2023)**, 'Inspiration of online purchaser's ways of behaving impacted by interior and outside factors with a ultimate choice making process. Study looks at the intentions and experience of the respondents with web based shopping. Informal organizations, websites and different instruments were affecting web-based purchaser conduct. Concentrate on presumed that imparting of insights and experience via web-based entertainment impacts a ultimate conclusions of clients, in this way online brokers must involve online business exercises as a methodology in the organization. Study showed that the greatest inspiration for buy on the web is lower costs, helpful shopping and a more extensive scope of products with the conceivable outcomes of greater decisions. The present purchasers were not really persuaded by virtual entertainment, which address the conceivable impact to go in the space of online purchaser conduct. Electronic exchanging has highlights and contrasts offer their items and administrations.

**Sohn et al. (2022)** dissected what saw site quality means for various degrees of clients ' fulfillment in web based shopping and reasoned that clients' fulfillment can be overseen by giving clients stylishly engaging, easy to use, and enlightening internet based shops, particularly when they access the web-based shop through a cell phone.

**Panda, Swar (2021)** singled out related takes a chance as Nervousness: individual data protection, item ensure, simple item merchandise exchange, installment security, the likelihood to inspect the item before buy, administration unwavering quality, communication and trust; Convenience: shopping accommodation, simple shopping process, item examination while shopping and ease of use of administration; Usefulness: saves time, accessibility of various brands, shopping delight and visual allure; also, Cost: buy at lower costs and limits.

This study expects to explore the relationship of the fundamental elements in web based shopping setting with factors. After conducting quantitative research, eight hypotheses were developed for testing the relationship between variables and online shopping decisions in this study. Hypotheses were developed on the basis of the previous literature review. The hypotheses are given as follows:

- H1. There is no relationship between social media and online shopping.
- H2. There is no significant difference between the Age groups who purchase online.
- H3. Social media fashion trends have no effect on purchase intention.
- H4. Convenience will have a significant positive influence on the amount spent while online shopping.
- H5. Social media sites for shopping are trustworthy.
- H6. There is no significant relationship between a wide variety of seeking and frequency of purchasing.
- H7. Direct interaction with the seller doesn't satisfy customers.
- H8. Celebrity posts & followers on shopping sites are not likely to have impulsive sales.

### **Statement of the problem**

Around the world, enormous quantities of people are available on interpersonal interaction destinations and dealers have started to understand that these locales can end up being a significant instrument for selling. The review is being begun to grasp the significance of web-based entertainment for internet shopping. This is because of a progression of person to person communication destinations that give stage to web based business to get openness for their brands in the web-based market with the mean to boost benefit and extend their organizations with consumer loyalty. So understanding the 'effect of web-based entertainment on internet shopping is significant'. The review is utilized both essential and optional wellsprings of information to examine the variables of virtual entertainment and web based looking for concentrating on the effect of virtual entertainment on internet shopping.

### **Scope of the study**

Online shopping through social media helps consumers as well as companies. The company effectively uses social media to connect not only with existing customers but also with prospective customers and promote their offers, deals. The roles of social media in industries are secure and more reliable. It provides a platform to get exposure for their brands in the online market with the aim to maximize profit and expand their businesses with customer satisfaction.

### **Sample design and Size**

The information about the sample, or the respondents that the researcher believed to be the true representative of the universe, is included in the sample design. In the event of this exploration study, the example units were individuals, with various segment profiles, who visit and are the individuals from at least one person to person communication destinations like Facebook, X (Tweeter), Instagram, Whatsapp, and so on. The example size for this examination study is 66 respondents. The surveys were dispersed to 90 respondents. In the wake of going through and screening the topped off polls, upwards of 66 were viewed as complete in all regards and subsequently fit for examination. The respondents were chosen based on straightforward accommodation inspecting procedure. To ensure that the sample is a true representation of the universe, every effort was made. The poll is ready in Google structures and supply through messages to country buyers of Villupuram, Tamilnadu.

### **Data**

For this review, essential as well as optional information have been utilized. An organized poll was planned containing a progression of inquiries for the assortment of essential information. The respondents, who were users of one or more social networking sites, provided the first-hand data. These respondents have a place with various sexual orientations, age-gatherings, with various instructive capabilities. Optional information has been gathered utilizing different articles, research papers, contextual analyses, stories and so on. more than whatever else. The online worlds overall and person to person communication destinations, specifically, have been utilized incredibly to track down significant writing.

### **Tools for analysis of Data**

After the collection of the relevant data through questionnaires and secondary sources, different types of statistical techniques have been used to analyze the data in this study. The data has been presented and analyzed in the form of tables, charts, using the following statistical tools:

- a. Analysis of Variance (ANOVA)
- b. Chi-Square Test
- c. Correlation

**Factors Motivating online shopping:**

There are various factors that motivate respondents to shop online such as convenience, time-saving, 24\*7 availability, discounts, wide variety etc. In figure 1, which factors motivate respondents to go for online shopping, are shown.

**Figure 1: Factors Motivating online shopping**



According to the multiple responses, 54.5 per cent of respondents think that the factor Time Saving and Convenience motivates them to shop online. Also, the others motivating to shop online is 24\*7 availability with 43.9 per cent, Discounts/price deals with 65.2 per cent and wider variety with 35 per cent of responses. Thus it very well may be inferred that respondents track down limits/cost bargains, efficient and comfort and a more extensive assortment to be significant elements that rouse. All the important features of online shopping are important factors that motivate to go for online shopping. By making these features more prominent and strong companies can grab a large number of customers.

**Reasons for Not Shopping Online:**

Online purchase is not free from any difficulties or problems. The analysis can be seen in the following bar figure 2.

**Figure 2: Reasons for Not Shopping Online**



According to the multiple response analysis, the major problem is lack of trust 47 per cent of the respondents pointed out this problem. As a result chances of not purchasing the products are more. Another problem faced is a privacy issue about 39.4 per cent of the respondents, 34.8 per cent of the respondent doesn't shop because of shipping cost. To motivate customers to shop Companies should have to reduce their shipping cost. 19.7 per cent of respondents prefer to shop offline. This multitude of reasons deters to go for web based shopping. By taking into account these issues and taking restorative/unmistakable activities by organizations can work on their pictures and this helps them in hasty deals.

**Table 1: Summary of the Results of Hypotheses Testing**

S.No	Hypothesis	Result
1.	There is no relationship between social media and online shopping	Reject H <sub>0</sub>
2.	There is no significant difference between the Age groups who purchase online	Accept H <sub>0</sub>
3.	Social media fashion trends have no effect on purchase intention	Reject H <sub>0</sub>

4.	Convenience will have a significant positive influence on the amount spent while online shopping	Accept H <sub>o</sub>
5.	Social media sites for shopping are trustworthy	Reject H <sub>o</sub>
6.	There is no significant relationship between a wide variety of seeking and frequency of purchasing	Reject H <sub>o</sub>
7.	Direct interaction with the seller does' satisfy customers	Reject H <sub>o</sub>
8.	Celebrity posts and followers on shopping sites are not likely to have impulsive sales	Reject H <sub>o</sub>

### Findings

It has been analyzed that age groups of between 15-25 years were more interested in online purchases and people were more active on social networking sites as compared to other age groups.

- Majority of the respondents monthly income less than Rs.30000 pm.
- Study revealed that SNS mostly preferred by respondents was Instagram and WhatsApp these are top two networking sites mostly preferred.
- Concentrate on inspected virtual entertainment utilized according to the significance, it uncovered that more often than not individuals were involving the web for diversion purposes and correspondence purposes for example for messaging, talking, making companions and so on. and furthermore involving the web for social event data and shopping purposes
- The greater parts of the respondents are said web-based entertainment triggers them to buy an item/administration.
- Study exposed dominant factors for online shopping which influence people to shop online are discounts/price deals and time-saving & convenience. Online shopping sites provide offers and discounts and saves time as well with availability of a maximum variety and 24\*7 services.
- Majority of the respondents are never purchased from social media sites.

### Conclusion

The principal objective of this examination is to find the variables impacting internet shopping conduct of rustic customers of Villupuram and find whether there is a connection between virtual entertainment and web based shopping. In this review, in view of writing audit theories were created and tried utilizing different measurable procedures, Chi-square test, ANOVA and connection. Age, instruction are viewed as impacting internet shopping conduct. Shopping happiness, decrease in time and cost, trust, shopping propensities, comfort, delivering costs, rebate bargains, wide assortment, examination offices, direct association, and protection issues are viewed as affecting mentalities towards web based shopping. Also, this exploration shows that buyers will shop online notwithstanding the dangers implied. The exploration shows how online entertainment and social variables impact goal to purchase through virtual entertainment locales. These discoveries will be valuable to the e-advertisers for successfully focusing on their market to upgrade their productivity. To make items worldwide perceived each little or large, Public or Global organization needs to concentration and begin selling their items on the web. Since social media has the potential to be very important, there is a lot of room for apparel retailers and marketers to promote their products on social media if they are designed and processed in a quick, secure, and high-quality way. Advertisers need to focus appropriately on the necessities of the internet business and online devices and methods to make ponders and publicity their deals.

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