

# Online Marketing & Indian youth inclination towards Online shopping via Social Networking sites

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**Abstract-** *Ever since the internet has emerged as most powerful tool to be connected with the world, it gained control on our day to day activities. People started to use this tool for their own comfort. The rising inflation rate in recent years has not slipped away the performance of online shopping industry in India. Companies are using the internet to put across and commune the information. Simultaneously it helps the companies to give an idea about their products and instantly getting the feedback of customer's fulfillment to get stimulated turnover for future. With the emergence of social network sites and its' immense impact on today's youth, marketers, producers, sellers looked at it as great business opportunity. Advertisements flashing and taking your attention away when you are chatting with your Face book friend has become very usual in no matter of time. But there are various factors involved to get one's attention diverted to online shopping when he/ she is on social network. The product advertisement with catchy ad words like best deal, best sale, up to 70% off is gaining more attention. There is very less effect of multimedia or graphics on web user's mind when it comes to fetching the attention for online shopping. Youth are interested in online shopping due to more discounts they get from brick and mortar shop and also less price than MRP .Flipkart itself sells books with 15% to 30% less price than the stores. The online shopping via social network is slowly capturing youth's involvement. Online shopping done while on Social network will be successful to persuade young buyers in future when ample of time is available with them not only to book the product but also to receive the delivery of product . There is no disliking for online shopping among youth but on the other hand today's youth's inclination towards online shopping via social network is at average level . The primary objective of the current study is to understand the online buying behaviour of consumers in India especially youths . It has also made an attempt to get information about the scope of improvement in online shopping website..This passive audience hood and less persuasion can be studied further with more deeper research.*

**Keywords-** Online shopping, Inclination, Social Networking sites, ad words, , Indian e-tail Industry.

## I. INTRODUCTION

During the last decade, after the new satellite launched in India, the country has witnessed the remarkable development in Information Technology. It has opened the doors for tremendous growth in IT sector. Thus it has also brought the wide use of Internet service. The charges to have an access to internet connection has dropped drastically. People who used to spend Rs.60 to Rs 45 for one hour of Use of internet in net cafe now have access to the Wi-Fi network anytime anywhere with very reasonable price .This flexible and mobile access to World wide web has added a ease factor in our life to such an extent that people are seemed to become very content with the services offered by this immense media. Online shopping is one of such facility internet has brought in our life and emergence of Social Networking sites like orkut.com, Facebook.com in subsequent years has refined the way people react. As a consequence, consumers now exchange opinions about their purchasing behavior on social networking websites, which subsequently influences their shopping decision

The first World Wide Web server and browser, created by Tim Berners in 1990 which was opened for commercial use in 1991. Thereafter, subsequent technological innovations emerged in 1994 online banking, the opening of an online pizza shop by Pizza hut and Netscape encryption standard for secure data transfer, and intershop's first online shopping system. The online shopping is emerged in India from United States of America offering websites like Amazon.com, eBay which were launched in 1995 in USA and later introduced in India. While some online shopping portals like indiatimes.com and rediff.com were in existence for a long time, it was only after Flipkart.com jumped into the fray that online shopping became popular in India. Many others like Myantara.com, Yebhi.com, Jabong.com and now even irctc.com have jumped into the bandwagon. Lot of them provide the option of Cash on delivery which is liked specially by lady shoppers. Male shoppers are normally comfortable with paying through internet banking after choosing the product of their choice online from reliable portals. Online shopping provided easy access to the products and services sold by various producers, marketers, service providers and direct sellers from all over the world. It has changed the way of direct transaction of hard cash from one's

pocket to a just few clicks of online payment. The web plays a major role in the life of today's youth globally and India is no exception. Be it academics, official, social or general – today's youth is much well aware than the generation before them. Even shopping, by far and large, among the young generation today has shown a trend of moving from window shopping to online shopping.

Websites like Amazon, Flipkart, Snapdeal, Gupshup, Caskkaro, Redbrick, Olx, makemytrip, jabong etc resonate the success stories of online shopping sites – and these are just the tip of the iceberg. Information and news today spreads like wild fire, thanks to the web and more so to the social networking site. The enormous population today that accesses the social networking site can be imagined by the sear numbers that over 82 million active users of Facebook alone are in India. More so, 75% of these user access Facebook through their mobile phones which means the information gets passed on to the group with just a click on the device which is practically the sole-mate of majority of today's youth.

This research attempts to study adaptation of online shopping by today's youth while their presence on social networking sites. It also looks into the factors responsible for the inclination that move today's youth to purchase online , it will also study what types of products they usually buy, what is level of satisfaction of online shopping, what drives their interest in clicking ads when they look at the advertisement sponsored on social network Researcher will be studying factors like financial freedom ,use of debit cards of working young population and its effect which attract youth towards online shopping the and make them opt online shopping over traditional marketing methods. It would analyze the unplanned buying decisions of young men and women who do shopping while connected on social network.

## II. REVIEW OF LITERATURE

Maignan and Lukas's research (1997) and Rowley (2000) studied that the financial risks had been cited as a main reason to stop internet shopping and security had become a major concern both in online transaction relationships. The various articles available on Wikipedia and current literature through other resources gives outline about consumer's behavior of buying products , what factors attract them to prefer online shopping , their flexibility and willingness to browse more about the same product on different websites .

Till the late 90s, moving web consumers to actual click to purchase things was difficult but lack of trust for online shopping in those years has now gained the faith It has

happened due to online secure transaction options. It has provided the cyber user alternative options like cash on delivery, cheque payments Studies have been conducted earlier to find out consumer's purchasing behavior in real world and when then buy online. Cyber users buy online products with some emotional attachment.

They are persuaded to buy when they actually look at the picture shown on the website or the advertisement flashing when they access social networking sites like Facebook, whereas in traditional shopping people used to buy the product particularly as per their want or need or the shopping list they used to make in advance before going to market . World Wide Web has changed the shopping behavior of all ages of group.

## III. OBJECTIVE OF STUDY

The primary objective of the current study is to understand the online buying behaviour of consumers in India especially Indian youths . It has also made an attempt to get information about the scope of improvement in online shopping website. The objective of the study is destined to provide useful information to marketing professionals to develop a better marketing strategy to boost online shopping in Indian retail market. To analyze the unplanned buying decisions of an online shopper on social media.

### Methodology Quantitative Study:

**Questionnaire:** The questionnaire were majorly filled by the youth coming to Bangalore for their job and studies from different parts of India .Respondents were youngsters who are spending at least 3-6 hours on net.

**Sampling:** Non Probability -Snow ball or purposive sampling: Since the age group is decided and also the internet access is also important for respondent ,researcher would go with the snow ball sampling ( get references and then fill up questionnaire) and also Purposive because the age group is decided Researcher would make a judgment who will be appropriate to fill up the questionnaire.

Sample Description for Quantitative Questionnaire Survey:

- 1) The questionnaire was distributed to 30 individuals
- 2) The age group was 20-30 years old.
- 3) The respondents were computer savvy and consumed internet at least one hour per day.
- 4) The respondents were unmarried and residents of Bangalore.

5) There was no caste or religion bar for the respondents.

6) There were 24 working professionals out of 30 sample and 6 were students

### Quantitative Data Analysis

The questionnaire with 20 questions was distributed to 30 youngsters in Bangalore which included 14 young women and 16 young men .Majority of respondents were working professionals and following analysis is done with the help of the answers received from these respondents.

#### Data Analysis Of Quantitative Questionnaire Survey

Sample Size :

Sample Size	30
Total Questions	20
Age group	20 to 30 years

Total 20 questions were asked to the youth . and interpreted and the conclusion is like this

### IV. CONCLUSION

Young professionals and students who were very prompt to answer the questionnaire appeared little puzzled when the actual analysis is done .The internet access is all time favorite activity for all individuals but they seemed to be confused of incorporating their buying activity online while they are on social network . More than 85% young women and men like online shopping but their buying decision does not always happen when they are on social network. But only 25% respondents agreed that they incorporate their social network presence with actual buying. Their shopping experience starts with the clicking the ads which appear on the screen while they are checking messages or updating status on social networking site but it very rarely turns into buying a product after browsing . It was found that men are more likely to browse ads and explore more options and other shopping portals than women but only 50% men do click the ads and browsing shopping portals, in young women this percentage is only 40%. Thus the unplanned buying decision happen only once a month or twice a month among both men and women. Facebook.com is the top social network site accessed by all respondents. Flipkart and Jabong are prominent shopping portals used by youngsters for online shopping .Young men prefers shopping Books, CDs and mobiles online and women are interested in buying lifestyle products and clothes when they buy online . The captivating factor of advertisements is ad words. The ad words like best deal, sale, 70% off Thus discounted price is

major motivating factor than any other factor when youngsters end up buying product online. Only 15% people said that they develop need for a product after looking at the product. It is also revealed that flashing images or nice multimedia effects doesn't attract youngsters but a nice photograph or well-presented information may captivate their buying decision. The important factor of online shopping is payment and today's young generation seemed to start feeling little secure while paying online and the apprehension is slowly decreasing with the increase of more secure options and assurance by producers of ads Disclosing personal information was major issue few years back which hampered online shopping business but today youth are started to trust online payment Cash on Delivery option also have fetched more online buyers. Even though today's youth is entitled with easy cash flow and high paid salary, they definitely look for discounted products and size of pocket influence their shopping. It is also observed that peer recommendations and references by friends encourage online shopping to some extent in youngsters. This is also unconditional to social network presence. There is very minimal inclination of youth to buy branded product online. Online shopping doesn't always satisfy youth but most satisfying factors are Wide range of products available at one stop and in one click and delivery is also within very short period after placing the order. Thus with this research it is found that youth are generally active on social networking site but when it comes to making buying decision ,they become passive. The reasons behind this can be studied further. There could be reason of less time available from hectic office schedule and unavailability of a person to actually receive the ordered product when it gets delivered to door steps. As the size of the pocket also influence, it can be observed that youth are more likely to find different options available offline and then make a decision to buy online thus they could not able to make prompt decision online when they are on social network.

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