A STUDY ON ONLINE PURCHASE THROUGH SOCIAL MEDIA IN GUJARAT STATE : MEN V/S WOMEN

Authors:

Ms. Aqsa Durani,
Research Scholar, GTU, Ahmedabad. .

Prof. Dr. Rajesh Faldu
Prof. JVIMS, Jamnagar.

Abstract:

Gujarat state having high number of Internet users have shown interest in online purchasing. Social media being more active now a days have helped companies to reach customers swiftly and efficiently. Factors affecting gender role in online purchase through social media in Gujarat state have been studied through cross sectional descriptive design with sample size of 71 using non-probability convenience sampling technique. It has been noted that there is a significant relationship between the gender role and online purchase through social media.

Findings include that no deal with sales people and updates on brands are the most influential factors for men, whereas reviews of friends and family, discounts and updates on brands are the most influential factors for women.

Keywords: Online shopping, social media, factors, men, women

Introduction

With the increase of e-commerce activities in India, social media usage has increased more. Social media has become the important part of lifestyle as the number of internet users are more than 624 million and social media users are more than 448 million users[4]. Moslty everyone is interested in being an online shopper and want to skip the problems of dealing with

sales person and bargaining. Social media applications like Facebook, Instagram, Whatsapp

etc. has been a boon for online shopping as mostly all manufacturers want a quick connection with customers and provide update on brands and new styles.

Review of Literature

Uzan, Pothurak(2014) suggests the factors affecting online shopping behaviour of consumers. The research focused on the factors affecting consumers in e-commerce and to find the relationship between e-satisfaction and e-loyalty. Findings included that thers is significant relationship between e-satisfaction and e-loyalty. Convenience and trust were the important variables. Prices and quality of products were also considered important.

Lin, Lekhawipat(2014) suggests the factors affecting online repurchase intention. The researcher investigated the effects of online shopping experience and habit in relation to adjusted expectations for enhancing online repurchase intention. Partial least square technique was used to analyse the model with the sample size of 240 Taiwanese online shoppers. Findings include that the customer satisfaction was vital for adjusted expectations and online repurchase intention.

Rational of the Study

Internet users are highly increased with the usage of social media. Indian ranked 9th in the e-commerce sector[3]. Smart phone penetationa as well as Digital India programme have triggered e-commerce sector. Industries like agriculture, FMCG, medical etc have all entered in e-commerce sector and consumers are willingly buying through online mode.

Number of researchers have focused on the online shopping factors and attitude of customers towards it. There is a little research provided on the role of gender towards online shopping in Gujarat State.

Research Problem

A study on online purchase through social media in Gujarat State: Men v/s Women

Scope of Study

The scope of the study is limited to social media users in Gujarat State.

Research Objectives

1. To identify the factors affecting gender role in online purchase through social media in Gujarat state

2. To provide suggestions to the marketers.

Hypothesis

1. H_0: There is no significant relationship between male respondents and online purchase through social media.

2. H_0: There is significant relationship between female respondents and online purchase through social media.

Study Design and Method

Research Design: Cross- Sectional Descriptive Research Design was used as the data is collected at the specific period of time.

Sampling Design: Non-probability convenience sampling technique was used to get the data collection by social media users.

Data Collection: Users were sent link via email and WhatsApp to fill the questionnaire. Non-probability convenience sampling technique was used to get the data collection by social media users.

Measures: Cronbach Alpha method was used to check the reliability which resulted to be

0.704. Thus supported reliability.

Sample Size: A total of 71 responses were collected.

Table1: Demographic profile of the respondents

Demographic Characteristics	Percentage
Gender	
Male	50.7
Female	49.3
Age	
11-18	9.8
18-25	56.2
25 -36	18.3
36 or more	15.7
Frequency of being online	
Very low	7.8
Low	10.5
Moderate	56.9
High	17.6
Very High	7.2
Social media preferred for shopping	
Facebook	47.1
Instagram	20.9
Youtube	4.6

Whatsapp	19.6
Others	7.8
Payment Mode preferred	
Credit Card	9.8
Debit Card	23.3
Net Banking	9.8
Demand Draft	1.5
Cash on Delivery	52.6
Others	3

Source: Questionnaire

Table 1 shows the descriptive statistics of the respondents . It shows that the frequency of being online is moderate, facebook is preferred more for shopping and cash on delivery mode is preferred as mode of payment.

Table2: Factor Loadings

Sr. No.	Statements	Factors Loading
1.	Discounts/offers	0.59
2.	Can find products that are not available in the stores	0.89
3.	Updates on brands	0.64
4.	No need to deal with sales people	0.82
5.	Ease of product return and money refund	0.85
6.	Assurance of on-time delivery	0.71
7.	Inclination towards trying something new	0.82

8.	Reviews of friends and Family	0.80
9.	Ease of comparing to find product at lower price	0.84
10.	Availability of consumer reviews and product rating information	0.75

Source: SPSS

Table 2 shows that the factors like – Can find products that are not available in the stores, Ease of product return and money refund and Ease of comparing to find product at lower price positively influences the online purchase through social media.

Testing of Hypothesis:

H_0: There is no significant relationship between male respondents and online purchase through social media.

Table 3: ANOVA Single Factor – Male Respondents Analysis results

Anova: single factor					
Male					
Summary					
Factors	*Count*	*Sum*	*Average*	*Variance*	
Discounts/offers	36	50	1.388	0.353	
Can find products that are not available in the stores	36	84	2.333	0.986	
Updates on brands	36	96	2.666	1.6	
No need to deal with sales people	36	100	2.778	0.76	
Ease of product return and money refund	36	92	2.556	0.939	

Assurance of on-time delivery	36	78	2.167	0.371
Inclination towards trying something new	36	74	2.056	0.396
Reviews of friends and family	36	72	2	0.571
Ease of comparing to find product at lower price	36	46	1.277	0.320
Availability of consumer reviews and product rating information	36	70	1.944	0.625

Anova						
Source of variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between groups	81.433	9	9.0481	13.21357	0.00	1.9066
Within groups	239.66	350	0.6847			
Total	321.1	359				

Source: Excel

Table 3 shows that there is a significant relationship between male respondents and online purchase through social media (p value is 0.000). Factors that affect male respondents more are – no need to deal with sales people, updates on brands and Ease of product return and money refund. Factor which affects the least is discounts/offers and ease of comparing to find product at lower price.

H$_0$: There is no significant relationship between female respondents and online purchase through social media.

Table 4: ANOVA Single Factor – Female Respondents Analysis results

Female				
Factors	*Count*	*Sum*	*Average*	*Variance*
Discounts/offers	35	69	1.9714	0.381
Can find products that are not available in the stores	35	70	2	0.41176
Updates on brands	35	68	1.9428	0.4084
No need to deal with sales people	35	65	1.8571	0.36134
Ease of product return and money refund	35	66	1.8857	0.4571
Assurance of on-time delivery	35	66	1.8857	0.5159
Inclination towards trying something new	35	64	1.8285	0.7932
Reviews of friends and Family	35	75	2.1428	0.4789
Ease of comparing to find product at lower price	35	60	1.7142	0.4453
Availability of consumer reviews and product rating information	35	64	1.8285	0.3226

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	4.2885	9	0.4765	1.0412	0.0400	1.90745
Within Groups	155.6	340	0.4576			
Total	159.888	349				

Source: Excel

Table 4 shows that there is a significant relationship between female respondents and online purchase through social media (p value is 0.040). Factors that affect female respondents more are – Reviews of friends and family , can find products that are not available in the stores and discounts/offers.

Findings

- Frequency of being online is moderate (56.9%) by the respondents.

- Facebook is preferred (47.1%) more for shopping.

- Cash on delivery mode is preferred as mode of payment (52.6%).

- Factors like – Can find products that are not available in the stores (0.89), Ease of product return and money refund (0.85) and Ease of comparing to find product at lower price (0.84) positively influences the online purchase through social media.

- There is a significant relationship between gender and online purchase through social media.

- Factors that affect male respondents more are – no need to deal with sales people, updates on brands and Ease of product return and money refund.

- Factor which affects the least is discounts/offers and ease of comparing to find product at lower price.

- Factors that affect female respondents more are – Reviews of friends and family, can find products that are not available in the stores and discounts/offers.

Conclusion

In summary, there is a significant relationship beteween gender and online shopping of consumers. Factors affecting more are ease of product return and money return, ease of comparing the product at lower price, discounts, reviews of friends and family, can find products that are not available in the stores and not to deal with sales people. Few consumers seems to be suspicious while online shopping due to the news of cheat through internet. This study elaborates the advantages of online shopping and improves the knowledge for e-commerce and can be helpful in future studies.

Suggestions

Facebook is being the highest used social media for shopping. So marketers may boost their marketing of products through Facebook. Marketers can increase their updation of brands with comparision of products with cheaper rate. They may also provide more promotional tools and be responsive towards the reviews and comments of consumers.

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