

A Study on Impact of social media on Online Shopping with Special Reference to College Students in Sattur

Dr. P. Ramalakshmi

Assistant professor of commerce SRI.S.R.N.M. College, Sattur

INTRODUCTION

A social media is a social structure made up of a set of social actors (such as individual or organization) and a set of the dyadic ties between these actors. The social media perspective provide a set of methods for analyzing the structure of whole social entities as well as variety of theories explaining the patterns observed in these structure. The study of these structure uses social media analysis to identify local and global patterns, locate influential entities, and examine network dynamic.

Social media such as Facebook, Whatsapp, Twitter, Google+ and etc .have attracted Millions of users, many of whom have integrated these sites into their daily practices. As of this writing, there are hundreds of SNSs, with various technological affordances, supporting the wide range of interests and practices. While their key technological features are fairly consistent, the cultures that emerge around SNSs are varied. Most Sites support the maintenance of pre-existing social Networks, but other help strangers connect based on shared interests, political views or activities. Some sites are cater to diverse audiences, while other attract peoples based on common languages or shared racial, sexual, religious or nationality based identities. Sites also vary in the extent to which key incorporate new information and communication tools, such as mobile connectivity and Photo/Video Sharing

STATEMENT OF THE PROBLEM

Social Media is a Buzz word today. It is extremely popular not only among the youth but people belonging to higher age groups also seem to be catching up with this new technological advancement to a great extent. Businesses are extensively making use of Social media in framing their marketing

strategies. The main goal of this study has been to study the impact of social media on online shopping and how it influences consumer's perception in turn to affect their buying behaviour. This study would be able to bring out whether advertising on social media does influence the consumer's buying behaviour so that companies can decide whether to continue with traditional marketing practices or whether to incorporate social media in their marketing strategies.

OBJECTIVES OF THE STUDY

The present study is entitled "Impact of social media on online shopping with special reference to college students in sattur" with the following main objectives.

- To know theoretical aspects of online shopping
- To study about attitude towards the social media on online shopping of college students in sattur
- To analysis the impact of social media on online shopping
- To compare the social economic status and impact of social media on online shopping
- To provide finding and suggestion based on the study

SCOPE OF THE STUDY

The study has a clear insight about the impact of social media on online shopping with special reference to college student to sattur.

HYPOTHESIS OF THE STUDY

Based on the study, the following hypotheses were framed,

Ho: There is no significant value different between in course doing and impact on online shopping

METHODOLOGY OF THE STUDY

The data needed for this study have been collected from primary data and secondary data. The primary data have been collected from customers in the study. The secondary data is collected from books, journals, magazines, and through surfing from net. Secondary data relevant to the study are gathered from published sources such as standard textbooks, magazines, newspaper, websites.

SAMPLE SIZE

120 samples were selected and collected from special reference to college students in sattu area

SAMPLE DESIGN

The researcher chooses convenient sampling design. The sample units are selected according to the convenience of the investigator or researcher.

TOOLS FOR ANALYSIS

After the completion of the survey, the respondents have thoroughly verified the data were edited & coded. After the process the data have been entered in master tables. To analyze the researcher has used the manual process with the help of calculator. The data collected have been organized and presented in the form of Percentage, and one way ANOVA.

DATA ANALYSIS AND DISCUSSION

Social economic profile

Table 1

Particular	S.E.V	N.O.R	Percentage
Gender	Male	58	48.33%
	Female	62	51.67%
Age	17 -18years	4	3.34%
	19-20 years	30	25%
	21-22 years	54	45%
	23 more than	32	26.67%
Course doing	UG	46	38.33%
	PG	50	41.67%
	Research	24	20%
Monthly income	Below 10000	44	36.67%
	10000 to 30000	42	35%
	31000 to 50000	22	18.33%
	Above 50000	12	10%

Source : primary data

It is clear from the table 1, out of 120 respondent, 62 (51.67%) are male; most of the social media user 54 (45%) fall in the age group 21- 22 years; 50 (41.67%) in the course doing and 44 (36.67%) fall in the monthly income Below Rs.10000.

Respondents Have Use Social Media

Table 2

S.No.	Particular	No. of respondents	Percentage
1.	Yes	80	66.67%
2.	No	40	33.33%
Total		120	100

Source: primary data

From thee table2 analysis that majority of the 66.67% of the respondents have use in social media.

Social Media used by the Respondents

Table 3

S. No	Particular	Yes		No		Total	
		N.O.R	%	N.O.R	%	N.O.R	%
1.	Facebook	80	66.67	40	33.33	120	100
2.	Twitter	20	16.67	100	83.33	120	100
3.	LinkedIn	10	8.33	110	91.67	120	100
4.	Youtube	30	25	90	75	120	100
5.	Whatsapp	66	55	54	45	120	100
6.	Pinterest	4	3.33	116	96.67	120	100
7.	Forums	8	6.67	112	93.3	120	100
8.	Other	16	13.33	104	86.67	120	100

From the table3 maximum number of respondent used facebook (80) and majority of respondent used to whatsapp comparing to others.

COMPARISON OF COURSE DOING AND IMPACT ON ONLINE SHOPPING

Analysis of the impact of online shopping in social media of one way ANOVA

Ho: There is no significant value different between in course doing and impact on online shopping

Table 4

Summary of Data				
	Treatments			
	1	2	3	Total
N	46	50	24	120
$\sum X$	2962	3236	1720	7918
Mean	64.3913	64.72	71.6667	65.9833
$\sum X^2$	208746	228136	126564	563446
Std.Dev.	20.0105	19.5365	11.9734	18.5595

Result

Source	SS	Df	MS	
Between-course doing	971.5968	2	485.7984	$F = 1.42031$
Within-Impact on online shopping	40018.3699	117	342.0373	
Total	40989.9667	119		

The *f*-ratio value is 1.42031. The *p*-value is .245775. The result is *not* significant at $p < .05$.

The calculated value is less than table value. Therefore the null hypothesis is accepted. There is no significant difference between course doing of impact on online shopping.

FINDINGS

- It is clear from the table 1, out of 120 respondent, 62 (51.67%) are male; most of the social media user 54 (45%) fall in the age group 21- 22 years; 50 (41.67%) in the course doing and 44 (36.67%) fall in the monthly income Below Rs.10000.
- From the table 2 understood that majority of the 66.67% of the respondents have use in social media.
- From the table 3 majority of the respondents 40 are using face book.
- The *f*-ratio value is 1.42031. The *p*-value is .245775. The result is *not* significant at $p < .05$. The calculated value is less than table value. Therefore the null hypothesis is accepted. There is no significant difference between courses doing of impact on online shopping.

SUGGESTIONS

- Uniformity in terms of scheme duration and cost is expected by the respondents which could be

useful to avoid the usage of more than one social media.

- Network coverage should be improved by the service providers for better customer service and connectivity.
- Regarding social media user in the study area, murmuring are surrounding the benefits in a positive way and the high cost in a pessimistic way.
- Academic versions of social media network plans will be given by the networking companies for enhancing the society into a progressive way.
- Speed of access could be improved at reduced cost.

CONCLUSION

Social media are the significant players in the Web 2.0 environment, transforming communication practices, opening new spaces and processes of socialization and impacting upon traditional social structures. These effects are particularly relevant for the most frequent users of social media – young people. This new environment poses certain challenges and, like any setting for social interaction, has some inherent risks. However, this review suggests that these challenges and risks have been over-emphasized in recent years both in popular media and social research. Through increased internet and media literacy – ensuring all young people develop the skills to critically understand, analyses and create media content – these challenges can be overcome and risks mitigated in a way that ensures the many benefits of social media can be realized. In other words, by maximizing the benefits of social media, whether it be their role in delivering educational outcomes, or facilitating supportive relationships, identity formation, or a sense of belonging and resiliency, many of the risks of online interaction, such as cyber-bullying, privacy breaches and predation, can be minimized. Strategies to this end must be underpinned by best practice evidence and more research should be undertaken to ensure that emerging practices and effects of social media are understood and responded

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