

The Vantage Point Operation of Collision on Online Shopping Via Social Media amid Shoppers and Assessments of Shopping

A. Leo, V. Bastin Jerome

Abstract: Tiruchirappalli has covered a path for a large number of online shoppers by including factors such as convenience, best prices, different varieties of the same product, flexibility in delivery location of a good and easy comparison of prices. The social media covers the entire decision-making process of the consumers on the basis of the reviews and feedbacks from the social media users. The ultimate aim of social media marketing is to boost the online shopping business and improve the profits. But sometimes the social media users are not realising that their decision-making process psychologically changed. The consumer behaviour entirely changes because of the systematic and the proper way of social media advertisements towards the usage of promotion techniques. The objectives of this paper are to determine the attitude of buying behaviour of shoppers towards social media networks. To analyse the influence of social media on shoppers. To know the level of satisfaction and the most preferred product from social media advertisement. To check out the beneficial and favour form of social media.

Keywords: buying behavior, social media, advertisement, attitude.

I. INTRODUCTION

E-Commerce is a platform where the buyers and the sellers meet using internet as a medium. In this platform the exchange of goods and services, the transfer of funds and the exchange of data takes place. There are different kinds of e-commerce such as Business to Business, Business to Consumer, Consumer to Consumer and Consumer to Business. E-commerce enables a seller to reach the global platform by removing the inconvenience of geographic location. At present advertisements are present everywhere even though people are not noticing them. Advertising is a mode of communication with consumers of a particular product. Advertisements use different mediums for conveying a message to consumer such as television, internet, print-medias and so on. These advertisements can also be used to promote a particular product or service that has been offered by the seller. Before undertaking any sales promotion technique, the seller must consider the objective of sales promotion, suitability of the sales promotion technique with the marketing plan, cost for doing the promotion and the impact it has on the brand image. There are different online sales promotion techniques that can be used by the sellers such as coupons, price reduction, allowances, online contests, give away, bonus, product offers, festive offers, exchange offers and so on. There are several social media platforms that enable sellers to do promotion such as Facebook,

YouTube, Instagram, Twitter, WhatsApp and so on. Let's take an example of Facebook which is serving as a social media platform that allows its users to socialise with others and also use the same for business purposes. The owner of a particular business can use the promote function of Facebook to reach a very large mass of audience in a cost-efficient manner. The attitude of the consumers varies based on the promotion given to a particular good or service using social media. Consumer attitude is the like or dislike of a consumer towards a particular object. This consists of three dimensions such as Beliefs, Feeling and Behavioural Intentions.

Before Purchase Decision



The above chart shows the factors that the consumer will take into account before making a purchase decision. The consumer will finalize the purchase decision only after considering these factors.

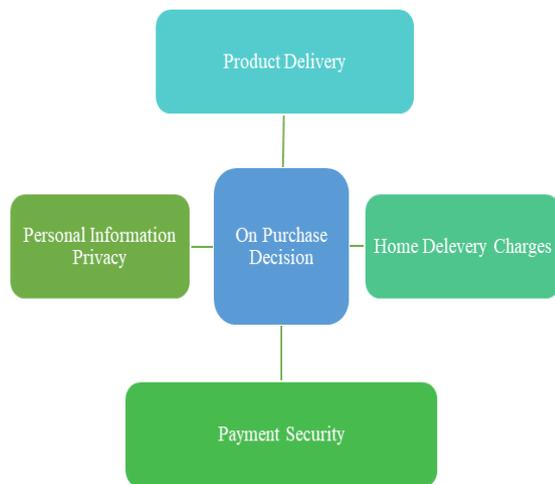
On Purchase Decision

Revised Manuscript Received on November 05, 2019.

A. Leo, Department of Commerce, St. Joseph's College affiliated to Bharathidasan University, Trichy, Tamil Nadu, India. rajarockiasamy@gmail.com

Dr. V. Bastin Jerome, Department of Commerce, St. Joseph's College affiliated to Bharathidasan University, Trichy, Tamil Nadu, India. Drvbastin.jerome2812@gmail.com

The Vantage Point Operation of Collision on Online Shopping Via Social Media amid Shoppers and Assessments of Shopping



The above chart shows the different factors taken into account when the purchase decision is on. These factors contribute to the next online purchase of a product by a consumer.

Purchase after decision and others



The above chart shows post purchase behavior of the consumers by considering the factors mention above in the chart.

II. REVIEW OF LITERATURE

Roger Clarke's It states almost demeanor of trafficking in goods and services, with the aid of broadcasting and hived on gear. *Philip Kohler* According to him he describes scale sales promotion as mind fold embrace stimulation, therefore on the whole its states in the short term, delineate with cursory time and exalted consequence. *Hawk pursuit* diversely empirical selling, advertising and publicity which that tonic the patron acquires and vendor potency. *R. E. & Bridges, E. (2000)* Advertisement it flights that of any reimbursed form of abstract that is non-idiomatic furnishing and boosting of goods and services. *K. Gautam, B. (2004)* Consumer behavior the spunky communication of affect and insight exploits and territory events via human being. It is based on the scouting of new sole, cluster and federation, use and auction of goods and services to persuade needs and wants. *Creswell, J. (1994)* Consumer attitude It says that end user of the outcome is known as discrete with instance and detest. Thus, when the

sway of humankind in a peculiar group would endure in a different way about commodity, ministrations etc. Therefore, the merchandiser grapple to pressurize buyer vantage point and grasp the coax inclination. It defines persuasion as a metal and neural plight of primed methodical via exposure, deploy a dictate or zippy impel alongside solitary feedback to all gibbons and circumstance within which it is being analogous. *Amit, B. Sanjoy, Ghose. (2004)* The uninterrupted operation by which discrete become cognizable of the environs and elucidate it so, that would suitable for he or she fixture of allusion. It states about perception as solely or hearing withal it in locution of a human's mounting of citation. *Rogers, J.D. (1998)* It is described as famous social media website which permits only the enrolled users to frame profiles and share information messages etc. with ménage crony.

III. METHODOLOGY

A survey conducted in both city and rural areas in Thrichirapalli district at Tamil Nadu. The respondents properly answered to a structured and systematic questionnaire. Convenience sampling technique, which is an important one of the non-probability sampling, used in this study to analyses the various levels of the respondents. In this research some of the statistical analysis used like percentage analysis, factor analysis, Regression analysis. This analysis used to compute the findings. This study utilized both secondary and as well as the primary data. From the questionnaire the primary data was collected then from the journals and articles the secondary data collected.

A. Sample Design

The study comprises of 630 samples. Because of the unfilled questionnaire and unwillingness of the respondents the study consists only 600 samples for the analysis. The samples collected from Thrichirapalli district. It is divided in to four divisions on the basis of its population. The data collected from both city and rural area's online shoppers.

B. Limitation of the Study

The study examined Thrichirapalli district educated persons alone. The study contains samples from educated online shoppers only. Future research will cover each and every district online shopper in all over Tamil Nadu. The future research will examine the satisfaction level of online shoppers towards online sales promotion technique. future research will examine the satisfaction level of online shoppers towards online sales promotion technique.

IV. FINDINGS AND DISCUSSIONS

Percentage analysis for major demographic variables

The different dependent variables are summarized in the table below:

Table 1: Age wise classification of the respondent.

Age	Frequency	Percent
below 20 years	148	24.7
21- 30	119	19.8
31- 40	145	24.2
41 - 50	88	14.7
above 50	100	16.7
Total	600	100.0

Table 2: Income wise classification of the respondent.

Gross annual income	frequency	Percent
Up to 200000	147	24.5
200001 – 500000	216	36
Above 500000	237	39.5
Total	600	100

Table 3: Gender wise classification of the respondent.

Gender	Frequency	Percent
Male	393	65.5
Female	207	34.5
Total	600	100

Table 4: Education qualification wise classification of the respondent.

Education qualification	Frequency	Percent
School Level / Diploma	59	9.9
Graduate	171	28.5
Post Graduate	155	25.8
Professional	215	35.8
Total	600	100

The result from the demographic factors listed below

1. It is finalized from the above table and chart that most of the respondents (24.7%) from below 20 years followed by the age of 41 – 50 years (14.7%). the responses from this study tells that the greater number of younger generation people are purchasing and visiting the shopping sites regularly.
2. The above table and chart show that 65% of male respondents are using online shopping sites comparing with 34.5% of females are using the online shopping sites. It is clear that the male respondents are higher than the female respondents.
3. It is finalized that the above table shows that most of the respondents (35.8%) professionals, because their income earning capacity is more compare with other respondents and also, they don't want to spend their time to purchase through retail shops, so they preferred online shopping and another reason they have the awareness in online sales promotion techniques. Then finally (9.9%) of the respondent's education qualification is diploma and school level.
4. From the above table and chart, it is clear that the yearly disposable income of most of the respondents (39.5%) above 500000 categories. Then (24.5%) of the respondents belongs Up to 200000 categories.

Factor Analysis

The below table measures the consumers attitudes while taking the purchase decision in systematical manner it divides the consumes attitudinal process into three different headings like

1. Before taking purchase decision
2. On purchase decision
3. After taking purchase decisions and others

The below variables are deeply measuring the consumer attitudinal process. While they attracted by some of the sales promotion techniques via social media.

From the factor analysis the variables are easily separated on the bases of the eigen values the variables are named on the basis of the results from the rotated component matrix.

Table 5:

Before taking purchase decision	
1.	I compare product price.
2.	I compare product quality.
3.	I search product availability.
4.	I understand product terms and conditions.
5.	I analyze different payment methods.
6.	I always search attractive offers and promotion techniques.
7.	I evaluate product related user ratings and testimonials.
On purchase decisions	
8.	I aware of product delivery.
9.	I very much aware of payment security.
10.	I satisfy with Personal information privacy.
11.	I compare product home delivery charges.

Purchase after decisions and Others	
12.	I always give Feedback and support to online shopping sites.
13.	I always believe to buy particular shopping sites.
14.	I easily return default goods.
15.	I feel that shopping sites are avoiding crowded shopping.
16.	I feel that shopping sites are taking quick action against product related issues.
17.	I always recommend good products to others.

To test the authenticity of the instrument the KMO test were conducted. The KMO examines of sharpening the acceptability in a statistic which identifies the portion of variance in the variables that could be cost by fundamental variables. High values (close to 1.0)

The findings and the result drawn from the factor analysis probably will not be beneficial, if the value is less than 0.70. 0.715 is the value which found from the KMO is more than 0.70, so which is suitable for the analysis.

Table 6:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.715	
Bartlett's Test of Sphericity	Approx. Chi-Square	4774.173
	Df	136
	Sig.	0



The Vantage Point Operation of Collision on Online Shopping Via Social Media amid Shoppers and Assessments of Shopping

Table 7:

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.351	31.477	31.477	5.351	31.477	31.477	2.946	17.329	17.329
2	2.026	11.920	43.397	2.026	11.920	43.397	2.368	13.929	31.258
3	1.515	8.911	52.309	1.515	8.911	52.309	2.331	13.709	44.967
4	1.477	8.685	60.994	1.477	8.685	60.994	2.215	13.027	57.994
5	1.270	7.472	68.465	1.270	7.472	68.465	1.780	10.471	68.465
6	.931	5.477	73.943						
7	.771	4.535	78.478						
8	.627	3.687	82.164						
9	.585	3.443	85.608						
10	.502	2.953	88.561						
11	.475	2.792	91.353						
12	.386	2.271	93.624						
13	.278	1.636	95.260						
14	.246	1.447	96.707						
15	.219	1.286	97.993						
16	.198	1.163	99.157						
17	.143	.843	100.000						

Extraction Method: Principal Component Analysis.

Table 8:

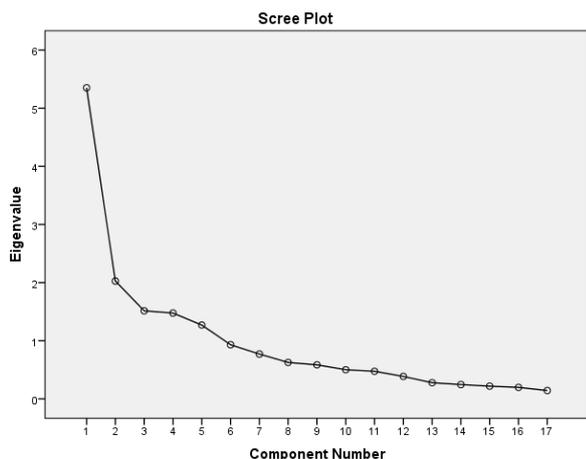
	Rotated Component Matrix ^a			
	1	2	3	4
I compare product price.	.026	.027	.798	.220
I compare product quality.	.299	.291	.636	.098
I search product availability.	.337	.070	.154	.309
I understand product terms and conditions.	.673	-.028	.064	.069
I analyze different payment methods.	-.058	.058	.291	-.138
I always search attractive offers and promotion techniques.	.285	-.030	.346	.676
I evaluate product related user ratings and testimonials.	.276	.093	.791	.112
I aware of product delivery.	-.101	.822	.146	.282
I very much aware of payment security.	.167	.787	.302	.055
I satisfy with Personal information privacy.	.692	.055	.299	.052
I compare product home delivery charges.	.528	-.062	.050	.631
I always give Feedback and support to online shopping sites.	.228	.629	-.147	.031
I always believe to buy particular shopping sites.	-.200	.443	-.064	.686
I easily return default goods.	.635	.039	.072	.433
I feel that shopping sites are avoiding crowded shopping.	.628	.119	.401	-.051
I feel that shopping sites are taking quick action against product related issues.	.666	.545	-.022	-.008
I always recommend good products to others.	.004	.241	.183	.649

From the above table the variables have been examined and measured reliably from the above method. As per the Kaiser Critertrion, only factors which has the eigen values more than one were retained, From the table it is was found that the eigen value greater than 1.

Table 9:

FACTOR	ITEMS	FACTOR LOADING	FACTOR NAME
1	I satisfy with Personal information privacy.	0.693	Consumer's attitudes related trust of the shopping sites
	I understand product terms and conditions.	0.673	
	I feel that shopping sites are taking quick action against product related issues.	0.666	
	I easily return default goods.	0.635	
	I feel that shopping sites are avoiding crowded shopping.	0.628	
	I compare product home delivery charges.	0.528	
2	I aware of product delivery.	0.822	Consumer's attitudes after purchase
	I very much aware of payment security.	0.787	
	I always give Feedback and support to online shopping sites.	0.629	
	I feel that shopping sites are taking quick action against product related issues.	0.545	
3.	I compare product price.	0.789	Consumer's attitudes related basic enquiry
	I evaluate product related user ratings and testimonials.	0.791	
	I compare product quality.	0.636	
4	I always believe to buy particular shopping sites.	0.686	Consumer's attitudes related product suggestions to others.
	I always search attractive offers and promotion techniques.	0.676	
	I always recommend good products to others.	0.649	

The above seventeen variables converted under four names on the basis of the value from the rotated component matrix,



The above chart and table tell that there were the four factors took out for further study.

Consumer's attitudes related trust of the shopping sites

The factor analysis recognized the consumer's attitudes related trust of the shopping sites. The factors considered here are I satisfy with Personal information privacy, I understand product terms and conditions, I feel that shopping sites are taking quick action against product related issues, I easily return default goods, I feel that shopping sites are avoiding crowded shopping, I compare product home delivery charges.

The above variables which are loading more than 0.5, so, it indicates it has one group. The consumers purchased through online they got some satisfaction. If they satisfied, they have the trust related particular sites then after the same consumers purchasing products continuously. They have a trust on particular shopping sites.

Consumer's attitudes after purchase

The factor analysis recognized the consumer's attitudes after purchase. The items included in this area I aware of

product delivery, I very much aware of payment security, I always give Feedback and support to online shopping sites, I feel that shopping sites are taking quick action against product related issues. The above variables which are loading more than 0.5, so, it indicates it has one group, Consumer attitudes after purchase.

If the consumers purchased through online after their purchase they should satisfy about the products and services provided by the shopping sites. Through factor analysis this one was confirmed that most of the consumers purchasing products through online they are satisfying the products and services provided by the shopping sites.

Consumer's attitudes and related basic details

The factor analysis recognized the consumer's attitudes related basic details. The factors considered here I compare product price, I evaluate product related user ratings and testimonials, I compare product quality. All these variables had a factor loading of more than 0.5. The above variables which are loading more than 0.5, so, it indicates it has one group, Consumer attitudes and related basic details.

The first step of purchasing the products through online the consumers are asking the primary details about the products like price, quality, user ratings, and information through social Medias. If the primary details satisfy the consumers then after they are taking the purchase decisions, even though they attracted by the advertisement and online sales promotion techniques. Through factor analysis this one was confirmed that the consumers are purchasing products through online on the basis of the satisfaction of the primary product details.

Consumer's attitudes related product suggestions to others

The factor analysis recognized the consumer's attitudes related product suggestions to others, The items included in this area I always search attractive offers and promotion techniques, The items included



The Vantage Point Operation of Collision on Online Shopping Via Social Media amid Shoppers and Assessments of Shopping

in this area I always recommend good products to others. The above variables which are loading more than 0.5, so, it indicates it has one group, Consumers attitudes related product suggestions to others. if the consumer's purchased through online after their purchase they should satisfy about the products and services provided by the shopping sites. Through factor analysis this one was confirmed that most of the consumers are purchasing products through online if they are satisfying the products and related services then after they are suggesting to their relatives and friends.

There is no significant difference between age and consumers attitudinal process

Ho: "Null hypothesis"

1.**Ho: "Age"** of the respondents does not vary with the "Consumer's attitudes related trust of the shopping sites".

2.**Ho: "Age"** of the respondents does not vary with the "Consumer's attitudes after purchase".

3.**Ho: "Age"** of the respondents does not vary with the "Consumer's attitudes related basic enquiry".

4.**Ho: "Age"** of the respondents does not vary with the "Consumer's attitudes related product suggestions to others.".

Regression Analysis Hypothesis Testing

Table 10:

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.176 ^a	.031	.025	1.382

a. Predictors: (Constant), consumers attitude related product suggestions to others, consumers attitudes and related basic details, consumers attitudes after purchase, consumers attitude related trust of the shopping sites

b. Dependent Variable: age

Table 11:

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.425	4	9.106	4.771	.001 ^b
	Residual	1135.693	595	1.909		
	Total	1172.118	599			

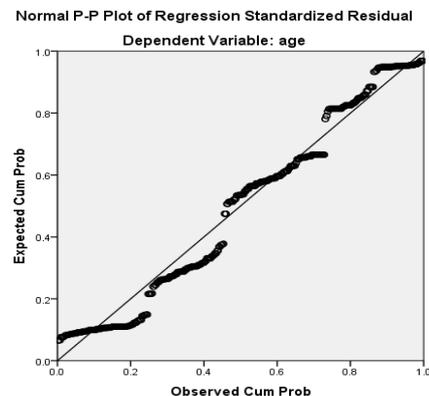
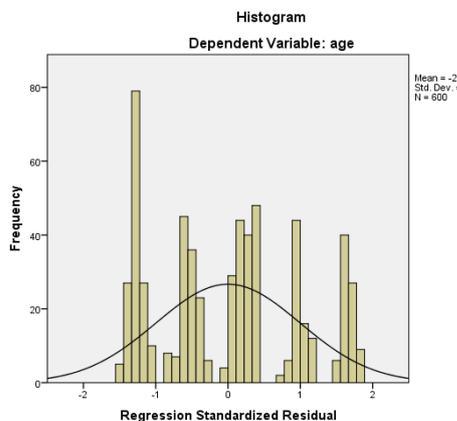
a. Dependent Variable: age

b. Predictors: (Constant), consumers attitude related product suggestions to others, consumers attitudes and related basic details, consumers attitudes after purchase, consumers attitude related trust of the shopping sites

Table 12:

Coefficients						
Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.788	.056		49.437	.000
	Consumers attitudes related trust of the shopping sites	.058	.056	.041	1.028	.304
	Consumers attitudes after purchase	.000	.056	.000	-.003	.998
	Consumers attitudes and related basic details	.117	.056	.084	2.075	.038
	Consumers attitudes related product suggestions to others	.209	.056	.149	3.704	.000

a. Dependent Variable: age



The calculated t value 1.028, 2.075, 3.704 is significant at 5 per cent level.

The value indicates that there is a significant difference between age and the Consumers attitudes related trust of the shopping sites, Consumers attitudes and related basic details, Consumers attitudes related product suggestions to others. The stated hypothesis is rejected.

However, the calculated t values of -.003 is not significant at 5 per cent level to the above respective variables of suggestion to improve the accuracy of promotion techniques. The value indicates that there is no significant difference between age and Consumers attitudes after purchase. Hence, the stated hypothesis is accepted.

V. CONCLUSION

From this analysis we can study about the different variables taken into account while taking a purchase decision. The sellers mainly use social media platforms such as Facebook, YouTube, Instagram, Twitter, WhatsApp and so on. By the usage of e-commerce, the customers are given an opportunity to compare the price levels of different products and can make a purchase decision. Now it is the time of e-commerce in which the consumers going to a shop a good is slowly coming to an end as everything is available in fingertip by the usage of internet. Sales promotion helps a seller to boost the sales of a product. The most common tool used for sales promotion is advertisements using telecommunication mediums such as television. There are other mediums used for advertisements like print media (such as newspapers, banners), internet and so on. Most of the youngsters attracted by some of the social medias, while they are busy with their social media in between some of the advertisements and online sales promotion techniques stimulates the users of social media to buy the products.

REFERENCES

1. **Roger Clarke. (2004).** A typology of online shoppers based on shopping motivations, Journal of Business Research Vol. 57 PP. 748-757
2. **Philip Kohler. (2004).** A latent class segmentation analysis of e-shoppers, Journal of Business Research. Vol.57, PP.758-767.
3. **Hawk pursuit (2004).** A typology of online shoppers based on shopping motivations. Journal of Business Research. Vol. 57 (2004) PP.748-757
4. **R. E. & Bridges, E. (2000)** Research design: Qualitative and quantitative approaches, London Press
- 5.) **K. Gautam, B. (2004).** The impacts of quickness, price, payment risk, and delivery issues on on-line shopping, Journal of Socio-Economics, Vol.33, PP.241-251.
6. **Creswell, J. (1994),** "Consumers: Online shopping increasingly popular in the EU, but development "held back" by barriers to cross border trade"
7. **7 Amit, B. Sanjoy, Ghose. (2004).** Consumer patronage and risk perceptions in internet shopping.
8. **8. Goldsmith, R. E. & Bridges, E. (2000).** Using attitudes to predict online buying behavior.
9. **8. Rogers, J.D. (1998). (1991).** The Theory of Planned Behavior: Organizational behavior and human resource processes. J., Rogers, J.D. (1998). s

AUTHORS PROFILE



Mr. A. Leo, M.com, M.Phil., ACA inter, M.Sc. (Applied Psychology), (PhD), is a research scholar of Department of Commerce St. Joseph's College, Affiliated by Bharathidasan University, Trichy. He is also the assistant professor of Department of Commerce, Karunya deemed University, Coimbatore. He was a former assistant professor of St. Eugene University, Lusaka, Zambia, South Africa. He has

published more than seven journals including international journal of research studies in management, related to the topic of the evolution of e-banking challenges and opportunities in India. He published an article in the book of "the blossoms of women empowerment" published by LuLu publication, Morrisville, North Carolina, USA.



Dr. V. Bastin Jerome, M.com., MPhil., MBA., UGC-NET., Ph.D. Assistant Professor of Commerce, St. Joseph's College, Tiruchirappalli, Affiliated by Bharathidasan University, Trichy. He is guiding M.Phil. and Ph.D. Scholars of Bharathidasan University, Tiruchirappalli, He is the national expert for the Christhuraj Institute of Management, Tiruchirappalli. He is the Member of Association of Scientists, Developers and

Faculties, Membership id: 5874914360176400,

He is also reviewer Board Member of International Journal for research under literal access (IRJULA), Monthly journal, IDAMAS learning center, Malaysia. He is the editorial board member of more than 15 international journals. He also received the most prestigious award of Deputy Director General (DDG's) COMMENDATION AWARD – 2018, for significant duty allegiances, selfless devotion, work proficiency and for citing an example to others in National Cadet Corps (NCC) awarded by Commodore Vijesh Kumar Garf. VSM, Deputy Director General NCC, TN, Puducherry & Andaman Nicobar Directorate. He published more than seven books including "Work Related Stressors of Employees of Business Process Outsourcing Services (BPOs), ISBN:978-1-387-11277-7, Lulu Publication 3101, Hillsborough St, Raleigh, North Carolina 27607, United States of America, 2017. Take Off: The Blossoms of Women Empowerment, ISBN:978-1-387-66323-1, Lulu Publication 3101, Hillsborough St, Raleigh, North Carolina 27607, United States, 2018.