



A Study On Brand Perception Towards Social Media Strategies For Online Shopping

Dr. Vini Infanta* Assistant Professor, Department of Commerce - Professional Accounting, Sri Ramakrishna College of Arts & Science. Coimbatore

Karthikeyan.S *Final Year Student, Department of Commerce Professional Accounting, Sri Ramakrishna College of Arts & Science. Coimbatore

ABSTRACT

In the fast-paced digital era, online shopping has emerged as a convenient alternative to traditional retail, significantly transforming consumer purchasing behavior. This study explores brand perception towards social media strategies for online shopping, focusing on consumer attitudes, influencing factors, and challenges faced in the digital marketplace. With the widespread availability of internet access in both urban and rural areas, businesses are leveraging social media platforms to market their products effectively. With increasing internet access, businesses leverage social media for marketing. Conducted in Tamil Nadu using descriptive research design, data was collected through questionnaires and secondary sources. Percentage analysis, chi-square tests were used for analysis.

The study highlights the growing impact of social media on consumer purchasing decisions, emphasizing its role in shaping brand perception. As online shopping becomes more prevalent, businesses must adapt their strategies to address consumer concerns such as trust, security, and timely delivery. Strengthening digital engagement and improving service reliability can enhance customer satisfaction and loyalty in the competitive online market.

Keywords: Brand perception, social media strategies, online shopping, consumer behavior, digital engagement, customer satisfaction, e-commerce, purchasing decisions.

INTRODUCTION

In this generation of fast moving lifestyle, customers are busier than what they were few years back. Today both urban and rural areas enjoy internet facilities. In this generation of technological up-gradation the consumer buying behaviour has changed to a great extent.

Companies are also well aware of these facts and that's why they are also giving greater importance to online consumer behaviour. There was a time when people had ample time to visit the store and purchase the products from the stores but, with the changing business scenario the customer prefer the electronic purchase of goods or services as it saves time. The act of purchasing products or services over the Internet is called online shopping.

Ahn.T and Ryu.S, Han.I (2004). In traditional shopping we have to struggle our way through crowds of jostling people, wait in queues to make our purchase and have to go from one store to another to find some item we may be looking for. It is precisely for this reason customers are also purchasing the products or services through online. Fayu Zheng (2006). Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. (Alba.J, Lynch.J 1997) One of the most enticing factor about online shopping, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item.

The facility of online purchasing has allowed customers to identify the different types of products available in the global market, the new inventions that have taken place and evaluate the product according to their prices just by a click of the mouse, without wasting precious time in waking to the retail store. Due to rapid globalization, all types of products are available on the net. (Ankur Kumar Rastogi, 2010).

All types of commodities and services are being sold through the websites. Goods and services, consumer durables, books, audio and video cassettes and services like and air tickets can also be purchased online. With the wonderful expansion of the internet, online shopping is also on the rise, showing fabulous potential for future growth, as well. Dr.Mubin Kiyici, (2012). In reality, various businesses are now trying to globalize their sales and marketing efforts for their products and services all through the net, patrons have turn in to the prime receiver in this online shopping bang.

Dahiya Richa, (2012), an online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-toconsumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. Butler.P and Peppard.J (1998) with technological up-gradation, online purchase has gained popularity. Online purchasing behaviour varies to a great extent in comparison with the traditional buying, as an analysis of the online purchasing shows.

STATEMENT OF THE PROBLEM

In this digital era consumers prefer online shopping instead of traditional shopping. Many websites are available like filpkart, amazon, snapdeal, ebay, jabong, home shop 18. They are marketing their products through online. The main problem of a traditional shop is only limited choices of a product and having a limitation of shelf space, brick and mortar shops simply cannot afford to provide large varieties of products. But online shopping saves precious time. With the busy lives that most of us lead these days, anything that saves time is a boon.

When we shop online, it will take about a minute to log on to the Internet, about a minute or two more to access the website of the store of our choice, it may take another ten to fifteen minutes to select the items we want to buy, and about five minutes more to fill in the information about our payment and get a print out of our receipt. Hence an attempt is made in the present study to analyze the perception of consumers towards online shopping, problems faced in it and factors influencing buying behavior of online shopping.

OBJECTIVES OF THE STUDY

- To analyze the factors influencing online buying behavior of the customers.
- To identify the problems in online shopping.
- To collect the satisfaction level of consumers towards online shopping.

RESEARCH METHODOLOGY

Research is common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of science investigation.

RESEARCH DESIGN

The research design constitutes the blueprint for the collection, measurement and analysis of data. It is the strategy for a study and the plan by which the strategy is to be carried out. The research design of the project is descriptive as it describes data and characteristics associated with the population using mobile phones. Descriptive research is used to obtain information concerning the current status of the phenomena to describe "what exists" with respect to variables in a given situation.

SAMPLING METHOD

The sampling used for the study is convenient sampling. This sampling is selected by the researcher for the purpose of convenience to access. A pilot study is conducted to validate the questionnaire and to confirm the feasibility of the study. Based on the pilot study, the questionnaire is modified suitably to elicit response from the sample group.

SAMPLING SIZE

A sample of 100 respondents from the different locations from in and around of Coimbatore district. Samples for the purpose of the study are selected systematically.

SAMPLING DESIGN

Both primary and secondary data were used in the study for analysis purpose. For collecting primary data, field survey technique was employed in Coimbatore district. A well framed questionnaire was also used to collect the primary data.

METHOD OF DATA COLLECTION

The data for this study are of two types: -

- Primary data
- Secondary data

PRIMARY DATA

Primary data is the data is collected from the respondent for the first time, it is original in nature. For the purpose of collection of primary data, a well structured questionnaire was framed and filled by the respondents. The questionnaire comprises of close ended as well as open ended questions. In close ended questions, checklist questions and multiple choice questions are used.

SECONDARY DATA

Secondary data are collected from books, magazines, web sites etc, and both open ended & close-ended questions are incorporated in the questionnaire for the collection of data.

Hypothesis of the study

- There is no significant difference between Factors influencing to shop Online and age
- There is no significant difference between Education on Online Shopping Challenges

STATISTICAL TOOLS

The following statistical tools are used in the study

- Percentage Analysis
- Chi – square test
- Weighted average rank method

LIMITATIONS OF THE STUDY

The data collected for the study are primary in nature which is based on the questionnaire and hence the result would bear all the limitations of primary data. The data collected from the respondents residing in Tamil Nadu. The findings are applicable only to the respondents of the area under study. Hence care has to be exercised while extending these results to other areas.

REVIEW OF LITERATURE

1. Divya Goel and Dr. Mitushi Singh (2016), in their study entitled “Impact of Students Attitudes towards Social Media Use in Education on their Academic Performance”, to understand the students perspective towards the use of social media in education. The required data for the study have been collected in a primary data through issue of questionnaire. A sample of 237 management students have been collected by adopting Random sampling technique. Tools like Correlations, regressions and descriptive analysis are used to analyze the data. They find that most students depicted a positive opinion towards the efficacy and utility of social media tools and their use in education.
2. Rajesh Kumar Jha and Dev Kumar Shah (2016), in their study entitled “Facebook use and its effects on the life of health science students in a private medical college of Nepal”, to evaluate the effect of facebook use on social interactions, behaviour, academics, and the health of students in a medical college of Nepal. The required data for the study have been collected in primary through issuing of questionnaire. The sample of 452 respondents have been collected by adopting random sampling technique. Tools like Frequency and Percentage are used to analyze the data. He find that the widespread use of facebook among the health science students, was found to have both positive and negative effects on their academics, social life, and health.
3. Sandeep Bhanot (2016), carried out their study on “A Study on Impact of Social Media on Company Performance”, to study the importance of social media and how companies can use social media as an important tool to reach out to their customers. The required data for the study have been collected in a primary data through issue of questionnaire. A sample of 25 social media experts have been collected for the study by adopting random sampling technique. Tools like Simple percentage and Chi-square test are used to analyze the data. Majority of the companies are using a combination of traditional and social media to reach out to their customers.
4. Mohammad Aslam Malik and Dr. H.J.Narke (2024), carried out a study entitled “Impact of Social Media on College Students in Kashmir”, to assess students’ use of social media and its effect on academic performance college students. The required data for the study have been collected in primary through issuing of questionnaire. The sample of 130 students have been collected by adopting Non probability sampling technique. Tools like descriptive statistics are used to analyze the data. He find that most of the respondents visit their social media sites and spend between six to eight hours per day.

PERCENTAGE ANALYSIS

Table No: 1

CLASSIFICATION	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
AGE	Below 20	153	82.7%
	21-25	27	14.6%
	26-30	5	2.7%
	Total	185	100%
GENDER	Male	73	39.5%
	Female	112	60.5%
	Total	185	100%
EDUCATION LEVEL	UG	149	80.5%
	PG	20	10.8%
	M.Phil	11	5.9%
	Ph.D	5	2.7%
	Total	185	100%
FAMILY INCOME PER MONTH	Below Rs. 10,000	73	39.5%
	Rs.10,001-15,000	59	31.9%
	Rs.15,001-20,000	30	16.2%
	Rs.20,001 Above	23	12.4%
	Total	180	100%
HAVE A SOCIAL MEDIA ACCOUNT	Yes	151	81.6%
	No	34	18.4%
	Total	185	100%
IMPORTANTS OF SOCIAL MEDIA ADVERTISEMENT	Yes	145	78.4%
	No	40	21.6%
	Total	185	100%
FREQUENCY OF USING	Below 1 year	71	38.4%
	1-2 years	67	36.2%
	2-3 years	23	12.4%
	Above 4 years	24	13.0%
	Total	185	100%
DURARTION OF USING	Below 1 hour	96	51.9%
	2-3 hours	60	32.4%
	4-5 hours	16	8.6%
	More than 5 hours	13	7.0%
	Total	185	100%
READ THE TERMS OF USE AND PRIVACY POLICY	Yes	105	72.4%
	No	40	27.5%
	Total	185	100%

The study reveals that most respondents are young (82.7% below 20 years), with a higher proportion of females (60.5%) and undergraduates (80.5%). A significant 81.6% have social media accounts, and 78.4% find social media ads influential in their shopping decisions. However, only 72.4% read terms of use and privacy policies, indicating a lack of awareness about data protection. These findings highlight the strong role of social media in shaping consumer behavior, especially among young and educated individuals.

2) CHI-SQUARE

Table No 2

Table Showing relationship between Factors influencing to shop Online and age

		Age				Total
		Below 20	20-30	30-40	Above 40	
factors_influencing_to_s hop_online	Convenience	17	15	15	0	47
	Trust and safety	18	71	7	8	104
	Product variety	0	8	9	0	17
	Discounts and offers	10	0	0	7	17
	Total	45	94	31	15	185

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	92.450 ^a	9	.000
Likelihood Ratio	94.834	9	.000
Linear-by-Linear Association	3.606	1	.058
N of Valid Cases	185		

INTERPRETATION:

Since the significance value is lesser than the prescribed value the null hypothesis is accepted and the alternative hypothesis is rejected. Therefore, there is no significant difference between Factors influencing to shop Online and age.

Table showing relationship between Education on Online Shopping Challenges

Table No 3

	Education				Total
	1.00	2.00	3.00	4.00	
Poor product quality	9	7	0	8	24
Late or delayed delivery	8	7	4	5	24
High shipping charges	34	52	8	11	105
Security issues in online payment	8	4	13	7	32
Total	59	70	25	31	185

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.580 ^a	9	.000
Likelihood Ratio	40.312	9	.000
Linear-by-Linear Association	.161	1	.688
N of Valid Cases	185		

a. 5 cells (31.2%) have expected count less than 5. The minimum expected count is 3.24.

INTERPRETATION:

Since the significance value is lesser than the prescribed value the null hypothesis is accepted and the alternative hypothesis is rejected. Therefore, there is no significant difference between Education on Online Shopping Challenges

Findings

1) Percentage Analysis:

- Age Distribution: 82.7% of respondents are below 20 years, showing a young consumer base. Only 2.7% are aged 26-30, indicating lower engagement among older individuals.
- Gender Distribution: 60.5% are female, highlighting a higher interest in online shopping among women.
- Educational Background: 80.5% are undergraduates, making students the majority of online shoppers. Only 2.7% hold a Ph.D.
- Social Media Influence: 81.6% have social media accounts, with 78.4% influenced by social media ads. Only 72.4% read terms and policies, indicating low awareness of data privacy.
- Financial Background: 39.5% have a monthly family income below Rs. 10,000, suggesting budget-conscious shopping behavior.
- Social Media Usage: 38.4% are new users (below 1 year), while 36.2% have 1-2 years of experience. 51.9% browse for less than an hour daily, while 7.0% spend over 5 hours.

2) Chi-Square Analysis:

- Age & Online Shopping Perception: $\chi^2 = 92.450$, $p = 0.000$ (significant). Younger consumers prioritize trust, safety, and convenience. Cramer's $V = 0.408$, indicating a moderate relationship. 43.8% of cells have low expected counts, affecting reliability.
- Education & Shopping Challenges: $\chi^2 = 41.580$, $p = 0.000$ (significant). Cramer's $V = 0.274$, showing a weak to moderate association. 31.2% of cells have low expected counts, impacting accuracy.

SUGGESTION

- The social media application needs to take steps to improve their services to enhance the satisfaction level of their users.
- Social media application should take necessary steps to educate the users about the social media application services offered by them.
- The college students should reduce the spend many hours for social networks in every day because it might affect their health.
- College students should be aware while selecting friends in social networks.
- Students should read the terms of use and privacy policy while creating the social network account because to avoid the problems in social networks.

CONCLUSION

The study reveals significant awareness among users about social media applications. However, improvements are needed to enhance user satisfaction across all categories. Key factors affecting satisfaction include needs fulfillment, performance, ease of use, security, and peer influence. Customization of services can boost satisfaction, while reducing risks will make social media applications safer and more secure for users.

REFERENCE:

- **Divya Goel and Dr. Mitushi Singh (2016)**, “Impact of Students Attitudes towards Social Media Use in Education on their Academic Performance”, AIMA Journal of Management & Research, Volume 10 Issue 2, pp.01-13.
- **Rajesh Kumar Jha and Dev Kumar Shah (2016)**, “Facebook use and its effects on the life of health science students in a private medical college of Nepal”, BMC Research Notes, Vol 3, Issue 1, pp. 01-08.
- **Sandeep Bhanot (2016)**, “A Study on Impact of Social Media on Company Performance”, Journal of Property Management, Vol. 9 No. 1, pp. 8 – 19.
- **Mohammad Aslam Malik and Dr. H.J.Narke (2018)**, “Impact of Social Media on College Students in Kashmir”, The International Journal of Indian Psychology, Volume 6, Issue 1, pp.01-06.
- **Infanta, A. V., & Surendar V. (2024)**. A study on social media marketing towards food industry with special reference to Coimbatore city. Rabindra Bharati Journal of Philosophy, XXIII, 140–146.
- **Infanta, A. V., & Kanisha. (2024)**. The effect of influencer marketing on buying behaviour of young consumers relating to the clothing sector. International Journal of Cultural Studies and Social Sciences, 20, 56–62.
- **Infanta, A. V., & Priyanka, U. (2022)**. A study on influence of consumer buying behaviour through celebrities’ advertisement. Rabindra Bharati Journal of Philosophy, XXIII (10), 134–139.
- **Infanta, A. V., & Arunvijay, S. (2022)**. A study on impact of social media influence on consumer buying decision on clothing apps with special reference to Coimbatore city. Journal of Fundamental & Comparative Research, VIII(1S[XXII]), 53–61.
- **Infanta, A. V., & Delcy, V. T. (2021)**. Customer attitude towards social media marketing in the fashion industry. Utkal Historical Research Journal, 34(XIX), 123–130.
- **Infanta, A. V., & Sundharam, C. T. (2021)**. Impact of e-commerce on online shopping among consumers with reference to Coimbatore city. Infokara Research, 10(4), 280–289.

