

Impact on Consumers' Awareness to E-Commerce in Salem District

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ABSTRACT

In ecommerce terminology, Facebook commerce, or F-commerce, is a strategy that focuses on developing or designing ecommerce content and storefront sites within the Facebook social networking site. This paper is an attempt to examine the extent of Facebook in making /influencing buying decision of customers. The paper is based on descriptive research design & close ended questionnaire is used to collect the primary data from Facebook users.

Keywords: social commerce, f-commerce, Facebook, consumer behavior.

1. INTRODUCTION

The usage of Social Media is increasing exponentially to satisfy the social needs of internet users, at the same time it has also increased the opportunities for corporate to market their products & services in a personalized way. Facebook was created by Mark Zuckerberg, Dustin Moskovitz and Chris Hughes on February 4, 2004 as a social network site just for Harvard students. A year after, the site expanded to college students and high school users and eventually by the end of 2006 to all Internet users. In January 2008 Facebook was announced to be the 13th most popular website worldwide. As of June 2017, Facebook has more than 2 billion monthly active users. As of July 2017, Facebook is reporting a total "potential audience" of 241 million active users in India, compared to 240 million in the US.

According to Kahraman (2010), Facebook is "the online platform that people use to share their ideas, experiences, and perspectives and communicate with each other". F-commerce is a form of social commerce, the use of social media, online media that supports social interaction and user contributions, to assist in the online buying and selling of products and services. F-commerce helps businesses facilitate and execute sales transactions using Facebook.

2. REVIEW OF LITERATURE

(Heinonen 2011) It is vital for retailers and marketers to be aware of the factors that affect consumer attitudes and motives because consumers are increasingly creating content about brands, something previously controlled solely by companies. As a result, current research has examined what aspects of social media sites affect consumer attitudes and motives.

Preyal Desai et al (2012), conducted a study on, the effect of Facebook on the purchasing behavior of the youth. The study concluded that, Facebook advertisement was more effective.

Bellarmino Ezumah (2013) examined the, college students' use of social media, and found that the, ease of use and potential for eclectic tasks were qualities that garnered Facebook the most preferred status as a social networking site.

Nima Barhemmati and Azhar Ahmad (2014) examined the Effect of Social Network Marketing on consumer purchase behavior through customer engagement. A quantitative survey was conducted among 50 respondents. The results showed positive relationships between customer engagement of social networking and their purchase behavior.

Vipul Jain (2014) conducted research Consumer Behavior to F-Commerce. He found the consumers attitudes towards social commerce especially in f-commerce. On the basis of findings of the study and the opinions of sample population he says that f-commerce is fast gaining popularity among users. Based on his study he says that "f-Commerce is gaining popularity and has a bright future in India for being used for promotion of products."

SIGNIFICANCE OF THE STUDY

The study brings out and increases the awareness and attitudes towards f-commerce. This would help to gain better understanding of the f-commerce and to analyses and observe the mind set of people about f-commerce. The study can further be extended to study effect of following f-commerce in social commerce.

3. OBJECTIVES OF THE STUDY

- The main purpose of this study is to examine the perception of consumers' towards the Facebook commerce in Salem
- To study the perception of f-commerce among the people in Salem.
- To study the impact of f-commerce on purchase decision of consumers.

4. RESEARCH METHODOLOGY

(a) Research Design: - To analyze the perception of customers towards f-commerce descriptive research design was used. Both primary and secondary data have been collected. The study is mainly based on primary data which were collected from the questionnaire. The secondary data has to be collected from the journals, articles and magazines.

(b) Sample Design: - Our target population involves the users of Facebook. 75 Internet users were selected through convenience sampling method from Salem

(c) Analysis: - The data collected was analyzed with the help of various statistical tools like MS excel, ANOVA, correlation and Chi-square test.

HYPOTHESES

- **Ho: (Null hypotheses)** There is no significant difference on the basis of **gender** of the respondents towards f-commerce.
- **Ho: (Null hypotheses)** There is no significant difference on the basis of **education** of the respondents towards f-commerce.
- **Ho: (Null hypotheses)** There is no significant difference on the basis of the **period of association with social networking sites** of the respondents towards f-commerce.

DATA ANALYSIS

DEMOGRAPHIC INFORMATION OF THE RESPONDENTS

S.NO	VARIABLES	CATEGORY	FREQUENCY	PERCENTAGE (%)
1.	Gender of the respondents	Male	35	47%
		female	40	53%
		Total	75	100
2.	Age	Below 20	18	24%
		20-40	45	60%
		40-60	7	9%
		60 and above	5	7%
		Total	75	100
3.	Education	Higher secondary	12	16%
		Bachelor Degree	35	47%
		Master degree	22	29%
		PhD	6	8%
		Total	75	100
4.	profession	Student	35	47%
		Employee	28	37%
		Self-employed	8	11%
		Others	4	5%
		Total	75	100
5.	How long have you been engaging on any social networking sites	Less than a year	17	23%
		1-2 years	28	37%
		3-5 years	24	32%
		More than 5 years	6	8%
		Total	75	100
6.	Do you know about the commerce on facebook	Yes	57	76%
		No	18	24%
		Total	75	100

Source: primary data

TABLE NO 1

INFERENCE

From table 1 it is inferred that, majority (53 per cent) of the respondents belong to female category and 47(per cent) respondents belong to male category. More than half (60 per cent) of the respondents age are between 20-40. Nearly half (47 per cent) of the respondents have completed Bachelor degree. Majority of the respondents are associated with this study are students.37 per cent of the respondents are engaging with any social network are between 1-2 years. Three fourth of the respondents are familiar with the concept of Facebook commerce.

Perceptions towards F-commerce

S.NO	STATEMENT	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
1.	I believe that Facebook is useful to find information about my potential markets	12(16)	35(47)	16(21)	7(9)	5(7)
2.	I believe that the use of Facebook purchases would be enjoyable process	16(21)	30(40)	22(30)	4(5)	34()
3.	If I see a lot of positive comments and many "Like" in a product will think to buy it myself	45(60)	14(18)	9(12)	5(7)	2(3)
4.	I can buy goods at lowest price through f-commerce	37(50)	16(21)	7(9)	11(15)	4(5)
5.	I predict that in the future I will use Facebook to make some of my purchases	29(38)	23(31)	15(20)	6(8)	2(3)
6.	Most of my friends have a Facebook account and find it useful to find information on future Purchases	23(31)	29(39)	16(21)	4(5)	3(4)
7.	Ask the opinion of friends on Facebook about a particular purchase	27(36)	24(32)	15(20)	8(11)	1(1)
8.	F-Commerce has a bright future for being used in India	25(33)	17(23)	22(30)	4(5)	7(9)

Source: primary data

TABLE NO 2**INFERENCE**

The results show that amongst the entire respondents 63 per cent of the respondents believe that Facebook is useful to find information about their potential markets.61 per cent of the respondents believe that the use of Facebook purchases would be enjoyable process.76 per cent of them said that they think to buy the products If they see a lot of positive comments and many "Like" in a product.71 per cent of them said "they can buy goods at lowest price through f-commerce".69 per cent of them said that they will use Facebook to make some of their purchases.70 per cent of them said their friends are having the Facebook account.58 per cent of them stated they ask their friend's opinion on Facebook about a particular purchase.56 per cent of the respondents believe F-Commerce has a bright future for being used in India.

HYPOTHESES TESTING

- **Ho: (Null hypotheses)** There is a significant difference on the basis of **gender** of the respondents towards f-commerce.

RESULT

	MALE	FEMALE
Male	1	
Female	0.453374	1

Source: correlation is calculated by using MS excel software
 Since the calculated value of r is positive (0.45), there is a **positive** relationship between the gender of the respondents and their opinion towards the effectiveness of f-commerce in India.

- **Ho: (Null hypotheses)** There is no significant difference on the basis of **education** of the respondents towards f-commerce.

RESULT

X² test			
Calculated value	Degree of freedom	Level of significance	Table value
5.0326	12	5%	21.026

Since the calculated value of chi-square is (5.0326) is less than the table value of (21.026) at 5per cent level of significance and the degree of freedom at 12.the Null hypothesis is accepted. Therefore it could be concluded that there is no significance difference among the educational qualification and their level of opinion towards the effectiveness of f-commerce in India.

- **Ho: (Null hypotheses)** There is no significant difference on the basis of the **period of association with social networking sites** of the respondents towards f-commerce.

RESULT

SUMMARY				
GROUPS	COUNT	SUM	AVERAGE	VARIANCE
Column 1	5	75	15	84.5
Column 2	4	75	18.75	92.91667

ANOVA						
Source of Variation	SS	DF	MS	F	P-VALUE	F CRIT
Between Groups	31.25	1	31.25	0.354682	0.57022	5.591448
Within Groups	616.75	7	88.10714			
Total	648	8				

Source: ANOVA is calculated by using MS excel software

If $F > F_{crit}$, we reject the null hypothesis. This is the case, 0.354. therefore we accept the null hypothesis. Therefore it could be concluded that there is no significance difference among the period of association with social networking sites and their level of opinion towards the effectiveness of f-commerce in India.

5. MAJOR FINDINGS

57 per cent of the respondents is familiar with the concept of Facebook commerce. 62 per cent of the respondents regularly visit such ads on Facebook indicating that such are attractive enough to harness regular visitors. 76 per cent of the respondents are said that they think to buy the products if they see a lot of positive comments and many "Like" in a product. 47 per cent of the respondents are believing that Facebook is useful to find information about the potential market. 64 per cent of the respondents purchases products after seeing ads on Facebook. This indicates the effectiveness of these ads in creating customers for purchasing through Facebook. 71 per cent of the respondents say that they are purchasing at lowest price through f-commerce. 53 per cent the respondents agrees to post Facebook statuses when excited about seeing a product through Facebook. 56 per cent of the respondents believe that F-Commerce is gaining popularity and has a bright future in India for being used for promotion of products.

6. CONCLUSION

F-commerce is the integration of social network with e-commerce. F-commerce is fast gaining popularity among users. It is useful to the consumers find information about potential markets but there is a general lack of awareness about of F-Commerce & some of those who confuse it with internet shopping. The maximum numbers of people who take benefits of F-Commerce are of the younger generation. There is no doubt that f-commerce has a bright future in India for being used for promotion of products.

IMPLICATIONS OF THE STUDY

The present study is useful for e-marketers and social networking sites in showing their usefulness and also for the students and researchers in further doing descriptive study on the same. Researchers can take larger samples to explore more.

7. REFERENCE

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