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Consumers' Attitude Towards Social Media Usage And Social Shopping

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Abstract

The use of social networks is a valuable tool to support enterprises to increase the chances of purchasing power among the internal and external members of the virtual community. This study suggests, the shopping attitude, it will be a tremendous challenge for the companies to bring perceived ease of use and enjoyment. By the way of improving the argument quality of eWOM, those companies may transit their product and service information spontaneously. The information may be highly useful for the impulse purchasers while they deal with social shopping process.

Keywords: Social Media, Shopping Attitude, Ease of Use, Usefulness, enjoyment, Security, Social Shopping

I. INTRODUCTION

Social media is the fastest growing area of interest among marketing academicians, however the focus is largely on uses, usage, tools and tactics than understanding where social media might fit in an integrated marketing communication mix(Peltier & Scultz, 2013). Social media refers to a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content(Haenlien, 2010) Social Media is defined by another group of authors as: forms of electronic communication (as Websites for social networking and blogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos) (Edosomwan, 2011).

This acknowledges the online community aspect of social media, a natural form of self segmentation practice among users of Web 2.0(Canhoto, 2013). The most commonly used social

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media platforms in 2013 are Facebook, Twitter, LinkedIn, blogging and YouTube. They were the top five platforms used by marketers, with Facebook leading the way. All the other platforms were distinctly less popular in comparison to that top five. The top six have remained virtually the same since 2012(Stelzner, 2013). Social media's role in the promotional mix of an integrated marketing communication strategy is twofold: firstly, to enable companies to talk to their customers; and secondly, to allow customers to talk to one another (Faulds, 2009). The former is consistent with the role of traditional integrated marketing communication programs; the latter, is unique. The potential power and scope of opportunity provided by Social Media platforms comes with a whole set of new purposes for the marketing practitioner and researcher alike and has become an integral part of marketing strategy(Barnes, 2010). This study will explore the insights to customer engagement which is believed to be one of the marketing objectives while a marketer designs his overall integrated marketing communication strategy.

With the change of consumer shopping behaviour and the popularity of social network website, a new type of e-commerce called "social shopping" is emerging. This e-commerce method which combines social networking and shopping can satisfy the needs for searching information before shopping and sharing personal experiences online after use (The New York Times, 2006). Unlike many online shops that display products for sale, a few social shopping sites, such as Facebook and LinkedIn, provide blogs or virtual communities for users to share shopping ideas, exchange opinions on specific products and recommend their favourites. For consumers these opinions or recommendations can help them to find new product information of interest to them and assist them in making shopping decisions.

Social shopping websites are emergent by bringing the values of recommendations from consumers social network in order to facilitate online shopping. Social shopping website is where people can recommend their favorite products for others to discover and purchase online. Social shopping websites are bridging the continents of offline media, brand advertising and e-commerce by building a media platform that supports the marketing lifecycle awareness, consideration, trial and consumption. Social shopping blends two powerful elements of real-world shopping otherwise lost for online consumers: word of mouth recommendations from trusted sources, and the ability to browse products in the way that naturally leads to discovery. Social networking sites play increasingly important roles as a marketing platform. More and

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more retailer’s use social networking sites to target teens and young adults, and social networking sites are a central venue in that trend (Market Watch, 2008).

Due to the rise of social shopping, online shops/auction managers are developing social shopping functions or launching social shopping networks on their websites. Social shopping networks entail “creating places where people can collaborate online, get advice from trusted individuals, find goods and services and then purchase them” (Rubel, 2005). Other people’s advice or recommendations about products play an important role in social shopping. Once consumers trust the product recommendations on the social shopping networks of websites, Gordon (2007) argues that their intention to purchase the socially-recommended product is stimulated and thus they may buy from that website. In addition it has been found that people are more likely to trust the information provided by other shoppers like themselves more than that provided by companies (eMarketer, 2007). Therefore through consumers’ trust in the opinions or recommendations shared by other shoppers, websites may increase their sales volume.

II. REVIEW OF LITERATURE

The characteristics of social media that differentiate it from traditional media channels, stem from the interactivity of this relatively new medium. There is growing belief that consumer brand engagement needs to be addressed beyond the transactional level to include all potential touch points with the brand(Peltier & Scultz, 2013). Two way communication flow between consumer and brand allows a level of interaction where users of social media become active participants in the brand’s communications program. The consequences of having highly engaged consumers include increased brand equity, retention, share of wallet, return on investment and positive WOM(Vivek & Betty, 2012).

Research into changing market segments, identifying emergent demographics, tracking opinions, ‘crowd sourcing’ or using online conversations to aid in product development and ‘always on’ customer service are just some of the ways social media can enhance the customer engagement(Canhoto, 2013). Marketers refers to these new research opportunities collectively as being created by a ‘listening economy’ meaning that social media can become a valuable source of knowledge, but the marketer must make listening a part of their marketing communications strategy. This is ultimately the best way to build a relationship with a consumer and encourage

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loyalty and favorable brand associations. Transparency and being open with the consumer will become commonplace as the customer demands direct responses from a personality within the company and personalized prices, promotions and communications for their individual consumption needs. Firms that can influence the 'likeability' of their brands by creating unique transactions with each consumer, reduce the outcome inequity and differentiate them in the marketplace(Nguyen, Melewar, & Chen, 2013).

Shopping Attitude

Davis (1989) developed the Technology Acceptance Model (TAM). Technology Acceptance Model (TAM) Perceived Usefulness (PU) is a significant factor affecting the acceptance of an information system (Davis et al., 1989).There are five parts in this model: They are Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Attitude towards Using (ATU), Behavioral Intention to Use (BI), and Actual Usage (AU). Technology Acceptance Model (TAM) consider that consumers do transaction through technology mainly for two reasons (1) Perceived Ease of Use (PEOU) and (2) Perceived Usefulness (PU). This model has been widely used by the researchers to explain the user acceptance of technology in different types (Bahmanziari et al., 2003; Ng, 2003; Pavlou, 2003). Consumers prefer online shopping then traditional store shopping for various reasons. In particular there is no time constraint of online shopping, consumers can order for any products or services whenever they want. For this reason consumers get sufficient time to think and then give the order (Morganosky and Cude 2000; Kim, 2004; McKinney, 2004; Harn, et al., 2006; Delafrooz et al., 2009). In fact in online shopping context there vendors can display thousands of products on website and for these reasons consumers can buy product from lots of choice and with less price than traditional store shopping (Khatibi, et al., 2006; Delafrooz and Paim, 2011).

III. METHODOLOGY

The present study falls under the category of 'descriptive studies', as the nature of the problem is to determine the relationship among the different variables. This type of research is also called survey-based study. The major strength of survey research is it, wide scope and ability to collect detailed information from a sample of large population.

Measures

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The attitudes toward shopping are measured by following four dimensions: perceived usefulness, perceived ease of use, perceived enjoyment and perceived security. Two dimensions (perceived usefulness and ease of use) are adopted from the scale developed by Davis (1989). The four statements that measure perceived enjoyment has been adopted from Davis, et al., (1992). Three statements that measure perceived security are adopted from Vijayasarathy (2003).

Perceived usefulness is "the degree to which an individual believes that using a particular system or product would enhance his/her performance" (Davis 1989), whereas perceived ease of use refers to "the degree to which an individual believes that using a particular system would be free of real and mental efforts" (Davis, 1989). He measured perceived ease of use with two items like 'learning to shop is easy' and 'non difficulty in use'. Perceived usefulness is measured by two statements viz. 'shopping is useful' and 'shopping make life easier'.

Davis et al., (1989) defines perceived enjoyment as "the extent to which the activity of using the computer is to be perceived enjoyable in its own right, apart from any performance consequences that may be anticipated". This variable is measured by four statements as given by Davis, et al., (1989) namely 'shopping is enjoyable', 'shopping process is pleasant', 'fun while shopping' and 'shopping is interesting'.

Salisbury, et al., (2001) define perceived security as "the extent to which one believes that the World Wide Web is secure for transmitting sensitive information." Perceived security also may be critical for social networks that introduce e-commerce. Unlike online shopping malls, such as Amazon, shopping services are not the primary business area offered by social networking Web sites. If people doubt the transactional security of social networks, they may not purchase things on social networking Web sites. The scale developed by Vijayasarathy (2003) has been used to measure perceived security with three statements viz. 'using credit card is safe', 'making payment is secure', and 'cash on delivery methods be protective'.

Main Study

Since, the population is not defined; it is difficult to trace the respondents. Hence, Snowball sampling method was used to locate and enroll participants in this study. Snowball or chain referral sampling is a method that has been widely used in qualitative research. The method yields a study sample through referrals made among people who share or know others who possess some characteristics that are of research interest. The researcher initially identified

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a seed of 50 respondents and personally contacted them over phone and email and explained the purpose of research. The researcher sent the online questionnaire link http://info-syst.com/snssurvey.php via Facebook message chat application and email. The researcher asked the respondents to suggest several others. Almost every seed respondent's participant in this study was able to direct the researcher to identify three or more new participants and every new participant become seed respondents. The data collection process was started during February 2013 and finished during July 2013. At the end of the data collection phase, the researcher received 769 questionnaires. Among 769, 106 questionnaires were found to be improperly filled and hence they were rejected and therefore 663 questionnaires were included for the research. Out of 663, 443 were male and remaining 230 were female. After collecting online questionnaire the responses stored in MYSQL database have been exported into SPSS compatible file format for further statistical analysis.

IV. DATA ANALYSIS

Table 1 shows the frequency and percentage distribution of SNS account details, most used SNS and source of accessing SNS. Among the 663 respondents everybody has account in Facebook. Next to Facebook, 49.8 percent of the respondents have account in Google plus, 45.4 percent have account in LinkedIn, 15.5 percent have account in Hi5. 14.9 percent respondents have account in Myspace and only 7.2 percent of the respondents have access to bebo network. With regard to most used SNS, majority of the respondents use Facebook network (88.8%), followed by Linkedin (6%). Apart from Facebook and Linkedin only very few respondents are regularly using other networks such as Myspace, Google plus, bebo and Hi5.

With regard to source of access, respondents access their SNS account in different sources. The desktop computer is a main source to access SNS (56.9 %), followed by Laptop (52%). Next to Laptop, respondents use smart phone (30.9%) to access SNS, and only few respondents access their SNS account through Tablet (5.6%) and iPad (5.7%).

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Table 1: Frequencies and Percentage Distribution of SNS Account Details, Most Used SNS and Source of Accessing SNS

	Yes		No	
	N	**%**	**N**	**%**
SNS ACCOUNT				
Facebook	663	100	0	0
LinkedIn	301	45.4	362	54.6
Hi5	103	15.5	560	84.5
Google Plus	330	49.8	333	50.2
Myspace	99	14.9	564	85.1
Bebo	48	7.2	615	92.8
Others	15	2.2	648	97.8
MOST USED SNS				
Facebook	589	88.8	74	11.2
LinkedIn	40	6.0	623	94.0
Hi5	19	2.9	644	97.1
Google Plus	4	0.6	659	99.4
Myspace	4	0.6	659	99.4
Bebo	4	0.6	659	99.4
Others	3	0.5	660	99.5
SOURCE OF ACCESSING SNS				
Computer	377	56.9	286	43.1
Smart Phone	205	30.9	458	69.1
Tablet Computer	37	5.6	626	94.4
Laptop	345	52.0	318	48.0
iPad	38	5.7	625	94.3

From the Table 2, it is inferred that 33.2 percent of the respondents are checking their SNS account many times a day, whereas 31.1 percent of the respondents are checking their SNS account once in a day. 13.9 percent check whenever need arises and 12.1 percent check 3 to 4 times a week. Only 9.8 percent of the respondents are checking their account once a week. Hence, it is concluded that the respondents frequently use to check their SNS account. In the case of duration of time, 38.8 percent of the respondents averagely spent 16-30 minutes a day, 22.2 percent spent less than 16 minutes, 21.6 percent spent 31- 60 minutes, 10.1 percent spent 61-120 minutes and only 7.4 percent of the respondents spent more than 120 minutes a day. Therefore, it is evident that the respondents do not spent more time on SNS, rather they spent less than an hour to access SNS. With regard to Privacy problem, 42.4 percent of the respondents sometimes worry about privacy problem, whereas 24.6 percent of the respondents always feel about privacy

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problem of SNS. However, 13.6 percent worry occasionally and 11.9 percent of the respondents rarely worry about privacy problem of SNS. As far as continuing to stay on SNS for next 2 years is concerned, majority of the respondents accept to stay, (76.9%) and 19.3 percent of the respondents are not sure about their stay but only few (3.8%) respondents said that they will move away from SNS in next 2 years.

Table 2: Frequency and Percentage Distribution of Checking SNS Account, Duration of Accessing, Privacy Problem and Staying on SNS

Various of Aspect of SNS	Frequency	Percent
Frequency of Checking SNS Account		
Many times a day	220	33.2
Once in a day	206	31.1
3-4 times a week	80	12.1
Once in a week	65	9.8
Whenever need arises	92	13.9
Total	663	100.0
Duration of Time		
Less than 16 mins	147	22.2
16-30 mins	257	38.8
31-60 mins	143	21.6
61-120 mins	67	10.1
More than 120 mins	49	7.4
Total	663	100.0
Privacy Problem		
Always	163	24.6
Sometimes	281	42.4
Occasionally	90	13.6
Rarely	79	11.9
Not at all	50	7.5
Total	663	100.0
Stay on SNS		
Yes	510	76.9
No	25	3.8
Not Sure	128	19.3
Total	663	100.0

Table 3 highlights the frequency and percentage distribution of amount spent for purchase of products on SNS. Among the 663 respondents, 45.4 percent of the respondents are spent approximately less than Rs. 5000 per year, 29.3 percent are spent around Rs. 5001-10000, 10.4 percent are spent more than Rs.20000, 9.2 percent are spent Rs.10001-15000 per year. Only few respondents (5.7%) are spent Rs.15001-20000 for purchasing. With respect to period of

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purchasing the products through SNS, it is understood from the table that 52.2% of the respondents purchase through Facebook for less than 13 months, 28.2 percent purchase for 13-24 months, 11.2 percent purchase for 25-36 months, 2.1 percent are having purchase experience of 37-48 months and 2.6 percent have purchased for more than 60 months. Among the respondents majority of the users purchased through SNS for a period of less than 13 months.

Table 3: Frequency and Percentage Distribution of Amount Spent Per Year for Purchasing and Duration of Purchasing on SNS

	Frequency	Percent
Amount Spent Per Year For Purchasing		
Less than Rs. 5000	301	45.4
Rs. 5001-Rs. 10000	194	29.3
Rs. 10001- Rs.15000	61	9.2
Rs. 15001-Rs. 20000	38	5.7
More than Rs. 20000	69	10.4
Total	**663**	**100.0**
Duration of purchase		
Less than 13 Months	346	52.2
13-24 Months	187	28.2
25-36 Months	74	11.2
37-48 Months	25	3.8
49-60 Months	14	2.1
More than 60 Months	17	2.6
Total	**663**	**100.0**

Table 4 shows the reasons for using SNS and problems of using SNS. Most of the respondents use SNS for communicating with their friends (72.7%), and 63.2 percent use SNS for sharing their personal updates. 60.2 percent of the respondents use SNS to upload the photos, 36 percent use it for updating their knowledge, while 30.2 percent of the respondents are having the habit of uploading the videos. It is interesting to note that 31.1 percent of the respondents search information about product or services on SNS. This shows that people use SNS not only to share their experience or communicating with friends, but also to search for information about products and services. This is a good indication that the companies need to align themselves with SNS to create awareness and also to reach consumers. Regarding the problems faced by respondents in using SNS, majority of them feel about internet fraud (71%) is giving false information through chatting, email and message boards. Next to internet fraud, the greatest problem faced by respondents is leaking of private information. The main purpose of SNS is

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anyone can make network with anybody, but few members misuse this advantage. Cyber bulling is another threat faced by the respondents which is accepted by 42.8 percent of the respondents. Cyber bulling is hurting other through false message or information. In addition to the above mentioned problems, some other problems are also faced by the respondents like affecting communications skills (26.7%), creating psychological disorder (24.1%) they feel loneliness and depression, leading to Narcissism (16.6%) is one who admires himself too much and making anti social behavior (15.4%). Though the percentage of problem is approximately less than 25% by they have their own threats to the respondents.

Table 4: Frequencies and Percentage Distribution of User Activities of SNS and Problems of SNS

	Yes		No	
	N	**%**	**N**	**%**
USAGE OF SNS				
Sharing personal updates	419	63.2	244	36.8
Photos	399	60.2	264	39.8
Videos	200	30.2	463	69.8
Communicating with friends	482	72.7	181	27.3
Playing games	113	17..0	550	83.0
Getting updates	239	36.0	424	64.0
Searching information about products or services	206	31.1	457	68.9
Others	6	0.9	657	99.1
PROBLEMS OF SNS				
Internet Fraud	471	71.0	192	29.0
Leaking Private Information	445	67.1	218	32.9
Cyber bulling	284	42.8	379	57.2
Affecting communication skills	177	26.7	486	73.3
Psychological Disorder	160	24.1	503	75.9
Narcissism	110	16.6	553	83.4
Antisocial Behaviour	102	15.4	561	84.6
Others	0	0	663	100.0

Table 5 reports the products purchased by respondents through SNS source of information and mode of payment. On observing the table, it is noted that 48.6 percent of the respondents purchase pendrive, whereas 44.5 percent of the respondents purchase T-Shirt through SNS, which is followed by shirts (41.3%), and mobile phone (33.5%). It is observed that only 9.8 percent of the respondents purchase laptop and wrist watches are costly products, people may avoid purchasing them through web.

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With regard to source of information, majority of the respondents get their product or service information through advertisements on SNS (75.3%). This shows that the respondents view advertisements gives on social networking sites. Next to advertisements, people get information through electronic word-of-mouth (34.7). In general, people may trust their friends and relatives when they receive any messages from their friends; they give response to that message. Hence, it is one of the important sources of information about product and services. The third important source is page, wherein 33 percent of the respondents agree that they receive information from the page. Pages are created by companies or even normal user in order to give full detail about the product or services.

Table 5: Frequency and Percentage Distribution of Various Product Purchased Through SNS, To Get Product or Service from Different Source and Mode of Payment to Preferred by Respondents

	Yes		No	
	N	**%**	**N**	**%**
PRODUCT				
Tie	85	12.8	578	87.2
Shirt	274	41.3	389	58.7
Pen drive	322	48.6	341	51.4
Belt	145	21.9	518	78.1
Cooler	92	13.9	571	86.1
T-Shirt	295	44.5	368	55.5
Mobile	222	33.5	441	66.5
Shoe	169	25.5	494	74.5
Trousers	89	13.4	574	86.6
Camera	96	14.5	567	85.5
Laptop	65	9.8	598	90.2
Wrist Watch	75	11.3	588	88.7
Others	89	13.4	574	86.6
SOURCE OF INFORMATION				
Advertisements on SNS	499	75.3	164	24.7
eWOM	230	34.7	433	65.3
Pages	219	33.0	444	67.0
MODE OF PAYMENT				
Cash on Delivery	339	51.1	324	48.9
Credit Card	202	30.5	461	69.5
Debit Card	217	32.7	446	67.3
Online Banking	237	35.7	426	64.3

In the case of mode of payment, 51.1 percent of the respondents like cash on delivery payment type. Though the consumers purchase any product by shopping on the net, it is a virtual

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medium, wherein consumers will not see the real product or the shopkeeper or the shop. Hence, they may get fear about, to whom the payment is made, whether they receive good product, or the product received will be of right specification and then questions will make the consumers pay the amount after receiving the product on hand. In order to reduce this confusion, nowadays companies offer cash back policy for 15 days or 1 month, when the product is not satisfactory to consumers. Next to cash on delivery, 35.7 percent of the respondents like online banking which is safe and quick for both consumers and company, 32.7 percent of the respondents used debit card and 30.5 percent of the respondents used credit card.

Shopping attitude model measurement

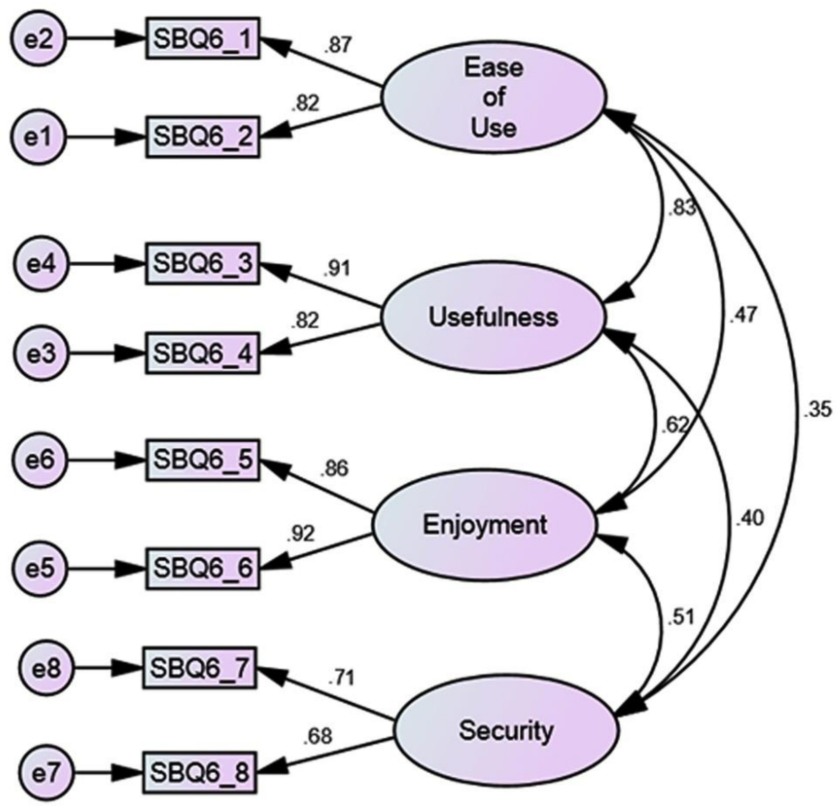

Figure 1: Confirmatory Factor Analysis for shopping attitude

The four factors of shopping attitude are shown in the model. To find out maximum likelihood CFA(Confirmatory Factor Analysis) was conducted on the eight indicators of the four latent variables for the measurement of shopping attitude model. The four latent variables were included for rigorous measurement of shopping attitude model checking, which is shown in

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figure 1. The CFA values indicate model fit: $\chi2$ = 63.061 with 14 *df*, $\chi2/df$ = 4.504, p <0.001, IFI=0.984, CFI=0.984, NFI= 0.980, TLI=0.969, and RMSEA=0.073. Based on the typical cut-off criteria of model fit, results indicate that the measurement model is fit. Figure 1 presents the standardized estimates for the items of the factors towards shopping attitude. Since, the statements related to perceived security are found to be less than 0.8, those statements were eliminated in the final model, and the remaining dimension were included for further analysis.

From the above confirmatory factor analysis, few dimensions and items were eliminated and the remaining statements were included in the main study.

Table 6: Frequency Distribution of the Respondents' Attitude towards Shopping

Variables	Attitude Score	Frequency	Percent
Perceived ease of use	2-4	57	8.6
	5-6	158	23.8
	7-8	308	46.5
	9-10	140	21.1
	Total	**663**	**100.0**
Perceived usefulness	2-4	82	12.4
	5-6	170	25.6
	7-8	313	47.2
	9-10	98	14.8
	Total	**663**	**100.0**
Perceived enjoyment	2-4	93	14.0
	5-6	191	28.8
	7-8	270	40.7
	9-10	109	16.4
	Total	**663**	**100.0**
Perceived security	2-4	116	17.4
	5-6	210	31.7
	7-8	269	40.6
	9-10	68	10.3
	Total	**663**	**100.0**

In the case of perceived security, 50.9 percent of the respondents perceived security with regard to shopping and 49.1 percent did not perceive security with regard to shopping. Therefore it is concluded that the respondents have positive opinion about perceived ease of use, perceived usefulness, perceived enjoyment and perceived security towards shopping.

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V. CONCLUSIONS

Analysis of the literature has shown that social networks can bring about a certain degree of influence on the choices of consumers changing their buying behavior. In fact, the use of new information and communications technology allows a better flow of information and thus a greater connection between the different actors. Connecting people in various forums on multifarious subjects like politics, music etc., image building, aggregating information from various sources and thus reducing information uncertainty are some other objectives that have culminated in the formation of "communities and societies". This study suggests most of the respondents purchase products like pendrive, T-shirts and shirts which are at low price, companies can also market their products which are low in price, through social networking sites. Nowadays most of the companies are creating their fan page separately, and aim to familiarize them through SNSs. By calculating the number of likes in Fan page, companies can easily determine the reach of its products through SNS. So it is the inevitable duty of the marketer to compulsorily create fan page with fascinating appeal to psychologically motivate them to develop their go through intentions. With respect to the shopping attitude, it will be a tremendous challenge for the companies to bring excitement in impulse buying intension and perceived ease of use. By the way of improving the argument quality of eWOM, those companies may transit their product and service information spontaneously. The information may be highly useful for the impulse purchasers while they deal with social shopping process.

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