

AN EFFECT OF SOCIAL MEDIA ON THE YOUTH BUYER BEHAVIOUR FOR APPARELS IN JAIPUR CITY: A STUDY

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Abstract

The last decade witnessed an explosion of social media networks such as Facebook, twitter, you tube, google + etc. This added a new social dimension to the web. This research paper is an attempt to analysis the Youth buyer behavior for apparels in Jaipur city. Youth is conceivably the most complicated demographic group to communicate with. Not only they have a short attention span, they are also subtle in media consumption, indecisive in brand preference, and simply challenging to engage and entertain. Marketers spend millions in marketing research every year trying to predict, or anticipate, changing youth behaviors. It tries to understand the behavior of youth that whether their buying decision are really affected by the social media promotions done by the companies. This will help the companies to know about social media promotions trend in Jaipur.

Key words: Social Media, Youth, Buyer Behavior, Apparels.

Introduction

Social media has been explained in different ways by different experts, researchers & firms. According to Turban E "Social media refer to the online platforms and tools that people use to share opinions and experiences including photos, videos, music, insights and perceptions with each other". Social networking is one of the services in the social media. Jaclyn Cabral stated that "Social media is basically a template for the user who can then personalize the source's uses and productivity. It is a highly dense and vast resource that is being used on a consistent basis to maintain relationships." Andreas Kaplan and Michael Haenlein define social media as "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.

According to Chandra the apparel retail industry consists of the sale of all menswear, women's wear and children's wear. Swapna Pradhan said that India ranks among the top target countries for any company sourcing textiles and Apparel. Indeed, apart from China, no other country can match the size, spread, depth and competitiveness of the Indian textile and apparel industry.

The Organized Retailing in Rajasthan is on increase. The mall and multiplex culture has been started in Jaipur from last five-ten years, due to opening of prominent malls like Gaurav Tower (Malviya Nagar), Ganpati Plaza (MI Road), Triton Mega Mall (near Bani Park), Crystal Palm (Bais Godam Circle), Crystal Court (in Malviya Nagar), Crystal Mall, MGF Metropolitan Mall (Bais Godam Circle), City Pulse Mall (Narain Singh Circle), Apex Mall (Tonk Road), Gold Souk (Jawahar Circle, Malviya Nagar), Jaipur and World Trade Park . These malls are hoisting prominent national and international retail chains and branded apparel stores like Shoppers Stop Ltd. (part of K. Raheja Corp.), Westside Retail (Tata Retail Enterprise), Big-Bazaar (Pantaloon Retail), Vishal Megamart Retail Ltd, Wills Lifestyle, Provogue India Ltd., Adidas, Allen Cooper, Wrangler, Monte Carlo, Cantaball, Blackberry's, Pizza Hut, Allen Solly, Levi's, Tommy, United Colors of Benetton, Van Heusen, Wills Lifestyle, Puma, Reebok, Peter England, Raymonds, Provogue, Planet-M, and many more brands. According to

Schiffman and Kanuk, “consumer behavior is about how people make their Decisions on personal or household products with the use of their available resources such as time, money and effort.

Literature Review

The youth have momentous buying power, are influential on the buying decisions within their family units and are often the trends setters in society. Their natural digital literacy and love of social networks means that the media landscape has become less fragmented and that we have much better insight into where they are and what they are interested in, however, a number of barriers and challenges to the successful use of Social Media for marketing still remain. Drury said that Social Media turning into an influential marketing channel is news to many companies and organizations.

According to Weinberg the social media marketing is as a process that empowers individuals and companies to promote their websites, products or services through online social channels and to communicate with and tap into a much larger community that may not have been available via traditional advertising channels. It connects service providers, companies and corporations with a broad audience of influencers and consumers. The DEI Worldwide report said that “ consumers make a purchase decision based on the information posted on social media sites, and consumers using those sites pass along information to others”Geetanjali Naidu and Sunil Agarwal stated that today’s world is very innovative & now for companies social media becomes powerful and cost free approach to promote their products to consumers.

According to Retail Industry report 2013 the share of organized retail is 8% of the total retail market and is expected to gain a higher share in the growing pie of the Indian retail market in India. Evans said that the influence of social media is larger in the beginning stages of the buying process. The Users of social media platforms have the opportunity to read about other consumers previous experiences with the online store or specific product details. This can lead to getting the users attention, raising interest for the mentioned product or an actual desire to go and purchase the item. Also, as the gray arrows indicate, even if the product achieves to gain just the attention of the user, it can later lead to creating an interest and desire to get the item.

Social media tools have become superb channels for marketers to reach consumers. Hanlon, Patrick et al stated that social media is important for marketers because it allows them to dialogue directly with Consumers, which in turn engages consumers directly with company brands .Lee contends that social media has become vastly popular for “normal people” because it allows anyone to interact with content or deliver it . This model of Communication is vastly superior to the traditional format of one-way communication between major media and its intended audience.

Drell said that a company that uses social media is more likely to create relationships with members of its target demographic rather than traditional media where conversations between the medium and the audience are unlikely. Now, social media outlets such as Facebook and Twitter have made it easy for consumers to post product reviews and reach out to other like individuals in their communities. As social media infiltrates our lives as consumers, before make purchases, they are increasingly reaching out to their social media communities for opinions.

This research paper is based on effect of social media on buyer’s youth for apparels.

Area of Research (Universe) – Jaipur (Rajasthan).

Sources of data: - Primary Data (Collected Through Questionnaire) Secondary Data (Collected Through Books, Websites, Journals & Publication).

Data Collection Method: -Survey Method.

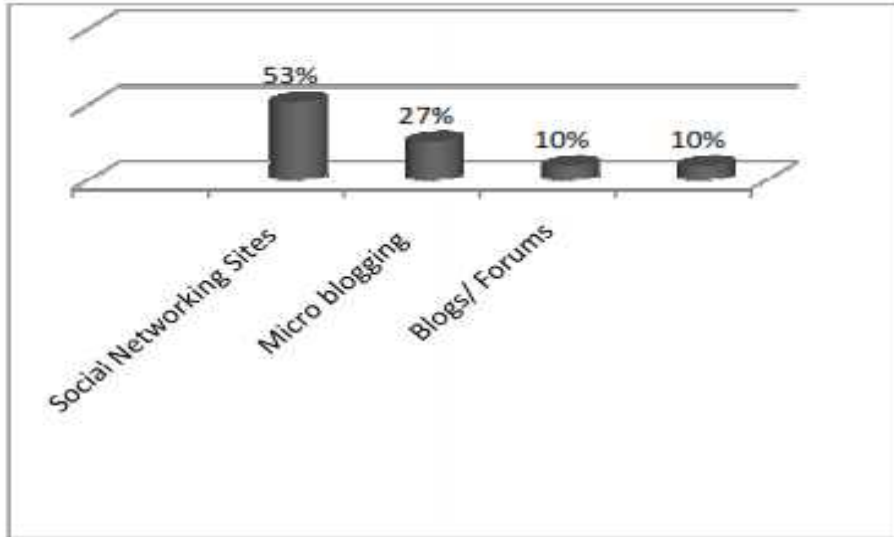
Sample Size: - 50 Respondents

Sample Design:-Random Sampling.

Research Design: - Exploratory & Descriptive.

Data Analysis: The Survey was conducted for a sample size of 50 respondents.

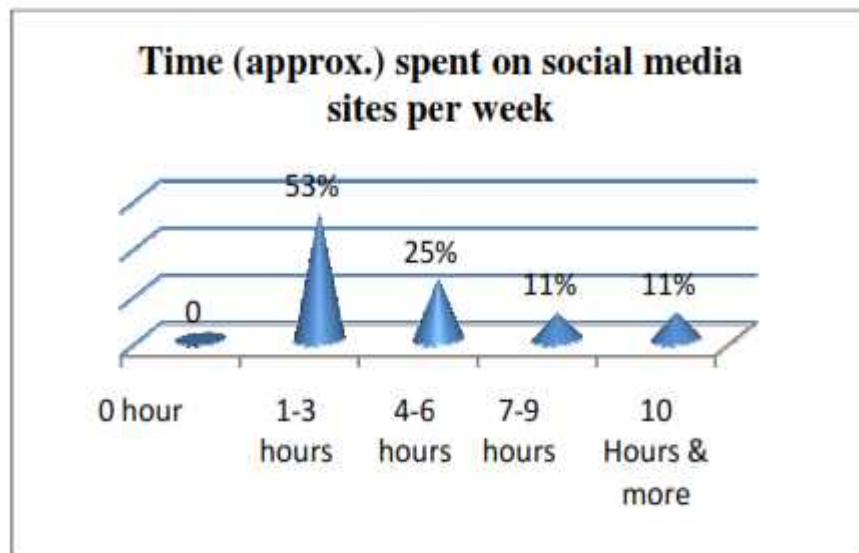
Q.1. Which of the Following Social Media Sites You Are Using on a Daily Basis? (Please Select All the Platforms You Are Using)



Interpretation: According to data collected more than 50% of the youth use social networking sites (Facebook) on daily basis. 27% youth use micro blogging site.

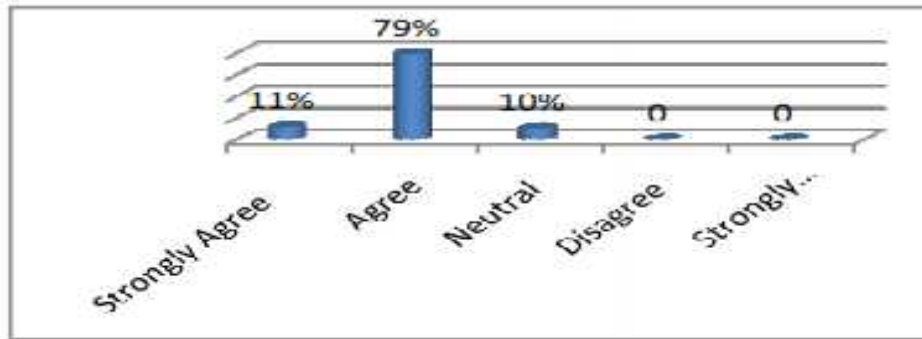
Q.2 Time (approx.) Spent on Social Media Sites per Week

According to data collected more than 50% of the youth use social networking sites (Facebook) on daily basis. 27% youth use micro blogging site.



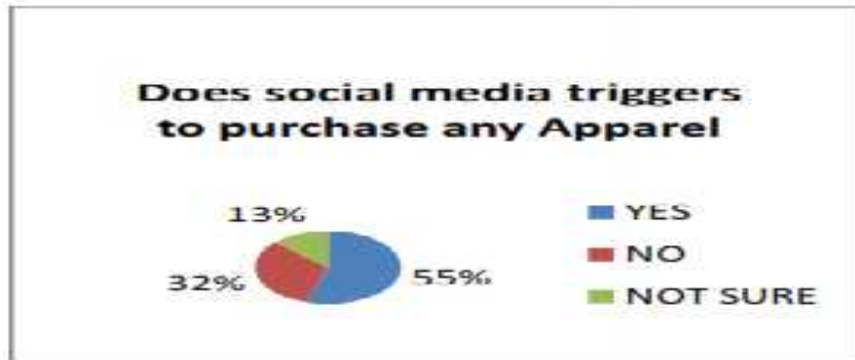
Interpretation: According to graph mostly youth spend 1-3 hours per week on social networking sites.

Q.3 Do you think that With the Social Media Sites, you Are able to Seek out Apparel Related Information Initiatively (Actively)?



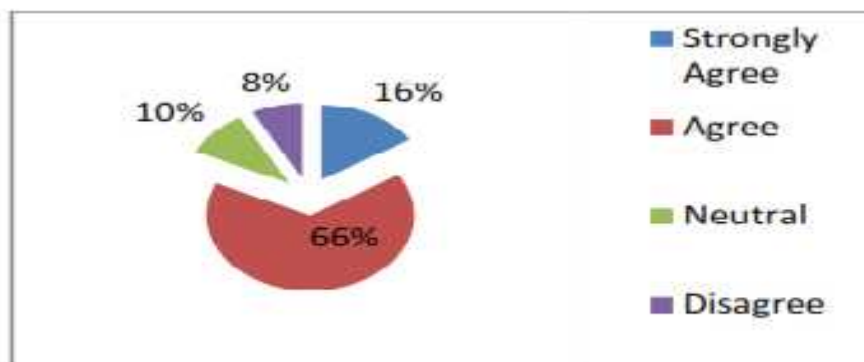
Interpretation: Most of the Youth are agree that through social media sites, they are able to seek out Apparel related information initiatively.

Q.4 Does Social Media Triggers you to Purchase any Apparel?



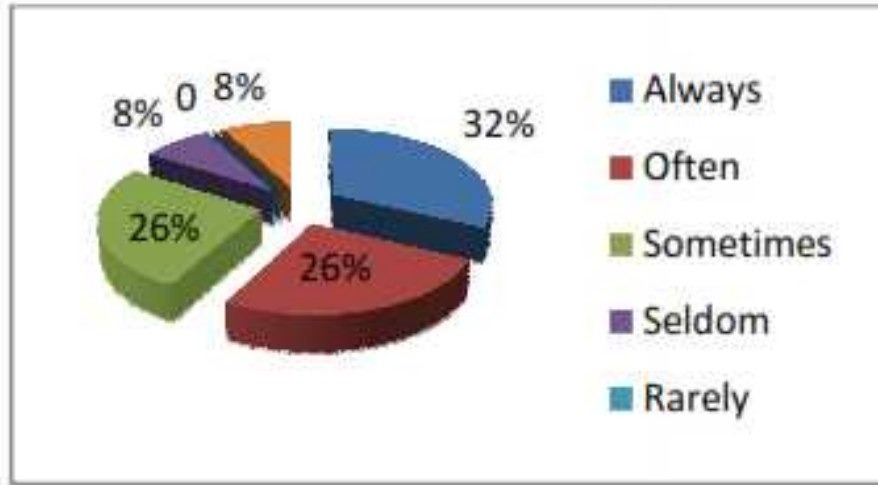
Interpretation: 55% of the Youth say that social media triggers them to purchase apparels.32% of youth is social media to purchase any apparels.

Q.5 Do you agree that Information (Related With Apparels) Searching is Easier Via Social Media Comparing to Mass Media (E.G. TV, Radio, Newspaper, and so on)?



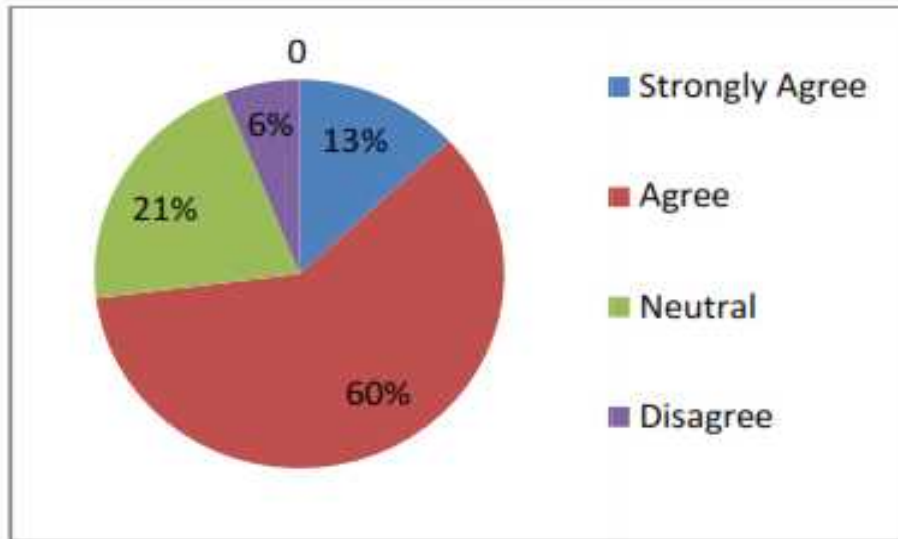
Interpretation: According to analysis 66 % youth are agree that apparel related information searching is easier via social media in comparative to other media channels.

Q.6 Do You Search for Apparel Related Information on Social Media Before a Purchase?



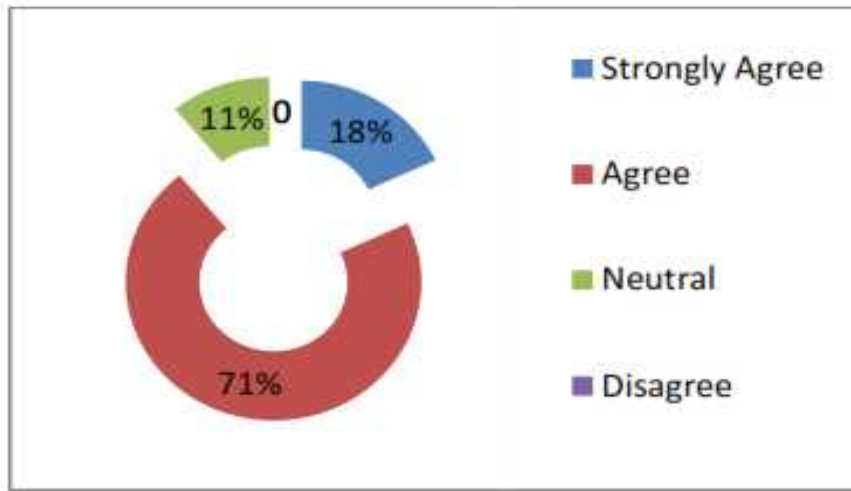
Interpretation: According to analysis 32% youth always search apparel related information on social media before purchase & 26% youth often use social media for apparel related information before purchase.

Q.7 Do you agree that, for instance, advertisements/blog posts/ FB pages/user Reviews on Social Media Influence you to try New Brands?



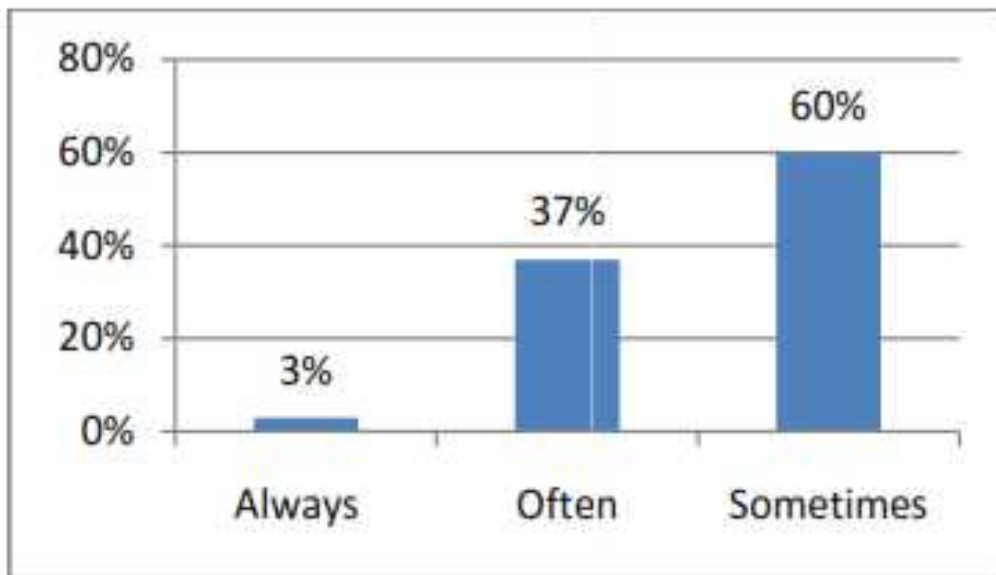
Interpretation: According to analysis most of the youth do agree that advertisements/blog posts/ FB pages/user Reviews on social media influence them to try new brands.

Q.8 Do You Agree that Social Media Has Provided More Effective Platforms to New Apparel Brands to Draw Consumers' Attention than Mass Media Channels?



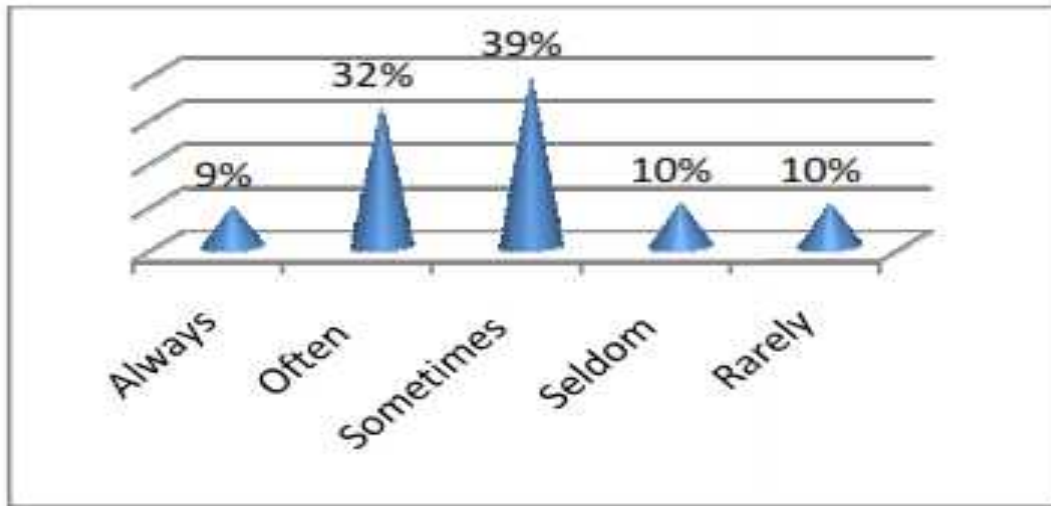
Interpretation : 71% Youth are agreeing that social media has provided more effective platforms to New Apparel to draw consumers' attention , where as 11% are neutral i.e. they don t have any opinion.

Q.9 Do You Change Your Initial Purchase Preference of Apparels after Searching Relevant Information via Social Media Sites?



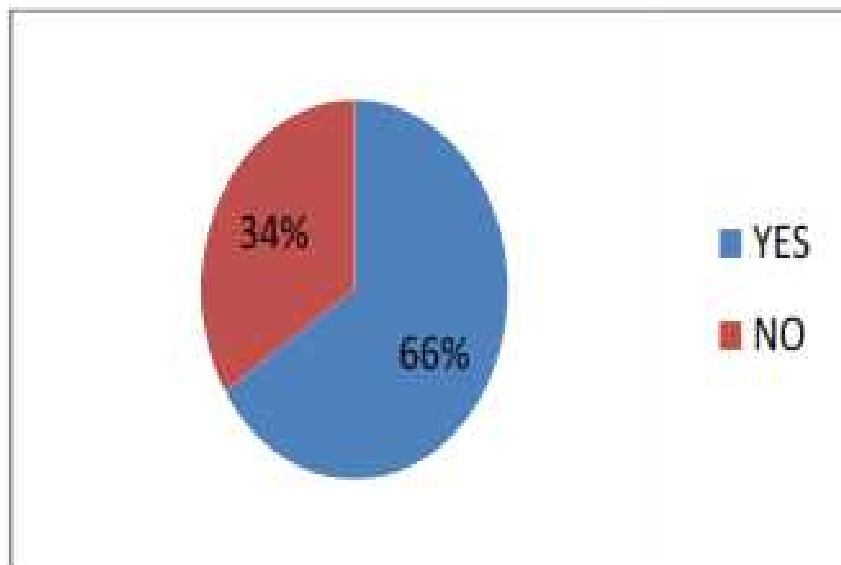
Interpretation: It has been seen that 60% of the youth's initial purchase preferences have been affected/changed after searching relevant information via social media sites. While 37% Youth often changed their Apparel related purchase decisions.

Q.10. Are you Likely to Comments/Reviews/Blog Posts/Related Articles Etc. to Peers or Friends Via Social Media After A Purchase of Branded Apparels?



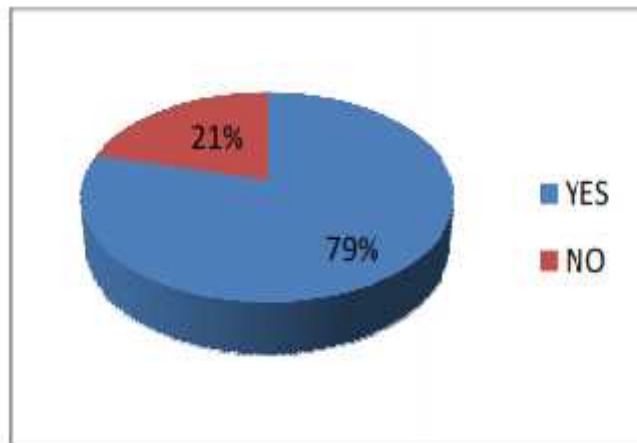
Interpretation: According to survey it has been seen that 39% youth share comments/reviews/blog posts/related articles etc. to peers or friends via social media after a purchase of branded apparels. While 32% youth often share their experiences via social media after purchase of apparel.

Q.11 Does your Apparel Buying Behavior Decision is influenced by any Social Media Websites Advertisement?



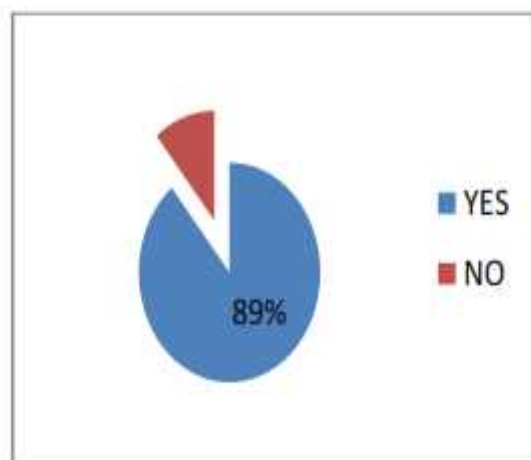
Interpretation: 66% youth said that their buying decisions are affected by social media sites whereas 34% youth have denied this thing.

Q.12 Does Your Family Friend, Sibling's Relative Uses Social Media Advertisement before Purchasing Apparels?



Interpretation: According to analysis 79% youth have accepted that their family/Friends/relatives etc. are also using social media before purchasing apparels. Whereas 21% youth said that their family/friends do not use social media sites before purchasing apparels.

Q.13 In your Opinion do you really think that is there any Importance of Social Media in Influencing Purchase Decisions of Apparels?



Interpretation: 89% youth accepted this thing that social media sites influence their purchase decisions of apparels and these social sites are playing important role in their buying behavior/ decisions of Apparels.

Conclusion

This study had given a clear indication that youth buying behavior is changing very rapidly & marketers have to change their strategies according to the scenario. Various studies have been said that Social media is mostly used by youth. So now the retailers have to focus on their promotional strategies. They have to change them according to the taste and preferences of youth. Therefore, proper formulation of marketing strategy needs an overall understanding of this behavioral pattern of youth.

Recommendation

Apparel retailers must use social media for promoting their product into market. They should use social media with proper planning and in systematic manner for increasing success of their product in market. Apparel retailers should change their promotional strategies according to the time factor/ buying behavior of youth, because mainly youth use the social networking sites mostly.

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