

Influence of Social Media on Buying Decision of Customers in Garment Industry

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ABSTRACT

The aim of this research is to find out influencing factors, stages of buying decision, level of social media impact on male & female and time spent on social media pre-post purchase details, which directly or indirectly triggers the customers to purchase online. This paper is descriptive and exploratory to identify three factors, which relates age-gender towards online buying behaviour and re-buying orrelation of data before a buy. After analysing the data, it was found that two influencing factors are posts to peers influence other customer to purchase products online and clothes sold online are more affordable, were most significant. The developed model is on the primary data, which may be having significant influence on the final output. This research is to help the Garment industry for significant relationship of online buyers and online marketing and how to overcome the barriers at given stages of buying. This study has been made in the period of Oct-Dec 2018 to explore and to understand the buying decision, challenges for Indian Garment Industry. This paper will guide the Garment industry towards effective presentation of item/administration data and assessment of the data are two main considerations that impact the clients purchasing choice procedure.

Keywords: *Buying decision; Social media; Garment industry; Internet marketing; Consumer behaviour; Advertisements; Impulsive buying.*

1.0 Introduction

In the present world people make N number of tweets, share many Facebook & Instagram posts, make lot of surfing on google, maximum usage of YouTube to upload videos and many websites are created. Online consumers have become more and more interested in learning about, peer group communications which influence on respective choices with respect to knowledge sharing and perceptions regarding of new products (Dholakia, Bagozzi, and Pearo, 2004).

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Recent past it is observed that a tremendous the increase in popularity & development of social media particularly facebook, twitter, the branding operations on the social media is a marketing strategy and which have a viral and multi fold effect on net works of friends for social and/or professional communications & interactions. Who Buys Online? The research and survey sample says 42.9% never ever bought anything online and the factors were, (i) number of email advertisements, (ii) product information, (iii) No. of internet hours & (iv) click on banners (Steven Bellman 1999)

Considering all these things, it is witness that social media is a powerful tool to advertise various products as well as for decision making to purchase the same products by customers. Online buyers have got more control on decision making process when compared to the customers who physically visit stores to purchase products particularly garments. A huge level of publicizing efforts occurs through internet-based life site. Counting web-based life with an end goal to progress web-based business can be exceedingly valuable. It gives a powerful method to draw in the enthusiasm of the expansive gatherings of people that utilizes online life. Many (Garment) organizations use social media as a tool to acquire more clients. They believe that social media can actually change the attitude of the customer.

Some customers seek help on social media and consider the opinion of others to decide about the products to be purchased online. Over all, the garment industry tries to advertise their products on social media which is in turn leads them to the e-commerce websites

2.0 Objectives

- To identify which are the key factors that influence people to buy products online.
- To know which stage of buying decision affected by social media
- To know whether impact of social media to purchase a product is associated with the gender.
- To know whether time spent on social media triggers to purchase the product

3.0 Review of Literature

People who would like to buy the products online, get more flexibility & power when compare to the people who physically visit stores (Hoffman and Novak, 1996). People believe that the garments sold on e-commerce websites are cheaper and also, they get more varieties of clothes to compare and come to a decision (Geissler, George and

Geissler 1998), they think whether they can find out the consumer buying behaviour with the help of the objective of their buying (Armstrong, Morwitzb and Kumar, 2000), they say that advertisements will definitely be more effective on the consumers (Suki and Suki, 2016), thought about the web shopping, comfort, similitude, assurance, security, directing feelings, self-reasonability, outlook and understudy's acquiring desire. They found that web advancing decidedly impacts the getting of an association's things. Clients continuously require what's known as a "steady omni channel understanding", which implies one in which retailers allow them to join on the web and physical scrutinizing, shopping (Yuliharsi, Islam and Daud, 2011). (Sharma, Metha and Sharma, 2014) Authors in this article depicted that, online buyers are more worried about the insecurity in online purchasing where they might be cheated. (Ioanas and Stoica, 2014) Authors say that majority of the people check for the description written about the product before purchasing it online. Gen Y in Malaysia buys maximum from online retailers, that to via Facebook and Instagram, Author also found Perceived trust and perceived reputation are significant and positive with respect to online Gen Y shoppers (Muda, Mohd and Hassan, 2016), while the prize competitions, announcement of the new products, handling customer service issues are the pressures from headquarters. On counterpart we have customers and their online buying behaviour and the competitors 'Georgios Tsimonis Sergios Dimitriadis, (2014). Again the Authors (Cova and Pace 2006) express most of the firms like to be in prize competitions, new products/services launch, and like to have interactions with fans and increase customers and brand awareness which in turn promote products/increase of sales

This paper begin with a the literature review with respect to Social Media, market behaviour, and then describes gender wise and age group wise citizens of customers within Social Media and their buying behaviour which can contribute to community and identification and how purchase and may be re-purchase intentions are influenced. Few statistical tests in this research and hypotheses with survey data. Finally, this paper concludes with a discussion of factors significance, theoretical and practical implications, and limitations for future research.

4.0 Research Methodology

A explorative & descriptive approach was employed for this study. Data were collected with personal interaction and tool as questionnaire from with 341of various demographics who are citizens, providing primary evidence about garment industry and buying behaviour online. Descriptive research incorporates reviews and fact finding enquiries of various types.

The survey had the accompanying measurements like age and sexual orientation, product/administration factors affecting the online buy, behaviour of visiting online life destinations and recurrence of visits. How regularly do individuals think about web based life as a wellspring of data before a buy.

5.0 Data Collection

Data collection was made in the period of October-December 2018 by means of a structured questionnaire, which were adapted in previous studies. We have the respondents for the study was male and female of different age group and various professions who were citizens and were Indians.

Data is gathered through questionnaire. An organized survey was set up to gather information from respondents. By design it is self-administered questionnaires, which will reduce non-sampling bias in the survey process. By design data collected was random, and data collection conducted at different times of the day and different days of the week. In total 370 questionnaires were collected 29 unfinished questionnaires and bias (ticking the same similar answers to all options and partial filled questionnaire). Thus 341 data points gathered and were used for data analysis.

6.0 Demographics

Table 1: Demographics

	Description	Frequency	%
Age	under 18	95	27.9
	18-21	151	44.3
	22-25	47	13.8
	26-30	48	14.1
Gender	Male	177	51.9
	female	164	48.1
Social Media	Facebook	109	32.0
	WhatsApp	46	13.5
	Twitter	31	9.1
	You-tube	23	6.7
	Flickr	26	7.6
	Quora	37	10.9
	Blog/Posts	39	11.4
	Others	30	8.8

Source: Primary Data

The respondents are from four different age groups of adults and teens, while gender wise data is almost balance (Male = 51.9% and Female = 48.1%). Face book is the most used social media, while Your Tube, Twitter and Flicker is less than 10% respectively (Table 1).

7.0 Test and Hypothesis

- 1) Identification of key influencing factors to buy product online is achieved with factor analysis using tool SPSS.
- 2) Even 'which stage of buying decision affected by social media' also carried with factor analysis using tool SPSS.
- 3) 'To know whether impact of social media to purchase a product is associated with the gender' is proved using Hypothesis

H₀: There is no association between gender & people getting influenced to purchase a product on social media.

H₁: There is association between gender & people getting influenced to purchase a product on social media.

This is tested using Chi-square test in SPSS

- 4) 'To know whether time spent on social media triggers to purchase the product' is proved with following Hypothesis

H₀: No association between time spent & key factors that influence people to buy products online.

H₁: There is association between time spent & key factors that influence people to buy products online.

This is hypothesis is tested using Chi-square test in SPSS

8.0 Analysis

From the table 2, the table in rotated component matrix, explains the prominent factor, Column-01 highest value is 0.794 referring factor 'Personal opinion about the product' and column-02 value 0.816 refers, 'clothes sold online are cheaper than those sold through other channels'. It means these are the two prominent factors influence purchasing decision of customers on social media.

As per Table3 the highest value in the rotated component matrix, column-01 highest value is 0.992, 'Customers getting exposed to the description of the product' & Column-02 with 0.834 which depicts that exposure to product & evaluation of information are the stage of buying decision affected by social media.

Table 2: Influencing Factors to Social Media Customers towards Purchase

Rotated Component Matrix		
	Component	
	1	2
Does advertisements & other peoples reviews on social media trigger to purchase or try the garments online	.606	-.217
In selection of clothes you always ask the opinion of other member in your social network.	.392	-.541
The clothes have the quality, features, size that you desire & that you expected based on the information you received.	.775	.387
The clothes sold online are cheaper than those sold through other channels.	.024	.816
Does the sharing of the personal opinion about the product often happen on social media	.794	-.233

Source: SPSS output on primary data

Table3: Stages of Buying Decision and Affects By Social Media.

Rotated Component Matrix		
	Component	
	1	2
Customers getting exposed to the description of the product	.992	-.090
Recognizing the problem	.989	-.049
Information search	.991	-.090
Check the mentioned information	.075	.834
Evaluate the product after purchase	-.213	.752

Source: SPSS output on primary data

Chi square test: This test is conducted to find buying behaviour among gender

H₀: There is no association between gender & people getting influenced to purchase a product on social media.

H₁: There is association between gender & people getting influenced to purchase a product on social media.

As per the chi-square table (Table 4) the significance value **P = 0.480 > 0.05** it means null hypothesis is accepted. It means there is no association between gender & people getting influenced to purchase a product on social media.

Table 4: Gender V/S Influenced of Social Media to Purchase A Product

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.469 ^a	2	.480
Likelihood Ratio	1.470	2	.480
Linear-by-Linear Association	.312	1	.576
N of Valid Cases	341		

Source: SPSS output on primary data

Chi Square test: It is to understand will more/less time spent online and on product information tends towards BUY decision of the product.

H₀: No association between time spent & key factors that influence people to buy products online.

H₁: There is association between time spent & key factors that influence people to buy products online.

From Table 5 significance value is **P = 0.341 > 0.05** so H₀ is accepted. It means there is no association between number of minutes/seconds/hours spent on product details or brand details which in-turn may influence the BUY or NO BUY of garments. People getting influenced to purchase a product on social media, specially garments is nothing to do with time spent on product details.

Table 5: Time Spent versus Buying Behaviour

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.785 ^a	6	.341
Likelihood Ratio	6.622	6	.357
Linear-by-Linear Association	1.271	1	.260
N of Valid Cases	341		

Source: SPSS output on primary data

9.0 Important Findings

- 1) Posts to peers via social media, after the purchase influence many other customer to purchase products online in garment industry, basically the product is used and the expected touch and feel is depicted post purchase in the social media. In case negative post will hit badly the market.

- 2) From the survey it is revealed that, the online purchase is due to pricing. Most of the respondents believe that clothes sold online are more affordable & cheaper in price compared to the clothes sold via other means. This is another major factor for buying decision in Indian Market.
- 3) Stages of buying decision affected by social media are exposure of product or service information & evaluation of that information by customers. It means respondents says, stage -0 is if he/she thinks of any product, he/she search and gather relative information from e-media to understand service, availability and price etc. If we stage-0 is Wining customer, YES he/she buy the product by ratio 9/10.
- 4) From the data collected of 341 respondents, reveals that there is no association between gender & people getting influenced to purchase product online. Irrespective of male or female buying behaviour in India is no bias among online buyers.
- 5) The study also reveals that there is no association between time spent & key factors that influence people to buy products online. The day and time slot does not have any influence in Indian market on buying decision. Irrespective to day of the week the purchase conducted.

10.0 Conclusion

Interpersonal organizations have a job in impacting the conduct of buyers in the virtual conditions, especially when the level of presentation of messages and the connection made between the assortment of data given and the client who is going to make a buy. The examination uncovers that individuals trust that the garments sold online are less expensive than the garments sold through another channel. Different audits and feelings via web-based networking media impact the clients to purchase item on the web. According to the examination, presentation of item/administration data and assessment of the data are two main considerations that impact the clients purchasing choice procedure. Garment industry hence may have strategy of pricing and best price without compromising quality will be the key of acquiring new customers.

CRM will be best practice to acquire and maintain customer base with social media as base of information source of product line and relative information, and through current buyers and new buyers. The chain effect is branding the product positively or negatively depending on your response and action against every good and ugly remarks/comment on Garment products.

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