

IMPACT OF SOCIAL MEDIA MARKETING ON TWIXTERS SHOPPING BEHAVIOUR OF APPAREL IN INDIA: AN EMPIRICAL STUDY

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ABSTRACT

Social Media Marketing, also known as E- Marketing and digital marketing is the new revolution in the field of marketing which has completely transformed the overall buying experience among the shoppers across the globe. This paper examines the impact of social media marketing on the shopping behaviour of apparels among twixters in India. It attempts to understand the changing buying behaviour of youth with respect to traditional media and social media marketing. It makes use of statistical tools like Correlation and Mann Whitney U-test to gauge the shopping behaviour of the young customers. The study shows a positive relationship between the shopping habits, information about the brands, consumption, perception about brands, shopping expenses and frequency.

Key Words: Social Media, Buying behaviour, purchase intentions, apparel, Twixters, shopping habits, shopping expenditure

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INTRODUCTION

Marketing is an art which uses creative skills of the marketers to create customers, keep them informed and satisfied about the products and services. This makes use of various disciplines like social science, psychology, economics etc. This creative way of selling a product or service or communicating the information about the same has undergone a huge change. There is a transformation in this field that has made it even more convenient and user friendly for the companies to connect to the consumers. The traditional marketing was more physical based mode of communication through the use of newspapers, billboards, magazines, radio , television etc. which also required a direct human connection to deliver the message to the target. This has changed in today's digital world, where it has replaced the traditional method of marketing by the use of internet.

Social media marketing is the new era of marketing, which gives a social platform for promoting of product and services. It is also known as e-marketing or digital marketing. This form of marketing is even more flexible and convenient when compared to the traditional media. Social media marketing provides for a better interpersonal connectivity among the companies and the consumers, as under this form of marketing the consumers have been given the liberty to give instant feedbacks or raise their doubts and grievances. The major platforms widely used by companies to market their products are Facebook, Twitter, Snapchat, Instagram, Pinterest, Tumblr etc. This paper examines the impact of social media marketing on the shopping behaviour of apparels among twixters. This is to check if there is an impact on the purchase behaviour, purchase decision, branding etc. The article focuses on a group of people falling under the age group of 18-25 years known as the twixters or betwixt which simply means between. It justifies as they are the ones who fall between the adolescence and adulthood phase of life. They are those individuals who are not financially strong either working or studying and who face difficulties in making decision. The social media marketing platforms considered for this study are Facebook, Instagram and Pinterest as these are the most popularly used social media where the selected sample is most active.

STATEMENT OF PROBLEM:

With the advent of technology resulting in increase in the use of social media, has led to have an impact on buying behaviour of consumers. A remarkable impact has been observed in the purchase intentions of the younger Consumers who splurge their pocket money in

buying many products online. This paper focuses on these youngsters and studies the impact of Social media marketing on their buying behaviour.

REVIEW OF LITERATURE

(Lev Grossman, 2005): This article speaks about the change in the living pattern from people in the past moving in a sequential order from childhood to adolescence to adulthood, whereas today there is a phase in between. That is the age group of 18-25, the phase between adolescence and adulthood where they hold on to a few extra years in order to avoid taking up adult responsibility because there lies a fear of failure or crash down, hence they called betwixt or between or twixters. A few sociologists and psychologists argue that twixters aren't slow or lazy, but they just take their own time to make a choice about their responsibility, search their souls and pick their life paths. This is again argued by scholars with historical and economical mind set where they express the fear of twixters not growing up simply because they can't, and also fear the change in the cultural that now has failed to turn kids into grown-ups, no moral and financial backbone to take their rightful place in the adulthood. Sociologists and other who have studied this group have named them with different names like "adultscence," "youth hood," "kidults," "boomerang kids," They were also called the thresholders because they are the ones who are at the threshold to entry the adulthood and not going through it. Few called them the "emerging adulthood" and say that they are doing important work to fit themselves in adulthood and because at this stage they not really responsible for or to anyone they have the freedom to focus on their own lives and work on the person they want to be and says that it's not that they are not serious about adulthood but they take time to get things work their way and the right way and spend years carefully.

(Robert V. Kozinets, Kristine de Valck, Andrea C. Wojnicki and Sarah J. S.

Wilner), 2010: This article shows how marketers who employ social media marketing methods face situations of networked coproduction of the narratives. The findings show us that this kind of network offers four social media communication strategies, which are evaluation, endorsement, embracing, and explanation. Each of the strategies is influenced by character narrative, communal norms, communications forum and the nature of the marketing promotion. The theory has pragmatic implications of how marketers must plan, target, and leverage Word Of Mouth and how scholars should understand Word Of Mouth this networked world.

(BRASS Program Planning Committee members, 2011): This article is based on an annual conference program in New Orleans, which has three leaders speaking on how businesses are positively and successfully using social networking applications, and how the strategies can be used by librarian to have a better position in collection and service. Bridges speaks of the occurrence of social capital as people lose the connections, and the change in the rule of marketing which now is blurred and goes beyond advertising to the main audience, where audience look for quick and precise information. Abram throws light on the nature of the library being social as involves community gathering place and books for ideas and discussion. Also says that librarians deliver the whole and nothing in pieces, and how the new generation marketers use social media, and says it works great in the beginning must for it to positively help there should be constant feedback and interactions, in the long run librarians should seek to learn ways in which it can be social.

(XuemingLuo, Jie Zhang and WenjingDuan, 2012): The study tries to examine and predict the relationships between firm equity value and social media, and the effects of social media metrics in comparison to conventional online behavioural metrics, and elements of these relationships. The findings from vector autoregressive models conclude that social media metrics (consumer ratings and weblogs) does stand as a strong indicator of the firm equity value when compared to conventional online behavioural metrics (Web traffic and Google searches).

(Andrew T. Stephen and Jeff Galak, 2012): The paper tries to examine and compare how the two earned media, traditional and social media affect sales of micro-lending website, Kiva and the activities of each other. The results says that both the media do affect the sales, where the per-event sales is largely impacted by traditional earned media when compared to social media because social earned media has a greater frequency and more elastic in nature and also social earned media plays a vital role in driving the traditional media activity. The findings also support previously conducted studies on the fact that social media is a better indicator at the early stages due to popularity and the effects on traditional media is predictive but not casual. A few reason to conclude the same given as that traditional media doesn't help target more people and is incompatible to niche topics when compared to social earned media.

(RishikaRishika, Ashish Kumar, RamkumarJanakiraman and Ram Bezawada), 2013:

The study makes three important contributions to the literature of social media. Firstly, an attempt is made to uncover the direct benefits that accrue to firms as a consequence of their social media efforts. Secondly, there is no study to our knowledge that has integrated social media participation behaviour of customers with their transaction relationship with the firm and studied how customer-firm relationships offline and in online domains may interact to create value for the firm. Thirdly, the study also examines how the effect of the social media participation behaviour varies across different types of customers.

(MujdeYuksel,George R. Milne and Elizabeth G. Miller),2016 : This study aims to explore the relation and interaction between consumer empowerment and social interactions as basic social media elements. It illustrates their relationship in both the perspectives; experiential and informative social media setting where social media complements an offline consumer activity. The paper aims to contribute to the literature on social media by showing its complementary role on offline activities through these primary elements.

RESEARCH GAP:

Though there have been several research studies that study the impact of Social Media marketing and purchase behaviour of Consumers, there have been very limited studies that try to empirically assess the behaviour of “Twixters” buying behaviour as a consequence of Social media marketing. This research paper is an attempt to bridge this gap and it tries to find the changes in the buying behaviour of this segment of consumers, also studying their shopping expenditure, frequency and habits with respect to apparels.

OBJECTIVES:

- 1) To identify social media marketing in influencing Twixter buying behaviour in apparel sector.
- 2) To examine the buying behaviour comprising shopping habits, shopping expenditure and shopping frequency giving a gender perspective view.
- 3) To understand changing buying behaviour of youth with respect to traditional media and social media marketing.

METHODOLOGY:**TYPE OF DATA AND DATA COLLECTION:**

The study makes use of primary data. It is divided into three parts; the first part of the study examines the impact of social media marketing on buying behaviour of Twixters, the second part studies the dynamics of the consumer behaviour from gender perspective, the third part studies the changing buying behaviour of youth with respect to traditional media and social media marketing.

DESIGNING QUESTIONNAIRE:

A structured questionnaire was designed to seek information from customers on different aspects relating to purchase behaviour. The questionnaire is divided into 3 sections. Section one aims to obtain information about the respondents on their demographic profile including gender, age, occupation, education. Section two aims to obtain the impact of social media marketing on the purchase behaviour and the last section seeks information regarding the purchase behaviour with respect to dimensions like safety and security, website design, product specifications and consumer preferences. The questionnaire was filled by students and working professionals of Bangalore, Mumbai, Jodhpur and Jaipur area in the age group 18-25. The questionnaire was self-administered and was also send through emails and social networking sites like Whatsapp, Instagram, and Facebook. 230 responses were collected and used for analysis.

STATISTICAL TOOL USED: To satisfy the objective of the study the following tools have been used:

- Correlation
- Mann WhitneyU-Test

The data collection was primarily done through questionnaire. The analysis of the primary data collected was made using SPSS, the statistical tool. Cronbach's Alpha in SPSS was used to test the reliability and validity of our questionnaire. Correlation was done to answer our first objective of the study which is to identify the influence of social media on the buying behaviour of Twixters. To examine the buying behaviour based on the gender of our sample, One-way Anova has been used as the variables available are more than two. To ascertain if the sample is influenced by traditional or social media marketing a Paired Sample T-Test is used.

ANALYSIS AND INTERPRETATIONS**TABLE 1****CRONBACH'S ALPHA****Reliability Analysis**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.778	.781	23

Results show that Cronbach's alpha is **0.778**, which indicates a high level of internal consistency for our scale with this specific sample.

TABLE 2**SPEARMAN'S CORRELATION**

Correlations							
				You are more informed about the various brands through information available on social media	Do Social Media ads of various brands in apparels affect your	The message, positive or negative spread through social media has a huge impact on my perceptions about the brand.	Social Media influences your shopping expenses and shopping frequency
Spearman's rho	Does Social Media influence your shopping habits	Correlation Coefficient	1.000	.474**	.534**	.236**	.389**
		Sig. (2-tailed)	.	.000	.000	.000	.000
		N	231	230	229	230	228
	You are more informed about the various brands through information available on social media	Correlation Coefficient	.474**	1.000	.299**	.350**	.375**
		Sig. (2-tailed)	.000	.	.000	.000	.000
		N	230	231	230	230	229
	Do Social Media ads of various brands in apparels affect your	Correlation Coefficient	.534**	.299**	1.000	.258**	.590**
		Sig. (2-tailed)	.000	.000	.	.000	.000
		N	229	230	230	230	229

consumption expenses							
The message, positive or negative spread through social media has a huge impact on my perception about the brand.	Correlation Coefficient	.236**	.350**	.258**	1.000	.308**	
	Sig. (2-tailed)	.000	.000	.000	.	.000	
	N	230	230	230	231	229	
Social Media influences your shopping expenses and shopping frequency	Correlation Coefficient	.389**	.375**	.590**	.308**	1.000	
	Sig. (2-tailed)	.000	.000	.000	.000	.	
	N	228	229	229	229	229	

** . Correlation is significant at the 0.01 level (2-tailed).

Table 2 shows the relationship between the various social media factors affecting the buying behaviour of twixters in the apparel sector.

The results of the Spearman Correlation shows that there is a positive relationship between the shopping habits, information about the brands, consumption, perception about brands, shopping expenses and frequency. This indicates that social media marketing has a statistical significance on the above mentioned factors.

Table 3

Mann-Whitney Test

	Gender	N	Mean Rank
Website Design make product searching easier.	Male	97	125.72
	Female	133	108.05
	Total	230	
Website Design helps in selecting the right product.	Male	97	127.99
	Female	133	106.39
	Total	230	
Familiarity prior to the purchase reduces the risk of online shopping.	Male	94	106.74
	Female	132	118.31
	Total	226	
Buying from a website that gives quality information is my first preference.	Male	96	114.95
	Female	131	113.31
	Total	227	

Table 3.1

Test Statistics				
	Website Design make product searching easier.	Website Design helps in selecting the right product.	Familiarity prior to the purchase reduces the risk of online shopping.	Buying from a website that gives quality information is my first preference.
Mann-Whitney U	5459	5239	5569	6197
Asymp. Sig. (2-tailed)	0.024	0.006	0.17	0.844

Table 3 shows the mean rank of male and female population with the website design feature of social media. The results show that the male population agree that website Design make product searching easier, helps in selecting the right product and buying from a website that gives quality information. Whereas, the female population agrees that familiarity prior to the purchase reduces the risk of online shopping.

Table 3.1 shows that Website design has a significant impact on making product searching easier and selecting the right product.

Table 4**Ranks**

	Gender	N	Mean Rank
You prefer to purchase from a website that provides safety and easy navigation.	Male	95	120.18
	Female	131	108.65
	Total	226	
I feel safe and secure while shopping online.	Male	95	119.89
	Female	131	108.86

	Total	226	
I like to shop online from a trustworthy website.	Male	95	114.99
	Female	131	112.42
	Total	226	
Online Shopping protects my security.	Male	94	107.12
	Female	130	116.39
	Total	224	

Table 4.1

Test Statistics				
	You prefer to purchase from a website that provides safety and easy navigation.	I feel safe and secure while shopping online.	I like to shop online from a trustworthy website.	Online Shopping protects my security.
Mann-Whitney U	5587.5	5615	6081	5604.5
Asymp. Sig. (2-tailed)	0.156	0.169	0.747	0.252

Table 4 shows the mean rank for the security feature of social media, the results of which shows that the male respondents prefer to purchase from a website that provides safety and easy navigation, feel safe and secure while shopping online and like to shop online from a trustworthy website. Whereas, the female respondents finds online shopping protecting their security.

Table 4.1 shows that there is no statistical significance from the security features towards buying behaviour of twixters on social media.

Table 5**Ranks**

	Gender	N	Mean Rank
Do you get the online ordered product on time?	Male	95	117.45
	Female	131	110.63
	Total	226	
Do you get detailed information about the product on Social Media	Male	95	116.8
	Female	131	111.11
	Total	226	
Is the quality and price of the product available on social media satisfactory	Male	95	115.56
	Female	130	111.13
	Total	225	
Social media makes it easy for you to compare products.	Male	95	118.08
	Female	130	109.29
	Total	225	

Table 5.1

Test Statistics				
	Do you get the online ordered product on time?	Do you get detailed information about the product on Social Media	Is the quality and price of the product available on social media satisfactory	Social media makes it easy for you to compare products.
Mann-Whitney U	5847	5909	5932	5692.5
Asymp. Sig. (2-tailed)	0.396	0.492	0.593	0.268

Table 5 shows the mean rank for product features given on social media, and the results show that the male population finds that the online ordered product is delivered on time, detailed information about the product is available on Social Media, quality and price of the product available on social media is satisfactory and Social media makes it easy for you to compare products.

Table 5.1 shows the sig value , the results shows that this feature of social media has no significant influence on the gender.

Table 6
Ranks

	Gender	N	Mean Rank
Social media is less time consuming while evaluating and selecting products.	Male	95	112.52
	Female	128	111.62
	Total	223	
Preferences to wear and try before purchase influence your purchase decision.	Male	95	109.64
	Female	128	113.75
	Total	223	
Impulse many a times has influenced your purchase decision for buying apparel online.	Male	95	114.75
	Female	124	106.36
	Total	219	
Fashion Consciousness or Word of Mouth has influenced your purchase decision	Male	95	114.18
	Female	130	112.13
	Total	225	

Table 6.1

Test Statistics				
	Social media is less time consuming while evaluating and selecting products.	Preferences to wear and try before purchase influence your purchase decision.	Impulse many a times has influenced your purchase decision for buying apparel online.	Fashion Consciousness or Word of Mouth has influenced your purchase decision
Mann-Whitney U	6031	5855.5	5439	6062.5
Asymp. Sig. (2-tailed)	0.912	0.615	0.296	0.795

Table 6 shows the mean rank for consumer characteristics, the results of the same shows that the male population agrees that Social media is less time consuming while evaluating and selecting products, Impulse and fashion Consciousness or Word of Mouth many a times has influenced their purchase decision for buying apparel online. Whereas, the female population are of the view that trial before purchase influence their purchase decision.

Table 6.1 shows the sig value of consumer characteristics, the results shows that there is no significance of this feature on gender.

Table 7

Mann-Whitney Test(GENDER and AGE)		
Ranks		
Q1.Social media marketing Ads are more effective than other channels.		
Gender	N	Mean Rank
Male	97	118.51
Female	134	114.19

Total	231	
Age	N	Mean Rank
18-21	115	112.77
22-25	116	119.21
Total	231	
Q2.You are more likely to use an apparel when promoted on social media over traditional media marketing.		
Gender	N	Mean Rank
Male	97	104.54
Female	130	121.06
Total	227	
Age	N	Mean Rank
18-21	111	112.41
22-25	116	115.52
Total	227	
TABLE 7.1		
Test Statistics	Mann-Whitney U	Asymp. Sig. (2-tailed)
Q1.Social media marketing Ads are more effective than other channels.		
Gender	6256	0.598
Age	6298	0.425
Q2.You are more likely to use an apparel when promoted on social media over traditional media marketing.		
Gender	5387	0.049
Age	6262	0.709

Table 7 tries to seek answer if social media ads are more effective than other channels and shows that the mean rank of the male population is higher than the female population (higher by 4.32). Twisters falling under the age 22-25 have a higher mean rank which signifies that

the male population in the age group 22-25 finds social media ads effective than other channels. Question 2 tries to seek answer if twixters prefer to buy apparel if it is promoted on social media over traditional media. The results of the test show that the females in the age group 22-25 prefer to buy apparels when promoted on Social media over traditional media. Hence it can be concluded that the female population don't find social media ads effective but when it comes to apparels ads in particular they prefer buying it when promoted on social media. Table 7.1 shows the sig value for the two questions, which implies that gender has a statistical significant impact on the apparel ads on social media over traditional media.

CONCLUSION

Social Media marketing has become a ubiquitous word in the 21st century. Various channels of social media marketing have facilitated an unprecedented growth in terms of customer interaction with the online marketers. This study made an attempt to study the impact of social media marketing on the purchase behaviour of the twixters in the age group of 18-25 years. Significant differences were observed in the behaviour of males and female shoppers with respect to elements such as impact of apparel ads on social media over traditional media. Females always place a lot of importance on trying the apparel before concluding their final purchase decision. While both males and females place a greater value on Impulse buying and word of mouth while purchasing apparels online. Both genders find a lot of ease and convenience while buying apparels online through social media. While males place a significant importance on the website design features while purchasing products online, female buyers feel that risks of shopping online reduces drastically if they are familiar with the product they intend to search and buy. This study will serve as a guideline for various national and international marketers in applying social media marketing activities to promote their product, brand and push their sales.

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