

## A STUDY ON SOCIAL NETWORKING SITES INFLUENCE ON TEENS' BUYING BEHAVIOUR

**MATHAN KUMAR. P** (Reg. No: 18221281011017)

*Research Scholar, PG & Research Department of Commerce,*

*St. Xavier's College (Autonomous), Palayamkottai.*

*Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli,  
Tamil Nadu, India - 627012*

**Dr. S. PRINCE JEBARAJ**

*Research Supervisor, PG & Research Department of Commerce,*

*St. Xavier's College (Autonomous), Palayamkottai.*

*Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli,  
Tamil Nadu, India - 627012*

### Abstract

*The research study attempts to investigate how social networking sites influence the teenagers on their buying behaviour. For the study a quantitative research method was used, and a sample of 50 respondents was selected through purposive sampling method. The primary data was used to fulfill the research objectives and self administrated structured interview schedule were used for the data collection. The research reveals that social networking sites influence among the teenagers in various stages of their buying process. The researcher identified 24 variables representing five dimensions of influence of SNS on buying behavior such as influence on search for purchase, Influence on Buying Decisions, Influence on Evaluating the Product, Influence on Disposing of Product/Service idea & experience and Influence on Impact on future Decisions.*

**Keywords:** *Buying Behaviour, Social Networking Sites, Teenagers.*

### INRODUCTION

The modern marketing practices social media play a vital role for engaging customers as well as promoting business activities. Social media has occupied an important position as a communication tool. People across the globe use social media to connect to other people or organizations. Globally, people have started to use social media such as Facebook, Whatsapp, Twitter, Instagram and LinkedIn to share their experiences. As customers, people share product reviews, information about a service, advice on food or health, warnings about products, tips on using certain products, and much more. People have a lot of 'connections'

on social media, therefore information is consumed by many people. This information becomes a source of influence on consumers and their buying behavior.

### **STATEMENT OF THE PROBLEM**

The primary spotlight of marketing is the consumer. An open-minded consumer-oriented approach is imperative in today's diverse global marketplace so that a firm can identify and serve its target market, minimize dissatisfaction, and stay ahead of competitors. To devise good marketing plans, it is necessary to examine consumer behavioral attributes and needs, lifestyles, and purchase processes and then make proper marketing-mix decisions. The study of Consumer behavior includes the study of what they buy, why they buy, how they buy, when they buy, from where they buy, and how often they buy. All these are influenced by mass media. Social networking sites, the recent development in the decade, play a vital role in the context as Social networking sites. These have a powerful amplifying effect for business; Social networking sites' are used to a medium of advertisement and publicity today. A study on their influence on buying behavior of consumers enable marketing executives and managers to make use of them as an effective medium of advertisement and Publicity.

In this context, this study has been undertaken. Teenagers are the market segment which has peculiar features and dimension of behavior. They are reported as the most influenced group of SNS. Therefore the study has been focused on this segment of market.

### **OBJECTIVES OF THE STUDY**

This study aims at analyzing the implications of Social networking sites for teens' buying behavior in Killiyoor. The following are its specific objectives:

- To study the demographic profile of the teenagers.
- To Study the Social networking sites' and their influences among teens' buying behaviour in the study area.

### **METHODOLOGY OF THE STUDY**

This is a quantitative study conducted based on the primary and secondary data. The primary data was collected from sample group of teenagers in killiyoor. The sample size was determined as 50 respondents' age group from 13 to 19 years and purposive method of sampling was adopted. The respondents were selected from the schools and colleges

functioning within the killiyoor taluk limit of kanyakumari district. The selected sample groups of respondents were administrated with a pre-structured interview schedules and with the help of them data was collected from them. The collected data were edited, codified and tabulated according to the needs of the study objectives, They were analyzed and interpreted with the help of statistical tools such as percentile analysis, mean score analysis and standard deviation analysis. The influences of the analysis are presented with the help of graphical and tabular presentation.

### **SCOPE AND LIMITATIONS OF THE STUDY**

This is a study on the influence of SNS on the buying behavior of teenagers in killiyoor. It is conducted as a sample group of 50 respondents. The respondents were selected from the college of killiyoor and the study was conducted during the month of December 2020 – March 2021.

This study is subject to following limitation:

- The sample size was confined to 50 and age group of 13-19, due to time constraint, which was small in number.
- The earlier studies are limited in number and the researcher was unable to access enough number of different on the topic which makes the review and reference inadequate.
- Many of the respondents are unable to assess the meaning & relevance of the questions in the interview schedule which leave room for deficiency in their response.

All the above limitations leave loopholes this study.

### **ANALYSIS AND RESULTS**

The demographic factors such as gender, age, educational status, level of income etc., play important role information of attitude and behavior of people. They influence in their opinion formation and decision making. Thus it becomes essential to take into account of these variables while studying the behavior pattern of people. As this study aims with analyzing the buying behavior of the teens and the influence of SNS on it, the respondents were classified and analyzed on the basis the above variables. The analysis shows that most of the respondents (58%) are male and most of them (76%) fall under the age group of Above15. The analysis on the family income status of the respondents reveals that most of the respondents' monthly income ranges upto Rs.100000 and many of them (30%) fall under

the monthly income below 20000. The respondents falling under higher income group are medium level in number.

**TABLE 1.1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

| VARIABLES                        | FREQUENCY | PERCENTAGE (%) |
|----------------------------------|-----------|----------------|
| <b>GENDER</b>                    |           |                |
| Male                             | 29        | 58             |
| Female                           | 21        | 42             |
| <b>AGE</b>                       |           |                |
| Upto 15                          | 12        | 24             |
| Above 15                         | 38        | 76             |
| <b>EDUCATIONAL QUALIFICATION</b> |           |                |
| Upto SSLC                        | 12        | 24             |
| Above SSLC                       | 38        | 76             |
| <b>FAMILY INCOME</b>             |           |                |
| Below 20000                      | 15        | 30             |
| 20001-40000                      | 5         | 10             |
| 40001-60000                      | 8         | 16             |
| 60001-80000                      | 12        | 24             |
| 80001-100000                     | 3         | 6              |
| Above 100000                     | 7         | 14             |

**Source: Primary Data**

## INFLUENCE OF SNS

The influence of media on the buying behavior of people can be measured through various variables representing different dimensions of the influence. The researcher identified 24 variables representing five dimensions of influence of SNS on buying behavior such as influence on search for purchase, Influence on Buying Decisions, Influence on Evaluating the Product, Influence on Disposing of Product/Service idea & experience and Influence on Impact on future Decisions. Through the scoring given by the respondents on these variables which are rated in Like's five point gradation, the way and level of influence of SNS on the buying behavior of the teens' in the study area were measured and analyzed. The overall mean value score given by each of the respondents on these 24 variables and the standard deviations are calculated so as to categorize them into three levels of influence 'Highly Influenced', 'Moderately Influenced' and 'Less Influenced'. The categorization is made by applying the formula Mean Score + Standard Deviations the Mean score added with Standard Deviation (Mean Score + SD) refers to high level of Influence and mean score deducted by Standard Deviation (Mean Score - SD) denotes low level of Influence. The scores in between these two levels are described as moderately influenced. The Classification of the teens' as above is presented in Table 1.2.

The Mean Score calculated as discussed above on the 24 variables is 3.2675 and the Standard Deviation is 0.7971. Therefore, those who have scored 4.0646 (Mean Score + SD) and above are considered to be highly influenced by SNS and those who have Scored 2.4704 (Mean Score – SD) and below are considered less Influenced by SNS. Those who have scored in between these two values are considered to be moderately influenced.

Accordingly, it is observed that 72% of the teenagers' buying behavior is moderately influenced by SNS and 18% of the teenagers' buying behavior highly influenced. Another 10% of the respondent's buying behavior is less influenced by SNS. The mean score analysis on the various dimensions of influence on buying behavior is presented in Table 1.3. It reveals that the influences of SNS on future decision making and evaluating the product are high with the Mean Score of 3.324 and 3.315.

**Table: 1.2****Level of Overall Influence of SNS on Buying Behaviour**

| Level of Influence on Users | No. of respondent | Percentage |
|-----------------------------|-------------------|------------|
| Highly Influenced           | 9                 | 18         |
| Moderate                    | 36                | 72         |
| Less Influenced             | 5                 | 10         |

**Mean score - 3.2675****Standard Deviations – 0.7971****Source: Primary Data****Table: 1.3****Dimensions and Levels of Influence of SNS on Behaviour**

| Dimensions of Influence                                     | Mean Score    | SD            | Analysis N |
|---|---------------|---------------|------------|
| Influence on search for purchase                            | 3.208         | 0.9397        | 50         |
| Influence on Buying Decisions                               | 3.268         | 0.9153        | 50         |
| Influence on Evaluating the Product                         | 3.315         | 0.9922        | 50         |
| Influence on Disposing of Product/Service idea & experience | 3.232         | 0.9653        | 50         |
| Influence on Impact on future Decisions                     | 3.324         | 0.8916        | 50         |
| <b>Influence on Overall Buying Behaviour</b>                | <b>3.2675</b> | <b>0.7971</b> | <b>50</b>  |

**Source: Primary Data****INFLUENCE ON SEARCH FOR PRODUCT**

The analysis on the level of influence of SNS on the search for product by the teenagers in the study area is presented in Table 1.4. The level of influence of SNS on various dimensions of search for product is presented in the Table 1.5. The overall mean score on the various dimensions of search for product is 3.208 and the Standard Deviation is 0.9397.

Therefore those who have scored 4.1477 (Mean score + SD) and above are considered to be highly influenced by SNS and those who have scored 2.2683 and below are considered to be less influenced and those who have scored in between these two values are considered to be moderately influenced. Accordingly, 72% of the teenagers are moderately influenced by SNS with regards to search for product and another 16% are highly influenced. Only 12% of the teenagers are less influenced by SNS with regards to search for product.

**Table: 1.4****Level of SNS influence on Search for Product**

| <b>Level of Influence on Users</b> | <b>No. of respondent</b> | <b>Percentage</b> |
|------------------------------------|--------------------------|-------------------|
| Highly Influenced                  | 8                        | 16                |
| Moderate                           | 36                       | 72                |
| Less Influenced                    | 6                        | 12                |

**Mean Score = 3.208****Standard Deviation = 0.9397****Source: Primary data.****Table: 1.5****SNS Level of Influence on Dimensions of Search for Product**

| <b>Dimensions of search for Product</b> | <b>Mean Score</b> |
|---|-------------------|
| Searching for availability. (V1)        | 3.44              |
| Gathering product information. (V2)     | 3.42              |
| Enquiring through Connections. (V3)     | 3.00              |
| Getting feedback connections.(V4)       | 2.96              |
| Placing order through SNS. (V5)         | 3.04              |

**Source: Primary data.****INFLUENCE ON BUYING DECISION**

Table 1.6 presents classification of the respondents on the basis of the level of influence by SNS on various dimension of buying decisions. The overall Mean Score is 3.268 and Standard Deviation is 0.9153. Therefore, the buying decision of those who have the score of 2.3527 and below is less influenced. Those who have scores in between the above two values are categorized as moderately influenced by SNS with regards to SNS. Accordingly, 72% of the teenagers are moderately influenced and another 14% are highly influenced by SNS with regards to their buying decisions.

**Table: 1.6****SNS Level of Influence on Buying Decision**

| <b>Level of Influence on Users</b> | <b>No. of respondent</b> | <b>Percentage</b> |
|------------------------------------|--------------------------|-------------------|
| Highly Influenced                  | 7                        | 14                |
| Moderate                           | 36                       | 72                |

|                 |   |    |
|-----------------|---|----|
| Less Influenced | 7 | 14 |
|-----------------|---|----|

Mean Score = 3.268

Standard Deviation = 0.9153

Source: Primary data.

**Table: 1.7**

**SNS Level of influence on Dimensions of Buying Decision**

| Dimensions of Buying Decision                                      | Mean Score |
|--|------------|
| Decisions based on Advertisement. (V6)                             | 3.46       |
| Decision based on the feedback & opinion from SNS connection. (V7) | 3.36       |
| Decision based on Ads and feedback and opinion. (V8)               | 3.44       |
| Refer only to SNS. (V9)  | 3.08       |
| Started buying only refers to SNS. (V10)                           | 3.00       |

Source: Primary data.

**INFLUENCE ON EVALUATION OF THE PRODUCT**

Table 1.8 presents the categorization of the respondents according to the level of influence by SNS on evaluation of product. The Mean score on the various dimensions of evaluating the product is 3.315 and the Standard Deviation is 0.9922. The categorization according to the methodology adopted as discussed above reveals that 80% of the respondents are moderately influenced by SNS with regards to evaluation of product and another 10% are highly influenced. Only 10% of the respondents are less influenced.

**Table: 1.8**

**SNS Level of influence on Evaluation of the Product**

| Level of Influence on Users | No. of respondent | Percentage |
|-----------------------------|-------------------|------------|
| Highly Influenced           | 5                 | 10         |
| Moderate                    | 40                | 80         |
| Less Influenced             | 5                 | 10         |

Mean Score = 3.315

Standard Deviation = 0.9922

Source: Primary data.

**Table: 1.9**

**SNS Level of Influence on Dimensions of Evaluating the Product**

| Dimensions of Evaluating the Product                                    | Mean Score |
|---|------------|
| Perception of the quality basis of SNS Ads. (V11)                       | 3.46       |
| Perceive the quality on the basis of feedback & opinion. (V12)          | 3.42       |
| Assessing in terms of Ads & feedback through SNS. (V13)                 | 3.26       |
| Idea sharing in SNS has motivated to evaluate the product/service.(V14) | 3.14       |

Source: Primary data.

## INFLUENCE ON PRODUCT INFORMATION

The level of influence of SNS on Disposing of product information and the dimensions are presented in Table 1.10 and 1.11. The overall mean scores of the various dimensions of product information is 3.232 and the Standard Deviation is 0.9653. Therefore, those who have the score of 4.1973 and above are considered to be highly influenced by SNS and those who have score of 2.2667 and below are less influenced. Thus, 72% of the respondents are moderately influenced and 16% are highly influenced by SNS with regard to disposing of product information. Only 12% of the respondents are less influenced by SNS with regard to disposing of product information.

**Table: 1.10**

### SNS Level of Influence in Disposing of the Product Information

| Level of Influence on Users | No. of respondent | Percentage |
|-----------------------------|-------------------|------------|
| Highly Influenced           | 8                 | 16         |
| Moderate                    | 36                | 72         |
| Less Influenced             | 6                 | 12         |

**Mean Score = 3.232**

**Standard Deviation = 0.9653**

**Source: Primary data.**

**Table: 1.11**

### SNS Level of Influence on Disposing of the Product information

| Dimensions of disposing Product Information                | Mean Score |
|--|------------|
| Voluntarily offer product/service Information (V15)        | 3.08       |
| Response to product/service opinion seeking. (V16)         | 3.22       |
| Development of idea sharing about Product. (V17)           | 3.24       |
| Participate in opinion survey. (V18)                       | 3.12       |
| Linkage to business enterprises through own webpage. (V19) | 3.10       |

**Source: Primary data.**

## INFLUENCE ON FUTURE DECISION

The level of influence of SNS on the future buying decision of the respondents and its various dimensions are presented in Table.1.12 and 1.13. The categorization shows that 78% of the respondents are moderately influenced by SNS with regard to their future buying decision and another 12% are highly influenced. Only 10% are found to be less influenced by SNS with regards to their future buying behavior.

**Table: 1.12****Level of Influence of SNS on Future Buying Decisions**

| Level of Influence on Users | No. of respondent | Percentage |
|-----------------------------|-------------------|------------|
| Highly Influenced           | 6                 | 12         |
| Moderate                    | 39                | 78         |
| Less Influenced             | 5                 | 10         |

**Mean score: 3.324****Standard Deviation: 0.8916****Source: Primary data.****Table: 1.13****SNS Level of Influence on Future Decision**

| Dimension of Influence on future Decision   | Mean Sore |
|---|-----------|
| Making use of SNS to search for product/service information in future also.(V20)                                      | 3.50      |
| Getting opinion and feedback about product/service from my SNS connection in future also. (V21)                       | 2.78      |
| Making future buying decisions and post purchase evaluation on the basis of information collected through SNS. (V22)  | 3.44      |
| Offering product/service idea and experience and respond to product/service enquiry through SNS in future also. (V23) | 3.32      |
| Feeling my status high, when purchasing made through SNS. (V24)   | 3.16      |

**Source: Primary data.****RECOMMENDATIONS AND CONCLUSION**

The purpose of this research work was to examine the Social Networking sites influence on teenagers buying behaviour. It is found SNS has a good level of influence on the buying behavior of the teenagers in the study area. The level of influence on all the dimensions of buying behavior is either moderate or high. The findings of this study can be used for further research work on Social Networking sites and its impact on teenagers buying decision process, usage pattern, payment methods and post purchase activities.

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