

ROLE OF SOCIAL MEDIA, TRUST AND ADVERTISEMENT ON ONLINE SHOPPING BEHAVIOR FOR THE PEOPLE OF BIHAR

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ABSTRACT

Social media has a significant impact on how and where people shopped online, particularly among younger generations. With improved internet accessibility, people are preferring to do the shopping online. Due to this, researchers in Bihar set out to analyze how factors including social media use, consumer trust and advertisement influence people to do their shopping online. In this study, 207 online shoppers were selected using a simple random sample approach and a non-probability convenient study design. Data were analyzed using SPSS. The study found that there was a considerable impact on e-shopping behavior from advertising, trust, and social media.

Keywords: Social Media, Trust, Advertisement, Online Shopping Behavior, SPSS.

Introduction

The rise in internet usage has resulted in a significant growth in the prevalence of online shopping. The introduction of social media into advertising and business endeavors has been analyzed by authors such as Akar and Dalgic (2018) and Bala and Verma (2018). The adoption of social media for the promotion of online retailers in Nigeria is significant due to the huge user base on these platforms. According to a survey by Datar portal in January 2020, the estimated figure for the number of social media users in Nigeria is at 27 million. Multiple factors exert influence on purchasing intent in online transactions, despite the advantageous conditions present in the Nigerian market. Several of these variables are associated with a dimension of confidence developed in the field of online marketing. The level of trust built among customers through a brand's website exerts a significant influence on their purchasing behaviors.

E-commerce platforms uses social media channels to engage with consumers and convince them to support and utilize their offerings. The digitization of the platform has significantly impacted user dynamics and consumer behaviors by elevating the significance of the internet in daily life and altering customer habits (Schnauber-Stockmann and Mangold, 2020; Sharma and Sharma, 2020). The incorporation of social media platforms with e-commerce websites offers the benefit of augmenting the volume of visitors to the site (Khorsheed et al., 2020). Through the act of disseminating content on various social media platforms, consumers are afforded the opportunity to interact with the product by clicking on it, then being redirected to the online shop website.

The primary aim of this research is to investigate the impact of advertising, trust, and social media on internet purchase behavior within the rural region of Bihar. The paper's framework consists of several key components, including an extensive literature review, the building of a theoretical model, the establishment of a rigorous methodology, the analysis of relevant data, and ultimately, the formulation of a conclusive summary.

Literature Review

• Trust and Online Shopping behavior

Trust can be defined as an individual's personal belief in the integrity, ethical character, and capability of others, as indicated by their perceived integrity, goodness, and competence (Eneizan et al.,

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2020) (Munshi, 2019)(Nasidi et al., 2021). According to Suleman and Zuniarti (2019), there exists a positive correlation between the level of trust and attitudes, whereby a higher degree of trust is associated with stronger attitudes.

Several empirical investigations have been conducted to explore the association between trust and online shopping, as indicated by the scholarly contributions of Alharthey (2020), Haque and Mazumder (2020), Kim et al. (2017), Nassar et al. (2017), Singh and Matsui (2017), and Stouthuysen et al. (2018). Furthermore, several previous studies (Bhatti et al., 2021) & (Gera et al., 2021) have investigated the there is significant difference between the impact of trust on consumers' decision-making process in the context of online buying (Qalati et al., 2021)and (Suhartanto et al., 2018).

- **Advertisement and Online Shopping Behavior**

The term "advertising" pertains to the process of promoting a diverse array of products, services, or concepts to either the broader population or a particular group of individuals (Juska, 2017; Murwonugroho & Yudarwati, 2020) and (Quesenberry, 2020).

The major aim of advertising is to augment revenue, acquire new clientele, and foster the loyalty of current patrons (Aslam & Karjaluoto, 2017)and (Luo et al., 2021). Advertising refers to the practice of provided communication, which aims to reach a wide audience through various non-personal mass media platforms and other channels of communication (Briandana & Dwityas, 2020). Advertising is commonly defined as a unidirectional, paid promotional communication in many forms of mass media. Advertising plays a vital role in stimulating and fostering online shopping activity among customers. Several studies have examined the correlation between advertisement and online shopping (Domazet, 2020)(Kim & Huh, 2017) (Okiyi et al., 2020)(Wiese & Akareem, 2020).

- **Social Media and Online Shopping behavior**

Social media can be defined as an online platform that enables the exchange of information, thoughts, and various modes of communication among individuals within virtual communities and networks (Appel et al., 2020) & (Cao & Ali, 2018). Social media platforms offer a diverse range of multimedia events, including but not limited to forums, blogs, chat rooms, and social networking sites (Nielsen, 2017; Rashid & Rahman, 2014; Balan & Rege, 2017). There has been a rapid increase in the interchange of Internet-based messages through social media platforms (Eleuteri et al., 2017)and (Musa et al., 2015). Hence, it is evident that social media has emerged as a prominent factor that influences the online shopping behaviour of consumers.

Duarte et al. (2018) asserts that the online buying habit can be defined as the extent to which customers demonstrate a willingness to engage in online shopping. According to Palalic et al. (2020), individuals tend to develop routine behavior towards the platforms and items that are posted or advertised on social media, as a result of their everyday interactions with these platforms. This has the potential to alter the purchasing behavior of internet consumers. Therefore, it has been suggested that those who are exposed to social media marketing daily are more prone to being influenced and exhibiting a positive reaction (Lou & Yuan, 2019). Previous studies (Nasidi et al., 2021) (Alaimo & Kallinikos, 2017)(Rahman et al., 2018) (Lou & Yuan, 2019) have demonstrated a noteworthy correlation between social media usage and the habit of online purchasing.

- **Online Shopping behavior**

As a result of the global COVID-19 epidemic, businesses have seen a paradigm shift in their operational strategies, opting to adopt alternative approaches and embracing online marketing practices. Online marketing is a significant strategy that offers several benefits to businesses, including the optimization of business operations, cost reduction in management, improved efficiency in time management, conformity to social distancing measures, the ability to work remotely, protection against viral infections, and the enhancement of relationships with customers and business partners (Hossain, et al., 2022)(Hossain and Khan, 2018). Currently, there is a growing global trend towards the increased popularity of online shopping, particularly among retailers and consumers. The emergence of e-commerce has created new avenues for online merchants and consumers (Kuester & Sabine, 2012). According to customer research, the use of online platforms for customer assessments and the sharing of information or specific perspectives have emerged as very influential methods of communication. The widespread use of online reviews in commercial organizations has been significantly amplified by the advent of social media platforms such as Facebook, Snapchat, Twitter, and Instagram (Doh and Hwang, 2009; Jalilvand and Samiei, 2012; Huete-Alcocer, 2017).

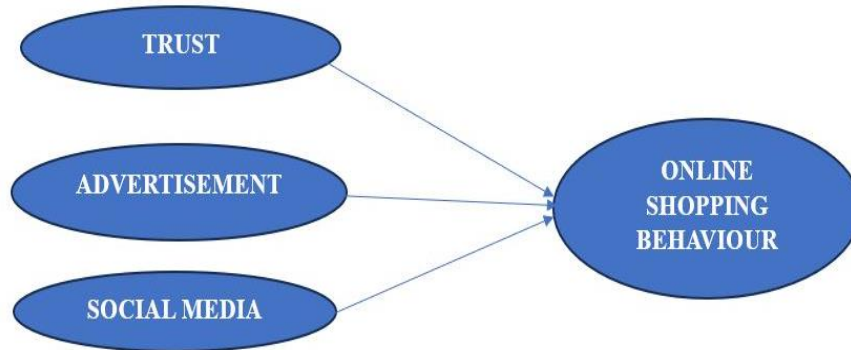
Proposed Hypothesis and Conceptual Framework

H₁: There is a significant relation between trust and online shopping behavior.

H₂: There is significant relation between advertising and online shopping behavior.

H₃: There is significant relation between social media and online shopping behavior.

Conceptual Framework was Developed on the Basis of Empirical Literature Review



Research Methodology

The study applied a quantitative approach to its methods. A questionnaire that the participants filled out on their own was used to collect the data. The researchers used a non-probability method of convenience sampling to pick participants.

The sample for this research comprises of individuals who engage in online shopping activities inside the rural areas of Bihar. An online sample size determinator was used to come up with the appropriate number of participants for the investigation. During the calculation, a level of confidence of 95% and a margin of error of 5% were both utilized. According to the results of the calculator, the necessary minimum number of samples is 200. Therefore, the distribution of the questionnaire was augmented by 10% in relation to the minimal sample size derived from the calculation, resulting in a total of 205 participants. This adjustment was made to mitigate potential errors associated with sample size and to account for any non-response concerns. To address further limitations, such as inadequate data collection and non-response from certain participants, the sample size was augmented by 10% (Dewaele, 2018).

Because of this, a total of 220 questionnaires were handed out to the people who took part in the study. The total number of surveys that were dutifully filled out and handed in thereafter was 207. The questionnaires utilised in this study were derived from prior research studies conducted by Alalwan (2018), (Doodoo and Wu, 2019), (Fossen and Schweidel 2019), and (Qalati et al. 2021). In the present study, the information obtained from the questionnaire was analysed by use of a technique known as Partial Least Structural Equation Modelling (PLS-SEM).

Sample Profile

The profile of the respondents has been reported in the Table: 2. There are total 207 respondents. Out of which 127 are male and 80 are female. Most of the respondents are graduate respondents followed by the post-graduation degree. Most of the respondents have fall under the age group of 21-30 years followed by 31-40 which is 65; There are total of 72 respondents are unmarried and rest 135 are married. Nature of employment is mostly dominated by Corporate Job followed by government job and business.

Demographic	Sample
Age	
Below 20 years	35
Between 21-30 years	75
31-40 years	65
41-50 years	32
Gender	
Male	127
Female	80

Marital Status	
Married	135
Unmarried	72
Education	
Post-Graduation	55
Graduation	75
PhD	20
Others	57
Income per annum (in rupees)	
Up to 2 lacs	95
2-5 lacs	75
5-10 lacs	15
10 lacs-15 lacs	22
Nature of employment	
Government employee	37
Non-government employee	90
Business	35
Others	45

Data Analysis and Interpretation

The Cronbach Alpha test was run in this study to assess the reliability. Through the test of Cronbach's alpha, one can ascertain the primary indicators of reliability. The data is contained within the statistical test. A variable can be considered reliable if its Cronbach Alpha coefficient exceeds a certain threshold. The reference for the source is Bryman and Bell (2007) with a citation of 0.6. The Cronbach's Alpha coefficient in this study, are .789, .870, .828, .889 and it exceeds the threshold of 0.6.

Hence, this observation demonstrates the reliability of the aforementioned factors in the context of the research study.

Reliability Statistics

S. No.	Particulars	Number of Items	Cronbach Alpha
1	Trust	05	.789
2	Advertisement	05	.870
3	Social Media	05	.828
4	Online Shopping behavior	10	.889

The degree to which two variables are correlated is demonstrated by the Pearson coefficient. The strength of ties and the direction the relationship will go are revealed. The summary displays the correlation between the dependent and independent variables. A similar result was found for the independent variable of cost-effectiveness by Lynch and Ariely (2000), for the independent variable of information satisfaction by Crosby and Stephens (1987), for the independent variable of consumer trust by Bitting and Ghorbani (2004), and for the independent variable of the internet shopping experience by Bart et al.

Correlations

		T_TOTAL	AD_Total	SM_Total	OSB_Total
T_TOTAL	Pearson Correlation	1	.482**	.694**	.488**
	Sig. (2-tailed)		.000	.000	.000
	N	207	207	207	207
AD_Total	Pearson Correlation	.482**	1	.578**	.743**
	Sig. (2-tailed)	.000		.000	.000
	N	207	207	207	207
SM_Total	Pearson Correlation	.694**	.578**	1	.616**
	Sig. (2-tailed)	.000	.000		.000
	N	207	207	207	207
OSB_total	Pearson Correlation	.488**	.743**	.616**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	207	207	207	207

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

The table below displays R and R Square values, as expected. There is a high level of correlation, as indicated by the R value of 0.778, which stands for simple correlation. The R Square score, which shows the proportion of variation in online shopping behaviour that can be accounted for by the independent variables of trust, advertisement and social media is 60.05%.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.778 ^a	.605	.599	3.90447	.605	103.785	3	203	.000	1.725
a. Predictors: (Constant), SM_Total, AD_Total, T_TOTAL										
b. Dependent Variable: OSB_total										

Our hypothesis is accepted because the significance level is $0.000 < 0.05$, as shown in the ANOVA table. Therefore, it can be argued that trust, advertising, and social media exert a substantial influence on online consumer behaviour.

ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4746.586	3	1582.195	103.785	.000 ^b
	Residual	3094.718	203	15.245		
	Total	7841.304	206			
a. Dependent Variable: OSB_total						
b. Predictors: (Constant), SM_Total, AD_Total, T_TOTAL						

Conclusion

The researchers of this study propose a research methodology that utilises SPSS to examine the influence of customers' online purchasing behaviours on the interplay between advertising, trust, and social media. According to the results, advertising, trust, and social media all have a favourable and statistically significant direct effect on consumers' propensity to make purchases through online channels. The results also show that social media can affect people's willingness to make purchases online.

The goal of this research was to analyse the impact of trust, advertising, and social media on consumers' propensity to make purchases online (dependent variable). The results were gleaned from a survey questionnaire administered via a non-probability convenient sampling methodology.

After running all of the appropriate SPSS tests, the results shows that advertising, trust, and social media all play a substantial role in shaping consumers' online shopping habits. Furthermore, subsequent versions of this study may be more precise. A larger sample can be collected. As this study only allowed for collecting data from residents of Bihar, future research will expand to include data from other cities.

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