

Influence of Social Media Sites on Youth's Purchasing Habits

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ABSTRACT

Aim of the Study: E-commerce is one of the growing modes of shopping. In this method there are various ambiguities but as per new generation it is very popular and cheap way of shopping. The social media like Facebook & Instagram give it a new hype. Social media platforms such as Facebook and Instagram have significantly contributed to its proliferation. This quantitative study aimed to analyze the influence, preferences, and perspectives of university and college students regarding social media advertisements.

Methodology: The quantitative study conducted to find out the influence of social media particularly Facebook and Instagram among youth's purchasing habits, the main objective of this research was to analyze the impact, preference and views of University and College students about social media advertisement. The researchers make 2 hypotheses and apply some test to explore the role of social media among different genders regarding purchasing. The data has been analyzed through SPSS and results are manipulated in tabular and graphical form.

Findings: The findings reveal that frequent engagement with social media significantly influences both male and female preferences towards e-shopping. However, the analysis suggests that males tend to exhibit a higher inclination towards e-commerce compared to females, despite both genders showing a preference for online shopping due to their active presence on social media.

Conclusion: It is concluded that frequent visiting of female and male on social media give preference to E-shopping but female has less influence as compare to male.

Keywords: Social Media, Social Networking Sites, Purchasing Habits, Consumption Patterns, University and College Youth, Advertisements.

Introduction

"The Internet Changes Everything" Microsoft founder Bill Gates wrote those words in 1999. He talked about the changes in the business and the communication because after the emergence of internet, the world has transformed mass and interpersonal communication. Specifically business has turned its new

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paradigm to communicate with the world. Furthermore digital companies such as Google, Apple and Amazon are playing a major role in mass communication whereas social media began to explode its popularity in 2000's and opened up a new channel of communication. The emergence of Social media is playing a vital role to connect one person with more than thousands of people in the world. Social media allow people to get social worldwide and keep them connected; people can access information through social media sites such as Google, Facebook, Twitter, Instagram, YouTube, LinkedIn etc. Concurrently, the emergence of social media platforms like Facebook, Twitter, and Instagram in the early 2000s has redefined social connectivity and information dissemination (Kaplan & Haenlein, 2010).

Social media is very much popular among the youngsters today as business is always looking for a new way to reach the mass public and social media is the new business paradigm, small or big businesses use this platform to reach the largeraudience on any device. This platform helped businesses to improve and increase their worthiness, cultivate their strategies and most importantly their contact with the customers. (Thoene, May 2012).

The purpose of this study is to analyze the influence of social media sites on purchasing habits, views and preferences of the University and college students in Lahore regarding their purchasing through social media.

This study aims to examine the impact of advertisement particularly of Facebook and Instagram on college and university's youth, this research article also determines if the protagonist of social media on consumption patterns is differ between the college and university students, this research also explore the role of social media's consumption patterns differ between the genders, For Example, Are male or females more probable to buy from the social media sites they are followed or liked? This research question also analyze how frequent they check their accounts and how often they avail the offers of the companies through social media.

Literature Review

Chi (2011) expresses social media marketing as a "connection between manufactures and consumers, while proposing an individual channel and money for user focused networking and social interaction." The method of communication with their clients have modified significantly with the innovation of social media, so cooperation's must discover ways to use social media that is steady with their business plan" (Mangold and Faulds 2009). Social media has revolved the trends of media and it is the biggest threat for traditional media because it is providing every information at the one platform and it is most effective and popular medium among the youngster, such as Facebook has 2 million monthly users, (CEO Mark Zuckerberg, 27 June 2017).

Instagram is also an effective way of communication. Their business community has grown to two million advertisers, and 800 million+ Instagram accounts worldwide are active every single month, and **500** million + Instagram accounts worldwide are active every day, 80 per cent of accounts follow a business on Instagram. People use insatgram every day to share their everyday life and connect with the people, and they are spending a lot of time to explore and produce new things on this platform, with the innovation of mobile format live video stories, businesses are providing additional opportunities to make their connection stronger and far reaching to the masses. (Instagram Business Team San Francisco, CA, USA, SEPTEMBER 2017)

Thirushen Naidoo (November 2011) conducted a research to determine the effectiveness of the advertisement on the social media, the researchers select Facebook as the social media's medium. The geographical location of Gauteng was used as the sample for this study, involved mostly younger population among the ages of 15 and 35 and 44% of this population spending less than ten minutes on Facebook. In this study results has shown that the effectiveness of the advertisement on Facebook based on the strong brand presence in the market and their brand engagement, attitude towards their customers and services, and most importantly their brand's image to do interaction with the people.

The message conveyed by the advertisers influence the decision of the consumer to buy their product (Marland, 2008).

Social media is playing a vital role in the society, but it's also creating a lot of negative effects on people, as the billionaire investor and philanthropist George Soros (January 25, 2018) said about Facebook and Google that these two companies are the IT giants and they are having a hegemony over the people's mind as they are manipulating people's mind and attention towards their own profitable purpose.

The owner of the companies take into account that they are the hegemon of this universe, they are generating their revenues by exploiting social environment, the main feature of the internet platform is to engage more and more people. The advertisers has the power to influence people's mind and shape their desires, they have the ability to persuade their audience to buy their things and their attractive advertisement can't help people, and people who are influenced by their products either it's essential or not.(philanthropist George Soros ,January 25, 2018).

Otugo, et al. (2015) conducted a research to find out the awareness, attitude and reaction of the Nigerian youths about the Facebook advertisement. The researcher used the quantitative method and a sample size of 400, the survey found that the advertisement on Facebook are useful and majority of the youth are aware about the Facebook advertisement and most of the people never buy the product from the Facebook but they usually liked or follow that particular page, this study also found that the use of Facebook is very widespread among the survey Nigerian youths-82.9 % claim that the Facebook advertisement are easily manifest to them, 61% of the youth do not always experience the Facebook advertisement.

Advertisement on social media is the most efficient way to communicate larger mass in as businesses that borrow via peer-to-peer sites will pay higher rates in which individuals are stimulated to circulate or share the marketing campaigns to their social circle, family and friends.

In 2008, Bampo et al., conducted a research to find out the Effects of the Social Structure of Digital Networks on Viral Marketing Performance, and the behavior of the person on campaign presentation. The researcher select an experiment method to predict the increasing viral messages on the different social networking sites under different conventions and circumstances, finally the findings of this research shows that the social and digital networks plays a critical role to viral the messages among the individuals, and the researcher recommend the media managers to use these findings before designing their marketing campaign.

Although social media and marketing through social media is well discussed topic, him-Yong Goh, Cheng-SuangHeng, Zhijie Lin, (2013) conducted a research to find out the consumer behavior and impact of User- and Marketer-Generated Content, in this study qualitative interactive content had collected from the brand page on Facebook and buyer concerned data bring together a unique facts at the individual buyer level. This search measures the impact of marketer generated content on buyer's purchasing expenses. The method of content analysis was used to measure the influential nature of User generated content and marketer generated content at the same time discriminates among directed and undirected communication. The result of this research shows that the business advertisement through social media sites is more engaging and interactive to engage the public and this public engagement increase their purchasing expense. The comparative study of user generated content and marketer generated content shows its pervasive effect the on consumer behavior through their interactive and persuasive information.

This is the new era of technology where marketer create and share their products with the individuals at global level and the individuals share their experiences with other users (Chen et al. 2011a). The buyers have social interaction, through their feedback, reviews and comments on the brand community sites, though people can share their views regarding brand performance and brand quality, and the buyers of next generation will be more globally connected with business community and it is a best way to communicate and attract the new customers (Bagozzi & Dholakia, 2002; Ridings & Gefen, 2004).

Hajli (2013) this study was also conducted to determine the impact of social media sites on the consumer and consumer buying habit, as social media gives a lot of opportunities to interact and engage consumer towards their business, the survey was used as the data collection tool and it shows that how social media business facilitate individuals and how they interact their buyers. This result additionally shows that it has the widespread and direct impact on customer to buy the particular product.

The widespread of internet has create a significant impact on the individual's every field of life, such as social activities , their communication, their social interaction, or their interpersonal communication and most importantly their shopping and businesses .(Cheung & Huang, 2005)

Budden et al. (2007) conducted study to describe the Marketing Implications Of Internet Media Usage Among College Students according to the researcher the increasing new digital media such as social media has created the negative impact on the use of traditional media. All marketers are interested to use internet as the effective medium to reach the larger audience. The survey method was used to determine the outline of social media usage specially Facebook, Myspace and YouTube which differs between the genders, the questionnaire was circulated to 350 undergraduate and graduate students among different department at a state supported public university, the result shows that female spent more time on Facebook and Myspace as compare to male and Males spent noticeably more time on YouTube than female, the difference of usage of YouTube was found at .01 level , as well as this research found that female spent more time on traditional media such as radio and TV as compare to male, this research proved that new social media challenged the traditional media, and social media is becoming a big threat for traditional media as the world is changing to world wide web and marketing managers are also going and advertising their businesses over the social media to interact and persuade maximum public towards their business.

Several researches are also conduct to find out the impact of social media on individual's life as Oberiri Destiny Apuke (Nigeria,2017) examines a research to determine the influence of social media networking sites among the students and higher education settings, according to the researcher social media as the negative impact between the students in higher education. The questionnaire was used as the data collection instrument which was distributed 250 students in Nigerian higher institutions. The study shows that all the higher education student use social media sites particularly Facebook is usually operated mostly, only a few students use social media to get help in their education, rather use it for communicating and chatting with their friends and family. The results shows that the excessive use of social media sites affects student's spoken and written grammar, the researcher recommended that higher education institution should frequently organize sessions and discussions to aware students about the most appropriate and positive way of implementing social media sites for educational purposes.

MesutÇiçek (2012) studies the impact of social media marketing brand loyalty of consumer, it has become a big task for the marketers to maintain their reputation and build their brand reality on such big platform of social media, this study was consist of those customer who followed or liked at least one brand on the social media in turkey and the data was collected through a structured questionnaire which was circulated 338 people. The consequences of the study showed that the brand loyalty of the customers undoubtedly affected when the brand runs beneficial campaigns, popular contents, provide different apps on social media. The brand loyalty and brand popularity is more important to engage more public towards their brand. According to this research customers favorably share music, and funny contends on the social media platforms.

According to Khalid (2017) in the present era of technology internet has playing a pivotal role in student's life, a student can access internet to get information, knowledge, and most probably use internet to communicate with their social circles, in this research the researcher find out the impact of social networking sites on student's physical and psychological health . the majority of the students uses Facebook and YouTube most probably it also analyze that how social networking sites affect the studies of the student, social media has both positive and negative effect among the students, in the end this

research has figured out that the extreme usage of social media have a negative impact on student's psychological and physical health. The researcher used a survey method to conduct this research and a questionnaire of 100 sample students aged between 16-26. In this survey researcher also asked a question about the cybercrime, hacking of their personal data and fake ids, 22% respondents agree that they have seen the fake ids on the social network and 11 % claims that the data is hacking and misused for the illegal activities by the hackers. Overall the results shows that the 73% students claims that social media has the positive impact on their studies as they make and share their presentations, lectures, and creative work in social media groups or accounts they are linked with and only 27% response that the social media sites have negative impact on their studies, and according to 70% respondents social networking sites have a negative effect on their physical health, they think that social media sites makes you addicted and this addiction leads you toward severe health problems, on the other hand only 30% agreed that the social media sites has the positive effect on their physical health.

Nazeer (2017) investigate the impact of social media advertisement among university students of Lahore , survey method and questionnaire was used to find out the changing behavior and attitude of the Lahore students regarding social media advertisement, stratified sampling was used as a sampling technique. The researcher choose university student of male and female respondents of age (18-25 y) as young adults and (26-35 y) as adult students. The results shows that the attitude of the social media user leads by the advertisement and behavior change among age group of (26-35 y), furthermore results exposed that male students are more influenced by the social media advertisement as compare to female students.

Baerbrandtæg, Heim (2009) conducted this research to examines behind the reason of public's motivation regarding usage of social media sites, it analyze that why people used social media, this research has conducted on a large scale quantitative and qualitative research design by asking a regarding their usage of social media. The most significant conclusion have drawn by the content analysis method as it shows that the people have a strong motivation for the usage of social media. The results shows that the contacting with new friends is the most frequent reason (31%), the second most common reason was to keep in touch with their friends (21 %), while the third was the broad socialization (14%), several different reasons were recognized that all these reasons provide personal perceptions that encourage users to use social media sites.

Rationale of Study

This study aims to get the insights of the youth's perception and their purchasing habits provoked by the Facebook and Instagram advertisement, this study will help the advertisers and researcher to know about their most targeted audience (Youth), as their aim is to attract youth towards their products by using most interactive medium social media , this study also help advertisers to make their strategies more influential which will become a reason to get in touch or interact with the mass.

Study Objectives

- To analyze influence of social media sites on purchasing habits.
- To know about views and preferences of the University and college students in Lahore regarding their purchasing through social media.
- To examine the impact of advertisement particularly of Facebook and Instagram on college and university's youth.
- To explore the role of social media's consumption patterns differ between the genders.
- To analyze how often they avail the offers of the companies through social media.

Research Questions

- Does social media sites influencing the purchasing habits of youth?
- Does the impact of social media sites on consumption patterns differ between the genders?
- Does frequent use of social media effect the youth's perception about the product advertisement?

- Does frequent use of social media change the perception of youth regarding social media advertisement

Hypotheses

- The more youth use social media the more they will be aware about e-shopping.
- Female are more probable to shop from social media sites.

Research Methodology

In this article the researcher applied the survey method to gather the quantitative data from particular population. The survey method has helped the researcher in collecting information directly from the college and university students that are using social media sites and availing the purchasing opportunities from Facebook and Instagram. Questionnaire technique used in this study and questionnaire comprised of three Sections, first part consist of demographic data such as respondent's age, sex, level of education, frequency of internet use and frequency of social media sites usage. Second section consists of particularly on Facebook and the time students spend on Facebook, views and perception of the students regarding social media sites, frequency of purchasing through social media and effectiveness of advertisement through Facebook. Third section dealt with the Instagram usage and frequency of students' spending time, most popular business accounts they followed, views and perception of the students regarding social media sites, frequency of purchasing through Instagram and effectiveness of advertisement through Instagram.

Independent Variables

Student's education, age, level of education, frequency of internet use and frequency of usage of social media sites and Social media sites are the independent variables.

Dependent variables

Student's level of perception, their purchasing habits, (their attraction towards advertisements), and influence of social media sites are dependent variables.

Population

Students of college age from 15 – 20 and university students age from 21 – 30 and above 30 are considered as the population of the researcher study. The convenient sampling was used as the sampling technique and data are gather form the University of Central Punjab and Punjab College of Lahore. The researchers select a sample of 100 college students and 100 university students.

Data Collection Procedure

The sample size of the research is 200 respondents. The researcher used questionnaire as an instrument for collecting the data, the questionnaire distributed among 200 students of University and college.

Treatment of the Data

The research is based on analyzing the impact of social media on University and College students about purchasing through e-shopping. Particularly, there is need to develop relationship between frequency of using social media, preference of people for e-shopping, and sex of consumers i.e. are female or male show more consumption to shop from social media sites like Facebook, Instagram and etc. It is our hypothesis that more people use social media the more they will be aware and prefer e-shopping. It is also hypothesize that we account for the influence of e-shopping on sex/gender (whether female or male more included to shop from social sites), by comparing 200 respondents within the leading research.

Respondents' Demographics

Table 1: *Preference for e-shopping*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	131	65.5	65.5	65.5
	No	69	34.5	34.5	100.0
	Total	200	100.0	100.0	

Table 2: *Frequently usage of social media sites*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Twice a day	61	30.5	30.5	30.5
	Thrice a day	69	34.5	34.5	65.0
	Daily	55	27.5	27.5	92.5
	Once in a week	14	7.0	7.0	99.5
	Twice a week	1	.5	.5	100.0
	Total	200	100.0	100.0	

Table 3: *Respondents' gender*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	100	50.0	50.0	50.0
	Female	100	50.0	50.0	100.0
	Total	200	100.0	100.0	

Data Analysis and Findings

Multiple linear regressions found in SPSS has been utilized for data analysis and findings since based on the scatter data collected through questionnaire shows that there is a linear relationship between independent variables and the dependent variable in our multiple linear regression model. Preference for e-shopping is entered as the dependent variable and the frequency of using social media, and sex are independent variable. The default method for multiple linear regression analysis is 'Enter'. That means that all variables are forced to be in the model. However, since over fitting was a concern therefore used only the variables in the model that explain a significant amount of additional variance.

Regression

Table 4: *Descriptive Statistics of preference for e-shopping & use of social media.*

	Mean	Std. Deviation	N
Preference for e-shopping	1.3450	.47656	200
Frequently usage of social media sites	2.1250	.94543	200
Sex	1.5000	.50125	200

Table 5: *Correlations*

		Preference for e-shopping	Frequently usage of social media sites	Sex
Pearson Correlation	Preference for e-shopping	1.000	.071	.011
	Frequently usage of social media sites	.071	1.000	-.005
	Sex	.011	-.005	1.000
Sig. (1-tailed)	Preference for e-shopping	.	.159	.441
	Frequently usage of social media sites	.159	.	.470
	Sex	.441	.470	.
N	Preference for e-shopping	200	200	200
	Frequently usage of social media sites	200	200	200
	Sex	200	200	200

Table 6: *Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.072 ^a	.005	-.005	.47773	1.975

a. Predictors: (Constant), Sex, Frequently usage of social media sites

b. Dependent Variable: Preference for e-shopping

Table 7: *ANOVA*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.234	2	.117	.512	.600 ^b
	Residual	44.961	197	.228		
	Total	45.195	199			

a. Dependent Variable: Preference for e-shopping

b. Predictors: (Constant), Sex, Frequently usage of social media sites

Table 8: *Coefficients*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.253	.131		9.532	.000		
	Frequently usage of social media sites	.036	.036	.071	1.001	.318	1.000	1.000
	Sex	.010	.068	.011	.153	.878	1.000	1.000

a. Dependent Variable: Preference for e-shopping

Table 9: *Collinearity Diagnostics*

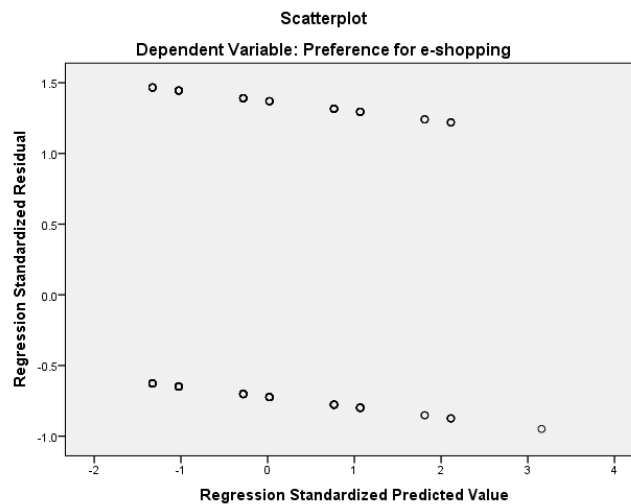
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Frequently usage of social media sites	Sex
1	1	2.820	1.000	.01	.02	.01
	2	.138	4.524	.01	.73	.26
	3	.042	8.160	.98	.25	.73

a. Dependent Variable: Preference for e-shopping

Table 10: *Residuals Statistics*

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.2995	1.4533	1.3450	.03428	200
Residual	-.45330	.70053	.00000	.47533	200
Std. Predicted Value	-1.328	3.159	.000	1.000	200
Std. Residual	-.949	1.466	.000	.995	200

a. Dependent Variable: Preference for e-shopping

Figure 1: *Preference for e-shopping*

Stepwise criteria are set in the "Option" field. We want to include variables in multiple linear regression model which increase the probability of F by at least 0.05 and exclude these in case if increase F by less than 0.1.

For auto-correlation Durbin-Watson test and collinearity diagnostics are included. While to test assumption of normality of residuals and homoscedasticity from the "Plots..." menu there is included a special plot. Time duration of this study is 21 June 2021 to 20 December.

Discussions & Conclusion

The first table in the output of SPSS shows the variable analysis. It turned out that sex and frequency of using social media sites is the useful to predict the preference of e-shopping. The second table tells about the overall fit statistics as well as the multiple linear regression model summaries. It is find out that adjusted R^2 of model is -0.005 with $R^2 = .072^a$. It means that linear regression explains 7.20% of the variance in the data. The Durbin-Watson $d = 1.975$. That is between two critical values of $1.5 < d < 2.5$.

Therefore, on the basis of these findings it is assumed that there is no first order linear auto-correlation in our multiple linear regression data.

F-test is the next output table in the SPSS. The linear regression's F-test has statistically significant variance in the dependent variable at the $p=0.6$ level, so we assume that model explains a high significant amount of variance in preferring e-shopping through social media sites like Facebook, Instagram and etc.

The next table demonstrates the multiple linear regression estimates including significant levels and intercept. In our analysis, we find highly significant preference of people for e-shopping but a non-significant intercept that we can interpret as: for every 1-visit increase for e-shopping per 200 respondents, we will see 0.036 of frequency of people using social media and 0.010 sex per 200 respondents. We can also see that sex (users of social media) that is inclination of females to e-shopping has lower impact than frequently usage of social media sites by comparing the standardized coefficients (beta 0.011 versus beta 0.071).

The information in the coefficients table also allows us to check for multi-collinearity in our multiple linear regression models. Tolerance need to be >0.1 (or VIF <10) for all variables, which they are.

On the basis of multiple linear regressions analysis and findings that there is no as such first order linear auto-correlation in our data. While F-test shows that as more people visit social media there is a high significant amount of variance in preferring social media networks for e-shopping. These visitors include significant amount of females but they has lower influence as compare to overall number using e-shopping. Therefore, it is obvious we can accept the hypothesis H_1 that if more no. of people use social media they will prefer about e-shopping.

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Conflict of Interest

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