

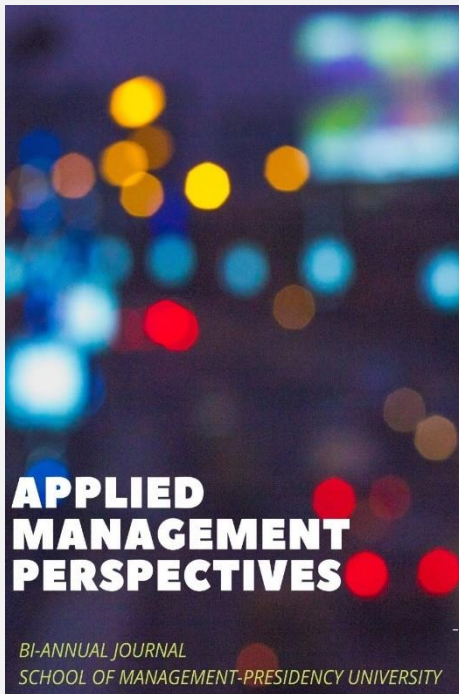
**ASSOCIATION BETWEEN SOCIO  
DEMOGRAPHIC VARIABLES AND  
SOCIAL MEDIA: A DESCRIPTIVE STUDY  
ON RETAIL CLOTHING ONLINE  
MARKETING IN BANGALORE**

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**ABSTRACT**

*The online world has become a new form of social networking and connects people between various online communities. Social media is dynamic and changes constantly. Understanding online customer decision-making processes is important from a strategic point of view. This study attempted to understand whether any association exists between socio demographic variables and using social media in shopping cloth online. Structured questionnaire was used as instrument for collecting primary data from 300 respondents in Bangalore, India. Respondents who were internet users or at least aware about social media marketing are the primary unit of analysis. Cross tabulation method was used to classify respondents using demographic variables and customer preference towards social media. The findings confirmed few associations between socio demographic variables and using social media in shopping cloth online. Moreover, the findings should assist the managers to segment consumers and picking the right segment for targeting which will indeed enhance the performance of social media marketing.*

***Keywords: Social Media; Socio Demographic Variables; Customer Preference; Cross Tabulation***

## 1. INTRODUCTION

The online world has become a new form of social networking and has connected people to various online communities in the past decade. Website, blog and open communities for social networking online offer a forum to impact consumer decision-making. The purchase of consumer goods can typically be influenced by social networks, such as groups or consumers (Solomon, Bamossy, Askegaard & Hogg, 2010). The online shopping encourages by supplying consumers with a variety of product options for searching, comparing and buying (Constantinides, 2004; Moon, 2004). On-line knowledge about the entire procurement system, which goes way beyond the purchasing process (Van den Poel & Buckinx, 2005), offers researchers new ways to consider customer decision-making behaviour (Bucklin et al., 2002). There is actually little information for internet users, and this research is an attempt to investigate this phenomenon. This study aims to understand the association between socio demographic variables and social media in shopping cloth online.

## 2. LITERATURE REVIEW

### 2.1 Consumer Decision Making

One of the key issues of consumer behavior is growth, implementation and use of customer

decision-making technologies (Moon, 2004). The theories about decision-making by consumers have evolved over time. The first theories were focused on the premise that people function entirely rationally in a retail situation in order to maximize their income (Schiffman & Kanuk, 1997), a pragmatic approach which was referred to as the economic viewpoint. This perspective proposes a rational decision-maker with clear choice and strong priorities. There is an important utility of increasing choices in the variety set. Every client should decide which option maximizes its utility and then prefers the correct solution. In this respect, total rivalry exists in places where customers make rational decisions.

### 2.2 Contextual factors impact online for decision-making

The literature describes a variety of contextual factors that affect the behavior of consumers online. Include: demographic (personal members, communities, comparison groups, socioeconomic and cultural classes) (Doyle, 1994); environmental factors, goods and services, platform characteristics, trader / intermediate characteristics, consumer experiences and web interaction (Constantinides, 2004). All these factors have an impact which makes online purchasing decisions so complex. In fact, the buying of a commodity is influenced for various reasons; it

is often related to the experience of the buyer. Socialization is one of the motivators of retail (Rohm & Swaminathan, 2004). Nevertheless, the social experiences of shopping are absent in the online world (Dennis et al., 2010; Hassanein & Head, 2007; Palmer & Koenig-Lewis, 2009) which is a challenge to online shopping.

### **2.3 Procedures for the purchasing of Judgements**

More recent research indicates that the cycle of purchasing purchase choices can be clarified by an awareness therapy strategy (Bettman, 1979; Howard & Sheth, 1969). The information is found, assessed and chosen by consumers. The evaluation process is constructive and shapes both the individual and the context in which decisions are made (Bettman, Luce & Payne, 1998). That differs from person to person and from situation (Xia & Sudharshan 2002).

### **2.4 Purchase behavior Variations**

Assael (1995) and Kotler (2003) classified the purchasing behaviour of four towns according to the existence and the differences between goods, the quality of the service and buying speed. The buying activity thus affects the customers as well as the buying environment. Different products have different amounts of difficulty. If you have a number, more complex, and less costly criteria to increase conflicts between alternatives, or if you have a higher level of risk associated with

them, then you may add more complexity to the choice. There were also several studies about the complexity of the method of buying, the challenges of measuring the significance of different attributes, the value of certain attributes and the narrower specific collection of attributes between choices (Payne, Bettman & Johnson, 1991).

### **2.5 Demographical Approach**

To order to better explain each group's behavior, demographic factors are used to identify consumers. The compartment in demographics (Mittal & Kamakura, 2001; Ranaweera, McDougall & Bansal 2005) and purchase behavior can also be further defined by the Internet usage behavior (Korgaonkar & Wolin, 1999). Sex, which was extensively researched with respect to purchasing compartment, is one of the categories that have attracted academic study. Although there is no discrepancy between genders from existing Internet figures and online shopping, such as that of the ITU and Eurostat, the literature on genders explicitly indicates that knowledge on the mechanism is different in males and females (Meyers-Levy & Mahreswaran, 1991; Meyers-Levy & Sternthal, 1991). Different styles of data processing have different effects on search and evaluation processes. Biological factors have also been shown to influence the effects of gender differences on consumer trust and decision-

making (Riedl, Hubert & Kenning, 2010). Age is an important factor in the acceptance of technology by the user, in addition to gender (Venkatesh et al., 2003). Such two demographic variables were used as monitoring variables of the purpose of buying (Pavlou, Liang & Xue, 2007).

### **3. OBJECTIVES**

1. To understand whether demographic variables have role in making decision towards social media for purchasing cloth online.
2. To investigate the buying behaviors of consumers in making decision process towards social media for purchasing cloth online.
3. To rank the apparel vis-a-vis other product buying through 1 clothing bought online.

### **4. RESEARCH DESIGN**

**Research Instrument:** A questionnaire was designed to measure the preference of customer towards social media marketing. The questionnaire consists of two parts; Section A is on demographic variables such as age, profession, gender, qualification, monthly income etc. Section B consists 10 items on customer preference towards social media.

**Sample Size and Sampling technique:** In this study sample size was 300 which was determined statistically through pilot survey. Convenience sampling technique was commissioned to gather data from each respondent residing in Bangalore and in this study unit of analysis was an individual who are internet users at least aware about social media marketing.

**Database:** Data were gathered from 300 respondents and the data file was created. It consists of 300\*10 data points.

**Method:** Cross tabulation method was used to classify respondents using demographic variables and customer preference towards social media.

## 5. RESULTS AND DISCUSSION

**Table 1: Age of Respondents using Social Media in Shopping**

Age	Frequency	Percent	Valid Percent	Cumulative Percent
15-19	20	6.6	6.6	6.6
20-29	140	46.7	46.7	53.3
30-39	50	16.7	16.7	70
40-49	60	20	20	90
50-59	30	10	10	100.0
Total	300	100.0	100.0	

Table 1 shows that maximum 46.7% of the respondents under the age group of 20-29 using social media while only 6.6% of the respondents

under the age group of 15-19 use social media for purchases. This means that majority who use social media fall in the age group of 20-29.

**Table 2: Profession of Respondents using Social Media in Shopping**

Profession	Frequency	Percent	Valid Percent	Cumulative Percent
Student	50	16.7	16.7	16.7
Service	130	43.3	43.3	60
Business	60	20	20	80
Professional	25	8.3	8.3	88.3
House Wife	35	11.6	11.6	100.0
Total	300	100.0	100.0	

In case of profession 43.3% of respondents under service use maximum social media for their decision making process for shopping retail

clothing while only 11.6 % of respondent who is housewife depend heavily on social media for decision making for shopping (Table 2).

**Table 3: Table showing Gender of Respondents using Social Media in Shopping**

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	200	66.7	66.7	66.7
Female	100	33.3	33.3	100.0
Total	300	100.0	100.0	

From Table 3 we understand that 66.7% of the respondents who use social media are male and 33.3% of the respondents are female.

**Table 4: Qualification of Respondents using Social Media in Shopping**

Qualification	Frequency	Percent	Valid Percent	Cumulative Percent
SSC or Below	55	18.3	18.3	18.3
HSC	20	6.6	6.6	25
UG	45	15.0	15.0	40
PG	60	20	20	60
Others	120	40	40	100.0
Total	300	100.0	100.0	

The above Table 4 represents that 20% of the respondents who use social media for decision making are post graduates while only 18.3% of them are SSC or below qualification. This

indicates that majority of the respondents who depend on social media are well-educated having post – graduate qualification

**Table 5: Monthly Income of Respondents using Social Media in Shopping**

Monthly Income	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 20,000	120	40	40	40
20,000-40,000	35	11.7	11.7	51.8
40,000-60,000	55	18.3	18.3	70.1
60,000-80,000	60	20	20	90
80,000-1,00,000	20	6.6	6.6	90
1,00,000 and above	10	3.4	3.4	100.0
Total	130	100.0	100.0	

In case of income 20% of respondents who use social media for decision making fall in the income group of 60,000 to 80,000 monthly

income while only 6.6 % of respondents fall in the income group of 80,000 to 100,000 (Table 5)

**Table 6: Marital Status of Respondents using Social Media in Shopping**

Marital Status	Frequency	Percent	Valid Percent	Cumulative Percent
Married	210	70.0	70.0	70.0
Single	90	30.0	30.0	100.0
Total	300	100.0	100.0	

The above Table 6 reveals that 70% of respondents are married while only 30% of

respondents are single who use social media marketing for their decision making

**Table 7: Family Type of Respondents using Social Media in Shopping**

Family type	Frequency	Percent	Valid Percent	Cumulative Percent
Nuclear	200	66.7	66.7	66.7
Joint	100	33.3	33.3	100.0
Total	300	100.0	100.0	

Table 7 illustrates 33.3% of the respondents live in joint family while 66.7% of the respondents live in nuclear family are the vivid users of social

media for decision making in purchase of retail clothing.

**Table 8: Number of Respondents use of Social Media for decision making**

	Frequency	Percent	Valid Percent	Cumulative Percent
Frequently (once a week)	2	.7	.7	.7
Regularly (at least once a month)	6	2.0	2.0	2.7
Occasionally (once in 2-4 months)	14	4.7	4.7	7.3
Rarely(once in a year)	28	9.3	9.3	16.7
According to the need	170	56.7	56.7	43.3
Never	80	26.7	26.7	100.0
Total	300	100.0	100.0	

Table 8 demonstrates that 56.7 % of the respondents use social media according to the need while 26.7% of the respondents never use social media for decision making. This confirms

that majority of the respondents use the social media platform for decision making for their purchases.

**Table 9: Sources used for gathering information about retail clothing**

Social media networking sites	Frequency	Percent	Valid Percent	Cumulative Percent
1 Missing System	80	61.5	61.5	61.5
Total	50	38.5	38.5	100.0
Product Catalogs	130	100.0	100.0	
Product Catalogs	Frequency	Percent	Valid Percent	Cumulative Percent
2 Missing System	13	10.0	100.0	100.0
Total	117	90.0		
	130	100.0		



**Table 9.1 Friends and Family**

Friends and family	Frequency	Percent	Valid Percent	Cumulative Percent
3	42	32.3	100.0	100.0
Missing System	88	67.7		
Total	130	100.0		

**Table 9.2 Company Website**

Company Website	Frequency	Percent	Valid Percent	Cumulative Percent
4	30	23.1	100.0	100.0
Missing System	100	76.9		
Total	130	100.0		

**Table 9.2 Blogs**

Blogs	Frequency	Percent	Valid Percent	Cumulative Percent
5	5	3.8	100.0	100.0
Missing System	125	96.2		
Total	130	100.0		

**Table 9.3 Product Reviews in the Print Media**

Product Reviews	Frequency	Percent	Valid Percent	Cumulative Percent
6	19	14.6	100.0	100.0
Missing System	111	85.4		
Total	130	100.0		

**Table 9.4 Advertisements (Print and Broadcast)**

Advertisements	Frequency	Percent	Valid Percent	Cumulative Percent
7	32	24.6	100.0	100.0
Missing System	98	75.4		
Total	130	100.0		

**Table 9.5 Promotional E-mails**

Promotional E-mails	Frequency	Percent	Valid Percent	Cumulative Percent
8	15	11.5	100.0	100.0
Missing System	115	88.5		
Total	130	100.0		

**Table 9.6 Online Advertisements**

Online Advertisements	Frequency	Percent	Valid Percent	Cumulative Percent
9	37	28.5	100.0	100.0
Missing System	93	71.5		
Total	130	100.0		

**Table 9.7 Others**

Others	Frequency	Percent	Valid Percent	Cumulative Percent
10	8	6.2	100.0	100.0
Missing System	122	93.8		
Total	130	100.0		

The above Table 9 reflects that 61.5% of the respondents use social media networking sites while only 3.8% of the respondents prefer Blogs and 10% of the respondents use product

catalogue as sources to gather information about various products. This shows that majority of the respondents use search engines as source to gather information about various products.

**Table 10: Payment Mode normally adopted in Internet Shopping**

Payment Mode	Frequency	Percent	Valid Percent	Cumulative Percent
Credit Card	15	11.5	11.5	11.5
Debit Card	23	17.7	17.7	29.2
Net Banking	9	6.9	6.9	36.2
Cash on Delivery	83	63.8	63.8	100.0
Total	130	100.0	100.0	

Table 10 displays that 63.8% of the respondents prefer cash on delivery while only 6.9% of the respondents prefer to use net banking as a

payment mode in internet shopping. This shows that majority of the respondents prefer cash on delivery as a payment mode in internet shopping

**Table 11: Ranking Preferences of retail clothing bought Online**

Rank	Frequency	Percent	Valid Percent	Cumulative Percent
1	13	10.0	10.0	10.0
2	5	3.8	3.8	13.8
3	24	18.5	18.5	32.3
4	12	9.2	9.2	41.5
5	20	15.4	15.4	56.9
6	15	11.5	11.5	68.5
7	11	8.5	8.5	76.9
8	17	13.1	13.1	90.0
9	12	9.2	9.2	99.2
10	1	.8	.8	100.0
Total	130	100.0	100.0	

Table 11 expresses that 18.5% of the respondents have given 3<sup>rd</sup> rank to retail clothing purchase through online. This means apparels are also most frequently bought category of product through internet shopping.

## 6. CONCLUSION

This study attempted to understand whether any association does exist between socio demographic variables and using social media in shopping cloth online. The result suggests that the preferences of buying cloth online varies from one consumer to another based on socio demographic variables. Findings should assist the managers to segment consumers and picking the right segment for targeting which indeed enhance the performance of social media marketing.

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