SYNOPSIS OF THE THESIS

Influence of Internet and Social Media on Purchase Decision among Teenagers

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1. Introduction:

People use to communicate with each other with various means without any language in prehistoric era. As the world evolved the needs of language arouse and hence various tools came into existence. The latest and the most advanced means of communication is Internet. Amongst internet again various tools and means are there but the latest is the social media platform clubbed with e-commerce.

The rapid emergence of the Social Media and Networking sites as a medium of communication has played a vital role in the purchase related decision and has changed the way consumers buy both in Quantity and Quality. With changing family demographics in the globalized world, children are playing an important role in decision making today. Today children are not passive users but influential buyers and are socialized into this role from an early age. Though research has been done in the West on socialization of children, the research in India is still lacking on the topic (Kaur and Singh, 2006)

Research on children as consumers had started way back in 1960s but it was only in 1970s that it gained visibility in the marketing world. Ward (1974) gave one of the first definitions of *"Consumer Socialization of children as processes by which young people acquire skills, knowledge and attitudes relevant to their functioning as consumers in the market place".* Over the years two major classes of influence have been identified for socialization process: cognitive factors and environmental factors (Haynes et al, 1993). The cognitive factors are usually age related and environmental factors include agents like family, mass media and peers. Consumer socialization, is defined as the processes by which young people acquire skills, knowledge and attitudes relevant to their functioning as consumers in the marketplace (Ward, 1974), provides a more complete framework for understanding the development of consumption symbolism.

Children acquire consumer behavior norms through observation. Like Shopping together with family (Consumer Socialization).Copying elders and their behaviors (Modeling).Peer Group (friends, classmates) also plays a major role. A study by Nickelodeon (2013) states that power of kids influence over purchasing decisions has increased significantly over the years and decision making among families is collaborative.

Earlier Families were considered to be a reliable source of information, along with other mode of communication .First, it was radio then came television and now it is the Internet

which has taken the world by storm in terms of communication and also acts as perfect platform for buying and selling goods and products of all types. Internet usage has increased tremendously in last few years and the penetration rate has also gone up significantly.

Asia has the highest of world population of around 54.9% of the rest of the world and so is the % usage of internet in this region which is 53.4% which is significantly the highest among the rest of the 6 continents. With the growth of Internet the consumer behaviors shows a rapid shift .People check internet first and then decide what to buy. The Rapid emergence of the Social Media and Networking sites as a medium of communication has played a vital role in the purchase related decisions and has changed the way consumers buy both in Quantity and Quality.

Social media are defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content" (Kaplan and Haenlein 2010, p. 61).Social Media tools such as Facebook, Twitter, you tube, Pin interest, or Instagram have large pool of prospective young consumers say teenagers and they are growing every day.

Teenagers are also called ″ *net generation or cyber-teens'*, due to higher use of internet and fast adoption of technology in this age group (Lee, 2003, Ward, 1974). Youngsters use Internet as platform to interact in a better way or to improve daily life activities. As the usage of internet is growing among the teens, the influence of social media & internet is on a high. Internet provides easy accessible information and thus has altered the way purchase decisions are made in families these days. Research indicates that teenagers are more into usage of internet & social media for purchase related decision.

The IT revolution has completely changed the way consumer buys certain products and has greatly influenced the consumer behavior. Now everything is available at click of a button to the prospective customers and thus the extent with which internet & social media are involved in decision making by teenagers, as they are highly influenced by various social media tools and also the internet usage in tier 2 cities like Patna and Ranchi is studied in this research. The high usage of various social media in past one year time, when world has gone a significant change in use of internet and digitalization across the globe shows an considerable increase in usage and digitalization of economies due to the current pandemic

The marketing area has also expanded and changed a lot since the advent of social media.

There has been a wide range of literature survey on pertinent topics of research. There are a numerous literatures on how children become consumers and the main agent of socialization. The electronic technology is different to traditional mass media because of its interactive ability, that is, the possibility of users interacting with a machine, virtual communities and individuals, globally (Hoffman & Novak, 1996; Shih, 1998; Steuer, 1992).Thus the impact of the internet as a socialization agent has been less examined in academic literature. Apart from this there is a number of works that is done on children socialization but few works has been done on teenagers in India especially East Indian teenager studies are very few and no in depth study has been done in this regards.

2. Research Motivation:

The rise of social media and Networking sites are at its peak level and is effecting all age group in different ways .The role of internet and social media has changed the marketing of products at various levels differently and hence it also effects the purchase decision making ability of the teenagers who are not only the future but also the present consumers who have good and reasonable influence on family purchase decisions. Hence, this has motivated me to undertake this study.

India has a population of 1.136 billion and 31% of the population comprises of young consumers below 15 years of age and have $10.5 billion spending power which is rising @12% per annum (Adya Sharma, Vandana Sonwaney, 2014).Consumer use internet to accesses updated and transparent information on price, availability of product, features &specification and so on. Consumers want to make sure that they are making the correct choice and thus internet becomes the obvious choice for the same. As per recent BCG surveys, as much as 15% of urban consumers check for information online before making purchase. They set the trend and influence family and friend in purchase related decision. (Source: BCG report, 2015)

Internet penetration in India is driven largely by mobile phones, with some of the cheapest and most basic handsets today offering access to the internet. India has 110 million mobile internet users of which 25 million are in rural India (approx. 22.7%).which is fairly low when compared to urban cities internet usage. The growth of internet penetration in rural India is driven largely by the mobile phone; 70% of rural India's active internet populations access

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the web via mobile phones. This may have to do with the difficulty in accessing PCs due to cost .42% of rural India's internet users prefer using the internet in local languages. The high prevalence of content in English is a hurdle for much of rural India. (Source: Internet and Mobile Association of India (IAMAI) and IMRB International, 2014)

College-goers remain the largest users of the internet in India, followed by young men.70% of online youth in India spend more than 5 hours on the internet in a normal week. Internet access is still predominantly desktop based (41%), however, 36% use laptops and 27% use Smartphone. Facebook is by far the most popular site used (93%), followed by YouTube (87%) and WhatsApp (79%). 10-12 year old social account users report higher daily access to Snapchat, Pinterest,Tinder, Tumblr, and Vine than their teen counterparts, even though the minimum age to register to these social networking sites is 13 years. (Source: Internet & Social Media Usage among youth in India: MacAfee Report).

Teenagers are also called " net generation or cyber-teens', due to higher use of internet and fast adoption of technology in this age group (Lee, 2003, Ward, 1974). Youngsters use Internet as platform to interact in a better way or to improve daily life activities (Damer, 1998). Young people use internet 38% more than adults. Teenagers spend less time in front of T.V. and more time on internet as compare to adults (Forrester Research, 2000).

The Rapid emergence of the Social Media and Networking sites as a medium of communication has played a vital role in the purchase related decision and has changed the way consumers buy both in Quantity and Quality. Social Media such as Facebook, Twitter, LinkedIn or Instagram have large pool of prospective young consumers say teenagers and they are growing every day.

As the usage of internet is growing among the teens, the influence of social media & internet is on a high. Internet provides easy accessible information and thus has altered the way purchase decisions are made in families these days. Researches indicate that teenagers are more into usage of internet & social media for purchase related decision. Both generations agree that teens know more about the Internet than their parents do the findings and that older children have significantly more influence than younger ones in family purchase decisions (Atkin, 1978; Beatty and Talpade, 1994; Beneke et al., 2011; Darley and Lim, 1986; Hansen et al., 2002; Jenkins, 1979; McNeal, 1969; Mehrotra and Torges, 1977; Nelson, 1978, Rust, 1993; Swinyard and Sim, 1987; Ward and Wackman,1972).

In this research topic we shall explore as to what degree is internet & social media involved

in decision making by teens and do parents get influenced by teens and also the internet usage in cities like Patna and Ranchi.

3. **Review of Literature:**

Literature Review of academician, scholarly research journal, articles etc. work as an important part of any research project, a good quality literature review forms a strong foundation, based on which information in the selected area can be extra built and extended. It recognizes the areas where further research is essential and unlocks the opportunities to expand, approve, simplify or match earlier research results and conclusions. An extensive literature review has been carried out wrapping the area of study which is provided in the following sections, leading to the section on Research Gaps identified. Care has been taken to ensure that the review is not restricted by narrow geographic boundary to any country or region. Stress has been given to more recent publications in reputed international journals, as they in turn have reviewed previous work and have built on past work. The review was however restricted to publications in English language only. Literature survey helps researcher in maintaining continuity of research. It also acts as a guide, avoiding repetition and often identifying gaps. However, some research identifies the gaps due to commercial situation in the country or area. With a growing online market, work to make the marketing effort more effective is essential in India. This will help to continue the growth story. The value addition, of online retailing has to be conserved. The present research aims to provide pointers to online marketers to identify the marketing efforts and thus help the society by continuity of a service, and help in growth and development. In the development, several researchers were studied. They were focused in one or few aspects of marketing strategy. These are discussed in this chapter

a. <u>**Children and consumer socialization**</u>

An extensive literature survey has been carried out on relevant research in the domains of Consumer Socialization, online consumer behavior, factors affecting online consumer behavior among the children with respect to gender, extent of influence of children in family purchase decision, difference between online and offline shopping behavior, , consumer

perceptions and behavior with respect to online commerce. As online retail are global in its presence and can cross the boundaries that divide the globe, international studies are also relevant as they gave perspective and insight on methodology applied in the research. The role of the children's in family buying decision making is changing day by day. The reason behind may be that there are fewer children in the family thereby influence of the teenagers in the purchase decision process is high. In rural India, the teenagers have added influence on buying decision making of the family because of its better exposure to education and access to the latest information. Children are a very important target market for the marketers worldwide.

Children are considered to be powerful influencers of their parents' consumption as well as consumers with a considerable direct consumption of their own (Andersen et al.,2008). Researches show that children have influencing power for almost all product categories. Whether the product is for child's own use or the product is for family use, a child has a very strong influencing power (Belch et al., 1985). According to McNeal and Yeh (1997), children influences the three markets: current market spending of their own money in order to satisfy their own needs and wants, an influential market attracting a substantial amount of parental expenditure, and a future market that eventually will constitute all the customers for a firm's services. Indian children are also gaining such marketing power because India has a very large population of children in the world and their influence in growing in leaps substantially. India's population of 1,210.19 million at the end of 2011 (Census of India, 2011); among which 362.87 million (31.1%) are under Research shows that family decision making has been largely confined to spouses; they have been considered as dominant decision-making units in the family. However, the influence of family members such as children in decision making should be studied. (Kaur and Singh, 2006). Children's influence on family purchases is directly dependent on the cultural environment of the family and the individual (Guneri, Yurt, Kaplan, & Delen, 2009). According to Haynes, Burts, Dukes and Cloud (1993), the socialization agents for children can be attributed to important attributes i.e. the cognitive factors and the environmental factors (Haynes et al., 1993). Cognitive factors are age and gender-related. Environmental factors: family, media and peers. Parents have been identified as a primary source of socialization (Chaudhary & Gupta, 2014; Moschis & Churchill, 1978; Sharma, 2017; Szybillo & Sosanie, 1977; Thaichon, 2017). Parents' influence the consumer socialization process of their children in several ways (Ward, 1974). Like parents, friends and peer group also impacts a child's consumer socialization (Mascarenhas & Higby, 1993;

Moschis & Churchill, 1978). Television and the internet are other important sources of consumer socialization for kids. Socialization is more when the child's media interaction is high (Chaudhary, Ghouse, & Durrah, 2018; Moschis & Churchill, 1978; O'Guinn & Shrum, 1997).Fotis,et,al(2012,p1) reminded that De Valck,et al (2009) suggested that 'the virtual communities are becoming important networks of consumer knowledge that influence consumer behaviour'.Moreover,Wertine and Fenwick(2008 p31-35) added that "consumers are more likely to be participating than watching 'stating that there has been a shift in consumer behaviour from being "consumer as viewers than consumer as participants'. Consumer purchase decision appears thus to be influenced by social media in its different stages.

b. Children's Influence &Products categories:

Researchers have studied that for almost all product categories, children have an important role (Akter, 2017; Martensen & Gronholdt, 2008). Children have high influence in purchase of product for which they will be the primary consumer, like breakfast cereals, snack foods, toys, children's clothes and school supplies (Mangleburg, 1990). Children may have less influence on the products which require large money transactions like television, refrigerator, car (Mangleburg,1990).Children's influence in the family buying process also varies across decision stages. Buying process has three stages: problem recognition, search for internal and external information and final decision (Davis & Rigaux, 1974). Problem recognition is the stage of need identification. Needs usually arise because of some problem, for example, your new water bottle is lost and you need to buy a new one. Second stage is search for internal and external information. In this stage, you start to search and gather information about potential product choices. And the last stage you decide to buy or not to buy the product you evaluated.

c. Young Consumers and its market segmentation:

Market segmentation plays essential role on understanding the behavior of people's interests in purchasing various products and services through various channels (Afjeh 2526& Darvishi, 2014). A number of researches have sought to segment consumers using their motivations for shopping. Such consumer profiling provides deep insights into the consumer psyche and subsequently into retail strategy formulation (Bloch, Ridgway, & Dawson, 1994; Reynolds &

Beatty, 1999).Dolničar (2004), conclude that there is no single best way to segment markets. Much research indicates that there are different people within the segmented groups (Rotfeld, 2007). In another exhaustive study by Dolničar (2004), different market segmentation approaches are discussed using the building blocks of data-based and common sense segmentation. Traditionally organizations used socioeconomic and demographic variables to segment markets. Some researchers segment the market on gender, (Baloglu & Shoemaker, 2001; Kim, Lee, & Klenosky, 2000), income, (Kozak, 2002), region (Yuan & McDonald, 1990), motives, (Baloglu & Shoemaker, 2001). Being within the same age group does not mean that they are homogeneous who have the same preferences. Babin, Darden, and Griffin (1994) in their research had segmented consumers on the basis of their perceived personal shopping value. Some others have investigated the varied reasons people go shopping and focused on developing some taxonomy of shoppers based on their hedonic shopping motivations (Arnold & Reynolds, 2003; Holbrook & Hirschman, 1982). Few researchers have attempted to segment consumers on the basis of their decision-making styles (Lysonski, Durvasula, & Zotos, 1996; Sproles & Sproles 1990; Sproles & Kendall, 1986). The most identified decision-making styles in which consumers engage in shopping are rational, brand conscious,quality conscious and impulsive shopping. Regarding children market which is getting bigger and influential, it is traditionally classified according to age. With age "children develop abilities to go beyond perceptual appearances to think more abstractly about their environment and acquire information processing skills (John, 1999). Familiar groupings have been 7-10 years "tweens", 11-13 years "young teenagers", 14-16 years "teenagers" and 16+ years "young adults" (Spero & Stone, 2004). Teen aged children are somewhere in between childhood and adulthood and the transition is not very simple to understand. As child moves away from childhood he/she will experience more emotional, economic and residential freedom (Jekielek & Brown, 2005). According to Shim and Koh (2004) in their study of profiling adolescent consumer decision-making styles based on their socialization divides young consumers as value-maximizing recreational shoppers, brand-maximizing non-utilitarian shoppers and apathetic shoppers. A very interesting study by Mees (2006) .India has a very huge young population. India is home to the largest number of children in the world (UNICEF, 2011). In developing countries, the corporations are experiencing the influence of children in family purchases. India particularly has seen a rapid shift in the international marketplace with increasing disposable incomes, changing living standards and very active traditional and new media revolution. Practioners may feel the need to be more creative (Wimalasiri, 2004). Marketers need an extensive analysis of a

child's psychology and especially to categorize children into more relevant categories. Yet, there is hardly any empirical exploration into profiling children.

There are a numerous literatures on how children become consumers and the main agent of socialization. These are family, peers, school, and mass media (Martin & Bush, 2000; Moschis & Churchill, 1978; Roedder-John, 1999). This electronic technology is different to traditional mass media because of its interactive ability, that is, the possibility of users interacting with a machine, virtual communities and individuals, globally (Hoffman & Novak, 1996; Shih, 1998; Steuer, 1992). Thus the impact of the internet as a socialization agent has been less examined in academic literature.

This brings us to a conceptual framework for our study as seen below Fig:1. Traditional learning theories of socialization assumed that a developing child is a passive recipient who is non-reactive in the learning process, and to the exposure to the socializing agent, such as media, directly influences attitudes (Moschis and Churchill 1978, Villiani2001).There are various channels that help in the developing a consumer e.g. Parents, Peer group, Shopping Malls, Internet and Social media both real and virtual that influence a developing consumer. The Internet allows the teenagers to participate in the learning process; users are able to assimilate their understanding by trying things out. Thus, the researcher is of the opinion that with growing digitalization in our country and with high numbers of youth that forms a major part of teenager population in the country a study should be done with the purpose of increasing our understanding of *why* adolescents use the Internet and to explore the role of Internet and social media as a socialization agent. We see that the social learning theory provides a strong theoretical framework to understand teenagers wherein teenagers learn to become a consumer; this framework needs to be updated to include unique aspects of learning through the Internet. The urban cities have shown a remarkable growth in terms of digitalization .Specially during covid times when everything has gone online. The study provides empirical evidence relating to teenagers' perceptions and behavior in the virtual world on Internet as consumers, which remain under-research in the marketing literature.

4. Conceptual Framework based on Literature review and Research gap:

The phenomenon of consumer socialization in teenagers along with consumer decision process is a complex process and is vast in nature. The close study of literature review reveals that it involves a number of stages wherein the journey of how a teenage consumer is socialized and involves a number of factors that affect its socialization and is primarily

involved in decision making pattern of Indian Teenagers. These various socialization agents namely Age, Gender, Residing Place, Types of Product and services involvement along with influence of Parents, Peers, Newspapers, Radio, Internet and the recent and the most trending channel in line is the Social Media on the purchase decision in both the cities .All these agents are vastly studied except for social media which is comparatively a newer channel of socialization among the teenagers .The other agents of socialization have been studied primarily over decades now.

Traditional learning theories of socialization assumed that a developing child is a passive recipient who is non-reactive in the learning process, and to the exposure to the socializing agent, such as media, directly influences attitudes (Moschis and Churchill 1978, Villiani2001).There are various channels that help in the developing a consumer e.g. Parents, Peer group, Shopping Malls, Internet and Social media both real and virtual that influence a developing consumer. The Internet allows the teenagers to participate in the learning process; users are able to assimilate their understanding by trying things out. Thus, the researcher is of the opinion that with growing digitalization in our country and with high numbers of youth that forms a major part of teenager population in the country a study should be done with the purpose of increasing our understanding of *why* adolescents use the Internet and to explore the role of Internet and social media as a socialization agent. We see that the social learning theory provides a strong theoretical framework to understand teenagers wherein teenagers learn to become a consumer; this framework needs to be updated to include unique aspects of learning through the Internet. The urban cities have shown a remarkable growth in terms of digitalization .Specially during covid times when everything has gone online. The study provides empirical evidence relating to teenagers' perceptions and behavior in the virtual world on Internet as consumers, which remain under-research in the marketing literature. Less study has been conducted on teenagers especially in India. Influence of medium of communication has been discussed mostly in relation to TV& advertisements. Very few studies which discuss the "consumer socialization" process with reference to Internet and Social Media .Very few studies which study gender roles in Internet or on purchase behavior. Thus the impact of the internet as a socialization agent has been less examined in academic literature. I propose to study the consumer socialization process via internet and social media amongst teenagers**.**
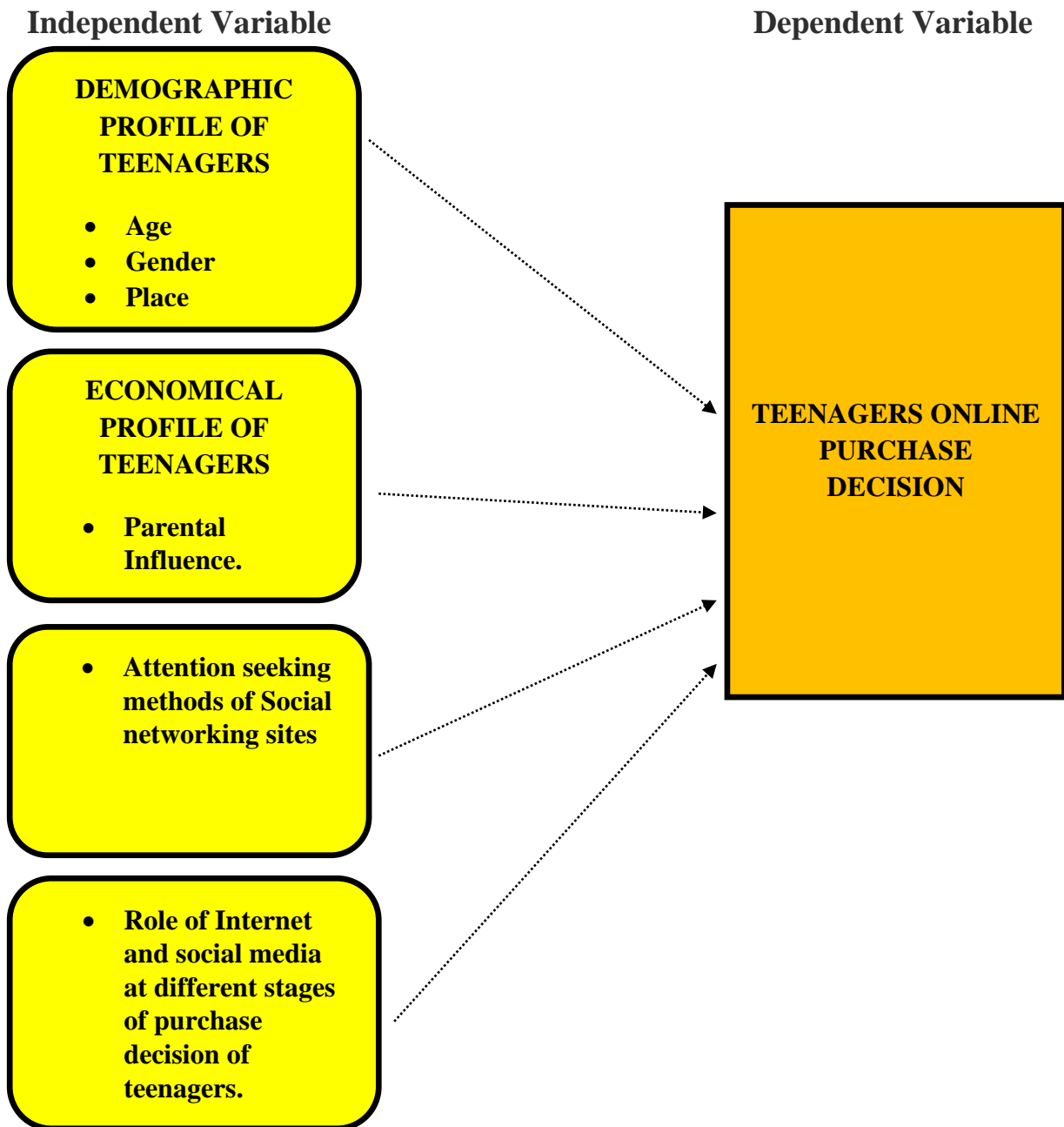
Independent Variable   **Dependent Variable**

DEMOGRAPHIC PROFILE OF TEENAGERS

- Age
- Gender
- Place

ECONOMICAL PROFILE OF TEENAGERS

- Parental Influence.

- Attention seeking methods of Social networking sites

- Role of Internet and social media at different stages of purchase decision of teenagers.

TEENAGERS ONLINE PURCHASE DECISION

Figure 1: CONCEPTUAL FRAMEWORK OF THE STUDY

5. RESEARCH OBJECTIVES:

A thorough review of literature has been done; the undertaken study proposes to achieve the objectives as indicated below:

1. To identify the frequency of internet usage and social media for purchase decision across age.
2. To identify the various attention seeking methods of SOCIAL Networking Sites on purchase decisions of teenagers across age.
3. To identify effect of gender on teenager's and factors influencing purchase intentions.
4. To identify the effect of places in purchase decision of teenagers.
5. To identify level of product involvement that affects purchase of products online and does annual income of parents have effect on online shopping factors.
6. To identify the Internet and social media tools as Purchase Influencer.

6. RESEARCH HYPOTHESIS :

In order to achieve the desired objective study assumes the following main hypotheses as follows. Based on the objectives the following set of 4 hypotheses have been framed, to achieve the objectives mentioned above, which will be tested and conclusions will be drawn on the basis of the test results. The hypotheses are as follows and were tested. The Null Hypotheses adopted for the research study are as follows:

H_{01}: There is no significant difference in the frequency of usage of social media for purchase decision across "age".

H_{02}: Attention seeking methods of Social Networking Sites has no significant effect on purchase decision across ages.

H_{03}: There is no significant effect of gender on teenager's varied reasons for online purchase decision.

H_{04}: Place will have no significant effect on purchase decision and will depend on role of social media on purchase decision of teenagers online.

7. RESEARCH METHODOLOGY:

Before undertaking the final study a pilot study was conducted comprising of around 40 students. The pilot study was conducted using survey method wherein questioner was distributed among the students of age group 13-19, the students were mostly of classes 7-12.This was done to identify problems, establish reliability of the proposed questioner for the survey that would be undertaken for larger group.

Then after the pilot study was conducted and the questioner was validated, primary data was collected via survey through a structured questioner consisting of 19 items for final survey .Five point Likert scale has been used to identify factors mentioned in hypotheses. Secondary data was collected through various publications as mentioned in references.

This research is a Descriptive cum casual research as it finds the impact of factors affecting purchase decision. Causal research is a conclusive research where the major objective is to obtain the evidence regarding the cause-and-effect (causal) relationship (Malhotra& Dash, 2010).Qualitative data was obtained using personal interviews with parents online. Teenagers belonging to the city of Patna (Bihar) and falling in age group 13 to 19 .Along with teenagers of Ranchi (Jharkhand) city falling in the same age group is considered as the target group and forms the population for the study. The sample size consisted of 330 teenagers belonging to Patna and Ranchi cities..It includes any male or female who has completed 13 years but not 20 years of age. Uses internet or social media for at least 1 hour per day (on average) has access to internet connected via desktop / laptop or Smartphone these three are essential things to be part of the sample. Non-probability sampling was done to collect the data from teenagers' students of age group 13-19 years from both Patna and Ranchi. Cooper et al. have described non-probability sampling as arbitrary and subjective (Cooper et al., 2013). The sample was selected subjectively, so when it is done with a pattern or scheme in mind. Purposive sampling was adopted to select respondents from the teenager's categories aged 13-19 years. Designed to achieve a sample that will suffice the research question. Sampling to achieve comparability across different types of cases on a dimension of interst.Data collection process was conducted between February 2019 - March 2020.

Chi-square test: A chi-squared test (symbolically represented as χ^2) is basically a data analysis on the basis of observations of a random set of variables. Chi -square a statistical method assessing the goodness of fit between a set of observed values and those expected

theoretically. Usually, it is a comparison of two statistical data sets. This test was introduced by **Karl Pearson** in 1900 for categorical data analysis and distribution. So it was mentioned as **Pearson's chi-squared test**. The chi-square test is used to estimate how likely the observations that are made would be, by considering the assumption of the null hypothesis as true.

$$X^2 = \sum \frac{(\text{Observed value} - \text{Expected value})^2}{\text{Expected value}}$$

Or

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

where O_i is the observed value and E_i is the expected value.

Cross tab: A cross tabulation (or crosstab) report is used to analyze the relationship between two or more variables. The report has the x-axis as one variable (or question) and the y-axis as another variable. This type of analysis is crucial in finding underlying relationships within the survey results or any type of data.

ANOVA: Developed by Ronald Fisher, ANOVA stands for Analysis of variance**.** Like other types of statistical tests, ANOVA compares the means of different groups and shows you if there are any statistical differences between the means. ANOVA is classified as an omnibus test statistic. This means that it can't tell you which specific groups were statistically significantly different from each other, only that at least two of the groups 'were. It's important to remember that the main ANOVA research question is whether the sample means are from different populations.

7.1 Sampling Frame & Unit: Sample selection followed some mandatory criteria of inclusion. These are as follows:

Any male or female who has completed 13 years but not 20 years of age.

 Uses internet or social media for at least 1 hour per day (on average) **.**

Has access to internet connected desktop / laptop or Smartphone.

The sample unit comprised of the below listed ten schools from both the target cities. These schools were selected on basis of an article posted in leading newspaper which had done a

survey on top schools of Patna and Ranchi. (Source: List of top 10 schools in Patna and Ranchi (jagranjosh.com))

CITY	Schools	Class 7	Class 8	Class 9	Class 10	Class 11	Class 12	Total	Surveyed students	Valid Responses Registered
PATNA	D.P.S East	7	7	7	7	7	7	42	246	207
	St.Xavier School	7	7	7	7	7	7	42		
	D.A.V Public school	6	7	6	7	7	6	39		
	St.Michael school	7	7	6	7	7	6	40		
	Loyola High School	7	7	7	7	7	7	42		
RANCHI	D.P.S Ranchi	7	7	7	7	7	6	41	154	130
	D.A.V Shymali	7	7	7	7	7	6	41		
	D.A.V Hehal	7	7	7	6	7	5	39		
	Surender nath Centerary	7	7	6	7	7	6	40		
	Army School, Bariyatu	5	6	5	6	6	6	34		
TOTAL									400	337

Table 1: Sampling unit of target cities

7.2 Sample Size:

The sample size (n) is calculated according to the formula:

1. $n = z^2 * p * (1 - p) / e^2$

2. n (with finite population correction) $= [z^2 * p * (1 - p) / e^2] / [1 + (z^2 * p * (1 - p) / (e^2 * N))]$

Where:

n is the sample size,

z is the [z-score](#) associated with a level of confidence,

p is the sample proportion, expressed as a decimal,

e is the margin of error, expressed as a decimal,

N is the population size.

n = $[Z^2 \ast p \ast (1-p)/e^2]/[1+(z^2 \ast p \ast (1-p)/(e^{2 \ast}N))]$. At 95% confidence level has been considered for calculation of sample size in view of less chances of variability and value of e=0.05 for this precision. Where: z = 1.96 for a confidence level (α) of 95%, p = proportion (expressed as a decimal), e = margin of error. z = 1.96, p = 0.3, e = 0.05

n = $1.96^2 \ast 0.3 \ast (1 - 0.3) / 0.05^2$

n = 0.8067 / 0.0025 = 322.694

n ≈ 323.

The calculated sample size is equal to 323.

City	Age(years)	Female	Male
Ranchi	13-19 years	82	98
Patna	13-19 years	74	145
Total =337. **New Total 337-7*=330** **(*7 invalid questioner)**		**156**	**181**

Table 2: Sample surveyed in Patna and Ranchi

7.3 DATA COLLECTION AND ANALYSIS:

Data is collected from the respective centers Patna and Ranchi using well developed Questionnaire. The questionner is developed keeping in mind the research objectives. Data collection would comprise primary data (Major Source), as mentioned in methodology section. Teenagers of Patna and Ranchi shall be selected from at least five top co-ed schools.

From Ten schools from both the cities class 7- Class 12 students were randomly selected, with clear inclusion criteria were specified and with help of Class teachers this was undertaken each school around 40 -45 students was administered with questionner . A total of 400 sets of questionnaires were sent to these ten schools, they would be given questioner

based on which the further data analysis has been carried on. The target group would include teenagers from classes VII-XII.The reason for selecting these classes were according to age classification in correspondence of level of education as mentioned in the report of Education statistics at a glance by Ministry of Human Resource Development India (2013)

Figure 1: Age Classification in correspondence to level of education (Source: MHRD, Report 2013)

*Age group	Corresponding level of education
6-10 yr.	Primary(1-V)
11-13 yr.	Upper Primary(VI-VIII)
14-15 yr.	Secondary(IX-X)
16-17 yr.	Sr.Secondary(XI-XII)
18-23 yr.	Higher Education.

7.4 DATA ANALYSIS:

After the data has been collected, the data was merged, coded and checked for gaps and outliers. Sample composition was studied through the frequency tables using SPSS 23. Apart from obtaining measures of central tendency and variation using descriptive statistics, ANOVA, CHI-SQUARE TEST, CROSS TAB .Frequency of usage of social media for purchase decision across "age", attention seeking methods of SNS have varying effect on purchase decision across ages and decision and purchase decision shall depend on product category were studied by using Chi square and cross tab tests. To compare the effect of online shopping on consumer purchase behavior demographically, i.e. Gender will have varying effect on purchase decision and will depend on factor influencing purchase decision. All social media types are not equally preferred by consumers for buying decisions by using ANOVA.

8. RESEARCH FINDINGS:

The main result of this empirical study is suggested as follows.

High level of internet usage among the teenagers is seen, around 10hr and above per week usage of internet is commonly seen among the new generation teens. Thus it can be said that internet penetration is high among the teenagers.

In both the cities the most preferred choice for internet access was Smartphone's. Followed by laptops as second choice, Desktop was the third choice for accessing internet followed by iPad as the fourth and cybercafé were the least preferred mode of accessing internet. This clearly shows that usages of Smartphone's have increased and thus, the internet penetrations among teenagers have also grown largely.

Internet is used mostly by the teenagers for Social networking purpose, followed by online shopping for themselves .Other purposes included mailing, surfing and chatting. Thus internet usage is mostly for connecting with peers on social networking sites and online shopping.

The most preferred decision influencer among the teenagers are the parents and internet in both the cities mostly the teenagers said that they did consult their parents first before purchasing products online, the dependency on parents for paying for the purchase is the one of the main reason for their dependency on parents along with internet as their first preference, second preference is the sibling while last is the peer group.

All the respondents said they were the members of one and even more no. of social networking sites and had account in them. Thus it seems that rapid penetration on internet has led to the growth of usage of social media even in tier -2 cities like Patna and Ranchi.

The respondents used Google to search for product before purchasing any products. Followed by you tube ,these digital tools are the preferred ways the teenagers nowadays use internet , for gaining information first before actual purchase is made.

The teenager respondents selected Variety of brand under one roof as a factor for online shopping as the most attractive shopping factor among teenagers, this factor seems to be most preferred and hence gives online shopping an edge over retail shopping, followed by mode of payment i.e. COD as the teenagers are mostly dependent on parents primarily for their purchase along with the pocket money allowance given to them by their parents, grandparents or working sibling at times but a are mostly in cash.

The most accessed e-commerce site among the teenagers was the Flipkart. The teenagers during personal interaction mentioned the better services like ease of return and exchange policy and prompt courier service followed by verified sellers online makes Flipkart the number one selling site among the e-commerce sites. Hence ,the most popular shopping website for online shopping is Flipkart, followed by Amazon

Teenagers mainly shop for fashion wear &acc. as their first preference online shopping. The latest fashion trends are easy available online and high usage and easy access of internet allows the teenagers to make purchases based on latest trends online. This is followed by purchase of mobile and accessories as second choice.

The online purchases were mostly financed by their parents, the pocket money allowance they received by their parents was the second source for making purchases. The teenagers mentioned that their working siblings also financed their purchases at times, followed by grandparents. These are the main source of purchase for the teenagers in these cities.

The customer reviews is the most preferred factor that drives attention on social media which the teenagers follow before purchase of product online. Followed by frequent ads of product on social media pages.

Teenagers in age group 13-14 have lesser frequency of using social media for purchase purposes whereas, children of 15-18yrs have higher frequency of using social media as they usage is high in count and frequency as seen from the data survey.

9. RESEARCH CONTIBUTION &RECCOMENDATION:

- A rise in use of Smartphone and high penetration of internet with digital transformation has led to rapid growth in the online purchase of products and services, thus e-commerce companies shall develop strategies for specific product to target teenagers that use internet for most purchase and if teenagers are their future/prospective customers even then business using web base can utilize the study.

- The website should be designed and made more attractive and user friendly .Following are the factor that drives attention in social media for purchase of product the most Product/Company page, frequent ads of products, Number of likes, comments and shares by others, Reviews by other users about product, the customer review is the most preferred factor that drives their attention, followed by frequent ads of product.

- The study indicated that the marketers should identify the' influencers' and communicate with them. The study also highlighted the necessity for marketers to be reactive and proactive. They should respond to the customers 'needs proactively in case of any problem in order to avoid false/bad word of-mouth spread all over Social

Media. Thus, the future demand of the customers can also be anticipated by listening to their customers' wants.

- The result is also useful for marketers in suggesting that consumers with high product involvement will have different means of evaluation and hence purchase products. Thus level of product involvement can be used by market practitioner as means of target audience segmentation in online shopping environment.

- Most of the respondents suggested making the exchange policy of the products more flexible which included cash refund in case of cash purchase (COD) specially.

- The internet penetration in urban areas have been seen to be better when compared to rural areas of Bihar and Jharkhand till date, thus companies should try and tap these unexplored areas also to increase sale.

- Start some unique loyalty programs for the frequent young customers and reward them according to their frequency of visit clubbed with amount of purchase made. Higher the amount better the discounts offered for certain product categories of the interest of teenagers customers.

- Sponsor some new start ups and talented young entrepreneur and help them achieve their goal by providing them cash support or making them their business partner as a seller and promote new start ups and their products especially in rural areas of the states. Be "*Vocal for local* "and encouraging new artisans and promoting their piece of work.

10.   RESEARCH LIMITATIONS:

- The use of questionnaires for collecting data imposed some constraints. Surveys have been known to elicit information which is socially acceptable instead of spontaneous and true.

- The data was collected in 2020 and there could be some changes in responses since the collection period.

- The study covers only 10 schools from a possible 800-900 and more colleges located in and around Patna and Ranchi cities. So the inferences cannot be considered to be a reflection of the entire teenager student population in Patna and Ranchi. More detailed surveys will be needed to be performed.

- A longitudinal survey has been suggested for understanding the impact of various external factors on the entrepreneurial intentions while the present study uses a cross-sectional survey. The data was collected in 2019 and there could be some changes in responses since the collection period.

- The study covers only 10 schools from a possible 800-900 and more colleges located in and around Patna and Ranchi cities. So the inferences cannot be considered to be a reflection of the entire teenager student population in Patna and Ranchi. More detailed surveys will be needed to be performed.

- The present study is based on the reliability of the primary data. The sample units were selected from the population having multidimensional features of a large group.

- Due to lack of enough time and monetary limitations, researcher has taken only limited area for the study .This study is only limited to the Eastern part of the country online market.

- It is important to note that this research intended to see whether the increasing influence of Social Media on Teenagers' purchasing decision-making process differed or not according to age ,gender, family income in relation to the usage of social media and internet by the teenagers of these two cities Patna and Ranchi. Along with the various stages of consumer decision process. Few limitations have been encountered when drawing conclusions from this study.

11.　　SCOPE OF FUTURE RESEARCH:

- Research can be done in rural areas where the mobile penetration is not as high as in urban areas to get an idea of e-commerce penetration there.

- College students can also be researched for identifying more factors and deeper research can be done to find the factors influencing the decision of teenagers purchase online.

- Social media and other form of communication model (i.eT.V,Radio,Print Media) can be studied together to see the diverse effect on minds of teenagers and their purchase decision ability along with them acting as the biggest influence in family purchase decision as well.

- Brands can use this as an opportunity to tap the young customer's mind and design

their websites which are more users

- interactive.

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