



Online Purchase in social media: An investigation on the factors encouraging consumers in Chennai

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Abstract

This study focuses on the factors encouraging the consumers to go for online purchase using social media. The study is descriptive in nature. The population of the study is general consumers buying products online through social media is unknown. The convenience sampling method was adopted to draw samples from the total population. The sample size is 138 consumers from Chennai city. 48.5 % of the consumers were Entrepreneurs and 48.5% of the consumers are using Instagram for online purchase. 59.4% of the consumers are purchasing products online when needed. Cash on delivery ranked first and Door delivery ranked second for encouraging consumers to purchase products online. It is suggested to reduce impulse purchase while using social media. It is concluded that consumers should be aware about the process of purchasing products online and manage online and offline purchases equally to protect the welfare of the offline traders.

Keywords: Cash on delivery, impulse purchase, population, entrepreneurs, convenience sampling, door delivery

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Introduction

Social media is the most convenient platform for getting information on products which are used in the daily life of the people. The population of the country is preferring for online purchase than traditional buying activity due to the excessive usage of mobile phones and the social media networks in the country. Social media encourages the consumers to purchase online and provide data on different products used for daily life. Social media advertisements are influencing the consumers to go for impulse purchase while using social media. India has more than 800 million internet users with 491-500 million social media users. Considering the above facts the researchers has chosen this research problem for the study

Literature review

Nguyen Van Dat et.al (2025) focused on the impact of privacy and perception of consumers on purchase decisions through social media. Varun Dua and Parveen Kumar Garg (2025) investigated the impact of social media on the consumer's choices and uncovered the relationship between online entertainment commitment and buying behaviour. Priya, P., Jha, R., Bhatta, N. M. K., & Vallinayagam, A. (2025) investigated the factors affecting online buying behaviour of the consumers. Hriday Raheja, and Shweta Patel (2025) revealed the various elements of social media affects customer perception and influences purchase decisions. Saravanapavan Nasiketha (2024), focuses on online purchase intention of the consumers buying products through Facebook. Priyanga T and J. Ashokkum (2022) studied the factors affecting the perception of the consumers engaging online purchase through social media. Hu S, Zhu Z. (2022) studied the purchase intention of consumers affected by social media usage. Zhou R and Tong L (2022) investigated the factors influencing purchase intention of the consumers during livestreaming e-commerce. Arbaina, S., & Suresh, A. S. (2021) stated the factors affecting consumer behaviour purchasing product online. Jen-Ruei Fu et.al (2020) states that consumers depend more on social media for making buying decisions. Social media information is communicating different meanings and social implications for consumers.

Research Gap

Researcher has reviewed various research articles related to social media marketing and consumer behaviour. Previous studies were concentrated on perception of consumers, purchase intention, purchase decision, factors affecting purchase decision and consumer behaviour, social media usage, online purchase through social media. A very small number of studies were

focused on factors encouraging online purchase through social media particularly in this study area. There is a research gap found and to compensate the gap researcher has chosen this research problem for the current study.

Research Problem

The custom of social media gives information on products required by the people in day-to-day life. Online purchase has become easy due to the membership in different social media. This study focuses on the factors encouraging consumers to purchase online through social media the factors are: To save Time, Low price, Door delivery, globally available products, Festival/other Offers, Convenient than traditional shopping, Availability Product information, Comparison of products, Cash on delivery, and Return policy.

Objectives of the study

The major objectives of the study are:

1. To know the demographic data of the consumers purchasing online using social media
2. To identify the custom of social media and online purchase
3. To study the factors encouraging consumers to buy online through social media.

Methodology

The study is descriptive in nature. The population of the study is general consumers buying products online through social media is unknown. The convenience sampling method was adopted to draw samples from the total population. The sample size is 138 consumers from Chennai city. A well-structured questionnaire was prepared and the data was collected directly from the consumers buying online. Secondary data was mobilized from Books and articles and published reports of the government and private companies.

Analysis of Data

Table 1: Demographic Data

S. No.	Particulars	No of respondents	Percentage %
	Age of the Consumers		
1.	18 Years to 23 Years	26	18.8

S. No.	Particulars	No of respondents	Percentage %
2.	24 Years to 28 Years	15	10.8
3.	29 Years to 33 Years	0	0
4.	Above 33 Years	97	70.2
	<i>Total</i>	138	100
	Gender of the Consumers		
1.	Male	42	30.4
2.	Female	96	69.5
	<i>Total</i>	138	100
	Occupation of the Consumers		
1.	Private Employment	30	21.7
2.	Government Employment	26	18.8
3.	Self-employment	15	10.8
4.	Entrepreneur	67	48.5
	<i>Total</i>	138	100
	Monthly Income of the consumers		
1.	Below Rs.30,000	26	18.8
2.	Rs. 30,001 to Rs. 40,000	15	10.8
3.	Rs. 40,001 to Rs.50,000	15	10.8
4.	Above Rs.50,000	82	59.4
	<i>Total</i>	138	100

Source: Primary Data

The above table shows that, 70.2 % of the consumers are above 33 years of age, 69.5 % of the consumers were female, 48.5 % of the consumers were Entrepreneurs and 59.4% consumers are earning Above Rs.50,000 per month.

Table 2: Custom of online purchase

S. No.	Membership in social media	No of respondents	Percentage %
1.	Instagram	67	48.5
2.	Facebook	40	28.9
3.	Whatsapp	31	22.4
	Total	138	100
	Frequency of online shopping		
1.	Regularly	41	29.7
2.	Rarely	15	10.8
3.	When needed	82	59.4
	Total	138	100
	Type of product purchased through online shopping		
1.	Grocery	41	29.7
2.	cosmetics	52	37.6
3.	Mobile phone and other electronic products	30	21.7
4.	Cloths	15	10.8
	Total	138	100
	Experience of impulse purchase		
1.	Yes	30	21.7
2.	No	108	78.2
	Total	138	100

Source: Primary Data

Table no 2 revealed that, 48.5% of the consumers are using Instagram for online purchase, 59.4% of the consumers are purchasing products online when needed, 37.6% of the consumers are purchasing cosmetics online through social media.

Table 3: Factors encouraging online purchase

S. No.	Factors	%	Rank
1.	To save Time	3.62 (5)	VI

S. No.	Factors	%	Rank
2.	Low price	5.79 (8)	III
3.	Door delivery	29.71(41)	II
4.	Globally available products	2.17 (3)	VIII
5.	Festival/other Offers	4.34 (6)	V
6.	Convenient than traditional shopping	0.72(1)	X
7.	Availability Product information	2.89(4)	VII
8.	Comparison of products	1.44(2)	IX
9.	Cash on delivery	44.92(61)	I
10.	Return policy	5.07(7)	IV

Source: Primary Data

The above factors show the factors encouraging consumers to purchase products online using social media. The factors chosen for the study were ranked based on the percentage of responses by the consumers. Out of the above selected factors, cash on delivery ranked first for encouraging consumers to purchase products online, Door delivery ranked second and Convenient than traditional shopping ranked tenth. It reveals that cash delivery is the most significant factor encouraging consumers to purchase online.

Suggestions to consumers

1. It is suggested to consumers aware of online frauds and cybercrime.
2. Consumers need to balance online and physical purchase to protect the welfare of the people engaging with offline business.
3. It is suggested to reduce impulse purchase while using social media.
4. To be aware of the return policy while purchasing a product.
5. Compare products online and offline before making a purchase decision.

Conclusion

According to the data collected from the consumers, it is revealed that majority of the respondents are purchasing products online when needed. Cash on delivery is a major factor encouraging consumers to purchase online. Though online purchase using social media is convenient to

consumers there are significant issues like poor quality of product and mismatch of the product ordered and delivered. Online frauds are also there to affect the process of online purchase. Hence, it is concluded that consumers should be aware about the process of purchasing products online and manage online and offline purchases equally to protect the welfare of the offline traders.

Scope for the future study

This study can be extended to other districts of Tamil Nadu and can be broadened using more sample respondents. This study can be carried among any specific population of the country. Other factors influencing online buying behaviour can be adopted for the future study.

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