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Impact of E-media on purchase decision of youth towards branded clothing

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Abstract

Objective: The main aim of this study is to evaluate the impact of subjective norm and attitude of youth towards e-media on their on their purchase decision of branded clothing.

Method: The data for the study were gathered from 435 youths in Nagpur city through a well-structured and self-administered questionnaire. The proposed relationship was investigated empirically by performing multiple linear regression analysis. Analysis was done using Statistical Package for Social Science (SPSS). This study used availability and purposive sampling techniques for selecting the samples of youth from Nagpur city.

Results: The results of multiple linear regression analysis show significant impact of both the independent variables (i.e. attitude towards e-media and subjective norm) on purchase decision of branded clothing ($F=140.657, p<.05$) with $R^2 = .395$, suggesting that 39.5% of the variation is predicted by the listed factors. The predicted purchase decision of branded clothing is $3.673 + .243$ (Attitude towards e-Media) + $.504$ (Subjective norm).

Conclusion: Subjective norm was found to be the highest predictor of purchase decision ($\beta= .467, t=11.404, p=.00$) followed by attitude towards e-media ($\beta= .274, t=6.689, p=.00$).

Keywords: Attitude, subjective norm, purchase decision, e-media, youth, buying behaviour

Introduction

Internet and virtual communities and social networking sites do have significant influence on the buying behaviour of consumers. With the emergence of social media the consumers are in a position to influence the buying behaviour of other consumers too with the help of reviews and other informational way of communication.

Electronic media or E-media is that media which uses electronics or electromechanical means for the audience to access the content. This is in contrast to static media (mainly print media), which today are most often created digitally, but do not require electronics to be accessed by the end user in the printed form. The primary electronic media sources familiar to the general public are video recordings, audio recordings, multimedia presentations, PPT and other online content. Most new media are in the form of digital media. However, electronic media may be in either analogue electronics data or digital electronic data format. Here E-media also includes the social media like Facebook, WhatsApp and other social networking sites which uses internet.

The buyer behaviour not only includes why, how, and what people buy but other factors such as where, how often and under what conditions the purchase is made.

(S.A.), Buyer behaviour means all the psychological, social and physical behaviour of potential customers as they become aware of, evaluate, purchase, consume and tell other about products and services. The buyer behaviour involves both individual (psychological) process and group (social) processes. Buyer behaviour is reflected from awareness right through post purchase evaluation indicating satisfaction or non-satisfaction from purchases. Buyer behaviour includes communication, purchasing and consumption behaviour. Buyer behaviour includes both consumer and business buyer behaviour. Buyer behaviour is one of the most important keys to successful marketing.

Youth (For this study youth means the people between the age of 15 yrs to 24 years(NSSO report), always want to look distinctive and better than others. For this they prefer branded clothing. They have a perception that with branded clothing they look different than others and they will be able to impress others and their personality looks better than others.

There are variety of brands in clothing-both in readymade and clothes. There are various brand known - Raymond's, Parx, Peter England, Van Hussian. Lous Philips, Allen Solly, Lee's, Wrangler, Lee cooper, Zodiac, Digjam, OCM, Gwalior Siyaram, Vimal etc.

Literature Review & Theoretical Background

(Elisabeta Ioanās, 2014) ^[3], the study titled “Social Media and its Impact on Consumers Behavior”, revealed that most of the buyer who buy on online mode are young between the age of 25 to 29. Also most of the consumers are female who purchase on online mode and having a reasonably high earning capacity.

(Bamini KPD Balakrishnan, 2014) ^[11], the research titled “The Impact of Social Media Marketing Medium Toward Purchase Intention and Brand Loyalty Among Generation Y” it was revealed that the online marketing communications, specifically, E-WOM, online communities and online advertisement are effective in promoting brand loyalty and product purchase intention through company website and social media platforms. These finding indicate to marketing managers that social media marketing medium has become an important marketing tool to reach emerging younger generation consumers.

(Tashtoush, 2021) ^[7], The study “The Effect of Social Media on Consumer Buying Behavior in Commercial Banks” reveals that The findings show that social media affect consumer buying behavior by 69%. Also, consumers mostly used Facebook and it mostly affecting consumer buying behavior by 73% and the most influential factor that affects the relationship between social media and consumer buying behavior is interactivity by 63%. The implication of these findings suggests that commercial banks in Jordan

should focus on their marketing strategy and they have the opportunities to seize the power of influence of social media.

(BEGAM, 2020) ^[12], In the research title “An Empirical Analysis of Online Media On Buying Behavioral of Consumers In Madurai District”, it was revealed that due to digital education at school level there is more tendency to purchase online. The results of the study show that because the working hours of individual employees increase, they're more curious about purchasing products online through online media support, and therefore, the level of online media use has increased.

(K. Vanaja, 2021) ^[4], The study titled “A Study On Influence Of Viral Advertising On Impulsive Buying Behaviour Of Customers Under E-Marketing Strategies, reveals that there is a good understanding about the personality traits of online shopping consumers. Based on the personality traits, content marketing and customization may be decided. Hence, it is understood that, online consumers are not completely emotional.

The Present Study

The main aim of this study is to evaluate the impact of subjective norm and attitude of youth towards e-media on their on their purchase decision of branded clothing. This study focuses on investigating purchase decision of the youth who have previously bought branded clothing. The present study strives to test the following null hypothesis:

H1: There is no impact of attitude of youth towards e-media on their purchase decision of branded clothing

H2: There is no impact of subjective norm on the purchase decision of youth towards branded clothing

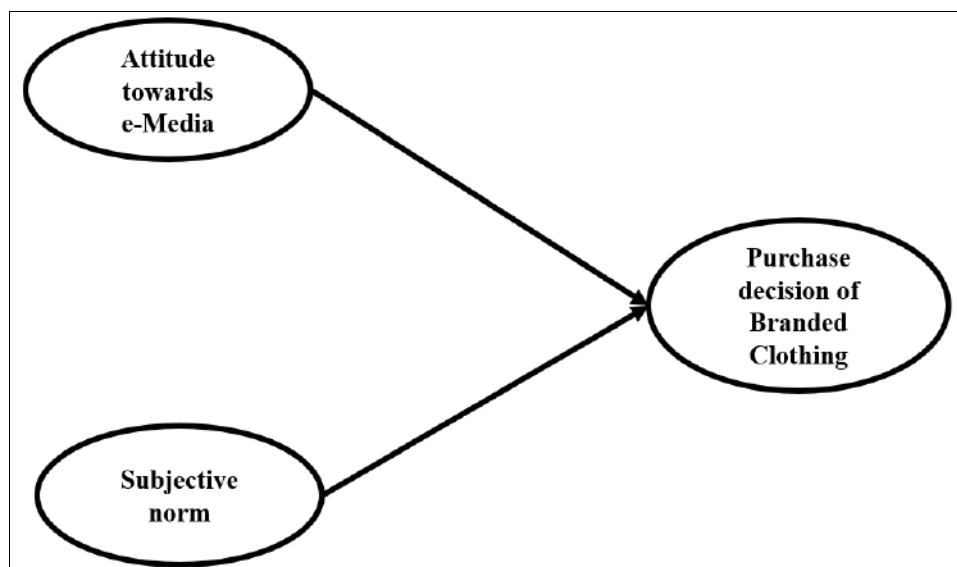


Fig 1: Research Model

Methodology

Sampling

In this study, a sample survey was carried out to collect the relevant data on the chosen variables from the youth buying branded clothing. The sample characteristics are presented in Table: 2. the data were collected from 434 youths from Nagpur, the second capital of Maharashtra State, India. Taking into consideration the demographic heterogeneity of the respondents, various strata were identified and the

technique of stratified sampling was used for creating the homogeneous groups of the samples. Further, availability sampling and purposive sampling techniques were adopted for the final selection of the respondents.

Measure

This research study is based predominantly on the primary data. Primary data was collected by administering a well-structured questionnaire. The questionnaire was designed by

the researchers incorporating all the specified variables and constructs. Five-point Likert Scale was used for the items measured in attitude, subjective norm and purchase decision of branded clothing. Attitude and subjective norm were measured on a five-point scale ranging from 1= ‘strongly disagree’ to 5 = ‘strongly agree’. However, the items in the construct ‘purchase decision of branded clothing’ were measured on a five-point Likert scale ranging from ‘not at all’ to ‘to a very great extent’.

All the items used in the different constructs are presented in Table 1. The questionnaire was validated by using expert validity method. The reliability measure Cronbach’s alpha was computed by using SPSS software. The Cronbach’s alpha for all the constructs is presented in Table 1. The Cronbach’s alpha for all the constructs was found to be greater than the threshold of 0.7. The items used to measure

the three constructs were adapted from the various prior relevant research studies. The Cronbach’s alphas, means, and standard deviations of the (items) constructs used in the conceptual model of this study are presented in Table:1.

Data Collection

The researcher used two methods for surveying the respondent’s viz., self-administration of questionnaire and online survey. The researchers administered the questionnaire, by visiting the places like colleges, hang out places of youth, restaurants, and their respective residence. The questionnaire was also transformed in electronic Google survey form. This Google form was subsequently delivered to the potential respondents at their respective e-mail addresses. It was also circulated through various social media platforms viz WhatsApp and Facebook.

Table 1: Items, Alphas, Means, and SD of the constructs

| Construct | Items | Mean | SD |
|--|--|------|-------|
| Attitude towards branded clothing ($\alpha = .909$) | I think e-media is a good source to make purchase decision about branded clothing | 2.95 | 1.132 |
| | I think e-media is essential nowadays to make purchase decision about branded clothing | 2.92 | 1.15 |
| | I have a positive opinion about the role of e-media in making purchase decision about branded clothing | 2.96 | 1.151 |
| | I like the idea of using e-media to make purchase decision about branded clothing | 3.05 | 1.15 |
| | Using e-media to make purchase decision about branded shopping is a wise idea | 2.9 | 1.132 |
| | I watch the ads of branded clothing on e-media carefully | 2.86 | 1.178 |
| | Branded clothing ads shown on e-media are beneficial to me | 2.78 | 1.125 |
| Subjective norm ($\alpha = .882$) | I think e-media is a reliable source to get information about branded clothing | 3.05 | 1.158 |
| | My purchase decisions of branded clothing get influenced by the opinion of my friends/colleges | 2.77 | 1.261 |
| | My family members think that I should buy branded clothing | 2.88 | 1.224 |
| | Most people who are important to me think that I should buy branded clothing | 2.97 | 1.226 |
| | I feel under social pressure while buying branded clothing | 2.74 | 1.237 |
| | Social media influences my decision of purchasing branded clothing | 2.81 | 1.255 |
| | Shopping branded clothing is very common in my circle of friends | 3 | 1.234 |
| Purchase Decision of Branded Clothing ($\alpha = .893$) | My purchase decisions of branded clothing is favourably affected by the ads I watched on e-media | 2.38 | 1.131 |
| | My frequency of purchasing branded clothing has increased after watching its ads on e-media | 2.57 | 1.121 |
| | My awareness about branded clothing has increased after watching its ads on e-media | 2.68 | 1.147 |
| | My lifestyle has changed after watching ads of branded clothing on e-media | 2.59 | 1.192 |
| | I started spending more on branded clothing after watching its ads on e-media | 2.53 | 1.206 |
| | I will repetitively purchase branded clothing | 2.59 | 1.209 |
| | I will recommend my peer to purchase branded clothing | 2.69 | 1.16 |

Results and discussion

Table 2: Profile of the Samples

| Characteristic | Choices | No. of Respondents | % |
|----------------------------------|---------------------|--------------------|-----|
| Gender | Male | 181 | 42% |
| | Female | 253 | 58% |
| Age | 15 to 17 years | 44 | 10% |
| | 18 to 20 years | 254 | 59% |
| | 21 to 24 years | 136 | 31% |
| Education | SSC | 66 | 15% |
| | HSSC | 63 | 15% |
| | UG | 180 | 41% |
| | PG | 78 | 18% |
| | Other | 47 | 11% |
| Monthly Household Income | < Rs. 20,000 | 206 | 47% |
| | Rs. 20,000 - 40,000 | 91 | 21% |
| | Rs. 40,000 - 60,000 | 64 | 15% |
| | Rs. 60,000 - 80,000 | 36 | 8% |
| | > Rs. 80,000 | 37 | 9% |
| Awareness about e-Media in Youth | Yes | 375 | 86% |
| | No | 59 | 14% |

This research is conducted to evaluate the impact of subjective norm and attitude of youth towards e-media on their purchase decision of branded clothing. The hypothesis is that the youths' purchase decision can be predicted by two factors *viz* attitude and subjective norm. This hypothesis is tested by performing multiple linear regression analysis at .05 significance level.

The results of multiple linear regression analysis show significant impact of both the independent variables on purchase decision of branded clothing ($F=140.657$, $p < .05$) with $R^2 = .395$, suggesting that 39.5% of the variation is predicted by the listed factors. The predicted purchase decision of branded clothing is $3.673 + .243$ (Attitude towards e-Media) + $.504$ (Subjective norm). Subjective norm was found to be the highest predictor of purchase decision ($\beta = .467$, $t=11.404$, $p=.00$) followed by attitude towards e-media ($\beta = .274$, $t=6.689$, $p=.00$).

Table 3: Factors affecting purchase decision of branded clothing

| Factors affecting online repeat purchase intention | Regression Coefficient | T-value | Sig. |
|--|------------------------|---------|------|
| Intercept | 3.673 | 4.005 | .00 |
| Attitude towards e-Media (X ₁) | .243 | 6.689 | .00 |
| Subjective norm (X ₂) | .504 | 11.404 | .00 |
| R ² | .395 | - | - |
| Adjusted R ² | .392 | - | - |
| F | 140.657 | - | .00 |
| N | 434 | - | - |

The results indicate that both the factors *viz*; attitude towards e-media and subjective norm positively and significantly affect purchase decision of branded clothing by the youth in Nagpur at .05 significance level. Hence, the null hypothesis that there is no impact of subjective norm and attitude of youth towards e-media on their purchase decision of branded clothing is rejected.

Conclusion

Majority of the youth in Nagpur city (86%) are aware about e-media and only 14% are not aware about it. The regression analysis indicates that all the two independent variables *viz* attitude of youth towards e-media and subjective norm positively and significantly affect branded clothing purchase decisions of youth in Nagpur city at .05 significance level.

This research study has used only two factors to predict branded clothing purchase decision of youth in Nagpur city. The future studies could involve further determinants of purchase decision so that further information on this topic can be explored in depth. The future studies may also involve some other target groups in various geographic areas to predict their purchase decision of branded clothing. The retailers selling branded clothing will have essential insights concerned with the drivers of purchase decisions of youth by referring to the results of this study. This research further helps in developing their marketing strategies. The results of this study will also be useful for the academia as well.

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