



STUDY OF CONSUMER BEHAVIOUR OF GENERATION Y WITH RESPECT TO SOCIAL MEDIA

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Abstract

This Research Paper about Generation Y has typically focused on the social media usage patterns of young people who live in Semi-Urban area where there is relatively unfettered access to information technology and social media platforms. Service organizations, managers, researchers are interested in Generation Y's use of social media because it affects people's behaviour in many domains – with positive as well as negative outcomes for customers.

Generation Y's social media use affects consumer's identity formation, their expectations regarding service, formation of habits, engagement with brands and firms, participation in value co-creation, brand loyalty, purchase behavior and lifetime value, and the value of the firm.

The purpose of this paper is to review what we know – and don't know – about Generation Y's use of social media and to assess the implications for individuals, firms and society. The paper describes a conceptual framework for understanding Generation Y's social media use, its antecedents and its consequences. We believe that it is useful to explore stable differences in values, preferences and behaviours across generational other market segments, but we caution against overgeneralization. Hence, the paper concludes by outlining a research agenda to address unanswered questions about Generation Y's use of social media.

Keywords: Gen Y, Social Media, Media Use, Generation.

INTRODUCTION

Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.

Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine—which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers.

The study of consumer behaviour assumes that the consumers are actors in the marketplace. The perspective of role theory assumes that consumers play various roles in the marketplace. Starting from the information provider, from the user to the payer and to the disposer, consumers play these roles in the decision process.

The roles also vary in different consumption situations; for example, a mother plays the role of an influencer in a child's purchase process, whereas she plays the role of a disposer for the products consumed by the family.

According to Engel, Blackwell, and Mansard, 'Consumer Behaviour is the actions and decision processes of people who purchase goods and services for personal consumption'.

Generation Y

The Generation Y refers to those individuals born after 1980 who comes of age after the turn of the century. Believed population, they have attracted a great deal 2013, higher education values, attitudes behaviors, and demographic characteristics. In fact published an extensive report in 2010 reviewing how today's teens and twenty reshaping our nation on all level "Each generation has unique expectations, experiences, generational history, lifestyles, values, and demographics that influence their buying behaviours". Several of the characteristics and preferences used to describe Millennial imitate the values of previous generations, while to describe this cohort include: Confident, connected, self impatient, digital natives, experiential learners, pressured to perform, ambitious, technologically savvy and team oriented. Many of these characteristics present both challenges and opportunities for marketing organizations.



Nature of Consumer Behaviour

- Consumer behaviour is not static. It undergoes a change over a period of time depending on the nature of products. For example, kids prefer colourful and fancy footwear, but as they grow up as teenagers and young adults, they prefer trendy footwear, and as middle-aged and senior citizens they prefer more sober footwear.
- All consumers do not behave in the same manner. The differences in consumer behaviour are due to individual factors such as the nature of the consumers, lifestyle and culture. For example, some consumers are technoholics. They go on a shopping and spend beyond their means. They borrow money from friends, relatives, banks, and at times even adopt unethical means to spend on shopping of advance technologies. But there are other consumers who, despite having surplus money, do not go even for the regular purchases and avoid use and purchase of advance technologies.
- The consumer behaviour varies across states, regions and countries. For example, the behaviour of the urban consumers is different from that of the rural consumers. A good number of rural consumers are conservative in their buying behaviours. The rich rural consumers may think twice to spend on luxuries despite having sufficient funds, whereas the urban consumers may even take bank loans to buy luxury items such as cars and household appliances. It may differ depending on the upbringing, lifestyles and level of development.
- Consumer behaviour is different for different products. There are some consumers who may buy more quantity of certain items and very low or no quantity of other items. For example, teenagers may spend heavily on products such as cell phones and branded wears for snob appeal, but may not spend on general and academic reading. A middle- aged person may spend less on clothing, but may invest money in savings, insurance schemes, pension schemes, and so on.
- The buying behaviour of the consumers may lead to higher standard of living. The more a person buys the goods and services, the higher is the standard of living. But if a person spends less on goods and services, despite having a good income, they deprive themselves of higher standard of living.
- The consumer behaviour is not only influenced by the status of a consumer, but it also reflects it. The consumers who own luxury cars, watches and other items are considered belonging to a higher status. The luxury items also give a sense of pride to the owners.
- Positive consumer behaviour leads to a purchase decision. A consumer may take the decision of buying a product on the basis of different buying motives. The purchase decision leads to higher demand, and the sales of the marketers increase. Therefore, marketers need to influence consumer behaviour to increase their purchases.

OBJECTIVES

1. To measure the degree of consumer confidence in purchasing products online.
2. To identify the consumer profile that purchase products from online.
3. To determine the reasons for which consumers purchase products online.
4. To study the consumer's attitude towards other consumer feedback from online.

REVIEW OF LITERATURE

Behavior toward social media

Users are using several online formats to communicate, (e.g., blogs, podcasts, social networks, bulletin boards, and wikis) to share ideas about a given product, service, or brand and contact other consumers, who are seen as more objective information sources. (Kozinets, 2002).

According to Kotler and Keller (2006, 194), attitude can be described as “a person's enduring favorable or unfavorable evaluation, emotional feeling, and action tendencies toward some object or idea.” Attitudes can shape people's minds, making them like or dislike and object, moving them toward or away from that object. Thus, the behaviors of people are influenced by attitudes and make them behave in a quite consistent way toward similar objects (Kotler and Keller).

The better the attitude a person has toward a brand, the more likely he or she is to use the product. Conversely, the less positive the attitude, the less likely he or she would be to use the product (Chiou et al. 2008).

Cha (2009, 85) found in his study that “the more people perceive shopping services on social networking sites as useful and easy to use, the more favorable they feel toward shopping for the real items on those social networks.” On the contrary, Cha also found that “perceived enjoyment has a negative association with shopping attitude toward real items on social networking sites” (p.85).



According to Shiau and Lu (2010, 856-867), “when users Perceive that blogs are important and valuable, they are likely to use blogs again. Their level of satisfaction also impacts intent to continue using blogs.”

Social networks are defined to be websites which link millions of users from all over the world with same interests, views and hobbies. Blogs, YouTube, MySpace, Facebook are examples of social media that are popular among all level of consumers. (Sin, et al., 2012)

There are lots of studies already being done in this area, but through this study some questions are revealed which is not being discussed earlier.

RESEARCH METHODOLOGY

This research is based on qualitative research, and the main aim of this study is to find out the attitude of consumers toward marketing with social media in terms of their Internet use. This paper is based on Secondary sources, information which is collected from various articles, magazines, journals, given by various authors.

FINDINGS

Based on the data obtained from the research we wanted to see if the income influences in any way the consumer’s attitude to the information they access and if they check before buying a particular product.

Thus the answers have revealed that those who benefit from monthly income low, have this behavior more predominant than others with higher incomes and check every time the information on a product, to find the best quality or price ratio and make the best choice. Also the data analyzed showed that an increase in income among the consumers leads to a decrease of interest in the verification information about a product they want to purchase.

If we look at the same issue from a gender perspective, women check product information before purchasing, men are much more reluctant or indifferent to such activities. Women about more than men on the ensuring accurate information about the many and varied sources online.

The consumers that usually buy from online are young, employed with usually higher salary, most of them are females and have at least an account on social network. Before purchasing a product on online they usually inform themselves from forums, company’s websites, Facebook accounts or peer reviews. The most purchased products online by the subjects are electronic products, followed by clothing.

SUGGESTIONS & CONCLUSION

It will be important for marketers to prepare applications and content that both help consumers continuously follow social media and help audiences become participants. Hence, content and applications that are entertaining, educative, informative, and encouraging of discussions can be created. Members may be allowed to review, comment on, and rate the products, services, and brands.

In conclusion, social media as a rising trend creates a marketplace that attracts a wide range of users. The ways in which marketers can effectively use this kind of a marketplace should be researched. However, it should be kept in mind that social media users do not consider activities with marketing purposes in social media applications as positive. In this context, it is more appropriate for companies and marketers to shape their marketing activities in social media environments than for viewers and or participants to do so. Furthermore, it would be useful to support this study with other studies that examine views on marketing with social media taking into account companies. Gen Y’s use of social media is already changing the marketplace, the workplace and society; it will ultimately lead to new business models, processes and products that go far beyond the examples discussed herein. However, there are still many questions about how Gen Y’s use of social media will influence individual, firm and societal outcomes in different contexts.

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