Post Purchase Behaviour on Purchase Intentions through Social Media

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Abstract:
The aim of the study purchase decision intensions through social media. Social media create new platform of the world. The function of the learn post purchase behaviors of purchasing the social media. The major objectives of the study to examine the post purchase behaviors of purchasing intensions through social media. The research study is both descriptive and analytical in nature. The research study is primary data. A preparedsurvey method used as tool for data collection from the sample respondents. The convenient sampling has been used for the data collection. The sample size is 266 respondents. The major finding of the study social media is one of the important lives of human being. Today Indian context social media is useful to all people. Social media create more benefit of the human life. Social media create more opportunity and challenges of the people. Now a days India is developing countries for social media.

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I.   Introduction

Web based life sites have made significant open doors for electronic informal discussions (IsmailErkan&ChrisEvans 2016). The impact of brands' internet based life exercises and members' online networking association on the buy choice procedure of purchasers (Katja Hutter et., 2013). Shoppers' acquiring on the Internet and reports on an undertaking that contained subjective discoveries with the assistance of quantitative information to reveal buyerbuy directions for monetary administrations (Chanaka Jayawardhenaet.,al2003). Word-of-mouth (WOM) has been perceived as one of the most powerful assets of data transmission (Mohammad Reza Jalilvand, Neda S amiei 2012). The positive connection between responsibility to an interpersonal organization online network and data looking for conduct at the network. This relationship was relied upon to be directed by people's affectability to bunch congruity (Huiju Park, Hira Cho 2012).

Individuals overall are to a great extent connected with and joined with the web 2.0 innovation and Social media stages. By a similar token, organizations start taking a gander at such innovations as viable components to communicate more with their clients. Similarly, the related issues of online networking advertising have been additionally the focal point of consideration for

scholastics and scientists to grow the present comprehension about such wonders over the promoting territory (Ali AbdallahAlalwan 2017).

II.   Review of Literature

Web-based social networking just as disconnected conditions upon visitor online buy and proposal conduct of minimal effort carrier administrations (Enrique Bigneet.,al 2016). Buyers progressively look for, assess, and purchase things through web based life and sites, yet little is thought about how these exercises influence their degree of trust, mentalities toward web based retailing, and web based shopping practices (WaqarNadeem 2015). Customers' principal shopping directions have no huge effect on their proclivity to buy items on the web (Mark Brown 2003). Client saw an incentive on social aims in a basement entryway setting, and to look at the job of fulfillment as a middle person of the client saw value-behavioural goals relationship (Donna Gill, et.,al 2007). The purchasing intensity of millennial buyers is regularly developing. They are social shoppers, sharing all parts of their encounters via web-based networking media. One publicizing procedure that may influence millennial shoppers is utilizing a VIP endorser (KarlaMcCormick 2016). Informal organization site use, bunch having a place, aggregate confidence, and sex impacts among more established youths. Correspondence with peer bunch individuals was the most significant inspiration for SNS use. Members high in positive aggregate confidence were emphatically inspired to speak with peer bunch by means of SNS. Females were bound to report high positive aggregate confidence, more prominent by and large use, and SNS use to speak with peers (Valerie Barker 2009). The development of social trade has carried significant changes to the two organizations and shoppers. Subsequently, understanding buyer conduct with regards to social business has gotten basic for organizations that plan to more readily impact shoppers and

outfit the intensity of their social ties (KemZ.K.Zhang 2016). Interpersonal interaction network specialist organizations have earned income by offering advanced things to their locale individuals. We analyzed SNC part choices to buy advanced things dependent on client esteem hypothesis (Hee-WoongKim 2011). Online networking has developed as a huge and viable methods for helping and supporting exercises and correspondences among companions, customers and associations that exceed the limitations of existence (Ahmad Jamal et.,al2017).

III.   Objective of the Study

- To analyse the post purchase behaviour on purchase intention through Social Media.

Methodology

The research study is both descriptive and analytical in nature. The research study is primary data. A structured questionnaire method used as tool for data collection from the sample respondents. The convenient sampling has been used for the data collection. The sample respondent isconsumers. The sample size is 266 respondents. The analyzed the data can be used percentage analysis and factor analysis.

Analysis and Interpretation

1. Percentage analysis
2. Exploratory Factor Analysis (EFA)

Table 1
Gender Wise Classification

	Frequency	Percent
Male	188	70.7
Female	78	29.3
Total	266	100.0

Source: Primary Data

From the Table 1 shows that that out of 266 respondents, 70.7 percent of the respondents are Males and the remaining 29.3 percent of the respondents are Females.

Table 2
Age Wise Classification

	Frequency	Percent
Upto 25 years	31	11.7
26-35 years	111	41.7
36-45 years	68	25.6
Above46 years	56	21.1
Total	266	100.0

Source: Primary Data

From the Table 2 shows that 41.7 percent of the respondents belong to the age group of 26-35, 25.6 percent of the respondents to the age group of 36-45 and the remaining 21.1 and 11.7 percent of the respondents belong to Above 36 and Upto 25 years old groups respectively.

Table 3
Educational Qualification

	Frequency	Percent
Upto Graduation	20	7.5
Post-Graduation	119	44.7
Professional Degree	66	24.8
Degree in Philosophy	61	22.9
Total	266	100.0

Source: Primary Data

From the Table 3 shows that about 44.7 percent of the respondents have education upto Post Graduation level and 24.8 percent have education upto Professional degree level. 22.9 percent of the respondents are Philosophy degree level. A consider number of respondents 7.5 have education upto Graduation degree level.

Table 4
Monthly Income

	Frequency	Percent
Upto Rs.40000	24	9
Rs.40001-Rs.60000	62	23.3
Rs.60001-Rs.80000	84	31.6
Rs.80001-Rs.100000	72	27.1
Above Rs.100000	24	9
Total	266	100

Source: Primary Data

From the Table 4 indicates, the majority of 266 respondents (31.6) earn a monthly income Rs.60001-Rs.80000 followed by 84 respondents (27.1) who earn a monthly income between Rs. 80001-Rs.100000. The number of the respondents who earn a monthly income between Rs.40001-Rs.60000 is 62 (23.3) and who earn a monthly income uptoRs. 40000 followed by 24 respondents and who earn above Rs. 100000 are 24 (9.0) percent.

Table 5
Marital Status

	Frequency	Percent
Married	144	54.1
Unmarried	122	45.9
Total	266	100.0

Source: Primary Data

From the Table 5 discloses that an overwhelming 144 (54.1) of the respondents are married and 122 (45.9) of the respondents are unmarried.

Table 6
Buying Frequency

	Frequency	Percent
Weekly once	23	8.6
Occasionally	73	27.4
Monthly twice	99	37.2
Whenever desired	71	26.7
Total	266	100.0

Source: Primary Data

From the Table.6 shows that majority 99 (37.2 percent) of the respondents buy monthly twice, 73 (27.4 percent) of the respondents purchase occasionally, 71 (26.7 percent) of the

respondents purchase whenever, 23 (8.6 percent) weekly once they desire the buy the social media.

Table 7

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**.819**
Bartlett's Test of Sphericity	Approx. Chi-Square	941.661
	Df	45
	Sig.	.000

The KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy has been computed to determine the suitability of using factor analysis. The values between 0.5 and 0.1 indicate that factor analysis is suitable or appropriate. The KMO test presented in Table.7 indicate that the calculated value of KMO is .0.819 which shows that sample is adequate to conduct Exploratory Factor Analysis. The scale has also been tested for reliability and the value of Cronbach's Alpha is 0.817. The Reliability test is given in the Table 8.

Table 8

Reliability Statistics

		N	%	Cronbach's Alpha	No. of Items
Cases	Valid	266	100.0		
	Excluded[a]	0	.0	.817	10
	Total	266	100.0		

a. Listwise deletion based on all variables in the procedure.

Table 9

Communalities

	Initial	Extraction
PP1	1.000	.598

	Initial	Extraction
PP2	1.000	.611
PP3	1.000	.642
PP4	1.000	.656
PP5	1.000	.655
PP6	1.000	.709
PP7	1.000	.674
PP8	1.000	.567
PP9	1.000	.696
PP10	1.000	.681

Table 9 explained the communalities of all the 10 variables and measures that the amount of variance a variable shares with all the other variables. It is a proportion of each variable's variance as explained by the principal component. A large communality means a large amount of the variance a variable has extracted by the factor solution. It shows that variables with a comparatively higher value are well-represented in the common factor space while the low value variables are not. Thus, the table indicates that the extracted communalities are high and acceptable for all the variables.

Extraction Method: Principal Component Analysis

Principal Component Analysis (PCA) with orthogonal rotations and varimax procedure has been applied to 10 items for extracting the factors. Factors with Eigen values greater than unity have been selected. The results of factor analysis have been shown in table 10. It can be seen that Exploratory Factor Analysis revealed three underlying dimensions for impact of smart phone usage among student. These three factors explain 41.134 % of total variance. On the basis of rotated component matrix the statements are categorized under respective factors as shown in table 10. Eigen values for Factor1, Factor2 and Factor3 are: 4.113, 1.236, 1.141 respectively.

Table 10

Total Variance Explained

Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
4.113	41.134	41.134	4.113	41.134	41.134	3.052	30.525	30.525
1.236	12.363	53.496	1.236	12.363	53.496	2.116	21.159	51.683
1.141	11.406	64.902	1.141	11.406	64.902	1.322	13.219	64.902
.853	8.530	73.433						
.635	6.349	79.782						
.606	6.061	85.843						
.469	4.693	90.536						
.365	3.655	94.191						
.330	3.299	97.489						
.251	2.511	100.00						

Extraction Method: Principal Component Analysis.

It shows that variables with the low value are well-represented in the common factor space while the low value variables are not. Thus the Table 9 indicates that the extracted communalities are high acceptable for all the variables. It can be seen that Exploratory Factor Analysis revealed three underlying dimensions for influencing for Factor smart phone among the students. These three factors explain 41.134 of total variance. On the basis of rotated component matrix the statements are categorized under respective factors as shown in Table 10 Eigen values for Factor 1, Factor 2, and Factor 3 are: 4.113, 1.236, and 1.141 respectively.

Table 11

Rotated Component Matrix[a]

	Component		
	1	2	3
PP1			.750
PP2			.675
PP3	.647		
PP4	.784		
PP5	.777		
PP6	.787		
PP7		.599	
PP8		.571	
PP9		.787	
PP10		.804	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

IV. Conclusion

Social media is one of the important lives of human being. Today Indian context social media is useful to all people. Social media create more benefit of the human life. Social media create more opportunity and challenges of the people. Now a days India is developing countries for social media through the communication process. The applications useful to the people. Consumer's purchasing intensions to the social media create the awareness about the people. Social media platforms were mainly used in chat and share personal context with family and friends.Social improve their knowledge of the people and more benefit to the people.

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