

Intention towards Online Shopping Via Social Media Networks: Perspective of Young Generations in the Eastern Parts of Sri Lanka

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Abstract. The origination of network and internet inspire people all over the world to use it's full of benefits in their day to day work, wherever they are engaged in any types of activities. Everybody started internet as a tool own ease. With the development of social media networks and its' enormous impact on today's young generation, business organizations are changing their style into an online business mode in order to gain more profit. Different ways of online advertisements are making the attention of the youth while they chat with their friends using social media networks. Not only this kind of factors affects one's attention in order to entice them, but also there are different popular words are being used by product advertising business organizations to attract youth like the best deal, instant discount and from 15% to 50% off are gaining more attention among younger generations now a days. Young generations are paying more attention and interested in online shopping due to more discounts they get from online business organizations and also less price than the maximum retail price of the companies. Therefore, in Sri Lanka, most young generations have been being attracted towards online shopping using social media networks.

Keywords: Online shopping, Sri Lankan Youths, Internet shopping, social media networks

1 Introduction

The improvements in the internet technology lately have made new frameworks accessible to business: web-based social networking, for example, online groups being a great illustration [1]. The general accessibility of the web has given people the chance to utilize web-based social networking, from email to twitter furthermore, Facebook, and to associate without the requirement for physical gatherings [2]. This has been encouraged by Web 2.0 applications. Web 2.0 is another improvement, which has exchanged the web to a social condition by presenting web-based social networking, where people can interface and produce content on the web [3]. Web 2.0 has developed to give clients less demanding interconnectivity and cooperation on the web [4].

Utilizing online networking is among the most well-known routine of today's more youthful era. Any site that permits social communication is viewed as an online networking, including long range interpersonal communication locales, for example, Facebook, Myspace, and Twitter; gaming destinations and virtual universes, for example, Club Penguin, Second Life, and the Sims; video locales, for example, YouTube; and sites. Such web sites offer today's young generations as gateway for amusement and correspondence and have developed exponentially lately [5].

Social media offer distinctive qualities to firms, for example, improved brand popularity [6], encouraging verbal correspondence [7], expanding deals [8], and sharing data in a business setting and creating social support for customers [9]. Furthermore, the linking of people through web-based social networking gives shared qualities, prompting to a constructive effect on trust [10].

1.1 Internet Usage Trends in Sri Lanka

With a phenomenal growth of mobile broadband connections and rapidly increasing fixed internet connections, Sri Lanka is fast establishing itself as a potential regional ICT hub.

According to the statistics released by Telecommunication Regulatory Commission of Sri Lanka (TRC) as indicated in Table 1, the number of mobile broadband connections has doubled each year since their introduction in the year 2009, registering an average growth of nearly 96.5% during the past six years. The fixed internet connections to have registered a praiseworthy growth of 68% although it hasn't seen as phenomenal a growth as mobile Broad band connections have.

Sri Lanka is a 21 million strong population served by five mobile service providers. In fact, Fitch Ratings in their last year's report named Sri Lanka as one of the most crowded telecom markets in Asia while predicting a possibility of merger between the weak market players to provide innovation and facilitate de-regulation.

Table 1. Internet usage statistics in Sri Lanka

Year	Telephone (Fixed)	Mobile Subscribers	Internet (Fixed)	Internet (Mobile)
2009	3,435,958	14,095,346	249,756	91,359
2010	3,578,463	17,359,312	302,000	294,000
2011	3,608,392	18,319,447	359,000	485,000
2012	3,449,391	20,324,070	423,194	942,461
2013	2,706,787	20,315,150	507,845	1,664,003
2014	2,709,848	22,123,000	606,100	2,802,881
2015	2,676,695	23,380,756	609,768	3,689,644
2016 (Sep)	N/A	N/A	849,708	3,711,265

Source: <http://www.trc.gov.lk>

2 Literature Review

Web-based social networking systems are a stage on which people can share their perspectives, thoughts and interests with the world. As of late, the use of online networking has gone up because of advancement of these stages and the engaging quality of web-based social networking innovation. This technique for communicating is currently exorbitantly utilized by people, who may get to be distinctly dependent on such web-based social networking systems and get to be distinctly segregated, in actuality. This habit can prompt to overlooking genuine living, noiseless conduct, disposition changes and clashes. These are a portion of the behavioral issues which may happen.

According to the Sri Lanka National Human Development Report (NHDR) 2014, youth are more vulnerable to pattern of abuse violence in Sri Lanka. Further, it is indicated that the educational and professional institutes need to focus on developing the values of youth in the

country to establish a secure future for them and Of course there are positive impacts of social media usage among the young generation [11].

Amid the current past, utilization of the social media network has gone up and the creator feels the more youthful era is moving far from the general society when investing energy with advanced mobile phones and tablets. This has made them move far from close family connections. Aside from that, as per the [11] the way of life of the 23% of the youngsters has changed - they invest their energy watching motion pictures and TV, prompting to bring down physical quality because of absence of physical exercises. This can be straightforwardly connected to social media networking dependence which may bring about low in physical wellness also. It was further affirmed that, this is a way of life change among the more youthful era [11].

Enhancing business decisions will ingest the youthful era who are moving without end, into the national workforce. Social Media Networking has made numerous work open doors for the more youthful era in the nation, for example, business enterprises, content engineers, e-marketing positions in trustworthy organizations and so forth. With the improvement of social media networking in a positive perspective, chose youthful crown have consumed it into their engagement with national financial advancement [11]. The inconsistency amongst instruction and the work makes a crevice and diminishes these positive viewpoints. Youngsters in Sri Lanka have not yet consumed the positive parts of web-based social networking or distinguished the capability of these stages, because of the low level of training and abilities advancement. This has been affirmed in the review which showed 62% of the youthful era are not encountering satisfactory level ICT information and ability set [11].

In March 2013, a report by the Internet and Mobile Association of India (IAMAI) and Indian Market Research Bureau (IMRB) found that the number of social media users in urban India would reach 66 billion by June 13 and 50% of young web users in India spend over two hours on social media portals daily [12]. Social commerce is another stream in online business, which inspires the social interaction of buyers through web-based social networking [13]. Web-based social networking gives chances to organizations to wind up distinctly more appealing generally [7].

It is revealed that Consumers, everywhere throughout the world, are gradually moving from the grouped stores to a single click web based shopping design yet notwithstanding, despite the support offered, web based shopping is a long way from being the most favored type of shopping in India [16]. The findings of a study revealed that the cost factor, convenient factor, product factor and dealer related components are the four critical elements affecting the online buy of items in India [16].

From the previous studies, it is revealed that, there is somewhere confusion about buying online when on social media networking because youth are more likely to spend time on social network to connect with friends and changing the mood of chatting towards online shopping is not in favor of most of the youth. The online shopping via social network is slowly capturing youth's involvement. Online shopping done while on Social network will be successful to persuade young buyers in future when ample of time is available with them not only to book the product but also to receive the delivery of product.

2.1 Aim and Objectives of the study

The aim of the study is to identify the indention of the younger generation towards online shopping via social media networking sites with special reference to the eastern parts of Sri Lanka and the following objectives have been formulated to do the study:

- To identify the rate of Internet use to do web based purchasing of youth.
- To study the level of adoption of online shopping by youths
- To find out the level of satisfaction that youths get while doing online shopping.
- To examine the spontaneous purchasing choices of an online customer via social media network

2.2 Definitions of the Terms used

Online Shopping: Online shopping or online retailing is a form of electronic commerce which allows consumers to directly buy goods or services from a seller and service provider over the internet by the using a web browser.

Consumer: A person or group of people who are the final users of the products and or service generated within a social system.

Intention: A person's natural tendency or urge to act or feel in a particular way; a disposition.

Youth: "Youth" is best understood as a period of transition from the dependence of childhood to adulthood's independence and awareness of our interdependence as members of a community. Youth is a more fluid category than a fixed age-group. However, age is the easiest way to define this group, particularly in relation to education and employment. Therefore "youth" is often indicated as a person between the age where he/she may leave compulsory education, and the age at which he/she finds his/her first employment.

Social Media Networking: The use of dedicated websites and applications to communicate with other users, or to find people with similar interests to one's own.

3 Methodology

This study was used descriptive and quantitative research method. A questionnaire was used as an instrument for collecting primary data. Primary data is appropriate when researcher wants to know about opinion, beliefs or attitudes of individuals on specific issue [17]. The questionnaire was adopted from previous studies. The questionnaire was mainly administered among selected youths from the Eastern parts of Sri Lanka in three districts namely Ampara, Batticaloa and Trincomalee, who are engaged in their jobs and studies and also the respondents spending at least 2-3 hours on the internet.

3.1 Sampling Techniques

Non Probability purposive sampling was used with the age group, and access to the Internet was important for respondents. The questionnaire was distributed among 70 individuals of age group 20-28 years old. The respondents were surveyed and consumed internet at least two hours per day. The respondents were unmarried and residents of their respective districts. There was no religion bar for the respondents. There were 49 working professionals out of 70 and 21 were students.

3.2 Data Analysis

As shown in Table.2 below, majority of the respondents have been participated in the survey are male, and around 83% of the respondents are having more than two years of experience in surfing net. 57% of the respondents are having access to internet at home while 13% of the respondents are used to access net at their working places. Around 93% of the respondents spent at least more than 3 hours of browsing net.

Table .2 Demographic characteristic of the respondents

Item	Frequency	Percentage
<i>Gender</i>		
Male	47	67.14
Female	23	32.86
<i>Years of Experience using the Internet</i>		
Less than 2 years	12	17.14
Between 2-5 years	46	65.71
More than 5 years	12	17.14
<i>Internet accessibility</i>		
Home	57	81.43
Office	13	18.57
<i>Hours of Internet access per day</i>		
Less than 2 hours	05	7.14
Between 2-3 hours	45	64.30
More than 3 hours	20	28.57

From the survey, it was observed that numerous respondents are utilizing smart phones to surf the internet. It was important to note that around 81% respondents have access to the internet at their residences. From the respondents' point of views, the reason for posing this question was to know whether respondents surf the internet more for social media networking or some other work like office reason, scholastic reason, general surfing, checking messages and emails. From the data analysis reflected that 96% respondent visits, social media network while surfing the internet.

According to Fig.1 below indicates that, 51% of young men and 35% of young women click on the ads while surfing on social media networks. This witness that there is medium level enthusiasm among youth to see online ads while getting to their long range informal communication sites.

The survey clearly indicates that the highest proportion of respondents was driven towards clicking on ads because of attractive Ad words like the best deal/50% off. Also out of 70 respondents, 13 did not give any reaction. Thus, it can be said that almost 81% of participants were driven towards clicking online ads because one of the reasons listed in the questionnaire and 19% of respondents who do not participate in online shopping is not often want to click online ads or banners. This indicates that the rate of online shopping in the high level of today's youth.

The survey indicates that 49% young women do online shopping once per month and 26% women say that they do online shopping 2-4 times each month. While 61% young men jump at the chance to shop online once in a month and 29% young men shop 2-4 times in one month. 25% young women reacted saying they never make any buys on the web. So, it can be seen here that young men for the most part shop online more as often as possible than women. 59% of young men reacted saying their internet shopping knowledge was "good"

while 40% of young women responded the same. 33% young men appraised their web based shopping background as "good" while just 7% of both young men and women said their web based shopping knowledge was "satisfactory". Along these lines, web based shopping background certainly finds a fortification in both men and women.

As far as the goods and services are concerned, 59% young women reacted saying they have ordinarily purchase lifestyle items, for example, garments, shoes, fragrances, design frill, watches and adornments while 27% men reacted saying they purchase books and online cds on the web. 19% men said they purchase way of life items on the web, while 14% young ladies said they purchase books and cds on the web. In this way, young women are more intrigued by shopping on the web for a way of life items while men are more inspired by looking for books/compact discs. 29% of young women reacted saying that they utilize "Internet banking" for making online payment on the web while 22% men utilize Internet banking and "cash on delivery" techniques for installment. 24% of young women utilize the "cash on delivery" facilities and 21% women utilize charge card for shopping on the web. Subsequently, among the young women, Internet banking is by all accounts the trusted decision for making installments on the web, and they once in a while utilize the visa card alternative. Men, however trust credit card installments while purchasing online. Half of the respondents are satisfied with the delivery of online shopping products. Online shopping is liked by 40% young men and women because of greater choice and easy access of the sites at the same time, 30% of the respondents are happy with the policy of returning defective goods that the organization has taken police decisions.

4 Conclusion

Respondents (young professionals and students) who were extremely incite to answer the questionnaire seemed minimal puzzled when the actual investigation is done. Surfing the net is all time favorite activity of all people but yet they seemed to be confused of incorporating their purchasing movement on the web while they are on social media networks.

According to the study, it indicates that over 86% young women and men like internet shopping however, their purchasing choice does not generally happen when they are on social media network. But only 26% respondents agreed that they incorporate their social network presence with actual buying. Their shopping experience starts with the clicking the ads which appear on the screen while they are checking messages or updating status on social networking site, but it very rarely turns into buying a product after browsing. So, it's evident that men will probably peruse promotions and investigate a greater number of choices and other shopping entries than women, however just half men do tap the advertisements and perusing shopping gateways, in young women this rate is just 39%. In this way the unplanned purchasing choice happens just once per month or twice per month among both men and women.

From the respondent's perspective, www.facebook.com is the top social networking site got to by all respondents. Takas.lk, laabai.lk, wow.lk, mystore.lk and kapruka.com are noticeable shopping gateways utilized by youths for internet shopping. Young men inclines toward shopping Books, CDs and mobiles on the web and women are occupied with purchasing lifestyle items and clothes when they are purchased online.

Online payment is an important issue as far the online shopper are concerned and today's young generation appeared to begin feeling minimal secure while paying on the web and the anxiety is gradually diminishing with the expansion of more secure choices and affirmation by makers of advertisements disclosing individual data was real issue couple of years back

which hampered web based shopping business yet today youth are begun to trust online payment COD alternative additionally have gotten more online purchasers.

Despite the fact that today's youth is entitled with easy cash flow and high paid salary, they certainly search for discounted items and size of pocket impact their shopping and also companion's recommendations and references urge web based shopping to some degree in youths. There is an exceptionally negligible slant of youth to purchase branded items on the web. Internet shopping doesn't generally fulfill youth, yet most fulfilling components are a wide range of items accessible at one stop and with a single click and delivery is likewise within a short period in the wake of submitting the order.

Therefore, with this exploration, it is found that young are for the most part dynamic on social media sites, yet with regards to making on purchasing choice, they get to be distinctly inactive. So, the researcher presumes that Individuals with less enthusiasm for the media appear to be more affected by particular content or content arrangement. Here youths are impacted to some degree to do internet shopping yet they are less intrigued by purchasing an item without further ado when they are on social media. Consequently youth's purchasing choices while on social media are unforeseen.

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