

# Consumer Adoption of Virtual Shopping and Impact of Social Media on Virtual Shopping

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**Abstract**—The domains of technology and e-commerce have created a fast-paced and fluctuating retail environment. Both social media and virtual shopping are increasing in popularity and use across the country and are influential in how consumers shop virtually and in real time. With the recent emergence of social commerce the future of shopping is changing. Web 2.0 has affected e-commerce, resulting in the emergence of a new concept of virtual shopping using smart phones. Consumers getting a new way to find information about the products and services and gain information before they visit the store or purchase online. This paper proposes using adoption of smart phones how virtual shopping using internet. Though shoppers are highly concerned about the risks associated with shopping by smart phones but they are interested in buying electronic items, groceries, shoes, handbags, and movies tickets. Consumers are connected to the Web via fixed and mobile broadband. This research insight studies the impact of social media on online shopping among the consumer. This insight discusses the apparent benefits of social media and weakness and strengths of purchasing.

**Keywords :** Virtual Shopping, Adoption, smart phone usage, social media, traditional media, Purchasing Strengths and Weaknesses, technology.

## I. Introduction

Adopting new technology as virtual shopping will come down to changing behavior of people and getting them to do something a new way that they have been unable to do before. When a new product or an innovative technology is introduced in the market, consumers learn about it, decide whether to adopt it or not. Adoption implies that consumers have accepted the innovation and use it on a regular basis. Information technology is undergoing a relentless shift with the advances towards virtualization, grid computing, and Web services that are enabling the companies to grow their business in customer centric platforms and gain competitive advantage in the marketplace. The virtualization of business has passed through the three stages in reaching the business pattern of today, where consumer feels that he has access to the company from products to the stakeholder rights. First, home computers and e-mail spawned as the tools of freelancing and offering both

consumers and company to demonstrate new flexibilities, followed by the mobile technology, which gave the 360° business access-anywhere and shop anytime flexibility to the consumers. Now, in a third wave of technology, new ways of providing community opportunity in involving business and share thinking space are driving the effect of virtualization through increased consumer-company collaboration (Johns and Gratton, 2013). Virtualization enables personal computing platforms to run applications designed on one operating system to be deployed elsewhere. Grid computing allows large numbers of hardware components such as servers or disk drives to effectively act as a single device, pooling their capacity and allocating it automatically to different jobs, while Web services standardize the interfaces between applications, turning them into modules that can be assembled and disassembled easily. Social media usage is highly active among young urban Indians. There are over X million registered Indians on Face book and X million on LinkedIn and they log into these sites for networking. Empowered by the medium, consumers are visibly braver with their opinions and share views on anything including news, politics, products, movies, food, among others. Nearly % of young urban Indians spend more than hours on social media sites. In parallel, online shopping in India is accelerating; there are hundreds of portals offering a range of products in single or multiple categories for consumers. Apart from growing broadband ubiquity, consumers have the benefit of highly simplified user interface on many of these shopping websites.

## II. Smartphone Usage

Now the smart phones constitute to around 50 % of the total cellular handsets of the country and the people of India are adapting to the situation quickly and its usage pattern seems to be familiar to them. The users now want a relaxed life along with having everything at their fingertips whatever they desire and smart phones are the quicker method which allows them to fulfill their desire and get the things through it various system applications. More than 50 percent of the population carrying smart phone with them and they prefer to use utilities present in the phone like making their bills payment, going through

their work stuffs and looking through items they desire to bring at home while they are relaxing because they don't want to go shopping and waste extra time in travelling, just requiring to browse the product on phone, select the product put it to the shopping chart and make the payment. The people are not even bother that they have to wait for 2-3 days for delivery it just they want to make the deal on their hands leading to increase the use of smart phones. In recent years, considerable research has been devoted to understanding consumer behavior in shopping online using common shopping websites and surfing website catalogues. Some other research has focused on world's first virtual store and the very first process of shifting from physical stores to non-physical stores. Still another stream of research has focused on the innovativeness that lead to explore the idea of virtual shopping. However, a review of the relevant research revealed several gaps that merit further consideration. Firstly, most of the previous research on Internet shopping takes a marketing or consumer behavior perspective, simply extending existing theories and frameworks developed from the traditional retail environment (e.g., store retailing and catalogue retailing) to the new and innovative virtual marketplace. Secondly, the multidimensional nature of consumers' adoption of the virtual shopping has not been adequately addressed. Thirdly, consumers' use of the Internet for shopping is subject to change. In addition, whether adapting virtual shopping will change their current behavior, has not yet been adequately addressed. Finally, It is ambiguous to predict the satisfaction degree of people adapting virtual shopping as it is not being experienced yet.

### III. Impact of Social Media

Social media usage is highly active among young urban Indians. There are over X million registered Indians on Face book and X million on LinkedIn and they log into these sites for networking. Empowered by the medium, consumers are visibly braver with their opinions and share views on anything including news, politics, products, movies, food, among others. Nearly % of young urban Indians spend more than hours on social media sites. In parallel, online shopping in India is accelerating; there are hundreds of portals offering a range of products in single or multiple categories for consumers. Apart from growing broadband ubiquity, consumers have the benefit of highly simplified user interface on many of these shopping websites. Good indexing and search tools, easy payment options, streamlined logistical infrastructure for

shipping and- needless to say- a variety of products at a variety of prices- makes online retailing an attractive alternative for traditional shopping in the kirana stores, retail outlets as well as super markets. Frost & Sullivan finds that interestingly, consumers are increasingly relying on social media to make their purchases- either as informed choices, or through peer conditioning. This analysis finds that over X% of urban Indians are influenced by social media in their purchasing decisions. Companies will have to watch out for such consumer behavior to chart their marketing strategies for the still evolving Internet medium. This insight discusses the apparent benefits of social media and how it can be applied by enterprises to their advantage. It also presents an overview of future online retail ingtrends. The forms of marketing for traditional platforms and social media are highly disparate. While the benefits of social media in terms of investment and returns appear visibly higher than incumbent methods of marketing and advertising, these cannot be taken for granted. Social media marketing has to be carefully and strategically implemented to see tangible results.

### IV. Social Media Advantages

Face book, undoubtedly today the most popular social media site has over X million unique users globally. Face book's popularity transcends age, gender, cultures and geographies, despite disparity in Internet connectivity and speeds. In 2012, though over X% of the Face book population belonged to the age group of X to X years, the website is popular among all age groups, and that is what attracts a large number of advertisers to cater to every audience type- in turn helping it to generate revenue. Face book allows its subscribers to create and share user-generated content, engage in personal and communal activities such as gaming, express opinions through their "likes" and "dislikes," and share details of their personal life with content such as text, photos, videos etc. This, is social media- technically, the process of creation and exchange of user-generated content through the virtual world, largely connected via Internet and mobile networks. Social media enables its users to freely express their views (in most cases) and voice their opinions to the rest of the world with much ease, and that remains the primary reason for its widespread use.

### V. Social Media versus Traditional Media

**Reach:** The reach ability of content circulated through social media is higher than traditional media. According to Internet World Stats, over X% or X billion people globally are Internet

users. In addition, we find that the world has over a billion connected devices. Content outreach can be global as well as local, while those of traditional media forms are limited in location as well as audience.

**Frequency:** Frequency of content generation and access is higher on social media sites in comparison to traditional media forms such as print and television. In some cases it is almost instant- irrespective of whether it is a news event or a product launch or an application. End-users are sometimes perpetrators or engines of information and content themselves, thereby accelerating frequency in this medium. For instance, on a social media site, a user may be subscribed to a news agency's site. Hence, she/he is updated with news alerts frequently. On receiving something interesting or impactful, she/he can also share that content instantly to a larger audience across social media networks. Thus, social media allows information and content to 'spread like wildfire'.

**Sharing Opinion:** does social media not only allow one frequent access to content, but also allows users to exchange their thoughts instantly. This is a powerful feature. Traditional media forms limit the number and type of people who can receive one's opinion; as well as the number of people who one can impact with the opinion. If chosen by media editors, publication can be modified, censored and delayed. However in social media, despite restrictions in certain countries, users have the flexibility of providing instant feedback, and expressing their thoughts and opinions. One can also make easily available their opinions in various forms such as illustrations, videos, audio, music, or even forming a club of like-minded people. While in the real world, each of these takes time to execute and disseminate, it is easy and quick using social media.

**Ease of Use:** Social media has evolved to become simple and interesting today, than it ever was. Many adults who have never worked with social media sites during their younger days believe that these sites are facile due to user-friendly interfaces over multiple media platforms. Ease of use is one of the top priorities for any enterprise who aims to conduct as or through a social media site or application.

## VI. Strengths of Virtual Shopping

**Fixed pricing:** One of the strongest point is prices are fixed in Virtual shopping for everyone. Everyone supposed to buy on a fixed price not a single one can influence this factor.

**Time Saving:** You cannot personally go over there to purchase the products. Therefore Virtual shopping saves time in sense of your valuable time. Sometimes you are going outside for shopping but you don't like the products you are actually want. If you do shopping through internet you can check configurations of the products and will save your time.

**Saves Transportation Cost:** With the help of Internet you can do shopping easily. E.g. you can purchase any product outside your country. If you are personally go over there and buying things this increases your transportation cost and wastage of your time.

**Virtual Advertisement:** If you are using the Internet you can see different advertisements blinking on the different websites. Actually this is one of the marketing tools to attract the customers to buy things online.

**Done through Credit Card:** If you do shopping online you can pay with the help of Credit Card. Actually Credit Card an easy way to pay for the products. If you pay through cash sometimes it is unsecure and more time consuming.

**Increase your knowledge about products:** You can get complete information about the products with the help of Internet. E.g. If you are buying a car through online you can check the complete configurations and variations in this model.

## VII. Weakness of Virtual Shopping

**No Bargaining:** In India, mostly people buy things personally and trend of Virtual shopping is low as compared to developing countries like (USA, Canada, UK, France, China etc). People think that they are pay less for the products as compared to when shopping online.

**Courier Charges:** The point of view of consumers is that sometimes the delivery of the products might be late. If they reached at proper time the courier charges is very high to pay.

**Don't Check Physically the Products:** If you buying the products online you can see the full configurations and variations of the products but you cannot check it personally. People think that if you buy things online sometimes the visual of the products do not match the reality.

**Wastage of Money:**

The point view of young generation is totally

different from the old generation. The young generations are mostly prefer Virtual shopping but old generation think that if you buy things online you cannot check and balance of your budget.

### Sometimes Internet Facility is not available:

In India Virtual shopping rate is low because sometimes internet facility is not available at all locations. Therefore, the people rely less on virtual shopping and they prefer to buy things physically.

## VII. Conclusion

Social media has such a large impact on today's world and consumers. It can connect people across the world, keeping users updated with issues within their own social world and actual world. Users can find out about new products/services, see pictures of products, brands, places, locate jobs/recruit employees, and so much more. Social media has an ever-expanding list of the possibilities for consumers. The same goes with online and virtual shopping. While online and virtual shopping is not expanding at the same pace as social media has, there will possibly come a time when its use is as common place as social media has become today. Online shopping and impulse buying have some encouraging and discouraging factors also. Virtual shopping is a new idea among the people in the India. Moreover, with the increase usage of smart phones among them, and people's need of having a relaxed life along with having everything at their fingertips Moreover, it is very important to examine how the consumers form attitudes and behaviors towards virtual shopping because consumer attitude towards it is a noticeable factor affecting actual buying behavior. . We have concluded that that virtual shopping idea does attract consumers from young generations as they look for fun and entreating shopping experience, and also for consumers from middle age, as making purchases by a fingertip scan on QR is time and money saving for those who hate standing in long lines in stores and groceries. This supports the benefits behind virtual shopping which is to save time and reduce the load on cashiers. our study result that consumers are willing to experience the idea, and believe that virtual shopping will support a wide array of technical, business, and consumer issues.

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