Measuring The Adoption of social media & Internet Technology for Retailing: An Analysis of Consumer Behaviour

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Abstract

The widespread adoption of social media and internet technology has revolutionized how people interact, communicate, and access information. This research paper aims to measure consumers' adoption of social media and internet technology by analyzing their behaviour towards these technologies. We conducted a quantitative study using a survey questionnaire to achieve this objective. The survey was administered to 86 participants, who were selected using a convenience sampling technique. The survey questionnaire consisted of questions related to demographic information, social media and internet usage behaviour, and factors that influence the adoption of these technologies. The study results indicate that adopting social media and internet technology among consumers is widespread, with most respondents reporting daily usage of these technologies. We found that the most significant factors influencing adoption are perceived usefulness, ease of use, social influence, and perceived enjoyment. Additionally, we found that the frequency of use of these technologies is positively associated with their adoption. Our research provides insights into consumer behaviour towards social media and internet technology adoption and highlights the importance of perceived usefulness and ease of use. The results of this study can be used by businesses and organizations to develop effective strategies for promoting and encouraging the adoption of social media and internet technology among their target audience.

Keywords: Retail Market; Consumer; Digital Technology; Social Media; Technology Adoption; User Behaviour

1.   Introduction

The widespread adoption of social media platforms and internet technologies has revolutionized how consumers interact with retailers and make purchasing decisions. According to recent research, social media platforms such as Facebook, Instagram, and Twitter have given rise to a network-focused approach to building customer relationships and electronic marketplaces [1] . Consumers expect to maximize the benefits of online and offline purchasing [2]. One of the significant impacts of social media on retailing is that consumers can now research products and services before making a purchase, relying on reviews and ratings from other consumers on social networks [3]. As a result, retailers must carefully manage their online reputation to ensure that they meet the expectations of their customers.

The adoption of social media and internet technologies is particularly significant in developing economies like India, where the digital economy is expected to be an $800 billion market by 2030, with 370% year-over-year growth in PE/VC investments in 2021 [4]. Retailers are now adopting omnichannel retail strategies that offer seamless shopping experiences across all channels, including physical stores, online stores, mobile apps, marketplaces, and catalogues, to cater to the growing demand from consumers for convenience and personalization [5]. Finally, research has also shown that consumers increasingly adopt social media platforms to share their purchasing experiences to enhance their adoption behaviour and influence word-of-mouth recommendations [6]. This highlights the importance of retailers engaging with their customers on social media to build brand loyalty and enhance customer relationships. In summary, adopting social media and internet technologies has transformed the retail industry, enabling consumers to research products, share their experiences, and engage with retailers through multiple channels. As such, retailers must adopt an omnichannel retail strategy to cater to the growing demands of consumers for convenience and personalization [5].

The increasing use of social media and internet technologies has significantly impacted consumer behaviour and preferences. Firstly, the impact of digital technology has altered consumer choices for decades, leading to a surge in eCommerce in various industries, including home furnishings [2]. Secondly, the number of social media users globally has grown from 4.2 billion in January 2021 to 4.62 billion in January 2022, accounting for a 10.1% growth year-over-year in global social media usage [7]. One of the significant changes in consumer behaviour and preferences due to social media and internet technologies is the shift towards online shopping. Consumers now have access to a wide range of products and services through online platforms, leading to an increase in eCommerce.

Moreover, the pandemic has also accelerated this trend, as people turned to online shopping due to lockdowns and restrictions on physical shopping [8]. Another impact of social media and internet technologies is the fragmentation of the streaming video-on-demand (SVOD) landscape, leading to consumer frustration. Over the past two years, managing multiple subscriptions, losing content to other services, and making poor recommendations have become increasingly frustrating for US consumers [9]. Furthermore, companies now rely on marketing videos on social media to reach consumers. Social media platforms have made it easier for companies to reach their target audience through videos, increasing video consumption. Consumers are now more likely to watch marketing videos from brands than to visit websites or look at online reviews. Lastly, consumer theory predicts purchasing patterns based on three basic human behaviour assumptions: utility maximization, budget constraints, and rationality. Consumers are said to make calculated decisions based on their preferences and budget constraints [10]. However, the increasing use of social media and internet technologies has also led to the collection of vast amounts of data on consumers' preferences and behaviour. Therefore, companies must prioritize trust over transactions and obtain consumers' consent before collecting and using their data. In conclusion, the increasing use of social media and internet technologies has significantly impacted consumer behaviour and preferences, leading to a surge in eCommerce, changes in the streaming video-on-demand landscape, an increase in video consumption, and the collection of vast amounts of data on

consumers' preferences and behaviour. Companies must prioritize trust over transactions and obtain consumers' consent before collecting and using their data.

The introduction section starts with an introduction that provides an overview of the importance of social media and internet technology adoption in the retail industry. This includes a brief overview of the changes in consumer behaviour and preferences due to the increasing use of social media and internet technologies. The following section is a literature review, and the paper presents the methodology used to study social media and internet technology adoption in the retail industry. The section details the sample size, data collection methods, and data analysis techniques used to investigate the research. The study's results are presented, including a pivot table statistical analysis. These results help to shed light on the factors influencing consumer adoption of social media and internet technologies in the retail industry. Finally, the paper concludes by discussing the study's implications for retailers and suggestions for future research. The conclusion includes recommendations for retailers on effectively leveraging social media and internet technologies to improve customer engagement and drive sales.

2.   Background

A literature review of the utilization of social media advertising (SMA) and the fundamental determinants that influence its efficacy has been presented by a particular source. The present review encompasses a total of 92 manuscripts that have been published in high-impact academic journals over the course of the past ten years [11]. Another source discusses retail technology innovations expected to revive the industry in 2023. The article highlights advanced technologies that help retail businesses refine every aspect of their customer service, including both large and small companies. Furthermore, social media benchmarks can help businesses assess their performance and growth over time. Brands can establish their benchmark data by analyzing annual reports [12]. The integration of retail technology plays a pivotal role in the operations of various enterprises, including conventional businesses, B2B and B2C e-commerce establishments, online marketplaces, and e-services such as food procurement and delivery. The recent increase in funding for these sectors has led companies to undertake digital transformation initiatives for their organizational processes [13].

Furthermore, the retail sector is encountering various obstacles as a result of the advancement of technology. The challenges encompass motivating and retaining personnel, facilitating internal communication, and formulating an efficacious digital marketing strategy for the retail sector. In light of the industry's dynamic nature, businesses must keep abreast of technological advancements to maintain their competitive edge. Social media is crucial in integrating Internet technology within the retail industry. The concepts of social networking and social media exhibit a degree of overlap. Social networking is commonly defined as users constructing virtual communities, whereas social media refers to how users disseminate information, concepts, personal messages, and various forms of content, including videos [14].

The use of social media and internet technology for retailing has become increasingly popular in recent years. Researchers have studied various aspects of consumer behaviour related to this trend. As per a recent survey, most advertisers, i.e., more than 75%, have utilized social media

and the Internet for advertising and promotional purposes. Over 60% of these advertisers have also formulated specific plans to increase their budgets for social promotion and customer behaviour research [11]. This suggests that businesses recognize the potential benefits of using social media and internet technology for retailing. Social media influencers also play a role in activating consumer behaviour in this context. A proposed integrative framework suggests that social media influencers can impact consumer behaviour by leveraging various factors, such as perceived trustworthiness and source credibility [15].

Meanwhile, the impact of social media content on consumer buying behaviour has been studied extensively. One study investigates the impact of feedback and ratings on each stage of the consumer buying process [16]. The use of social media and internet technology also contributes to the growth of omnichannel retailing, where customers can interact with businesses through various channels, and retailers have partial or complete control over channel integration [17]. Moreover, understanding customer adoption patterns is essential in marketing new products. Everett M. Rogers, a communication scholar and sociologist, described five types of adopters for products in his book "Diffusion of Innovations" (1962) [18]. Without a clear understanding of what each type of adopter values, it can be challenging to target them through marketing. The literature suggests that using social media and internet technology for retailing can significantly impact consumer behaviour. To effectively utilize these tools, businesses must consider various factors, such as influencer marketing, feedback and ratings, and omnichannel retailing.

3.   Research Methodology

Quantitative research methodology is a popular approach to gathering data for market research. When surveying social media and internet technology adoption for retailing, quantitative research can help businesses understand consumer behaviour and attitudes towards these technologies. Quantitative research is beneficial for testing hypotheses, designing experiments, and collecting numerical data. In a survey of market research professionals, 89 per cent of respondents reported using online surveys as one of their three most commonly used methods [19]. While quantitative research can provide numerical data, it is essential to note that it does not always provide a deep understanding of consumer motivations. Qualitative research methods can complement quantitative data by exploring the why behind consumer behaviour, as qualitative research helps analyze thoughts, feelings, and behaviours [20]. Therefore, quantitative and qualitative research methods may be helpful when conducting market research on social media and internet technology adoption for retailing.

In this paper, we discuss the data analysis from a small sample of 86 people from Kolkata's suburban location in West Bengal state of India. The survey was carried out online using Google Forms, and the collected data was further converted to pivot tables to estimate the measurements of consumer behaviour. Consumer behaviour demographics refer to the characteristics of consumers that influence their behaviour when making purchasing decisions. These characteristics include age, gender, income, education, and other factors that affect consumers' choices of products and services. Here are some insights from the provided web search results on the demographics of consumer behaviour:

Figure 1 illustrates the distribution of the age group of the consumers considered for the survey. The survey was carried out online via circulating on social media. The age groups considered for the survey are as follows: 18-29 (1.16%); 30-39 (3.4%); 40-49 (18.6%); 50-59 (33.7 %); 60-69 (20.9 %) and 70 + (20.9%) while (1.16%) Prefer not to answer. It was observed that those aged 50-59 are more active on social media and use Internet services. There is a possibility of this age only being willing and interested to participate in the survey, and other age groups may not be interested in participating as there are massive numbers of surveys carried out on social media.
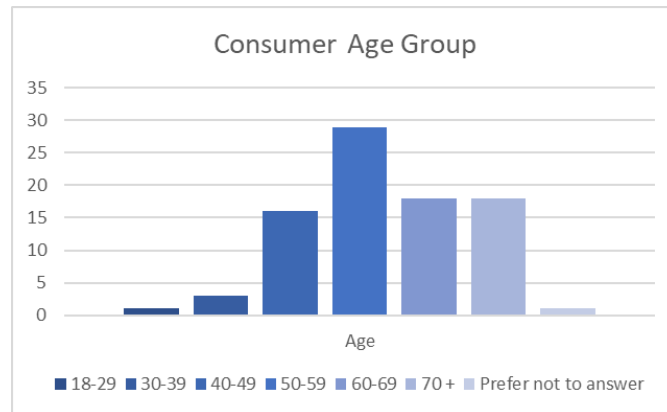

Figure 1: Consumer Age Group

Figure 2 illustrates the distribution of gender activity on social media. The number of female participants was observed to be more than male participants. Including demographic questions about gender in consumer surveys is essential for understanding the population's diversity. Standard gender options to include in surveys are male, female, and non-binary. Companies must consider gender when developing and marketing new technologies, as ignoring gender differences can result in missed opportunities and lost revenue. For example, women may prefer different design elements or marketing strategies than men regarding technology products. Companies can benefit from increasing the gender diversity of their teams, as this can lead to more diverse perspectives and better technology products that meet the needs of all consumers. In this survey, 73% of females participated, and 27% were male participants.
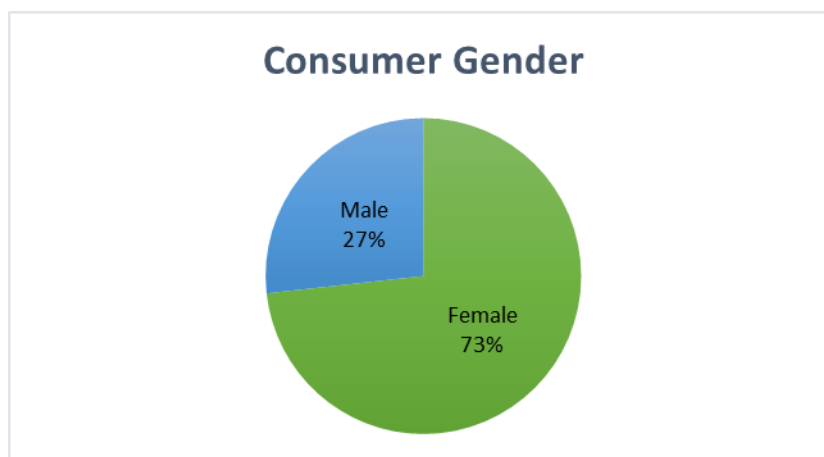

Figure 2: Consumer Gender

Figure 3 illustrates the educational distribution of the consumers who participated in the survey. The educational level of consumers can play an essential role in adopting technology in retailing. According to a study, many theoretical perspectives and practical approaches have been advanced for studying determinants for predicting and explaining users' behaviour towards accepting and adopting technology. The study aimed to identify the most prominent factors affecting and reliably predicting successful technology adoption. However, when it comes to technology adoption in retailing specifically, there seems to be a lack of information on the role of education. While several retail technology trends are expected to shape business outcomes in 2023, there is no mention of the educational level of consumers. The results were distributed as Bachelor's Degree (60.4 %); High School (8.1 %); Master's Degree (18.6 %); PhD or higher (6.9 %); Prefer not to answer (3.4 %); and Training Courses (2.3 %).
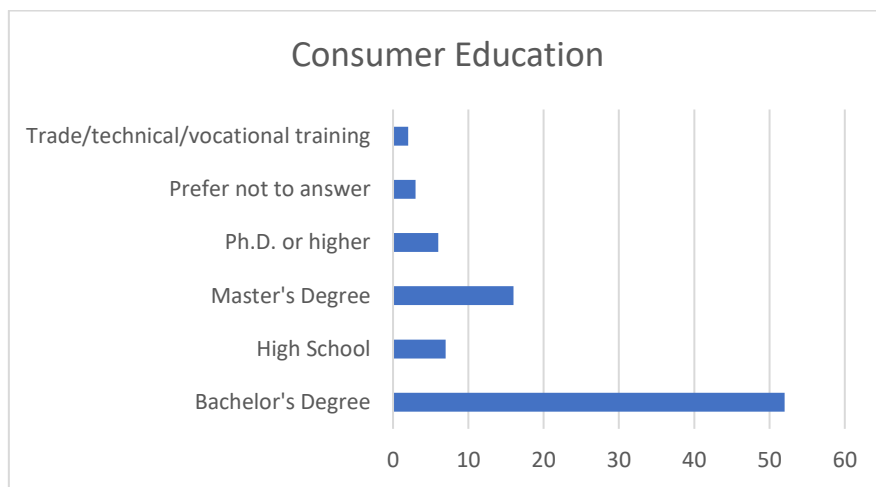

Figure 3: Education Level of Consumers

Figure 4 illustrates the distribution of consumers' occupations. There is a wide variety of types of occupations. The type of occupation that a person has can play a significant role in their adoption of technology. Individuals in certain professions, such as technology or finance, are more inclined to adopt new technologies earlier and more readily than those in other fields. This is because these professions tend to be more tech-focused and require workers to stay up-to-date with the latest advancements to perform their job effectively. People in certain professions may be more likely to access the latest technology through their workplace, which can also influence their adoption of consumer technology. Understanding the relationship between occupation and technology adoption can be valuable for businesses and marketers targeting specific demographics with their products and services. In the acquired survey results, the highest number of consumers are from the Business management occupation, apart from the retired category.
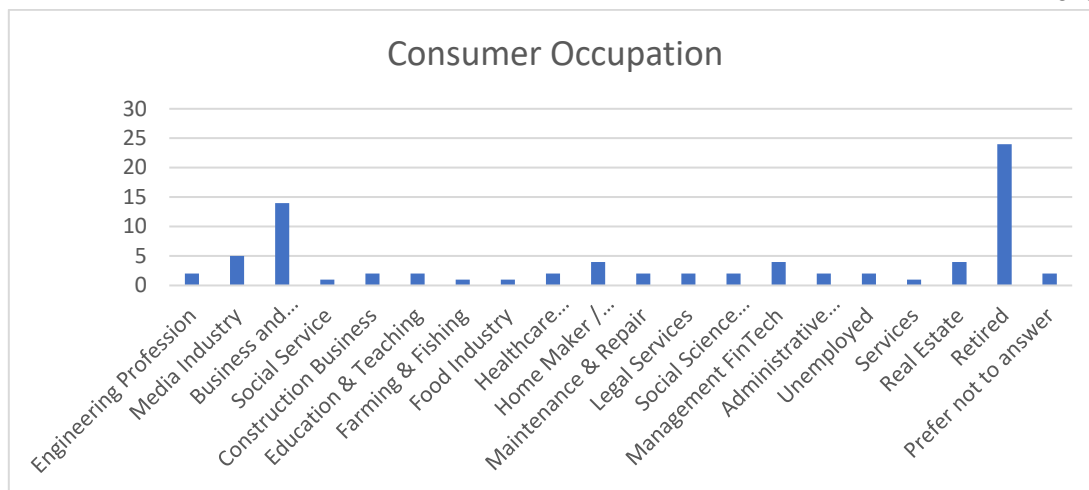
Figure 4: Occupation of the Consumers

Figure 5 illustrates the distribution of consumer income categories. When conducting a survey on the adoption of technology for retailing, it is essential to consider the influence of consumer income on the results. Consumer income can affect people's ability and willingness to adopt new technologies, impacting their access to technology and spending habits. For example, higher-income individuals may be more likely to have access to the latest technology and be more willing to spend money on new retail technologies. In contrast, lower-income individuals may have limited access to technology and prioritize necessities over discretionary spending on retail technology. Understanding the relationship between consumer income and technology adoption can help businesses develop targeted marketing strategies and product offerings that appeal to different income groups. It can help policymakers identify barriers to technology adoption and develop policies to promote equitable access to technology for all consumers, regardless of income level. The distribution of incomes is as follows: 100,000 - 150,000 INR (10.46 %); 150,000 - 200,000 INR (5.8 %); 200,000 - 250,000 INR (9.3 %); 250,000 - 300,000 INR (8.1 %); 50,000 - 100,000 INR (20.9 %); Less than 50,000 INR (2.3 %); More than 300,000 INR (16.2 %); and prefer not to answer (26.74 %).
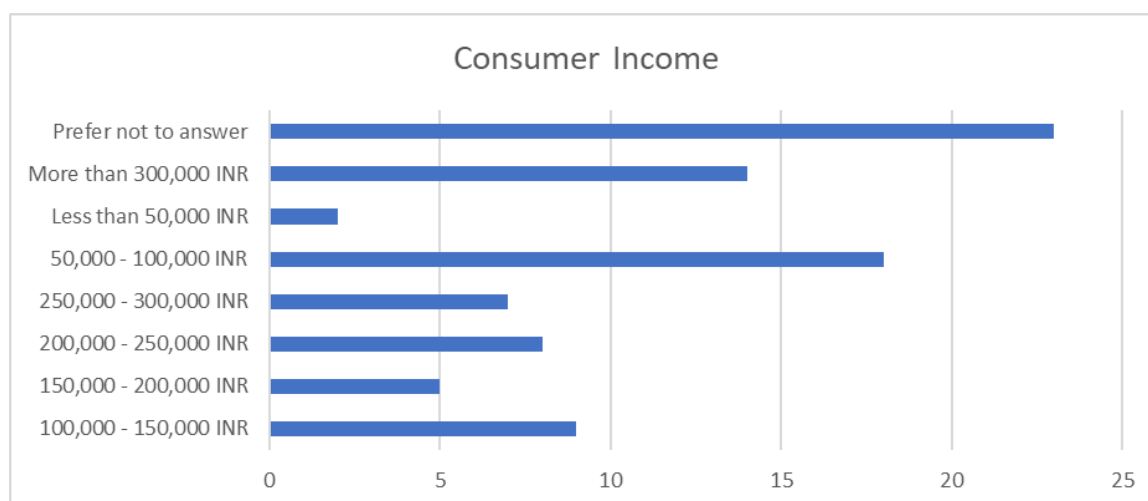

Figure 5: Consumer Income Status

Demographics are crucial for any quantitative survey about consumers' retail technology adoption. Understanding the target population's characteristics, such as age, gender, income, education level, and occupation, can help researchers identify patterns and trends in the data that may not be immediately apparent. For example, younger generations may be more likely to adopt new retail technologies such as mobile payments or augmented reality shopping experiences, while older generations may prefer more traditional methods. Demographics can help researchers segment the data and identify subgroups with different attitudes and behaviours towards retail technology adoption. This data may prove advantageous for enterprises focusing their marketing and product development endeavours on particular segments. Including demographic variables in a quantitative survey can yield significant insights into consumers' retail technology adoption, enabling businesses to maintain a competitive edge.

4.   RESULT & DISCUSSION

Consumer behaviour towards spending time and adopting social media and internet technology for retailing has been dramatically influenced by the changing market conditions and the rise of digitalization. Contemporary consumers seek a cohesive and uninterrupted experience across various channels, including digital and physical platforms. They expect online and offline advantages to maximize the benefits of their purchasing [21]. Omnichannel shopping has become increasingly prevalent, necessitating retailers to distinguish the service and experience of brick-and-mortar shopping while incentivizing consumers to continue utilizing their online platforms. The impact of social media and online technology on consumer behaviour has become increasingly noteworthy. As per the report by Forbes, a significant proportion of consumers, i.e., 80%, tend to base their purchasing decisions on social media posts shared by their acquaintances. This highlights the prevalence of virtual word-of-mouth recommendations in the contemporary era. As such, businesses of all sizes are leveraging social media platforms to reach new audiences and potential customers [22].

Digital technology has become a crucial part of millennials' purchasing behaviour, with nearly 86% being digital buyers in 2020. It is anticipated that the proportion of retail e-commerce sales attributed to retail m-commerce will reach 43.4% by 2023, owing to the growing trend of consumers utilizing mobile devices for shopping [23]. This highlights the necessity for retailers and online marketplaces to develop consumer experiences that are user-friendly and aesthetically pleasing. This section accounts for the findings about the implementation and efficacy of social media and Internet technology.

4.1. Consumer's Social Lifestyle

The importance of consumer's social life concerning social media and internet technology adoption for retailing is significant. Social media and the Internet have become integral to people's social lives, and their use directly impacts consumer behaviour. Social media and internet technology offer opportunities for retailers to connect with consumers, build brand awareness, and engage with their target audience. Consumers who are socially active on social media are more likely to adopt new technologies, and their behaviour can also influence their social network's adoption of these technologies. Figure 6 illustrates the distribution of the

choices of lifestyle consumers prefer. The distribution is as follows: Both online and offline (45.34%); Offline (45.34%); Online (2.32%); Prefer not to answer (6.90%).
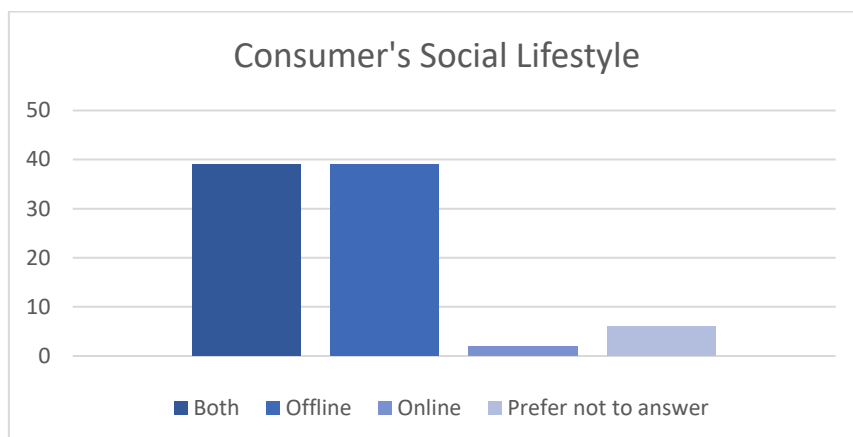

Figure 6: Consumer's Choice of Lifestyle

Artificial Intelligence and Machine Learning tools for social media sentiment analysis can provide businesses with valuable insights into how consumers perceive their products and services, allowing them to make necessary changes to improve customer satisfaction. Understanding how social media and internet technology impact consumers' social lives can help businesses create targeted marketing strategies, build brand loyalty, and engage with their target audience more effectively. Furthermore, the instantaneous and widespread nature of social media makes it easier for retailers to simultaneously communicate and advertise their products and services to a large group of people [24]. Therefore, considering the importance of consumers' social lives for social media and internet technology adoption is crucial for retailers looking to succeed in the modern market.

4.2. Impact of social media on Consumer's Life

Social media has profoundly impacted consumer's life in various ways. The capacity of social media to provide consumers with access to information about products and services of interest is a highly consequential effect. As per the findings of Forbes, a significant proportion of consumers, precisely 80%, tend to make their purchasing decisions based on the social media posts shared by their acquaintances. According to Hubspot's research, social media significantly impacts e-commerce, as 71% of consumers are inclined to make a purchase after being informed about a product or service through social media. Social media has become a significant source of entertainment for many consumers. It allows users to watch videos or scroll through pictures that interest them. Social media platforms have also become a unifying unit of various kinds of people, allowing the distribution of news and information to the whole world [25].

Another significant impact of social media is its ability to connect people with their loved ones. Social media platforms facilitate establishing and maintaining effective connections with acquaintances and loved ones. Notwithstanding, social media can potentially impact various relationships in favourable and unfavourable ways. Although social media platforms facilitate connectivity among individuals, they may also result in reduced quality of face-to-face

interactions. Figure 7 illustrates the distribution of the impact of social media on consumer's lifestyles as Manageable (56.97 %); Not at all (33.72 %); Out of control (6.90 %); Prefer not to answer (2.30 %).
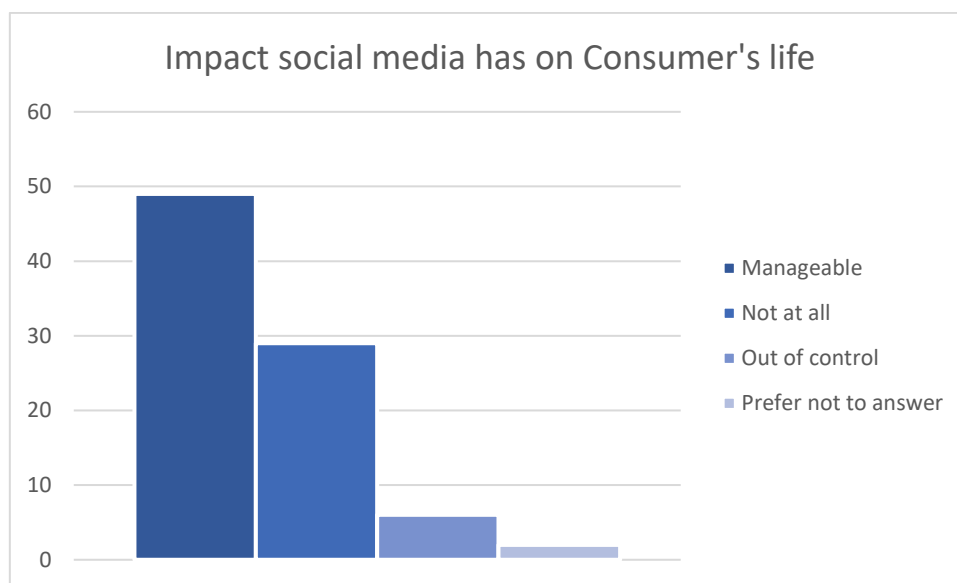

Figure 7: Social Media Impact on Consumer's Life

There are also concerns about the adverse effects of social media on consumer's life. Cyberbullying, being overly connected to the virtual world, and addiction are some adverse effects of social media. Nevertheless, a discourse exists regarding the influence of social media on social interactions. There is a debate surrounding the impact of social media on individuals' social lives. While some contend that social media has had a negative effect, others argue that it has positively impacted individuals' social lives. Social media has significantly impacted consumer's life. It has changed how people access information about products and services, influenced e-commerce, became a source of entertainment, and helped people stay connected with their loved ones [26]. Nonetheless, there are apprehensions regarding social media's unfavourable impacts, and it is imperative to contemplate its potential advantages and disadvantages.

4.3. Participation in Social Media Groups

Social media has revolutionized the way consumers interact with brands and each other. Consumers participate in social media by joining online communities or groups. Here is what we can learn about consumers' participation in social media groups from the provided web search results: According to a survey conducted in 2023, Establishing a thriving virtual community is a pivotal factor in achieving triumph in social media marketing. Instagram and Facebook are the most efficacious platforms for fostering such communities. Furthermore, within the last three months, one-fifth of social media users have recently enrolled in or engaged with a virtual community. This indicates that consumers are increasingly participating in online groups to engage with brands and like-minded individuals. Figure 8 illustrates the distribution of the consumer's participation in social media groups.
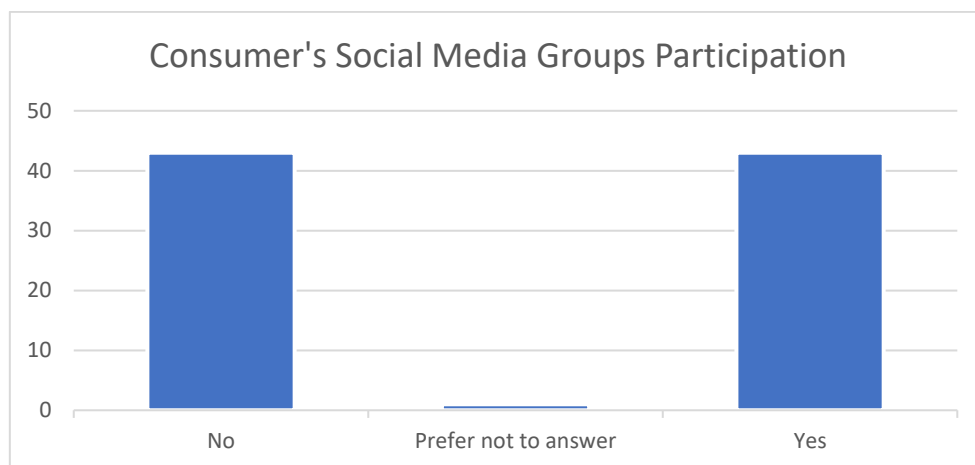
Figure 8: Consumer's Social Media Group Participation

The generation commonly referred to as Gen Z exhibits a particular proclivity towards social media and actively participates in virtual communities. Within the last three months, most Generation Z individuals, precisely 57%, have reported discovering novel products through social media platforms. A significant proportion of 71% have indicated that social media is their primary source of product discovery. The Instagram Stories feature has gained significant popularity, as evidenced by the preference of 49% of Generation Z consumers to utilize this platform for product discovery [27]. Consumers are increasingly participating in social media groups to engage with brands and like-minded individuals. Companies can leverage social media team collaboration software and CRM solutions to build and manage online communities that foster consumer engagement. This is particularly relevant to Gen Z, who are active members of online communities and rely on social media to discover new products.

4.4. Social Media Checking

social media has become a crucial channel for communication between consumers and brands. Data shows that consumers favour Instagram Direct Messages to contact their favourite companies, with brands receiving an average of 27 Instagram DMs daily. This suggests consumers actively engage with brands on social media, indicating they frequently check social media for retailing purposes. Social media has become an effective advertising channel for retail brands. According to recent data, social media has surpassed paid search as a primary advertising channel, exhibiting a year-over-year growth rate of 25% and generating revenue above $137 billion [28]. This indicates that retail brands are investing heavily in social media advertising to reach consumers where they are most likely to spend their time.
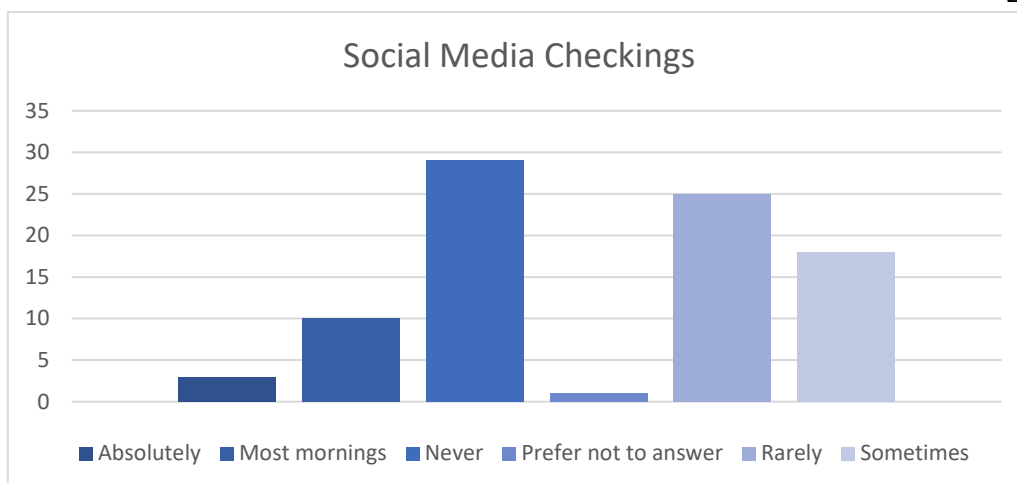
Furthermore, social commerce, the intersection of social media and e-commerce, has increased. The average retail social commerce sales per buyer in the US are expected to increase from $238 in 2019 to $418 in 2025 [29]. This suggests that consumers engage with retail brands on social media and purchase through social media platforms. While we couldn't find any direct data on the frequency of social media checking for retailing, the available data suggests that consumers are actively engaging with retail brands on social media through communication, advertising, and purchases.

4.5. Purpose of social media

Consumers utilize social media for a multitude of objectives. Research shows that roughly 33% of consumers use social media platforms to explore novel products and brands. Moreover, social media platforms play a significant role in marketing by helping businesses reach their target audience and spread their message effectively. Social media also enables businesses to establish trust with their clients by engaging with them and responding to their inquiries on platforms like Facebook, Instagram, and Twitter. Social media platforms serve as a means to establish and sustain interpersonal connections among individuals. The platform facilitates interpersonal communication and connection among individuals, including those geographically distant, through the exchange of multimedia content such as photos, videos, and personal experiences. Consumers use social media to experience different points of view and engage with others through retweets, group formation, and other interactive behaviours [6].
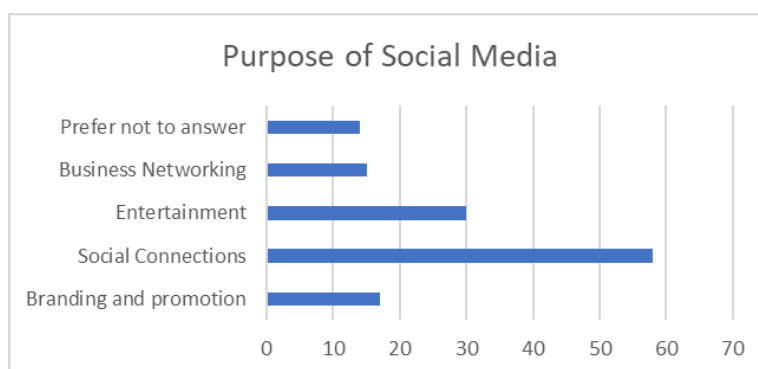

Figure 9: Consumer's Reasons for Social Media Usage

Gen Z consumers are especially active on social media, with many using it to discover new products and brands. Most Gen Z consumers have discovered new products on social media, with Instagram being their preferred platform for product discovery [27]. Overall, consumers use social media for various purposes, including discovering new products and brands, building and maintaining relationships, experiencing different points of view, and engaging with businesses and brands.

4.6. Preferred Type of Social Media Platforms

The utilization of social media has emerged as a crucial means for enterprises to engage with their clientele. A growing number of consumers opt to engage with brands via social media platforms for customer service, and industry experts predict that social media will emerge as the primary channel for customer service by 2023. This highlights the importance of businesses having a solid social media presence and being responsive to customer inquiries on these platforms. Aside from Generation Z, social media is also used by a large portion of the global population. Social networks have become a part of everyday life for many people and are used to access all kinds of information. Moreover, there is a growing trend among social media users to utilize social channels through mobile devices, as evidenced by 91% of all social media users engaging in this practice. Furthermore, nearly 80% of the time spent on social media is attributed to mobile platforms [2].
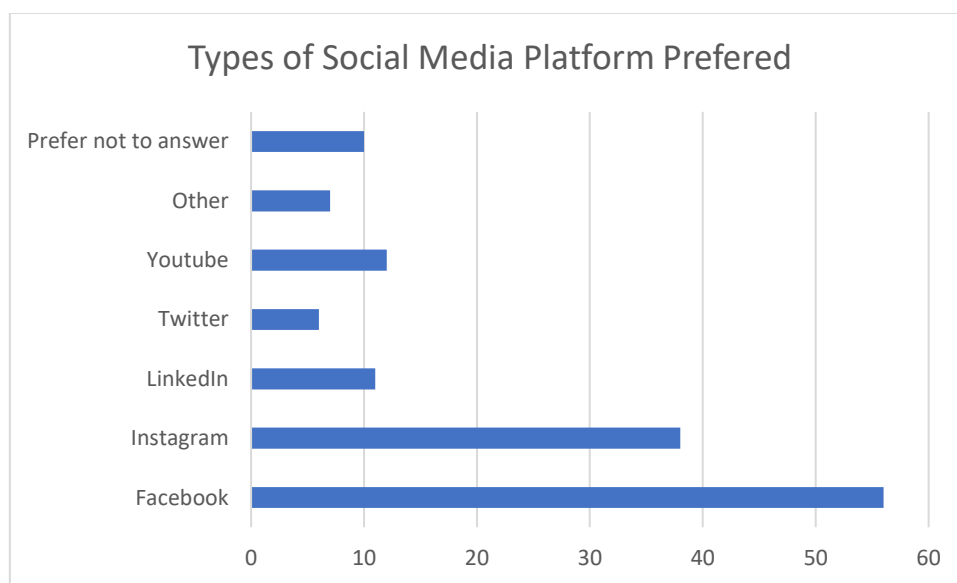

Figure 10: Consumer's Preferences of social media platforms

According to a survey conducted and illustrated in Figure 10 on customers' choice of social media platforms, it seems that Facebook is still the most popular among the respondents, with 56 people choosing it as their preferred platform. Instagram comes in second place, with 38 people choosing it. Youtube has 12 respondents choosing it as their preferred platform. Twitter is the least popular choice, with only six people preferring it, while LinkedIn has only 11 respondents selecting it. Seven people preferred other social media platforms, while ten respondents preferred not to answer the question. In general, Facebook is observed to be the predominant social media platform, succeeded by Instagram and YouTube, whereas Twitter

and LinkedIn exhibit comparatively lower levels of popularity among the surveyed participants.

4.7. Duration Spent online

Consumers are spending an increasing amount of time online, especially on social media platforms. Based on recent studies, the average internet user within the working-age demographic dedicates more than two and a half hours per day to utilizing social media platforms. Global internet users' mean daily social media consumption is projected to rise to 147 minutes per day by 2022 [7]. 81% of people now admit to spending time on social media platforms, a 5% increase from the previous year and a 69% increase from 2012. This increase in social media usage is also reflected in the decline of other forms of media, such as TV time. Social media platforms like YouTube and TikTok have become dominant among teens, with 95% of teens using YouTube and 32% using Facebook in 2022. It is imperative to acknowledge that the overuse of social media has been associated with detrimental impacts on mental well-being, including reduced self-confidence [23].

Figure 11 illustrates the distribution of most consumers who spend a moderate amount of time shopping online. The survey gathered responses from a sample size of individuals and found that 46% spend 0-1 hour per day shopping online, 27 spend 2-4 hours, and 11 spend 5-7 hours. Only 1 of the respondents reported spending more than 7 hours shopping online daily. Interestingly, two respondents stated they are always online, suggesting that online shopping may be a significant part of their daily routine. Overall, the survey results suggest that while online shopping is becoming increasingly popular, most consumers still spend a reasonable amount of time online rather than completely consuming it.
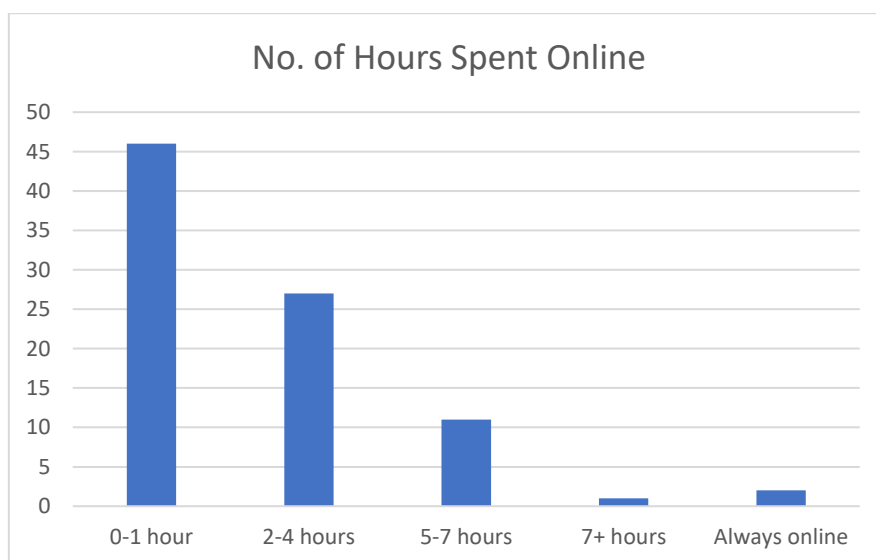

Figure 11: No of Hours Spent Online

Figure 12 illustrates the distribution of consumer behaviour, revealing that most respondents spend a limited amount of time on social media in the context of shopping. Out of the sample size, 75 respondents stated that they spend 0-1 hour on social media for shopping purposes, while only nine reported spending 2-4 hours. Interestingly, two respondents preferred not to

answer the question, indicating that they might be spending more time on social media for shopping but did not want to disclose it. The survey results suggest that social media has become a powerful platform for consumers to research products and make purchases, but most consumers still spend only a limited amount of time on it for shopping purposes.
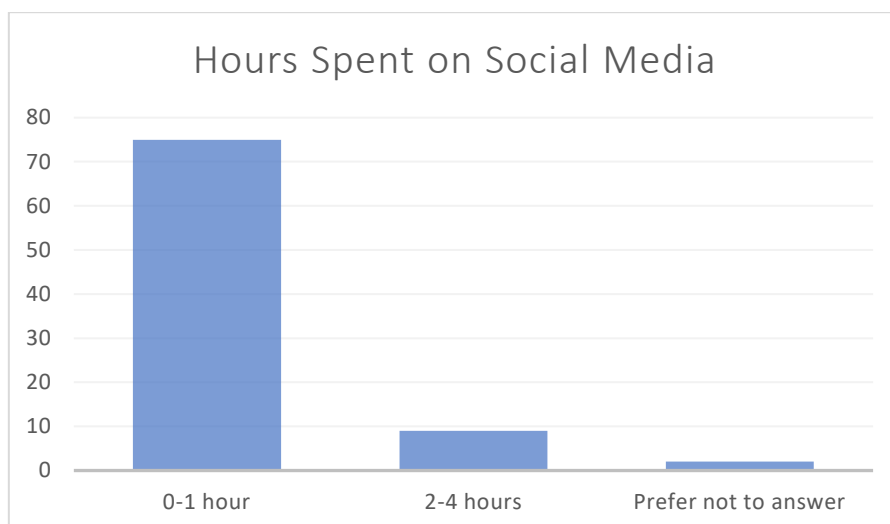

Figure 12: No. Of Hours Spent on Social Media

4.8. Influence of Social Media

the influence of social media conversation on consumer behaviour is varied. Of the respondents, 36 stated that social media conversation does not influence their purchase decisions, while 44 said it only occasionally impacts their behaviour. Only five respondents claimed that social media conversation often influences their purchase decisions. It is interesting to note that 1 of the participants preferred not to answer the question. These results suggest that while social media conversation can significantly impact some consumers' behaviour, it is not the sole factor in determining their purchasing decisions. Companies must consider various factors when developing marketing strategies to target their audience effectively.
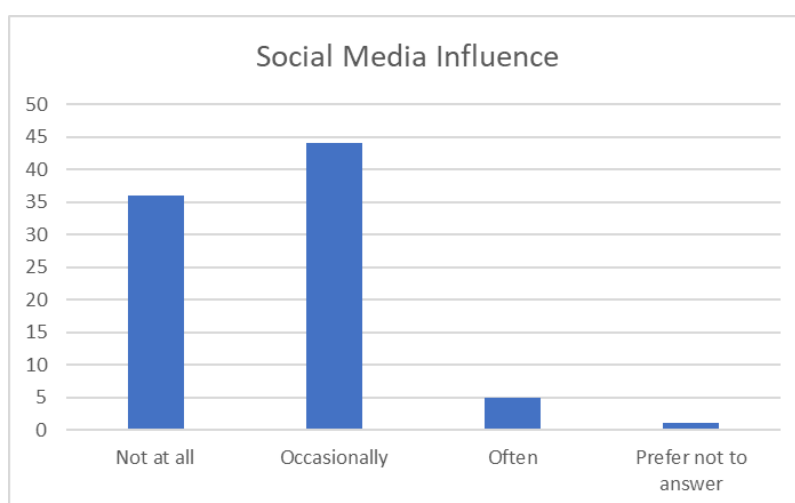

Figure 13: Social Media Influence

Figure 14 illustrates that most consumers are influenced by online content to some extent in their purchasing decisions. Only a tiny percentage of respondents, 18, indicated that they were not influenced by online content, while the majority of respondents, 58, indicated that they were occasionally influenced. Another 10 of the respondents indicated that they were often influenced by online content when making purchasing decisions. These results highlight the importance of online marketing and the need for businesses to establish a solid online presence to reach and influence potential customers effectively. Therefore, 20% of the respondents answered "Not at all", 64% answered "Occasionally", and 11% answered "Often" to the question regarding their likelihood to purchase based on online influence.

Figure 14: Consumers buy the product by online recommendation

Figure 15 illustrates that a significant percentage of consumers, 53, indicated that they would not be likely to recommend online products. This highlights the importance for businesses to prioritize and prioritize their reputation management and customer service efforts. 29 respondents indicated that they would occasionally recommend online products, suggesting some potential for positive word-of-mouth marketing. However, businesses must monitor and address negative feedback to maintain and improve their online reputation. It is also noteworthy that only a tiny percentage of respondents, 3, indicated that they would often recommend online products, which could suggest room for improvement in customer satisfaction and engagement. Finally, the fact that 1 of the respondents preferred not to answer the question could suggest that some individuals may not feel comfortable providing feedback or may not have a strong opinion on the matter. Therefore, 60% of the respondents answered "Not at all", 33% answered "Occasionally", 3% answered "Often", and 1% preferred not to answer the question regarding their likelihood of recommending online products.
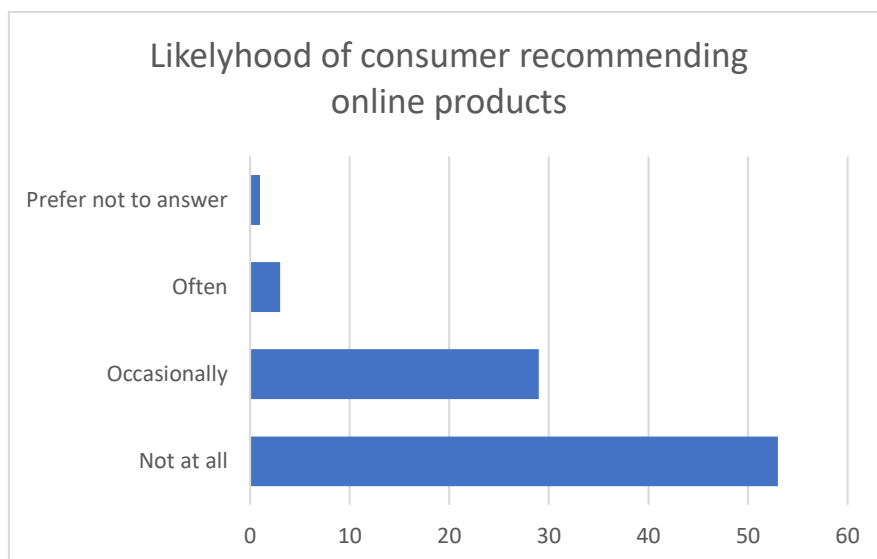
Figure 15: Consumers Recommend the Products

The results in Figure 16 of the survey indicate that most consumers, 59%, believe that social media does not influence their purchasing decisions. This may suggest that for many consumers, other factors, such as personal experience or word of mouth from family and friends, are more critical in determining what products or services they purchase. However, it is worth noting that a significant minority, 38%, feel that social media influences their decision-making process. This highlights the growing importance of social media as a marketing tool for businesses, as consumers increasingly turn to social media platforms to research and discover new products and services. The fact that 2% of respondents felt that social media significantly influences their purchasing decisions is also noteworthy, as this group may represent early adopters or highly engaged users who are more likely to seek out and engage with brands and influencers on social media. The results suggest that while social media may not be a decisive factor for all consumers, it remains an important and influential tool for businesses to reach and engage with their target audience.
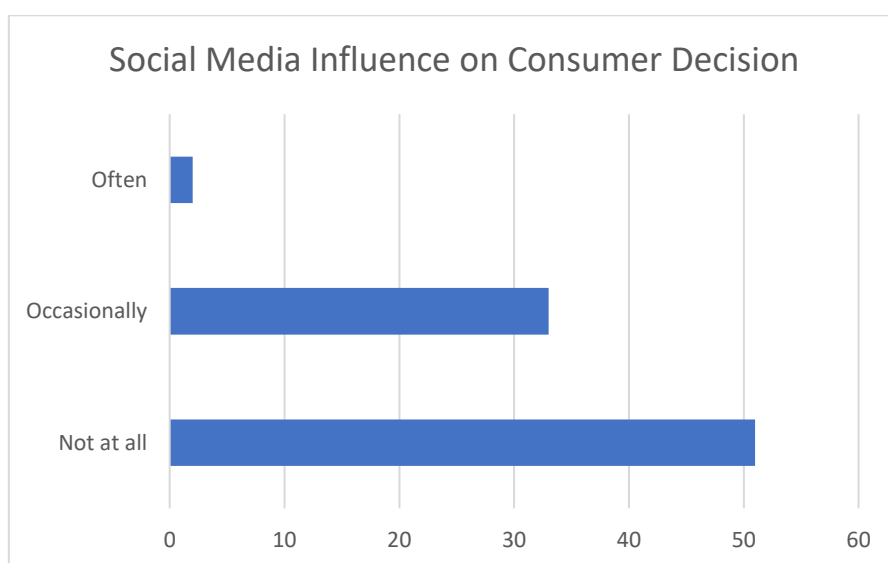

Figure 16: Social Media Influence on Consumer's Decision

Figure 17 illustrates that the survey results indicate that the majority of consumers, 84%, do not post about their purchases on social media. This suggests that for many consumers, their purchasing behaviour is private and not something they feel compelled to share publicly on social media platforms. However, it is worth noting that a significant minority, 14%, post about their purchases occasionally, indicating that for some consumers, social media can serve as a platform for sharing their experiences and opinions about products and services with their followers. The fact that only 1% of respondents reported posting about their purchases often suggests that this behaviour is relatively rare among consumers and may be more common among influencers or social media personalities who make a living by promoting products on social media. Overall, the results suggest that while social media can be a powerful tool for businesses to reach and engage with consumers, it may not always be practical for generating direct recommendations or word-of-mouth referrals, as most consumers do not seem to share their purchase experiences on social media.
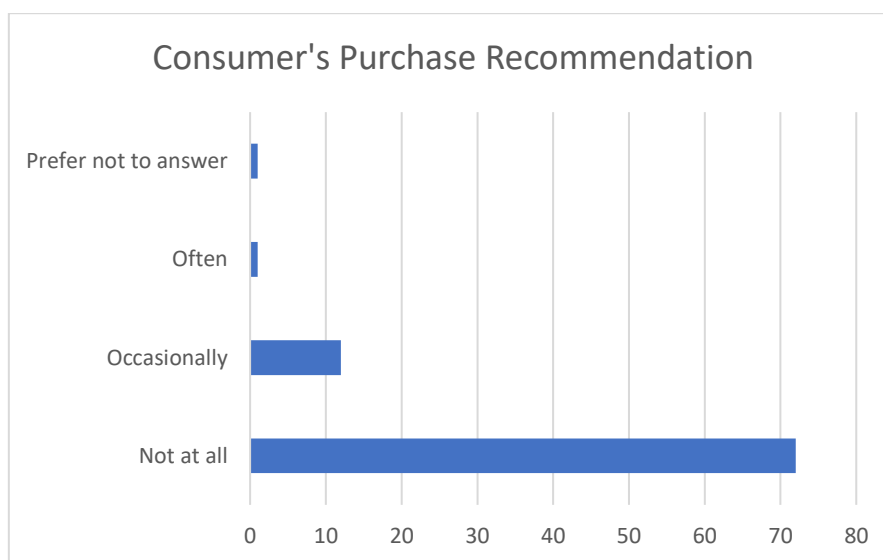

Figure 17: Consumer's Recommendations for the Purchase of Products

The data provided in Figure 18 reveals some interesting insights into consumer preferences regarding product alerts. With 72.09% of consumers indicating that they do not prefer receiving alerts about products they have previously shown interest in, it is clear that this feature may not be universally popular. However, it is worth noting that 5.81% of consumers do enjoy receiving these alerts. For these individuals, such notifications may serve as helpful reminders or aid their decision-making process. Interestingly, 22.09% of respondents were indifferent towards product alerts. This group may benefit from further clarification on the benefits of such alerts or a more personalized marketing approach. Overall, the findings highlight the importance of understanding consumer preferences in marketing and the need for companies to tailor their strategies to their customer base's needs and wants. Businesses can create a more positive and engaging customer experience, increasing customer loyalty and sales.
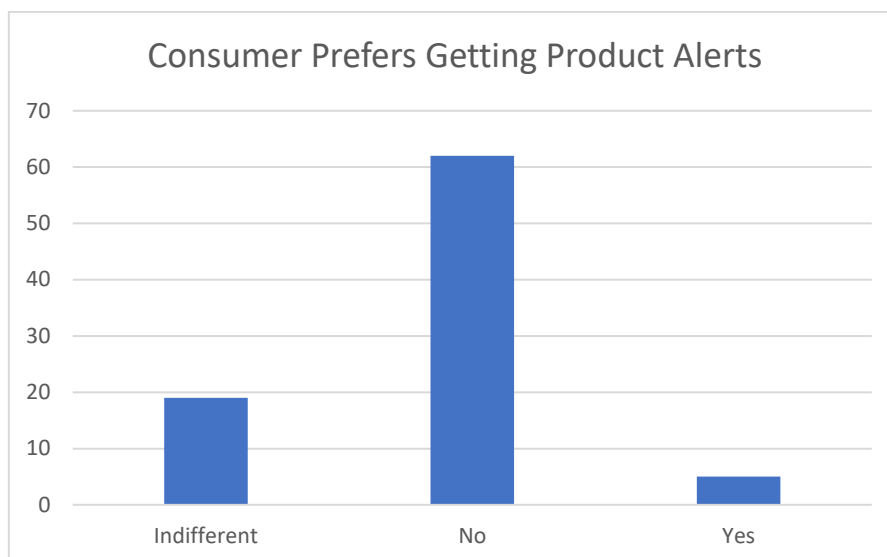
Figure 18: Consumer's Preferences About Product Alerts

Consumer behaviour towards spending time and adopting social media and internet technology for retailing is heavily influenced by the changing market conditions and digitalization. Consumers expect seamless experiences in both online and offline channels and are increasingly turning to social media platforms for recommendations and business engagement. Therefore, retailers must distinguish the service and encounter of physical shopping while incentivizing customers to persist in visiting their online platforms and applications. Furthermore, given the growing prevalence of mobile devices as a means of shopping, it is imperative for retailers and online marketplaces to accord priority to developing well-designed and user-friendly consumer experiences.

5.   Conclusion

Based on the survey conducted among 86 consumers, it can be concluded that social media and internet technology adoption significantly impact consumer behaviours towards retailing. Most consumers reported using social media platforms to follow brands but prefer not to get updates on promotions and new products as they feel the brands are spam, indicating that social media is an essential tool for retail marketing. Furthermore, consumers' adoption of Internet technology, such as mobile apps and online shopping, is also high, demonstrating that consumers increasingly rely on technology to make purchasing decisions. The study suggests that retail businesses must pay close attention to their online presence and social media marketing strategies to remain competitive. Effective use of social media can increase brand awareness, customer engagement, and, ultimately, higher sales. Additionally, businesses should create user-friendly online platforms, such as mobile apps and websites, to provide customers with a seamless shopping experience. Overall, this survey highlights the importance of adopting social media and internet technology for retail businesses and underscores the need for them to embrace these tools fully to remain competitive and relevant in today's market. The limitation of research is limited to 86 consumers from suburban locations of Kolkata District in West Bengal State of India—the proposed future scope of this paper is to conduct statistical analysis for hypothesis testing.

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