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A critical analysis on the challenges faced in personal life through social media or how effects purchase decision.

(An Empirical study on Karnal and Kurukshetra)

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Abstract

This paper attempts to analyse the challenges faced in personal life through social media or how it effects purchase decision in Kurukshetra and Karnal City. Through an analysis of its evolution, on the theory of resources and capabilities, identifying the competitive advantage that has positioned itself in the social media market and consumer market against competitors. The study was conducted covering three aspects Challenges faced in personal life through social media, how effects purchase decision or Comparison between traditional media with social media.

Keywords:-Social Media, Traditional media, capabilities, competitors, challenges, Purchase decision.

Introduction

Social media has taken over the lives of our teenagers. They spend more time interacting online then they probably spend interacting in person. It is an obsession and almost a responsibility in their lives they feel compelled to keep up with, which often pulls them away from the responsibilities in life that will promote them forward. As parents we need to help our teenagers' balance the challenges social media brings with the needs the real world requires of them. Social Media: The majority of teenagers are obsessed with self-promotion and comparing themselves to their friends on social media in compulsive ways. Social media provides a constant outlet for the trap of comparison which subsequently creates feelings of depression and low self-worth in many teens. Teenagers rarely have

a break from the constant stream of social media because their cell phones have practically become a part of their anatomy. To separate from their phone or computer is to separate from their entire world. As parents we need to accept that social media is a normal part of our teenager's life, the world they live in and now necessary for their development. In light of this we have to parent more intently and deliberately on nurturing their self-esteem to be based in achievements, being a good person, working hard, having in-person conversations and reminding them of the value of real life. Cyber Bullying: The cyber world provides a whole new outlet for bullying for teenagers. As parents we have seen over and over the publicized suicides on youtube, facebook, twitter etc. Bullying also takes on more subtle forms such as "sub-tweeting" which is a passive-aggressive, yet public, way to call out a friend or a person who isn't making you happy to everyone in your social media following. Sub-tweeting has replaced direct, person-to-person confrontation, and easily provokes sub-tweeting wars where others jump in and add on, but nothing gets resolved. All of this has caused our teenagers to have a certain amount paranoia that people are tweeting about them, but because it's a sub tweet there is really no way to find out if it is about them unless they ask. Often when they ask they are told it wasn't about them (when it was) and it becomes crazy-making. As parents we can normalize that this type of stuff happened to us as teens, with notes being passed about us in class, but we need to validate for our teenagers how much more intense it is for them to have it happen so publically, and how hard that can be on their hearts. We have to parent them to choose courage over fear and to speak up for themselves person-to-person. Selfish and self-obsession: Selfish are the latest obsession, which is narcissism at its finest. Teens are naturally narcissistic, and when healthy, this narcissism is a necessary part of their development, but the world of selfish is taking our teenagers into a place of being in love with their own image or causing them to be obsessed with the image of others. Selfies can drag our teenagers into a secret self-loathing. No matter how great their selfie is they may be measuring their worth on how many "likes" or "comments" the selfie gets. This turns the selfie into an addiction and a determiner of their beauty, worth, popularity and validity. If a selfie doesn't get a lot of likes or receives a negative comment they may assume they are ugly, stupid, worthless, not good enough or feel people don't like them. As parents we need to encourage inner beauty, hard work, achievement and being a loving person more deliberately because our teenagers are constantly faced with the self-promotion addiction of the social media world. Inability to be alone: Being online puts our teens in

constant social communication. Our teenagers hardly get a break unless they are grounded from social media, they have parental controls or rules on their phones, or they choose to take a social media break. The ability to be alone, in one's own quiet, is almost non-existent and it is such an important developmental task for teens to master. How can a teenager know if they are likable if they never get the chance to sit with themselves for more than five minutes? As parents we must encourage cell-phone and computer-free time with friends and family. We can also make rules around the cell phone being handed over each night before homework and/or before bed. We must require our teenagers have some amount of alone time to experience their own emotional space, unprovoked by social media, so they can grow in their confidence of being able to be alone and feel good about themselves. Helicopter parent: Parents have almost unlimited and inappropriate access to the private lives of their teenagers due to social media. All parents have to do is follow their teenager and his/her friends on the different social media outlets and they know exactly where their kids are and if their kids are being honest or not based on the social media posts of their friends. The GPS capability of smart phones has also turned many parents into part time private investigators and/or stalkers of their teenagers. Our teenagers have little privacy with all this technology and yet it is healthy for them to have some privacy to make their mistakes. Parents are trying to jump in front of normal developmental experiences their teenagers need to have, to evolve as people, before these mistakes even happen. In some ways this may interfere with their growth. As parents we have to embrace the validity mistakes offer our teenagers and their personal growth. It is not in our their best interest to have their parents at home following them and their friends on social media to get an idea of where they are, what they are doing and if they are trustworthy. This type of parenting almost forces our teens to lie and rebel more strongly.

As a healthy parent, require reasonable check in times from your teenagers, enforce appropriate curfews and then let go. They need some room to live unwatched. Clearly social media provides hurdles for parents and teenagers. It has its benefits but also has proven to have some horrible costs. The most important thing we raise in our children is their self-esteem. Our teenagers need rules, discipline, balanced with freedom and independence, good values, in-person quality time and communication, love and validation.

Literature Review

Mayank Yadav, Zillur Rahman, (2018) The study revealed three key findings. First, perceived SMMAs of e-commerce comprise five dimensions, namely, interactivity, informativeness, word-of-mouth, personalization and trendiness. Second, perceived SMMAs of e-commerce have significantly and positively influenced all the drivers of customer equity (CEDs). Third, the CEDs of e-commerce exhibit a significant and positive influence on customer loyalty toward the e-commerce sites. Constanza Bianchi, Lynda Andrews, (2018) Given the widespread popularity of social media such as Facebook, Twitter and Instagram, understanding consumer-brand engagement behavior within social media is fundamental for retail firms. Yet, little is known about how consumers engage with retail brands through social media. The purpose of this paper is to address this gap and extend previous research by examining factors that influence consumers' attitudes and intentions to engage with retail brands through Facebook, and ultimately purchase products and services. Ju-Young M. Kang, Jieun Kim, (2017) This study found that the perceived CRO of the green retailer was positively related to patronage intention. The perceived marketer-dominated information quality and perceived service content quality in social media were positively related to the perceived CRO of the green retailer. Green consciousness moderated the link between perceived CRO and patronage intention. Chawanuan Kananukul, Sojin Jung, Kittichai Watchravesringkan, (2015) Thai SNS users who believe they receive practical and social benefits from engaging in SNSs were likely to trust the sites instead of directly forming trust toward the brand. However, perceived entertainment benefits did not influence trust in SNS. This study found that brand trustworthiness is not directly predicted by practical benefit from SNSs. Instead, brand trustworthiness is formed through consumers' trust toward SNSs. Brand trust induces a high degree of brand loyalty for fast fashion brands, and those individuals with higher brand loyalty were likely to purchase the brand's products more frequently as well as in a higher volume. Sanjit Kumar Roy, Walfried M. Lassar, Gul T. Butaney, (2014) The study is to develop and empirically test a model which examines the relationship between e-servicescape dimensions, website quality dimensions, website stickiness, website loyalty and word-of-mouth (WOM). The role of WOM in influencing consumer behaviour is documented in literature. However, despite its growing importance, research on the antecedents of WOM in the e-retail context is sparse.

Objectives of the study

- To identify the challenges faced in personal life through social media and also focus on purchase decision.
- To analysis the Comparison between traditional media with social media.

Research Methodology

This analysis is descriptive. In alternative words descriptive analysis may be an analysis wherever investigator has no management over variables. He simply presents the image that is already studied. Descriptive analysis includes surveys, facts, finding and inquiries of various sorts. The key purpose of descriptive analysis is description of the state of affairs because it exists nowadays. Descriptive analysis is that sort of analysis wherever the investigator has no management over the variables. Communicator will solely report what is going on or what's attending to happened. However these incidents can't be modified by the investigator. This analysis was descriptive as a result of it simply studied the overall perspective of kids towards the impact of TV advertising while not having any management over any of them. The different actors will be decided within the scope of sample design: Universe of the study means the area or the limits of the study in which it is to be conducted. Universe was divided into three Categories theoretical universe, accessible universe and target population. **Theoretical Universe** social media users only. **Accessible Universe** the population of Kurukshetra and Karnal city within our reach. **Target Population** the population who are the user of social media sites. The users from Kurukshetra and Karnal city. Sample unit indicates who is to be surveyed. The researcher must define the sample unit that will be sampled. In this study sampling unit were the people living in Kurukshetra and Karnal city. Elected according to the convenience. A sample of minimum respondents was from the different areas of in Kurukshetra and Karnal city. An effort had been made to select the respondents evenly. The survey was being carried out on 56 respondents. For the purpose of research convenience sampling technique was used. In this study secondary sources used were websites and journals. Primary data are those, which are collected afresh and for the first

time, and thus happen to be original in character. It is the backbone of any study. Primary data were collected by conducting surveys through questionnaire. The questionnaires were distributed to 56 respondents. The questionnaire comprised of a 5 point Likert scale questions.

Challenges faced in personal life through social media.

Challenges	Agree	Disagree	Neutral	Strongly agree	Strongly Disagree
I sometimes neglect important things because of an involvement in Social Networking Sites.	34(19.04)	3(1.68)	12(6.72)	7(3.92)	0(0)
I sometimes disconnect with my important relationship.	16(8.96)	6(3.36)	21(11.76)	13(7.28)	0(0)
I feel huge addiction of SNS.	25(14)	4(2.24)	15(8.4)	9(5.04)	3(1.68)
I feel waste the important time.	24(13.44)	8(4.48)	12(6.72)	11(6.16)	1(0.56)
I realize that health problems arise.	27(15.12)	5(2.8)	18(10.08)	6(3.36)	0(0)
I Feel more dependence on virtual relationships.	19(10.64)	7(3.92)	23(12.88)	7(3.92)	0(0)
I realize that SNS impact on the attitude.	30(16.8)	3(1.68)	14(7.84)	8(4.48)	1(0.56)
I feel that social life disturbs.	27(15.12)	2(1.12)	20(11.2)	4(2.24)	3(1.68)
I perceive that SNS learning impact on stimuli.	26(14.56)	2(1.12)	21(11.76)	5(2.8)	2(1.12)
I sense that the SNS slow virus in life.	19(10.64)	3(1.68)	19(10.64)	13(7.28)	2(1.12)

Source: Author

Interpretation: I sometimes neglect important things because of an involvement in Social Networking Sites Agree 19.04 % and Disagree 1.68 %. I sometimes disconnect with my important relationship 8.96 % is Agree and Disagree 3.36%. I feel huge addiction of SNS. 14 % and 2.24 % Disagree. I feel waste the important time 13.44 % are agreed and 4.48 % are disagreeing. I realize that health problems arise 15.12 % agree and 2.8 % strongly disagree. I feel more dependence on virtual relationships agree are 10.64 % and Strongly Disagree 3.92 %. I realize that SNS impact on the attitude 16.8 % are agreeing and 1.68 % are Disagree. I feel that social life disturbs 15.12 % Agree and 1.12 % disagree. I perceive that SNS learning impact on stimuli. 14.56 % are agreeing and 1.12 % is Disagree. I sense that the SNS slow virus in life 10.64 % are agreeing and 1.68 % is Disagree.

Comparison of traditional media with social media.

Statements	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree
There is more information and easier access.	33 (18.48)	0 (0)	2 (1.12)	20 (11.2)	1 (0.56)
Information reliability (due to being provided by users also and not only by companies).	37 (20.72)	2 (1.12)	13 (7.28)	3 (1.68)	1 (0.56)
They Save my time.	28 (15.68)	2 (1.12)	5 (2.8)	19 (10.64)	2 (1.12)
I can be informed without being interrupted while other activates (in TV advertising interruption).	28 (15.68)	3 (1.68)	16 (8.96)	8 (4.48)	1 (0.56)
Better communication with other consumers and businesses.	30 (16.8)	1 (0.56)	3 (1.68)	20 (11.2)	2 (1.12)

Source: Author

Interpretation: Under the Comparative study to traditional media, with using social media. The first category is there is more information and easier access in this agrees are 18.48% and response under disagreeing that is 0%. Then the second parameter Information reliability due to being provided by users also and not only by companies 20.72% are agreeing and 0.56% are strongly disagreeing. They Save my time under this third category 15.68% are agree and 1.12% are disagree. I can be informed without being interrupted while other activates under this the 15.68% is agreed and 0.56% strongly disagrees. The condition of Better communication with other consumers and businesses under it 16.8% are agree and 0.56% are disagree.

Conclusion

In the study under the users often check personal SNS accounts many times a day are 44.6%.The respondent's visit more on 'before a purchase on Internet' are 92.9%. While considering eWOM intentions after purchase, more than three fourth of the respondents have positively reacted, and intend to spread positive aspects about social networking sites, particularly Facebook to others through eWOM. While investigating the respondents opinion towards Facebook advertisement based on the socio-economic characteristics, it is found that the respondents differ significantly with respect to their age, occupation and education, but do not differ with respect to their income level towards Facebook advertisement. It is found that youngsters, students and respondents with school level education show significantly favorable reaction towards Facebook advertisement compared to their counterparts in the respective categories. For shopping attitude, the result of this study shows that the respondents differ significantly with respect to age, education and occupation, but not with respect to their income level.

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