



Impact of Social Media on Woman Buying Behaviour with reference to Myntra

¹Asha Soni (Research Scholar) ²Dr.Radhe Shyam Sahu (Assistant Professor)

Atal Bihari Vajpayee University Bilaspur (C.G.)

Rajiv Gandhi Arts and Commerce College Lormi, Dist- Mungeli (C.G.)

Abstract

Social media is a key component of the current technological revolution and is used in numerous ways by consumers and businesses. Social media is being used by consumers to link people to online communities, meet new people, talk, look for work, and conduct online shopping. While doing so, businesses, particularly those engaged in e-commerce, take advantage of social media's advantages by advertising their goods on various social networking sites and influencing customers directly. Consumer shopping behaviour is the study of how people, groups, and organisations choose, purchase, use, and dispose of products, services, ideas, or experiences to satiate their needs and wants. Women make decisions and prioritise things based on their needs as well as the requirements of those in their intimate circles. Therefore, it becomes crucial to position a good, a brand, or a shop in a way that shows how it will help her and others in her life.

Keywords:- Social Media, E-commerce industry, Impact, Woman Consumer, Buying Behaviour

Introduction

Social media is a computer-based technology that makes it easier to share information, ideas, and thoughts by creating online communities and networks. Social media is Internet-based by design and enables instantaneous electronic content communication for consumers.

Documents, films, photographs, and personal information are all considered content. Users interact with social media through web-based software or applications on a computer, tablet, or smartphone.

Electronic commerce, sometimes known as e-commerce, is a business strategy that enables people and businesses to sell goods online. There are four categories of e-commerce: Business to business, consumer to business, consumer to consumer, and consumer to consumer. It can be done on tablets, smartphones, and other devices.

The sale of fashion-related products and services online makes up the fashion e-commerce market. Fashion products include clothing, shoes, purses, jewellery, cosmetics, and other upscale items.

The fashion e-commerce market is made up of profits made by businesses that trade fashion goods online using a variety of online tools and platforms.

The growth of the fashion e-commerce sector is anticipated to be aided by rising internet and smartphone usage. The overall number of phone users, including those using smart and feature phones, reached 4.78 billion in 2019, accounting for 61.51% of the world's population. In 2019, 3.5 billion people used smartphones. Additionally, this has increased the amount of people shopping online. In the years to come, it is predicted that this scenario would increase demand for fashion and other e-commerce marketplaces, leading to more revenue for the online fashion industry.

A major trend in the fashion e-commerce sector is technological advancements. Businesses operating in the industry are implementing cutting-edge technologies like artificial

intelligence (AI), barcode scanners, virtual reality gear, and e-commerce automation systems that provide highly personalised and pertinent customer experiences. In order to reach a large consumer base, several fashion businesses are also releasing new apps to sell their products online.

The major players covered in the global fashion e-commerce market are Amazon, Flipkart, Alibaba, Snapdeal, ebay, Myntra, ShoClues, AliExpress, HomeShop18, Jabong, SHEIN, Koovs, Flo Mattress, Yebhi, Biba, Nykaa, Decathlon, Pepperfry, Naaptol, Shopclues.com, Shoppers Stop, Shopping. indiatimes, Shopping. rediff, StalBuyLove.com, Styletag, Stylista, Yebhi.

Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, the United Kingdom, and the United States are among the nations represented in the global fashion e-commerce sector.

Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa are the regions included in the global fashion e-commerce market.

- 1) By Product: Apparel/Clothing, Accessories, Footwear, Cosmetics, Others, Global Fashion E-Commerce Market
- 2) By End User: Adults, Children, and Teens
- 3) Business-to-business (B2B) and business-to-consumer (B2C) models, respectively.

Company: Myntra

Mukesh Bansal, Vineet Saxena, and Ashutosh Lawania created the Indian apparel e-commerce startup Myntra in 2007. Amar Nagaram serves as Myntra's current CEO. The headquarters of Myntra are in Bengaluru, Karnataka, India.

For all of your fashion and lifestyle needs, turn to Myntra. It wants to offer its clients the greatest and broadest selection of brands and products possible. Myntra is actively working to provide customers with the newest and most popular products, giving them access to the power of fashion.

Anyone who purchases a good or service is not necessarily a user or customer. The study of consumer behaviour has centred on people and the variables that affect how they decide how much money to spend on goods for consumption.

The ideas and theories behind consumer behaviour have been influenced by a wide range of academic fields, including sociology, psychology, social psychology, anthropology of culture, and economics. The majority of shoppers are female and are thought to be a significant influence in the retail industry.

Because men and women's brains differ biologically, neurologically, and behaviorally, women think differently than men. Their shopping habits are affected by these disparities in turn. Women would try to profit from others' experience by asking individuals around, but males would load themselves with enough knowledge about a product or service through the internet, advertising, and reviews. The literature on consumer shopping behaviour and the place of women in the marketplace is reviewed in this.

The major goal of this article is to identify the various schools of thinking that might aid and direct future scholars. The researcher has read through study materials on consumer purchasing behaviour and the function of women in the shopping process. As academics adopt cutting-edge methods and cross-disciplinary viewpoints to comprehend the nature of consumption and purchasing behaviour, the study of consumer behaviour is continuously expanding.

With the expansion of the Internet and since it is now so simple to use, the trend of e-commerce has risen quickly in recent years. Consumers now shop online since it is so

convenient to use the Internet. By 2020, there will be 546.5 million internet users in India, or 40% of the population. This is the second-largest number ever recorded worldwide after China. A top-tier corporate organisation that keeps up with technology advancements has begun to put more of an emphasis on satisfying customer wants as a result of globalisation.

Review of Literature

1. In Pandey and Parmar's (2020) study, the investigation into online shopping behaviour on Flipkart revealed two significant factors: perceived risk and perceived ease of use. The study, conducted via primary data collection methods the study employed judgmental and snowball sampling techniques. Through descriptive analysis and nonparametric tests, the study highlighted the pivotal roles of perceived risk and perceived simplicity of usage in influencing consumers' online shopping behaviours. These findings underscore the importance of addressing these factors in understanding and predicting consumer actions in the online retail landscape.

2. In the study by C.S., Chanmal, and Bh. R (2020), which focuses on the impact of social media marketing on the buying behaviour of young adults in the Bangalore North region, it is evident that social media has become an integral part of people's daily lives. Through primary data collection the study underscores the pervasive influence of social media, with users spending at least one hour daily on these platforms, primarily through mobile devices. The findings emphasize the growing importance of social networks as a communication and interaction medium, shaping consumer behaviours and preferences. Moreover, the study advocates for businesses to recognize the commercial potential of social media platforms, highlighting their utility beyond mere aesthetics, thereby stressing the importance of leveraging social media for business purposes in the contemporary digital landscape.

3. In Sharma and Bhatt's (2018) study on the impact of social media on consumer buying behaviour using the Technology Acceptance Model (TAM), it becomes evident that perceived usefulness, perceived value, and perceived risk play pivotal roles in shaping consumers' purchasing intent on social media platforms. With a primary data collection method the study uncovers a strong positive association among these factors. Notably, the study highlights that fluctuations in perceived usefulness and perceived value coincide with changes in perceived risk, indicating a delicate balance in consumer perceptions.

4. In Varghese and Agarwal's (2021) study on the impact of social media on consumer buying behaviour, the focus lies on monitoring shifts in customer perception through social media content and interactions, as well as researching the effects of social media on purchasing decisions. With a primary data collection method the study employs quantitative analysis techniques. The findings underscore the significant influence of social media on consumer shopping habits in the digital era. The study highlights the transformative effects of social media on both consumers and businesses, emphasizing the discerning nature of shoppers when making purchasing decisions. These insights contribute to understanding the evolving dynamics of consumer behaviour in the context of social media platforms, providing valuable implications for businesses aiming to navigate and leverage this digital landscape effectively.

5. In Ota, Ray, and Kumar's (2020) study on the Indian consumer mindset towards online shopping during the pandemic period, with a special reference to Flipkart, the research aims to explore Indian shoppers' attitudes towards online purchases amid the COVID-19 epidemic. Through primary data collection the study employs descriptive analysis techniques. The findings reflect the profound impact of the pandemic on various aspects of daily life, including shopping behaviour. Despite the uncertainties and challenges posed by the current situation, there remains a resilient optimism for a better future where humanity can overcome the fear and disruptions caused by illnesses or viruses. These observations provide valuable insights into the evolving consumer mindset and highlight the need for businesses to adapt to changing consumer behaviours amidst the ongoing global crisis.

6. The study conducted by Sultan, Sultan, and Sultan in 2015 examined the impact of social media on consumer buying behaviour, focusing on the Omani market. The researchers applied analytical and descriptive analysis techniques. They found that consumers, particularly in the fashion sector, are influenced by informational and design aspects when choosing Instagram as their preferred social media platform for purchasing. Despite the increasing trend of using social media for purchases, there remains a concern regarding consumer mistrust in the security of these platforms. The study's regression analysis indicated that social media's advantages significantly enhance overall consumer purchasing behaviour. These findings provide valuable insights for academic research, highlighting the evolving role of social media in shaping consumer behavior.

7. In their 2017 study, Aragoncillo and Orús explored impulse buying behaviour within the fashion

industry, specifically examining the online and offline channels. Using a primary questionnaire method, they employed exploratory and descriptive analysis techniques. The study aimed to enhance understanding of impulsive purchases and their impact on consumer behaviour, particularly in the context of the expanding online market. By delving into the specialized literature on impulse buying, the researchers sought to identify factors within the online medium that both encourage and deter impulsive behaviour. This research contributes to the ongoing discourse on consumer behaviour and sheds light on the evolving dynamics of impulse buying in today's digital age.

8. In their 2020 study, Amin, Nowsin, Hossain, and Bala focused on the impact of social media on consumer buying behavior in the context of e-commerce businesses in Bangladesh. Utilizing primary data gathered through questionnaires method, they employed a non-probability snowballing sampling technique. The researchers applied regression, correlation, and ANOVA tests to analyze the data. Their findings highlighted the effectiveness of social media in attracting consumer attention and driving user acquisition. They emphasized the importance for e-commerce businesses to implement successful social media strategies to enhance market sales. The study provides practical recommendations for leveraging social media platforms for targeted advertising and promotional activities, offering valuable insights for online businesses in Bangladesh.

9. In their 2020 study, Phusalux, Jermstittiparsert, Saisama, and Wongjunya investigated the impact of social media marketing on the consumer buying behavior of Malaysian youth. With a focus on defining consumer buying behaviour, analysing its connection with social media, and understanding Malaysia's market trends, they utilized a primary questionnaire method. Employing a Structural Equation Modelling (SEM) technique, they conducted quantitative analysis to assess the influence of social media on youth purchasing habits. The study underscores the significance of social media marketing as a potent tool for brands to engage with their target audience and maintain brand equity economically. The findings, supported by empirical evidence from a survey conducted among 244 social media users in Pakistani universities, contribute valuable insights into the relationship between social media marketing and consumer behaviour among youth.

10. In their 2018 study, Icoz, Kutuk, and Icoz examined the influence of social media on consumer buying decisions in the context of tourism, specifically focusing on Turkey. Through a primary questionnaire method, they employed random sampling and Structural Equation Modelling (SEM) techniques. The researchers applied T tests to analyse the data, aiming to identify the social media-related factors influencing consumers' choices of travel and healthcare services. The study highlights the significance of social media in shaping consumers' purchasing behaviours, particularly in the tourism sector. By investigating how consumers utilize social media for travel-related purchases, the findings provide valuable insights into the evolving dynamics of consumer decision-making in the digital age, particularly within the tourism industry in Turkey.

Objectives

- To identify woman perception towards Myntra.
- To understand the impact of Social Media on Consumer Buying Behavior.
- To analyze what products consumers prefer to buy from Myntra.

Research Methodology

Sampling technique and Sample size: A sample of 100 consumers has been taken using Simple Random Sampling Technique.

Data collection technique: The study is purely based on Primary Data. Primary data was collected through Questionnaire method. Questionnaire was made with the help of Google Forms

Data analysis: For analyzing data Descriptive Statistical Techniques were used.

Research Design: The present study is experimental in nature based on the descriptive research design

to study and examine the impact of Social Media on Consumer Buying Behavior with reference To Myntra.

Data Analysis and Interpretation

Questions	Mean	Standard Error	Median	Mode	Standard Deviation	Sample Variance	Kurtosis	Skewness	Range	Minimum	Maximum	Sum	Count
Age (in years)	1.67	0.089955095	1	1	0.899550954	0.809191919	-0.41982	0.961497	3	1	4	167	100
Which of the following Social Media platforms are you using?	2.76	0.091143133	3	3	0.911431331	0.830707071	0.34514	0.681381	3	1	4	276	100
Are Social Media reliable?	3.5	0.106836985	3	3	1.068369852	1.141414141	0.154583	0.681381	4	1	4	350	100
Does Social Media saves times (in buying products)?	3.49	0.115027445	4	4	1.150274451	1.323131313	0.014224	-0.7268	4	1	5	349	100
Do you think Social Media makes buying decision impulsive.	3.59	0.108334499	3.5	3	1.083344988	1.173636364	-0.22905	-0.38258	4	1	5	359	100
Pictures shown in Social Media are a good source of product information.	3.57	0.108483579	4	3	1.084835788	1.176868687	-0.65571	-0.28056	4	1	5	357	100
Which mode of Payment do you prefer to pay?	1.91	0.106453385	1	1	1.064533853	1.133232323	-1.18342	0.592646	3	1	4	191	100
What do you prefer buying from Myntra?	1.9	0.13713	1	1	1.37138	1.88070	-	1.172	4	1	5	19	100
How often do you purchase each of the following types of product from Myntra?	2.49	0.121018406	2	3	1.210184058	1.464545455	-0.70655	0.407663	4	1	5	249	100
Which of the following feature you like about Myntra?	2.81	0.126885775	3	2	1.268857754	1.61	-1.02477	0.15479	4	1	5	281	100
Are you satisfied with the categories of products offered by Myntra?	1.44	0.079544156	1	1	0.795441558	0.632727273	0.014604	1.367948	2	1	3	144	100
Does Myntra provide accurate description about the product?	1.54	0.083387861	1	1	0.833878609	0.695353535	-0.73606	1.044025	2	1	3	154	100
Are you fully satisfied with Myntra?	1.51	0.085864587	1	1	0.858645868	0.737272727	-0.65663	1.140691	2	1	3	151	100

Information given the above table it shows that, Woman who are in the age category of 18-45 prefer Social Media platform such as Instagram
 Woman who are in the age category of 18-45 prefer Online Shopping. We can observed that Woman prefer shopping for clothing rather than category.
 Woman who are in the age category of 18-38 are highly satisfied with the Myntra policy.(discounts/offers) and are also satisfied with the services provided by Myntra. Services such as picture search.

The table displays descriptive statistics for a survey conducted on various aspects related to social media usage and purchasing behavior on Myntra, an online fashion and lifestyle store. The survey collected responses from 100 individuals, and the data is summarized as follows: **Age:** The average age of the respondents is 1.67 with a standard deviation of 0.89. The minimum age is 1 and the maximum age is 4.

Social Media Usage: Respondents on average use 2.76 social media platforms out of a possible 4, with a standard deviation of 0.91. The most common response is 3, indicating that most people use 3 social media platforms.

Reliability of Social Media: On a scale of 1 to 5, respondents rate social media reliability at 3.5 on average, with a standard deviation of 1.07. The most common response is 3.

Time-Saving in Buying Products: Respondents rate social media's ability to save time when buying products at 3.49 on average, with a standard deviation of 1.15. The most common response is 4.

Impulsive Buying Decision: Respondents on average believe that social media makes buying decisions impulsive, rating this at 3.59 on a scale of 1 to 5, with a standard deviation of 1.08. The most common response is 3.5.

Product Information: Respondents believe that pictures shown in social media are a good source of product information, rating this at 3.57 on a scale of 1 to 5, with a standard deviation of 1.08. The most common response is 4.

Mode of Payment: Respondents prefer to pay using mode 1 (unspecified) on a scale of 1 to 4, rating this at 1.91 on average with a standard deviation of 1.06. The most common response is 1.

Product Preferences on Myntra: Respondents prefer to buy products rated at 1 on a scale of 1 to 5, rating this at 1.91 on average with a standard deviation of 1.37. The most common response is 1.

Purchase Frequency: Respondents purchase each type of product on average at 2.49 on a scale of 1 to 5, with a standard deviation of 1.21. The most common response is 3.

Favorite Features: Respondents rate their favorite feature about Myntra at 2.81 on a scale of 1 to 5, with a standard deviation of 1.27. The most common response is 3.

Satisfaction with Product Categories: Respondents are highly satisfied with the categories of products offered by Myntra, rating this at 1.44 on a scale of 1 to 3, with a standard deviation of 0.79. The most common response is 1.

Accuracy of Product Description: Respondents believe that Myntra provides accurate product descriptions, rating this at 1.54 on a scale of 1 to 3, with a standard deviation of 0.83. The most common response is 1.

Overall Satisfaction: Respondents are highly satisfied with Myntra, rating this at 1.51 on a scale of 1 to 3, with a standard deviation of 0.86. The most common response is 1.

Overall, the data suggests that respondents are highly satisfied with Myntra and believe that social media is a good source of product information. However, they also believe that social media can make buying decisions impulsive.

Findings & Conclusion

Findings

We can find that most of the people in the age category 18-40 prefer online shopping more. We can also see that people prefer shopping for clothing rather than any other item. We can also observe that consumers are satisfied with Myntra. Based on the given data, it appears that the respondents are generally satisfied with Myntra as a platform for online shopping. The majority of respondents rated their satisfaction with Myntra as a 1 or 2, indicating a high level of satisfaction. Similarly, most respondents felt that Myntra provides accurate descriptions of the products they sell. When it comes to social media, respondents felt that it is generally reliable and that it can save time when buying products. However, respondents were more divided on whether social media makes buying decisions impulsive. Respondents also generally agreed that pictures shown in social media can be a good source of product information. In terms of payment preferences, most respondents preferred to use a single mode of payment. Overall, the data suggests that Myntra is generally well-liked by its customers and that social media is seen as a useful tool for buying products. However, more research is needed to draw firmer conclusions.

Conclusion

The trend of e-commerce has been increased rapidly in recent years with the development of the Internet and due to the easy accessibility of Internet usage. Easy access to the Internet has driven consumers to shop online. A maximum business organization running with the technological changes, due to globalization they are focusing more on meeting the needs of the consumers. We have also decided

to study the women attitude towards online shopping and its impact, especially the factors influencing the consumer's online shopping attitude and information about factors which played a role as barriers during online shopping. sample size is 100 and we have used a convenient sampling method for the study. Our findings indicate that in the elderly people are not at all attracted to online shopping and for education, undergraduate and postgraduates are more attracted towards online shopping. The research has also found that factors such as easy access, on-time delivery, safe and secure payment process, a wide range of product availability grievance handling system, easy return and replacing products influence consumers' attitude towards online shopping. The research also indicates some factors as barriers to the consumers towards online shopping such as worried about giving credit card numbers, fear of wrong/bad quality product arrival, unawareness about easy returns and replacing of items, misleading false reviews of products, featured products are not meeting expectations. It is expected that this study will help online retailers in India to plan successful strategies for increasing e-commerce business and they can build better relations with consumers.

References :-

1. Sharma, B., & Bhatt, V.(2018), IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOR - A DESCRIPTIVE STUDY ON TAM MODEL. *Journal of Management*,5(13),34-43
2. Sultan, E., Sultan, S .& Sultan, I. (2015) THE IMPACT OF USING SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOR 1-12
3. Aragoncillo, L. & Orús, C. (2017) Impulse buying behaviour: an online-offline comparative and the impact of social media. *Spanish Journal of Marketing – ESIC 1*(22)42-62
4. Amin,M., Nowsin,N. ,Hossain,I. &Bala,T. (2020) Impact of Social Media on Consumer Buying Behavior through Online Value Proposition: A Study on E- Commerce Business in Bangladesh. *Journal of Business & Economics*7(1), 209-228
5. Phusalux,J., Jermstittiparsert, K., Saisama,C., & Wongjunya,N. (2020) Impact of Social Media Marketing on Consumer Buying Behaviour of Youth. *International Journal of Psychosocial Rehabilitation* 7(24) 1304-1321
6. Icoz,O., Kutuk,A.&Icoz,O. (2018) Social media and consumer buying decisions in tourism: The case of Turkey. 1051-1066
7. Varghese,S. & Agarwal,M.(2021)Impact of Social Media on Consumer Buying Behavior, *Saudi Journal of Business and Management Studies*,6(3), 51-55
8. http://m.growingscience.com/ijds/Vol6/ijdns_2022_27.pdf
9. <https://ijrpr.com/uploads/V3ISSUE12/IJRPR8873.pdf>
10. Essani,A., Shahbuddin,A., Zubair,M., Siddiqui,R., Arshad,S.& Qamar,A. (2017) Impact of Social Media on Women Buying Behavior Towards Textile Sector. *Journal of Social Sciences & Business Management*,5(3), 51-63
11. Ota,R, , Ray,S. & Kumar,R. (2020) A Study on the Indian Consumer mindset towards online shopping during the pandemic period: A special reference to Flipkart. *Science, Technology and Development*,7(9), 197-204
12. Chopra,C. & Gupts,S. (2020), Impact Of Social Media On Consumer Behaviour. *International Journal of Creative Research Thoughts* ,8(6), 1943-1961
13. https://scholar.google.com/scholar?start=30&q=impact+of+social+media+on+women+buying+behaviour+&hl=en&as_sdt=0,5#d=gs_qabs&t=1681878445757&u=%23p%3DQFVREAsHSggJ
14. https://scholar.google.com/scholar?start=20&q=impact+of+social+media+on+women+buying+behaviour+&hl=en&as_sdt=0,5#d=gs_qabs&t=1681878386281&u=%23p%3DQFVREAsHSggJ

3DjA96XbdC2QEJ

15. https://scholar.google.com/scholar?start=40&q=impact+of+social+media+on+women+buying+behaviour+&hl=en&as_sdt=0,5#d=gs_qabs&t=1681878553102&u=%23p%3D4CF1WgqrxrEJ
16. Varma,M., Kumar,V., Sangvikar,B.& Pawar,A (2019), IMPACT OF SOCIAL MEDIA, SECURITY RISKS AND REPUTATION OF E-RETAILER ON CONSUMER BUYING INTENTIONS THROUGH TRUST IN ONLINE BUYING: A STRUCTURAL EQUATION MODELING APPROACH *Journal of critical reviews*,7(1), 119-127
17. Lim,X., Radzol,A., Cheah,J.& Wong,M. (2017) The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude *Asian Journal of Business Research*,7(2),19-36
18. Gupta,S. & Bansal,E. (2016) Consumer Orientation Towards Online Buying Via Social Media Platforms, *International Journal of Scientific Research and Education*4(1), 4862-4875
19. [https://d1wqtxts1xzle7.cloudfront.net/56889457/JBMCR-MAR-14-01-libre.pdf?1530247219=&response-content-](https://d1wqtxts1xzle7.cloudfront.net/56889457/JBMCR-MAR-14-01-libre.pdf?1530247219=&response-content-disposition=inline%3B+filename%3DA_STUDY_ON_CONSUMER_ATTITUDE_TOWARDS_DIG.pdf&Expires=1683657396&Signature=KoymvwVLvOD~FNKDIhBKMRIsGzuHj1FZKyQlXLo28fvzT9EhRvbEcjqJ65oKrSH7oOPdNKex5lhoPzdP0LWux4LCIKkcCksyZBDJXKxDq-5gAdWkMnp6ISKsMeVGQoxwCPPhA2HUP5WTYPP8qgQXGFFkKncyhEw4LM-7ZGJH7PhHmvsEVG2H~UC327xSLa7zph~-FI6Ek2-MjOI7f~pZdXEQ3Agb9f4TSY1o5wh5KrF93JPdURIZeO3KF9ubfHjBbbp-Y4Bz1jt6huB5HxvrHillaZM7EA5uIxeauBmoLIsq0rWl7yZpuZ-7m85bLfSfXXBEkzax2gncycSj5p3A&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA)
20. <https://www.emerald.com/insight/content/doi/10.1108/JRIM-04-2021-0127/full/html>
21. https://scholar.google.com/scholar?start=10&q=impact+of+social+media+on+women+buying+behaviour+&hl=en&as_sdt=0,5&as_ylo=2022#d=gs_qabs&t=16818786034
22. https://scholar.google.com/scholar?start=40&q=impact+of+social+media+on+women+buying+behaviour+&hl=en&as_sdt=0,5#d=gs_qabs&t=1681878553102&u=%23p%3D4CF1WgqrxrEJ
23. <https://www.allcommercejournal.com/article/154/4-1-22-522.pdf>
24. https://books.google.co.in/books?hl=en&lr=&id=N7yGEAAQBAJ&oi=fnd&pg=PA118&dq=impact+of+social+media+marketing+in+women+buying+behavior%27s+with+reference+to+myntra&ots=FUvt3FnA9w&sig=HTz3bgV-xjx_KEr8QauQo4bwx38&redir_esc=y#v=onepage&q&f=false
25. https://www.researchgate.net/profile/Indrila-Varma/publication/284451738_Online_Buying_Behaviour_of_Homemakers_in_Western_Suburbs_of_Mumbai_and_Social_Media_Influence/links/5ebae4a4458515626ca547e3/Online-Buying-Behaviour-of-Homemakers-in-Western-Suburbs-of-Mumbai-and-Social-Media-Influence.pdf
26. [https://d1wqtxts1xzle7.cloudfront.net/67890479/JOM_06_01_022-libre.pdf?1625563515=&response-content-](https://d1wqtxts1xzle7.cloudfront.net/67890479/JOM_06_01_022-libre.pdf?1625563515=&response-content-disposition=inline%3B+filename%3DA_STUDY_ON_CONSUMER_ATTITUDE_TOWARDS_DIG.pdf&Expires=1683657396&Signature=KoymvwVLvOD~FNKDIhBKMRIsGzuHj1FZKyQlXLo28fvzT9EhRvbEcjqJ65oKrSH7oOPdNKex5lhoPzdP0LWux4LCIKkcCksyZBDJXKxDq-5gAdWkMnp6ISKsMeVGQoxwCPPhA2HUP5WTYPP8qgQXGFFkKncyhEw4LM-7ZGJH7PhHmvsEVG2H~UC327xSLa7zph~-FI6Ek2-MjOI7f~pZdXEQ3Agb9f4TSY1o5wh5KrF93JPdURIZeO3KF9ubfHjBbbp-Y4Bz1jt6huB5HxvrHillaZM7EA5uIxeauBmoLIsq0rWl7yZpuZ-7m85bLfSfXXBEkzax2gncycSj5p3A&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA)
27. https://www.researchgate.net/profile/R-S-Ch-Chodietty/publication/363753060_The_Role_of_Consumer_Behaviour_Towards_Online_Shopping_An_Empirical_Evidence_of_Amazon_Flipkart_E-Bay_Myntra/links/632c790970cc936cd329bac2/The-Role-of-Consumer-Behaviour-Towards-Online-Shopping-An-Empirical-Evidence-of-Amazon-Flipkart-E-Bay-Myntra.pdf
28. [https://d1wqtxts1xzle7.cloudfront.net/87528733/15332861.2016.119105320220615-1-6hbdzj-libre.pdf?1655262024=&response-content-](https://d1wqtxts1xzle7.cloudfront.net/87528733/15332861.2016.119105320220615-1-6hbdzj-libre.pdf?1655262024=&response-content-disposition=inline%3B+filename%3DExploring_the_Effect_of_Store_Characteristics.pdf&Expires=1683657507&Signature=R~MYPZld-lzKm1Q5vi619r~ok26usXeUOYnry2p7G8QLsEpZjGpgf~3pd7MYzGFqN3KhCho6-1SvdBE7roS8qDL8Y-f2julB7JgJDV6ZrpFG0awfLh02WnjTh-g0RJnaOy3m2Kb6o8ehlWc609imrDKOdXVlsz3zg1hArq74WgBPeslawZyhR17fOKyQ~aCpWRpZAAoRYT0pC9rPpY1kNkcb~k5Mc~Y-)

MXsSvnuSa8SNiEh3COeVDVJ66yAXj0SSrbnwMXkr3Ng5SBiIhtlI2i12LkdyCkRx
MW~fi17Kz3H0XKiad~tWqnlacJzPBS9pYjomgWnxTV5r1CjmdyP3dA_____&Key- Pair-
Id=APKAJLOHF5GGSLRBV4ZA

29. Pandey, A, & Parmar, J. (2020), Consumer's Online Shopping Behavior with Reference to The Flipkart. *The International Journal Research Publication's*, 7(9),1246-1258

30. C.S. , CHANMAL,M. &BH, R.(2020), A STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING ON BUYING BEHAVIOR OF APPARELS IN YOUNG ADULTS IN BANGALORE NORTH REGION. *Perspectives on Business Management & Economics*,1(2), 85-94

