

**EXAMINING THE SOCIAL MEDIA ENGAGEMENT OF MILLENNIALS FOR ONLINE PURCHASES IN MUMBAI**

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**Abstract**

This study examines the social media engagement of millennials in Mumbai for online purchases. Social media has become an important aspect of modern consumer behavior, and it is critical to understand the usage patterns and engagement levels of millennials. The study uses a survey questionnaire to collect primary data from respondents, and secondary data is collected from relevant journals, national and international research, books, newspapers and business magazines.

The data is analyzed using descriptive statistics to determine the frequency and engagement levels of social media usage among millennials. The study finds that social media usage is a common practice among millennials in Mumbai for online retail purchases, with a large proportion of them using it at least once a week. The study also finds that millennials in Mumbai engage in a variety of activities on social media, including window shopping, researching products, and comparing prices before making a purchase. The study recommends that businesses should incorporate social media strategies in their marketing efforts to target millennials effectively. Overall, this study provides valuable insights into the social media behavior of millennials in Mumbai for online purchases.

**Keywords:** Social Media, Millennials, Engagement, Online shopping

**Introduction**

In recent years, the emergence of social media platforms has revolutionized the way people communicate, share information, and conduct business. Social media has become an essential part of our daily lives, particularly for millennials who have grown up in a digital age. Millennials, born between 1980 and 2000, are known for their unique characteristics and behavior, and are considered the most tech-savvy generation to date. With the rapid expansion of e-commerce, social media has become an important channel for online purchases among millennials in Mumbai.

The findings of this study have significant implications for businesses that operate in the e-commerce industry, particularly in Mumbai, which is a rapidly growing market for online purchases. By understanding the social media engagement of millennials, businesses can tailor their marketing strategies and target the right audience to increase sales and profitability. The study also contributes to the existing literature on social media engagement and online purchases among millennials in Mumbai and provides insights for future research in this area.

**Objectives of the study**

1. To determine the frequency of social media usage among millennials in Mumbai for online purchases.
2. To examine the engagement of millennials in online shopping-related activities.

**Hypotheses**

H1: There is a positive relationship between the frequency of social media usage and engagement for online purchases by millennials in Mumbai.

H0: There is no significant difference in the frequency of social media usage and engagement for online purchases by millennials in Mumbai.



### Research Methodology

The current study employed both primary and secondary data collection methods. A self-administered survey was utilized to gather primary data, providing flexibility and reducing the possibility of inadequate responses. Additionally, secondary data was sourced from various publications, including relevant journals, national and international research, books, newspapers, and business magazines.

### Limitations of the study

The sample only includes individuals between the ages of 20 to 40 years, which may not capture the social media usage patterns of older individuals. The study is also limited to self-reported data, which may be subject to social desirability bias. Finally, the study only focuses on social media usage in Mumbai and may not be generalizable to other cities in India.

### Review of Literature

**Sunil Karve, and Shilpa C. Shinde (March 2013)** in their paper —Effectiveness of Social Networking Sites (SNS) have attempted to figure out the experiences of internet users regarding social media and have also tried to find out the pattern of SNS usage of the consumers. The writers state that social media has become so much popular, that it has surpassed the popularity of email, to become number four after search, portals and PC software applications. Individuals born between 1981 and 1994, whose defining characteristic is their familiarity with the Internet. They are also called millennials. Millennials (also known as Generation Y) are the demographic cohort following Generation X. No exact dates are available for when this group starts or ends; demographers and researchers use the early 1980s as starting birth years and the mid-1990s to early 2000s as the ending birth years. Millennial characteristics vary by region, depending on social and economic conditions; the generation is generally marked by increased use of communications, media, and digital technologies. In many parts of the world, their upbringing was marked by an increase in a liberal approach to politics and economics.

**Morgan Stanley's article on eGov Innovation (2017)** predicts that the millennial generation will propel the growth of online consumption in India. The article further explains that unlike previous generations, millennials seek a higher level of transparency in their transactions and prefer tech-savvy and barter-free purchasing experiences. The accessibility of the internet and social media platforms has made this generation more influential, well-informed, and socially connected than their predecessors. The younger population's interests have shifted towards style, technology, and politics while still retaining their interest in music and entertainment.

**Social Media Usage Patterns: A Study on the College Students of Mumbai by Shailaja M. Shastri and Sheetal Gandhi** examines the usage patterns of social media platforms among college students in Mumbai. The study found that Facebook is the most commonly used social media platform, with Instagram and Twitter following closely behind. The study also found that social media is predominantly used for social networking and entertainment purposes, with only a small percentage of users using social media for academic purposes.

### Observations and Findings

**Objective 1: To determine the frequency of social media usage among millennials in Mumbai for online purchases.**

Frequency of use of social media by Millenials for retail purchase		
	Frequency	Percentage
Every day	64	16.2
2-3 days a week	61	15.4
4-5 days a week	25	6.3
Once a week	138	34.9
Rarely	106	26.8
Never	1	.3



Total	395	100.0
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Table no.01: Frequency of use of social media by Millennials for retail purchase

The data presented in the table no. 01 above, shows the frequency of social media usage among millennials in Mumbai for online retail purchases. Out of the total 395 respondents, the majority of them (34.9%) reported using social media for online retail purchases once a week, followed by those who reported using it every day (16.2%) and 2-3 days a week (15.4%). A small proportion of respondents reported using social media for online retail purchases 4-5 days a week (6.3%), rarely (26.8%), or never (0.3%). These findings suggest that social media usage is a common practice among millennials in Mumbai for online retail purchases, with a large proportion of them using it at least once a week.

**Objective 2: To examine the engagement of millennials in online shopping-related activities.**

Engagement of millennials in online shopping related activities						
		Always	Often	Sometimes	Rarely	Never
Window shopping with no intention to shop online	Frequency	61	106	121	59	48
	%	15.4	26.8	30.6	14.9	12.2
Use the internet for researching a product with the intention of buying it in store	Frequency	74	122	117	57	25
	%	18.7	30.9	29.6	14.4	6.3
Comparing products online & purchasing on the internet	Frequency	125	99	123	33	15
	%	31.6	25.1	31.1	8.4	3.8

Table no.02 : Engagement of millennials in online shopping related activities

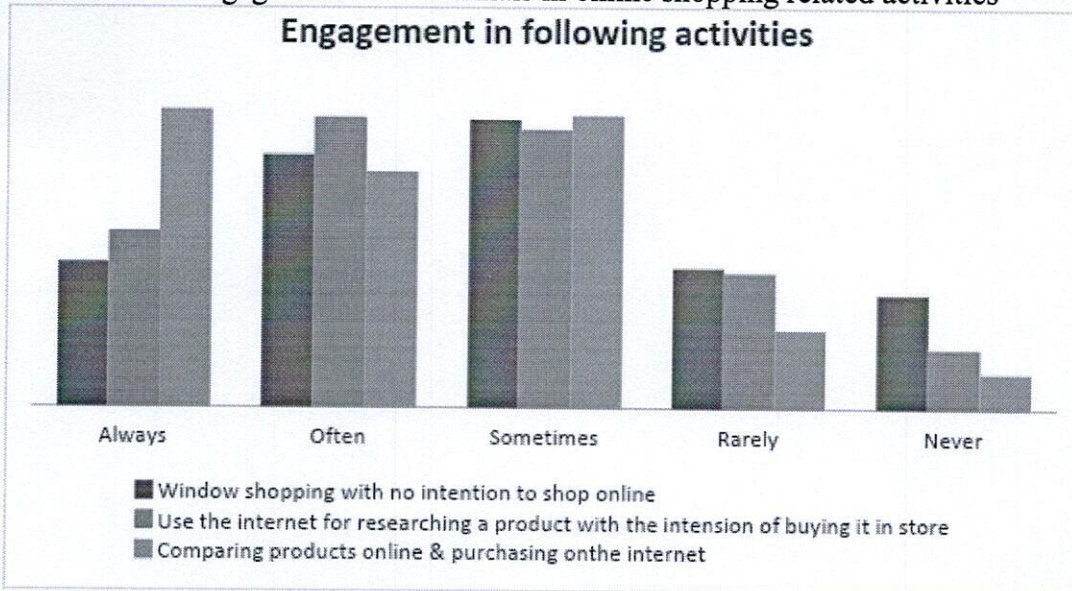


Figure 01: Engagement of millennials in online shopping related activities

These findings suggest that a significant proportion of the respondents engage in online shopping activities, such as researching products online and purchasing them on the internet. However, there is still a considerable proportion of respondents who prefer to engage in activities such as window shopping with no intention to shop online or research products online to buy them in-store.

**Conclusion**

Based on the data collected and analyzed, it can be concluded that social media plays a significant role in the online purchasing behaviour of millennials in Mumbai. The study found that the majority of millennials use social media for online research and purchasing, with a significant proportion comparing products online and making purchases on the internet. Furthermore, the study showed that social media has a significant impact on brand loyalty among millennials in Mumbai.



Social media usage is a prevalent practice among millennials in Mumbai for online retail purchases. The majority of respondents reported using social media for online retail purchases once a week, followed by those who reported using it every day and 2-3 days a week. A smaller proportion of respondents reported using social media for online retail purchases 4-5 days a week, rarely, or never. Overall, these results suggest that social media is commonly used by millennials in Mumbai for online retail purchases regularly.

Overall, this study provides valuable insights for businesses looking to tap into the growing online market in Mumbai. By understanding the social media behaviour and preferences of millennials, businesses can develop more effective marketing strategies that cater to their target audience's needs and preferences.

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