

A STUDY ON EXPLORING THE BANDWAGON EFFECT ON E-PLATFORMS IN THOOTHUKUDI CITY

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ABSTRACT

E-platforms, short form electronic platforms, have become integral part of modern digital environment, the way to interact, transact, and consume information. Consumer buying behavior in E-platforms is evolving rapidly due to the growth of e-commerce and mobile commerce. The bandwagon effect is a psychological phenomenon where people tend to adopt certain behaviors, beliefs, or trends simply because others around them are doing so, rather than based on their own independent judgment or evaluation of the situation. the objectives of the study is to examine the impact of bandwagon effect on consumer behavior, to investigate the psychological manner of bandwagon effect of consumer buying behavior, to examine the role of social media in bandwagon effect, to analyze the potential drawbacks of bandwagon effect in e-commerce platform, to examine how social proof affects product perception & purchase decision within online market. Convenience sampling was employed to survey 127 respondents in Thoothukudi city regarding the impact on bandwagon effect. Primary and secondary data were used in this study to collect the information. To conclude that majority of respondents relay heavily on online ratings and reviews when making purchasing decisions so the impact of bandwagon effect is really high.

KEYWORDS:

E-Platforms, Bandwagon effect, Consumer behavior, Social media.

INTRODUCTION:

E-platforms serve as digital frameworks that facilitate various activities and services, connecting users across geographical boundaries. These platforms encompass from e-commerce websites and social media networks to streaming services and online learning portals. Consumer buying behavior in E-platforms is evolving rapidly due to the growth of e-commerce and mobile commerce.

Understanding consumer behavior trends, personalizing experiences, and leveraging technologies like live streaming can help businesses adapt to changing consumer preferences and enhance their online shopping experiences-platforms have transformed numerous aspects of everyday life and business operations.

The bandwagon effect is a psychological phenomenon where people tend to adopt certain behaviors, beliefs, or trends simply because others around them are doing so, rather than based on their own independent judgment or evaluation of the situation. In other words, individuals may "jump on the bandwagon" because they perceive a social pressure to conform or because they believe that the popularity of a particular idea. This study is conducted to understand influencing buying behavior of consumer with trends changes. This study tried to fill the time gap between existing literature and the current literature. This study will help e-commerce firms to understand the need and wants of consumers, and it also helps to follow current market trends. It aids firms to respond very quickly to change in trends, needs and wants of consumers.

STATEMENT OF THE PROBLEM:

In today's world, people are getting influenced by the internet and various e-platform sites. This bandwagon effect is also one of the factors influencing people's in their decision. This study exploring the bandwagon effect on e-platforms is research that aims to investigate factors that might influence people's decisions. The most important problem here is that most people's decision-making is dependent. They are somehow influenced by other factors like trends, advertisements, influencers, celebrities, etc. And also, the manufacturer or supplier was not able to fix supply or demand because of this bandwagon effect because trends are not stable in this effect. It is ensured we can ensure that consumers are influenced, and the study makes an attempt to study the bandwagon effect on consume behavior.

OBJECTIVES OF THE STUDY:

- To examine the impact of bandwagon effect on consumer behavior
- To investigate the psychological manner of bandwagon effect of consumer buying behavior
- To examine the role of social media in bandwagon effect
- To analyze the potential drawbacks of bandwagon effect in e-

commerceplatform

- To examine, how social proof affects product perception & purchase decision within online market.

RESEARCH METHODOLOGY:

The study focuses on the bandwagon effects on consumer buying behavior on E- platforms in the area of thoothukudi city. Convenience sampling was employed to survey 127 consumers in thoothukudi city regarding the bandwagon effect on consumer. Primary data were collected from the respondents through google form. Secondary data were collected from website, newspapers, magazines, brochures, articles, published and unpublished and the like.

REVIEW OF LITERATURE:

- ❖ **Rajesh Anantharaman, (2023)** they investigate in their study Examine the influence of customer-brand relationship constructs and bandwagon effect on brand loyalty, owing to the increased use of social media and networking, social commerce is gaining popularity among industry experts and academia. As a result, there are ongoing concerns about creating high-quality buyer-seller relationships in social commerce. To aid this conversation, the present research investigates the influence of several factors mainly, social presence and trusting beliefs on sellers trustworthiness. It also considers the impact of the bandwagon effect on purchase intention in the field of social commerce, as well as the role of gender differences in the relationship between trust and purchase intention. The study found that social bonding and bandwagon effect have a strong influence on trust and purchase intention, respectively. The results may encourage social commerce managers to develop better strategies for interacting and communicating with site users.
- ❖ **Seungae Lee, Lucy Atkinson, (2022)** this study investigate that Bandwagon effects explain an individual tendency to conform to and follow other people opinions. Drawing on bandwagon effects, this study explored the relative influence of two different bandwagon heuristic cues in an online comments section (quantitative vs. qualitative) on changes in news readers opinion. They revealed that qualitative cues have a stronger effect than quantitative cues in changing news readers' opinions. They also replicated the findings and showed that

people change opinions in the same direction as perceived public opinion, providing empirical evidence of online bandwagon effects. The findings offer theoretical insights by explicating the process of opinion change via perceived public opinion as well as practical insights into public opinion formation in online environments.

- ❖ **Lina Zhu (2021)**, aimed at examining the impact of customers uploaded images and the number of review votes on consumers perceived credibility of the review, attitudes, and purchase intention towards the reviewed product. The results show that review votes have significant positive impact on participants perceived credibility, attitude, and purchase intention. The study also found significant impact between the relationships among perceived credibility, attitude, and purchase intention, as well as the mediated effect of attitude on the relationship between perceived credibility and purchase intention. However, in case of the customers-uploaded images, there is no significant impact of images on perceived credibility, attitude, and purchase intention found in this study. The study discusses its theoretical and empirical implications and limitations.

HYPOTHESIS OF THE STUDY:

Null Hypothesis (H₀): There is no significant relationship between gender and contribution of online reviews and rating.

Alternative Hypothesis (H₁): There is a significant relationship between gender and contribution of online reviews and rating.

DATA ANALYSIS AND INTERPRETATION

Table.1 IMPACT OF BANDWAGON EFFECT ON E-PLATFORMS

Parameters	No.of Respondent	Percentage
Perception of product quantity due to popularity	24	18.9
It encourages consumer to focus solely on product Features	45	35.4
Buying behaviour based on advertisements	33	26
Buying behaviour based on celebrity and influencers	25	19.7
Total	127	100

(Sources: Primary Data)

From the above table 3.2 shows the impact of bandwagon effect on E-platforms. 18.6 percent of the respondents are having impact on perception of product quantity due to popularity, 35.4 percent of the respondents buying behaviour are influenced by the product features, 26 percent of the respondents buying behaviour based on advertisement and 19.7 percent of the respondents having the input of buying behaviour based on celebrity and influencers.

Inference:

It is inferred that a greater number of respondents are having impact of bandwagon effect based on product features.

Table.2 Ranking the Role of Influencers and Celebrity in Influencing Consumer Buying Behaviour on E-Platforms

Particular	1	2	3	4	5	Total	Score (%)	Rank
Encouraging impulse buying	7200	480	400	320	175	8575	67.51	I
No need for others acceptances or opinion	825	5640	700	120	125	7410	58.34	II
Increase the thinking of product originality	525	360	4800	480	150	6315	49.72	III
Creating awareness	225	720	400	3920	150	5215	41.06	IV
Help to know new features	750	420	100	240	2550	4060	31.96	V

(Sources: Primary Data)

The above table reveals the respondents opinion regarding the role of influencer and celebrityinfluencing level using garret ranking technique. The encouraging impulse buying has the highest score (67.51) and ranked as 1, no need for others acceptances or opinion have been ranked 2, increased the thinking of product originality have been ranked 3, creating awareness is ranked as 4, and help to know new features have been ranked as 5

Inference:

Therefore it is inferred that the most of the majority of the respondents feels it encouragethe impulses buying

Table.3 Testing a Relationship between Gender and Psychological Aspects of OnlineReviews and Ratings

Observed frequency

Occupation Gender	Building brand loyalty	Helpful for making decision	Make comparative analysis	To know the originality	Total
Male	12	20	23	5	60
Female	15	25	19	8	67
Total	27	45	42	13	127

O	E	O-E	(O-E) ²	(O-E) ² /E
12	12.75	0.75	0.56	0.04
20	21.25	1.25	1.56	0.07
23	19.84	3.16	9.98	0.50
5	6.14	1.14	1.29	0.21
15	14.24	0.76	0.57	0.04
25	23.74	1.26	1.58	0.06
19	22.15	3.15	9.92	0.44
8	6.85	1.15	1.32	0.19
$\Sigma[(O-E)^2 / E]=1.55$				

(Source: Primary Data)

$$\begin{aligned}\text{Degree of freedom} &= (r-1)(c-1) \\ &= (2-1)(4-1) \\ &= 1 \times 3 \\ &= 3\end{aligned}$$

Table value =

7.815

Calculated

value = 1.55

Inference:

Since the calculated value (1.55) is less than table value (7.815), the null hypothesis is accepted. Hence it is concluded that there is no significant relationship between gender and the contribution of online reviews and rating on E-platforms.

SUGGESTION:

- ✓ Consumers should conduct independent product research, seeking Information from multiple sources to make well-informed decisions
- ✓ Approach products recommended by influencers with caution, particularly Mindful of the potential discrepancy between advertised and received item Recognize the influence of social proof and popularity signals on your purchasing decisions
- ✓ While online reviews and ratings are valuable, don't rely solely on them. Seek out expert opinions and information from diverse sources, compare information from various sources, and assess your own needs and preferences before making a purchase.
- ✓ To address the bandwagon effect on e-commerce platforms, consumers must first recognize the influence of social proof and popularity on their purchasing decisions. Be cautious of advertising tactics emphasizing product features,

prioritizing genuine utility over perceived societal desirability.

CONCLUSION:

In conclusion, the study of bandwagon effect on E-platforms investigated the importance of influenced consumer behaviour. From the research it is concluded that respondents were belong to 20–30 age range make more purchases on e-platforms and are more affected by influencers who follow trends and are popular. Consumer purchases are increasingly driven by trends and popularity rather than by their requirements. The majority of respondents relay heavily on online ratings and reviews when making purchasing decisions. In this study it concludes that there is no significant relationship between gender and the contribution of online reviews and rating on E-platforms. The bandwagon effect is clearly evident in consumer behaviour, particularly in the context of online shopping. Research indicates that a significant number of consumers prioritize trends and popularity over their actual needs when making purchasing decisions.

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