Role of Pinterest in consumer choices among youth- A study with special reference to users in Southern Region of Kerala

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Abstract

Social Media usage is increasing day by day among people all throughout world. Having so much options at the time of looking for ideas or purchasing, can be a little bit tiring. Pinterest has paved the way to systematic providing the necessary information according to users' interest. The purpose of the study is to identify the role of Pinterest in consumer choices among youth. A sample of 100 youth users from Southern Region of Kerala is selected on basis of convenience sampling, as primary data. The study is descriptive, explorative and analytical. The tools for analysis include percentage analysis, ANOVA and regression. The major findings while testing hypotheses revealed that there is significant difference in post purchase behaviour based on income. And there is significant difference in post purchase behaviour based on social media expertise. There is significant difference in post purchase behaviour based on money spent on purchases. There is significant difference in perception towards Pinterest based on length of time respondent is using Pinterest. There is significant difference in post purchase behaviour based on most frequently purchased product by respondents. There is also significant relationship between post purchase behaviour based on perception towards Pinterest. The study will be useful for marketers to focus more on Southern region of Kerala which will help in long term growth. The limitations of the study include (i) Chance of sampling error due to limited sample size is one of the main limitations. (ii) Pinterest based purchase decisions is an evolving concept in Kerala. So that there can be changes in preferences and the ideas of the same respondents due to dynamic environment.

Keywords: Pinterest, Youth

Introduction

According to statistics, India is the second largest market for the Pinterest platform with 67 million users. Pinterest has 176 million registered Pinterest users and 110 million of them are active users. In India, Pinterest is the 6th most popular social networking site. As internet is available at lowest costs, Pinterest can prove to be very successful in terms of engagement. 88% of the people who have used Pinterest have purchased at least one product that they pinned on their boards. Posts with images get 94% more views than normal text-based post. 60% of people are more likely to contact the business if an image is attached. 80% of the users in India are female and 20% male and a majority of the daily active users on the platform are under 40. (Team A&B, 2018)

Youth are defined as those aged 15 to 29 in the national youth policy (National Youth Policy, 2014). The present study focuses on the Role of Pinterest in consumer choices among youth- A study with special reference to users in Southern Region of Kerala.

Significance of study

The importance of the study is rising because of the fact that consumer choices are now dependent on Pinterest platforms especially for youth. The marketers need to focus more on what are their needs by creating boards and pinning pins. Following of boards helps marketers to know about taste of youth in the dynamic environment.

Literature Review

Anson & Samala (2012) studied how Pinterest is considered a vital tool to brands because it is a tool that is visual and immediate. They found out that instant gratification is one of the reasons for rising demand of Pinterest. It is because Pinterest gives users the ability to immediately and easily seek the source of an image within a single click on the link, and with the recent addition of new functionality, users are able to click once more to buy the product. The payment of paying money, ease and convenience are at the main part of the success for Pinterest as an application.

Up until Pinterest came along there wasn't a way to visualize that tagging or bookmarking or sharing process. It is because of the reason that human beings are very visual people and to create that mood board is a profound and powerful thing (Laird, 2012, p. 8)

Theoretical Background

Pinterest, Inc. is one of the social media app from America. It is having a software system designed to help saving and discovery of information on the World Wide Web using images and, on a smaller scale, GIFs and videos. (Clark, 2019) Founders of Pinterest are Ben Silbermann, Paul Sciarra, and Evan Sharp. Pinterest achieved 300 million monthly active users by August 2019. (Fiegerman, 2019)

Pinterest started its development in December 2009, and the site launched as a closed beta in March 2010. Nine months after the launch the website had 10,000 users which shows its sudden growth (Darling Industries) The Pinterest iPad app was launched in the month of August 2011 (Price, 2013). Pinterest Mobile, launched the following in September, was a version of the website for non-iPhone users. (Web Archive, 2011).

On the date of August 10, 2011, Time magazine listed Pinterest in its "50 Best Websites of 2011" article (McCracken, 2011). In December 2011, the site became one of the top 10 largest social network services, according to Hitwise data, with 11 million total visits per week (Sloan, 2011). On January 2012, it had more traffic than LinkedIn, YouTube, and Google+ (Fox, 2012: Indvik, 2012). In the month of January itself, the company was named the best new start-up of 2011 by TechCrunch (Constine, 2012).

In October 2012, Pinterest started business accounts allowing businesses to either convert their existing personal accounts into business accounts or start from scratch (Wainwright). In 2014, Pinterest gained its first revenue, when it began charging advertisers to promote their wares to the site's millions of hobbyists and vacation planners. (MacMillan, 2014)

Before the year 2013, Pinterest only had for about 2 per cent of global social-mediated sales, but by May 2014 that was up to about 23 per cent. (Business Cloud News). People use social media sites like Pinterest to direct or guide their choices in products. A study from October 2016 found that 60% of Pinterest users are women. (Smith, 2017) Many businesses use Pinterest Analytics to investigate whether the time spent on the social networking site is actually producing results or not. With the help of Pinterest Analytics, companies receive insight to data via API, which makes it easier for the businesses using this method to closely engage with the consumer population on Pinterest. (Perez, 2014)

Pinterest Analytics is much like Google Analytics. It is having a created services, that generates comprehensive statistics on a specific website's traffic, commonly used by marketers. Pins, pinners, re-pins, and re-pinners are some aspects of user data that Pinterest Analytics provides. Pinterest collects data that depicts the percentage of change within a specific time, to determine if a product having more popularity on a specific day during the week, or slowly becoming unpopular. This data helps marketing agencies alter their ideas, strategies and tools to gain more popularity, often changing the visual content to appeal to the Pinterest community. The "Most Clicked" tab in Pinterest Analytics demonstrates products that are more likely to sell. According to a study done by Converto, in the year of 2012, Pinterest drove more social media-originated e-commerce sales than Facebook or Twitter. (Zwelling, 2012)

Pinterest is a free website that requires registration to use.(Pinterest.com) Users can upload, save, sort, and manage images known by the name pins and other media content which may include videos through collections known as pin-boards (Warner, 2011). Images for Pinterest can also be taken from outside Pinterest and similarly uploaded to a board through the "Pin It" button, which can be downloaded to the bookmark bar on a web browser (Pinterest). It can also be implemented by a webmaster directly on the website. Many other websites include red and white "pin it" buttons on items, which allow Pinterest users

to pin them directly. In 2015, Pinterest implemented a feature that allows users to search with images instead of words (Condliffe 2015). Pinterest CEO Ben Silbermann summarized that Pinterest is a "catalogue of ideas" that inspires users to "go out and do that thing", rather than as an image-based social network.(Nusca, 2015)

Objectives

The primary objective is

- To analyse the role of Pinterest in consumer choices among youth

The subsidiary objectives being

- To identify the perception of Pinterest in youth
- To analyse the post purchase behaviour after purchasing product from Pinterst

Hypotheses

Null hypotheses

1. H0: There is no significant difference in post purchase behaviour based on income

2. H0: There is no significant difference in post purchase behaviour based on social media expertise

3. H0: There is no significant difference in post purchase behaviour based on perception towards Pinterest

4. H0: There is no significant difference in post purchase behaviour based on money spent on purchases

5. H0: There is no significant difference in post purchase behaviour based on most frequently purchased product by respondents

6. H0: There is no significant difference between perception towards Pinterest based on length of time respondent is using Pinterest

Alternative Hypotheses

1. H1: There is significant difference in post purchase behaviour based on income

2. H1: There is   significant difference in post purchase behaviour based on social media expertise

3. H1: There is significant difference in post purchase behaviour based on perception towards Pinterest

4. H1: There is significant difference in post purchase behaviour based on money spent on purchases

5. H1: There is significant difference in post purchase behaviour based on most frequently purchased product by respondents

6. H1: There is no significant difference between perception towards Pinterest based on length of time respondent is using Pinterest

Research Methodology

Research Design

The research design adopted for the study is descriptive, exploratory and analytical.

Data Collection

Primary Data is collected from 100 youth respondents in Southern region of Kerala through convenience sampling. Secondary data is collected from websites, journals and article

Research Instrument

For studying the objectives and testing the hypotheses, interview schedule is used as an instrument to collect the data. The questionnaire has been designed with appropriate questions to fulfil the objectives of the study. The first part captures the demographic profile of the respondents. The second part includes measurement scale of consumer choices of respondents in Pinterest. The responses were measured on a five- point likert scale with end point 5 (Strongly agree) and 1 (Strongly disagree). The last part of the instrument is to measure the post purchase behaviour of respondents

The statements are subjected to reliability tests. Thus, the items under study are finalised by the researcher. In addition to this, secondary data was used to gain insight into the previous research in the areas of the study, and to develop a theoretical framework, and to formulate the sample design.

Period of the Study

The data used for analysis in this study are collected for a period of 1 months from February 2020 to March 2020.

Data Processing

Data collected to the questionnaire has been printed, edited and coded and prepare for database for the study. After rectification of data; coding has been carried out. At next stage was entering coded data into SPSS software for analysis.

Data Analysis Presentation and Interpretation

Data Analysis

SPSS software and Microsoft excel were used to analyse the data. In order to get interface of the answers collected; data presented with the help of software tool. Main tool used for analysis of present study are percentage analysis, regression and ANOVA tests are used for analysis of data.

Regression Analysis

Regression Analysis is a mathematical measure of the average relationship between two or more variables in terms of the original units of the data. In regression analysis, there are two types of variables. The variable whose value is influenced or is to be predicted is called dependent variable and the variable, which

influences the values or is used for prediction is called independent variable. In this study, effect of relationship between all the dependent variables and their corresponding independent variable is calculated using regression analysis. (E-courses online)

ANOVA

The Analysis of Variance (ANOVA) is a powerful and common statistical procedure in the social sciences. It can handle a variety of situations. In statistics, ANOVA is a collection of statistical models, and their associated procedures, in which the observed variance in a particular variable is partitioned into components attributable to different sources of variation. In its simplest form, ANOVA provides a statistical test of whether or not the means of several groups are all equal, and therefore generalizes t-test to more than two groups. ANOVAs are helpful because they possess an advantage over a two- sample t-test. (Lumen)

Interpretation

Data generated from analysis has been presented in sequential manner with the answer and solution for framed for the study.

Limitations of the Study

The limitations of the study are:

a) Chance of sampling error due to limited sample size is one of the main limitations.
b) Pinterest based purchase decisions is an evolving concept in Kerala. So that there can be changes in preferences and the ideas of the same respondents due to dynamic environment.
   The study has tried to overcome these limitations with up to date information.

Analysis of data

Demographic Information

The First section of the questionnaire was designed for collecting demographic information of users. The questions include helped to gather information related to gender, educational background, annual income, marital status and occupation of the users.

Table 1

Educational Qualification of respondents

Education	Frequency	Percent
10th Grade	1	1
12th Grade	2	2
Graduates	60	60
Post- Graduates	24	24
Others	13	13
Total	100	100

Source: Primary data

From the table it is significant that the respondents who qualified 10th grade only is 1 per cent, 12th grade is 60 per cent, graduates 60 per cent, 24 per cent post graduates and 13 per cent 13 per cent.

Table 2

Income level of respondents

Income level	Frequency	Per cent
Less than 1 lakh	6	6
1 lakh to 3 lakh	39	39
3 lakh to 5 lakh	38	38
5 lakh to 10 lakh	17	17
Above 10 lakh	0	0
Total	100	100

Source: Primary Data

Since from the table it is clear that respondents who have income less than 1 lakh is 6 per cent, 1 lakh to 3 lakh is 39 per cent, 3 lakh to 5 lakh is 38 per cent, 5 lakh to 10 lakh is 17 per cent, and Above 10 lakh is zero percent.

Table 3

Gender of respondents

Gender	Frequency	Per cent
Male	21	21
Female	79	79
Total	100	100

Source: Primary data

Since from the table it is clear that respondents' percent of male is 21 per cent and 79 per cent for women.

Table 4

Occupation of respondents

Occupation	Frequency	Percent
Government	2	2
Self	2	2
Private	23	23
Others	73	73
Total	100	100

Source: Primary data

Since from the table it is clear that based on occupation, Government employees is 2 in number, self- employed is 2 per cent, private employees 23 per cent and others 73 per cent.

Table 5

Marital Status of respondents

Marital Status	Frequency	Per cent
Married	62	62
Unmarried	38	38
Total	100	100

Source: Primary data

From the table it is clear that 62 per cent of respondents are married. 38 per cent are unmarried

Table 6

General Information

General Information	Groups	Frequency	Per cent
Time spend on Pinterest (Weekly)	Less than 1 hour	14	14
	1 hour to 3 hour	71	71
	Above 3 hour	15	15
	Total	100	100

Source: Primary data

From the table it is clear that the respondent spend their time on Pinterest less than 1 hour weekly is 14 per cent, 1 hour to 3 hour is 71 per cent and above 3 hour is 15 per cent.

Table 7

Social Media Expertise

Social Media Expertise	Frequency	Per cent
Beginner	12	12
Intermediate	40	40
Expert	48	48
Total	100	100

Source: Primary data

Since from the table it is clear that in case of social expertise 12 per cent of respondents are beginners, 40 per cent are intermediates and 48 per cent are experts.

Table 8

How long have been using Pinterest

Time	Frequency	Per cent
Less than 1 month	9	9
1 month to 3 months	43	43
3 months to 6 months	21	21
6 months to 12 months	21	21
More than 1 years	6	6
Total	100	100

Source: Primary data

Since from the table it is clear that the respondents who have been using the Pinterest less than 1 month is 9 per cent, 1 month to 3 months is 43 per cent, 3 months to 6 months is 21 per cent, 6 months to 12 months is 21 per cent and more than 1 year is 6 per cent.

Table 9

Reason for using Pinterest for shopping

Reason	Frequency	Per cent
Fair deal	5	5
Quality Products	40	40
More choice	55	55
Total	100	100

Source: Primary data

Since from the table it is clear that the reason for using Pinterest for shopping by respondents because 5 per cent think they gets fair deal, 40 per cent due to quality products and 55 per cent for more choice.

Table 10

Money spend for shopping through Pinterest

Money spend	Frequency	Per cent
Less than 500 Rupees	33	33
500 Rupees to 1000 Rupees	20	20
1000 Rupees to 1500 Rupees	10	10
1500 Rupees to 2000 Rupees	28	28
Above 2000 Rupees	9	9
Total	100	100

Source: Primary data

Since from the table it is clear that the respondents who spent less than 500 rupees is 33 per cent, 500 rupees to 1000 rupees is 20 per cent, 1000 rupees to 1500 rupees is 10 per cent, 1500 rupees to 2000 rupees is 28 per cent, above 2000 rupees is 9 per cent.

Table 11

Source of information

Source of information	Frequency	Per cent
Friends or Family	2	2
Blogs	6	6
Website	33	33
Social Media	59	59
Total	100	100

Source: Primary data

Since from the table it is evident that the respondents got the information of Pinterest from Social media the most that is 59 per cent, from websites 33 per cent, blogs 6 per cent and from the friends or family is 2 per cent.

Table 12

Most frequently purchased product by respondents

Product	Frequency	Per cent
Cosmetics	4	4
Foot wears	9	9
Clothes	23	23
Others(Accessories and decor items)	64	64
Total	100	100

Source: Primary data

From the table it is clear that the cosmetics purchased by respondents is 4 per cent, foot wears 9 per cent, clothes 23 per cent, other items like accessories and decor items are 64 per cent.

Table 13

Perception

Statements	N	Minimum	Maximum	Mean	Std. Deviation
I find Pinterest a platform to search about product I want to buy	100	2	5	3.8100	.81271
I have positive attitude towards Pinterest	100	1	5	3.4300	1.24928
Pinterest allows me to enjoy the best deal in the area of competing products	100	1	5	3.6600	1.11210
Through Pinterest, I get to know more about new products	100	1	5	3.6400	.95896
I support Pinterest because it plays an in important part in my buying decisions	100	2	5	3.8700	.78695
Pinterest helps me to improve my creative areas and helps in showcasing my talent in arts as well as in business	100	1	5	3.8100	1.12542
I always relay on Pinterest before making purchases	100	2	5	3.7900	.83236
Total	100				

Source: Primary data

Since from the table it is clear that the perception representing statement that have highest mean is 'I support Pinterest because it plays an in important part in my buying decisions', followed by 'Pinterest helps me to improve my creative areas and helps in showcasing my talent in arts as well as in business', 'I find Pinterest a platform to search about product I want to buy', 'I always relay on Pinterest before making purchases', 'Pinterest allows me to enjoy the best deal in the area of competing products', 'Through Pinterest, I get to know more about new products' and 'I have positive attitude towards Pinterest'

Table 14

Post Purchase Behaviour

Statements	N	Minimum	Maximum	Mean	Std. Deviation
I trust the Pinterest for further product purchase in future	100	2	5	4.0800	.86082
I would love to revisit Pinterest platform for purchases	100	2	5	4.0500	.85723
I believe that I have got the best deals through Pinterest	100	2	5	3.9400	.83871
Total	100				

Source: Primary data

Since from the Table it is clear that the post purchase behaviour statement that has got the highest mean is 'I trust the Pinterest for further product purchase in future' followed by 'I would love to revisit Pinterest platform for purchases' and 'I believe that I have got the best deals through Pinterest'.

Table 15

Ways to attract more users to Pinterest boards

Particulars	N	Minimum	Maximum	Mean	Std. Deviation
Attractive captions and layout	100	1	5	3.8700	1.04112
Regularity of pins	100	1	5	3.9900	.91558
Customised pins	100	2	5	4.2400	.66848
Discounts and offers	100	1	4	1.6700	1.06415
Total	100				

Source: Primary data

Since from the table it is clear that customised pins is best way to attract more users followed by regularity of pins by marketers, attractive captions and layout and discounts and offers.

The mean of any random variable will be approximately normally distributed as sample size increases according to the Central Limit Theorem (CLT) (Investopedia). Therefore, with a sufficiently large sample size ($n > 50$), deviations from normality will have little effect on the results (Stevens, 2009).

Table 16

Reliability Analysis

SI No.	Construct	Cronbach's Alpha	No of items
1	Perception	0.819	7
2	Post Purchase behaviour	0.883	3

From the Table, it is found that reliability coefficients for the variables chosen for this study are more than 0.70, which is an acceptable value. So, the items constituting each variable under study have reasonable internal consistency.

Hypotheses Testing

1. H0: There is no significant difference in post purchase behaviour based on money spent on purchases

H1: There is significant difference in post purchase behaviour based on money spent on purchases

Table 17.1

Post purchase based on Money spend for shopping

Money spend	N	Mean	Std. Deviation
Less than 500 Rupees	33	3.9798	.70681
500 Rupees to 1000 Rupees	20	4.0667	.66315
1000 Rupees to 1500 Rupees	10	3.2000	1.03280
1500 Rupees to 2000 Rupees	28	4.3095	.74219
Above 2000 Rupees	9	4.1111	.16667
Total	100	4.0233	.76725

Source: Primary data

Table 17.2

ANOVA Table

Particulars		Sum of squares	df	Mean square	F	Sig.
Post Purchase Behaviour	Between groups	9.242	4	2.310	4.476	.002
	Within groups	49.037	95	.516		
	Total	58.279	99			

Source: Primary data

Since from the Table it is clear that the significant value is less than 0.05 which mean H0 is rejected. It means that there is significant difference in post purchase behaviour based on money spend on purchases.

2. H0: There is no significant difference in post purchase behaviour based on most frequently purchased product by respondents

H1: There is significant difference in post purchase behaviour based on most frequently purchased product by respondents

Table 18.1

Most frequently purchased product by respondents

Product	N	Mean	Std. Deviation
Cosmetics	4	3.0000	.00000
Foot wears	9	4.4444	.52705
Clothes	23	3.8986	.97667
Others(Accessories and decor items)	64	4.0729	.67578
Total	100	4.0233	.76725

Source: Primary data

Table 18.2

ANOVA Table

Particulars		Sum of squares	df	Mean square	F	Sig.
Post Purchase Behaviour	Between groups	6.300	3	2.100	3.879	.012
	Within groups	51.979	96	.541		
	Total	58.279	99			

Source: Primary data

Since from the Table it is clear that the significant value is less than 0.05 which mean H0 is rejected. It means that there is significant difference in post purchase behaviour based on most frequently purchased product by respondents.

3. H0: There is no significant difference in post purchase behaviour based on income

H1: There is significant difference in post purchase behaviour based on income

Table 19.1

Income wise post purchase behaviour

Income	Frequency	Mean	Std. Deviation
Less than 1 lakh	6	4.6667	.51640
1 lakh to 3 lakh	39	4.0598	.65280
3 lakh to 5 lakh	38	4.0614	.75875
5 lakh to 10 lakh	17	3.6275	.94194
Total	100	4.0233	.76725

Source: Primary data

Table 19.2

ANOVA Table

Particulars		Sum of squares	df	Mean square	F	Sig.
Post Purchase Behaviour	Between groups	5.255	3	1.752	3.171	0.028
	Within groups	53.024	96	.552		
	Total	58.279	99			

Source: Primary data

Since from the Table it is clear that the significant value is less than 0.05 which mean H0 is rejected. It means that there is significant difference in post purchase behaviour based on income.

4**. H0: There is no significant difference between perception towards Pinterest based on length of time respondent is using Pinterest**

H1: There is no significant difference between perception towards Pinterest based on length of time respondent is using Pinterest

Table 20.1

Perception based on length of time respondents have been using Pinterest

Time	N	Mean	Std. Deviation
Less than 1 month	9	3.7143	.55328
1 month to 3 months	43	3.4551	.83081
3 months to 6 months	21	3.8435	.48002
6 months to 12 months	21	4.0680	.48153
More than 1 year	6	3.9048	.26599
Total	100	3.7157	.68991

Source: Primary data

Table 20.2

ANOVA Table

Particulars		Sum of squares	df	Mean square	F	Sig.
Perception	Between groups	6.084	4	1.521	3.521	.010
	Within groups	41.039	95	.432		
	Total	47.122	99			

Source: Primary data

Since from the Table it is clear that the significant value is less than 0.05 which mean H0 is rejected. It means that there is significant difference in post purchase behaviour based on length of time respondent is using Pinterest

5. H0: There is no significant difference in post purchase behaviour based on social media expertise

H1: There is significant difference in post purchase behaviour based on social media expertise

Table 21.1

Expertise wise post purchase behavior

Expertise	Frequency	Mean	Std. Deviation
Beginner	12	4.4444	.43423
Intermediary	40	4.2250	.61504
Expert	48	3.7500	.85192
Total	100	4.0233	.76725

Source: Primary data

Table 21.2

ANOVA Table

Particulars		Sum of squares	df	Mean square	F	Sig.
Post Purchase Behaviour	Between groups	7.341	2	3.670	6.990	0.001
	Within groups	50.938	97	.525		
	Total	58.279	99			

Source: Primary data

Since from the Table it is clear that the significant value is less than 0.05 which mean H0 is rejected. It means that there is significant difference in post purchase behaviour based on social media expertise.

6. H0: There is no significant relationship between post purchase behaviour based on perception towards Pinterest

H1: There is significant relationship between post purchase behaviour based on perception towards Pinterest

Table 22.1

Regression - Model Summary

Model	R	R Square	Adjusted R square	Std. Error of the Estimates
1	.611	.374	.368	.61019

Source: Primary data

This table provides the R value. The R value represents the simple correlation and is 0.611, which indicates a high degree of correlation.

Table 22.2

ANOVA Table

Model		Sum of squares	df	Mean square	F	Sig.
1.	Regression	21.791	1	21.791	58.5226	.000
	Residual	36.488	98	.372		
	Total	58.279	99			

Source: Primary data

Here, p < 0.0000, which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variable (i.e., it is a good fit for the data).

Table 22.3

Regression Coefficients

Model	Unstandardized Coefficients		Standardised Coefficients	t	Sig.
	B	Std. Error	Beta		
1. (Constant)	1.497	.336		4.456	.000
Factor	.680	,089	.611	7.650	.000

Source: Primary data

Since the p value (.000) is less than 0.05 the null hypothesis is rejected. . It indicates that there is significant relationship between post purchase behaviour based on perception towards Pinterest

Findings

- Gender wise classification of respondents is 79% women and 21% men. Majority of respondents are having income above 1 lakh. The respondents who qualified 10th grade only is 1 per cent, 12th grade is 60 per cent, graduates 60 per cent, 24 per cent post graduates and 13 per cent 13 per cent. Based on occupation, Government employees is 2 in number, self- employed is 2 per cent, private employees 23 per cent and others 73 per cent. 62 per cent of respondents are married. 38 per cent are unmarried

- Majority of them are spending more than 1 hour weekly in pinterest

- Majority of respondents have intermediate and expert knowledge in Social media

- The respondents who have been using the Pinterest less than 1 month is 9 per cent, 1 month to 3 months is 43 per cent, 3 months to 6 months is 21 per cent, 6 months to 12 months is 21 per cent and

more than 1 year is 6 per cent. The reason for using Pinterest for shopping by respondents because 5 per cent think they gets fair deal, 40 per cent due to quality products and 55 per cent for more choice. The respondents who spent less than 500 rupees is 33 per cent, 500 rupees to 1000 rupees is 20 per cent, 1000 rupees to 1500 rupees is 10 per cent, 1500 rupees to 2000 rupees is 28 per cent, above 2000 rupees is 9 per cent. The respondents got the information of Pinterest from Social media the most that is 59 per cent, from websites 33 per cent, blogs 6 per cent and from the friends or family is 2 per cent. In case of frequently purchased product through Pinterest, the cosmetics purchased by respondents is 4 per cent, foot wears 9 per cent, clothes 23 per cent, other items like accessories and decor items are 64 per cent.

- The perception representing statement that have highest mean is 'I support Pinterest because it plays an in important part in my buying decisions', followed by 'Pinterest helps me to improve my creative areas and helps in showcasing my talent in arts as well as in business', 'I find Pinterest a platform to search about product I want to buy', 'I always relay on Pinterest before making purchases', 'Pinterest allows me to enjoy the best deal in the area of competing products', 'Through Pinterest, I get to know more about new products' and 'I have positive perception towards Pinterest'

- The post purchase behaviour statement that has got the highest mean is 'I trust the Pinterest for further product purchase in future' followed by 'I would love to revisit Pinterest platform for purchases' and 'I believe that I have got the best deals through Pinterest'.

- In case of ways to attract consumers, customised pins is best way followed by regularity of pins by marketers, attractive captions and layout and discounts and offers.

- ANOVA is tested for the hypothesis, H0: There is no significant difference in post-purchase behaviour based on money spent on purchases. The significant value is less than 0.05 which mean H0 is rejected. It means that there is significant difference in post purchase behaviour based on money spent on purchases.

- ANOVA is tested for the hypothesis, H0: There is no significant difference in post purchase behaviour based on most frequently purchased product by respondents. As the significant value is less than 0.05 which mean H0 is rejected. It means that there is significant difference in post purchase behaviour based on most frequently purchased product by respondents.

- ANOVA is tested for the hypothesis, H0: There is no significant difference between perception towards Pinterest based on length of time respondent is using Pinterest. . As the significant value is less than 0.05 which mean H0 is rejected. It means that there is significant difference in perception towards Pinterest based on length of time respondent is using Pinterest.

- ANOVA is tested for finding whether there is significant difference in post purchase behaviour based on income. The significant value is less than 0.05 which mean H0 is rejected. It means that there is significant difference in post purchase behaviour based on income.

- ANOVA is tested for finding whether there is significant difference in post purchase behaviour based on social media expertise. As the significant value is less than 0.05 which mean H0 is rejected. It means that there is significant difference in post purchase behaviour based on social media expertise.

- Regression is tested for finding whether there is significant relationship between post purchase behaviour based on perception towards Pinterest Since the p value (.000) is less than 0.05 the null hypothesis is rejected. . It indicates that there is significant relationship between post purchase behaviour based on perception towards Pinterest.

Conclusion

From the analysis and findings it is clear that youth in Sothern Region of Kerala have a positive attitude towards Pinterest in influencing in their consumer choices. From the study it is revealed that majority of the users spend more than one hour weekly in Pinterest. While testing hypotheses it is revealed that there is significant difference in post purchase behaviour based on income. And there is significant difference in post purchase behaviour based on social media expertise. There is significant difference in post purchase behaviour based on money spent on purchases. There is significant difference in perception towards Pinterest based on length of time respondent is using Pinterest. There is significant difference in post purchase behaviour based on most frequently purchased product by respondents. There is also significant relationship between post purchase behaviour based on perception towards Pinterest. So it can be concluded that Southern region of Kerala is utilising the benefits of Pinterest while taking purchase decisions. So in order to reach more number of people, the markerters need to create account in Pinterest and try to promote the products for achieving growth in coming years.

Suggestions

- Attractive captions and layout can attract more number of consumers towards the marketers in Pinterest.
- Regularity should be considered a must while posting pins
- Try to create boards customised for the consumers
- Discounts and offers should be given to consumer who are using link through Pinterest to attract more consumers.

Further Scope for research

The present study deals with the Role of Pinterest in consumer choices among youth- A study with special reference to users in Southern Region of Kerala. For further research other age groups can be studied. Challenges the consumer faces is also another area of research.

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