

## **Impact on Study of Social Media strategy for Online Shopping Platform**

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### **Abstracts**

Social media has completely changed how people share information and interests and communicate. The quick expansion of social Marketing professionals now have a new channel for contacting customers thanks to media and social networking sites, particularly in emerging nations like India. The study aims to determine how social media use affects the process of making a purchase. According to the survey, social media is the most popular information source for networking, entertainment, and learning about new products. Additionally, social media evaluations and opinions influence the decision to buy, but the tendency for people to discuss their experiences afterward is surprisingly strong.

Social media has completely changed how people communicate and share interests and information. Marketing professionals now have a new way to reach clients thanks to the social media and social networking industry's explosive expansion, particularly in emerging nations like India. The study makes an effort to determine how social media usage affects the decision-making process for purchases. According to the report, social media is the most popular information source for entertainment, networking, and brand-new brand information. Additionally, social media reviews and opinions influence how consumers decide what to buy. Surprisingly, consumers have a strong propensity to share their post-purchase experiences.

Globally, business practises are evolving today. Customers are persuaded by the company organisation to buy the goods and services they require from online retailers. Social media sites like Facebook, Twitter, Instagram, and Pinterest are used by the online company to promote itself.

### **Introduction**

Social media has a significant impact on online purchases. It helps businesses create a stronger online presence, generate leads, and enhance brand awareness, which are all essential components of internet marketing.

An effective social media strategy is crucial to the success and expansion of an ecommerce firm. Because of its global commercial success, social media is growing in popularity. Campaigns for advertising use social media websites in big numbers.

Social networking may be a huge asset when trying to develop e-commerce. It offers a useful method for grabbing the attention of the sizable social media audiences [5-7].

Over time, social media usage has grown quickly, and many users now conduct business there. In order to increase their consumer base, several businesses have chosen to take advantage of the opportunities provided by social media networks.

The truth is that social media is a valuable addition to online marketing operations, notwithstanding the doubts of some business owners [10].

Innovative elements on social media platforms like "like" buttons and comment areas, which are widely utilised to stimulate dialogues, are catered for. Social media information sharing is crucial since it influences people's decisions about which goods and services to buy.

Share buttons for social media sites like LinkedIn, Facebook, and Twitter can help you publicise your company and foster interaction on your website. Many social media users buy things online after sharing them on Facebook, Twitter, and Pinterest. This demonstrates how important social media networking is to e-commerce. Each year, consumers from all around the world will spend billions of dollars on the easily available social media sites.

## **Literature Review**

According to Hoffman and Novak, the main distinction between marketing communication on the Internet and traditional mass media is interactivity. Because the Internet allows more interactions between customers and product/service providers and a higher availability of information about items and services, online customers today have more control and bargaining power than customers of physical establishments. Geissler and Zinkhan asserted that the Internet tipped the scales in favour of customers since it made it very simple for them to compare prices and weigh their options without feeling harassed by salesmen. Online retailers lower transaction costs and benefit both sellers and customers. Armstrong has developed a study on customer purchasing behaviour based on purchase intention.

According to Norazah Suki and Norbayah Suki , marketers should focus more on appealing promotions like online ads or discounts. The utility of online purchasing, compatibility, privacy, security, normative beliefs, self-efficacy, attitude, and student purchase intention were all examined by Yulihisri et al. They discovered that web advertising positively affects consumers' decisions to buy a company's goods. A "seamless omni channel experience," in which customers may browse, shop, order, and return items in any combination they choose, is what consumers are demanding more and more from retailers.

Sharma et al 's analysis of Indian customers' online purchasing patterns revealed that the majority of online shoppers are between the ages of 18 and 25 and that consumers in India are afraid about unsecured online financial transactions. According to Ioanas and Stoica , who discuss the effect of social media on consumer behaviour, most shoppers research things online before making purchases because it's more convenient.

According to Bauboniene and Guleviciute , convenience, ease of use, and better pricing are the primary drivers driving people to shop online. Muda et al .'s investigation of Gen Y's online shopping habits in Malaysia helped them pinpoint the factors that influence this behaviour. They discovered that Gen Y in Malaysia shops primarily at online merchants who use Facebook and Instagram.

## Statement of the Problem

Customers have recently blamed employee incompetence, a lack of business plans, and a lack of funding for company organizations demise. However, from a managerial perspective, management believes that businesses failure to adapt to the rising expense of managing brands is to blame (Webber, 2009).

Due to management's ignorance of the possibilities social media presents for lowering the expense of businesses' advertising campaigns, boosting sales, locating new clients, and sustaining global e-commerce. The motivation behind conducting this study was to delve deeper into an underutilized social media channel and highlight the many benefits it offers to management, marketing, and stakeholders.

## Objectives

- To analyse consumer behaviour after making a purchase.
- To investigate the profile of consumers who buy products online.
- To determine the reasons that lead customers to buy things through social media.
- To locate the products bought online.
- To find out how users use social media tools and how much they are aware of them.
- To determine whether social media has helped businesses lower operating costs.
- To examine how social media affects client relationships.

## Hypotheses for Research

The effects of social media on student performance and learning are unrelated in any meaningful way, according to NULL HYPOTHESES.

Alternate Hypotheses: There is a considerable connection between social media's influence and kids' academic performance and learning.

## Research Methodology

The exploratory and descriptive nature of the study's research design was chosen. The definition of exploratory research design is "Investigation into a problem or circumstance which gives the researcher with insights. The purpose of the research is to fill in the gaps where there is a lack of knowledge. For the purpose of gathering information, it may employ a variety of techniques, such as trial studies, interviews, group discussions, experiments, or other strategies. Descriptive research also includes surveys and various types of fact-finding inquiries. The primary goal of descriptive research is to describe the current situation as it stands.

The following criteria were included in the questionnaire:

- Information on the respondent's socioeconomic status, including gender, age, education, occupation, and income.
- Online purchases are influenced by technological, customer, and product/service considerations.

- Online behaviour, including how often you visit social media sites, how much you spend each time, and what you buy.
- Several factors encourage people to use social media, including entertainment, networking, learning about new products, and so on.

## **Data Collection**

### ***Secondary Data***

The term "secondary data" refers to information that has already been gathered and is easily accessible from other sources, such as the numerous publications of the federal, state, and local governments, the numerous publications of foreign governments or international organisations, the technical and trade journals, the numerous books, magazines, and new papers, the numerous research reports produced by university economists, and so forth.

## **Major Findings**

- 18 to 22-year-olds buy the majority of the merchandise.
- Males are more likely than females to make internet purchases.
- The majority of respondents earn between Rs.20,000 and Rs.30,000 each month.
- Facebook currently outpaces all other social media platforms.
- The majority of respondents (61.4%) regularly use social media platforms.
- Using social media primarily for fun and to learn about new products on the market
- Most survey participants spend 1-3 hours every day on social media.
- Customers spend eight hours per day using traditional media.
- The majority of respondents get recommendations for purchases from their friends.
- Facebook is a frequently used social media platform.
- More than three businesses are followed by almost half of the respondents on social media

## **Suggestions**

- By screening the undesired and unnecessary advertising utilising firewall security, phoney websites can be avoided.
- According to their product searches, buyers can maintain their privacy on social media.
- E-commerce websites have the ability to provide visitors who follow them on social media with additional offers and discounts.
- Utilize social media to show customers how reliable their products are.

## **Conclusions**

Social networks play a function in influencing consumer behaviour in virtual environments, especially when it comes to the degree of message exposure and the relationship established between the diversity of information provided and the client who is about to make a purchase. There are still many people who favour making purchases in physical stores. However, it was also discovered that a significant portion of the population, those between the ages of 18 and 32, is a prospective consumer of goods like clothing, books, electronics, and home appliances, all of which can be bought online. When it comes to the most

crucial factors that influence a consumer's decision to purchase a product online, they include quality, credit/debit card security, range of products, and so on.

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