



A Study on Impact of Social Media on E-Commerce

Bindu. R^a, Swetha. P^b, Dr. Jayashree G.V^{c*}

^a Assistant Professor, Department of Commerce, Vishwa Chethana Degree College, Rajarajeshwari layout Anekal, 562106, Karnataka, India.

^b Assistant Professor, Department of Management, Vishwa Chethana Degree College, Rajarajeshwari layout Anekal, 562106, Karnataka, India.

^c Assistant Professor, Department of Science, Vishwa Chethana PU & Degree College, Rajarajeshwari layout Anekal, 562106, Karnataka, India.

E-mail addresses: jayashree.gv89@gmail.com

ABSTRACT

E-commerce is buying and selling the goods and services with the help of various Internet platforms. Social media e-commerce marketing is the practice of using social media to promote an online store by generating brand awareness, interest in products or services and sales. Recently technology is upgrading in a drastic way, with increased awareness about the use of network and communications technologies to simplify online business procedures and increase efficiency. Social media has increased reach and visibility, improved customer engagement; increased sales improved customer experience and provided businesses with valuable data and analytics. A social media ecommerce strategy can help us to build brand awareness, communication with customers and generate more sales for the online store.

It combines a class of processes, such as E-mail, World Wide Web, and social media that provides ways to exchange information between individuals, companies and countries. For growing countries like India, e-commerce offers considerable opportunity. Social media will help both organizations and customers. It plays a strategic role in driving online sales, in

Conclusion, we discuss the research finding and suggest some implications for businesses to

Increase the future percentage of sales by the use of social media. To be successful in E-commerce, businesses must adopt social media and use it completely.

KEYWORDS: E-commerce, Mobile-commerce, Social commerce, Social media, Social impact.

INTRODUCTION

Social media refers to the platform through which people exchange the information and ideas in virtual communities and networks. In the past decade, social media has become an essential part of people's daily lives. With billions of users, social media platforms have become a powerful tool for businesses to market and sell their products online. The advent of social media platforms has redefined how individuals connect and exchange information. Simultaneously E-commerce is the trading of goods and services on the internet. E-commerce has revolutionized the way goods and services are marketed beyond traditional retail boundaries. The merge of these two dynamic forces has given rise to a new era of digital commerce, where consumer behaviours and market trends are increasingly influenced by the social media. Social media platforms have become a powerful sales channel for businesses.

The idea is to explore how platforms such as Twitter, Facebook, Instagram, WhatsApp, LinkedIn, YouTube and others influence the minds of consumers and their purchasing behaviours in overall process of online retail. Social media platforms also provide businesses with an opportunity to exhibit their brand personality, which can help to build trust and credibility with customers. E-commerce is the sector which is spreading its wings and flying along with the technology advancement. Side by side Social media is helping businesses to gain outstanding results in their sector.

LITERATURE REVIEW

1. Jiyoung Cha (2009) in research work —Shopping on Social networking websites;

The study is based on two types of products; Real products and Virtual products. This study reveals about the usefulness, age, easy accessibility, security and fit play a significant role in determining the attitude for shopping real Products. On the other hand, gender, social networking site experience, ease of use and fit Influence the attitudes for shopping virtual products.

2. Tom Smith (2010) in the social media revolution

explains the communication that takes place between organisations and the customers. It tells about the conversations and communications that take place between the customers and social media.

3. DuangruthaiVoramontri* and Leslie Klieb

George Herbert Walker School of Business and Technology, Webster University, Bangkok, Thailand in his Journal Int. J. Information and Decision Sciences, Vol. 11, No. 3, 2019 has stated there is easy accessibility, low cost and wide availability of information with the help of social media.

4. Nasir, S., Vel, P., & Mateen, H [1]

This article says that Social media doesn't always need some language or the words to spread the message to the consumer. When a product or service is promoted, the potential buyer interprets the information. Based on this, the buyer responds by either making a purchase, deciding not to buy, or choosing to buy again. This decision depends on the customer's needs, knowledge, preferences for the product, brand loyalty, brand value, word of mouth, and the overall demand for the product.

RESEARCH METHODOLOGY

The present study is conceptual and purely based on secondary data which is collected from books, journals, published reports and other websites.

OBJECTIVES

1. To study the recent trends in integration of Social Media and E-commerce.
 2. To study the Influence of social media on consumer behaviour on E-commerce.
 3. To study various E-commerce models.
- 1. To study the recent trends in integration of social media and e commerce.**

Social commerce is the combination of Social media and E-commerce where users can discover and purchase products directly within social media platforms. Listed are the various trends in E-commerce.

1.1 Connecting through Social Media

Now a day's social media enables the customers to choose the products according to their interest. Social media can be used as a medium for providing information about the product to the customers. The role of social media in accelerating the sales of an ecommerce company is very vital.

1.2 Mobile Commerce

The purchase of goods using mobile phones and the transactions that are conducted through mobile phones has widely increased now a days. Easy accessibility to mobile phones and computers has resulted in an increase in the amount of shopping done using mobile phones and networks. Purchasing using mobile phones has become more common with the introduction of the smart phone.

1.3 Quick Service

The ordering of the product, payment and delivery of the product will be completed in one week. Online shopping is a type of shopping that helps the customers to reduce the amount of time required for purchasing.

1.4 Product Videos/Video Based Marketing

The effect that is created in the customers through videos will be long lasting. Customers can be easily motivated to purchase a product by providing them with interesting videos relating to the product. Videos are very effective in conveying the usage, comparison and specification of a product to the users.

1.5 Websites and Apps

More number of people is having access to mobile phones than laptops and computers. Smart phones are the most commonly used medium for accessing ecommerce website. The high-speed internet which is available in smart phones further simplifies the access of site. Amazon, eBay, Grofers and paytm are having mobile applications that enable the user to easily enter and access the website and order for the needed product.

1.6 Virtual Sales Force

Ecommerce companies are really trying to boost their sales by using popups, chat modules and other tools for sales people to convince customers to buy before they make a decision.

- 2. To study the Influence of social media on consumer behaviour on E-commerce.**

There are 3 main factors that influence the consumer behaviour:

- 2.1 Social factors which include various reference groups, family, status and roles.
- 2.2 Personal factors such as lifestyle, occupation, age and economic circumstances, personality etc.
- 2.3 Psychological factors include learning, beliefs, motivation, attitudes and perception Social media enables people to connect with one another and make decisions about what they want to purchase with the help of various social media platforms like Facebook, Instagram, whatsapp, youtube etc. and also make it easy for users to see the reviews on products, their quality, effectiveness etc.

3. TO STUDY VARIOUS E- COMMERCE MODELS

3.1 Business to Consumer (B2C)

It includes selling products directly to the consumers. The B2C businesses can sell their own products with the use of other brands also. Amazon, Best Buy, Walmart and Alibaba are some examples of B2C businesses.

3.2 Business to Business (B2B)

It includes selling products or services to other businesses. B2B businesses can sell directly to the end users and they can also sell to businesses which can resell the products to other companies.

3.3 Business-to-Government (B2G)

Business to Government include businesses that market and sell the products to the government organizations which include state, country, federal and local organizations.

3.4 Consumer-to-Consumer (C2C)

It describes business transactions that include a consumer selling goods or services to other consumers. eg., E-bay, Amazon, etc. For example: a person selling his vehicle to another person, that's a C2C Business.

3.5 Consumers – to Business (C2B)

C2B includes consumers marketing and selling goods and services to companies. Often the companies will be the end users. For example, a person selling article to a newspaper. Because the newspaper publishes the article, they are also the product's end user.

3.6 Consumer-to-Government (C2G)

It describes the transactions between consumers and government agencies. For example, the utility companies give business owners direct access to government-sponsored energy services.

FINDINGS

1. Social media provides platforms for customers to find products and obtain information about the products.
2. Social media provides a business channels for communication and marketing for increasing sales.
3. Increased use of mobile phones has increased sales in e commerce websites.
4. E commerce provides quick services like faster delivery and easy returns which creates high value to customers.
5. Video contents in social media have potential to influence the purchase behaviour of the customers.
6. Social media helps the customers to interact with friend and family which influence their purchase.
7. Social media plays a vital role in influencing the psychological factors of the customers.

SUGGESTIONS

1. Businesses should use social media platforms to communicate about their products to customers.
2. Since most of the customers use their mobile phones for shopping, the business should set up their website, mobile friendly
3. Businesses can use videos to showcase the features and benefits of the products to their customers.
4. Businesses can provide quick services to customers by leveraging the benefits of social media.
5. Social media can be leveraged by business to increase their reach and grow their business.

CONCLUSION

E-commerce plays a vital role in recent days. The number of people who are using ecommerce websites has drastically increased. The introduction of smart phones has further accelerated the usage of ecommerce websites for purchasing. Ecommerce offers its customers a huge number of merits starting from wide comparability of the products, time saving, and quick delivery of products and offers discounts to the customers. Internet and smart phones have really changed the way we make purchases. It is further clearer that the number of people who are accessing ecommerce websites for their purchase will further increase in future.

ACKNOWLEDGMENTS

The authors are highly thankful to Mr Prakash Reddy T, MA Economics, and M.Phil, Principal Vishwa Chethana Degree College, Secretary Bharath Education Trust – Anekal.

REFERENCES

1. Abdul Gaffar Khan. (2016), "Electronic Commerce: A Study on Benefits and Challenges in an Emerging Economy", Global Journal of Management and Business Research: B Economics and Commerce Volume 16 Issue 1 Version 1.0 Year 2016
2. Christensen, R. (2018). Innovation challenges: facilitating the growth of ecommerce. Air cargo focus.
3. ShahrzadShahriari, MohammadrezaShahriari and SaeidGheiji (2015), "E-Commerce and It Impacts on Global Trend and Market", International Journal Of Research –Granthaalayah, Vol.3 (Iss.4): April, 2015.
4. Shaji Thomas & Prince V Jose (2015), "Recent Trends in Ecommerce", International Research Journal of Engineering and Technology (IRJE e-ISSN: 2395-0056, Volume: 02 Issue: 06 | Sep-2015.
5. Singh, M., & Singh, G. (2018). Impact of social media on e-commerce. International Journal of Engineering & Technology, 7(2.30), 21-26.
6. Abdul Gaffar Khan (2016) has carried out a study to analyse the merits that ecommerce offers to our economy. The author also attempted to study the challenges of ecommerce in our economy.
7. DuangruthaiVoramontri* and Leslie Klieb George Herbert Walker School of Business and Technology, Webster University, Bangkok,
8. Menaka, B., & Seethal, K. (2018). Recent trends in e-commerce. Shanlax International Journal of Commerce, 6(S1), 40-44.
9. <https://www.kartrocket.com/blog/ecommerce-limitations/>
10. <https://www.shopify.com/encyclopedia/what-is-ecommerce>
11. <https://www.cloudways.com/blog/latest-ecommerce-trends/>
12. <https://ecommerce-platforms.com/ecommerce-news/10-interesting-ecommerce-trends-for-2016-and-beyond>
13. <https://www.kartrocket.com/blog/ecommerce-limitations/> 44