

A Study of Social Media Marketing on E-Commerce Industry

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ABSTRACT

This review examines that how social media marketing affects the E-Commerce industry. It helps in generating website traffic so that the customer is attracted and engage more through the social sites and social media marketing also helps in growing public relations business. Social Media Marketing in India has 95 million active internet users and its really picking up the new heights in India. A lot of campaigns were also successful through vlogs, Facebook and Twitter and different social networking sites the campaigns are “Bell Bajao” and “Jago Re”. Customers and Marketers are using social platforms for better connection and it helps marketers to connect with e-commerce customers. Social media is a powerful sales tool for e-commerce businesses.

INTRODUCTION

Social Media is the current big buzzword in the world of Internet Marketing, and with good reason. It is already such a big part of the Internet culture. It is here to stay and should be ignored by marketers, or indeed anybody, at their peril. It is important to understand why people use these websites, as there is a broad demographic on these sites. Some people use them for business purposes, to network and find new deals. Effective of Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. In order to understand their customer in a better way and finding their inclination towards their products, the marketers and advertisers are always looking for a number of ways. This requires a lot of information to be gathered about the customers. This information could be gathered from social media about online users which could be further analyzed to trace the behavior of consumers. The various businesses are using social networks like Twitter and Facebook to help them sell more products and services.

LITERATURE REVIEW

Scott (2009) states the reasons for brand promoters preferring online web for marketing is that the tools, techniques and content are constantly evolving. The buyers reward creativity by responding to the online efforts like: "If you are open to trying out new things, you can be first in your industry to use something new to communicate to your buyers". Social media may help to build real producer consumer relationship as the tweets on Twitter and posts on Facebook get an insight into the daily lives of their customers and thus help them build better marketing strategies. Unlike traditional media that is typically created and controlled by only a bunch of people, the social media allows users to share their opinions, views and encourages interactions and community building shaped by consumers. With the advent of social media, marketing and advertising strategies have transformed themselves from industries reliant on mass market channels such as television, radios to the social platform.

OBJECTIVES

Social media is the latest trend that has been ruling online communication since last few years. The various marketing techniques adopted by business is focused on targeting the right audience, Consumer Online Brand related activities, and electronic word of mouth. Social media has provided people with quick and easy way for sharing links and information with a large number of people and some news websites present their visitors with a list of news items recommended by their friends because they realize an endorsement from acquaintances carries extra weight. The most important advantage of using social media is the recognition of a brand, as the media itself becomes brand's content and voice.

RESEARCH METHODOLOGY

To evaluate the objective of the study, 100 people was selected at random. Primary data is collected from questionnaire.

Research Design-

- Descriptive Research

Sample Unit-

- Individual

Sample Techniques-

- Non-Probability sampling

Data Collection Method-

- Primary data is collected through questionnaire

- Questionnaire type is structured

CONCLUSION

Social media is working more as a search engine these days because people trust people rather than trusting companies. Also, people think that it would be cheaper to buy from the people directly rather than going to the company website. Hence, an area of interest is searched on a social media and concerned people are found and communicated with. Social media marketing creates a positive effect on many business markets such as financial institutions, travel and tourism businesses, retail businesses, knowledge business, entertainment industry, and so on. The biggest advantage for small business start-up is that the amount of money to be spent on advertisement can be massively cut down and brand building can be done effectively.

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