

“Study on effects of social media marketing on online shopping in Delhi-NCR”

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Abstract— Social networking is a trend which has attracted considerable interest to the communication world both from businesses and people. Social networking has inexpensive chances of entering broad audiences. Furthermore, electronic social networking strategies may take advantage of the convincing capabilities of immersive digital platforms Social media is a trend that has become a significant element in advertising blends and revolutionizes the way businesses communicate with clients.

Work in Delhi and NCR on the impact of social media ads on online shopping makes an attempt to investigate how e-commerce merchants may utilize social networking to enter their audiences in a specific and straightforward way and meet the consumer's need. The study also shows the effect of social networking on customer online buying behaviour.

This study follows Descriptive research design and data collection approach is focused on convenience sampling. The resultant data analysis reveals that the impact of social media sites among customers has been strong and is expected to increase in the near future

Keywords— communication, social networking, behaviour.

I. INTRODUCTION

Throughout recent times, the web world has been regarded professionally by consumers from a different angle. Thanks to its growth and the advent of online retailers, customers have become buyers. The position of social networking sites has also transformed the way customers and advertisers interact. In fact, customers may impact other shoppers through social media feedback of used goods or services. company charges premium for the promise they made to the insured.

Social networking platforms have been outstanding outlets to meet customers for advertisers. For advertisers, social networking is critical as it allows marketers to provide a direct conversation with customers, who in effect directly connect customers with client products. In the past two years social networking also innovated customer buying behaviour, changing the way people purchase goods or services specifically. After e-shopping and smartphone retail, virtual purchasing is one aspect that is storming the apparel business. This is a modern form of shopping online by linking merchants with websites for social media. One problem that is common when it comes to buying is: "How does this look?" through social networking, if you order digitally or in-store, you should contact your friends and relatives before you purchase a coat.

Consumer relationship management is a technique used to understand about the needs of consumer and their actions to build a better engagement with them. The mix of social networking and CRM provides a vast opportunity to improve consumer experiences and give companies a way to monitor and evaluate how they use social networking when engaging social customers effectively.

Not only are consumers savvy in technology and less prefer to purchase into brand ads, but they are having more and more buying choices based on their value-set rather than the need.

The area of social media did not thoroughly grasp the importance of online communication nor did it build the skills necessary to conduct successful social marketing strategies online. It called for comprehensive studies on the usage of social networking as a communication medium, and its effect on customer shopping behaviour.

II. REVIEW OF LITERATURE

It is necessary to research and examine the idea that social networks may play an important role in influencing customer opinions and thereby eventually affect the consumer's decision-making process. To achieve a detailed understanding of the process in this area, study has also been examined and evaluated by different Indian and foreign academics and authors.

(Tim Finnin, Anupam Joshi, Pranam Kolari, Akshay Java, Anubhav Kale and Amit Karandikar, 2008), They stated that work is concerned with developing networks that will help recognize spam posts, find opinions on subjects, define groups of concern, create confidence links and identify prominent blogs. Social networking platforms like picture and connection-sharing sites such as YouTube, etc., social bookmarking sites and internet forums are projected that one third of new web material would be created. The web 2.0 for sites from other links are differentiated by the fact that they will be interconnected with certain sources of web info. **(Yin Sara, 2008)**, Social networking is considered to be a challenge to conventional PR and mass media, but the social networking reinforces modern PR and new PR would be a key component of any productive enterprise. Every PR and advertisement agency is experiencing a transition and is seeking to evolve its approach, physical framework and technologies in accordance with the social network.

(Irene, FalsePollach, 2008), Addressed Public sentiment web pages that enable users to express their thoughts or viewpoints on a good or service, to read comments and even to communicate with other customers. The authors have defined three critical issues confronting sites, i) the consistency of submissions ii) inspiring people to take part iii) gaining the confidence of subscribers. The fundamental aim in this report was to identify paths of improvement in the flow and consistency of the content of such resources so that they are imperative knowledge tools for users and business ventures. The answers from the research indicate and point towards the sites of public sentiment, which are more powerful and have reliable knowledge as they isolate the complicated role of knowledge discovery and distribution between the basic task of social and interaction, and helping that function with proper level of resources. The authors agree before offering their views, customers will recognize all positively and negatively points concerning a commodity.

(Mariana Baca and Henry Holtzman, 2008), Focused on the potential possibilities for linking electronics to a web via an accessible API. The prototype comprises of an IP powered digital recording in the shape of an integrated Facebook-connected cable tv set-top box. The purpose of this venture is- i) How do the all-present electronics interact, ii). The data on social networking platforms and sites of connectivity, how will it have a wider reach and propagate in valuable means into actual life of the user and iii) How do such programs handle such functions smoothly without adding time or difficulty to the life of the customer.

(Efthymios Constantinides, Carlota Lorenzo Romero and Miguel A. Gomez Boria, 2009), Addressed the value of Social Networking Network as a key resource in tactical advertising. The research introduced a variety of innovative approaches for the introduction of retailers that would not only enable retail to succeed, but also have a strategic edge and thrive in the modern climate.

(Gursakal,2009), This research analyses the impact of media culture and how long consumers have spent on the net and social media. Currently the pattern in consumption have changed. Buyers and sellers have revised the use of magazines, interviews and catalogues by checking e-mails, blogs and posting details on social media. Time spent on internet rises due to the efficient position of social media and buyers withdraw from conventional search methods. Social network is a great place to examine opportunities and broadcast products.

(Ha & Stoel,2009), The study reviewed the efficient factors on accepting e-commerce. Their findings showed that e-commerce aspect influence trust, ease of use and e-shopping satisfaction for customers. Furthermore, the effectiveness of the usage and the optimistic attitude of customers have a positive impact on their decision to buy.

(Roberts & Roach,2009), Reviewed social media as a new forum which facilitates person to person interaction through electronically engaging in a variety of websites such as Twitter, Facebook, Instagram and many others that allow better communication between both the parties, making friends and updating and communicating personal and business information.

(Mersey, et al,2010), Describes that a great impact of the businesses on the online networks can be seen in the last couple of years. Websites on social media give businesses chance to connect and communicate with prospective customers and creating crucial relations with potential customers.

(Haciefendioglu,2011), His investigation showed that consumers are influenced during their buying decision by their friend's opinion on social network. The study also outlooks that their friend's views on social media guide customers to determine whether to purchase a specific product.

(Laroche ,2012), Describes that people like it when engaged and add to the company's decision making, because it generates a sense of belonging in them. There are less corporate webpages that have started to engage their consumers in value creation along with the sharing of product and service information.

(Berthon et al,2012), Depict that social media has formed multiple technical advances over the years in terms of both hardware and software, resulting in contact between internet users and exchange of knowledge between parties. The writer express that the trend of using social media as one of the most significant platforms of networking and communication has been that among the firms and individuals.

(Manish Parihar, Jan 2012), Explained that while the conventional touch points with the consumers continue to remain, online resources of the modern generation have changed dramatically in the way businesses communicate. The aspect of customer experience management was to expand the new-age customer relationship management and appeal to their customers.

(Sunil Karve, Shipla C. Shinde, March 2013), They attempted to figure out the perception of internet users in relation to social networking and have tried to figure out the trend that exists between the customer and social networking sites. The writers describe regarding social that, it has become so popular that it exceeds email usage to become number 4 after portals and applications for pc apps. The incredible rise in the amount of time that users spend on social media has replaced the acts adopted by people to spend their time online and has also affected how people behave, communicate, and form ties or connections in their regular, everyday lives. The study aimed to examine and highlight the total efficacy.

(Marta Zembik,2014), He analyses in his study that social media consists of blogs, online forums, social networking

platforms that are used to share any kind of information. The social media data is useful for business and consumers. Consumers gain in assistance from product details shared by others, including customers suggestions. The details which are delivered by the consumers of the product that are on the social media is beneficial for the companies. Further, receiving feedback on product market, information on prospective consumers, needs of consumers and demographic features also helps in gaining a positive edge for the companies.

16. (Elisabeta, ivona, 2014), Social media's unique characteristics and its enormous success have changed marketing activities such as advertisement and promotion. Social networking has affected consumer attitude from collecting information to after purchase behaviour such as declarations of dissatisfaction or attitudes towards a product or business.

III. RESEARCH METHODOLOGY

Objective of the study:

- To understand the role of social media marketing in establishing customer relationship.
- To study impact of social media advertisements on online buying behaviour of customers in Delhi-NCR.
- To give suggestions for enhancing impact of social media advertisement.

Research Design:

- Descriptive Research design has been used in the study. This research design is more relevant for this study as it describes the behaviour of the consumers for online shopping, with the impact of social media marketing.

- Primary and secondary sources of data collection were being used to collect the data for the study. Primary data has been collected with the help of a questionnaire; whereas various sources like Journals, Articles, Research Papers and websites were used to collect the secondary data.

Questionnaire Design:

- Standardized questionnaire was used to conduct the primary study.
- The questionnaire was drawn up on a five-point Likert Scale, Nominal Scale consisting of 20 questions in total.

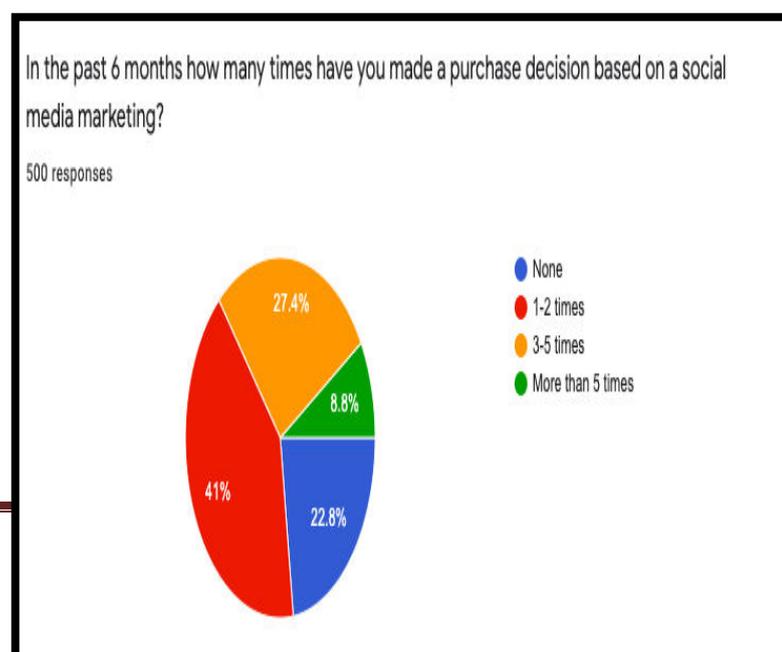
Research Tool:

- The data has been collected with the help of online questionnaire. Further, pie charts, bar graphs are used to show the results in a clear, easy and in a simple manner.
- Data was analysed with the help of Excel & SPSS.

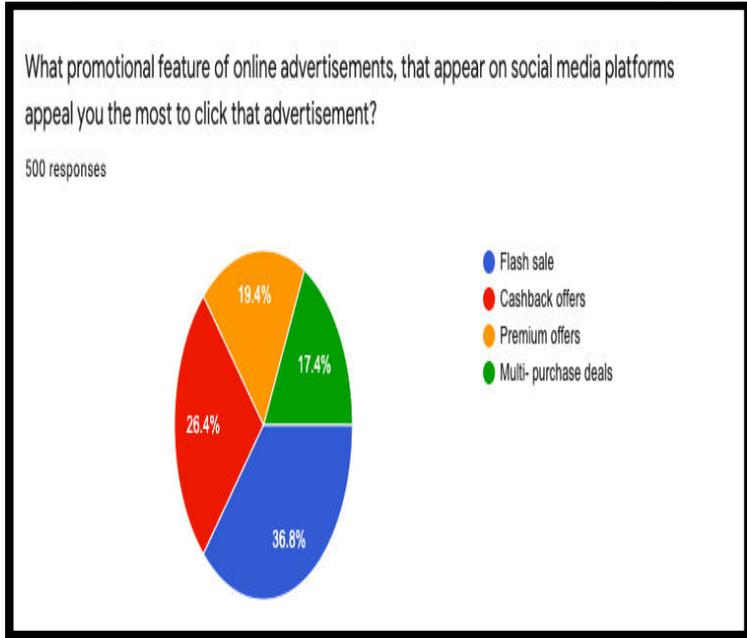
Sampling:

- Sample Size – A sample size of 500 respondents was taken for the study.
- Sampling Location – This study is carried out in the geographical region of Delhi-NCR.
- Sampling Method – Convenience sampling method was adopted to select respondents for the study.

IV. ANALYSIS



- The Above chart shows that social media sites have a major influence on a purchase decision of the respondents to an extent of 1-2 times followed by 3-5 times.
- As observed 77.2% of the people had an impact on their purchasing behaviour as they were influenced by the ads on social media marketing which let to their conversion.



- It can be seen that flash sales which pops up on social media sites grabs the attention of 36.8% respondents as it offers very attractive discounts.
- Cashback offers appeals 26.4% respondents to click one the advertisement, followed by premium offers (19.4%) and multi-purchase deals.

REGRESSION ANALYSIS

VARIABLE FOR THE STUDY

DEPENDENT VARIABLE- Behavioral response
 INDEPENDENT VARIABLE- Trust, Informative

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762 ^a	.581	.579	.57038

a. Predictors: (Constant), Informative, Trust

Table 4.1

INTERPRETATION

From the above table, we can infer that Trust, Informative and Behavioural response are the variables that are taken for the study. Further behavioural response is dependent variable and the following two (trust, informative) are independent variables. While looking at the Model summary table, we can see that the value of R is **0.762** or **76.2%** which shows that there is high positive relationship exist between the variables. The R square value is **0.581** or **58.1%**, which means that the independent variables are able to explain 58.1% of the model, that indicate there are only certain (41.9%) other variables which are affecting the Behavioural response of customers towards social media ads.

The value of adjusted R square is **.579** or **57.9%** which means the value of adjusted R square is nearer to value of R square this means that sample size is adequate for study.

Variable	Sig. Value	Hypothesis testing result at 95% confidence interval	Interpretation
Trust	.000	H ₀ Rejected (0.000<0.05)	There is a significant impact of trust of social media advertisements on the behavioural response of consumers for online shopping.
Informative	.000	H ₀ Rejected (0.000<0.05)	There is a significant impact of trust of social media advertisements on the behavioural response of consumers for online shopping.

While making an online purchase decision based on social media ads rational consumer will always consider the trust/worthiness of the advertisement and also wants the content to be informative enough to make a buying decision. So, in this manner both trust and informative factors of social media advertisements have an influence on the behavioural response of consumers for online shopping.

Regression Equation of the model

$$Y = .604 + .335(\text{Trust}) + .488(\text{Informative})$$

CORRELATION ANALYSIS

		Correlations		
		Trust	Informative	BR
Trust	Pearson Correlation	1	.761**	.699**
	Sig. (2-tailed)		.000	.000
	N	500	500	500
Informative	Pearson Correlation	.761**	1	.729**
	Sig. (2-tailed)	.000		.000
	N	500	500	500
BR	Pearson Correlation	.699**	.729**	1
	Sig. (2-tailed)	.000	.000	
	N	500	500	500

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

- From the above correlation table, we can deduce that, there is a positive correlation between the variables. Which signify that both the variables will move in the same direction.
- Correlation between Trust and Informative is highest (.761) which means that there exists high positive relationship between the above two variables.
- Informative and Behavioural response (dependant variable) also shows a high positive relationship (.729)
- We can also see that Trust and Behavioural response shows a moderate positive correlation.

V. SUGGESTIONS AND FINDINGS

- Instagram holds a consistent position based upon usage followed by YouTube. This grabs the attention

of all the marketers who are investing and promoting various brands on social media.

- Frequency of purchasing online has increased with the impact of social media marketing social media marketing.
- Majority of target audience comprises of youth, who believes that social media is an effective platform for online fashion industry.
- From the correlation table we can find that there exists moderate correlation between trust and behavioural response. There is high positive correlation between Trust and informative, informative and behavioural response.
- The information shared by the companies regarding the product should be clear and reliable. The claims should be true as trust is one of the important factors in order to influence the decisions.
- As the research reveals that social media marketing impacts the behaviour of customers which belongs to different groups, so retailers must create custom marketing campaigns for each customer segments.
- It is clear from the study that majority of population consider promotional offers as a major tool for making buying decision so the brands needs to come up with more innovative promotional tools to attract more buyers.

IV. CONCLUSION

The primary aim of this report is to highlight the impact that social media have on the online shopping websites in Delhi-NCR. It can be concluded that social media sites are an efficient and accessible platform to strike a connection with online shopping. When any customer is satisfied or dissatisfied with the product, he posts a positive or negative review about it on social media sites which tend to influence the purchase decision of most people who come across it. Therefore, it is imperative for companies to ensure that their product has a good standing in the market.

Secondly, it can be said with certainty that social media is an effective way to reach customers when it comes to online sales. It is beneficial for businesses as it helps them to target many people under a single roof of social media sites, which

leads to lower costs for businesses too. These platforms enable the online retailers to stay ahead of the day to day changing customer trends and expectations as retailers get a chance to interact on one to one basis with customers on social media platforms. Online retailers sometimes also use the strongest tool at their disposal which are the offers and flash sales advertisements that they display on social media sites to increase their online sales.

After applying Correlation on the variables of the study we can conclude that there exists a high positive correlation between trust and informative, for instance if a brand wants to gain the trust of the customer then it should make its social media marketing content more informative as this will be able to satisfy the customer with the information he/she might be looking for and finally this will help in building the trust in the minds of consumers for social media ads that are shown in order to promote online shopping.

In a holistic view it can be concluded that respondents have shown a positive response towards online shopping in India, and it can be certainly said that a huge chunk of respondents are shifting from physical stores to shopping online. So, it can be interpreted the future of online shopping is going to be prosperous.

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