



Social Media Strategies for Online Shopping in Coimbatore

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ABSTRACT

Social media nowadays is the 'best possibilities available' to an item to get in touch with potential customers directly. Community social networking sites are the method which is widely used to interact socially. In most cases, these new media won the belief and trust of customers by linking with them at a deeper level. Social media marketing is the new mantra for many manufacturers, wholesalers and retailers since early a season ago. Promoters are considering many various social media possibilities and arising with new social projects at a better frequency than ever before. Social media marketing and the companies that utilize it have become more intensified. The boom of social media trend is as amazing as that and the speed at which it is improving is incredible. International companies have identified social media marketing as a potential promotion system and began to use them with enhancements to power their marketing with social media promotion. This paper discusses about the awareness level of e-consumers in social media sites and the impact of social media advertisements on e-consumers. It also presents an outline on social media marketing in Coimbatore.

INTRODUCTION

The development of e-commerce is driven by rapid technology the use of devices such as adoption Smartphone's is increasing and tablets and broadband, 3G, 4G, etc. increased the online consumer platform. Moreover, the positive stats and the growing web user platform helped to make this growth. In terms of highlights, the growth that shows home-grown players and big investors like Flipkart and Snapdeal has shown a huge market of interest around these companies. With the entry of e-commerce behemoths into Amazon and Alibaba, competition is also expected to intensify. These two international players come with the pockets and patience of someone deep enough to drive the Indian e-commerce market. The impact of social media on online shopping is huge. By helping companies, online marketing serves a key purpose, leading to the establishment and increase of a strong web presence. A well-structured social media strategy is important to promote the growth and development of the e-commerce business. Social media continues to be popular all over the world due to its business success. A significant percentage of advertising campaigns take place through the social media website. Includes social media to promote e-commerce. It offers a great way to impress.

STATEMENT OF THE PROBLEM

The coming of the Internet and its acceptance by the public, have altered quite a lot in the way organizations promote their services and products as well as the channels of communication between them and their customers. This is seen in the way they market and communicate their brands and products nowadays which is becoming a challenging project. Customers are overwhelmed by marketing commercials and promotional events. The sensitivity of customers to get excited is fading out on promotional events and consumers are beginning to resist the efforts of some companies at marketing them. The promotional focus of some organizations is on the conventional mass media advert style which includes commercials on TV, radio jingles, and advertisements in print formats such as newspapers and magazines along with billboard placements. It is now on record that as the Internet is fast advancing across the global marketplace, the effectiveness of traditional mass media is fast on the decline.

OBJECTIVES OF THE PROJECT

- To study the consumers profile that purchase product from online;
- To identify the factors influence the customers to purchase.

REVIEW OF LITERATURE

Stephen S. Tax et al. (1998) said that many companies are considering investments in complaint handling as a means of increasing customer commitment and building customer loyalty. Firms are not well informed, however, on how to deal successfully with service failures or the impact of complaint handling strategies. The results of the paper supported a quasi "brand equity" perspective-whereas satisfaction with complaint handling had a direct impact on trust and commitment, to a limited extent, on the effects.

Ravi Shankar (2002) In his book "Service Marketing- the Indian marketing" discussed the telecom services marketing in India. He stated that it is very important for a company to develop Innovative Services Effective Marketing Plans and Proper Strategies for their success.

Harish Bijoor (2003) says; "The definition of rural is largely pastoral. It is ownership oriented and deprivation oriented. The rural home is at times a geographically defined entity. In the beginning, everything was rural and then developed islands of urban within the large rural mass. As urban centers developed near the ports, near the points of business access, and indeed in areas that showed a great deal of potential to house the best of facilities that were to grow, the rural hinterland remained a large mass and urban terrain emerged as a subset of this."

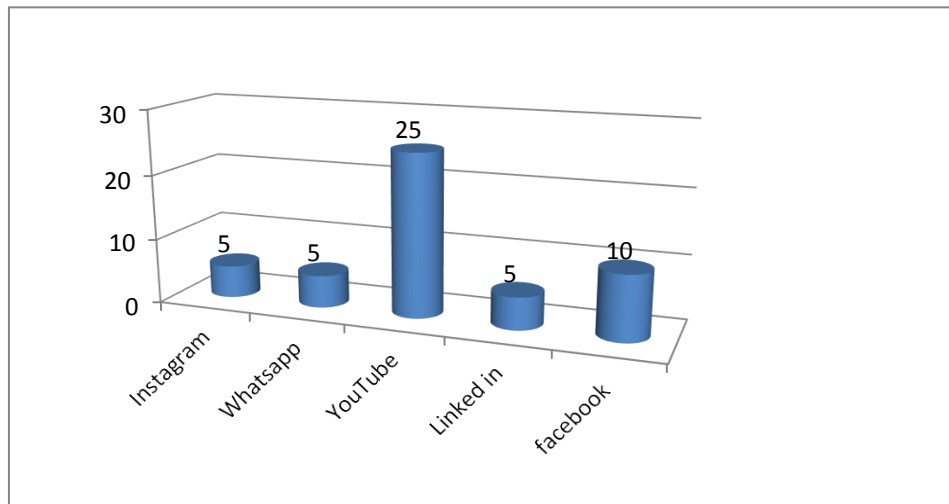
Ruth M. Bolton and James H. Drew (1991), developed a model of how customers with prior experiences and expectations assess service performance levels, overall service quality, and service value. The model was applied to residential customers' assessments of local telephone service. The model was estimated with a two-stage least squares procedure through survey data. Results indicated that residential customers' assessments of quality and value are primarily a function of disconfirmation arising from discrepancies between anticipated and perceived performance levels. However, perceived performance levels also were found to have an important direct effect on quality and value assessments.

Data Analysis and Interpretation:

Classifications of Social Medias on the Basis of familiarity

Social Medias based on familiarity

Opinions	Respondents	Percentage
Facebook	20	4
Instagram	10	10
Whatsapp	10	6
YouTube	50	0
Linked in	10	80
Total	100	100

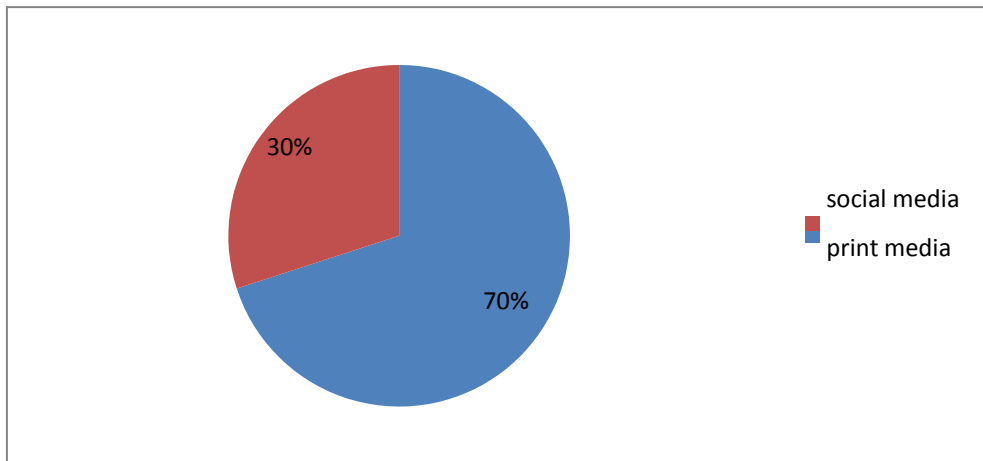


Most of the peoples thinks that YouTube is the best platform where they get more information .and most of them are familiar with YouTube. It is the better way to implement best strategy.And Facebook stands in send place for familiarity and next comes instagram, whatsapp, and LinkedIn.

Response on the basis of effectiveness

Opinion	Respondents	Percentage
Social media	70	70
Print media	30	30
Total	100	100

Response on the basis of effectiveness



Interpretation

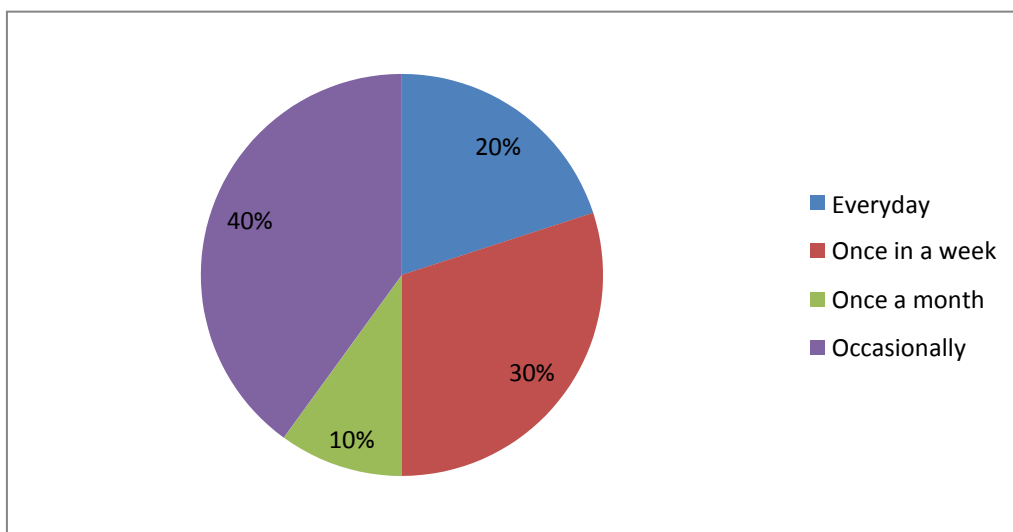
From the above figure it is clear that 70% of the consumers thinks that social media is the best way for promoting the products and brand. Because nowadays most of the people are using social Medias, it is easy to get knowledge about the product.

Analysis on frequency use of social network for checking latest product

Analysis on frequency of use

Rating	Respondents	percentage
Everyday	20	20
Once in a week	30	30
Once a month	10	10
Occasionally	40	40
Total	100	100

Analysis on frequency of use



Interpretation

Above figure defines that 40% of the people check the social media platform occasionally, 20% check it daily, 30 once in a week, and 10 once in a month. From the table we can identify the access of applications by the people for buying.

FINDINGS

- Out of 100 respondents 70 are male and others are female.
- 60% of the peoples are using social media platform for shopping and the other 40% does not.
- 40% of the people purchase once in month from social networking platforms. 30% people purchase 2-5 products in a month and 20% people do not buy anything through online.
- Most of the peoples thinks that YouTube is the best platform where they get more information .and most of them are familiar with YouTube
- 70% of the consumers thinks that social media is the best way for promoting the products and brand. Because nowadays most of the people are using social Medias, it is easy to get knowledge about the product
- only 60% of the consumersthink that social media platform helps in the success of the company others thinks that it won't help at all.

SUGGESTION

1. After studying the response of people about impact of social media on consumer behavior. I would like to give the following suggestions:
2. The social media platforms should improve their advertisement strategies to improve the consumer knowledge in order to attain effective marketing.
3. B2C clients have to pay an special attention because they contribute more to increase the sale of the company
4. Personal selling should be introduced through social networking platforms.
5. Consumer satisfaction should be the first motive of social media business.
6. The delivery speed should be fast. To influence the consumer decision
7. Price comparison should be available it helps to improve the strategy.
8. Effective advertisements should be published pop ups are better strategies to influence the attention of the consumers.

CONCLUSION

A few major theoretical and behavioral frameworks are reviewed in this chapter, including word-of-mouth research, social exchange theory, social network analysis, McLuhan's media theory, social graphics, and purchase funnel and social media. Social network analysis, especially the multi-dimensional social network analysis, could be the McLuhan's Media Theory Multidimensional Network Analysis Social Exchange Theory Social Penetration Theory Social graphics Purchase Funnel and Social Media Why actors contribute? How relationships form on social networks? How to segment customers by social graphics? How to link social feedbacks with stages of purchase? How social media change the structure of the social network and media network? a general framework to investigate social networks, information artifact networks, and the dynamic evolution between the two. On one hand, the behavioral frameworks could inform the development and directions of multidimensional networks; on the other hand, the methodologies of multidimensional social network could be used to inform and validate other general theories and frameworks; more importantly, the quantifiable nature of the methodology and the ease of capturing behavioral data online could finally validate the sociographic framework and quantify different stages of the decision-making process and inform the marketers of the ways to influence their customers from the social feedback loop.

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