



**SOCIAL NETWORKING : SENSATION TO MARKETING
OF ECOMMERCE**

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ABSTRACT

E-commerce is new dimension of business which is changing trends in business practices in this age of information & technology, Social networking is another by product of growing internet utility which is adding flavors to business horizons, market is place where buyer & seller meets and 'one' out of 'four' people on globe is using social networking, it is platform from where companies are tapping their customers it is most viable platform to inform & influence potential buyers most interesting fact is maximum users are youth and they are restless buyers, in our study we have tried to analyze the impact of social networking in expanding the business, we have collect the facts & figures to justify our opinion, in light of all the given facts we are signifying the use of social platform as tool to promote business. This study is important for the consumers, companies and the various agencies involved between them. The social networking websites are providing a platform where buyer and seller meets online and justify their deals related to product, services provided by companies and other agencies, payment methods etc.

KEywords: Internet, Social websites, Mobile technologies, E-commerce, Online purchasing.

INTRODUCTION

Social networking is a buzz word in the Indian consumer market. It is a medium of interaction among people for sharing interpersonal information and ideas by using web based and Mobile technologies to turn communication into an interactive dialogue, it is most widely accepted platform to share and socialize their interests, ideas, feelings, business and putting all into growth of Indian consumer market, now this is the age of Internet which has crossed all geographical barriers and physical structures, earlier we were restricted to telecommunications which was medium of exchange of information but not more than that, But internet is beyond imaginations progressing towards artificial intelligence internet has created "Virtual Globe" it is the vast networking of world through optic fibers, satellites & wireless communications is created new virtual world in which everything is possible with click of mouse, With 2nd highest population on globe we also stood on 2nd position in Internet users, report released by Internet & Mobile Association, India currently having 243 million users overtaking US as words second largest internet base after China. Internet is not only restricted as medium of exchange of information, with rapid development in information & Technology there is scope of development for every sphere of human race, so how business can remain untouched and E Commerce is one of its remarkable achievement.

STATEMENT OF THE PROBLEM

World is changing around technology and it is closed to the users. Few clicks satisfy the sellers and buyers. Earlier the mode of interaction with consumer was person to person and now it is advanced technology with advanced person. In the current scenario the

users are interacting with product information before they actually deal with company. Social networking sites are marketing the products and offering various deals to the customers and playing an important role between companies and consumers.

OBJECTIVE OF THE STUDY

To study the impact of social networking websites in the Indian E-Commerce market.

RESEARCH METHODOLOGY

Hypothesis:-

H0: The Indian Social Networking websites do not prompt the Indian consumer market

Universe and sample for research:-

India is the Universe and the users of the social networking sites are the consumers for this study.

Data collection:-

Data is collected through questionnaires and the various government and non government bodies. Various literatures books newspapers, magazines and websites are studied for this study. 500 questionnaires are distributed to the consumers those are residing in different state of the country. Questionnaires are distributed through online and offline mode and 448 questionnaires are found appropriate for analysis.

E-market is global market where customers are present on Internet, from there only goods and products can be marketed. As per report 72% of all internet users are active on social media.

REVIEW OF LITERATURE

Proposed a model of attitudes and shopping intention towards Internet shopping in general. The model included several indicators, belonging to four major categories; the value of the product, the shopping experience, the quality of service offered by the

website and the risk perceptions of Internet retail shopping. In the research conducted by (Vellido, 2000)[1], nine factors associated with users' perception of online shopping were extracted. Among those factors the risk perception of users was demonstrated to be the main discriminator between people buying online and people not buying online. In another study, (Srinivasan, 2002)[2] tested a model of consumer attitude towards specific web base stores, in which perceptions of the store's reputation and size were assumed to affect consumer trust of the retailer. (Jarvenpa, 2000)[3] concluded that the attitude and the risk perception affected the consumer's intention to buy from the store.

ECOMMERCE & ITS GROWTH PROSPECTS

The Indian E-commerce market sales was around \$16 Billion in 2013 and is expected to reach \$56 Billion by the end of 2023. The growth rate has touched 85% mark till now and in next ten years, Etail market will be 6.5% of total retail market of India. India has secured position in top 10 countries list of ecommerce chosen by online buyers. In a research conducted by Emarketer, it is stated that India crossed \$1.08875 trillion of ecommerce sales internationally. It recorded 21.9% yearly growth as compared to 2011 and 19.3% jump in global sales. More than 7.6 million people are found visiting deals and discounts based websites, which is a proof itself of their growing fad for online shopping. As per a study, Indian ecommerce is emerging as the biggest B2C market place of Asia; it is likely to appear as the central point for startups, investors and entrepreneurial activities. This tremendous growth and trending shopping habits have brought a surge of new online companies that have created a competitive atmosphere. The attention grabbing ads, tempting offers and

discounts, free gifts, endless deals sites, easy return & exchange and many such feats are the result of this brewing competition. We have some exciting figures that certify the growth of Ecommerce, Visits to travel sites in India has grown over 14million in April this year leading to just double from last year, travel sites are reaching more than 75% of internet population in India. A developing country can multiply its growth rate if it can extensively apply IT to enhance productivity & international competitiveness, develop ecommerce & E governance application systems. Internet Economy will then become more meaningful in India, Ecommerce is set to play very important role in 21st century. E-shopping is going to be the leading phenomenon by 2020. (DSIM, 2014)[4]

[7] Strategic Issues For A Successful E-Commerce

[8] Prospects of E-Commerce in India

CONCLUSION AND RECOMMENDATIONS

Why Social networking used as marketing Tool?

Impact of Social Media In marketing of goods:-

Social media is possibly the best technique to expand your horizons to a wider coverage. We can use social media to provide an identity to who we are and the products or services that we offer, We can use social media to communicate and provide the interaction that consumers look for. Relationship building is biggest motivating factor behind the adoption of social networking. We can create relationships using social media with people who might not otherwise know about our products or service or what our companies represent. The role of social media in your

marketing is to use it as a communication tool that makes you accessible to those interested in your product and makes you visible to those that don't know your product. Use it as a tool that creates a personality behind your brand and creates relationships that you otherwise may never gain. This creates not only repeat-buyers, but customer loyalty. Fact is social media is so diversified that it can be used in whatever way best suits the interest and the needs of your business. Participating customers on a firm's social media site contribute 5.6% more revenue and visit the business about 5% more than non-participating customers; Companies questioned whether there was any return on their investment of resources to operate their social media site. This study proves that building online communities, personalizing messages and encouraging contributions from online members enhances the customer experience as well as increases the frequency of social media visits and promotes sales overall. Such data is important to confirm the pay-offs of social media efforts by firms. The research showed that the keys to success include maintaining a user-friendly site, sending regular updates about events, personalizing key messages to customers and encouraging interaction from them. By fostering an online relationship, customers can be segmented depending upon their purchase history and prior interactions to determine which customers would be best to target with this marketing effort. It is important to note that not all customers respond to social media efforts equally. This makes market segmentation essential. As a result of this study, business managers now have a better understanding of the return on their investment in social media. They also now know there is a direct correlation between social media participation and the number of items

a customer puts in their shopping basket and subsequently purchases. By capitalizing on this knowledge, marketing can be focused on creating and nurturing the social media communities that generate the most profits.

Businesses increase revenue with social media(2013)[5],[12] Jeff bulla (2012),[1] Table

The Effect of Customers' Social Media Participation on Customer Visit Frequency and Profitability: An Empirical Investigation. Published in Information Systems Research, March 2013[6]

Social Networking Tools

- ♣ Collaborative projects
- ♣ Blogs & Micro blogging
- ♣ Content Communities
- ♣ Social networking Communities

The other important social networking platforms which has gained tremendous popularity are,

Instagram, LinkedIn, YouTube, Tumblr, Vine, Slideshare and many others.

There are various factors that have added to the contribution of social networking to lead massive ecommerce boom in India.

[8]Prospects of E-Commerce in India

The faster & accessible Internet – Inducement of New media technology has boosted the accessibility, the internet today it is better & faster with 3G and 4G entering Indian domain.

The average time spent per month has increased from 12.9 to 17.4 and by 2015 it is expected to touch the mark of 21.[4] **DSIM (2014)**

Smartphone advanced technology - The more technologically aided Smartphones have come forward as the biggest promoter of e-shopping trend and lifted the online sales figure up.

Computer literacy rate - With overall improvement in education rate, the number of people disposed to computers is also increasing. Educated people are seen to be more active in online purchase than the less educated group.

Boom of Social Media -Brands are getting a way to bridge the gap with its potential buyers through the social networks. India is having third highest facebook users in world after the US and Brazil. [4] DSIM (2014)

Changing Lifestyle - Urbanization has changed the lifestyle and people’s needs have changed too. As per United Nations, more than 31% of India’s population resides in urban areas and the shopping needs of urban people are quite more than the rural ones. [4] DSIM (2014)

Globalization- The socio-economic structure of India is heavily influenced by Globalization. Development on trade, economy & communication grounds have led to a state where people think globally and act uniformly.

Young population - India has a major segment of young people that is likely to reach 64% by 2020. Hence, younger generation is the key factor behind this immense growth. With youngest generations growing tech savvy, the eldest of families too are motivated to explore internet.

Product Line - The bigger portion of these online stores consists of Apparel and other consumer goods which people do not feel apprehensive to spend on. [4] DSIM (2014)

Media Reach - FM, Television and outdoors reach in people’s lives is a chief cause of Indian consumers’ growing inclination towards online shopping. It impacts their buying tendencies to a great measure.

Digitalization - The state of National growth and everything being digitalized is evoking confidence and attraction in people to go online for fulfilling their routine needs.

Time saver - Online market place is looked upon as a convenient option when it comes to save time. Everything is just a click away and that suits the metro culture of India. [4] DSIM (2014)

[9]Rastogi, Rajiv; “Country’s report on E Commerce Initiatives”

WHILE DISCUSSING THE VARIOUS FACTORS WE HAVE TO MENTION GRAPHS TABLES AND FIGURES IN THIS SECTION WITH SOURCES

[1] Table Let’s consider this age wise classification of internet users

Age Group	Usage
18-29	89%
30-49	72%
50-60	60%
65 plus	43%

As per report by Jeff Bullas(2013)

Another interesting fact is 71% of user’s access social media from mobile devices. The paradigm of social media only being utilized by younger generation is no longer acceptable. Let’s see the data from top list social networking sites;

Facebook is largest networking community on the globe stands 1st in all given categories:

Facebook	usersUsers
Total no. of users	131 crores
Mobile users	68 crores
Average time per user per hour	18 min
No. of facebook pages	5.42crores
E-Marketers preference to gain new customers	70%
No. of Employees	4619
Revenue	61.50crores

As per Statistic brain report as on (07/01/2014)

Twitter

No. of Active users	64.575 Crore
New Users sign up every day	135000
Average No. of tweets per day	190 Million
No. of Employees	2500
Revenue of 2013	\$4,05,500,000

As per Statistic brain report as on (11/07/2014)

Google+

There are now 1billion Google + enabled accounts.
It has reached 359 million monthly active users
Google+ is growing at 33% P.A.
As per Report by Jeff Bullas

ANNEXURE QUESTIONNAIRE

Results of distributed questionnaire through offline & Online Mode.

Questions	Population Agree	Population Disagree
1. Advertising on social websites able to influence buyers to shop?	65%	35%
2. Customer opinion regarding reduction in Cost of products?	59%	41%
3. Credit facility via medium of plastic money is easy to avail?	55%	45%
4. Customer satisfaction in regards of services & after sale response?	45%	55%
5. Problem solved while problem occurs in technical parameters?	48%	52%
6. Will you recommend others to adopt online shopping?	38%	62%
7. Your monthly savings increased or decreased with online shopping?	22%	78%
8. Are products matching with picture & quality displayed & claimed?	37%	63%
9. Overall experience for online shopping is better than offline purchasing?	48%	52%
10. Is India ready for accepting online business concept?	44%	56%
11. Social platforms are correct way to tap consumers for Emarketing?	32%	68%
12. Which Social Website influence most for online purchasing?	Facebook -45% Twitter-32% Yahoo -12% LinkedIn -11%	
13. Which social website provides best information for Eshopping ?	Facebook 32% Twitter 28% Yahoo 16% LinkedIn 24%	

LIMITATIONS OF THE STUDY

Analysis of factors is subject to secondary data & Sample Analysis is conducted for framing opinion.

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