



# A STUDY ON SOCIAL MEDIA STRATEGIES FOR ONLINE SHOPPING CART

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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

### **SOCIAL MEDIA MARKETING**

Social media marketing is the use of social media platforms to connect with your audience to build brand, increase sales, and drive website traffic. This involves publishing great content on social media profiles, listening to and engaging followers, analysing results, and running social media advertisements. The major social media platforms (at the moment) are Face book, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. There is also a range of social media management tools that help businesses to get the most out of the social media platforms listed above. For example, Buffer is a platform of social media management tools, which can help us, achieve success with social media marketing.

### **ONLINE SHOPPING**

The ultimate goal of any ecommerce brand is to increase its conversion rate and make that happen by working upon boosting its engagement rate. Social media marketing has become a vital strategy for businesses. It is an ever-changing field, and it becomes necessary for marketers to keep themselves up to date with the latest trends of social media marketing to ramp up their game of generating leads.

### **CONSUMER BUYING DECISION**

According to Forbes, 81% of consumers' buying decisions are influenced by their friends' posts on social media, and 78% of consumers state their purchases are influenced by posts on the social media pages of brands. The consumer decision-making process can seem mysterious, but all consumers go through basic steps when making a purchase to determine what products and services will best fit their needs. The consumer decision-making process involves five basic steps. This is the process by which consumers evaluate making a purchasing decision. The five steps are problem recognition, information search, alternatives evaluation, purchase decision and post-purchase evaluation.

### **OVERVIEW OF SOCIAL MEDIA MARKETING**

Social media marketing first started with publishing. Businesses were sharing their content on social media to generate traffic to their websites hopefully for sales. But social media has matured far beyond being just a place to broadcast content.

Nowadays, businesses use social media in a myriad of different ways. For example, a business that is concerned about what people are saying about its brand would monitor social media conversations and response to relevant mentions (social media listening and engagement).

A business that wants to understand how it's performing on social media would analyze its reach, engagement, and sales on social media with an analytics tool (social media analytics). A business that wants to reach a specific set of audience at scale would run highly-targeted social media ads (social media advertising). As a whole, these are often also known as social media management.

## STATEMENT OF 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. 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.

## SIGNIFICANCE OF THE STUDY

This study will benefit the marketers, customers and academicians alike. The practioner marketer will gain greater understanding of the opportunities social media has to offer customers. It will inform them about a cost-effective way to transmit information to their target markets.

## SCOPE OF THE STUDY

Social media marketing is the process of attaining attention or traffic through social media sites. Basically, marketing is based on customer usage regardless of the era. Now with the internet era of new marketing called as internet marketing or digital marketing, every company is trying to reach a good online presence and digital marketing gives a wide range of scope to social media marketing as we are in the era of many social networking sites which has millions of members across the globe.

## OBJECTIVES OF THE STUDY

The objectives of the study are,

1. To determine the awareness and usage patterns of social media tools to users.
2. To establish if social media has reduced operating cost for companies
3. To analyze the impact of social media on customer relationships.

## REVIEW OF LITERATURE

- **P. Shiney & S. Surrendhar (2022)<sup>1</sup>published a paper on the title, " Social media strategies for online shopping in Coimbatore"** This study examines that the community social media networking sites are the method wisely used to interact socially. The objective of the study is the consumers profile that purchase product from online and to identify the factors influence the customers to purchase. The sample size of the study is 100 respondents with a structured questionnaire. The study used a statistical tools as data analysis with interpretation. The findings of the study defies that 60% of the people are using social media platforms for shopping. 40% of the people purchase once in

month from social media networking platforms. Most of the people thinks that YouTube is the platform is the best where they get more information and most of them are familiar with YouTube. 70% of the people thinks that social media is the best platform for promoting the products and brand. The study suggests that social media platforms should improve their advertisement strategies to improve the consumer knowledge in order to attain effective marketing. Consumer satisfaction should be the first motive of social media business. The study is concludes that the social media are the key determinant factor for the business to improve their products with a customer satisfaction.

## RESEARCH METHODOLOGIES

The use of social media has increased substantially over the past decade, which has also created many new opportunities for research. Social networks can be used for research planning, recruitment of specific populations to research studies, and dissemination of results. In addition, many studies have used social media as a source of observational data or a platform within which to conduct experimental studies. Some studies have leveraged social media to study other issues such as cancer survivorship, whereas in other studies, the research question is about social media itself.

### Research Design

The research design used in this study is descriptive research design.

### Sources of Data

- **Primary Data:** The primary data were collected based on the structured questionnaire with the help of Google Form.
- **Secondary Data:** The secondary data of the study have been collected from books, magazines, articles and websites.

### Sampling Technique

The sampling techniques used for the study is simple random sampling.

### Area of the study

The study was conducted only within Coimbatore city.

### Tools used for the study

The SPSS package used for the study

- Percentage Analysis
- Chi – Square Test
- Karl Pearson Coefficient of Correlation

## LIMITATION OF THE STUDY

- ❖ The sampling frame for this study was taken only from Coimbatore City.
- ❖ Based on the assumption that the findings are disclose,
- ❖ The information is gathered without any changes in online reviews.

## FINDINGS OF THE STUDY

- 30.8% of the respondents are between the age group of 35 years to 44 years.
- Majority (52.1%) of the respondents are Unmarried.
- Majority (58.50%) of the respondents are employed
- Majority (58.0%) of the respondents are having their income Rs.10,000-Rs.20,000.
- Majority (61.2%) of the respondents are use the Internet at 1-2 hours a day
- Majority ( 92.2% ) of the respondents are aware of Online Shopping Cart
- Majority ( 81.2% ) of the respondents are purchases through social media.
- Majority ( 56.6% ) of the respondents are factor influences to a purchase product.
- 40.4% of the respondents are to follow a brand on social media.
- Majority ( 41.4% ) of the respondents are use of social media platforms.
- 35.9% of the respondents are analysis of social media.
- 29.3% of the respondents are give more importance to social media promotion and discount
- Majority ( 56.1% ) of the respondents are not Promoting products of social media.
- Majority ( 52.6% ) of the respondents are preferred Images
- 38.9% of the respondents are using two network sites.
- 42.5% of the respondents are using Other social media platform for communication
- Majority ( 57.5% ) of the respondents are prefers Video ads.
- Majority ( 60.9% ) of the respondents are prefers Video ads.
- 48.2% of the respondents are using content reviews.
- Majority ( 51.8% ) of the respondents are using User generated
- 42% of the respondents are used to like a brand on social media.
- Majority ( 50.5% ) of the respondents are preferred to feedback or reviews.
- Majority ( 51.8% ) of the respondents gives more importance to the customer feedback .
- Majority ( 82.3% ) of the respondents are prefers customer feedback .
- 37.8% of the respondents are face Slow web page response time.

## FINDINGS FROM CHI-SQUARE TEST

There is a significant relationship between age and level of satisfaction

There is a significant relationship between profession and factors more attractive in social media strategies for online shopping cart.

## FINDINGS FROM KARL PEARSON'S COEFFICIENT OF CORRELATION

- The Pearson's correlation is +1(.000)indicates a positive correlation between Age and Factor Influence of social media , this indicates that the variables are moving towards same direction.
- The Pearson's correlation is +1(-.014\*),indicates a negative correlation between Age and Factor Influence of social media , this indicates that the variables are moving towards opposite direction.

## CONCLUSION:

Karl Pearson Coefficient show that correlation between Age and factor influence of social media are different. The fundamental goal of all of these social media strategies is to improve brand awareness, drive more traffic and drive conversions, engage customers and ultimately grow business. So, other than this ,companies product ,sellers need to engage with followers to increase to engagement. They should join groups, build stronger relationship with the influencers , and conduct live discussions to make sure that the customers remember them. They need to be very consistent with their social media posts and content, also

making sure to keep an eye out for changing trends. And with the use of hash your posts, their brand's presence can be boosted on Social Media.

## REFERENCE

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