



Social Media Marketing for E-commerce Shoppers' Decision making

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Abstract: Social commerce is quickly growing worldwide, spawning new and improved business models for conducting e-commerce. Online networks can provide new ways for customers to find items, exchange product preferences, and provide feedback that impacts the purchase decisions of other members. This study aimed to look at how viral marketing and perceived ease of use influence online purchase decisions. This quantitative study employs a non-probability sampling approach with a judgmental sampling strategy. Questionnaires were used to obtain data from 110 respondents. The Likert scale was used to measure the variables in this study, which was analyzed using multiple linear regression. The findings indicate that viral marketing and perceived ease of use significantly impact online purchase decisions.

Keywords: *E-marketing, social media marketing, Purchase decision, Decision Making, Classification.*

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Introduction:

Consumers typically find browsing, seeking, and purchasing a product on E-commerce websites to be a time-consuming and irritating job. Over 80% of Web customers have left E-commerce websites without finding what they are looking for. By offering tailored Web-based decision support systems such as recommender systems, e-commerce enterprises seek to help a portion of their potential consumers' choice-making process. These recommender systems deliver customized recommendations to consumers based on their purchase history, prior rating profile, or hobbies. Many E-commerce websites have used collaborative filtering-based recommender systems.

(For example, movie, music, and restaurant recommendations) and performed well in predicting a list of goods that a consumer wants. Nonetheless, Web-based online communities allow individuals to express their particular tastes, and they may offer their suggestions by assessing other people's reviews and recognizing trustworthy users. According to studies, social networking sites such as YouTube and Facebook are driving a rising number of traffic to retail locations and, as a result, are becoming a starting point for Web users interested in E-commerce. This rise in traffic from social networking sites to online shops demonstrates that extremely influential customers directly influence the decisions of other consumers. As a result, E-

commerce businesses may leverage consumer social impact to improve customer relationship management and enhance sales.

Objectives:

1. Internet and social media: The research goal is to determine if aggressive online marketing communication (brand awareness) will benefit corporate websites and social media platforms in stimulating the desire for the brand or product.
2. Brand-consumer engagement: The research goal is to determine whether customers are interested in engaging with e-commerce (through marketers) on social media platforms to learn more about e-commerce performance, specifications, capabilities, and pricing.
3. Online recommendations: The research goal is to determine whether customers are willing to engage in word of mouth (WOM) by sharing their thoughts, perceptions, and experiences with other consumers about eCommerce businesses and purchases.

Methodology:

Because the social phenomena under consideration depend on the participants' views, attitudes, and perceptions, qualitative research technique was picked as the proper research methodology for the research study. This study's research instrument was a questionnaire created expressly for this research investigation. The questionnaire was based on a review of the literature and specifically addressed:

- Consumers' preferences for online shopping;
- Accessibility and hours spent on the internet;
- Uses of the internet;
- Awareness of e-commerce ads on social media;
- Ways of advertising e-commerce on social media; and
- To what extent consumer choice is based on the brand's social media presence.

- Social media as a form of consumer engagement and
- E-commerce and
- Social media as a form of eWOM.

a. E-Marketing

E-marketing is the process of planning and carrying out the creation, distribution, promotion, and pricing of products and services in a computerized, networked environment, such as the Internet or the World Wide Web, to promote exchanges and meet client requests. In comparison to traditional marketing, it offers two significant benefits. E-marketing offers clients greater convenience and lower rates while also allowing firms to minimize operating expenses. Customers may acquire market information from their computers or mobile phones and buy items or locate services without leaving their homes twenty-four hours a day, seven days a week, 24/7, since firms provide e-marketing and online shopping. They may read advertisements on the Internet or via e-mail, obtain e-coupons, examine product images, compare pricing, and make purchases. Only a few mouse clicks, saving them the time and money it would take to buy in person at a physical store. Simultaneously, e-businesses may keep expenses in distribution methods and physical shop space, passing the savings on to customers.

To make e-marketing successful and efficient, e-business managers must understand online consumer behavior, e-marketing tactics, the costs and advantages of e-marketing over conventional marketing, and the risks and legal difficulties associated with e-marketing.

b. Social media marketing

Social media marketing is a type of digital marketing that uses the popularity of major social media networks to achieve marketing and branding objectives. But it's not simply about setting up company accounts and

posting whenever you want. Social media marketing necessitates an ever-changing plan with quantifiable goals, which include:

- i. maintaining and optimizing your profiles.
- ii. Share images, films, tales, and live videos that represent your business and attract a targeted audience.
- iii. Monitoring your reputation and responding to comments, shares, and likes.

Build a community around your business by following and connecting with followers, consumers, and influencers.

Social media marketing also involves paid social media advertising. You may pay to have your company appear in front of many people users who are mainly targeted.

Benefits of social media marketing

Social media is one of the most efficient free marketing mediums available today with its extensive use and adaptability. Here are some specific advantages of social media marketing.

Humanize your company: social media allows you to transform your company into an active participant in your market. Your profile, postings, and interactions with users contribute to an accessible character that your audience can become acquainted with, connect with, and trust.

Convey traffic: With the link in your profile, blog post links in your articles, and adverts, social media is a great way to drive traffic to your website and convert visitors into buyers.

Obtain leads and customers: You may also obtain leads and conversions straight from these sites. Instagram/Facebook stores, direct messaging, call to action buttons on profiles, and appointment booking options are all available.

Increase brand recognition: Because social media platforms are visual, you may establish

your visual identity across large audiences and boost brand awareness. Improved brand recognition translates to better success in all of your other initiatives.

Build relationships: These platforms allow you to network, receive feedback, hold debates, and interact directly with your fans via both direct and indirect lines of contact.

c. Purchase decision

- i. A shorter consumer trip
- ii. The shorter customer journey is the first thing you notice about consumers on social media. People used to learn about a product, see a commercial on TV several times, and then go shopping and eventually buy the thing the following week. This process can now take minutes.
- iii. According to the study, 29% of social media users are more inclined to purchase on the same day that they use social media. Once they find a thing, they click on the link and buy it; there is no need for them to wait before going shopping. Furthermore, according to the same survey, customers impacted by social media are influenced by social proof.

Admittedly, social proof is not a new concept: humans are social animals, and we've been giving each other recommendations for centuries the four times as likely to increase their purchasing power.

The client journey is today not just shorter but also more complex. Users may now do product research more efficiently, thanks to social media. For example, if your consumer sees a product on Instagram, they can quickly search the hashtag to read other people's reviews and determine whether or not to purchase it. As a result, buyers spend more time researching and checking additional review sources.

Sixty-two percent of consumers say they tell others about terrible customer service

experiences. As a result, it's critical to monitor your internet reputation and seek out social media reviews. Remember that every social media evaluation counts – and this ties up neatly with my following suggestion.

The trouble is, hundreds of individuals may now hear these suggestions and counter-recommendations.



Fig. 1. Social Media endorsement

- iv. Every time you tweet or post about this fantastic cafe or the shampoo that worked wonders for your hair, your social media followers will see it and be inspired to try it. The same is true for opposing viewpoints and outbursts. According to Forbes, 81 percent of customers' shopping decisions are impacted by their friends' social media posts. Influencers' effect on consumer purchasing decisions

Influencers are social media users with a large and loyal following that frequently has similar interests. Their views are naturally noticed by a more significant number of individuals who trust them.

d. The most widely used social media networks

1. Facebook

Despite scandals and problems in recent years, Facebook remains the world's largest social media site (with about 1.7 billion members).

Because of the network's size, you'll be able to contact more individuals there, but keep in mind that Facebook isn't as popular as it once was.

According to Edison Research's Infinite Dial research from early 2019, 62 percent of U.S. 12–34-year-olds use Facebook, down from 67 percent in 2018 and 79 percent in 2017. This reduction is especially remarkable given that consumption among the 35–54 and 55+ age groups has remained stable or even grown.

Nonetheless, Facebook accounts for 50% of all social referrals and another 64% of total social referrals and overall social revenue, according to Business Insider.

YouTube

There is some discussion about whether YouTube is a social networking platform or more of a streaming or content platform. Nonetheless, it is one of the most popular platforms available.

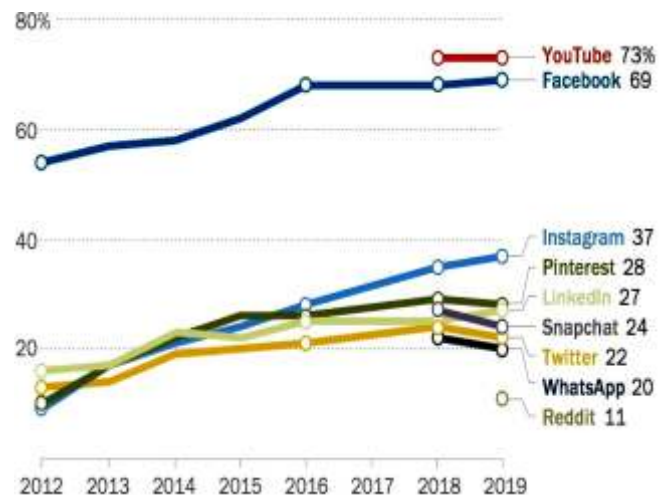


Fig. 2 Facebook and YouTube continue to be the most widely used online platform.

People are increasingly using the site to search for product reviews. Remember that 80 percent of consumers who said they watched a YouTube video about a product they wanted to buy indicated they did so at the start of their purchasing process.

Future –Scope:

It is possible that in the future, everyday use of content-generating "Apps" such as Facebook

may increase consumer and company involvement. Once this bond is built via these approaches, loyalty will follow. Furthermore, the study suggests that e-commerce speeds up ordering, delivery, and payment for products and services while lowering operational and inventory expenses for most businesses in the future.

Finally, the potential of social media will be exploited to build client loyalty.

Conclusion:

According to the hypothesis testing results, e-marketing, social media marketing, and consumer e-commerce purchase decisions fall into the high categorization. E-marketing has a favorable and considerable impact on customers' e-commerce purchasing decisions. The total effect of e-marketing on customer decisions to shop on e-commerce sites was 45.35 percent. Similarly, social media marketing has a favorable and significant impact on customers' e-commerce purchasing decisions. The total effect of

social media marketing on customer decisions to shop on e-commerce sites was 35.73 percent. Thus, e-marketing and social media marketing favorably and significantly affect customer purchasing decisions on e-commerce sites, with a total contribution of 81.08 percent.

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