

Social Media Influence on Online Shopping**Vishal Rai¹, Dr. Dinesh Avadaiappan²****Student¹, Faculty Guide²****Siva Sivani Institute of Management***Abstract*

This article provides the information related to the impact of the social media advertising on the online shopping, as we know that previously the social media was only used to interact with the friends, relatives, well-wishers, and your loved ones. But today, the overall scenario related to the social media has changed. As internet penetration is been happening and more people are using Smart phones and as the increase of internet and smartphone penetration the more customers are moving and coming to the online platforms for shopping and for fulfilling their other needs and wants , which is why the company nowadays are using social media platform for advertising like never than before and they want to attract and engage the customers through the advertising, and the what the impact the advertising are having for the consumers, this article provides the information about that.

Key_Words- Social Media Advertising, Online Shopping. Consumer Behavior.

I. INTRODUCTION

India is a country of 140 billion people and approximately 34.4% Indian have access to the internet and nowadays the mobile phone is also getting cheaper day by day which is giving more access of internet and mobile to the people. And the more smartphones are available the stronger people are getting themselves with the use of social media. And the use of social media is just not limited to only certain age of group but the people are getting more access to different social media platforms like Google, Facebook, Twitter, Snap Chat, Pin Interest, Reddit, Instagram and many more and as people are getting connected to the different social media account by which nowadays more people are doing the online shopping rather than never before. A large share of purchases is made online nowadays and in 2020 and 2021 this number has grown significantly thanks to the lockdown. As the number of internet users increases and tech companies develop more ways to integrate the online world into shopping, online retail is expected to grow exponentially. Logically, many consumer buying decisions are made online as well, and where do people spend most of their online time — on social media, and of the thing which influence the consumers is the advertising on the social media advertising.

II. REVIEW OF LITERATURE**1. Social Media as Marketing tools – Published in 2013 by Holly Paquette, University of Rhode Island.**

In this Article the author has discussed about the how the social media tools like Facebook, Twitter, YouTube can be used as an marketing tools by the companies for their brand promotion and advertising and how it can be game changer for them.

2. Understanding social media mindset of consumer – Published in 2015 by Sita Mishra and Archana Tyagi from Institute of Management Technology, Ghaziabad

In this article the author has discuss what are the thoughts or what are the different mindset of consumer while purchasing down the product, different consumers have the different needs and wants and how the social media plays an important role into it.

3. Social Media Marketing on Consumer Buying Behavior in Thane District – Published in 2016, By Chandwani Vinod Surenderkumar from Tibrewala University Rajasthan.

In this article the author has discussed the social media marketing and what they create an impact into the mind of the consumer specifically in the Thane District, Maharashtra, India.

**4. Effects of social media on Online Shopping Behavior of Apparels in Jaipur City - Published in 2018
By Dr. Sumit Chaturvedi and Dr. Sachin Gupta from Jaipur Engineering College & Research Centre.**

In this article the author describe that the online industry is not only getting expanded to the metro cities, but it is getting expanded in the other urban cities as well, and in the study the author has discussed the buying or purchasing behavior of apparels by the consumers in the Jaipur city.

5. social media and Consumers buying behavior Issues and Challenges – Published in 2020 by Ranjeet Singh from Apex College of Management, Bilaspur, Chhattisgarh.

If there are advantages of the social media, then there are disadvantages as well for it, various issues like online scam, product unavailability, and intangible feelings are the issues and challenges that consumer generally goes through.

**6. Setting the Future of Digital and Social Media Marketing Research – Published in August 2021,
from International Journal of Information Management.**

In this article the Social Media Data gives you a lot of information regarding the individual choices and preference, and when it comes to research, with the help of social media a lot of marketing research can be done by which the choices and preference can be understand better, and how in the future the social media, and the online industry they would create an impact in the digital era.

III. RESEARCH METHODOLOGY

Objective Of Study

- 1.To Know what is the impact of social media on online shopping.
2. The choice of shopping mode that the consumer generally prefer.
3. Influence of advertising on consumers.

RESEARCH METHODOLOGY

The Methods which are been used for this research paper are as follows: -

Primary Data – Questionnaire (Google Forms).

Secondary Data – Online News Articles.

Sample Size- 110.

Random Sampling method was used in this research paper.

IV. DATA ANALYSIS

The data analysis consists of questionnaire which was distributed by the help of google forms, and to analyze the data from the google forms the excel has been used for the analysis purpose.

The List of questions that were asked to the respondent in this study are as follows: -

1. Age of the respondents

Table 1.1

20-30	69.1%
31-40	21.8%
41-50	9.1%
51-60	-

2. The next question was asked about the occupation

Table 1.2

Student	46.4%
Employee	34.5%
Professional Personnel	5.5%
Entrepreneur	10%
Others	3.6%

3. Income level of the respondent

Table 1.3

Monthly Income	Respondent percentage
0	46.4%
5000-10,000	1.8%
10,000-20,000	13.6%
20,000-40,000	20%
40,000-80,000	13.6%
80,000-1,00,000	4.5%

5. Do you always use online shopping apps or websites?

Table 1.5

Often	40.9%
Very Often	27.3%
Rare	27.3%
Very Rare	3.6%
No	0.9%

V. FINDINGS & CONCLUSIONS

Findings

1. Due to the pandemic and lockdown, there has been increase in the online shopping, people are moving rapidly towards the online mode.
2. With the help of this data, we can say that people are less concern about the advertisement on the social media and they are focus on their needs.
3. In spite of increasing in the online shopping, the craze of offline shopping has not gone, people still prefer offline shopping more rather than online shopping.
4. Previously people use the social media for interacting and staying connected with their loved ones, but nowadays people are using the social media for searching, inquiring, gathering information and purchasing down the product.

Conclusions

Pandemic has played down very important role for boosting the online shopping industry. as the internet usage is growing in India, and the affordable smart phone are playing a game changer role for the online industry, and by which the advertising industry also getting boost from it, and in the future, there is a lot of scope for digital marketing personnel to make a great impact in the advertising industry. The offline industry is coming back stronger after the pandemic, and people still believe, that offline shopping is comparatively safe mode of shopping rather than online shopping, as in the offline shopping are very safe and secure and there is no risk of online scam and personal identification is always safe and secure, so that's the reason even in the study the people still prefer offline mode of shopping rather than online mode of shopping.

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