

**“A study on the impact of social media on online sales”**



**A report submitted to Department of Commerce, Higher And Technical  
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**CETRIFICATE**

This is to certify that the dissertation entitled “A study on the impact of social media on online sales” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Remtluangpuia Ralte, Roll No. 2223BCOM020, IV B.COM under my supervision. He has fulfilled all the requirement laid down in the MZU regulations of Mizoram University. This dissertation is a result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

Date: 3<sup>rd</sup> May, 2024

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## **DECLARATION**

I, Remtluangpuia Ralte, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation is not form to anybody else, and the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to Mizoram University for the degree of Bachelor of Commerce.

Date: 3<sup>rd</sup> May, 2024

Place: Lunglei, Mizoram

Remtluangpuia Ralte

Student

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Thank You,  
Remtluangpuia Ralte

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# **CHAPTER-1**

## **INTRODUCTION**

### **1.1 CONCEPTUAL FRAMEWORK**

Many arguments and discussions have taken place over the proper definition of the word "social media." This is because social media has gradually evolved into a vital and ever-expanding type of media. According to some, social media is built on the connectivity of many components such as content, communication means, and social interaction. It is having a growing impact on people's perceptions of social concerns. The wide platform facilitates the flow of information and news, which in turn informs people's perspectives on social and political beliefs (Rodriguez, 1996). As per Mayfield (2008), social media is a kind of online media, and its new forms are continuously developing.

Social media has been defined by Merriam-Webster dictionary as “forms of electronic communication (such as websites for social networking and micro blogging) through which users creates online communities to share information, ideas, personal messages, and other content (such as videos).” Social media are intelligent advances that permit the creation or sharing/trade of data, thoughts, professional interests, and diverse types of articulation by means of virtual networks (Obrar& Wildman, 2015; Keitzman et al., 2011). It has supplied various dimensions relevant to communication flow or socialization of knowledge. It is now easier to disseminate information throughout the world; through the usage of social media, relevant and essential info can directly be transmitted to a broader audience group more efficiently. In easier words, it can be understood that social media depicts new ways of emphasizing and enabling the methodology adopted in commenting, creating, modifying, and sharing (Chitharanjan, 2016). Some of the SSfeatures mentioned by various researchers (Boyd &Ellison, 2007; Kaplan &Haenlein, 2010; Obrar& Wildman, 2015; Law Commission, 2018) are:

- Social media are Web 2.0 Internet-based interactive apps.
- The lifeblood of social media is user-created content, which includes written postings or comments, digital photographs or videos, and data generated from all online activities.



- Users generate content that is planned and managed by the social-media organization.
- By integrating a user's profile with those of other individuals or groups, social media aids in the development of online social networks.

Many scholars have found the phrases “social media,” “Web2.0,” and “user-generated content” to be interchangeable; however, it has been remarked that these two terms are closely related but not exactly equivalent, and they differ in usage (Safko & Brake, 2009; Kaplan & Haenlein 2009)

### **1.1.1 SOCIAL MEDIA PLATFORMS**

The major social media platforms are discussed below:

#### **(i) Social Networking Sites (SNS):**

The evolution of social media has had a profound impact on social networking sites. The terms social networking sites, social networks, and online social networks have been used interchangeably (Helal, 2017). According to Weinberg (2009, 149), social networking sites “are generic terms for sites that are used to connect users with similar backgrounds and interests.” Most of these platforms have a few things in common: (1) users can create interactive and customized profiles, either public or semi-public, within a bounded system, (2) a list of suggested friends they share a connection with, and (3) be able to go through and manage their list of connections, along with those created by someone else in the system (Boyd & Ellison 2007, 211). Users of social networking websites can create web pages that showcase their portfolios and interests. These pages allow users to connect with friends, colleagues, and other users to share media, content, and communications (Jindoliya, 2017; Lee, 2013). To customers, these are the channels that provide a plethora of options for developing closer contact with the business through a variety of functions – fan sites, plug-in applications, and groups (Lee, 2013).

#### **(ii) Bookmarking and Social News Sites:**

Social Bookmarking Sites and sites connected to social news are pretty similar and extremely popular in the online social community. Sites for social news and social bookmarking like Reddit, Scoop. It, Digg are pretty similar and follow the same trend of the online community. Social News allows users to not only control their news feeds but also to “submit and vote on information from around the Web. The concept of voting content is given special relevance because it allows an individual to gather any fascinating link on the internet that they intend to

visit again at a later time (Zarrella, 2009). Social news websites also provide persons online with links to other prominent networking websites that a huge number of people have visited and investigated. The appearance of a newspaper has been dramatically altered by social news websites and is dominated by the “wisdom of the crowd” (Weinberg, 2009).

#### (iii) Media Sharing Platforms:

Another sort of social media platform is media sharing, which allows users to upload and share videos, images, and photos taken with their cell phones or cameras. To have access to the service, a user must first register. Services are often free for primary use but can be upgraded to limitless space for a minimal cost. Typically, users can add titles, tags, and brief descriptions to each video, image, or photo that is posted. Because of the convergence of social media networks, posted information flows across numerous platforms, and the public seeks entertainment. Every day, interesting features are added to media files in order to attract new customers (Helal, 2017; Chitharanjan, 2016; Wally & Koshy, 2014). There are numerous opportunities through engagement with these websites because these specific platforms within the social media segment have always been a stronghold to online societies, as they provide users with opportunities to create their own podcasts with inexpensive technology and to propagate their identical "channels" via subscriptions. The tag is one of the most imperative aspects of these media-sharing websites. “A tag is a word added to a piece of material that helps characterize it,” which means that businesses must recognize the significance of search terms on search engines (Zarrella, 2009; Chen, Fay & Wang, 2011).

#### (iv) Blogs:

According to Safko and Brake (2009), a blog is explained as an online journal, which also falls under the category of the content management system (CMS), characteristically preserved by a specific individual or group of people and contains insights and thoughts for a grander addressee. Blogs can be helpful in creating pivots for further social media marketing accessories (videos, images, hyperlinks, etc.), the reasoning being they further can be unified with other platforms and posts; above and beyond blogs offers diversity in terms of social features like comments, trackbacks, and subscriptions, etc. (Zarrella 2009). Observations have pointed out that blogs allow one to share one’s thoughts as well as individual experiences with the target spectators. Many organizations keep corporate blogs to boost their marketing campaign further. In several cases, we come across a survey attached with a blog aimed at securing our viewpoints while we

navigate and are engrossed in a collaborative discussion. These surveys or mapping of comments assists organizations in gauging the customer mindset and serves as a suitable review mechanism for the organization (Chitharanjan, 2016).

### **1.1.2 ADVANTAGES OF SOCIAL MEDIA ON BUSINESS**

According to a report by Statista (Internet users in the world 2021 | Statista, 2021), there were 4.66 billion active internet users globally in January 2021, accounting for 59.5 percent of the global population. 92.6 percent (4.32 billion) of this total used mobile devices to access the internet.

Over the years, social media has evolved dramatically, allowing users to engage with one another across a variety of venues (Colliander&Dahlén, 2011). From being only a social communication medium to becoming an integral aspect of a company's overall business strategy. Platforms like Twitter, Facebook, and Instagram were initially meant to allow people to express their opinions, share knowledge, and connect users who were already acquainted in real life or to form new relationships online based on common interests. Ever since the popularity of such platforms has grown among customers, businesses have recognized their commercial potential and incorporated them into their business operations (Coelho et al., 2016; Wu et al., 2013). Not only has social media benefited and transformed its users' communication, but it has also revolutionized the means of earning money, developing a reputation, and seeking employment (Ngai et al., 2015). It also opened up new opportunities for organizations of all sizes to implement new models and tactics in order to flourish and achieve a competitive advantage (Aral et al., 2013; Hanna et al., 2011). Many academicians have written about the possible business benefits of social media for businesses. These include anything from new customer communication channels to marketing, operations, finance, and human resource management (Aral et al., 2013). The potential of social media to integrate customers with many elements of the business has been perhaps the most significant impact of social media on enterprises. This includes actions such as customer service, identifying target consumers, building engaged brand communities, and generating new product ideas (Rathore et al., 2016; Enginkaya & Yilmaz, 2014; Bartl et al., 2012). Furthermore, researchers researched the impact of social media on businesses and discovered numerous benefits such as improved intra and inter-organizational

communications among peers, consumers, and business partners (Lenher & Fteimi, 2013; Ngai et al., 2015). Knowledge-sharing communities, collaborative learning and creativity, and collaborative product manufacturing and development are examples of such ventures (Ngai et al., 2015; Paquette, 2011; Peppler & Solomou, 2011).

## **1.2 LITERATURE REVIEW**

Yogesh and Yesha (2014) tried to define social media as “the exchange of information or services among individuals, groups, or institutions; especially: the cultivation of productive relationships for employment or business.” They mentioned that with the arrival of social media networking platforms like Wikipedia, Facebook, Twitter, Yahoo, Myspace, LinkedIn, YouTube, and many more, the last decade had witnessed a great boost in the case of social media users. They observed that companies expend the lion's share of their social effort on Facebook and Twitter. They have conducted online field research that shows that 75% of people consult social media for their online purchases, and online users trust social media reviews, whether from friends or strangers.

Chow (2014) emphasized the two-way communication of social media. He said social media not only consents organizations to accept feedback from customers “regarding their expectations of product and services efficiently,” but it also allows them to respond to the customers’ needs and queries. The writer discusses four hypotheses in the paper. These are- i) Interactivity of social media positively influences customer relationship ii) Customer relationship is positively related to platform quality iii) Knowledge sharing mechanism of social media positively influences customer relationship and iv) Customer relationship positively influence brand equity. Chow collected 177 observations from Taiwan to analyse social media characteristics, knowledge sharing mechanism, customer relationship, brand equity.

According to Shao (2009), social media is consuming, participating, and producing content are three of the most prevalent actions undertaken through social media. The primary behaviour is to consume information that is displayed on social media. Individuals also enjoy participating in social media platforms that allow them to engage with other users. They may also use social media to create information, such as by uploading photographs or videos. In addition, because

social media is a large container and there is no precise definition, we will utilize the definition of consumer-generated media (CGM) while discussing social media in this situation.

### **1.3 RATIONALE OF THE STUDY**

Impact of social media on online sales among the consumer is an important topic of research due to the proliferation of e-commerce platforms and the increasing use of social media. Understanding the factors that influence the usage of social media by the consumer can provide valuable insights into consumer behaviour and preferences, as well as assist e-commerce businesses in better targeting and designing more effective marketing strategies for this market segment. This study is to analyse the benefits and challenges of online shopping, their most preferred social media sites and e-retail companies most frequently used by the consumer to purchase their desired items.

### **1.4 OBJECTIVES OF THE STUDY**

1. To examine the relationship between social media advertising and online sales.
2. To examine the relationship between social media advertising and purchase intention.
3. To examine the relationship between social media advertising and customer experience.
4. To examine the relationship between customer experience and purchase intention.
5. To examine the moderating role of e-retail companies in the relationship between social media advertising and online sales.

### **1.5 RESEARCH METHODOLOGY**

#### **1.5.1 Purpose of the study**

The study aimed to examine the role of social media advertising on online sales with particular reference to e-retail companies in India.

### **1.5.2 Sources of data**

Data has been collected through structured questionnaire. The questionnaire has been distributed by using Google Forms. WhatsApp was used to reach the respondents by sending questionnaire link.

### **1.5.3 Design of the questionnaire**

Questions were prepared for this study in order to achieve the objectives of the study. The questions used in this survey were closed-ended questions. The respondents were asked to choose from the pre-defined responses, or from a set of multiple choice questions and Likert scale questions. Google forms were used in order to distribute the questionnaire.

### **1.5.4 Period of the study**

The research was conducted for a period of about three months, from February to April. The time taken for the distribution of questionnaire was approximately two weeks.

### **1.5.5 Data analysis procedure**

The data in this study was displayed using several techniques such as bar graph, pie charts and tables were utilized to analyze and understand the obtained data. This is done with the help of Microsoft Words and Microsoft Excel.

## **1.6 LIMITATION OF THE STUDY**

- i) In this study, it has only captured the consumer's standpoint. In the future, if the viewpoint of e-retail companies is also taken into consideration, it can lead to a thought-provoking comparative analysis.
- ii) The sample size for this study is only 24. The study can be extended by increasing the same size and which can further lead to new findings.

## CHAPTER – II

### ANALYSIS AND INTERPRETATION

#### 2.1 Demographic data of the sample

Table below show the demographic profile of the final sample of 24 respondents.

**Table 2.1: Demographic profile**

Demographic Profile	Classification	No. Of the respondent N=(24)	Percentage (%)
1. Gender	Male	12	50%
	Female	12	50%
	Others	0	0%
2. Age	15-25	23	95.83%
	26-35	1	4.16%
	36-45	0	0%
	Above 45	0	0%
3. Marital status	Unmarried	23	95.83%
	Married	1	4.16%
4. Educational Qualification	HSLC & Under	1	4.16%
	HSSLC	15	62.5%
	Graduate & above	8	33.33%

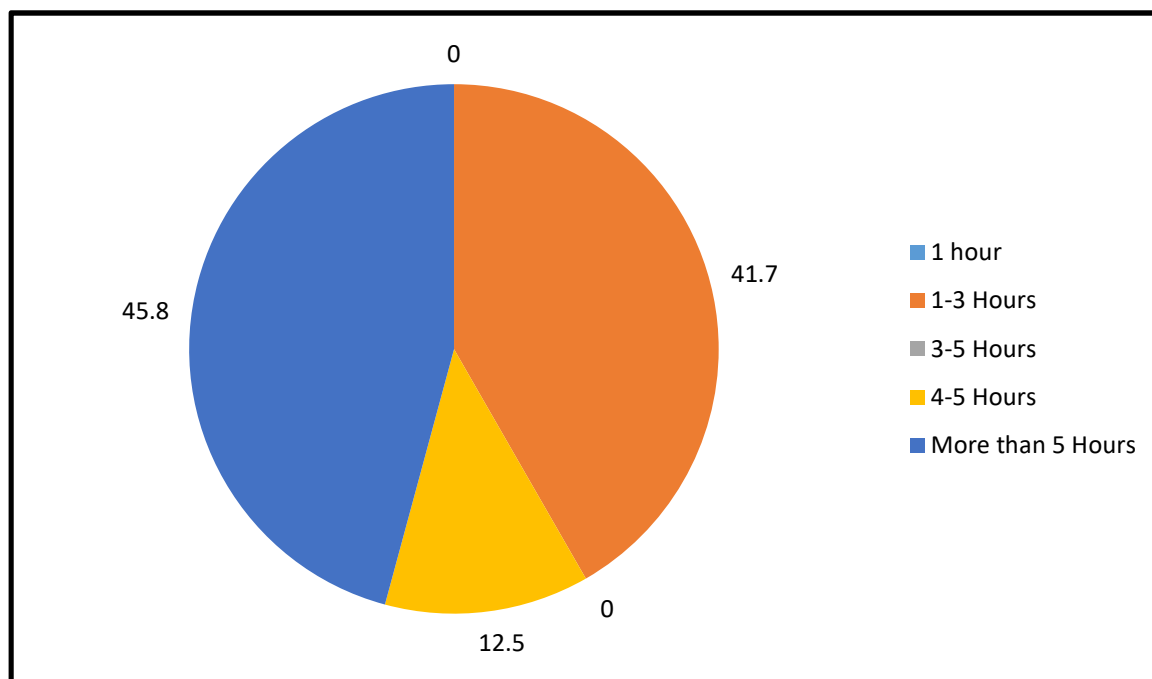
#### 2.1 Interpretation:

Table 2.1 shows the demographic profile of the respondents based on their Gender, Age, Marital status and educational qualification. According to the data given above, out of the total respondents, 50% are female and 50% are male. The majority of the respondents belong to the age category of 15-25 years with 95.83% and 26-35 years with 4.16%. We can see that 95.83% of the respondents are unmarried while 4.16% are married. It can also observe from the above table that in term of educational qualification, majority of the respondents have the qualification of HSSLC i.e. 62.5% and 4.16% are HSLC & under followed by 33.33% are graduate & above

**Table 2.2: Time spend daily on social networking sites:**

Comparison	Frequency	Percentage (%)
1 Hours	0	0%
1-3 Hours	10	41.7%
3-5 Hours	3	12.5%
More than 5 Hours	11	45.8%

**Figure 2.2: Time spends daily on social networking sites:**



**Interpretation:**

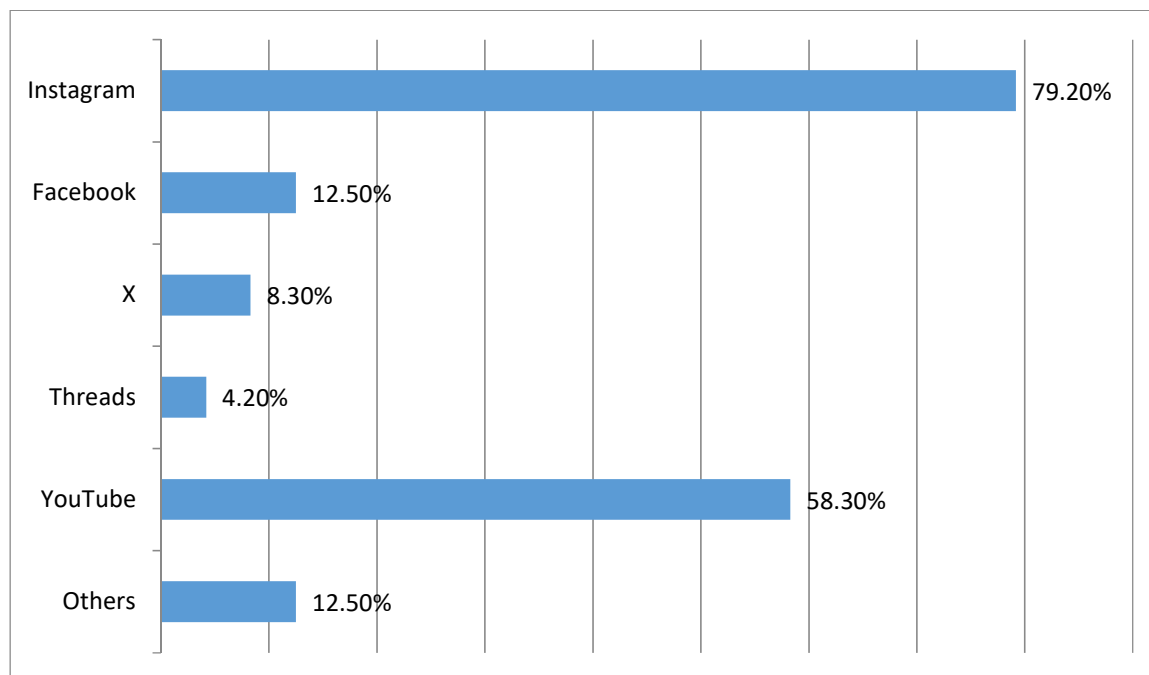
Table 2.2 and figure 2.2 shows time spend daily on social networking sites by the respondents. 45.8% of them have spend more than 5 hours daily on social network and 41.7% of them have spend 1-3 hours daily while only 12.5% of them have spend 3-5 hours daily on social networking sites.



**Table2.3: Which social media sites do you use regularly? :**

Social Media sites	Frequency	Percentage (%)
Instagram	19	79.2%
Facebook	3	12.5%
X	2	8.3%
Threads	1	4.2%
YouTube	14	58.3%
Others	3	12.5%

**Figure2.3: Which social media sites do you use regularly? :**



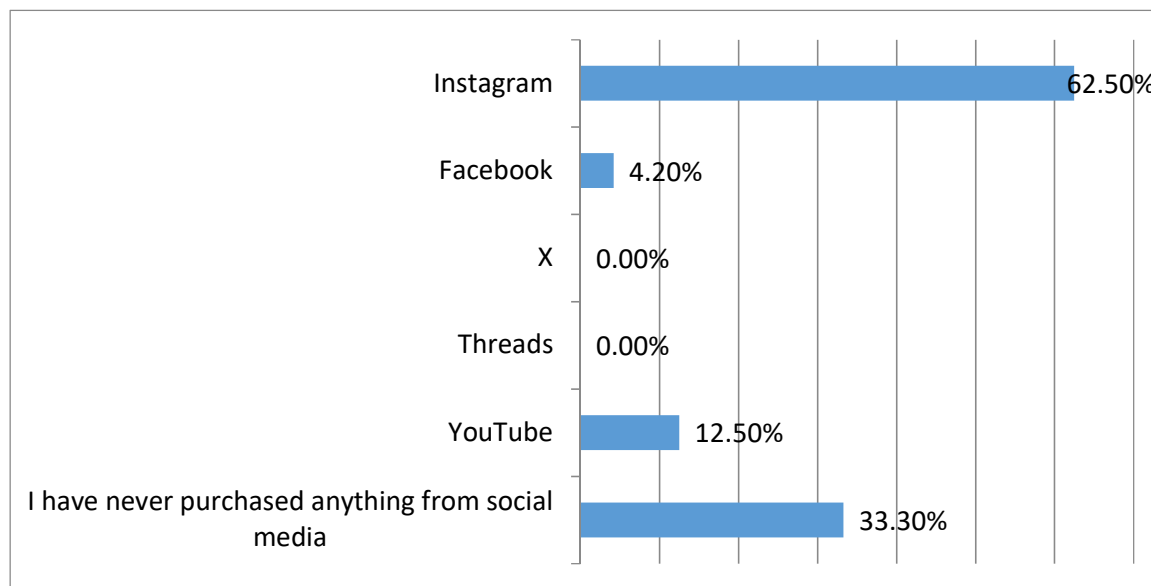
**Interpretation:**

Table 2.3 and figure 2.3 shows the most preferred social media sites used by the respondents. The majority of the respondents i.e. 79.20% have used Instagram regularly while 58.30% have used YouTube which could be due to the fact that both of these is known for its highly engaged community, influence culture and easy to use interface.

**Table 2.4: Which social media sites have you used to purchase items advertised to you in your feed?**  
:

Social Media sites	Frequency	Percentage (%)
Instagram	15	62.5%
Facebook	1	4.2%
X	0	0%
Threads	0	0%
YouTube	3	12.5%
I have never purchased anything from a social media sites	8	33.3%

**Figure 2.4: Which social media sites have you used to purchase items advertised to you in your feed?** :



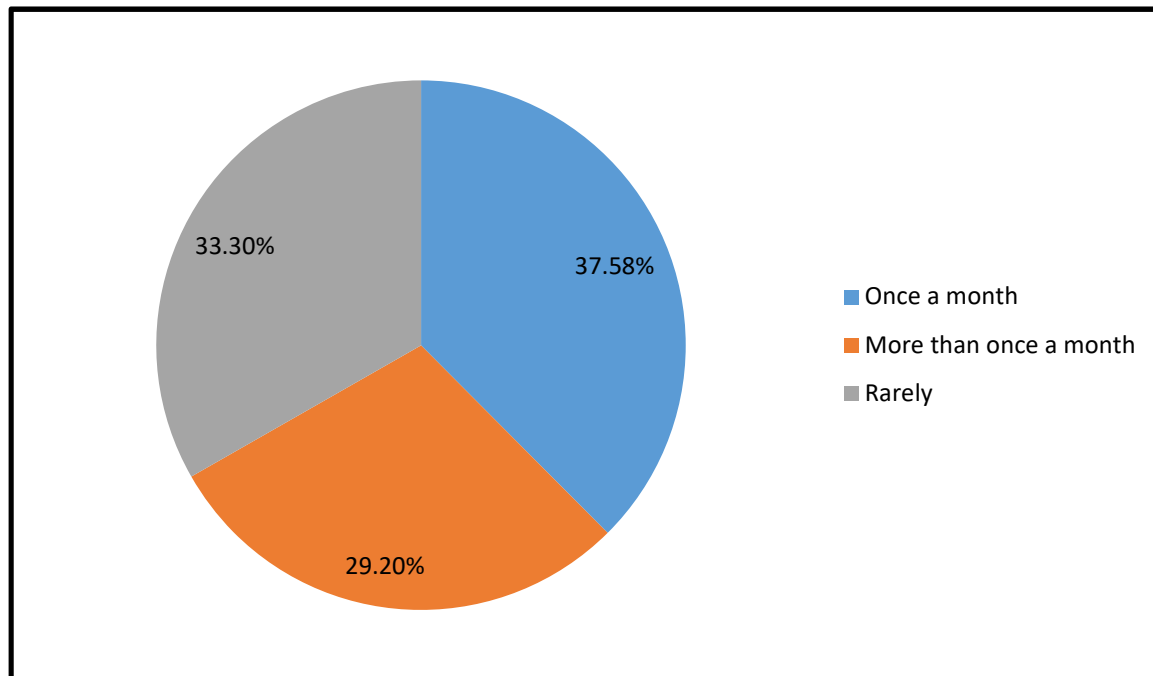
**Interpretation:**

Table 2.4 and Figure 2.4 shows the most preferred social media sites used by the respondents to purchase items advertised in their feeds. Majority of the respondents 62.50% have purchase items from Instagram that is advertised in their feed while 33.3% have never purchase anything from social media.

**Table2.5: How often do you use online shopping sites? :**

Time	Frequency	Percentage (%)
Once a month	9	37.5%
More than once a month	7	29.2%
Rarely	8	33.3%

**Figure2.5: How often do you use online shopping sites? :**



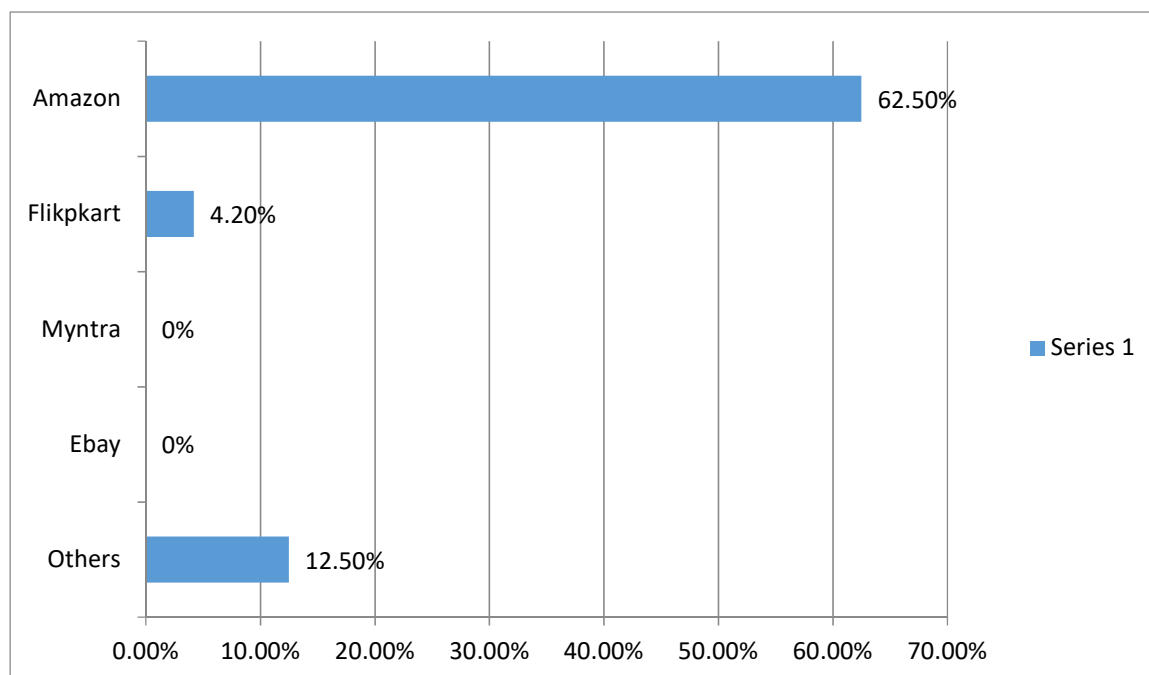
**Interpretation:**

Table 2.5 and figure 2.5 shows how often do the respondents use online shopping sites. It shows that 37.58% of have used once the online shopping sites once a month, 33.30% rarely used while 29.20% of them used more than once a month.

**Table 2.6: Which of the following E-Retail companies have you purchase a product from seeing a related post on social media? :**

Social Media sites	Frequency	Percentage (%)
Amazon	15	62.5%
Flipkart	12	4.2%
Myntra	13	0%
Ebay	0	0%
Others	2	12.5%

**Figure 2.6: Which of the following E-Retail companies have you purchase a product from seeing a related post on social media? :**



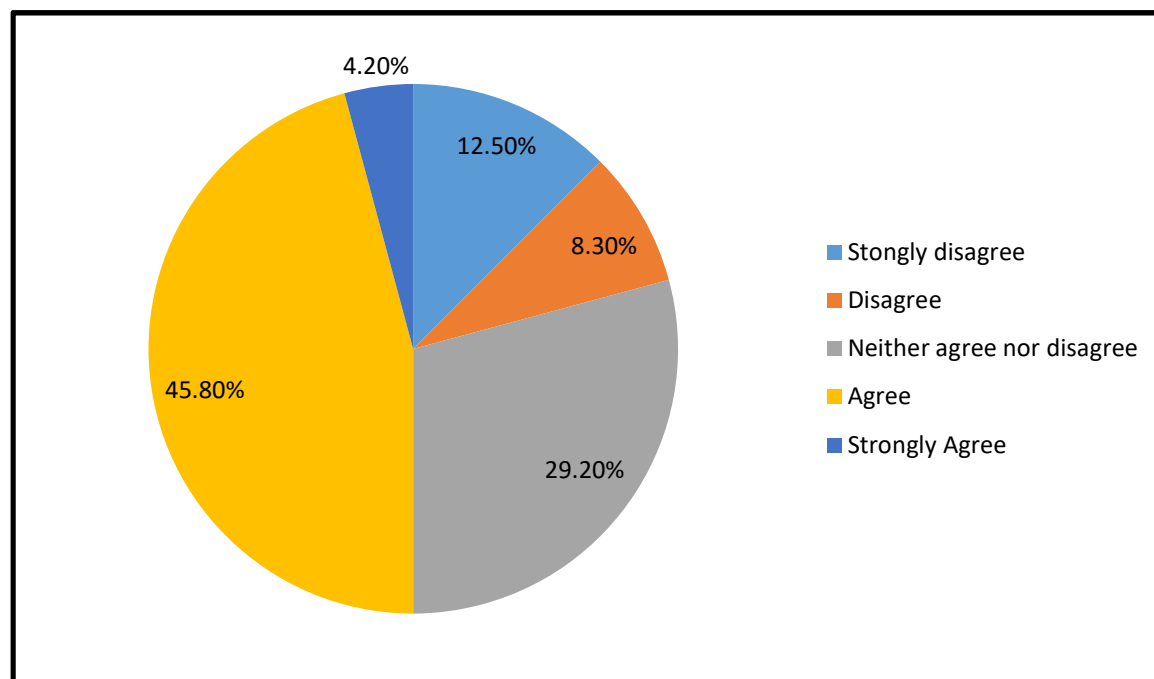
**Interpretation:**

Table 2.6 and figure 2.6 shows the preferred E-Retail companies used by the respondents to purchase a product from seeing a related post on social media. Majority of the respondent 62.50% have used Amazon to purchase a product by seeing related post on social media, Myntra and Ebay are the least used E-Retail companies by the respondents.

**Table 2.7: Social media advertising tell me which brands have the features I am looking for.**

Different Aspects	Frequency	Percentage (%)
Strongly Disagree	3	12.5%
Disagree	2	8.3%
Neither Agree nor Disagree	7	29.2%
Agree	11	45.8%
Strongly Agree	1	4.2%

**Figure 2.7: Social media advertising tell me which brands have the features I am looking for.**



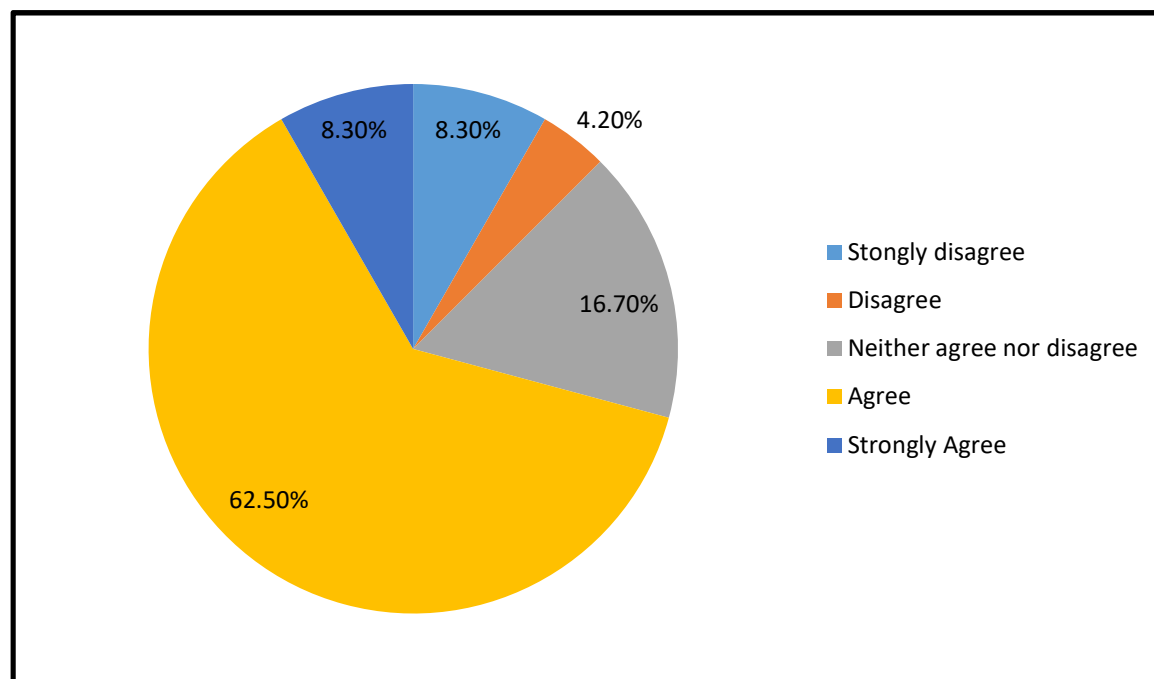
**Interpretation:**

Table 2.7 and figure 2.7 shows that 12.50% strongly disagree and 8.3% of the respondents disagree with the statement that ‘Social media advertising tell me which brands have the features I am looking for?’, and 29.20% of them neither agree nor disagree with it while 45.80% agree and 4.20% strongly agree with the statement.

**Table 2.8: Social media advertising helps me to keep up to date about products.**

Different Aspects	Frequency	Percentage (%)
Strongly Disagree	2	8.3%
Disagree	1	4.2%
Neither Agree nor Disagree	4	16.7%
Agree	15	62.5%
Strongly Agree	2	8.3%

**Figure 2.8: Social media advertising helps me to keep up to date products.**



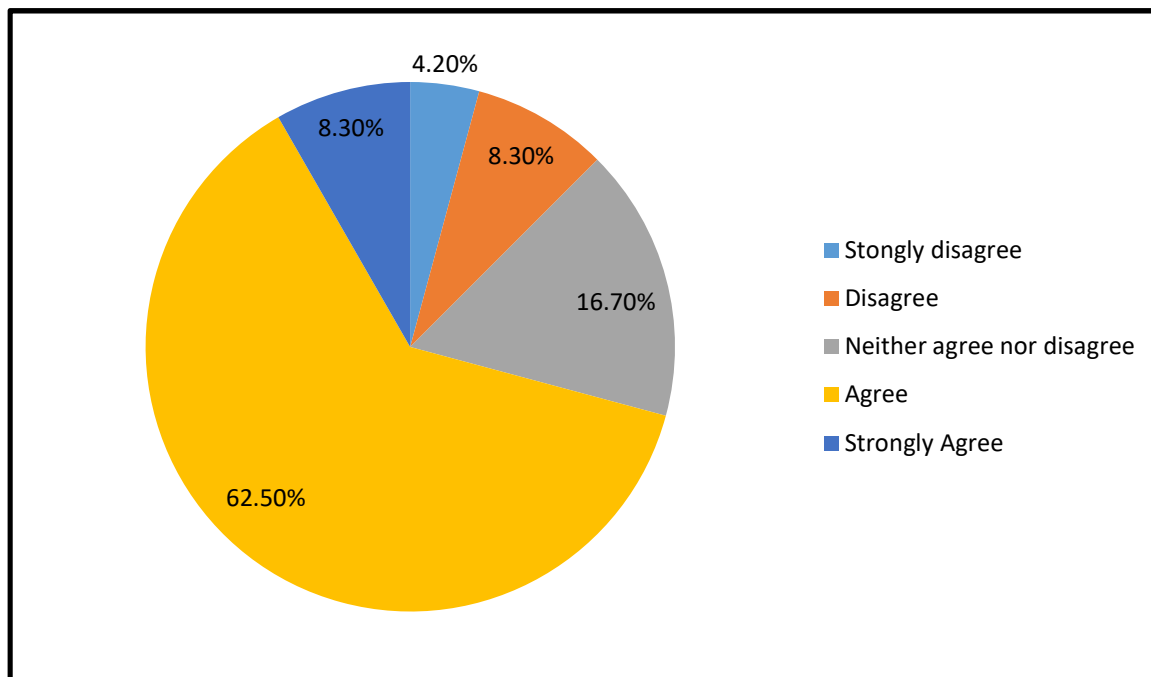
**Interpretation:**

Table 2.8 and figure 2.8 shows that 8.3% strongly disagree and 4.2% of the respondents disagree with the statement that 'Social media advertising helps me to keep up to date products?', and 16.70% of them neither agree nor disagree with it, while 62.50% agree and 8.30% strongly agree with the statement.

**Table 2.9: Social media advertising is a convenient source of product information.**

Different Aspects	Frequency	Percentage (%)
Strongly Disagree	1	4.2%
Disagree	2	8.3%
Neither Agree nor Disagree	4	16.7%
Agree	15	62.5%
Strongly Agree	2	8.3%

**Figure 2.9: Social media advertising is a convenient source of product information.**



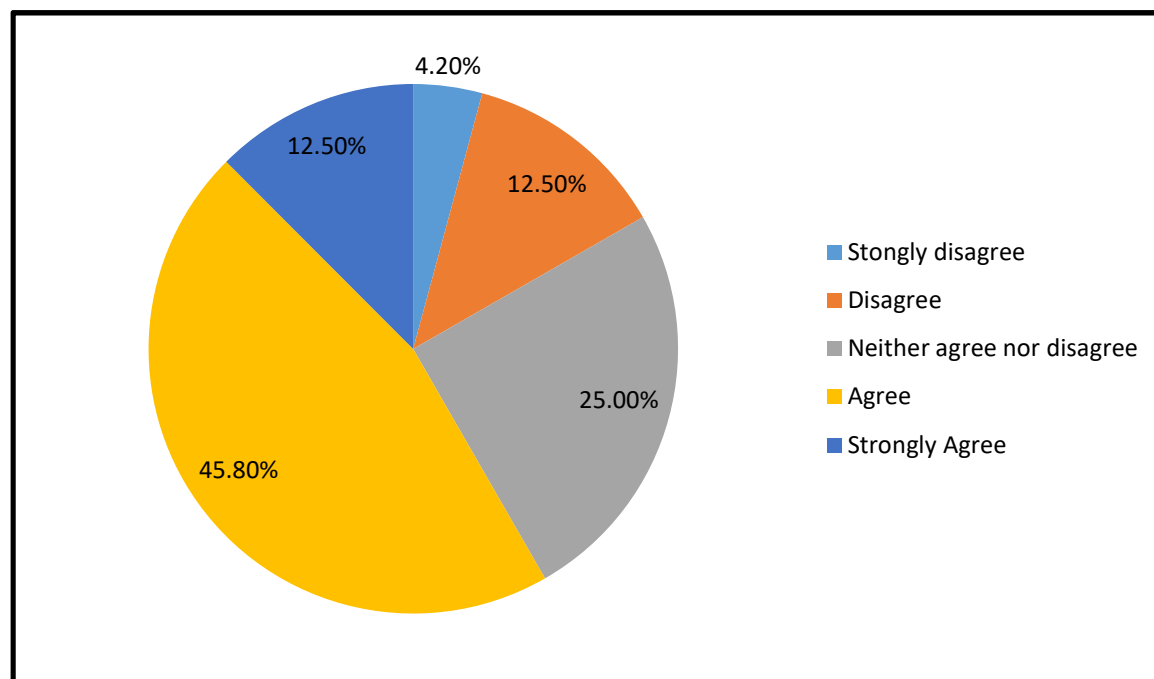
**Interpretation:**

Table 2.9 and figure 2.9 shows that 4.20% strongly disagree and 8.30% of the respondents disagree with the statement that 'Social media advertising is a convenient source of product information?' and 16.70% of them neither agree nor disagree with it, while 62.50% agree and 8.30% strongly agree with the statement.

**Table 2.10: Advertisement on social media catches my attention among other contents**

Different Aspects	Frequency	Percentage (%)
Strongly Disagree	1	4.2%
Disagree	3	12.5%
Neither Agree nor Disagree	6	25%
Agree	11	45.8%
Strongly Agree	3	12.5%

**Figure 2.10: Advertisement on social media catches my attention among other contents**



**Interpretation:**

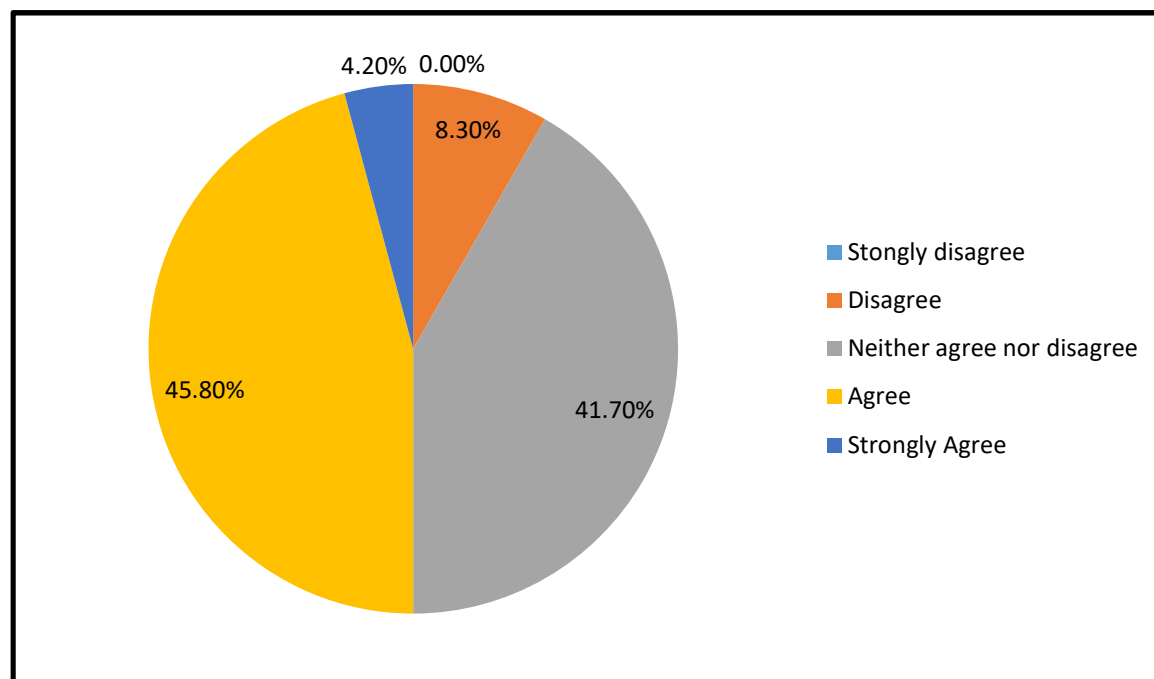
Table 2.10 and figure 2.10 shows that 4.20% strongly disagree and 12.50% of the respondents disagree with the statement that 'Advertisement on social media catches my attention among other contents' and 25% of them neither agree nor disagree with it, while 45.80% agree and 12.50% strongly agree with the statement.



**Table 2.11: Social media advertising is effective in collecting customers' feedback.**

Different Aspects	Frequency	Percentage (%)
Strongly Disagree	0	0%
Disagree	2	8.3%
Neither Agree nor Disagree	10	41.7%
Agree	11	45.8%
Strongly Agree	1	4.2%

**Figure 2.11: Social media advertising is effective in collecting customers' feedback.**



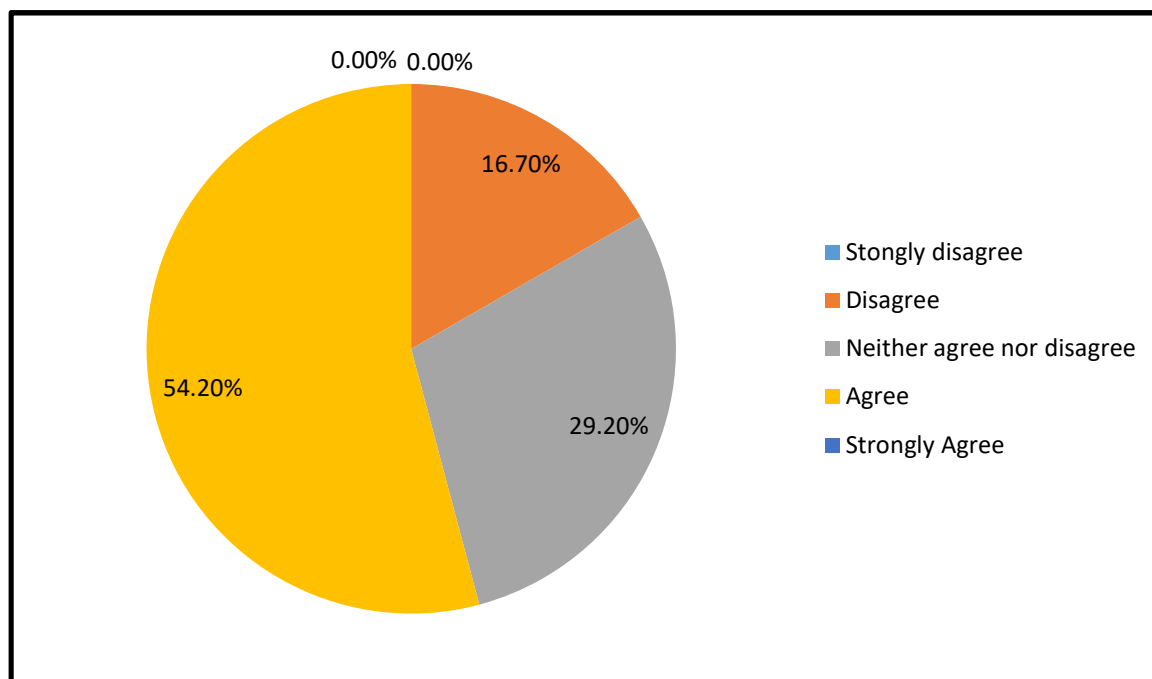
**Interpretation:**

Table 2.11 and figure 2.11 shows that 0% strongly disagree and 8.3% of the respondents disagree with the statement that 'Social media advertising is effective in collecting customers' feedback' and 41.70% of them neither agree nor disagree with it, while 45.80% agree and 4.20% strongly agree with the statement.

**Table 2.12: I think social media advertising fits my preferences.**

Different Aspects	Frequency	Percentage (%)
Strongly Disagree	0	0%
Disagree	4	16.7%
Neither Agree nor Disagree	7	29.2%
Agree	13	54.2%
Strongly Agree	0	0%

**Figure 2.12: I think social media advertising fits my preferences.**



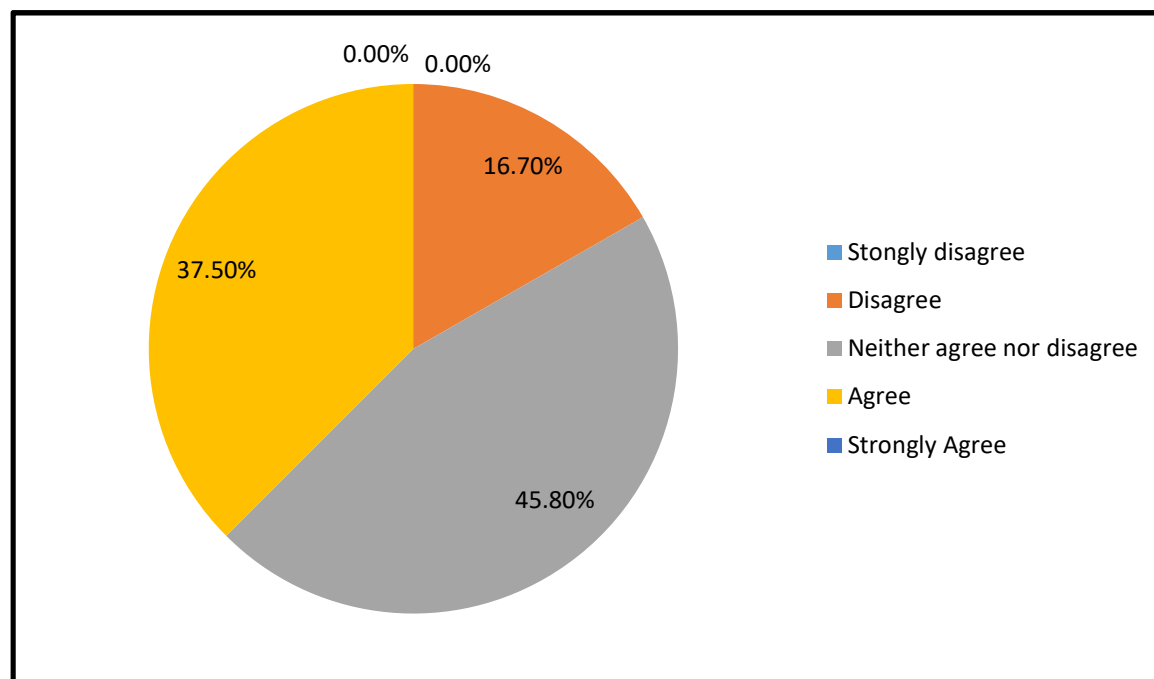
**Interpretation:**

Table 2.12 and figure 2.12 shows that 0% strongly disagree and 16.70% of the respondents disagree with the statement that 'I think social media advertising fits my preferences' and 29.20% of them neither agree nor disagree with it, while 54.20% agree and 0% strongly agree with the statement.

**Table 2.13: Social media advertising provide accurate information about product/services.**

Different Aspects	Frequency	Percentage (%)
Strongly Disagree	0	0%
Disagree	4	16.7%
Neither Agree nor Disagree	11	45.8%
Agree	9	37.5%
Strongly Agree	0	0%

**Figure 2.13: Social media advertising provide accurate information about product/services.**



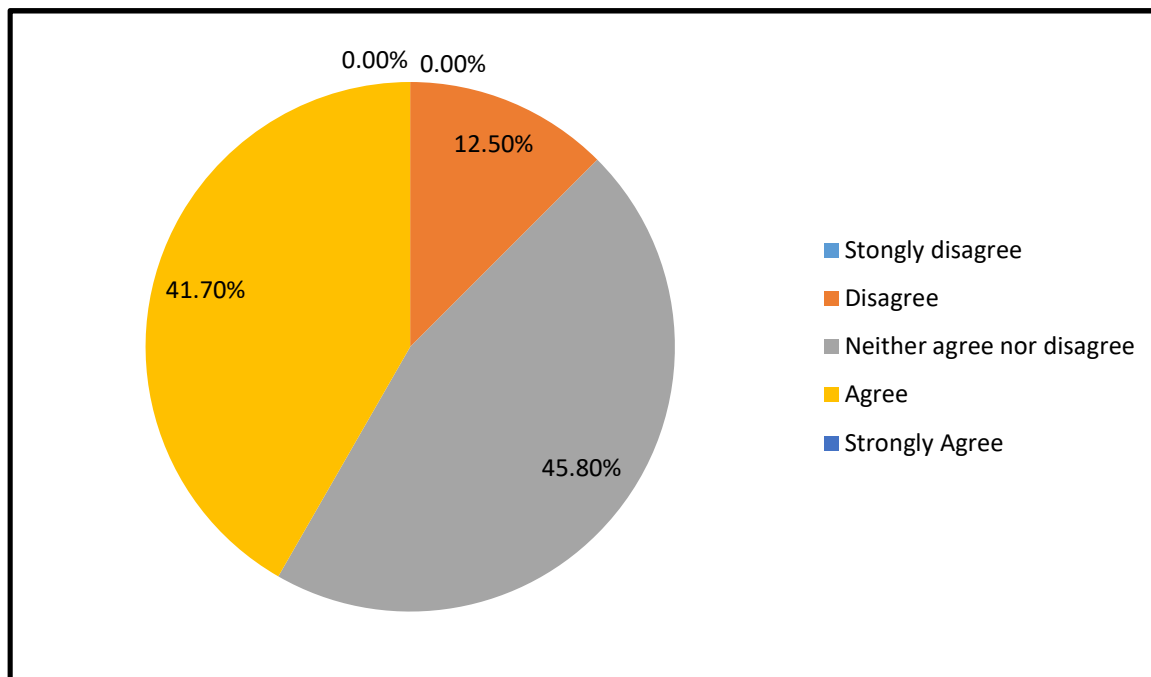
**Interpretation:**

Table 2.13 and figure 2.13 shows that 0% strongly disagree and 16.70% of the respondents disagree with the statement that 'Social media advertising provide accurate information about product/services' and 45.80% of them neither agree nor disagree with it, while 37.50% agree and 0% strongly agree with the statement.

**Table 2.14: Advertisement on social media have a positive influence on my purchase decision**

Different Aspects	Frequency	Percentage (%)
Strongly Disagree	0	0%
Disagree	3	12.5%
Neither Agree nor Disagree	11	45.8%
Agree	10	41.7%
Strongly Agree	0	0%

**Figure 2.14: Advertisement on social media have a positive influence on my purchase decision**



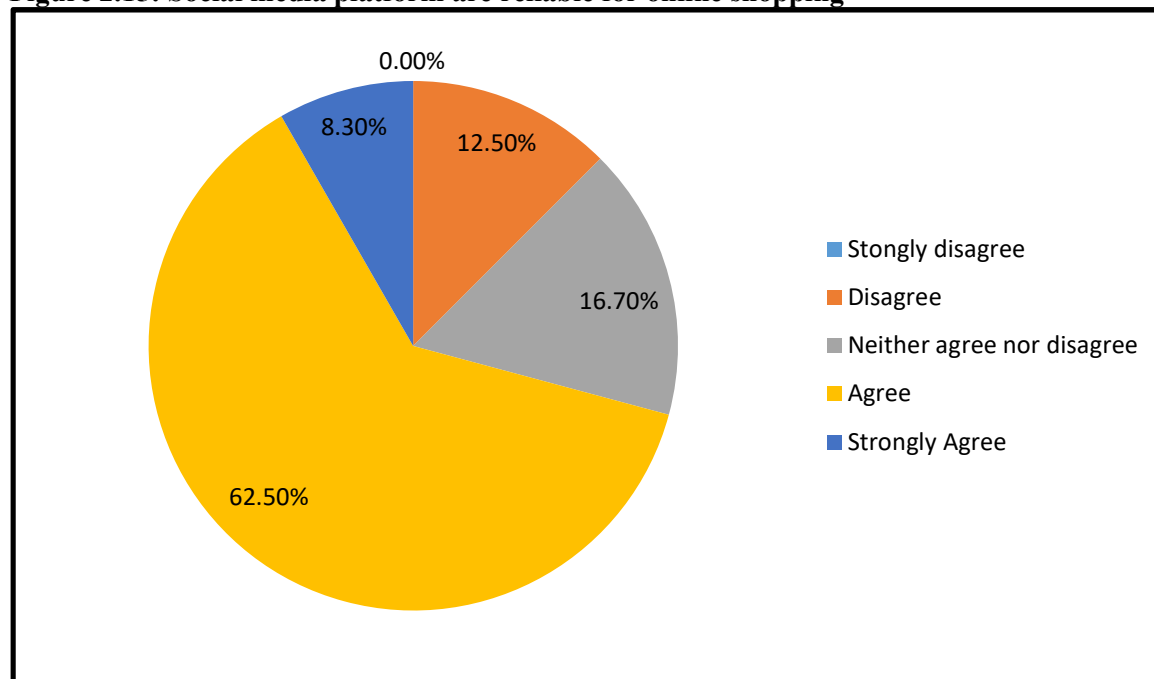
**Interpretation:**

Table 2.14 and figure 2.14 shows that 0% strongly disagree and 12.50% of the respondents disagree with the statement that 'Advertisement on social media have a positive influence on my purchase decision' and 45.80% of them neither agree nor disagree with it, while 41.70% agree and 0% strongly agree with the statement.

**Table 2.15: Social media platform are reliable for online shopping**

Different Aspects	Frequency	Percentage (%)
Strongly Disagree	0	0%
Disagree	3	12.5%
Neither Agree nor Disagree	4	16.7%
Agree	15	62.5%
Strongly Agree	2	8.3%

**Figure 2.15: Social media platform are reliable for online shopping**



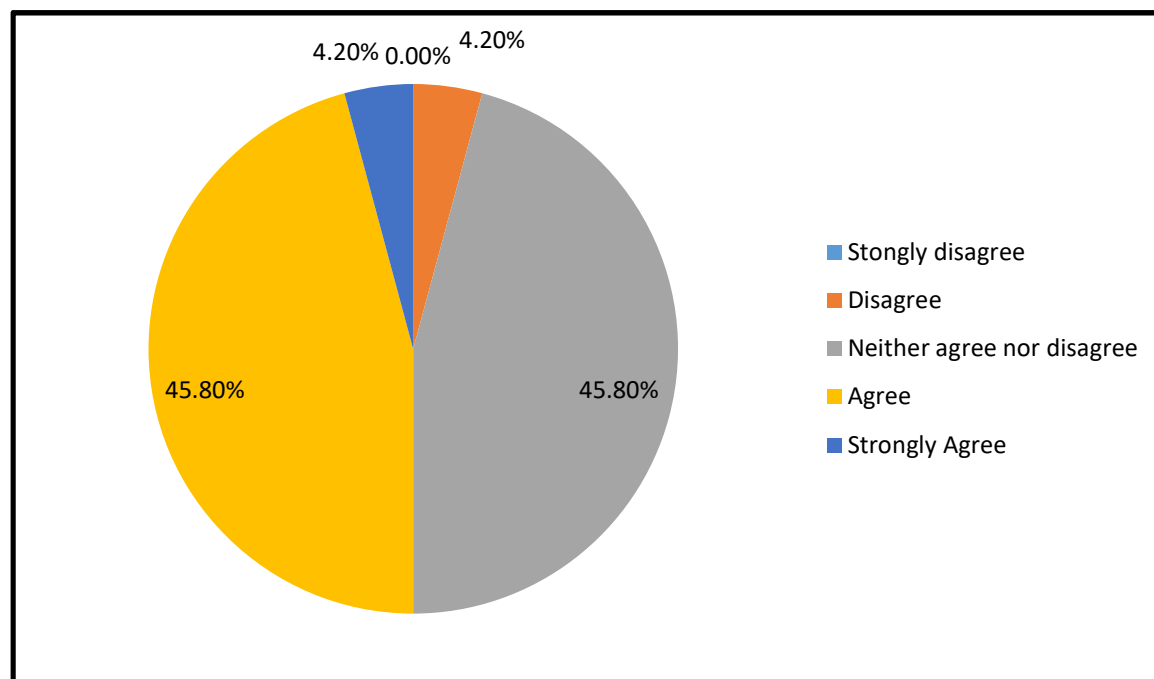
**Interpretation:**

Table 2.14 and figure 2.14 shows that 0% strongly disagree and 12.50% of the respondents disagree with the statement that 'Social media platform are reliable for online shopping' and 16.70% of them neither agree nor disagree with it, while 62.50% agree and 8.3% strongly agree with the statement.

**Table 2.16: In the future, I will continue buying product advertised on social media**

Different Aspects	Frequency	Percentage (%)
Strongly Disagree	0	0%
Disagree	1	4.2%
Neither Agree nor Disagree	11	45.8%
Agree	11	45.8%
Strongly Agree	1	4.2%

**Figure 2.16: In the future, I will continue buying product advertised on social media**



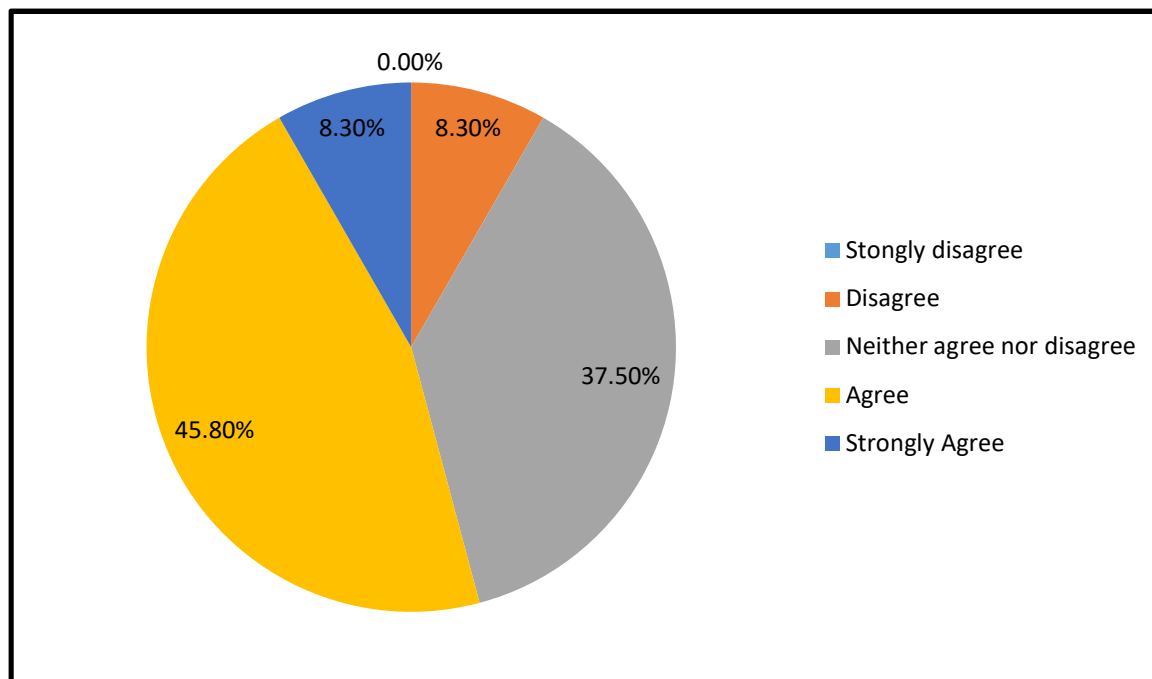
**Interpretation:**

Table 2.15 and figure 2.15 shows that 0% strongly disagree and 4.20% of the respondents disagree with the statement that 'In the future I will continue buying product advertised on social media' and 45.80% of them neither agree nor disagree with it, while 45.80% agree and 4.20% strongly agree with the statement.

**Table 2.17: I am satisfied with my decision to purchase products that are advertised on social media**

Different Aspects	Frequency	Percentage (%)
Strongly Disagree	0	0%
Disagree	2	8.3%
Neither Agree nor Disagree	9	37.5%
Agree	11	45.8%
Strongly Agree	2	8.3%

**Figure 2.17: I am satisfied with my decision to purchase products that are advertised on social media**



**Interpretation:**

Table 2.16 and figure 2.16 shows that 0% strongly disagree and 8.30% of the respondents disagree with the statement that 'I am satisfied with my decision to purchase products that are advertised on social media' and 37.50% of them neither agree nor disagree with it, while 45.80% agree and 8.30% strongly agree with the statement.

## **CHAPTER – III**

### **RESULTS AND DISCUSSION**

This chapter presents the findings from data analysis. Based on the analysis, the findings associated with the aspects of social media advertising, online sales, relationship quality, customer experience, purchase intention are discussed and the validated model is shown. A quick summary of the present research in the form of a conclusion has been provided. Finally, the theoretical contributions, managerial implications, study limitations, and future research directions are discussed.

### **3. FINDINGS OF THE STUDY**

The main findings of a research study; what the study showed, revealed, or indicated. This usually refers to the entire set of results rather than the conclusions or suggestions reached as a result of those results. Findings are the investigation's most important outcome. It's essentially a major fact discovered throughout an investigation. Facts and phrases, observations, and experimental data are all examples of research findings.

The outcome of the survey and data analysis is explained as follows:

The frequency table for demographic profile of the respondents showed the majority of the respondents are of the age of 15-25 years and received a respond equally from both male and female out of the 24 respondents.

#### **3.1 Demographic Study**

This chapter is going to discuss the results of statistical analysis and interpretation of data.

- **Gender:** Received a respond equally from both male and female
- **Age:** 95.83% of the respondents are between 15-25 years, 4.16% of the respondents are 26-35 years and there are no 36-45 years and 45 years and above.
- **Marital Status:** 95.83% of the respondents are unmarried while only 4.16% of the respondents are married.
- **Educational Qualification:** Out of the total respondent 62.5% have the qualification of HSSLC and 4.16% are HSLC & under followed by 33.33% are graduate & above.



### **3.2 Using social media in collecting product information**

In this survey conducted, the usages of social media sites by the consumer for the purchase of their desired product were studied. It was found out that majority of the respondent have thought that social media sites are a convenient sources for collecting product information.

### **3.3 Purchase intention**

There is a significant direct impact of purchase intention on online sales. Marketers and analysts have always been oblivion of the metric to measure the relationship between purchase intention and online sales. Even theorists have struggled to map intention with desirable results. This study also underlines the same fact that purchase intention and online sales have common grounds to maintain a relationship.

### **3.4 Influence of advertisement on social media**

The study reveals that influence of advertisement on social media amongst the respondents, it was observed that majority of the respondents i.e. 79.20% used Instagram and 58.30% used YouTube regularly so these social media sites have the greatest influence on the consumer in their purchasing behaviour as the advertisement on these sites have significant impact on the consumer.

## **CHAPTER – IV**

### **CONCLUSION AND SUGGESTION**

#### **4.1 Conclusion**

More than a decade back, the advertising canvass was all filled with the colours of traditional ad campaigns. For example, flashy billboards, television ads, ads in newspapers, radio announcements, magazine covers, etc. On being observed on a broad level, one thing was found common among most of the traditional ad campaigns that they follow the monologue form of communication and are undemocratic in their nature; also, all these campaigns had their limited geographical reach with respect to the Indian consumers. The exponential rise of social networking platforms coupled with price affordability and expansion of the internet fuelled the new era of advertising, i.e., social media advertising. This new marketing sensation not only had the widest reach amongst the actual audience but also got rid of many of the shortcomings of the traditional model. It was not a monologue but a multi-party dialogue like we experience in a conferencing call wherein each one could share their views. Like the multi conferencing platform of the new age, the new age advertising is also democratic in the true sense. It is designed for the people, and it is powered by the people. Real-time feedback was now possible, and companies were not just mere speakers but active listeners to the consumers.

The way the internet has boomed in the past decade and its availability has geographically expanded to even the remotest part of the country; this has certainly paved the way for the exponential adoption of social media platforms. Today, a considerable percentage of the internet-using population utilize one or many social media platforms for their casual interactions, communication, window shopping, or actual purchase. This certainly leaves no doubt that social media is the most powerful medium to reach out to the population strata across the country.

Since our childhood days, we have been hanging around in the busy marketplace during festive seasons. We must have observed and witnessed this peculiarity that whenever there is a festive season with people getting crowded at a single place, certain make-shift temporary markets create their space in the crowds. We know that markets depend on places where people gather. Hence, the same analogy applies to the utmost crowded place today where the maximum

population of the world is readily present, i.e., social media. This is the chief reason why social media is the hottest place for marketers. There is always a separate team at organizations to draft social media strategies and processes to succeed in this competitive landscape. Although marketers are actively involved in social media advertising, they desperately want answers to many of their relevant questions pertaining to social media buyers.

It has highlighted through the findings of the present study that social media advertising positively impacts the online sales of e-retailers. Although there would be similar studies done on this relationship in various other industry verticals, this study focuses on e-retail companies and active social media buyers.

To summarize, the findings of the study have excavated many new influences which were not aggressively studied in the past. Managers can utilize these findings to observe the behavior of social media buyers and can relate with their individual case scenarios. Managers can also imbibe much new learning from these findings, which were not discussed earlier, and can leverage these for their future researches on product positioning through social media advertising and the impact of these advertising on online sales of e-commerce companies. Although the study has been dedicated to e-retail, managers can make inferences and utilize them to study further in the light of other industry verticals as well.

## **4.2 Suggestion**

### **1. Increased visibility**

Social media platforms offer businesses a powerful tool to connect with customers and increase brand awareness. Also, social media platforms provide various advertising options, allowing businesses to target specific demographics effectively.

### **2. Customer Engagement**

Engaging with customers is crucial for building lasting relationships and driving sales. Social media platforms enable real-time interactions, allowing businesses to answer questions, address concerns, and foster connections. This engagement can lead to increased customer loyalty and repeat business. By actively participating in conversations, e-commerce brands can create a positive image and enhance trust

### 3. Driving Sales Opportunity

Social media isn't just about visibility and engagement—it directly impacts sales. Here's how:

- **Product Discovery:** Consumers often discover new products through social media. Whether it's a captivating Instagram post, a Facebook ad, or a TikTok video, social media introduces potential buyers to e-commerce offerings.
- **User-Generated Content (UGC):** Encouraging customers to share their experiences through UGC (reviews, photos, videos) can significantly influence purchasing decisions. Positive UGC acts as social proof, assuring other shoppers of product quality.
- **Social Commerce:** Platforms like Instagram and Pinterest now allow users to shop directly within the app. E-commerce businesses can create shoppable posts, making it seamless for customers to explore and purchase products.
- **Influencer Marketing:** Collaborating with influencers amplifies brand visibility and credibility. Influencers can showcase products to their followers, driving traffic and sales

### 4. Choosing the right platform

By carefully considering factors such as target audience, advertising objectives, ad formats, budget, analytics, geographic reach, and user engagement, businesses can choose the right platforms to maximize their advertising efforts

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## APPENDIX

### QUESTIONNAIRE

1. Gender

- (i) Male ( )
- (ii) Female ( )
- (iii) Others ( )

2. Age

- (i) 15-25 ( )
- (ii) 26-35 ( )
- (iii) 36-45 ( )
- (iv) 45 & more ( )

3. Marital Status

- (i) Married ( )
- (ii) Unmarried ( )

4. Educational qualification

- (i) HSLC & Under
- (ii) HSSLC
- (iii) Graduate & above

5. Time spent daily on social network

- (i) 1 hour ( )
- (ii) 1-3 hours ( )
- (iii) 3-5 hours ( )
- (iv) More than 5 hours ( )

6. Which social media sites do you use regularly?

- (i) Instagram ( )
- (ii) Facebook ( )
- (iii) Twitter ( )
- (iv) Threads ( )
- (v) YouTube ( )
- (vi) Others ( )

7. Which Social media sites have you used to purchase items advertised to you in your feed?

- (i) Instagram ( )
- (ii) Facebook ( )
- (iii) Twitter ( )
- (iv) Threads ( )
- (v) YouTube ( )
- (vi) I have never purchased anything from social media sites( )

8. How often do you use online shopping sites?
  - (i) More than once a month(        )
  - (ii) Once a month (        )
  - (iii) Rarely (        )
  
9. Which of the following E-Retail companies have you purchase a product from seeing a related post on social media?
  - (i) Amazon (        )
  - (ii) Flipkart (        )
  - (iii) Myntra (        )
  - (iv) Ebay (        )
  - (v) Others (        )
  
10. Social media advertising tells me which brands have the features I am looking for.
  - (i) 1 (Strongly Disagree)
  - (ii) 2 (Disagree)
  - (iii) 3 (Neither agree nor disagree)
  - (iv) 4 (Agree)
  - (v) 5(Strongly agree)
  
11. Social media advertising helps me to keep up to date about products.
  - (i) 1 (Strongly Disagree)
  - (ii) 2 (Disagree)
  - (iii) 3 (Neither agree nor disagree)
  - (iv) 4 (Agree)
  - (v) 5(Strongly agree)
  
12. Social media advertising is a convenient source of product information
  - (i) 1 (Strongly Disagree)
  - (ii) 2 (Disagree)
  - (iii) 3 (Neither agree nor disagree)
  - (iv) 4 (Agree)
  - (v) 5(Strongly agree)
  
13. Advertisement on social media catch my attention among other contents
  - (i) 1 (Strongly Disagree)
  - (ii) 2 (Disagree)
  - (iii) 3 (Neither agree nor disagree)
  - (iv) 4 (Agree)
  - (v) 5(Strongly agree)
  
14. Social media is effective in gathering customers' feedback
  - (i) 1 (Strongly Disagree)
  - (ii) 2 (Disagree)
  - (iii) 3 (Neither agree nor disagree)

- (iv) 4 (Agree)
  - (v) 5(Strongly agree)
15. I think social media fits my preferences
- (i) 1 (Strongly Disagree)
  - (ii) 2 (Disagree)
  - (iii) 3 (Neither agree nor disagree)
  - (iv) 4 (Agree)
  - (v) 5(Strongly agree)
16. Social media advertising provide accurate information about product/services
- (i) 1 (Strongly Disagree)
  - (ii) 2 (Disagree)
  - (iii) 3 (Neither agree nor disagree)
  - (iv) 4 (Agree)
  - (v) 5(Strongly agree)
17. Advertisement on social media have a positive influence on my purchase decision
- (i) 1 (Strongly Disagree)
  - (ii) 2 (Disagree)
  - (iii) 3 (Neither agree nor disagree)
  - (iv) 4 (Agree)
  - (v) 5(Strongly agree)
18. Social media platforms are reliable for online shopping
- (i) 1 (Strongly Disagree)
  - (ii) 2 (Disagree)
  - (iii) 3 (Neither agree nor disagree)
  - (iv) 4 (Agree)
  - (v) 5(Strongly agree)
19. In the future, I will continue buying product advertised on social media
- (i) 1 (Strongly Disagree)
  - (ii) 2 (Disagree)
  - (iii) 3 (Neither agree nor disagree)
  - (iv) 4 (Agree)
  - (v) 5(Strongly agree)
20. I am satisfied with my decision to purchase products that are advertised on social media
- (i) 1 (Strongly Disagree)
  - (ii) 2 (Disagree)
  - (iii) 3 (Neither agree nor disagree)
  - (iv) 4 (Agree)
  - (v) 5(Strongly agree)