CHAPTER 6:
SUMMARY AND CONCLUSION

6.1: SUMMARY AND CONCLUSION:-
The previous chapter gives a details of data analysis & interpretation and results & discussions of data studied for the research. The present chapter comprise a summary and conclusion of the study with major findings taken from online respondents who uses SNS and does online shopping.

INTRODUCTION:-
Changes in communication technology, innovation and dynamics in different ways of communication, ability to access the information instantly has given birth to new tools for communication through internet social media is one of them. Social media is most popular method of social communication. It uses for social communication like contacting to friends, relatives etc. In the 21st century most of the youngsters in day to day life uses of social networking sites. It is an integration of media and social communication; through collection of online tools that helps for interaction and get shared with the users.

Now a days, most of youngsters uses social networking sites to look for their friends online to interact with them, chat, sharing information with them, upload videos and posts photos and comments etc. on networking site. People look for social media because for sharing their common interests and goals. Day by day, importance of social media has been increasing which has impact on online marketing. It has become a preferred in wide-ranging marketing tool that encourages two way communication between business and consumers.

A good way to think about social media is just about human beings. That is sharing ideas, cooperating and collaborating to create art, to find people who is a friend, to share news feed and commerce. Social media is the term used to encompass the technology and practices that people use to share thoughts, information, opinion and online perceptive. It takes many different forms and which includes content in the form of text, audio, video, graphics etc.
In today’s competitive world, the online brands were fighting for marketing their products online as well as create impact in the minds of consumers. Social networking sites helps to create interest in the brand and also to build trust in the mind of consumers which will leads to good brand building activity. Online companies uses social blogs, networking sites like Facebook, LinkedIn, Twitter, You tube etc. for marketing their products in online consumer markets. By increasing its importance day by day, which attracted more than five million every day, Thus importance and presence of these sites is helpful for ecommerce industries for marketing. With the beginning of internet which transform the uses of web based technology has increased through a succession of social networking sites that provides platform for businesses to get an exposures for their brands in online market with aim to maximize profit and expand business with customer satisfaction.

Besides this, online companies can reach directly to their target audience especially internet users to stay in constant touch with them to understand their tastes, preferences for products, to upgrade their customer services etc. this helps to formulate strategies for promoting the products in market. This provides sufficient platform to receive prompt feedback from their customers. One to one interaction is possible in online shopping sites. A positive word of mouth about products and services, leads for customer satisfaction. A good customer base leads to customer retention which helps company for brand awareness, improve sales and increase market share. Thus if plan and executed properly, social media is cost effective online promotions.

Now a days, customers are becoming more active and comfortable with online shopping, this could be attributed to various factors such as busy modern lives, Longer working hours, ability to browse products from the comfort of one’s home, wider range of options available etc. with variety of reasons such as shopping of apparels, shoes, leather belts, hand bags, jewellery etc., social and online business networking sites helps for businesses to do business networking, researching high quality and variety of products and services for their customers through social media.

Many consumers were naturally get attracted by the promises made by online companies at large scale media offering by sharing their offers, content, accepting recommendations about brands
and products from consumers this helps for targeting a good customer base. Most of the online companies have started using social media and responded actively through increasing participation in dedicated fan page, newsfeeds, accepting feedback & suggestions etc. as a social media marketing campaigns.

The role of e-commerce has been used in industries which use online platforms like social media networking sites for end to end transactions for businesses. Social media strategies has more impact of online marketing. E-commerce is simply the creating, managing, and extending the commercial relationship through online. The growth of e-commerce industries are booming mainly due to penetration of social media marketing and it has an impact on e-commerce industry which build trust in the mind of online consumers by fulfilling the expectations such as time frame for delivery, the quality of goods, packaging, specific instructions, reasonable prices and after sale services. For building customer assurance e-commerce industries should consider the following points:

- **Pre-sale information:** - Clear exposition of product which needed to know by customers to take purchase decisions. E.g.: size, quality, price, materials, availability, delivery of products etc.
- **Post-sale information:** - Provision of after sale services.
- **Redressal Policies:** - Policies like return back policy, repair and exchange policies.
- **Product Packaging:** - Packaging of the product details.
- **Delivery schedule:** - The expected delivery time for the products.

E-commerce industries uses Social Media Marketing as a strategy wherein it has impact on online purchases. Thus the study was conducted to understand the impact of social media marketing on online purchases in selected cities of India. With an aim to study the factors which influences the customers to go for online shopping. To identify the demographics of people using the social networking sites as well as does shopping online regularly and to understand the satisfaction level of customers with respect to online shopping.

The new media technologies have had an extensive influences over the open information. Changes in the increased approachability of information, makeover of markets like increasing
the interactivity of information as targeted to customers among suppliers and customers. There are several research have been carried out on such media to understand the implementation of social media technology, role of social media technology on online purchases etc. currently the studies have not touched the impact of social media marketing for online purchases.

Currently there is no studies available on social media marketing on online purchases with respect of cities of Maharashtra and Tamil Nadu states. With the purpose was to analyse three sections firstly the demographics like gender, age and income of the respondents, secondly factors which are responsible for social media marketing and online shopping and thirdly building customer satisfaction and understand the level of after sale services for online services.

To make current study more valuable and reliable review of literatures is must. Literature review provides critique of reviews to the study. And therefore the study has covered literature review on social media marketing their importance, factors influencing for SMM, impact of social media on consumer behaviour, online marketing, influencing factors of online marketing, satisfaction level with online marketing, impact of social media on online purchases and FMCG sectors and online marketing.

The study was done with the objectives of factors that influence social media marketing, to study the influencing factors of online shopping, study the impact of social media marketing on building relationship and creating loyalty among customers, to know the impact of after sale services of online marketing, to understand the satisfaction level of consumers with respect to online marketing and to identify the demographics of people who uses the social media and online marketing. Based on the objectives of the study hypothesis was framed.

Research is a systematic activity to reach the truth. It is considered to be more objective, methodical, well-determined scientific process of investigation and therefore the present study used descriptive research. It involved surveys, observations and literature support. It covered variables which comes in three different categories such as social media marketing and online shopping behavior and the demographics of online consumers. This will helpful to formulate
hypothesis, gathering and arranging the data and evaluating the information and facts with suitable recommendations and suggestions.

The sample size of the study was 815 online shoppers who uses social networking sites and does online shopping. The study was conducted in cities like Mumbai, Pune, Nashik and Amravati from Maharashtra state and Chennai from Tamil Nadu state. Primary data was collected through survey methods. Structural questionnaire was prepared to take opinion from respondents. Demographic characteristics like age, gender, Income of the family members and place was studied. It also covered the frequency and duration of online shopping, product category mostly purchased, frequency of log on to social networking sites, social media site mostly used. Secondary data of the study was collected through published as well as unpublished secondary source like various journals, magazines, reports, books, articles, research papers, websites and various online database.

Analysis of data was done with the help of SPSS version 20 (statistical package for social sciences) which is a standard software. The SPSS analysed both open and closed ended questions. The SPSS package used to determine the Mean, Frequencies Analysis, Percentage (valid percentage & cumulative percentage) and Standard deviation to analyse the number of respondents belonging to each variables of social media and online shopping and also to analyse the demographic of online respondents. The graphs and tables were analysed through SPSS. Chi-square is used for the analysis to prove the hypothesis of study.

The data has been analysed and hypothesis testing is done with through chi-square method. In this most of Null hypothesis was rejected and alternate hypothesis was accepted except two hypothesis. Thus Hypothesis 1 identified that there is significant factor that influence the social media marketing. Hypothesis 2 stated that there is impact of social media marketing on building relationship and creating loyalty among customers. Hypothesis 3 indicated that there is significant factor which influence customers to go for online shopping. Hypothesis 4 stated that there is significant impact of after sale services with respect to online marketing. Hypothesis 5 identified that there is no satisfaction level of consumers with respect to online marketing. Hypothesis 6 stated that gender does not play in using social media marketing but in case of
online marketing gender do play an important role. Hypothesis 7 stated that age does not play any role in social media marketing but in case of online marketing age do play an important role. Hypothesis 8 identified that income level has bearing the social media marketing and online marketing. Hypothesis 9 stated that there is significant impact of social media marketing and online purchases.

**CONCLUSIONS OF DEMOGRAPHIC FACTORS:-**

1. Study revealed that Males do more online shopping than females and also more active on social networking sites.
2. It has been analyzed that, age group of below 25 years were more interested in online purchases and people were more active on social networking sites as compared to other age groups.
3. Study has exhibited that income of the family has a positive relationship with frequency of online purchases. People having higher income were more engaged on social networking site and does online shopping.
4. Study revealed that SNS mostly preferred by youth was Facebook, Twitter and LinkedIn these are top three networking sites mostly preferred. Although many people were aware and used other networking sites like Ibibio, YouTube, Pinterest, Myspace, Instagram, Google+, Flickr etc.
5. Study exhibited that people were more interested and hence accessed ‘everyday’ on social networking sites.
6. Study showed that people were keen interested and actively spends around ‘daily 30 min or less than 30 min’ on networking sites.
7. Study revealed that people were interested for buying goods online at least ‘once in a month’ as they were more active on social networking sites.
8. When it comes to duration of online shopping, it showed that most of the people were doing online purchases since last one year period of time.
9. Study revealed that the most popular items were purchased by people over internet were ‘Apparels like T-shirt, jeans, formals, casuals, ethnic’ followed by ‘Accessories like watches, sunglasses, handbags, jewellery and Shoes and sandals’.
10. In case of online shopping sites, it has been indicated that most popular website were used for online shopping was Flipkart followed by Snapdeal and Amazon although people were aware and used these sites like Myntra, Jabong, Homeshop18, Yebhi, Junglee and Zovi for online purchases.

11. Study examined that social networking sites used as per the importance, it exposed that most of the time people were used internet for communication purpose i.e. for emailing, chatting, making friends old plus new, games and entertainment purposes etc. and also uses internet for gathering information and shopping purpose.

CONCLUSIONS OF SOCIAL MEDIA MARKETING:-

1. Social media marketing has impact for building customer relationship. Study exposed that social media is helpful for people especially for continuous monitoring and giving a real time feedback about products from others customers who used products online this leads to brand engagements which is good step for relationship building.

2. Social media provides for customers clarity about information related to guarantees and warrantees of products and services as well as it provides genuine product reviews, ratings and feedback on sites which will leads to purchase repetition.

3. Where in for customers maintaining privacy in personal information such as name, address, phone numbers, credit card details etc. to avoid spam and calls is very essentials, this privacy was maintained by social networking sites. Also it helps through intimation about offers to earn more and redeemed shopping points which will leads loyal customers in future.

4. Study indicated the important uses of social networking sites for people was to communicate, share to their friends and family about news feed, photos, selfi, updated events, tag places visited, share videos etc. which is mostly preferred by people. But there are people who feels that it is time killing activities.

5. It also exhibited that, there are people who do prefer and give importance to networking sites for searching old plus new friends, to know more about product information like quality, variety of brands availability especially new products. People were interested to get information and intimations about offers and discounts available on shopping sites.
6. It was exposed that people do not use networking sites for entertainment and games which is not at all important for them.

7. To know more about why do people use social networking sites? Which factors is most influencing for them? So it has been revealed that influencing factors of social media marketing for people were actively and interestingly searching for products with availability of complete description on site which shows reliable content with genuine ratings and reviews of products. It is also excited to know the availability of good deal of the day. Now a day friends and relative feedback on product reviews is important for doing online shopping which helps for influencing purchase decisions.

8. Study presented that online advertisement helps for shopping with open options of availability of price comparison with different brands and different shopping sites which is cost effective for online consumers. Social media is provides online accessibility 24*7 at any time and any place and it is user friendly for consumers which is most influencing factor of social media marketing.

CONCLUSIONS OF ONLINE MARKETING:-

1. Study exposed dominant factors for online shopping which help for e-retailers to boost the sale was convenience of shopping people do shop from their home or office at any time which saves time provides fast shipping and has clear return policy, with availability of maximum variety of brands. Online shopping sites provides offers and discounts most of the time. People are liking the reasonable prices and on time delivery of products with access to tracking systems at free or discounted shipping options.

2. It showed that, Now a day consumer prefer brands which are not available in local markets and were available online with bundles of offers, this is more attractive for customers about online shopping was to get product instantly for that mobile applications were available now a days.

3. It revealed that, online shopping provides simplicity of online navigation to access products descriptions, their reviews and rating given by trusted family and friends. The overall speed of online shopping was quite satisfactory and influences people for online shopping.
4. It also revealed that, customers has given importance to the attributes of online shopping which are in three categories like extremely important, somewhat important and not important for customers while choosing or doing online shopping for the products. The following are extremely important attributes has been studied:-

- Cash on delivery
- Convenience and time saving
- Overall shopping experience
- Product quality
- Product variety
- Security for payment of products
- Instant ability to get product or items online
- Fast shipping

Attributes which are somewhat important for customers were as follows:-

- Brand Conscious
- Prices of products
- Offers and discounts always available
- Good after sale services (Return policy)
- Product reviews are available
- Good deal of the day
- Trust and past purchase experiences
- Consumer information privacy
- Price comparisons available

Attributes which are Not Important for customers were as follows:-

- Earn more points on shopping
- Redeem points anytime
- Products are not available in local shops
- My reviews/ feedback/ rating considered
- Overall speed of shopping process
• Always getting intimation through social media about new product, offers/discounts, seasonal offers.

CONCLUSIONS OF CUSTOMER SATISFACTION AND AFTER SALE SERVICES OF ONLINE SHOPPING:-

1. Study displayed that, customer satisfaction plays important role for that various reasons which helped customer to do online shopping more frequently such as 24*7 availability of shopping on website, comparison in the products with detail description which is displayed on sites through images, pictures etc.

2. Customer are more liking to do online shopping with the options of cash on delivery facility especially youth. The trusted and good past purchase experiences of customers with availability of real time feedback on sites leads to more repeat purchases.

3. Study exposed that clarity about terms and conditions like policies of purchase, after sale etc. helped at the time of shopping which is most prompting factor for online purchases.

4. But Study expressed, people were not comfortable and get demotivated with security issues of credit card transactions. It was found that there is a risk of not getting products in hand after payment where as some customers were choosy for their favourite brands most of time these are not available on sites. People still believe in touch and feel of products while purchasing the products. People feels that most of the time they have to pay high shipping duty or value added tax charges for time consuming online shopping.

5. After sale services of online shopping reasons has been studied it was found that, good after sale services of online company is due to customer satisfaction showed towards policies of returning the products to company.

6. It was exposed that, most of the customers faced the problems regarding quality of products and bad experience for retuning the products to online companies these were major reasons for dissatisfaction.

7. Whereas most of the customers were quite satisfactory with after sale services of online shopping sites because of overall good services of company.

IMPACT OF SOCIAL MEDIA MARKETING FOR ONLINE PURCHASES FOR BUILDING CUSTOMERS RELATIONSHIPS:-
There is impact of social media marketing on online shopping for building relationship and creating loyalty.

1. The purpose of the study was to know most influencing factors of Social Media Marketing for building relationship and creating loyalty among online consumers. The study reveals that, 24*7 accessibility, user friendly, active and interesting search for product information on online site, Always availability of complete descriptions of products, product reviews/ rating plays important role, online advertisement on social media marketing helps for shopping.

2. Study also reveals that there is impact of social media marketing for building relationships with customers through maintaining consumer information privacy, getting more information from social networking sites to earn more points for online shopping, Social media helps for more brand engagement which is possible due to regularly observing the consumers on time feedback.

3. As per the study, there are significant factors such as Convenience and time saving, Fast Shipping. Overall speed of shopping process is satisfactory, flexibility to choose delivery date, clear return policy, mobile applications are available now a days, product reviews influences customers to go for online shopping, trusted shopping, online tracking of product, free and discounted shipping etc. influencing customers to go for online shopping.

4. Demographics like gender, age, income has been studied, it shows that Males, those who have more than Rs. 50000/- and above family income and belong to the age category of 25 to 35 years, does online shopping moderately once in a month.Mostly all age group from below 25 to above 35 years spends an average time on social networking sites.

Theoretical Framework of Impact of Social Media Marketing on Online Purchases helps for Building Customers Relationship
Online customers use social networking sites with its advantages like broad reach, offers information and ability to reach right target audiences helps customers to go on various online shopping sites that provides convenience and time saving, offers and discounts, cash on delivery, product variety and quality etc. which make customers satisfied and hence will leads to repeat purchases of products, build for customer relationship and creating loyalty. This is shown in the following theoretical framework of researcher’s analysis.

### Theoretical Framework of Impact of Social Media Marketing on Online Purchases

**Helps for Building Customers Relationship**

**Online Consumer** → **Uses of Social Networking Sites** → **Online Shopping Sites** → **Building Customer Relationship with End users**

- **Benefits of OS**: 
  - Convenience and time saving
  - Cash on delivery
  - Offers and discounts available
  - Overall good shopping experience
  - Product variety/ quality
  - Reasonable Prices
  - Fast shipping
  - Security for payment

- **Benefits of SNS**: 
  - Broad Reach
  - Offers/Information
  - Free or Low Cost
  - Ability to Reach right target audience

**Gender**
- Age
- Income
- Place of consumer

Source: Researcher’s Analysis

### 1.2 Recommendations and Suggestions:

- Online customers use social networking sites with its advantages like broad reach, offers information and ability to reach right target audiences helps customers to go on various online shopping sites that provides convenience and time saving, offers and discounts, cash on delivery, product variety and quality etc. which make customers satisfied and hence will lead to repeat purchases of products, build for customer relationship and creating loyalty. This is shown in the following theoretical framework of researcher’s analysis.

### Theoretical Framework of Impact of Social Media Marketing on Online Purchases

**Helps for Building Customers Relationship**

**Online Consumer** → **Uses of Social Networking Sites** → **Online Shopping Sites** → **Building Customer Relationship with End users**

- **Benefits of OS**: 
  - Convenience and time saving
  - Cash on delivery
  - Offers and discounts available
  - Overall good shopping experience
  - Product variety/ quality
  - Reasonable Prices
  - Fast shipping
  - Security for payment

- **Benefits of SNS**: 
  - Broad Reach
  - Offers/Information
  - Free or Low Cost
  - Ability to Reach right target audience

Source: Researcher’s Analysis
1. The implementation or practices of software like ERP for E-CRM, people soft, big data analytics etc. will be helpful for marketers to do analysis and interpretations of customer behavior. For understanding the pre-sale and post-sale purchase behavior this will help to frame customer retention strategies for sustaining in this competitive world.

2. With the help of social media techniques, e-marketers can make customize strategies and use resources for targeting customer for particular need. E.g.: Free gift or coupons to senior citizens on 1st Oct of year (International Senior Citizen Day) or offer free bouquet and chocolates on Mother’s Day/ Women’s Day for the purchase of special category of products. This advantage of Social Media Marketing can be used by marketers which can provide best return on investment plus a good customer retention strategy.

3. Through the implementation of “Big Data Analytics” e-marketers can analysed the buying behaviour of customers. E.g.: The visibility of product by a customer i.e. no of times customer sees the particular product, no of time customer open the images, and then purchase the product. This will help the marketers to analyse the pre and post purchase behaviour of customers. E.g.: If particular customer opens the image of product more than five times in a day then instant message will go to the customers about “Free/ More discount” provided to that particular customers.

4. The online companies can make a contract for distribution and delivery of product to customer with outsource agencies. These agencies gives better and prompt services to the customers of online companies as per the “Contract”. This will minimise the problems of late delivery of products to customers, “Return of goods” due to damage in transit, poor packaging etc.

5. Many a time customers are not available at home for taking delivery of products, so in that case product has been return back or else delivered to neighbors in consultation with customers. This problem can be solve if online marketers can provide “Delivery time options” for delivering the goods to customers, this will helpful for Nuclear families also suitable for “Cash on Delivery” payment options.

6. Social media marketing is not the only device for promotion. Marketers can use along with this promotion technique other promotional methods for better result.

7. Now a days, android, i-phone plays a very important role at the age group of 25 to 40. There is more scope for online shopping. Companies can create mobile application which
can be downloaded in mobile for convenience for the customers for easy and quick shopping.

8. Online marketers can use ‘Personalization and Customization’ strategy for creating loyal customers by using product merchandising, cross selling and up selling strategies.

9. FAQ that is “Frequently asked Questions” on shopping sites will be helpful for clearing new customers doubts and build trust and confidence among customers.

10. Customer contact management Programme can be helpful for better customer services, it is with help of digital means interacting with customers.

11. Many a times, e-marketers can develop ‘Community Building’ on social networking sites which covers messaging, discussion forums, ratings, interaction with like-minded group of customers. This will help for building customer relationships and retaining loyal one.

12. Consumers should be educated regarding to the procedures and policies of online shopping for the same e-marketers should provide proper steps to educate them, so that reached of online shopping will be viral in future in every corner of the India.

13. Government should play essential role for encouraging online shopping in India by helping e-marketer.

6.3: FUTURE SCOPE:-

Studies suggest that social media marketing helps for consumers as well as companies for online purchases. Companies effectively used social media as a promotion strategy to get connected not only with existing but also for prospective customers by understanding their buying behaviour
and purchasing patterns and promote their offers. The leading role of social media is reliable and trustworthy in future. Especially Facebook, which is used for marketing of products and services online.

1. As Research focused on Impact of social media marketing on online purchases in FMCG sectors, there is limitless degree of factors can be used for further investigation in the area of social media marketing and online shopping.

2. Furthermore can be studied the understanding the frequency of shopping and Impact of Social Media on Mobile applications of online shopping sites.

3. Research can be conducted into different sectors and different online product categories such as Consumer Durables, Online Grocery, Real Estate Sector, Tours and Travels, Health Care Services etc.

4. Similarly, study can be conducted into different states of India and covered cities in similar way or comparative study can be conducted in future.

5. Study can be covered in future by understanding the specific demographic profile or target group buying behaviour of consumers in pre-purchase and post-purchase category.

6.4: LIMITATION OF RESEARCH WORK:-

Companies not only effectively used social media to get connected with their existing customers but also with prospective customers with promotional offers that caters to the right target
audience. Now a days, the dominant role of social media is reliable and trustworthy which covers widely and concentrate on e-commerce industries. The study is limited to cities of Maharashtra and Tamil Nadu state.

The cities like Mumbai, Pune, Nashik, Amaravati and Chennai is considered for research because it revealed that online marketing is well penetrated in these cities. The product category in research is limited to FMCG Sector- Personal products like Apparels (casuals, westerns, Ethnic), Accessories (watches, Sunglasses, Bags, jewellery) Foot wears (shoes, sandals) etc. The study is not covered the other product categories like mobile phone, computer accessories, books, electronic items etc.

In demographic profiles the Age, Income, Gender of online customers is studied. The average time spends on social networking sites, number of social networking sites used by online shoppers, frequency and duration of online shopping is also covered to understand internet user’s behaviour.

The Educational qualification of online respondents is not considered in research. It shows that an illiterate person can access the internet on mobile phones, can download the online shopping mobile applications and also does shopping via mobile application.