ABSTRACT

In the era of Internet Marketing, Nowadays consumers can be reached at all times in almost any places they go. Thanks to the explosion of Internet capable and smart phones. The companies must work hard to keep their brand and images relevant in market. The new social media has affected companies business now a days, it is used for marketing promotional activities and to keep relationship with their customers especially for maintaining customer relationship. For consumers it is source through which complaints or complement to company.

With many online sharing sites where people can posttheir personal thoughts via written or video formats, nowa days companies have an amazing opportunity to directly communicate and get involved with their targeted customers. The rise of social media has led to the introduction of many new and innovative methods of marketing. The possibility to engage with countless users even more has transform the marketing scope.

Customer satisfaction is the key factor for customer retention and acquisition in online shopping system. Customer satisfaction with respect to online shopping is matching the customer’s perception of the online experience confirms their expectation. Especially the role of after sale services plays important role for online retailers to sustain in a competitive world.

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 good after sale services. the growth in future of e-commerce will be improvements to the shopping process, there will be implementation of more online shopping sites by existing retailers with introduction of novel goods, services and online shopping experiences for coming of age of a younger and more technology-oriented generation.

The present study focuses on influencing factors of social media which has impact on online purchases with respect to Fast Moving Consumer Goods in Personal Product Category in Maharashtra and Tamil Nadu area.
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.

By using convenience sampling method, 815 online shoppers sample was collected from those 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. Secondary data of the study was collected through published as well as unpublished secondary source. Demographic characteristics like age, gender, Income of the family members and place was studied with variables of social media marketing and online marketing. These data were tabulated and analysed in SPSS package to determine the Mean, Frequencies Analysis, Percentage (valid percentage & cumulative percentage) and Standard deviation of number of respondents. The graphs and tables were analysed through SPSS. Chi-square is used for the analysis to prove the hypothesis of study.

The study indicated following findings:-

1. Social media marketing play a vital role to boost the sale of e-commerce industries especially in FMCG product categories. The study has found that Males do more online shopping than females, they are more active on social networking sites, people in the age group of below 25 years were more interested for online purchases and found more active on social networking sites, People having higher income were more engaged on social networking site and does online shopping, SNS most preferred by youth was Facebook, Twitter and LinkedIn these are top three networking sites mostly preferred, people were more interested and hence accessed ‘everyday’ on social networking sites and spends around ‘daily 30 min or less than 30 min’.

2. 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’, from most popular online shopping sites like Flipkart, Snapdeal and amazon, social networking sites were mostly used by people for communication purpose i.e. for emailing, chatting, making
friends old plus new, games and entertainment purposes etc., 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, it gives them clarity about information related to guarantees and warrantees of products and services as well as provides genuine product reviews, ratings and feedback on sites which will leads to purchase repetition. It helps for maintaining customer privacy.

3. 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. It was exposed that people do not used networking sites for entertainment and games which is not at all important for them.

4. Study found out that 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. 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. 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.
The study has suggested following points:-

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 behaviour 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 analyzed 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 analyze 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 minimize 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 neighbours 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. Online marketers can use ‘Personalization and Customization’ strategy for creating loyal customers.

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

Thus Social Media Marketing has change the role of e-commerce in FMCG sectors. The future is with the power of social media analytics that can identify online activity. In fact it is more about Online Reputation Management these days will help the E-commerce industries and sustain in the market.