
ROLE OF SOCIAL MEDIA IN E-COMMERCE

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ABSTRACT: Social media has gained importance and acceptance at a very fast pace. It has become an avenue to share one's personal and professional life. The usage of social media as a marketing tool is already implemented by many businesses. This reports analyzed how effectively social media be used as a marketing tool. The comparison of social media versus traditional media for marketing was briefly studied. This report also analyzed how small business start-ups can benefit from the ever growing social media industry.

This report used journals, magazine articles, newspaper articles, business reviews, and online survey and so on from the library. Further official social media pages of various companies on Facebook, Twitter and LinkedIn were analyzed to generate statistics.

Social media presence is definitely an advantage for all kinds of businesses. Social media marketing has a wider market appeal and is relatively cheaper than traditional advertisements. With a huge number of audiences and high customizability of social media for the required content, social media marketing emerges as an exciting and effective tool for marketing.

Keywords: Social Media, E-Commerce, Twitter, Youtube, Instagram, Facebook.

Introduction: Before the social media boom, marketers thought social media promoting was simply another fashion that might presently probably pass, one thing within the vein of pyramid and networking scams. However once Facebook started attracting attention from the year 2004, additional social media promoting ways were developed. Today, this promoting tool has allowed start-ups and established corporations to achieve attention while not having to pay numerous greenbacks on advertisements.

Before there were social media, netizens within the Seventies and Nineteen Eighties spent most of their time on social networks like geological dating sites and online forums. Six Degrees, Live journal and Friendster were the earliest variety of social media.

The dot-com bubble of 1995 – 2002 was a crucial event that allowed the net to become a viable promoting tool. It began with search promoting, prompting brands to make websites to ascertain a web presence. As Google, Yahoo and MSN's search engines evolved, corporations turned to SEO ways to stay at the highest of search results.

In 2003 – 2004, with the arrival of social media sites like LinkedIn, Facebook and My house initiates the shift of web users from multiplayer online games into social networking sites. Eventually, businesses picked informed the positive effects of a social media website presence on e-commerce and began making their own profiles on popular networking sites.

In the years that followed, customers favorable perspective towards social media promoting slowly modified business promoting preference from the additional aggressively proactive outgoing promoting to the additional reactive incoming promoting.

Over ninetieth executives utilize social media as a part of their marketing ways, and booming businesses utilizes social media promoting for disapproval, client retention, analysis, and e-commerce. Not solely will social media manage to considerably scale back promoting expenses and therefore the time required

to plug product and services, it additionally accumulated the effectiveness of selling and overall client satisfaction. Eighty-three of consumers UN agency post complaints on a brand's social website like Twitter and find a reply state that they're glad. This helped corporations retain additional of their customers, ensuring to accumulated existing client transactions.

Online life has assumed control over the world in each sense. In the field of showcasing, publicizing, brand building, advancements online life is the most looked for after technique embraced by business peoples young and old. The word online life infers the most utilized systems administration locales like Facebook, Twitter and LinkedIn. However there are other web-based social networking sites, for example, Myspace, Flickr, and YouTube. Web-based social networking is broadly utilized in different organizations like independent venture, banking, retail advertising, B2B showcasing, travel industry promoting, budgetary establishments advertising, etc. This section intends to toss light in transit in which social promoting can be utilized viably for business improvement. The underlying piece of this section will give a diagram of how online life overall can help advance organizations and further down the report, explicit cases relating to a specific long-range informal communication site utilized for building up a specific specialty unit will be inspected.

IMPORTANCE OF SOCIAL MEDIA IN TODAY'S WORLD: Placing an ad within the medium is not the simplest resolution for whole promotion. The matter with ancient mass advertising in line with Marie is that these media attractiveness to a good vary of individuals World Health Organization might not even have the interest to grasp World Health Organization we tend to ar. On the opposite hand, promotions and the whole building should be through with folks whom we predict ar potential customers for our business. this may be achieved by channelizing a larger a part of the promotion and advertising allow activities like networking, volunteering, hosting events than on. Out of those strategies, networking is the best that suits the necessity of the time. With the technological advancements in today world, its fairly straightforward to be connected with the skin world with the assistance of social networking sites. Peer networking is a vital method of advertising and this is often geared up to require over the globe of selling within the close to future. The largest advantage of social media promoting is that they are often used for any reasonable business no matter whether or not it's B2B or B2C. Additionally, the relative price is far lesser as compared with ancient advertising.

COMPARISON OF TRADITIONAL ADVERTISING WITH SOCIAL MEDIA ADVERTISING: Traditional advertising media includes medium, radio and visual media. In fact, only the print media was considered to be traditional media but in this context of discussing the impact of social media advertising and its comparison with other media advertisements, all other existing media except the social media is considered as traditional media, at least for the sake of this report. Though social media is gaining importance and acceptance, 45% of advertising revenue is still paid for advertisements in the print media.

This figure is debated to be a result of the cheap social media advertisements as mentioned earlier. Though the investment for advertising in social media is very less, the mass appeal is much higher and hence more returns can be expected. Identifies that "consumers are becoming increasingly resistant to traditional advertising" (Pieter's and Wedel, 2007). Precise targeting of customers isn't potential in mass media like print and tv. Whereas by victimization the web as a supply of advertisements, people who are interested in a particular product can be drawn towards the company more easily. As mentioned before, this is called a pull strategy as opposed to a push strategy.

Even inside the standard media of advertising, premium print advertisements which are far more expensive than normal advertisements are being widely used. "More prestigious perception of associate degree advertising stimulant converges with the publicized whole, thereby leading premium-print advertisements to be perceived more prestigiously" According to Hill & Moran (2012), the interactive nature of social media is the factor which draws a large number of people towards it as compared to the traditional media such as TV, radio and print media. Social media is more customizable as compared to traditional media. In social media, it is easy to find

what a consumer needs. Contrastingly, just in case of ancient media, the patron is forced to fancy no matter is broadcasted by somebody else. Social media makes it easier to search for relevant information thereby cutting down the time, energy and money required to search for it.

Limitations of Online marketing:

- Although, Internet marketing allows a wider reach, the start-up costs of a website can be high. This includes the value of the desired software system and hardware, and maintenance prices.
- There are still a lot of customers who use the Internet just for having more information about a product and prefer to buy it in person. For example, Internet marketing allows a customer to view how a phone looks like and its technical specifications, but customers prefer having a look at the phone in the store to get a hands-on experience.
- There are a lot of customers who are not proficient in using the Internet and focusing solely on Internet marketing can cause you to lose these customers.
- The rules of the trade change rapidly in Internet marketing, and it requires constant attention and monitoring to ensure that your marketing strategy does not look out-of-date.
- The biggest disadvantage of Internet marketing is its vulnerability to fraudulent activities. There square measure tons of illegitimate websites out there that look just like original websites and rob the purchasers of their cash.
- Internet marketing lacks the human touch that is involved when a customer buys a product from a salesperson. This hampers the prospects of relationship building that plays a crucial half in repeat sales and word-of mouth promotion.
- Internet marketing depends heavily on technology, which is vulnerable to technical faults.

TYPES OF SOCIAL MEDIA PLATFORMS: The most commonly used social media platforms are

Facebook: Facebook is the largest social network on the web with respect to name recognition as well as total number of users. It has approximately 1.8 billion active users and it acts as a wonderful platform for connecting people across the globe with your business. Since the last decade, Facebook has evolved from a basic website into a multi-dimensional network and a mobile platform where anyone can connect with anybody across the world. Keeping in mind, the Pages feature of Facebook, it can really help a lot in one's business.

Twitter: Twitter is a platform where one can express one's views with short text messages along with other media. Twitter is a great interface to communicate with literally anyone in the world just by mentioning their usernames in their posts. This social networking site is a great way to advertise and market one's business. It is also an effective channel for handling customer service.

YouTube: YouTube is the greatest online video stage worldwide with around 1.5 billion clients around the world.

YouTube enables you to connect with clients by posting an assortment of substance types, for example, "how-to" recordings, commercial clasps, video websites, short unique recordings. There are likewise surveys, tributes, and recordings concentrated on teaching watchers about a specific subject or item. When distributing YouTube content, you should ensure that it is unique, intriguing, amusing, or gives some an incentive to the watchers.

Instagram: Instagram is a visual social media platform that is totally based on photos and videos posts only. It is also owned by Facebook and is different from others with respect to various filters provided and other photo editing options provided.

LinkedIn: LinkedIn is a social networking site that is dedicatedly used for business and employment-oriented services. LinkedIn allows members that may be workers as well as employers to create profiles in an online social network which may portray real-world professional relationships. As it is clearly visible, Facebook is leading the pack followed by YouTube, Instagram and Twitter.

Pinterest: Pinterest was the quickest autonomously propelled the site to achieve 10 million special month to month guests and now has more than 200 million month to month dynamic clients. Despite the fact that it gets blended conclusions as a B2C online life promoting channel, posting quality substance on Pinterest can enable you to improve your SERP rankings. It is a perfect stage for elevating

brands identified with style, craftsmanship, excellence, cooking, DIY, plan, home stylistic layout, or travel. Pinterest does some incredible things for brands with an overwhelmingly female target group of onlookers.

ADVANTAGES OF SOCIAL MEDIA MARKETING: The various advantages of using social media marketing are:

- Social media posts can be used to drive targeted traffic to a specific audience of people.
- Social media can act as a very useful tool for boosting the business site's SEO. The traffic building on social media pages of one's business will help their websites get better search engine results.
- Social media may help to build real producer consumer relationship as the tweets on Twitter and posts on Facebook get an insight into the daily lives of their customers and thus help them build better marketing strategies.
- While maximum users take, Twitter and Facebook as simple social networks and not as advertising and marketing platforms which makes them respond to one's business idea in a more open way.

CONCLUSION: Social media platforms have made it easier to reach the audience. With the growth of popular sites such as Twitter and Facebook there is a more content than ever. This is why it is important to be able to target the marketing strategy and stand out from the competition.

Social media is working more like a search engine these days because people trust people rather trusting companies. Also, folks assume that it might be cheaper to shop for from the folks directly instead of progressing to the corporate web site. Hence, an area of interest is searched on social media and concerned people are found and communicated with. Social media marketing creates a positive effect on many business markets such as financial institutions, travel and tourism businesses, retail businesses, knowledge businesses, the entertainment industry, and so on. Since the process of social media marketing saves money, time and is highly engaging and interesting social media marketing seems to be the next big thing to hit the world as a whole.

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