

SNS: A Potential Platform for e-Shoppers and Entrepreneurs

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Abstract: Today's era is said to be digital as the word internet is not just a word for us it has become world for us. Internet has become a basic need of today's life. Internet has changed the way we think, communicate and live. Internet has made our life simple and easy. Our routine life work such as online payment, e-tickets and Shopping is now just a mouse click. Online, we can explore the whole world and surf to a number of sites. Surveys have revealed the fact that internet users spend most of time on internet on social networking sites as compared to other tasks. Popular shopping sites Amazon, Flipcart, Shopclues has given new platform to customer, their services facilitating user to shop online. Shoppers' purchase intentions are positively influenced by their perceived value. Participation in the sharing an information can improve the reciprocal benefits. Entrepreneur can use SNS as a platform, to promote and increase their customer base. Thus SNS may play a vital role to convert a regular chatter into a buyer. This study is to figure out the correlation between online shopper and social networking site users.

Keywords: - Entrepreneur, E-shopping, Internet, Online, SNS

I. INTRODUCTION

In this age of technological advancement, Internet becomes part of the routine lives. Online services such as social networking sites have given a platform to user to communicate share interact online. These services are enriched with technology that helps member to sending messages, use webcams, posting comments, file sharing, group discussion, blogging, or tweeting friend's. People with similar interest can interact share their views and discuss. SNS not only have youth members but have also attracted users of all age group. Survey states that around 60 percent of the population has account on any one of the social sites.[1] Due to such a popularity of SNS and huge amount of head count users, entrepreneurs of 21st century have targeted and implanted such services to improve their business.[2] Earlier social network sites were used for global connectivity and communication now it is emerging as a business tool for social and commercial need. Social networks offer new ways to reach first-time customers, engage and reward existing customers, and showcase the best your brand has to offer[3]. Research says Social media influences more e-shoppers' buying decision.[4] Social Networking sites posts and pages have a greater influence on the stores and brands consumers buy from than any other channel, including search engines and retail websites.

II. ADVANTAGES TO ENTREPRENEUR

Internet is big repository where internet users knowingly or unknowingly share their personal information. This information plays a vital role for entrepreneurs to enhance their marketing strategies. One of such online service is Social Networking Site. SNS has bulk amount of member's data such as personal information area of interest. SNS play an important role to optimize link between customer and online retailers. Using SNS entrepreneurs customize product advertisement as per user's area of interest.[3]

There was often a common tendency to view social media as separate from other types of marketing activities. Researchers have investigated; integrating social media with e-marketing can improve their business [5]. For instance, you might encourage your followers on social media, use SNS wall.

- **Consumer Research:**

Audience feedback can be seen in real-time may be positive or negative. Marketers can study user's area of interest with the information provided by the profile, the conversation they're having and what they like. Use your social networks to better segment audience and optimize the costumers. This will help you to target your correct costumers [3].

- **Consumer Service:**

Closeness is the main advantage is SNS; Quick customer satisfaction can be achieved through Social Sites. That's why social networks are so great for customer service. They enable businesses to quickly act in response to customer inquiries. Plus, social media makes it easier to spot and respond to unpleasant customer experiences. Develop a strategy for responding to customer inquiries via social media.[3]

- **Customer Engagement:**

Business persons don't take social media as another way to generate sales these platforms to demonstrate value and validate your marketing efforts. Take a look at the car maker, very rarely it is that company share content that is designed to sell product. Instead, their posts highlight the best the car can perform, and they effectively showcase the brand. Social media content strategy is to develop highlight the best, most unique, most surprising thing about your brand. [3]

- **More Effective Segmenting:**

Facebook and LinkedIn have made it much easier to filter and target specific customer segments, by age, location, interests, job title and much more. The hidden information which is provided by social networking plays an important role to sort out and target specific segment of consumers. For instance a cosmetic company will only target a profile with sex female. A mobile company will target a profile with age group 14 to 35. Practically Facebook has a Facebook Custom Audience segmenting tool to implement the segmentation.

- **Customers Review and Discussion:**

It is essential for an entrepreneur to include customer reviews. Entrepreneurs hesitate to broadcast bad reviews. Actually in reality occasionally they may receive bad review, failure to be transparent by including customer reviews on product pages could also drive away business. Marketing Land reports that 90 percent of respondents state that positive online reviews influence their purchasing decisions. [6]

- **Video advertising is becoming essential:**

Recent study found that YouTube led all SNS has ability to convert users. There are some reasons for this. First one through Video we easily showcase our product details. Consumers are researching the products they buy online more thoroughly these days, and video provides an interactive way to see these products in action before they buy. Secondly, video is much more appealing than text.[3]

III. ADVANTAGES TO E-SHOPPERS

Social Networking Sites play a vital role on e-shoppers decision making process from the first step of viewing the product till product post purchase[7] SNS like Facebook, Twitter, LinkedIn are best platform for e-shoppers. Through Social Networking Sites they can have discussion on a product, share information about it and can also give after purchase review [3]. Here are some of the key points why consumers use SNS as their gateway to e-shopping.

- SNS help them to keep updated with trends:[8] Through social site consumer of same interest are connected to each other and thus can get updates to the latest trends and update of the products
- They can learn more about the products and services of a company: Company pages help consumers to see the product and get the online global reviews
- They can provide feedback and join brand fan community: With the handshake of SNS and e-shopping site the members of Social Networking site can promote their brand and support their brand.
- Take advantage of offers and promotions: Social networking site have provided a peer to peer or direct link between Manufacturer and consumer to avail and thus users can directly enjoy the promotional offers and schema directly worldwide
- Ultimately make an informed buying decision.
- Trust: Involvement of Social Networking with e-shopping has increased the level of trust in consumers. Discussing with general friends using SNS has increased the trust in consumer.
- Post purchase: once the product is purchase ,query related to product maintained can also be discussed on SNS

IV. CASE STUDY

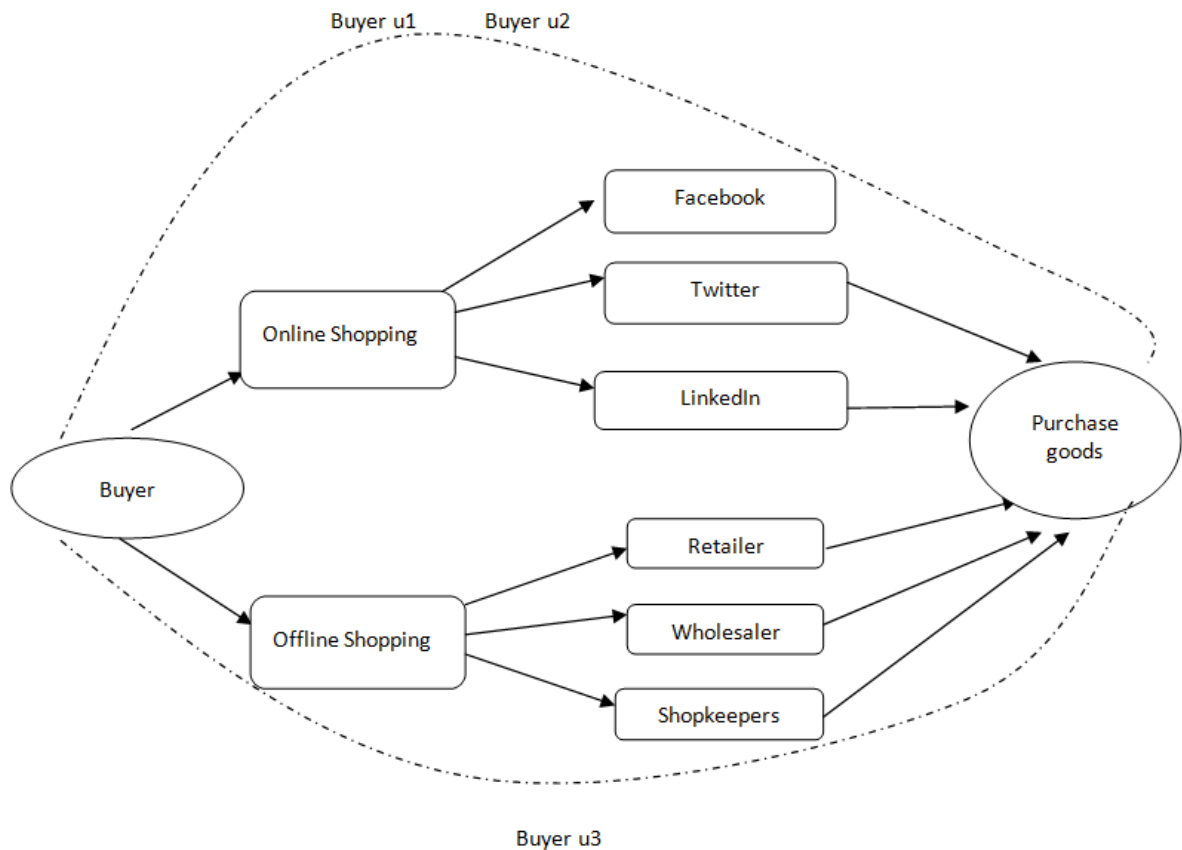


Fig 1: Buyer's Behavior

Above figure represent three buyers u1, u2, u3. All of them want to purchase product, in that case Buyer u3 will opt for traditional system of buying he/she will use personal social network discussion with friends and about and will go to either to retailer, wholesaler or shopkeeper to purchase. On the other side Buyer u1 has chosen e-shopping for purchasing. When Buyer u2 visited social networking site and viewed feedback, like of u1 and also expert comments and review by other SNS users. Buyer got details information and knowledge of the Product which lead Buyer u2 to Decision making.

V. RESULT AND DISCUSSION

Social networking a best web technology for e-shopper that help in decision making on product, from the initial stage of surfing product till its post maintenance phase. On the other hand for entrepreneur it provide a space to advertize them self to the target audience. These two Social networking sites and e-shopping can share a common stage to capture bulk amount of audience.

VI. CONCLUSION

Our study States that Social networking sites apparently a helpful tool for e-shoppers for decision making process. online buyers to buyers communication play a significant role in attracting a customer who might be closer to take a positive decision to purchase a product. Social networking sites provides a clear vision of what and where to purchase.

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