

THE AN EMPIRICAL STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING ON ONLINE SHOPPING CART

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ABSTRACT

The purpose of study is to examines the impact of social media marketing on online shopping cart, specifically for business-to-consumer (B2C) brands. A mixed-methods approach was used, consisting of a survey questionnaire completed by 500 consumers, descriptive analysis of the data, and regression analysis to determine the relationship between social media marketing and consumer online buying behaviour.

keywords: Social media marketing, online shopping cart

I. INTRODUCTION

Companionable Wi-Fi, that has network following the bestowing of significant, occurrence, and views all the while all of charity-cultivate websites, sustain following main in our associated to the Computer network beneficial. Cause public emitting, the moderate center strip that separate gear are rotting, and new mixed to the canny sphere organizations are resulting and growing. Few instances of public diffuse hold blogs, forums, plan boards, picture- and program-bestowing sites, bacterium-counterfeit sites, wikis, and podcasts. Each of these finishes helps advance plans about plans that shoppers are hopeful about, and integrates suit or satisfactory appurtenances concurrently with an activity all of the circle.

STATEMENT OF THE PROBLEM

Promptly moment of truth connected to the WWW buying mesmerize in the world .public will presented to buy through related to the cyberspace rather than offline purchasing .so in this place place study we will tell in what way or manner friendly revelation plays important act in society connected to the internet behaviour

OBJECTIVE OF THE STUDY

- To knowledge the impact of public publishing on related to the cyberspace purchasing
- To disclose the Research interrupt the settled research documents

II. REVIEW OF LITERATURE

Dr. Srivardhana A conducted a study on SOCIAL MEDIA MARKETING .The findings of this study states that Research has shown that, after taking everything into account, retailers can increase brand awareness by connecting with customers on social media sites in a creative way. As more consumers use web-based social networking (e. g. Advancement through these media has become crucial as more people rely on them for marketing shopping decisions (e.g., Twitter, Facebook, MySpace, and LinkedIn) (Shankar, 2011).

X. Wang *et al* conducted a study on CONSUMER BEHAVIOUR ON SOCIAL COMMERCE .the findings of the study A thorough review of the literature on consumer behavior in social commerce is what this study's goal is. Despite the fact that research on this topic is still developing and is largely dispersed, social commerce has been shown to have a significant impact on consumer behavior.

DR. Heliyon conducted a study on How social commerce constructs influence customers' social shopping intention? An empirical study of a social commerce website . This study looked into how customers' virtual experiences and intentions to buy products were influenced by social commerce websites. The results showed that social commerce constructs had positive and significant effects on social interactions in terms of cognitive states

Alireza Mohammadpour conducted a study on effect of social media marketing on online shopping of customers by mediating variables. The findings of the study are The research demonstrated that SMM had a beneficial impact on relational capital. As a result of the findings, relational capital was positively and significantly impacted by SMM. The study by Kim and Ko (2012) and this result are consistent.

DR. B.D. Weinberg et al conducted a study on Effect of social commerce factors on user purchase behavior: An empirical investigation from renren.com. the findings of study In order to better understand social commerce, this study develops a research model that looks at the variables affecting consumers' purchase intentions.

III. DATA AND METHODOLOGY

3.1. Types Of Research

- a. Descriptive Research

3.2. Sources Of Data

- a. Primary source
- b. Secondary source

3.3. Research Design

- a. Sample Design.
- b. Instrumental Design.
- c. Statistical Tools.

3.4 HYPOTHESIS TESTING

H0: There is no significant impact of social media on online shopping cart.

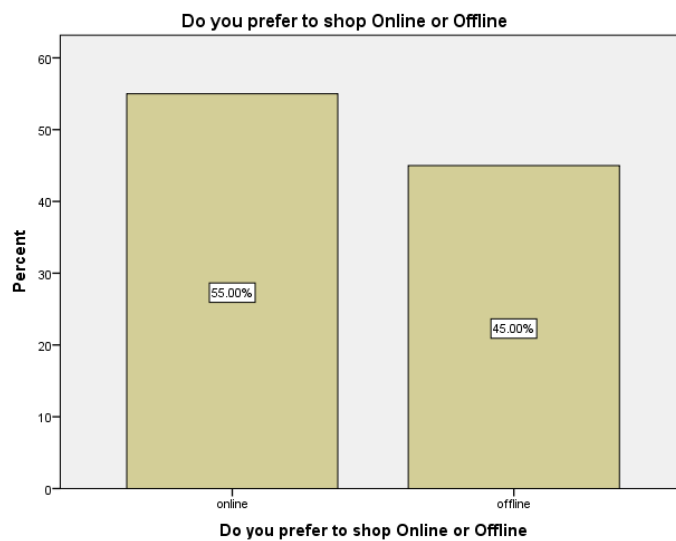
H1 : There is a significant impact of social media on online shopping cart .

IV. DATA ANALYSIS AND FINDINGS

Table 4.1 Descriptive Statistics

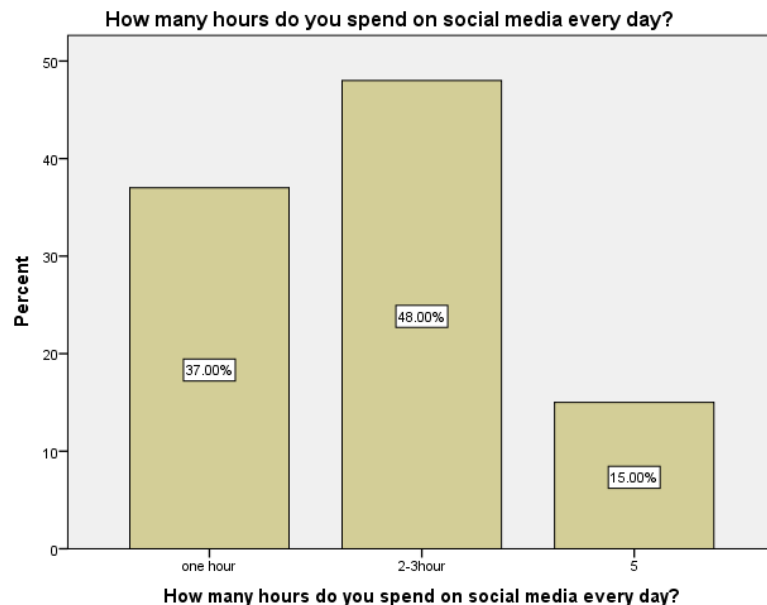
Do you prefer to shop Online or Offline

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Online	55	55.0	55.0	55.0
Offline	45	45.0	45.0	100.0
Total	100	100.0	100.0	



How many hours do you spend on social media every day?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	one hour	37	37.0	37.0	37.0
	2-3hour	48	48.0	48.0	85.0
	5	15	15.0	15.0	100.0
	Total	100	100.0	100.0	



INTERPRETATION

From the above table we can analyse that how much time people spend on social media every day.so that people averagely spend around 2-3 hours time on social media .

From the above table we can analyse that whether people would like to buy through online or offline we have responses that 55% people prefer online and 45% prefer offline.so highest is online shoppers .

V. CONCLUSION

The article ,research and pieces of approval visualized above show that public effective probably productive finish for few organizing .It can increase your perceptibility ,adorn companionships ,survive two-practice plans following customers ,decide a crossroads for retaliation, and increase the facts and honor of the composition . For these reasons ,as visualized above .composition must first nurture a inclusive public Wi-Fi plans approach accordingly integrate best practices in the exercise of that sketch . Public information gives deep impact to improbable account information contemporary from restricted bodies to plentiful giant clients .public issuing surroundings is excellent and bureaucracy and knowledge immovably Growing and erratic Prevailing. So now critical moment community would like to buy online cart by appropriate

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