A STUDY ON IMPACT OF SOCIAL MEDIA IN THE TRANSFORMATION OF CONVENTIONAL SHOPPING TO E-SHOPPING WITH REFERENCE TO YOUTH OF VIJAYAWADAHE

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Abstract:

Social media is a new development in public relations (PR) and corporate marketing. Despite social media's slow rate of adaptation as a tool for PR and marketing by businesses, the trend is nevertheless steadily expanding. Social media is becoming an integral part of marketing strategy for tech-savvy businesses looking to engage with their target audience. Various marketing and communication duties, including customer management, PR, marketing communications, sentiment research, and marketing intelligence, can be carried out with the use of social media. Consequently, the impact of social media specifically on teenage shopping is the main focus of this study. The purpose of the study is to determine whether and to what degree social media marketing influences consumers' decisions to make purchases. In order to analyze the significance of social media as a marketing and communication medium in the sample case studies, an exploratory technique will be used. Additionally, a thorough examination of the parallels and discrepancies between traditional marketing strategies and social media strategies will be conducted as part of this research.

Key words: marketing communication, public relations, social media, and traditional marketing.

The present discourse serves as an introductory exploration of the field of electronic marketing, commonly referred to as e-marketing.

E-marketing refers to the utilization of digital media and the Internet as a means to advertise and facilitate the sale of products and services. Irrespective of the scale or characteristics of the organization, these digital technologies provide a highly important complement to traditional marketing techniques. E-marketing, alternatively referred to as web-marketing, online-marketing, or Internet-marketing (i-marketing), is a term used to describe the practice of promoting and selling products or services using electronic means.

Through the utilization of a web browser, individuals have the ability to engage in the direct acquisition of goods or services from a seller via the Internet, commonly referred to as online shopping or e-commerce. This kind of enterprise can be referred to by various alternative designations, such as online retailers, virtual retailers, electronic web-based retailers, electronic shops, electronic stores, Internet-based retailers, web-based retailers, and web-based stores. Mobile commerce, also referred to as m-commerce, encompasses the act of purchasing goods or services using a retailer's mobile-optimized website or mobile application.

online shopping, sometimes referred to as business-to-consumer (B2C) online shopping, has resemblance to the act of procuring goods or services from a physical retail establishment or shopping complex. The term "business-to-business (B2B) internet purchasing" refers to the process by which a company acquires goods or services from another company. The largest internet retailers include Alibaba, Amazon.com, and eBay. The exclusive reliance on physical stores is no longer the sole determinant of success in the retail industry. The increasing prevalence of online store interfaces offered by businesses underscores this observation. Online retailers that possess the ability to adequately address the requirements and desires of the international market will discover a wide array of opportunities to enhance their worldwide influence.

The evaluation of e-commerce platforms for purchasing goods and services over the internet.

The inception of online purchase can be attributed to British businessman Michael Aldrich in the year 1979. By use of a residential telephone connection, his system established a connection between a computer designed for real-time transaction processing and a customized television set located in his home. The individual observed videotex, a modified iteration of domestic television technology featuring a user-friendly menu-driven human-computer interaction. They regarded it as a novel and widely applicable means of interactive communication, comparable to the telephone's significance as an invention. This technology enabled external correspondents to access enclosed corporate information systems for electronic messaging, information retrieval, and distribution. Subsequently, this capability encompassed e-business activities and transaction processing. The author's characterization of the emerging mass communication medium as "participative" foreshadowed the advent of social networking on the Internet a quarter of a century later. This designation was a significant change from traditional understandings of mass communication and mass media, as it emphasized interactivity and the ability for multiple individuals to engage in communication.

In March 1980, he initiated Redifon's Office Revolution, a groundbreaking endeavor that facilitated online connectivity between clients, partners, distributors, suppliers, and service providers, enabling them to engage in real-time electronic commercial transactions with corporate systems.

During the 1980s, the individual employed videotex technology to develop, produce, market, install, manage, and provide assistance for several online retail systems. These systems were mostly implemented by prominent companies in the United Kingdom and were in operation prior to the advent of the Internet, the World Wide Web, the IBM PC, and Microsoft MS-DOS. Additionally, these systems provided features such as voice response and handprint processing.

In 1990, Tim Berners-Lee successfully constructed the initial iteration of the World Wide Web server and browser. Subsequently, in 1991, it was made accessible for commercial purposes. Subsequently, in the year 1994, a series of notable technological developments emerged. These included the introduction of online banking, the establishment of Pizza Hut's inaugural online store, the implementation of Netscape's SSL v2 encryption standard to ensure secure data transmission, and the launch of Intershop's pioneering online purchasing

platform. eBay was introduced in the year 1995, followed by the establishment of Amazon.com as an online store in close succession.

Data pertaining to international electronic commerce:

Based on statistical data, the Asia-Pacific region experienced a notable increase of over 30% in its international sales during the year 2012, resulting in a substantial revenue of more than $433 billion. The revenue generated by the United States, amounting to $364.66 billion, exhibits a deficit of $69 billion. According to projections, the Asia-Pacific region is anticipated to see a growth rate of 30% in the year 2013. This growth is expected to result in the region surpassing the rest of the globe in terms of e-commerce sales by about one-third.

The customer base or group of clients.

In order to successfully complete a transaction, online customers must possess both internet connectivity and a functional payment method. There exists a significant correlation between higher levels of income and educational achievement and individuals' favorable attitudes towards online purchasing. The augmentation of one's technological exposure is positively correlated with the propensity to develop favorable attitudes towards emerging retail establishments.

In December 2011, Equation Research conducted a study with a sample of 1,500 online consumers. The findings of this research revealed that a significant proportion of tablet owners, specifically 87%, utilized their devices for engaging in online transactions during the early Christmas shopping season.

Credit cards and PayPal accounts are widely recognized as the predominant payment methods employed by e-commerce merchants. However, several platforms offer users the ability to register and facilitate payments using a variety of methods, such as:

The topic of discussion pertains to the process of charging landline telephones and mobile phones.

Cash on delivery (C.O.D.) is a payment method in which the buyer settles the transaction by providing cash at the time of delivery.

The user's text does not require any academic rewriting as it is already in a formal and academic style.

The subject of discussion is the bank card.

In specific countries, the practice of direct debit is observed.

• Various types of electronic currency

The act of expressing thoughts or sentiments through the use of cards.

The monetary instrument dispatched via postal service.

The delivery will be made once payment has been received or a wire transfer has been completed.

The issuance of invoices is prevalent in certain markets and countries, such as Switzerland.

Bitcoin and other digital currencies

Not all internet retailers accept international credit cards. There is a requirement by certain individuals for the customer's billing and delivery addresses to be located inside the same country as the headquarters of the online company. Customers from various online retailers have the ability to send presents to any destination across the globe.

The financial aspect of a transaction may be executed either throughout the fulfillment process or in a real-time manner, such as promptly notifying the consumer of a credit card denial prior to their logging off.

The present discourse aims to provide an overview of social media, encompassing its definition, characteristics, and impact on various aspects of society. Social media refers to digital platforms and technologies that facilitate the creation, sharing,

A definitive and unambiguous definition of social media has yet to be established within academic discourse. One potential explanation for this phenomenon is because the nature and functioning of social media platforms are contingent upon a multitude of factors, leading to their ongoing adaptation and evolution. The development and progression of social media are intrinsically linked to the platforms and technology that enable user participation, content generation, and exchange within the interactive online environment. Therefore, technological elements play a crucial role in shaping the dynamics of social media. Solis (2007) posits that social media represents a paradigm shift in the manner in which individuals seek, consume, and disseminate news, information, and content. Furthermore, Solis (2007a) highlights that social media represents the convergence of technology and sociology, resulting in a transformation of the communication landscape from one-way monologues to interactive and participatory dialogues among many individuals.

According to a study conducted by Forrester Research (2006), individuals are engaging with one another through web 2.0 enabled technologies within virtual communities referred to as

"Groundswell." Social media platforms that utilize these technologies encompass a variety of user-generated content websites such as Wikipedia, YouTube, and Helium, alongside social networks such Facebook, LinkedIn, and MySpace. As stated by Charlene (2008), the groundswell phenomenon can be defined as a societal trend wherein individuals utilize technological tools to acquire knowledge from their peers, rather than relying on conventional establishments such as companies. This phenomenon arises from the convergence of individuals, interactive technologies, and the online economic landscape. The utilization of Web 2.0 technology enables the phenomenon of Groundswell.

The term "technologies" was used by Tim O'Reilly to denote the concept of human collective intelligence. Social media, also referred to as Web 2.0, as identified by Tim (2007), is a term used to describe online platforms and technologies that enable users to create, share, and interact with content in a collaborative and participatory manner. Social media is commonly referred to as new media, citizen media, or consumer-generated media due to its participatory nature (Rob, 2009). The generation of information in mainstream media is mostly facilitated by corporate entities, resulting in a unidirectional flow of information.

The organization transmits messages to the desired audience in a one-to-many manner. In the realm of social media, there is a dynamic exchange of information that occurs among members of an online community, characterized by active and multidirectional sharing (many-to-many).

Evans (2008) posits that social media represents the process of democratizing information, thereby transforming individuals from mere consumers of material to active producers of it. The definition focuses considerable emphasis on the capacity to generate content and the understanding of others' roles within the process. Evans posits that social media platforms facilitate the exchange and generation of content among individuals, fostering engagement and interaction, while also serving as a medium for knowledge dissemination. According to O'Reilly (2005), this phenomenon can be elucidated as a shift from a unidirectional broadcasting mechanism to a more interactive many-to-many paradigm, characterized by a format of dialogue between consumers and providers of media.

Kaplan and Haenlein (2010) incorporate two key concepts, namely user generated content (UGC) and Web 2.0, in their supplementary elucidation of social media. The term "Web 2.0" pertains to web-based applications or technologies that facilitate the exchange, cooperation,

and interaction among users via the Internet (Barefoot & Szabo, 2010). UGC, an acronym for User-Generated Content, encompasses a wide array of content generated by individuals and subsequently made accessible to the general public. The Organization for Economic Cooperation and Development (OECD, 2007) defined three criteria for classifying content as user-generated content (UGC).

The content should be shared on a social networking platform accessible to a targeted demographic or on a publicly accessible website.

- The work must have a specific degree of uniqueness.

The development process must have occurred in a manner that is apart from established professional norms and practices.

According to Kaplan and Haenlein, social media encompasses a range of internet-based platforms that build upon the technological and ideological foundations of Web 2.0. These platforms enable users to create and distribute content that is generated by users themselves. The concept presented herein is derived from the preceding discourse on Web 2.0 and user-generated content (UGC).

Social media platforms

The topic of the potential impact of media exposure on individuals' attitudes and behaviors is a subject of considerable scholarly inquiry within the field of media study. Nevertheless, individuals may be limited in their exposure to and engagement with specific media content due to their previous experiences. The selective exposure to or attention to media content may subsequently promote attitudes or behavioral changes. According to Slater's (2004) research, the presence of reciprocal links holds significance within the realm of media studies. Academics utilize various concepts to clarify the influence of Social.

The influence of media on an individual's cognitive processes and behavioral patterns. The aforementioned theories include the Media Richness Theory, the Theory of Social Presence, and the Social Cognitive Theory, among other others.

Social cognitive theory, as proposed by Bandura (1986, 2001, 2002) and supported by Bryant and Miron (2004), is frequently referenced in the realm of mass communication research. This theory provides a rationale for the acquisition of human behaviors through intentional observational learning.

Social cognitive theory has been applied to examine the influence of social media on individuals' behavior. Furthermore, the aforementioned theory provides a causal framework that elucidates the interplay between personal factors (such as cognitive, affective, and physiological processes), behavioral patterns, and environmental factors, hence influencing human behavior (Bandura, 2001). According to Bandura (2001), the concept posits that individuals can be influenced to either adopt or refrain from adopting the values or behaviors of others through observational learning, contingent upon their perception of the associated consequences, such as rewards or punishments. Furthermore, the theory provides a conceptual framework for delineating the sequential processes involved in observational learning, including attention, memory, production, and motivation. The attention process allows for the observation of individuals' behavior when they are exposed to the model, often with a degree of selectivity. The extent to which individuals are able to recall taught activities from memory is contingent upon the process of retention. The phenomenon of engaging in activity or cognition while acquiring knowledge is commonly known as the "production process." The underlying inclination towards or aversion from the acquired behavior is recognized as the motivational (or de-motivational) process.

The social influence model of technology use was introduced by Fulk and his colleagues in 1990. It is argued that several social elements, such as workplace norms, the behavior of colleagues and supervisors, and so on, may influence an individual's inclination towards social media. According to the social presence theory, it is posited that individuals' interpretations of media content are likely to vary and are influenced, to some extent, by social factors. The explanation for the evolution of meaning and usage patterns in communication technology can be attributed to social psychological processes, including social learning (Bandura, 1986) and social information processing (Salancik and Pfeffer, 1978). According to Fulk (1993), the theory posits that the emergence of coordinated behavioral patterns is contingent upon behavioral consequences, emotional responses, and observations of others' conduct. The choosing of media can be influenced by various social factors, such as the perspectives of colleagues, the preferences of communication partners, or an individual's specific media choices in a given situation.

The media richness theory, as proposed by Daft and Lengel (1986), posits that the fundamental objective of communication is to minimize uncertainty and clarify ambiguity. According to the assertion, the extent of richness demonstrated by different forms of media is contingent upon their ability to convey a diverse range of verbal and nonverbal clues, their capacity to offer immediate feedback, their utilization of natural language, and their inclusion of human attention. Consequently, specific forms of media have superior efficacy in dispelling uncertainty and ambiguity. The utilization of rich media is deemed unnecessary for conveying less unclear messages, such as those typically found in letters or memos. The utilization of lean media is recommended for the successful communication of these concepts. According to previous research conducted by Schmitz and Fulk (1991), Steinfield and Fulk (1986), and Trevino et al. (1990), face-to-face communication holds the highest position in the medium richness hierarchy. It is then followed by print, telephone, and electronic mail. Therefore, individuals may make the decision to join a particular social network by considering factors such as the richness of media, the cognitive processes involved, and the level of social interaction required, drawing upon the theories previously examined in relation to social media.

The contemporary landscape of social media platforms and their utilization

Solis (2010) provides a definition of social media as online tools or applications employed by individuals to exchange material, profiles, ideas, insights, experiences, viewpoints, and media, with the purpose of fostering online debates and interaction within groups of people. The study argues that while the media landscape may undergo ongoing transformation, the fundamental principles regulating support, behavior, and engagement remain unchanged. The fundamental purpose of social media will perpetually be to cultivate communities and enable interactions among members. According to Shneiderman et al. (2011), the collective usage of social media platforms, such as Facebook, Twitter, blogs, wikis, Flickr, and YouTube, has surpassed one billion individuals. These venues facilitate a wide range of engagement and foster the formation of fruitful collaborations, going beyond informal conversation and individual expression.

Social media technologies are categorized into distinct divisions based on their operational mechanisms. Some examples of these groupings include wikis, blogs, message boards, podcasts, microblogs, bookmarks, networks, and communities. The subsequent table presents

a comprehensive list of widely recognized examples of social media platforms and their respective utilization.

This paper aims to explore the various categories of social media platforms and their respective functionalities.

Application Name: Classification and Functionality

The user requests a reference from Wikipedia.

The topic of discussion pertains to the social networking platforms MySpace and Facebook.

Twitter and Jaiku are both examples of microblogging platforms.

YouTube is a popular online platform that facilitates the sharing and dissemination of videos among users.

Flickr and Zooomr are online platforms that facilitate the sharing of photographs.

The forthcoming events

Livecasting platforms such as Blogtv, Justin.tv, and Ustream have gained significant popularity in recent years.

World of Warcraft (WoW) is a massively multiplayer online role-playing game (MMORPG) developed and published by Blizzard Entertainment. It is set in the fantasy world of Azeroth and allows players to create and control characters to engage in various

Digg and Reddit are online platforms that serve as news aggregation websites.

The topic of discussion is del.icio.us bookmarking.

The emergence of online communities has facilitated the establishment of a reciprocal communication channel between brands and customers. The aforementioned phenomenon has prompted businesses to actively participate in discussions within the realm of social media, fostering interaction with their clientele. Gillin (2009) argues that the conventional method of disseminating marketing messages to potential customers, known as the one-to-many approach, is insufficient in today's context. To enhance the effectiveness and competitiveness of communication, it is necessary to supplement this traditional approach with collaborative communication technologies. According to Gillin (2009), the emergence of social media platforms has facilitated the ability of numerous regular internet users to express their experiences and ideas to a worldwide audience, with no or no financial burden. The professor provides additional clarification by asserting that individuals do not readily forsake technology that facilitate communication convenience. According to his perspective,

the timelier marketers engage and commence their exploration of these novel channels, the greater their likelihood of achieving future success.

According to Barefoot et al., the conventional media lacked a significant feeling of community. According to their perspective, the one-to-many model failed to foster meaningful discussion and did not empower individuals to engage in substantial discourse on themes that are not often addressed by mainstream platforms.

Contrary to the opposing viewpoint, the authors assert that social media tools facilitate the discovery of individuals with similar interests, hence being the primary advantage of social media marketing.

Gillin (2009) argues that social media presents a multitude of issues that question conventional practices in company communication with many stakeholders. One crucial development to comprehend and acknowledge is that communities currently possess the ability to engage in dialogue with both one another and the firms they support. Historically, such conversations have been constrained to groups consisting of no more than a few hundred individuals.

This suggests that the conventional method of disseminating marketing communications in isolation is no longer effective in achieving its intended objectives, as customers engage in broader discussions and share their experiences. The dynamics of persuasion undergo a natural transition from opinion leaders and gatekeepers to peer influencers. Opinion leaders and gatekeepers can be regarded as influential individuals who leverage their professional and social standing to endorse a brand.

According to the research conducted by Brown and Hayes (2008), the concept of influence can be roughly characterized as the ability to exert power and impact on others, objects, or the progression of events. This influence can take several forms, ranging from explicit recommendations for purchasing to more nuanced alterations in one's opinion of a vendor's trustworthiness. It can also encompass the act of establishing a setting that is favorable for influencing another individual's perspective on a specific matter. Scholars assert that the involvement of influencers holds significant importance in marketing endeavors, as they possess both direct and indirect influence over consumers' purchasing decisions. Hence, it is imperative for businesses to effectively recognize and establish connections with these

individuals in order to effectively convey their marketing message to the intended target demographic.

Social media platforms primarily facilitate social interaction and the dissemination of personal viewpoints. These viewpoints can be articulated through written submissions in the format of blog posts or comments, oral podcasts, video presentations, and votes on social networking platforms. These opinions are presented in a straightforward and unadulterated manner. In contrast to the conventional media, which refines its content to adhere to standards of propriety and politeness, the realm of social media is characterized by individuals engaging in discussions about subjects of personal significance, typically employing direct and straightforward language (Gillin, 2009).

One of the primary alterations that social media has brought about in the interaction between businesses and customers is the increased transparency of opinions. According to Gillin (2009), senior marketers often encounter a typical initial encounter with social media, wherein they become subject to a blog attack. In response to this situation, their natural inclination is to either react with anger or withdraw in a state of disgust.

Nevertheless, the proliferation of many viewpoints on the internet should be regarded as the democratization of the communication platform facilitated by social media. In order to optimize their utilization of social media, marketers should adopt the perspective that feedback, regardless of its nature, holds value. The utility of criticism often surpasses that of praise, as the former serves as a basis for identifying and rectifying deficiencies, so facilitating the enhancement of products or services offered by enterprises.

Within the realm of social media, individuals often partake in discussions on various companies, wherein they provide comments that can either be favorable or negative, contingent upon their personal experiences or perceptions. Certain firms have a tendency to disregard such discussions, resulting in their inability to effectively address and mitigate future issues, therefore hindering the enhancement of client happiness. One of the crucial factors in the utilization of social media is the act of attentively listening to the opinions and feedback of consumers, and subsequently demonstrating responsiveness. This practice is instrumental in establishing and maintaining a fruitful relationship with customers. This is the juncture at which social media begins to generate value.

The expansion and popularity of social communities and the possibility to utilize them for social media marketing approaches have emerged as a prominent trend in the field of online advertising and branding in recent years (Tuten, 2008). Tuten (year) asserts that social media marketing is an online advertising strategy that relies on social communities and networks. The author highlights that the rapid expansion of social communities has prompted businesses to recognize the considerable opportunities offered by social media marketing for reaching a broader audience.

Nevertheless, according to Tuten (2008), corporations continue to exhibit hesitancy in their willingness to engage with and use social media platforms in a manner that has the potential to revolutionize their operations. The author posits this notion.

There are various factors that can contribute to this phenomenon, with one prominent factor being the apprehension individuals may experience towards executives or the potential repercussions their organization could face if unfavorable feedback is disseminated. However, it is important to note that individuals tend to express negative opinions about a company or brand regardless of the organization's level of response. According to Tuten (2008), it is recommended that enterprises establish a presence in the realm of social media in order to effectively manage issues related to negativity or a negative image.

According to Gillin (2009), it is recommended that businesses perceive customer complaints as a potential avenue for improvement. It is crucial for businesses to possess the ability to accurately identify the underlying issues and actively engage with these dissatisfied consumers in order to determine the appropriate measures that will enhance their overall satisfaction.

The merits and demerits of employing social media as a marketing tool.

There exists a plethora of diverse channels that organizations may contemplate utilizing in order to effectively disseminate their marketing messaging. Nevertheless, utilizing social media as a marketing strategy is considered to be an enjoyable, cost-effective, and environmentally responsible approach.

The utilization of social media marketing enables organizations to rapidly establish a network of advocates, a critical element for sustained business expansion. The continued patronage of a firm is contingent upon the endorsement and referrals of a dedicated cohort of satisfied customers. The essence of social media is in fostering enduring connections between

businesses and customers, with businesses often assuming responsibility for the inception of social media platforms. According to Tuten (2008), social media marketing offers numerous opportunities for branding and is well-known for its ability to engage with consumers. This makes it a suitable tool for brands with diverse objectives, such as increasing brand awareness, conducting consumer opinion research, identifying influential individuals, directing traffic to brand websites, disseminating targeted messages through viral means, establishing a customer database, fostering credibility and trust in a brand, and enhancing brand image, among other benefits.

Over time, it has become increasingly prevalent for businesses to incorporate social media platforms, such as Facebook and Twitter, into their marketing strategies. This adoption can be attributed to several factors, including the ease of implementation, the relatively low or nonexistent cost associated with utilizing these platforms, the growing prevalence of target audiences on these channels, and the ability to execute marketing tasks without relying on traditional media outlets.

Nevertheless, the establishment of a sense of community through social media is a gradual process that cannot be achieved instantaneously. In order to achieve optimal outcomes in social media, it is imperative to maintain regular participation and engagement. Consequently, attaining success in the realm of social media may necessitate a substantial time investment, potentially spanning many years, before yielding optimal results. The perspective presented here finds support in the research conducted by Gillin (2009), who elucidates that the functioning of social media diverges from that of traditional advertising due to the time required to observe the outcomes of a social media campaign. Tuten (2008) similarly holds the same perspective, suggesting that while a television campaign might employ a substantial first media purchase to generate quick recognition and establish momentum, social media operates in a contrasting manner.

This phenomenon is commonly seen as one of the limitations of social media marketing. However, despite the potential for delayed outcomes, social media marketing remains a cost-effective platform that has the ability to establish enduring relationships between brands and consumers.

According to Tuten (2008), in order for a firm to effectively utilize social media marketing, it is necessary to establish campaign objectives as the initial stage in the process. This is

considered a crucial component within the broader framework of communication and marketing planning. As per his assertion, a marketing campaign lacking a clearly defined purpose renders it unquantifiable and unassessable. Consequently, unless we possess the capability to gauge its effectiveness, it can be deemed a futile endeavor.

The realm of e-commerce has witnessed a notable expansion as a result of technological advancements. There exists a state of confusion among individuals regarding the pursuit of dependable online platforms for engaging in electronic commerce. In addition, they are seeking a distinctive location to buy all necessary items. Online retailers fulfill all of these consumer requirements. Customers have the ability to access and browse a comprehensive list of available products, including detailed descriptions and further information. This aids individuals in selecting a product that fulfills particular criteria. The establishment of an online store is feasible as it ensures the provision of an online insurance purchasing option, which is contingent upon the quality of the offered items. Online stores have gained significant popularity in contemporary society due to their perceived safety and reliability. Marketing not only influences but also has a direct impact on the final purchase decision.

Customers have access to comprehensive information regarding product details, which serves to enhance the relationship between customers and society by fostering transparency and accountability in commercial transactions. Products are categorized based on their nature, quality, and, ideally, a comprehensive understanding of its description. There is no necessity to engage in advertising that explicitly informs site users of their ability to get comprehensive product information. Consumers have the ability to make purchases through the utilization of online retail platforms. Every retail establishment has obtained legal approval and certification, ensuring that consumers can engage in secure and convenient purchasing experiences..

Research Problem:

Impact of social media in the transformation of conventional shopping to e-shopping under the age group of 18- 30 and how consumers are influenced by social media to convert from traditional shopping to e-shopping.

In order to capture a full understanding of the social media marketing environment, studies approached various topics about Internet marketing from the perspective of consumer which includes individuals' buying behaviour.

Methodology

Research Method

This research attempts to discover information on the inter relation between social media and concepts with long held shopping and business.

The fact that the objective of this research is to evaluate the effect of shopping through social media on traditional shopping creates a demand for qualitative research which is based on different marketing and media theories related to the topic. However, the researcher also included a quantitative study in the form of an online survey, which tries to relate customers experience with the shopping The survey was designed around a questionnaire that was completed by a specific group of respondents. In addition, the questionnaire tried to address the relationship between the kind of media used and its effect on the nature of content consumption especially content of advertisement in nature.

Data Collection Method

Data collection for this research has been divided into two parts. The first part was the data collection carried out for the quantitative research, which was conducted by means of an online questionnaire whereby respondents were given access to the questionnaire through a link that directs them to the database. After the sample questionnaire was completed and submitted, statistical analysis software was used to handle the responses.

Data Analysis Method

The researcher utilised statistical data techniques for the research.

Quantitative Research (Survey Results)

The qualitative research portion of this paper is done through an online survey, a questionnaire of 27 questions were designed out of which 2 of the questions were simple demographic questions whereas the rest 25 questions were directly related to the research theme.

Therefore the researcher believes the response gathered through this survey gives him at least an indicative result if not conclusive about the questions discussed. The questionnaire had been filled and returned by 101 respondents and the responses were analysed using statistical analysis software (SPSS) and a simple frequency analysis is used. In addition for the sake of clarity the responses were divided into two sections i.e. the first two questions that addressed demographic elements as section one and the rest of the questions which are purely related to

the main topics of the research into the second section.

Data Analysis and findings

➤ According to the results obtained for this question, 39.6 percent of the respondents belong to the age group 22-24 years old, 27.7 percent belong to age group 25-27, and 17.8percent belong to 19-21 and the rest 14.9 percent belong to the age group of more than 27 years of age. This indicates that more than 85 percent of the respondents are young people bellow the age group of 27

➤ Based on the data gathered 60.4 percent of the respondents are female and 39.6 percent are male. This reveals that nearly 20 percent more females have participated in the survey.

➤ From the analysis 92.1percent of the respondents responded that they use   internet regularly or on a daily basis, hence it can be concluded that overwhelming majority of the respondents are regular internet users.

➤ Surprisingly it is found that 93.1percent use internet for the purpose of social media and email, news, banking, followed by 82,2 percent for entertainment, 80.2 percent study related purpose, 47.5 percent for Job search,   and 1 percent for platform development and Skype. It can be argued that most of the youth is influenced by social media and are active users of social media.

➤ Majority of the respondents 57.74 percent classify that they know-how about social media at average level, 18.8percent at basic level, 17.8percent at expert level and 2percent at beginners' level. It clearly indicates that significant proportion of the respondents have adequate knowledge of social media.

➤ With 97percent Facebook is the most visited social network site, followed by YouTube 79percent, Twitter and Flicker 43.6percent, LinkedIn 40.6 percent and Myspace 12.9 percent. This implies Facebook and YouTube are the two most famous sites used by the respondents

|		Frequency	Percent	Valid Per-cent	Cumulative Percent
Valid	1	13	12,9	12,9	12,9
	2	40	39,6	39,6	52,5
	3	34	33,7	33,7	86,1
	4	13	12,9	12,9	99,0
	99	1	1,0	1,0	100,0
	Total	101	100,0	100,0	

timespentonsocialmediasite
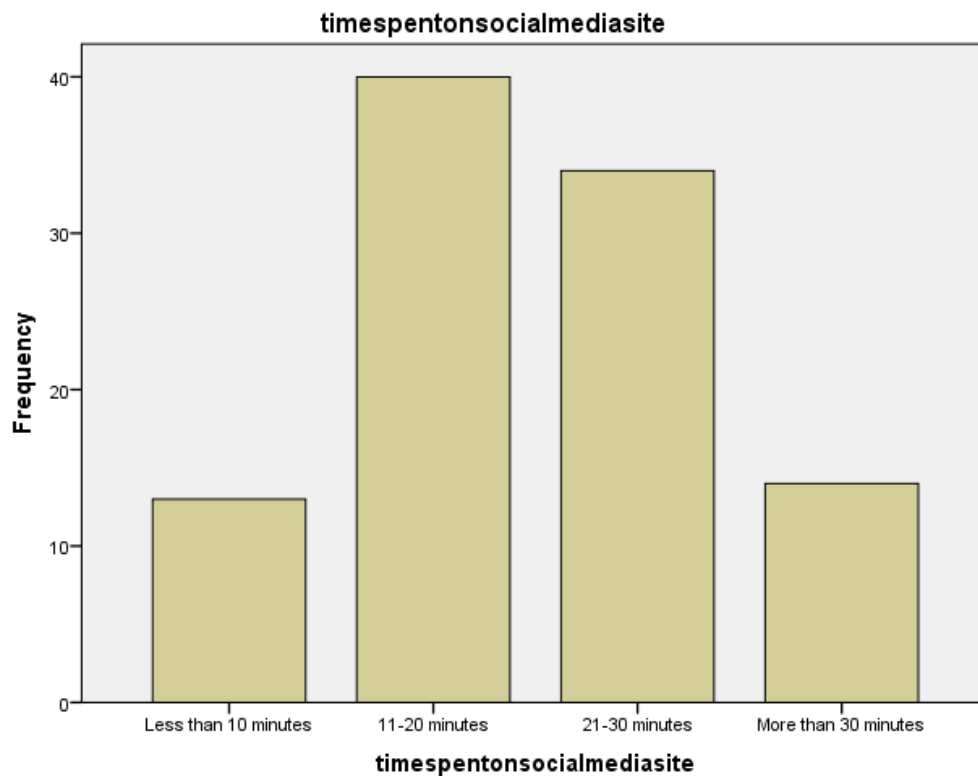
- Nearly 75percent of the respondents spend between 11 and 30 minutes per each session whereas exactly equal percent of the population spends 12.9 percent less than ten minutes and more than thirty minutes per session.

Frequency of browsing on the websites:

howofendoyoulog
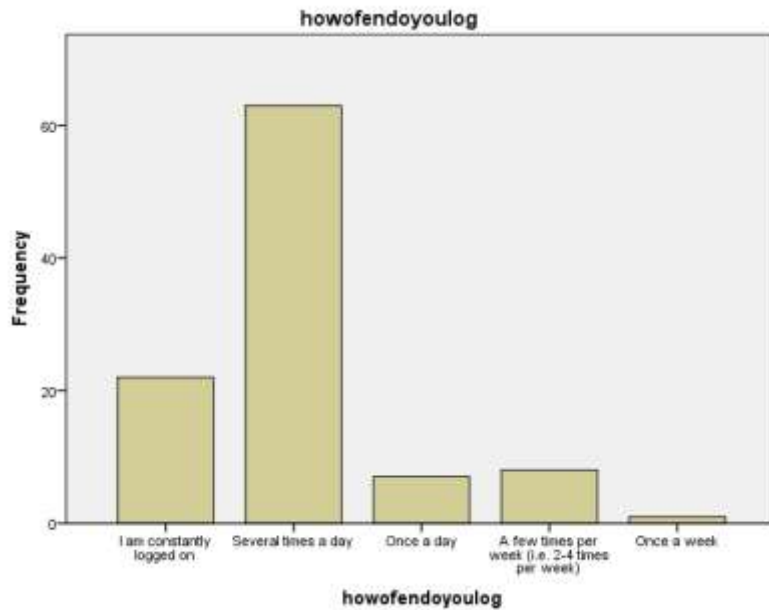
- A significant amount of the respondents 84.2 percent are either constantly logged on or log on several times a day, this is an indication that most of the respondents spend significant amount of their time online.


avgconectioninsocialmedia
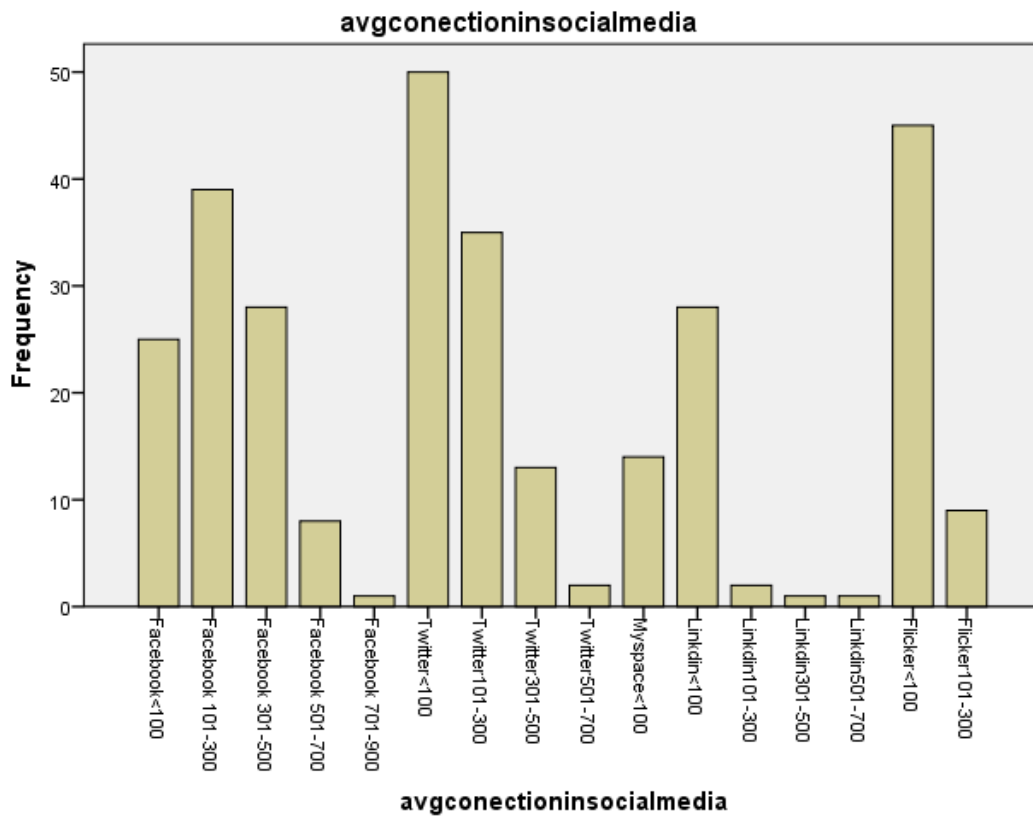
➤ Again of all the social network sites under question most of the users have more connection on Facebook and Twitter, followed by LinkedIn. This can be an indication that the respondents connect more on personal level, followed by topic of interest and professional connection.

➤ Majority of the respondents (82.2percent) believe that joining a community allow them to stay up-to-date, 75.2percent think it is relevant and interesting to them, 67.3percent opined that it will help them to get new connection and 46.5percent stated that they can be able to share their opinion they should be part of it.

➤ 75.2 percent of the respondents asserted that they have liked a brand or multiple brands on a social media site and 64.4percent of the respondents have subscribed one or more brand blogs, this tells us significant amount of the respondents in both cases have been related to a brand via social media. And it is revealing the fact that majority of the youth are following the ads, brands, and also influenced by them.

➤ An average of 65percent of the respondents said they receive product launch information, promotional news and product reviews from the social media sites and blogs they are connected with.
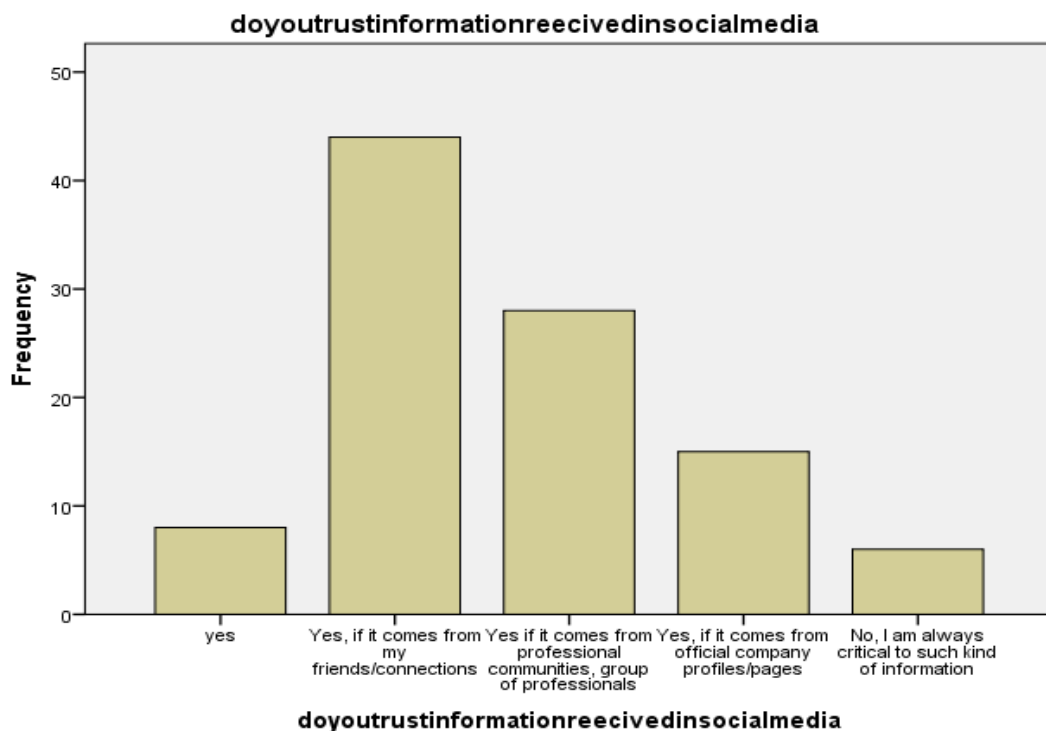
➢ When it comes to the credibility of information the respondents tend to have a better acceptance for information they get through connections, rather than just social networking site of a brand or official company blogs or websites. This tells us something about the importance of a human element in social media.

Influence of social media on purchase decision:

|		Perc ent	Valid Per-	Cumulative
	Frequency			Percent
Valid				
1	22	21.8	21.8	21.8
2	49	48.5	48.5	70.3
3	18	17.8	17.8	88.1
4	11	10.9	10.9	99.0
99	1	1.0	1.0	100.0
Total	101	100.0	100.0	
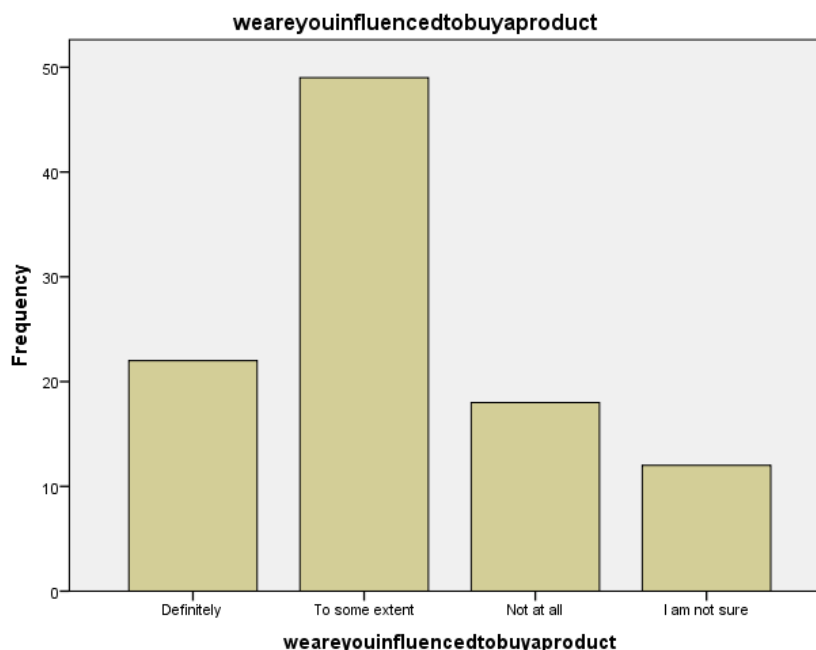
weareyouinfluencedtobuyaproduct

➢ Based on the response to this question the influence level of information gotten from social media site is minimal on the respondents purchase decision. However 74.3percent of the respondents believe brands should use different social media platforms to mention details about the various features associated with their product. This may be because most respondents may believe this might help them to get to know the products well. Hence it is evident that social media is having a considerable impact on the youth .

Respondents opinion on the various social media platforms.

➢ Based on the response to this question the influence level of information gotten from social media site is moderate on the respondents purchase decision. However 74.3percent of the respondents believe brands should use different social media platforms to mention details about the various features associated with their product. This may be because most respondents may believe this might help them to get to know the products well.

Respondents opinion on the nature of information

whatsortofinformationshouldtheyprovide
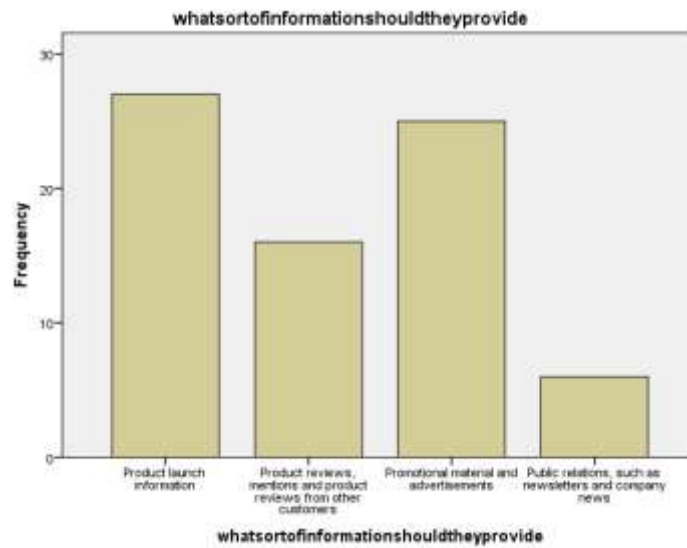
> According to the response to the kind of information they want to get from brands on social media sites is 26.7percent about product launch, 24.8percent promotional material, 15.8percent product reviews, mentions, 5.9percent public relations whereas another 26.7percent of the respondents didn't have any choice from the list. This clearly reveals that respondents are giving significant importance to social media information.

Relevance of ads with respect to interest

doyoubelaveaddsshownarerelavent
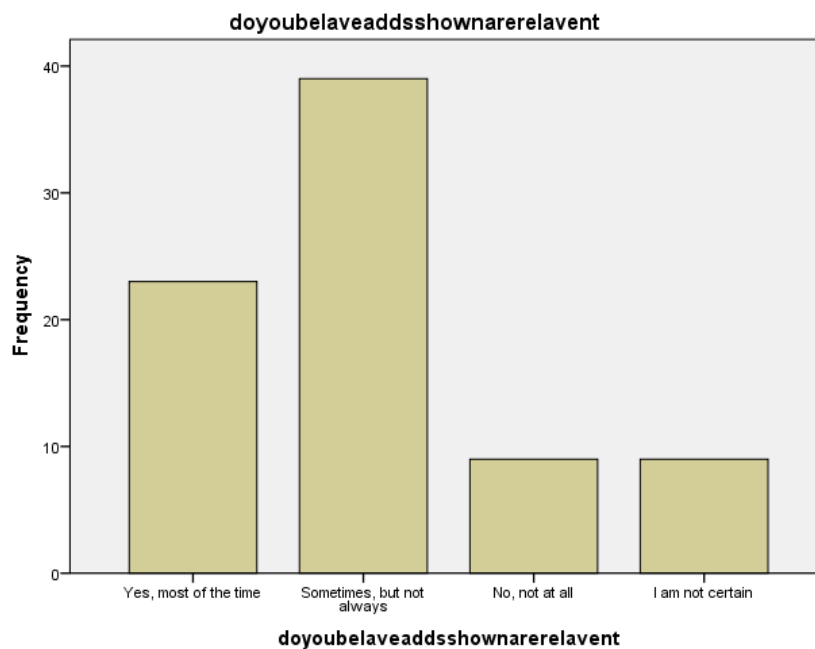
Of all the 77.2percent of the respondents who noticed the advertisements, only 22.8percent think the advertisement they saw relevant, 38.6 percent think it was not always relevant, 8.9percent think they were never relevant and another 8.9percent being uncertain. There it can be concluded that considerable number of respondents opined that the ads are relevant to their interest.

Customers' response to the question "how often do you click the

ads you see on your profile?"
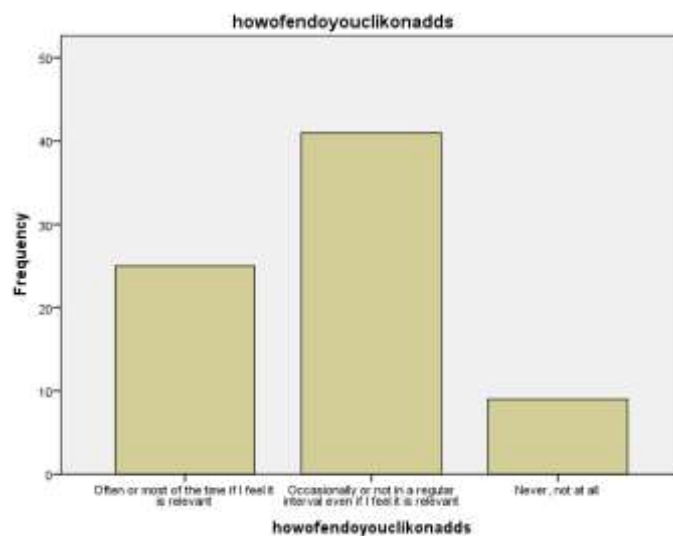
> ➢ when it comes to how often the respondents click on an ad, 40.6percent of the respondents say they click occasionally, 24.8percent say most of the time and 9.9percent say never. And off all who said often or occasionally 36.6percent believe it is relevant to them, 17.8percent believe they recognize the brand, 5.9percent say they do it out of curiosity and 5percent say they were attracted by the celebrity on the ad.

Limitations

The main limitation of this research is unavailability of sufficient peer reviewed academic literature that addresses impact of social media in e-shopping. Due to this fact the researcher was compelled to prove the objectives of the study primarily based on the primary data.. However, the researcher has tried to incorporate a primary data to support qualitative research findings. Nevertheless the primary data obtained from the survey could only be considered as indicative of the issues under question. This is due to two main reasons, such as:

-    The diversity of the demography of respondents is very narrow

This fact forced the researcher to make his conclusion based on only analytical generalization.

Conclusion

In this research an attempt has been made to evaluate the role of social media as an effective communication tool for businesses. Accordingly based on the media theories, other concepts suggested by scholars in the field and observations made from the cases plus the survey results it has become crystal clear that social media, if implemented with the right approach could be one of main communication tools businesses use to reach out their customers. Social media provides the benefits of long-term engagement between brands and consumers. As social media has provided an opportunity for everyone to communicate effectively and efficiently in a way unprecedented by any other media it can be considered as the communication tool of modern era.

Based on the above mentioned facts and the dynamics of social media, it is clear that social media marketing is challenging traditional marketing practices. The prominent social media expert and blogger, Chris Borgan, in his blog post 'Marketing is not social media-social media is not marketing' (2007), explains social media and marketing as different subjects independent from one another.

In conclusion, the researcher is in a complete agreement with the pro-social media marketing group and believes that social media can serve for businesses as an incredible marketing tool. However the fact that whether social media could replace traditional marketing completely in the future is debatable, but it is evident that social media marketing has become one of the main components of the promotional mix of most businesses.

Scope of future research:

This research has a limited scope compared to the vast nature of the topics and the issues that need to be addressed to attain the complete objective of the research. For instance as mentioned above in the limitation part it would have been great if a quantitative survey of significant amount of respondents and a different demographic classes were done, so as to come up with a conclusive statistical data to support the theories and other claims and counterclaims made by the scholars in the literature review and other academic articles.

However, due to the narrow scope of this undergraduate dissertation it had not been possible

to address the issues that needed to be addressed; the topic of understanding what social media deliver to businesses is still fresh and needs more exploration especially in reference to traditional marketing. Businesses are keen to know about issues such as return on investment (ROI), measurability of social media tactics etc. Accordingly the researcher highly recommends future researches to be more of qualitative in nature and to include the underlying topics.

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