



# FROM LIKES TO SALES: UNWRAPPING SOCIAL MEDIA'S CONTRIBUTION TO E-COMMERCE SUCCESS

**Vishva Shah**

*Research Scholar, School of Commerce & Management,  
 Dr. Babasaheb Ambedkar Open University, Ahmedabad, India*

## ABSTRACT

*Social media is used regularly by almost half of the world's population, and that number is rising. In India also, social commerce is expanding incredibly quickly. Due to a significant portion of the population using social media like Facebook, Instagram, and even TikTok, the increase was unstoppable, particularly in India. tier III and even rural areas were reached by social media thanks to content created in Indian communities. E-commerce businesses now frequently utilize influencer marketing to advertise their items on social media. According to a Forbes analysis, 81% of the Instagram users polled indicated they use the platform to read influencer reviews of products before making a purchase. The researcher used secondary data collecting for this work by reviewing government papers, websites, journal articles, and other sources. In this investigation, the researcher looked into a few firms and their social media marketing plans.*

**KEYWORDS:** *Social media platforms, Influencer Marketing, Social media marketing*

## INTRODUCTION

In social e-commerce, one does business through social networking sites like Facebook, Instagram, Pinterest, and Twitter. On social media platforms, many business owners start their online retail ventures. By adding shopping elements to social media networks, existing retailers improve their customers' online buying experiences. i.e., enabling them to make purchases without going to another website. The creation and distribution of content about products sold online, such as reviews, ratings, and images, can be improved by social media for both businesses and consumers. Any company with an online storefront should be knowledgeable of how these forms of content can have a big impact on potential buyers.

Facebook is currently the most popular social web media platform worldwide, with its core function being online communication and interaction. The purposes of social media are evolving into business activities (such as online sales, advertising, gaming, and others).

## LITERATURE REVIEW

In this study, we found a number of variables that could boost social media's contribution to e-commerce growth, including influencer marketing, social media marketing, and the integration of social media platforms with e-commerce.

Sr. No.	Author Name, Topic Name	Findings
1.	Taqwa Hariguna, Berlilana  Understanding of Antecedents to Achieve Customer Trust and Customer Intention to Purchase E-Commerce in Social Media, an Empirical Assessment	The higher the quality of information, quality of system and quality of service on e-commerce in social media, the higher the impact on customer trust, so the higher the public confidence on e-commerce will have an impact on the sustainability of the user intention in making purchase transactions.
2.	Arunakshi Pratap Singh  Impact Of Social Media On E-Commerce	The availability of social media has made consumers more informed about brands when making purchase decisions and Majority of customers strongly agree to the statement that they are more exposed to marketing communication as a result of increased media use.
3.	Isaac Moreira, Paulo Stenzel, João M. Lopes, José Oliveira  Do digital influencers successfully contribute to reducing the gap between customers and companies?	The motives for companies to adopt digital strategies based on influencers are essentially the construction / enhancement of the brand, the dissemination of products / services, to create awareness, and to increase sales. It should also be noted that the digital channels most used in digital communication strategies are Instagram and Facebook due essentially to the number of active users and the ease of communication on the part of influencers.
4.	Abhishek Srivastava, K. M. Pandey SOCIAL MEDIA MARKETING: AN IMPECCABLE APPROACH TO E-COMMERCE	social media marketing is an effective and natural formula for building new strategies for monitoring and enforcing the Code in light of emerging challenges, including suggested content.



### OBJECTIVES OF THE STUDY

- \*To study the relation between the social media platforms and e-commerce
- \*To study the role of influencers to promote the products of e-commerce
- \*To study the use of social media advertising in e-commerce marketing

Research Design	Descriptive Analysis
Collection of Data	Secondary data collection
Sources	Government publications, Websites, Books, Journal articles etc.

### Social Media Platforms & E-commerce

The Internet has incorporated social media into its core functionality, and India is no exception. Every minor shift in India's digital environment is mirrored in the country's use of social media. Indians now use social media extensively for everything from daily routine updates to career-related activities. Social media has emerged as one of the most popular means of connecting with friends, family, business contacts, and future clients or consumers in India, where more than half of the population is already online. India is currently the second-most populated nation in the world with a population of 1.42 billion and expanding, and it has one of the planet's fastest-growing economies.

Total population in India	1.42 billion
Active social media users in India	0.467 billion
Number of Internet users in India	0.692 billion
Number of Mobile Internet users in India	0.627 billion

(Source:

[www.theglobalstatistics.com](http://www.theglobalstatistics.com))

The cause for the widespread increase in social media adoption is the simple accessibility of superfast internet at extremely low prices. 627 million people were using mobile devices to access the internet in 2023.

#### ➤ Most used Social Media Platforms in India:

It's understandable why social media marketing is a desirable option for organizations of all sizes given that practically everyone has access to at least one social media site.

Top Social Network Platforms in India	%	Active Users (In Million)
Instagram	74.70%	516.92
Facebook	71.20%	492.70
Twitter	42.90%	296.87
LinkedIn	35.70%	247.04
Moj	29.50%	204.14
Pinterest	29.00%	200.68
Moj Life+	26.20%	181.30
Tik Tok	21.40%	148.09
Skype	20.30%	140.48
Helo	19.40%	134.25

(Source: [www.theglobalstatistics.com](http://www.theglobalstatistics.com))

In 2023, Instagram is expected to be the most widely used social media platform in India, with 74.70% of internet users joined.

The majority of Instagram's users are young people, particularly teens. It has become into an attractive source of revenue for vendors and an excellent sales channel for companies. Many well-known firms have also used Facebook to interact with their followers.

These figures for social media users demonstrate how widely used social media is in India, where it thus plays a key role in boosting online sales. For instance, if a company or a product goes viral online, sales may grow, brand recognition may rise, and there may be more direct interactions with customers through promotions and targeted advertising.

Customers can now access product reviews on websites such as Facebook, TikTok, Twitter, YouTube, Pinterest, Instagram, and Google Reviews. Social media has millions of users, therefore it's likely that every item has reviews on these channels. Businesses can connect their e-commerce websites to social networking platforms to enhance traffic, follower counts, and customer review posting and response capabilities. And in this way, social media helps e-commerce businesses grow their sales.

### Influencer Marketing

At present, a significant portion of the methods presented by businesses includes influencer marketing. Social media platforms have started making significant investments in technologies that enable social promotion and selling because they recognize the potential of social commerce to increase their own visibility and traffic. Such as Instagram's product tagging features and checkout functionality and TikTok's purchasing links.

In social media marketing, influencers have grown to be an enormous asset. Brands may reach new audiences and increase the legitimacy of their goods or services by utilizing their sizable followings and social influence.

The biggest social media networks are driving huge visibility for items and brands:

- According to a survey of Instagram users, 81% use the app to research things before making a purchase.
- A Forbes survey from 2021 found that nearly 70% of people have bought something after seeing a friend or acquaintance post about it.

The following are some significant ways that influencers might contribute to a social media marketing strategy:

- ✓ Brand Awareness: By sharing a brand's message and products with their following, influencers can assist improve brand awareness.
- ✓ Product Promotion: By showcasing the characteristics and advantages of a product, influencers can market it to their followers.
- ✓ Credibility: Brands may benefit from the credibility and trust that influencers have established with their following by collaborating with them.

Ultimately, influencers may help to enhance brand awareness, promote products, build trust, and reach new audiences through social media marketing.

### Social Media Advertising

E-commerce and social media go together like peas in a pod. Social media platforms are being used by ecommerce marketers to increase brand recognition, engage with consumers, and advertise products through targeted commercials and genuine posts.

Thus, if your objective is to increase brand awareness, you ought to do:

- ✓ Carousel, image, and video advertising that promote store visits, ad impressions, and interaction

Choosing the following strategy can help you increase sales:

- ✓ Advertising for products, collections, or shopping that promotes direct sales and visitors to product pages

The researcher looked at a few of the companies that are successfully using social media to increase their sales in this study.

#### 1. Facebook Ads with High Frequency: The Souled Store

The Souled Store is India's most popular casual wear brand for men, women, and children's clothing. The younger generation has taken a liking to their casual wear range.



(Source: The Souled Store, Facebook Ads)

#### 2. In-App purchases through Instagram Ads: everstylishcom

In-app shopping advertising are a significant tool used by the online store everstylishcom on Instagram. Clicking "Shop Now" immediately directs the customer to the product page. Without ever leaving Instagram, users may make purchases.



(Source: everstylishcom, Instagram Ads)

#### 3. Increase in sales through Instagram stories: jokerandwich

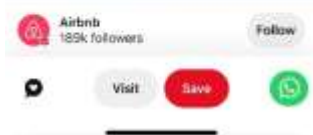
In order to post brief video snippets with its fans, the company jokerandwich makes advantage of Instagram's Stories feature. Additionally, they contain Instagram-famous components like swiping up to access a product URL.



(Source: jokerandwich, Instagram Ads)

#### 4. Growing with Pinterest Ads: Airbnb

Utilizing the visit option, Airbnb directs customers from Pinterest to their website. Through this internet resource, landlords can advertise their properties as vacation rentals and travellers can locate a place to stay while they are away from home.



(Source: Airbnb, Pinterest)

Thus, these are some examples of e-commerce marketing via social media. It is possible to increase product sales by developing creative ads like these that make the most of each network's advantages.

### Challenges and Risks

#### ➤ Identifying the Right Platform:

The challenge that marketers confront is choosing which channels to engage with. The improper platforms could destroy your budget, especially if you frequently utilize paid advertisements.

#### ➤ Competitive Exposure

Social media platforms link online platforms with their potential customers, thus they must be kept in mind. However, there are certain companies that, if they have a chance, would like to throw out all of the followers so it will be competitive if it has neither customers nor an audience.

#### ➤ Understanding the Target Audience

Many firms have excellent in-store sales but dreadful in social media performance. The distinction is that people approach brands in brick-and-mortar establishments, whereas brands must seek out customers on social media. And marketing professionals first develop content before determining the target audience, which also increases the risk of increasing sales through social media marketing.

#### ➤ Loss of IP and Sensitive Data

One potential issue with social media marketing is the loss of IP and sensitive information. It's crucial to ensure that no images, blogs, videos, etc. are used without the owner's knowledge or consent when any business uses social media platforms to market its goods.

### CONCLUSION

It is simple to understand why social media marketing is a popular choice for companies of all sizes given that practically everyone has access to at least one social media platform. However, not all platforms are created equal, and India has its own distinct set of social media trends that can be used to

engage audiences or attract new clients. Furthermore, social media has spread beyond platforms such as Facebook and Instagram. According to the findings of this study, online platforms may benefit from an increase in the number of active social media users for social media marketing purposes. The second aspect, influencer marketing, has been shown to increase sales in a positive way. For example, according to a poll of 81% of Instagram users, people utilize the site to research items and consult influencer reviews before making a purchase. In order to increase brand recognition and strengthen consumer relationships, ecommerce marketers use marketing techniques including Facebook Ads, Instagram stories, and Pinterest pins. As a result, we draw the conclusion from this study that social media is now utilized for more than just liking and commenting; it is also used to market and sell things on online marketplaces.

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