

SURVEY ON SOCIAL MEDIA RECOMMENDATION FROM ECOMMERCE

¹M.Rathidevi, ²Nagalakshmi Venugopal,

¹PG Scholar, Dept of Computer Science and Engineering, Dr.N.G.P Institute of Technology,
Coimbatore,

²Associate Prof, Dept of Computer Science and Engineering, Dr.N.G.P Institute of Technology,
Coimbatore.

Abstract:

Based on Social Media Marketing(SMM) environment, this paper discusses the characteristics of consumer purchase intention on Social Media Marketing environment , analyses the main factors of Social Media Marketing affecting consumer purchase intention, that is, the external factors and internal factors perception. By SOR and TAM model combines social media marketing and consumer purchase intention establishes influencing factors model of social media marketing based on consumer purchase intention, and it is verified according to the actual survey. The results show that social media marketing stimulate external factors and then influence the consumer's inner perception factors ,at last, it will affect consumers' purchase intention. Finally, according to the characteristics of the consumer purchase intention based on social media marketing provide decisions and supports for the development of the electronic commerce to provide the reference for the enterprises.

Keywords: social media social media marketing purchase intention marketing strategy.

1. INTRODUCTION

The E-Commerce is of interest to many sectors, it is likely that it will contribute to a fundamental change in the nature of the business process management, and the delivery of services through the policies and procedures which are different from traditional practices. Among the most important effects is reduce the distance between producers and consumers in an environment where there are no limits to the geographical environment as it was in traditional business, and also the flow of information on a broad global scale without consequent obstacles effectively. Globally e-business sector is among the economic sectors most receptive to the idea of adopting e-commerce applications, So when using e-commerce, the decision maker trying to concern costs and revenues at the same time, and seeking to follow all the means that lead to the improvement that serves as a goal sought by most of the companies that will contribute to the help the administration in the process of planning and sales policymaking of the company and facilitate the process control of those costs and help the administration in making sound decisions that relate to the marketing activity and being significantly affect on the company's sales and the level of profits. Although the term e-commerce are fairly modern, but the application of e-commerce had begun at the beginning of the seventies of the last century through several applications where more applications fame at that time is the application of electronic transfers of money, but the extent of this application is limited to institutions and corporate giants. After that it appeared in another type of applications, it is an electronic data interchange (EDI), which contributed to the expansion of the application of e-commerce than just financial transactions to other transactions and contributed to the increase contributing slides to this technique from financial institutions, factories, retailers and other service enterprises. After that other applications and uses had spread for this type of commerce, such as buying and selling stocks and tickets, which were called the

applications of telecommunications. And that the concept of e-commerce was not as the form in which it now as, it did not provide these applications are an economical alternative capable of being spread, but after what happened lately from wide developments Technology in electronics and communication where he became accessible to institutions and companies of all types and sizes in order to cheap the price, small size and ease of use.

2. IMPORTANCE OF STUDY

This study derives its importance from being the dealt with variables that seeks to bring out the nature and essence of the relationship between the main variables of the study e-commerce and sales to pursuit of interdependence and intellectual and practical intermingling with each other and indicate the impact on each other, Ecommerce proved its importance based on the fact where time is essence. In the commercial markets, time plays an important role to both the business and consumers. From the business perspective, with less time spent during each transaction, more transaction can be achieved on the same day. As for the consumer, they will save up more time during their transaction. Because of this, Ecommerce steps in and replaced the traditional commerce method where a single transaction can cost both parties a lot of valuable time. With just a few clicks in minutes, a transaction or an order can be placed and completed via the internet with ease. For instance, a banking transaction can be completed through the Internet within a few minutes compared to the traditional banking method which may take up to hours.



Fig.1.Study model

This fact obviously proves that Ecommerce is beneficial to both business and consumer wise as payment and documentations can be completed with greater efficiency. From the business viewpoint, Ecommerce is much more cost effective compared to traditional commerce method. This is due to the fact where through Ecommerce, the cost for the middleperson to sell their products can be saved and diverted to another aspect of their business. One example is the giant computer enterprise, Dell, which practice such a method by running most of their business through internet without involving any third parties. Aside from that, marketing for Ecommerce can achieve a better customer to cost ratio as

putting an advertisement on the internet is comparably much cheaper than putting up a roadside banner or filming a television commercial. For Ecommerce, the total overheads needed to run the business is significantly much less compared to the traditional commerce method. The reason due to that is where most of the cost can be reduced in Ecommerce. For example, in running an Ecommerce business, only a head office is needed rather than a head office with a few branches to run the business. In addition to that, most of the cost for staff, maintenance, communications and office rental can be substitute by a single cost, web hosting for the Ecommerce business.

3. SOCIAL MEDIA MARKETING

Social Media, is network and technology which used to create hot news by Internet users, then communicate and disseminate information each other. Social media marketing (SMM), also known as community marketing, is a kind of Internet marketing model, it points to achieve marketing objectives by participating in various Social media networks. Social media marketing tools generality includes BBS, micro blogging, blog, SNS, pictures, videos and so on. The social media in the network marketing is mainly refers to the comprehensive site with characteristics of the network, its main characteristic is that content is mostly provided voluntarily by the user(UGC), and the user and the site does not exist a direct employment relationship [10] . Analysis of Consumer Purchase Intention Characteristics Based on Social Media Marketing E-commerce in social media era is built on O2O model of Internet and mobile technology , its marketing activity is not the traditional face-to-face sales, but a personalized innovative marketing model with the use of social media platforms . E-commerce based on social media, consumers purchase intention characteristics are the following:

3.1 Purchase Demand Personalization

At present, social media marketing users is mainly young and highly educated users, they have their own independent views and ideas. The specific requirements for products and services of the network consumers are more and more unique and personalized. They especially like unique products, in order to show their personality and distinctive taste. According to research investigation, analysis of social media marketing allows enterprise to analysis consumer purchase intention according to the social media marketing's impact factors , so as to provide consumers with the corresponding goods and services. Therefore, social media marketing promotes the personalized marketing of E-commerce, in order to better satisfy the individual needs of consumers.

3.2 Purchase Requirement Convenience and Pleasure

Consumers choose social media marketing to purchase goods, because online shopping can save the time they go to the mall shopping and check-out queues; And reduce their fitness consumption to the entity shop shopping . All in all, social media marketing simplifies the shopping link, saves time and energy and reduces the trouble in the process of shopping. Using social media shopping in addition to finish the actual shopping demand, users also want to collect and compare many products information while shopping , and get all kinds of purchase pleasure.

4. ANALYSIS OF INTENTION BASED ON SOCIAL MEDIA MARKETING

Based on the technology acceptance model (TAM), relevant scholars studied the consumer purchase intention. The premise of Consumers' risk judgment is the perceived value. Businesses using social media marketing efforts to increase the value perception of consumers, while improving social media attention to trigger consumer interest in the product, and then buy the products. With relevant scholars research and the characteristics of consumer purchase intention based on social media marketing, factors affecting consumer purchase intention based on social media marketing are the following:

4.1 Social Media marketing's Impact Factors

(1) Placement. Implantable advertising mostly mobilize social media celebrities to publish or forwarding essay and the information related to the specific products, relying on celebrity to implement soft advertising. This way of marketing will greatly stimulate consumer interest, thus affecting its inner awareness. (2) Marketing activities. Event marketing is highly welcome in E-commerce. The fans are indispensable for social media marketing enterprise to create value, and in order to win fans, the most effective way is to planning activities.

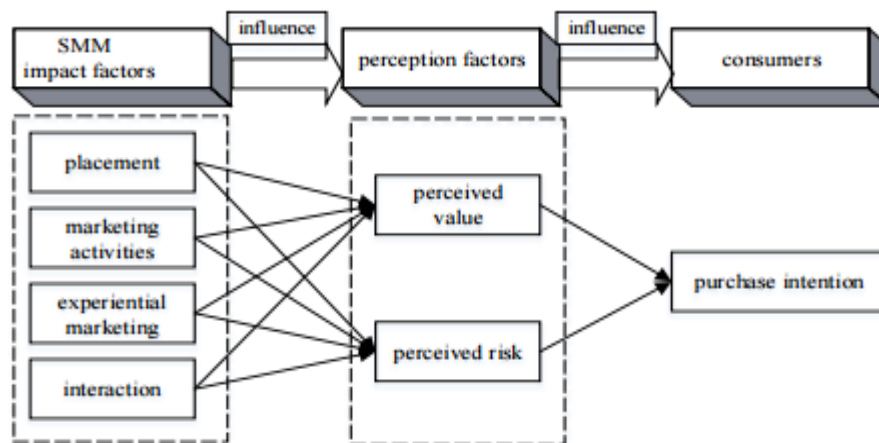


Fig.2. The Consumer Purchase Intention Model Based on Social Media Marketing

All kinds of activities, such as Group-buying, seconds kill and draw, emerge endlessly. most products will be on price incentives, causing consumer interest in forwarding , and thus enhance consumers inherent perception. (3) Experiential marketing. Using experience marketing in social media marketing platform provides a new mode of marketing for enterprise. Customer experience (feeling) is as the core, it thinks that customers buy not only products and services, but also a process of psychological experience, so that they get an unprecedented experience, and affect consumers' perceived value [10] . (4) Interaction. Social media marketing interactive platforms not only active clients for the enterprise, but also rapidly response to questions from the consumer, which greatly promote the activity and loyalty of consumers. Consumers are easily attracted by this close business, and generate goodwill for the merchant's products, thus greatly enhance the inner perception.

4.2 Perception Factors

(1) Perceived value. Before buying products, consumers use social media to search commodity information, to make a trade-off between the perceived benefits and perceived cost, thus forming the overall evaluation of product, this evaluation will directly affect their purchase intention. (2) Perceived risk. In social media marketing environment, because the trading main body is opaque ,transaction object is perceptual, and cash flow, logistics, value stream is not synchronous metastatic, it's difficult for consumers to judge all kinds of information ,then consumer perceived risk is more complex using social media shopping , which directly affects consumers purchase intention .

CONCLUSION

When shopping online, people tend to seek the suggestions and help of similar people, shopping experts, and close friends. However, most of current social networking platform, such as Facebook and twitter, and electronic commerce platform, such as Amazon and Yahoo! Shopping, are independently operated. The recommender systems deployed by famous electronic commerce websites, such as Amazon.com and eBay, are based on personal purchase history, aggregated rating of members, and feedbacks. They generally do not consider relationships among the users and the power of social influence is not exploited. To consider and balance these consulting factors, this paper proposes a social recommender system that incorporates the preference similarity, recommendation trust, and social relation analyses in order to offer product recommendations in e-commerce. Our experimental results show that the performance of the proposed social recommendation mechanism outperforms those of other benchmark approaches. The proposed framework can thus be effectively applied to electronic retailers in promoting their products and services.

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