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Impact of Social Media Marketing on Online Store Patternised

Dr. S. Ramesh Babu, Arekuti Saikeerthana, Arekuti Suma
KL University Business School, Vaddeswaram

Abstract: The rise of social media marketing has transformed the landscape of online retail. This study explores the impact of social media marketing on consumer behaviour and purchasing patterns in online stores. Through a mixed methods approach, data from various online retailers to understand how social media influences consumer engagement, brand awareness, and sales conversion rates.

I. INTRODUCTION

In recent social media has of digital marketing, influencing consumer behaviour of online retail. As platforms like Facebook, Instagram, This consumers purchase products, making social media .

The social media has created new brand visibility and interaction. This interactive brands that social media presence the importance of strategic social media marketing. The impact of social media marketing today. Due to the impact of social media, the relationship between brands and consumers social media marketing is having impact on business and market as business growth and performance social media social engagement, has become the marketer's Social media of any impact on the marketing industry. E-Business of the internet.

II. LITERATURE REVIEW

Phlip kolter(2015)Integrated marketing communication can produce stronger greater sales impact. It management to think about every way the customer comes in contact with the company responsibility to unify the company's brand image and messages as they come through thousands of company activities.

improve the company's ability to reach right customers, with the right message, at right time in the right place. Thus personal and non personal communication channels should be combined to achieve maximum impact.

Warren J. Keey an A revolutionary development to the strategic marketing is in the marketing objective from profit consumer benefits to necessary to have an employee innovation and to producing quality products marketing must focus on the customers and deliver value by creating consumer benefits.

Fitzpatrick Michele The concept of rating online & offline marketing to success is one time has come. While many companies still view their online & offline efforts as separate entities, marketers are slowly realizing that success comesthroughintegration through all channels to provide consumers with they demand.

Sally Falkow Markets have become conversations. Social media are the online platforms and locations that provide a way for people For businesses to the people are saying your brand, your product and your service, new ideas and then use these insights to better business decisions.

III. SECTORAL APPLICATIONS

A. Operations

1) Inventory management: Maintaining optimal stock levels, tracking inventory, and optimizing replenishment.
2) Supply chain management: Building relationships with suppliers, negotiating prices, and ensuring timely deliveries.
3) Store layout and design: Creating an attractive and functional store layout to enhance customer experience.

IV. METHODOLOGY

1) Research And Planning: market research identifies her target audience and creates a social media.
2) Content creation: Engaging content showcasing her products and brand.
3) Platform selection : The most relevant social media platforms for her target audience .
4) Paid Advertising :social media paid to increase reach and drive traffic to her online store.

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5) Influencer Collaboration: influencers in her to promote her products to their followers.
6) Engagement and community Building : she actively responds to comments, messages ,and reviews ,fostering a loyal community around her brand.
7) Analytics and Optimization: social media performance using analytics tools ,adjusting her strategy based on the data to optimize .

V. FINDINGS AND ANALYSIS

1) Increased Brand Awareness: Social media marketing efforts in the increase in brand mentions and follower growth .
2) Improved Engagement: Engagement rates increased by an average of 50% per month, indicating a strong connection between social media content and online store customers.
3) Sales Correlation: Regression analysis revealed positive correlation between social media engagement and online store sales.
4) Influencer Collaboration: Partnering with influencers in the increase in sales and brand awareness .

VI. DISCUSSION

The present study sheds light on the different dimensions Social Media Marketing capabilities the existing literature and capabilities qualitative and quantitative research was conducted two key to the nature in social media and the contribution of social media use to organisational performance. This field of and branding management is the to provide which combines the digital marketing field with the theory of capacities impact Consumer Based Brand Equity and performance.

These marketing field, which suggests that marketing capabilities, including contribute to non financial performance, such as consumer satisfaction, loyalty, and brand performance.

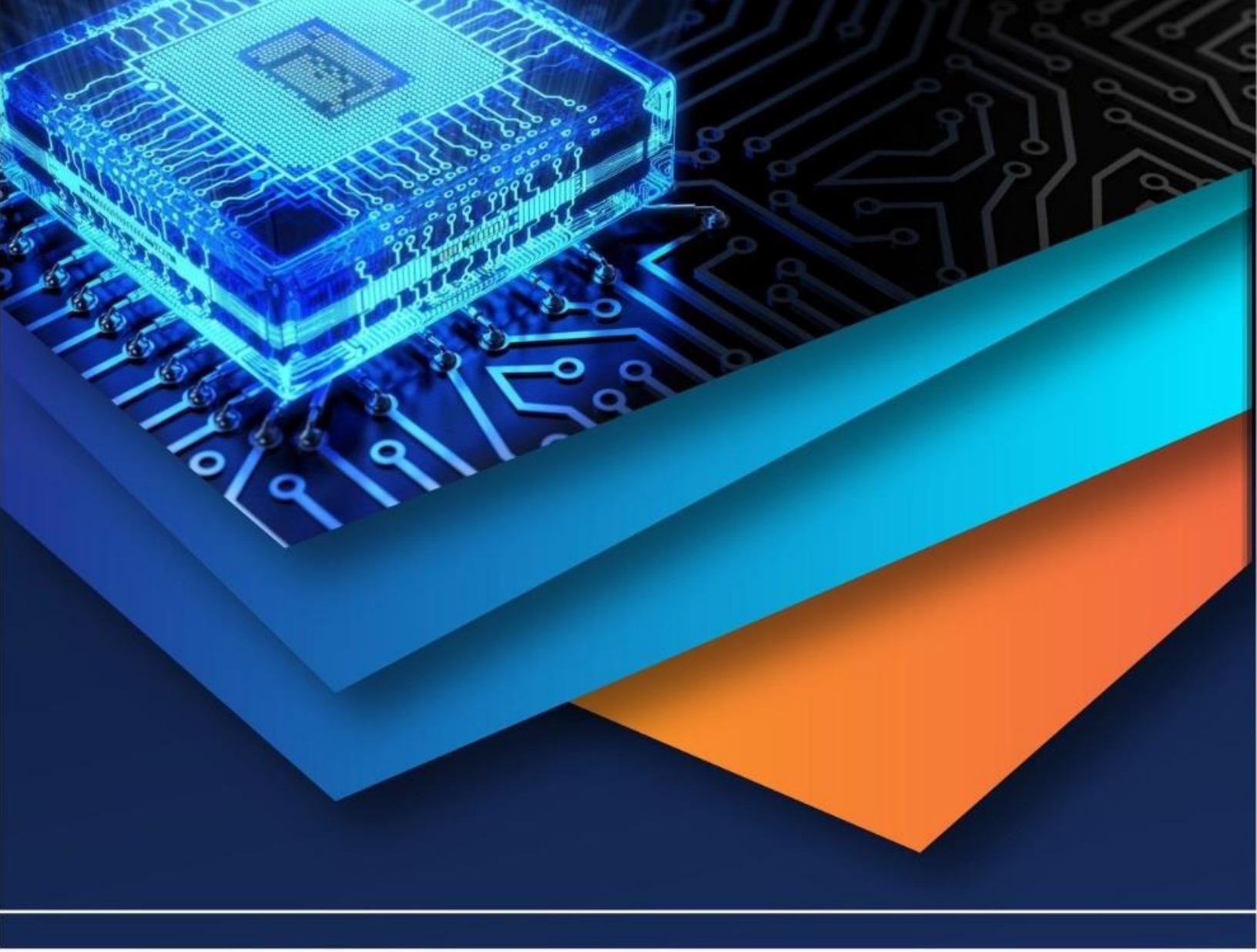
VII. CONCLUSION

As the popularity of social media is growing and there is no turning back it seems social media will overtake to other functional areas of marketing to a large extent. Social media is trying to fill the gap between marketer sand consumers through continual dialogue, building trust and interacting with right audience in right way, as fast as possible.

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