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Customer Perception towards Online Shopping and Social Media Marketing

Dr. Jojomon N. A.
&
Sreedharan P. N.

Through spreading social media marketing resources, advertisers now have the first opportunity to consume broader and more creative ways of online mass media communication. Individuals are grouped together in social networking systems based on their preferences, hometowns, jobs, colleges, and other commonalities. Marketers searching for long-term users should pay attention to social networking. Overall, it helps a business raise brand recognition, generate leads, grow its customer base, and increase revenue and market share. If done correctly, social media can become a very real and cost-effective form of online marketing. Marketing has grown over the past few decades to provide a wide variety of topics for current goods and services.

Keywords: Social Media, Social Networking, Customers Perception, Online shopping.

Introduction

The way knowledge is conveyed to and from people all over the world is evolving thanks to social media. The rapid adoption of social media, such as blogs and other social networking sites, as well as media-sharing technology, is altering how companies react to consumers' needs and desires, as well as how they respond to rivals. Social networking sites like Facebook, Twitter, and YouTube are dynamic platforms that help people communicate online. With the range of options available to customers and the increasing power

of social media marketing, brands and consumers play a different role in the organization's strategy now that they have a financial impact. Customers are affected by brand.

Customers have an effect on other customers. These incidents have an impact on repurchases, which has an impact on potential profits and long-term organizational viability. The digital revolution has accelerated the growth of social networking, and advertisers are using this platform to attract consumers, distribute sales messages, and promote their goods and services by shaping and exploiting their actions. Customer perception is a marketing term that describes how consumers feel about a business, a brand, or its products. Following the advent or proliferation of social media, every corporation began to conduct their marketing activities on these social media platforms, which are commonly used by people due to technical advances and interest. This research focuses on perception of customers towards online and social media marketing.

REVIEW OF LITERATURE

Customers act in a variety of ways; some place a premium on price, while others place a premium on the quality of the product or service. However, a large number of customers, particularly those who use the Internet, are concerned with how a business interacts with and respects its audience, whether physically or digitally.

Dharmesh Motwani & Dr. Devandra Shrimali (2014) sought to illustrate the effect of social media ads on consumer behaviour. Brands can influence consumer preference through social media. Customers have an effect on other customers. These incidents have an impact on repurchases, which in turn has an impact on earnings and long-term corporate viability. Customers' views of social media and its marketing strategies were the subject of the paper.

Elisabeta, ivona (2014) the peculiar features of social media, as well as its enormous success, have transformed marketing strategies such as advertisement and promotion. Consumer behaviour, such as disappointment comments or attitudes about a product or a business, has also been affected by social media.