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ROLE OF SOCIAL MEDIA: ATTRACTING & ENGAGING CUSTOMERS IN ONLINE SHOPPING

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Abstract *Social media have become a hot topic today, and there is barely anybody who hasn't joined or used a social media platform for one purpose or another. Nowadays, due to the advancement of technology, social media are considered a right way to get the right information at the right time with the customers. Social media give high control to customers as it enables the buyers to gather much more information, watch the views, and compare different products by sitting at home. The aim of present research is to study on social media which attracting and engaging customers in online-shopping behaviour. Therefore, it helps to create new possibilities of doing online business and communicating with customers. The objectives of this research are to: (1) examine the role of social media and their effects on the buying behaviours of customers, (2) know the effect of age on online shopping of customers, and (3) identify the online-shopping strategies for attracting and engaging customers. The study was made from randomly collected 155 samples. These were further divided on the basis of three age groups; 20-34, 35-49, and 50-65. Similarly, we have collected online data from 14 retailers in our sample to know the strategies to attract and engage customers. Data were collected from Delhi and NCR region. The result has shown that social media attract and engage customers as a medium of communication for interaction and share ideas with their family and friends and making business contacts, etc. On the basis of age group, it has shown that age groups of 20-34 and 35-49 were doing more online shopping in comparison to age groups of 50-65. The age group of 50-65 is not the prominent shoppers; also, they were not fond of using social media platforms.*

Keywords: *Age Group, Online Customers, Online Retailers, Online Shopping, Social Media*

Introduction

The social media revolution has changed the buying behaviour of customers drastically. It is hard to sidestep the nearness of online networking in one's life. Online networking showcasing has really evoked the shopping conduct of the customers. Social media marketing is about the connecting, engaging, and building the relationships with the prospective target audience, i.e., the ultimate customers. According to the *Business World* magazine, almost 15 million Internet users in India buy products and services online. The top five social formats are Twitter, Facebook, Linkedin, YouTube, and blogs with honourable mention going to social bookmarking sites like Delicious. The rise of new social media can be seen from the fact that in the first decade of the twenty-first century, several words from social media have entered lexicon as word of the year such as "Blog" (2004), "Podcast" (2005), "Facebook" (Story & Stone, 2007), and most recently a verb "Unfriend," which means to remove a friend on social network site (SNS) such as Facebook; it was chosen as the word of the year 2009 by New Oxford American Dictionary (Muhammad & Abdul, 2012; Abdul & Muhammad, 2010; Tariq & Wahid, 2011).

If you sell to the public, there is a very good chance that many of your customers and prospective customers are networking and buying online. Online social media offer a low-cost way to reach and influence a wide customer base. Companies, large and small, are tirelessly attempting to corral and engage new customers via social media websites. However, company-wide commitments to attract happy and satisfied customers can often generate the opposite result. Like other useful "tools," social media involvement can generate loyalty, repeat customers. Since Internet usage

has increased much in last 10 years, many companies have found new possibilities to promote their products. These new ways of promotions as communication tools are called social media. Some advantageous statistics to take a gander at: (a) 60% of the informal communication, movement originates from Non-Metro-Cities; however, the most elevated activity-creating city still stays to be a Metro, i.e., Mumbai; (b) the most astounding number of dynamic clients is from the 15-24 age gathering; however, Linkedin has an alternate age gathering of dynamic clients, i.e., 25-34 age gathering; (c) the male-female proportion demonstrates consistency with the general populace separation by gender, i.e., 80:20 for males; (d) social media in India are connected with 60 for every penny of the online Indian gathering of people; (e) Facebook and Orkut, together oblige around 90 for every penny of the clients in the online networking space; (f) Facebook is the main interpersonal organisation in India that has seen an enormous development, practically multiplying its clients over the most recent a half year; (g) the highest number of dynamic web-based social networking gathering of people in India is in the age gathering of 15-24 and graduates who are searching for a job or arranging further studies; (h) the greatest number of clients originates from the "under 2 lakhs p.a." salary class. This is on the grounds that interpersonal organisations are essentially determined by the young; (i) more than 45% of the clients on social networks return amid the day. Facebook finishes the rundown with clients returning to more than three times amid a day; and (j) the majority of the time spent by the Indian group of onlookers on Facebook is on Interactive Games/Applications and afterward on review Photos (Sources: https://en.m.wikipedia.org/wiki/scocial_media).

This paper is to attempt to understand that how social media play an important role in attracting and engaging online customers and also the influence of various mentioned age groups. Next, to this, the paper likewise decides if it is beneficial for the business to advance their items and administrations through the informal community stages and decide the open doors and entanglements of social network marketing. The objectives of this research are: (a) to investigate the role of social media and their effects on the buying behaviours of customers, (b) to know the effect of age on online shopping of customers, and (3) to identify the online-shopping strategies for attracting and engaging customers.

Review of Literature

Online shopping over the Internet is convenient because shoppers can access a huge range of items at their own particular time keeping away from in that way the transportation required in conventional methods for shopping (Burke, 1997). Social networking sites are instruments for building virtual groups, or informal organisations, for people with comparable training, ways of life, interests, or exercises. Burke (2006) characterises social networking sites as "… a loose affiliation of people who interact through websites. The web enables any person to build a vast number of relationships with others, regardless of geographical distance." Also, conversely with regular shops, online shops don't have working hours, consequently enabling customers to peruse or shop whenever advantageous to them (Wolfinbarger & Gilly, 2001; Kharea et al., 2012). A social trend in which people use technologies to get the information they want from one another, rather than from conventional institutions like corporations (Muhammad & Abdul, 2012). Similar to role of social media & online shopping of customers impact on these factors such as trustworthy, information availability or discovering new trends, product selection (Alba et al., 1997), customised advertisements & awareness at social networking sites (Muhammad & Abdul, 2012 & Zhu et al., 2004), in some cases social media further enables persuasion when it facilitates the assembly of groups of customers who can then wield their strength in numbers (Fournier & Avery, 2011), consumers are more easily able to engage firms in conversations as they lobby for changes in products or supplemental services. This can benefit the organisation due to the additional value that suggested improvements generate for the firm (Nambisan & Baron, 2009). Customers also derive from collaborating with the firm, although the benefits are of a different, individual nature. It is suggested that customers co-create value with firms in order to derive personal enjoyment, self-promotion, and as an for activism (Berthon et al., 2008) will be attracting & engaging online shopping behaviour of the customers.

As Olson (2009) calls attention to, through utilisation of specific technologies, organisations are pulling in new customers, overhauling current customers, and profiting, and in addition, advancing brand picture, giving accommodating administrations, and outfitting focused on promoting efforts. Dwyer, Hiltz, and Passerini (2007) exhort that the principle inspiration for social networking is communication and maintaining relationships. The 4Ps that are utilised on such sites are (Clemons, 2009): Personal: They are by and by applicable. The data from social sites reverberate to the individual enthusiasm of clients. Participatory: Social systems administration sites permit interest. Physical: Many social networking websites enable clients to meet on the web and outside the Internet. Plausible: Participation and execution in some social networking websites require a few standards which enable all clients to work. As per Weston (2008), social networking, if drawn nearer accurately, can help discoverability, assemble mark mindfulness, find new clients, and help lead and insight and market research. In addition, as Javitch (2008) points out, in today's economic downfall, free social marketing may be a good alternative to the costly traditional marketing campaigns. He points

out that in order to establish an online presence, there is an emerging trend of businesses going as far as hiring dedicated persons who manage social networking interface of the organisation and communicate and interact with the users and the communities Social media are interactive in nature and therefore known as consumer-generated-media, new media, or citizen media (Tariq & Wahid, 2011). Social network marketing can be very advantageous for business consumers search for information on the Internet because they hope that more information will help to make a right purchase decision (Bei et al., 2004). Consumers can acquire information from websites that are similar to the information available from traditional mass-media advertisers and they can acquire information directly from retailers or manufacturers (Peterson & Merino, 2003).

The following hypotheses have been developed with, similar-to literature for the study.

H_1: There is a significant difference in the role of social media in attracting and engaging customers for online shopping and between effective communications

H_2: There is a significant role of social media in building trust and confidence to attract and engage customers in online shopping.

H_3: There is a significant difference in the role of social media to attract and engage customers in online shopping and promotional activities.

H_4: There is a significant impact of social media on motivation of customers in the online shopping.

H_5: There is a significant difference in age groups and buying behaviour in online shopping.

Method

The present study is both quantitative and qualitative in nature. The research design is based on the survey questionnaire method. To fulfill the purpose of the study, random sampling technique was adopted. We included 155 respondents and grouped them on the basis of three age groups: 20-34 (*N*=54), 35-49 (*N*=51), and 50–65 (*N*=50). We also collected data from 14 online retailers in order to identify their strategies to attract and engage customers. Data were collected from Delhi and NCR region. In the research two types of questionnaire were used for the primary data collection. Both questionnaires were based on the close-end questions and Likert rating scale questions. The Questionnaire-I was used for general data collection form the identified groups on the basis of age. In the Questionnaire-I, items from 1 to 6 were based on the demographic information's about social media and item 7 included 17 questions which were based on a Likert rating scale such as Strongly Agree = 5, Agree = 4, Nutral = 3, Disagree = 2, and Strongly Disagree = 1. These 17 questions were again clubbed into different factors; for example, for *Effective Communication,* 8 items were included (Q1, Q2, Q3, Q4, Q6, Q7, Q12, and Q15); for *Motivation & Satisfaction,* two items were included (Q10 and Q11); for *Trust & Confidence,* four items were included (Q5, Q14, Q16, and Q17); and for *Promotional Activities,* three items were included (Q8, Q9, and Q13). We have found 0.94 Cronbach's reliability of the questionnaire during the pilot study. The Questionnaire-II was used for online retailers. The Questionnaire-II was based on nine close-ended questions which were related to using social media for their business practices. The primary data were collected through questionnaires which were sent through email.

Results

Demographic Details

There were two sets of the questionnaire used for data collection: first set was of the customers who were using social media and purchasing through online; second set of questionnaire was filled by an online retailer. The result has been calculated on the basis of qualitative and descriptive analysis used such as simple percentage. The first set of data is analysed based on 155 valid responses collected from respondents in Delhi & NCR region. Table 4.1 describes demographic profiles of the sample. The demographic data include gender, age, marital status, which can be used for further new-dimensional research. In the present study, we have included age factors, i.e., 20-34, 35-49, and 50-60 years. On the basis of age classification, the sample was collected for the study. Through the age factor, we tried to find out the link between the online shopping behaviour. The distribution of gender is that there are 85 males (55%) and 70 females (45%) in the study. Similarly, marital-status distribution is 46 unmarried (30%) and 109 married (70%), in the study.

Table 1: Demographic Profiles of Respondents (*N*=155)

Demographic Profiles			
Gender	Male	85	55%
	Female	70	45%
Age	20–34 years	54	35%
	35–49 years	51	33%
	50–60 years	50	32%
Marital Status	Unmarried	46	30%
	Married	109	70%
Total	N	155	

Most popular social media sites

Table 4.2 reflects most popular social media sites, selected by the customer, that are Facebook, LinkedIn, and Twitter. Among these, the most popular site is Facebook which indicates 32% opinion by the consumer. After that Linkedin is at the second position with 17% opinion by the consumer; then, at the third position is a social media sharing (Flickr, Youtube, SmugMug, etc.) with 12% opinion by the consumer; lastly, Twitter is the fourth, that is 10%, according to survey of consumer.

Table 2: Number of Social Media Sites Used

Social Media	No. of Responses	Percentage
Twitter	42	10%
Facebook	132	32%
My Space	7	2%
LinkedIn	70	17%
Ning	2	0%
Blogs (that you author or contribute toWordPress, TypePad, Blogger, etc.)	13	3%
Social bookmarking (Digg, Delicious, Stumble Upon, etc.)	8	2%
Social media sharing (Flickr, Youtube, SmugMug, etc.)	50	12%
Live casting (Stickam, Justin.tv, etc.)	4	1%
Social aggregators (Friend Feed, Posterous, etc.)	9	2%
Wikis	39	9%
Virtual Worlds (Second Life, WOW, The Sims Online, etc.)	4	1%
Online gaming (FullTilt Poker, PS3 Multiplayer, Kongregate, etc.)	20	5%
Others	16	4%

Duration of Using Social Media

Table 4.3 depicts that social media are emerging platforms for sharing and communicating various information. It is a recent revolution and has been an active trend for 5 years and still evolving.

Table 3: Duration of Using Social Media

No. of Years of Using Social Media	No. of Responses	Percentage
11 yeras and above	2	1%
9–10 years	6	4%
7–8 years	14	9%
5–6 years	35	23%
3–4 years	61	39%
1–2 years	35	23%
Can't say	2	1%

Purpose of Using Social media

Table 4.4 clearly indicates that people are using social media for various purposes, but primarily they are using it to keep in touch with friends and family (30%), make professional and business contacts (15%), meet new people (14%), share photos, videos, and music (14%), find information and share feedback about brands and products (9%), and so on.

Table 4: Purpose of Using Social Media

Purpose of Using Social Media	No. of Responses	Percentage
To keep in touch with friends and family	149	30%
To meet new people	68	14%
To make professional and business contacts	72	15%
To share photos, videos, and music	68	14%
To play games	32	6%
To discover new music, books, films, and other entertainment	38	8%
To find information and share feedback about brands and products	43	9%
To promote a business or cause	25	5%

Engage with Social Media

Table 4.5 reflects that people are frequent users of various social media platforms in their day-to-day life. The result indicates that 43% respondents used social media platforms

on the everyday basis, 21% respondents used once a week, 28% respondents used once a month and only 8% respondents have never used it.

Table 5: Frequency of Using Social Media

Frequency of Using Social Media	No. of Responses	Percentage
Every day	66	43%
Once a week	32	21%
Once a month	44	28%
Never	13	8%

Online Shopping, Social Media, and Online Retailers (Total *N*=14)

Most Attractive and Preferred Social Media Sites of Online Retailers

From Table 4.6, it is clearly stated that Facebook (29%) is the most preferred social platform, followed by Twitter (23%), Google+ (15%), and Pinterest (15%) which are being actively used by online retailers for marketing and promotional activities.

Table 6: Most Attractive and Preferred Social Media Sites

Preferred Social Media Sites	No. of Responses	Percentage
Facebook	14	29%
Twitter	11	23%
Linkedin	1	2%
Orkut	1	2%
Youtube	6	13%
Google+	7	15%
Pinterest	7	15%
Vimeo	0	0%
Others	1	2%
None	0	0%

Purpose(s) of the Organisation Behind Using Social Media

From Table 4.7, it is clearly stated that the social media platforms are being rigorously used for advertisements, promotional activities, engaging customers, and creating brand awareness about the products as well as about the online retailers.

Table 7: Organisation behind Using Social Media

Organisation behind Using Social Media	No. of Responses	Percentage
To advertise products/services	14	19%
To gain feedback from customers	7	10%
To engage (in conversation) with customers	12	17%
To offer promotional items, e.g., coupons/gift vouchers	14	19%
Form business to business purposes	5	7%
To increase brand awareness	14	19%
To analyse the competition	4	6%
Others	2	3%

Basis of Segmentations by Online Retailers

From Table 4.8, it is clearly stated that the online retailers differentiate their market segments primarily on the basis of age and gender. Table 4.9 indicates that the online retailers are focused primarily on the age groups of 20-34, and then 35-49.

Table 8: Segmentations of Basis of Demographic

Segmentations Basis of Demographic	No. of Responses	Percentage
Age	12	34%
Geography	3	9%
Gender	12	34%
Marital Status	5	14%
Others	3	9%

Table 9: Segmentations Basis of Age

Segmentations Basis of Age	No. of Responses	Percentage
Less than 20 years	3	11%
20–34 years	12	44%
35–49 years	10	37%
50–65 years	2	7%
More than 65	0	0%

Number of Times Social Media has Helped to Market a Specific Product/Service

From Table 4.10, it is clear identified that social media vitally help the online retailers in marketing and promoting

their products and services. 38% people said that it is helping more than five times, followed by 31% and 31% people said that it help five times and four times, respectively.

Table 10: Market a Specific Product/Service with Social Media

No of times social media has helped to market a specific product/service.	No. of Responses	Percentage
0	0	0%
1	0	0%
2	0	0%
3	0	0%
4	4	31%
5	4	31%
More than 5	5	38%

Usage of Social Media to Build up an Audience

Table 4.11 indicates that most of the times online retailers are using online advertisements in social media and twitter search to build their audience for business. This leads to engaging and attracting customers for online shopping.

Table 11: Build Up an Audience

Usage of social media to built up audience	No. of Responses	Percentage
Online advertising	14	61%
Offline promotion	2	9%
Twitter search	5	22%
Others	2	9%

Descriptive Statistical Analysis

(Source: Primary data: Questionnaire method, sample size 155 respondents, statistical tool used: Chi-square)

Social Media as an Effective Communication for Online Shopping

H_1: There is a significant difference in the role of social media in attracting and engaging customers for online shopping and between effective communications.

We obtained Chi-square = 349.155 and the degree of freedom =(r – 1)(c – 1) = 28. The degree of freedom is 28, the level of significance appears to be "ALPHA=0.01." This value of alpha, 1%, indicates the level of risk, which signifies that the level of certainty is 99%. Looking at a Chi-square table for the degree of freedom = 28, under alpha at 0.01. Therefore, Chi-Square Tabulated = 48.278. Hence, 48.278 is the critical value when the degree of freedom is 28 at the level of risk is 1%. Now, as Chi-square calculated (349.155) > Chi-square tabulated (48.278). Therefore, the statement of the null hypothesis (H_0) is rejected and the statement of the alternate hypothesis (H_1) is accepted. This shows that social media have a significant role as a medium of effective communication to attract and engage customers in online shopping.

Table 12: Various Factors/Measures Social Media as an Effective Communication for Online Shopping

Effective Communication	1	2	3	4	5	Total
Easiest way to communicate	3.125	22	41.81398	94.62229	9.429762	170.991
Easy to access for purchasing	2.645	0.727273	3.756234	7.0816	7.429762	21.63987
Quickly gather Information	0.005	6.545455	22.34941	41.98938	6.344048	77.23329
Opinions of Experts	0.405	1.136364	7.089567	9.873644	1.144048	19.64862
Updates on Products	0.005	7.681818	1.845472	10.64399	1.810714	21.98699
Opinions of other consumers	1.125	0.727273	1.472769	4.752486	1.144048	9.221576
Take advice from my friends	0.245	3.681818	5.630249	9.873644	0.00119	19.4319
Appropriate & more information	0.405	2.227273	2.716864	3.309448	0.344048	9.002632
						349.1559

Trust and Confidence in Social Media and Online Shopping

H_2: There is a significant the role of social media in building trust and confidence to attract and engage customers in online shopping.

We obtained Chi-square = 12.85129, degree of freedom=(r – 1)(c – 1)= 12. As per the degree of freedom 12 under Alpha as 0.01, the Chi-square Tabulated = 26.217. Therefore, Chi-square calculated (12.85129) < Chi-square tabulated (26.217). Hence, the statement of the null hypothesis (H_0) is

accepted and the statement of the alternate hypothesis (H_1) is rejected. This shows that social media have no significant role in building trust and confidence in customers for online shopping.

Table 13: Various Factors/Measures Trust and Confidence on Social Media and Online Shopping

Trust and Confidence	1	2	3	4	5	Total
Compare	0.416667	0.15	0.9	0.390244	4.571429	6.428339
Trustworthy	0.016667	0.816667	0.1	0.390244	1.142857	2.466434
Best Quality	0.15	1.77963	0.324	0.878049	0.285714	3.417393
Qualities of products same displayed	0.15	0.001852	0.004	0.097561	0.285714	0.539127
						12.85129

Promotional Activities Through Social Media and Online Shopping

H_3: There is a significant difference in the role of social media to attract and engage customers in online shopping and promotional activities.

The result has found out Chi-square Calculated = 2.43769, the degree of freedom = (r – 1)(c – 1) = 8. Since, the degree of freedom 8 under Alpha at 0.01, the Chi-square Tabulated = 20.090. As a result, Chi-square calculated (2.43769) < Chi-square tabulated (20.090). Therefore, the statement of the null hypothesis (H_0) is accepted and the statement of the alternate hypothesis (H_1) is rejected. This shows that social media have no significant role to attract and engage customers for online shopping through promotional activities.

Table 14: Various Factors/Measures Promotional Activities through Social Media and Online Shopping

Promotional Activities	1	2	3	4	5	Total
Advertisements	0.02381	0.16	0.160714	0.137634	0.100629	0.582787
attracting customer	0.095238	0.04	0.071429	0.034409	0.761006	1.002082
Discounts offer	0.02381	0.04	0.446429	0.034408	0.308175	0.852822
						2.43769

Motivates and Satisfaction, Social Media and Online Shopping

H_4: There is a significant impact of social media on motivation of customers in the online shopping.

We got Chi-square Calculated = 2.949837, the degree of freedom =(r – 1)(c – 1)= 4. As per the degree of freedom 4 under Alpha at 0.01, the Chi-square Tabulated =13.277. Thus, Chi-square calculated (2.949837) < Chi-square tabulated (13.277). Therefore, the statement of the null hypothesis (H_0) is accepted and the statement of the alternate hypothesis (H_1) is rejected. This shows that social media have no significant role in motivating customers in the online shopping.

Table 15: Various Factors/Measures Motivates and Satisfaction, Social Media, and Online Shopping

Motivation and Satisfaction	1	2	3	4	5	Total
Satisfied with the products	0.25	0.333333	0.091241	0.728916	0.071429	1.474918
Motivates me to go for on-line shopping	0.25	0.333333	0.091241	0.728916	0.071429	1.474918
						2.949837

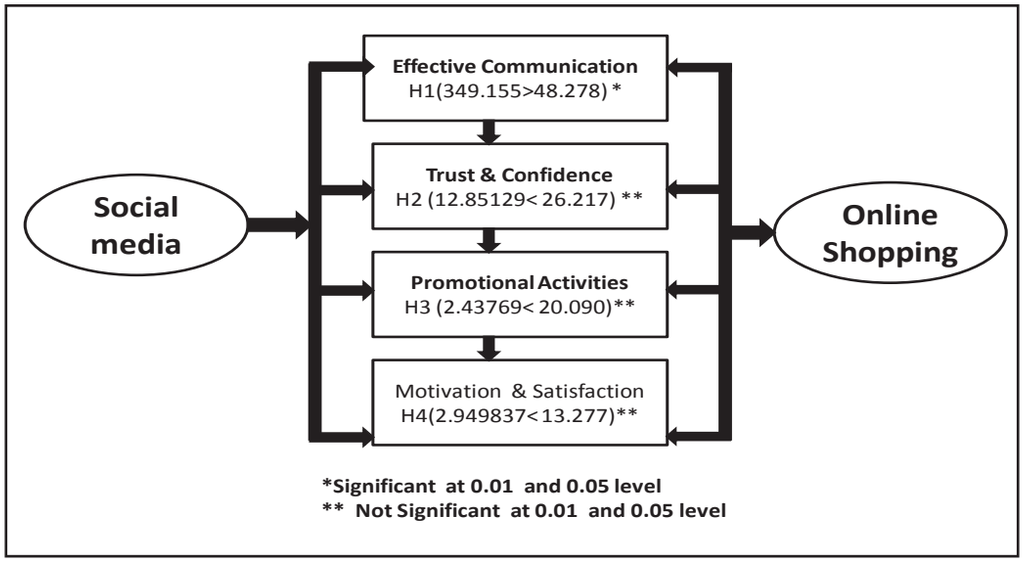

Fig. 1: Resultant Model of Social Media Factors Influence on Online Shopping

Age Difference, Social Media and Online Shopping

(Source: Primary data: Questionnaire method, sample size 155 respondents, divided in different age groups of 20-34, 35-49, and 50-65, statistical tool used: 't' Test)

HA_5: There is a significant difference in age groups and buying behaviour in online shopping.

From Table 16, it is clearly stated that there is a significant impact on age groups, i.e., 20-34 and 35-49, and they are more active in making online purchases due to the influence of social media in contrast to the age group of 50-65, which is not as much fond of using social media and as such it doesn't have any significant impact.

Table 16: Age Difference, Social Media, and Online Shopping

	Age of 20–34 df = 53	Age of 35–49 df = 50	Age of 50–65 df = 49
T Dist. Values	0.0002*	0.000304*	0.011089**
Alpha at 0.01 Levels	0.01*	0.01*	0.01**
	0.000155 < 0.01 Rejected H_0	0.000304 < 0.01 Rejected H_0	0.011089 < 0.01 Accepted H_0

*Significant at 0.01 levels and ** Not-significant at 0.01 levels

Discussion & Conclusion

In relation to the purpose of our study, which is the role of social media helping business in online shopping, the result has significantly shown that social media are useful for effective communication and information sharing (Stephen, Mengqiu, & Leskovec, 2011). 73% of the people are vitally using social media to interact, keep in touch with their friends, families, meet new people, share videos & photographs, and make professional and business contacts. The most popular social media sites are Facebook, LinkedIn, Youtube, and Twitter among the people. This reflects that there is an ample scope of marketing, branding, and positioning the products through social media. Online retailers can more rigorously use and enjoy the benefits relating to social media promotion & positioning (Bolotaeva & Cata, 2011).

Besides, the above-stated fact shows that there are also some gray areas related to social media promotion and advertising (Luigi, Mihai, & Simona, 2012). The results show that people are not having trust and confidence about the information provided through social platforms by the online retailers.

Also, the online retailers have not been successful in motivating and providing satisfaction to the customers (Shrivastava, & Lanjewar, 2011; Dhawan, 2008). Apart from this, the promotional offers and discounts about the products and services displayed through social media are also not effective in attracting and engaging online customers. There are only 9% of people who are taking interest in finding

information and sharing feedback about brands and products through social media. Crucial steps are required to be taken by the online retailers for filling these gaps. Online retailers need to generate and build the confidence regarding their brands and products among customers through social media platforms. They should also focus on providing the highiest level of satisfaction through their prompt service, quality product, multiple payment options, return policies, and after-sales services.

Similarly, from the analysis of the data collected from the online retailers shown in the preceding sections, it can be stated that the online retailers are using social media as the medium of communication (Pedersen, 2011), brand awareness, advertising, and promotional activities as well as gaining feedback from their customers. The online retailers basically segment (Larson & Watson, 2011) their market on the basis of age and gender (Isaksson & Xavier, 2009). They focus more on the age groups of 20-34 and 35-49. Mostly, they use online advertisements on social media to attract new customers.

Henceforth, on the basis of our findings, we conclude that social media are an emerging and evolving platform for the communication. A large number of people are involved and attracted through social media. Therefore, it can be used by online retailers in promoting and creating awareness about them and their brands, products, and services. Despite this fact, online retailers are not fully exploiting the advantages of social media. Online retailers can explore and use the potential of social media platforms and increase their customer base and profits. Social media platform would immensely help them in attracting and engaging customers in online shopping.

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