

# Facebook's Influence on Omni-channel Retailing

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## ABSTRACT

From kirana shop retailing to internet retailing (i.e., rural to urban), the Indian retailing sector has evolved. This situation was disorganized at first, but it is now evolving into Omnichannel commerce through Social Media (Facebook). The goal of this research is to provide a more intelligent shopping experience on social media, particularly on Facebook. The Random Sampling technique was used to gather data from 1045 respondents using the Structured Questionnaire. Madurai Engineering Students and Staff are among the responses. The data was analyzed using Statistical Software (SPSS), with simple percentages, descriptive statistics, and ANOVA being utilized to analyze the data. This research provides a comprehensive explanation and analysis of how Facebook affects the business dynamics of retailers.

## Keywords

Facebook marketing, Omni-channel, Online purchasing, Digital Retailing, Social networking sites.

## 1. INTRODUCTION

Today, Facebook is the most popular social networking platform for merchants to promote their goods to their target demographic [1]. It acts as a platform for marketers to experiment with their message via posters and films, as well as create consumer interaction through dialogues and storytelling from the advertiser to the final consumer. A majority of businesses in India now use Facebook to communicate, interact, and cooperate with the millions of people that use the network on a daily basis. However, this medium still has a lot of unrealized talent to offer end consumers.

Organizations increasingly want to combine social media with conventional media, which has been on the market for over a decade [2]. There have been claims that different media outlets have encountered many difficulties, causing conventional media such as television and broadcast to lose money. In addition, prior study has shown cooperation between old and new media outlets. As a result of the change in emphasis from conventional to digital media, there has been a tightening of expenditures in the advertising business owing to the challenge of extreme rivalry in the economic climate.

To compete in a world where consumers demand to be considered as individuals, retailers must make customers feel as if they know them personally and are aware of their lifestyle requirements, desires, and ambitions, as well as that the store is aware of their present interests, needs, and wants [3]. This degree of closeness may lead to long-term, fruitful connections between the retailer's company and its customers. On the digital environment, Facebook has grown in significance.

A wiser purchasing experience must go beyond the concept of a separate channel; clients will be able to shop on Facebook and

socialize with retail chains on the web, via mobile device, or through a call centre in a completely seamless manner, with the ability to connect, shop, research, pay, receive, and return. This paper seeks to provide a more intelligent buying experience on Facebook, as well as a comprehensive picture of consumers across many contact points and an unified commerce and marketing ecosystem for communication and participation. Facebook is still in its early stages in India. Because of the proliferation of media and mobile devices, merchants must be much more creative in order to engage and keep their target audiences. The study's goal is to provide insight into the different marketing tactics utilized by online retailers to provide a seamless shopping experience. On the consumer side, how the text, posters, picture, and clips are produced to support a customer connection via a decision-making process on Facebook has also been studied [4-8].

The retail environment has grown more competitive. Today's merchants have a tremendous potential to capitalize on technological advancements and reach a wider consumer base. It is difficult for merchants to stay up with technological advancements regarding product marketing and distribution to end users. Both primary as well as secondary data were used in this research. In Madurai, data was gathered from Engineering college staff and students. The survey interview was used as a tool to gather data from more than thousand respondents using the simple random sample technique. The data is analyzed using basic percentages, descriptive statistics, and ANOVA. Research model framework or the conceptual model is shown below in Fig. 1.

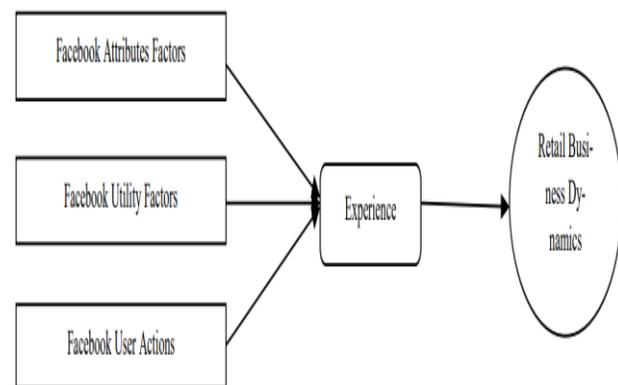


Figure 1: Illustrates the Research Model Framework

Social media marketing should be progressively integrated into a company's current marketing strategy rather than being utilized in lieu of it [9]. It should be connected with the various marketing techniques that a business uses, since widespread utilization will provide greater results [10]. There is now considerable evidence

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that internet word of mouth influences people's attitudes about a product or brand, and therefore influences consumer purchasing behaviour [11]. Many academics have lately focused on the impact of social media on product sales, customer decision-making, and sales predictions, as well as the company's current marketing plan [12]. The topic of how social media affects brand awareness is often addressed, but less attention is given to the problem of social media efficacy in influencing people's brand attitudes and all the sub problems that arise from that issue.

Marketers should act as aggregators of consumer groups in this case. They are required to arrange and identify the most suitable social network and the best possible method to offer the product to the consumer, as well as get feedback from consumers, via it. People trust their friends more than conventional advertising, according to studies [13]. They buy the product, speak about it on social media, and engage in marketing efforts without even recognizing it. This is known as word of mouth (WOM) advertising, but it is carried out in an internet setting [14-18].

Content communities are a wonderful thread for businesses and big corporations since they can be utilized as venues for exchanging copyright information [19]. In the evaluation of social media kinds, content communities are followed by social networking sites. Because they play such a significant role in the present thesis, it's critical to explain their meaning and application. People interact on these sites by sharing personal information, pictures, videos, and even instant messaging. Friends may also get access to this information by inviting them. The most popular social networking sites are believed to be Facebook and Twitter. In order to connect with customers, businesses are increasingly turning to Facebook [20].

## 2. DISCUSSION

### 2.1. Demographic Factors

The demographic information for the total number of sample respondents is shown in Tables 1 through 7.

Males made up 53.97 percent of the population, while females made up 46.03 percent.

Users of Facebook by education found that 43.9 percent are graduates, followed by responders with professional degrees (24.4 percent), Post Graduates (23.4 percent), up to HSC (7.2 percent), and higher studies such as M.Phil/Ph.D. (1.1 percent) shown in Table 3.

The age distribution indicates that 71.3 percent of users are between the ages of 26 and 30, followed by 20-25 years, 31-35 years, and over 35 years, with 18.4 percent, 5.4 percent, and 4.9 percent, respectively shown in Table 2.

The Users' Occupation Students account for 44.9 percent of users, private employees for 25.1 percent, self-employed for 21.1 percent, and government employees for 7.6 percent. Homemakers make up a small percentage of Facebook users (1.3 percent) shown in Table 4.

It also displays how often people use social media on a daily basis. The majority of respondents (52.2%) use Facebook 6-12 hours each day, while 33.2 percent use Facebook 1-5 hours per day shown in Table 6.

Concerning user family income, the bulk of users have a family income of up to 15000 (40.4%), 33.5 percent have an income level of 15001 – 30000, and 16.7% have an income level of 30001-45000 shown in Table 5.

Easy access to product/company information, available 24/7, and knowledge about new products/services are some of the benefits of using Facebook (26.2 percent) shown in Table 7.

**Table 1: Demographic Factors – Gender Wise**

Gender	No. Of Respondents	Percentage
Male	564	53.97
Female	481	46.03

**Table 2: Demographic Factors – Age Wise**

Age	No. Of Respondents	Percentage
20-25 yrs	192	18.4
26-30 yrs	745	71.3
31-35 yrs	56	5.4
Above 35 yrs	52	4.9

**Table 3: Demographic Factors – Qualification Wise**

Educational Qualification	No. Of Respondents	Percentage
Up to HSC	75	7.2
Graduates	459	43.9
Post Graduates	245	23.4
Professional Courses	255	24.4
Higher Studies (Ph.D/M.Phil)	11	1.1

**Table 4: Demographic Factors – Occupation Wise**

Occupation	No. Of Respondents	Percentage
Self Employed/Entrepreneurs	221	21.1
Public sector Employee	79	7.6
Private Sector Employee	262	25.1
Student	469	44.9
Home Maker	14	1.3

**Table 5: Demographic Factors – Income Wise**

Family Income	No. Of Respondents	Percentage
Up to Rs. 15000	422	40.4
Rs. 15001- Rs. 30000	350	33.5
Rs. 30001- Rs. 45000	174	16.7
Rs. 45001- Rs. 60000	43	4.1

**Table 6: Demographic Factors – Social Media Use Wise**

Frequency Of Social Media Usage Per Day	No. Of Respondents	Percentage
Less than One Hour	69	6.6
1 – 5 hours	347	33.2
6-12 Hours	546	52.2
More than 12 Hours	59	5.6
24 hours Connected	24	2.3

**Table 7: Demographic Factors – Reason for Experience Wise**

Main Reasons For Experience On Facebook Retailers	No. Of Respondents	Percentage
Just like the Brand/ product	265	25.4
Get users reviews & Experience & Share	149	14.3
Easy access to Product/Company information, Available 24/7, and info about new products/ services	274	26.2
Networking & Relationship Building with Brands, Feels more humanised	101	9.6
Entertainment, fun, contests, offers, coupons, deals, etc.	68	6.5
Using the products currently, easy to avail after sales services & product info.	154	14.8
Attractive advertisements and promotions	19	1.8
Useful for scouting Employment opportunities	15	1.4

## 2.2. Facebook Attributes Analysis

The Facebook platform offers a variety of features that entice people to utilize it for their own gain. On social media platforms

like Facebook, characteristics are something that people seek for. Similar Content, Interactions, Exchange of Knowledge, Engagement, 24/7 Accessible, and Effectiveness were all taken into account in this study and shown in Table 8.

**Table 8: Illustrates an average evaluation of variation for Facebook characteristics throughout all demographic considerations**

	Content	Interaction	Sharing of Experience	Participate	24/7 accessibility	Authority	Usefulness
N	1045	1045	1045	1045	1045	1045	1045
Mean	4.96	4.87	4.73	3.94	3.59	3.06	2.85
SD	2.169	1.744	1.615	1.413	1.667	1.790	2.264

Overall, according to the analysis of variance, “Content” is the most desired Facebook characteristic, with a mean value of 4.96, followed by Interaction (4.87) and Experience Sharing (4.82). (4.73). Usefulness, on the other hand, was the least favoured quality among respondents, with a mean of 2.85.

**Table 9: The findings indicate that Facebook preferences are consistent across demographic factors**

Means and ANOVA for Gender and Facebook attributes							
Gender	Content	Interaction	Sharing of Experience	Participate	24/7 accessibility	Authority	Usefulness
F ratio PV*	0.193	0.300	10.469	5.945	3.613	3.088	3.520
	0.660	0.584	0.001	0.015	0.058	0.079	0.061
Means and ANOVA for Age and Facebook attributes							
Age	Content	Interaction	Sharing of Experience	Participate	24/7 accessibility	Authority	Usefulness
F ratio PV*	1.939	3.593	0.881	2.622	1.146	6.906	2.280
	0.122	0.013	0.450	0.049	0.330	0.000	0.078
Means and ANOVA for Education and Facebook attributes							
Education	Content	Interaction	Sharing of Experience	Participate	24/7 accessibility	Authority	Usefulness
F ratio PV*	2.502	1.654	0.599	1.762	0.889	0.792	4.648
	0.041	0.159	0.664	0.134	0.470	0.531	0.001
Means and ANOVA for Occupation and Facebook attributes							
Occupation	Content	Interaction	Sharing of Experience	Participate	24/7 accessibility	Authority	Usefulness
F ratio PV*	6.424	4.121	6.407	1.778	4.035	10.268	4.949
	0.000	0.003	0.000	0.131	0.003	0.000	0.001
Means and ANOVA for Income and Facebook attributes							
Income	Content	Interaction	Sharing of Experience	Participate	24/7 accessibility	Authority	Usefulness
F ratio PV*	5.100	2.014	3.007	1.721	5.764	4.479	3.021
	0.000	0.074	0.011	0.127	0.000	0.000	0.010

The findings indicate that Facebook preferences are consistent across demographic factors shown in Table 9. All other characteristics are equally favoured by the Gender category, with the exception of "sharing of experience" and "participation." With regard to the rank preference given by gender category, sharing of experience and involvement characteristics are shown to be statistically significant. With regard to the rank choices given by the respondents based on Age Group category, Interaction, Participation, and Authority are determined to be statistically significant. Content and Utility It seems to be statistically

significant in terms of respondents' rank preferences depending on education category, with all other characteristics being equally favoured by education category. Except for Participation, the Occupation category differs substantially across all Facebook characteristics. As there seems to be a statistically significant difference across all characteristics chosen by income group, interaction and involvement are important[21-25].

### 2.3. An Examination of The Utility Factors On Facebook

Users of Facebook are motivated to utilize it for a variety of reasons. The following variables have been labeled as "Facebook Utility Factors" shown in Table 10. There are seven utility variables that are taken into account: Developing friendships and connections amusement and relaxation, Space for exchanging ideas, viewpoints, and thoughts, as well as community and mutual support, Information and suggestions, recognition, Intelligence, and Chance.

**Table 10: Throughout all demographic considerations, an overall analysis of variance for Facebook is illustrated**

	R & F	E & R	SIVO	C & M	I & A	Recog.	I & O
N	1045	1045	1045	1045	1045	1045	1045
Mean	5.60	4.99	4.48	4.05	3.49	2.90	2.50
SD	1.999	1.710	1.590	1.436	1.629	1.607	1.944

### 3. CONCLUSION

To better understand retailing dynamics and the different tactics used on Facebook, particularly by online merchants, a conceptual model was developed and tested. According to the results, respondents from different demographic groups such as gender, age, city, education, occupation, income, and Facebook use Users use social media (Facebook) in a variety of ways. As a result, there is a ready market for any kind of product. Facebook may be helpful to their companies if utilized properly, taking into account their behaviour and opinions. Facebook's popularity in India is still in its infancy. India's retail sector is fragmented, and it's a fiercely competitive market with plenty of untapped potential. Most retailer brands are now on Facebook, however Indian merchants are still in the awareness stage.

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