

Impact of Social Media on Sales Performance in Retail Sector

Bhanu Kumar Srivastava¹, Dr. Vinay Kumar Yadav²

¹MBA, Department of Humanities and Management Science,
Madan Mohan Malaviya University Of Technology,
Gorakhpur, Uttar Pradesh ,India
bks111094@gmail.com

²Assistant Professor, Department of Humanities and
Management Science, Madan Mohan Malaviya University Of
Technology, Gorakhpur, Uttar Pradesh ,India
vinayrajkumar1989@gmail.com

Abstract : The purpose of the paper was to identify the social media tools that are being used to improve sales performance in the retail sector and to study the impact of social media on employees and sales performance in retail sector. An exploratory research design was adopted for the purpose of this study. The research approach was qualitative and judgmental sampling was used. Primary data was used for the data interpretation and analysis and In- depth Interview was used for data collection. Data was analysed through thematic analysis. The data analysis and interpretations showed the results that social media is a force to be reckoned and its impact is only to increase with time. Any organisation irrespective of the size and sector, should not ignore the impact of social media. The common tools are Facebook, Whatsapp, Instagram, Twitter and LinkedIn. It was evident from the study that social media has an impact (not a huge but an impact to be considered) on the sales performance of the employees in retail sector.

I. INTRODUCTION -

Social media is the platform that helps to get connected or be in touch with one another and facilitates better coordination inside and outside an organisation. Internet based life gives a total information the executives as well as gives exceptionally basic and adaptable devices to the administration. Web-based social networking is making an uncommon change at working environments, and associations are progressively keen on adaption of it for their business forms. The point of online life use at work environment may contrast yet extreme target is to assemble interpersonal organizations and sharing. The social media applications like Facebook, Twitter, LinkedIn, Instagram, etc. are laying important role in helping the employees communicate within organizations.

Permits representatives to take a psychological break

This explanation was the main reason representatives utilized internet based life while at work, as per the PRC review. Taking an intermittent mental break from work isn't something that ought to be debilitated. Numerous businesses as of now urge representatives to take brief, intermittent, breaks while working.

Permitting workers to utilize online networking rearranges these breaks. Labourers would now be able to take a break when and any place they pick instead of heading off to the lunchroom to the read the paper or intruding on another representative's work to converse with them.

Presently, your staff shouldn't go through their day staggering through the workplace on their different gadgets. Be that as it may, online networking, when utilized capably, can give your laborers the short mental breaks they need for the duration of the day.

Empowers workers to make and bolster proficient associations

Through online life destinations, your workers can reinforce proficient associations with individuals outside the organization. At that point, these connections can prompt open doors that would somehow or another not have been accessible.

More and better associations may bring about deals drives, enthusiasm for work, business openings, and new thoughts. LinkedIn is explicitly equipped towards these kinds of associations and has a plenty of clear business employments.

Representatives can pose inquiries and take care of a work issue

Web based life can help representatives when managing a troublesome work issue. In the event that a worker has an issue they can't unravel, web based life might be the appropriate response.

Suggesting a conversation starter via web-based networking media is a basic and snappy approach to get a few potential arrangements. Regardless of whether none of the appropriate responses are utilized to take care of the issue, the data they give may start to another arrangement.

Now and again an outside viewpoint is required, and internet based life is a way to increase various new points of view, rapidly, effectively, and for nothing.

Strengthens and builds personal relationships with co-workers

Co-workers can use social media to interact with one another and build better relationships. A more grounded relationship among representatives prompts increasingly firm and gainful work groups.

Web based life is a simple method to support correspondence among representatives and help to share thoughts and increment commitment both while at work and at home. Since online networking is open anyplace, your staff can collaborate with each other in any event, when not at work. The capacity to interface outside of work will help support representative confidence and commitment. Your work groups, particularly, could improve as they develop nearer together.

II. LITERATURE REVIEW –

Nayla Zaal Mohammed AlBuflasa, (2019) explained that Social media is an approach that aims to enhance employee's performance which will exceed or meet employer's expectations. This can be accomplished by incorporating all employee's performance functions, procedures and all through the organization in order to improve the employee's performance and sustainability. The findings give an output that overall social media factors influence employee's performance measures. Where (Trust, Shared Vision and Network Ties) are enhanced and influenced by the employee performance. It has been found that trust has no direct influence on the employee's performance but on the other hand the shared vision and network ties do influence the social media.

Xiongfei Cao , Xitong Guo , Douglas Vogel , Xi Zhang (2016), The observational outcomes uncover that web-based social networking can advance the development of workers' social capital demonstrated by organize ties, shared vision and trust, which, thusly, can encourage information move. Mutual vision and information move decidedly impact work execution. In spite of the fact that system ties and trust don't directly affect work execution, the impact is in part intervened by information move. The practical implication for the organizations that wish to build knowledge networks in the workplace, connecting experts with various social media can effectively complement other knowledge management technology.

Further, managers should encourage employees to consciously exploit the by-products created via social media, e.g., social capital, to promote knowledge exchange.

Cetinkaya, Ali Sukru and Rashid, Muhammad, (2018) introduced that the Effect of Social Media on Employees' Job Performance and the intervening Role of Organizational Structure Employees see online life as a valuable device at work environment and has solid impact on their presentation. So also, professionals want to utilize internet based life at working environment to build execution of their representatives. Results bolstered that "handiness" part of web-based social networking firmly related with representative employment execution particularly with task execution and logical execution. Subsequently, it is proposed that higher administration should create arrangements, methodology, rules and guideline adjoin online networking use and urge them to utilize it for work purposes at work environment to pick up its most extreme advantages. It was reasoned that hierarchical structure satisfies the supposition of intervening job with respect to the connection between internet based life use and worker work execution. Internet based life drives associations to decentralization and empower representatives settle on brief choices. This consequently builds consumer loyalty and business upper hand. Along these lines, the executives in associations ought to make a structure where internet based life can likewise be a piece of their business procedure and help to expand representative occupation execution. The board ought to likewise center to figure out how these advances coordinate with existing frameworks to help their worker's abilities. This examination has a few constraints that offers further research openings. Initially, this examination was directed in Turkey, which implies that the generalizability is locale and setting explicit. A Similar research could be directed in different nations as authoritative wonders may vary in various societies. Furthermore, this examination just centered around web based life utilization at the working environment in the administration area. Along these lines, scientists may investigate various consequences for the components of internet based life (social, intellectual, indulgent) and on different factors of representative employment execution (routine execution and inventive execution). Further looks into can likewise be directed in different segments for examinations since near investigation would uncover for top to bottom comprehension of the factors of premium.

Tajvidi, R., & Karami, A., (2017) This examination intends to add to the comprehension of web based life use conduct in SMEs focusing on inns in the United Kingdom. Utilization of internet based life has gotten one of the most predominant devices for advertising and systems administration for firms working in the inn business. Nonetheless, evaluating and integrating the writing show that there is a hole in the region of internet based life use conduct of SMEs in managing on the web systems to expand their exhibition. Besides, the examination battles to clarify how two key showcasing capacities of SMEs as marking and development are assuming a focal job in clarifying firm execution alongside online life. In this paper, we contend and affirm that utilization of web based life brings about better execution for the organizations, yet their exhibition can be upgraded if the organizations create and have promoting abilities to be specific marking and advancement capacities. Various intriguing discoveries are featured from the aftereffects of the information examination. It has been discovered that utilization of internet based life has constructive outcome on SMEs execution (H1). Managing web based life for appointments and showcasing exercises has positive and noteworthy impact on by and large execution of examined firms.

Dr. Moez Ltifi (2014), An interpersonal organization is a lot of elements, for example, people or social associations, interconnected by joins made during social connections. Today these social co-operations are strengthened by the advancement of virtual systems, joins are made between substances progressively inaccessible and whose contacts are increasingly various.

Zhang (2010) , An informal organization is a type of relational cooperation Social media is depicted as Internet applications watching the quickest developing and being the most well known among youngsters. Similarly, web-based social networking were visited in 2008 by 66% of Internet clients and the time spent via web-based networking media is growing multiple times quicker than the general time spent on the web. Like huge associations, this free condition permits a huge number of people and undertakings in retail to make items together, to get to new markets and to get together with different shoppers social or business purposes. These advancements bring about the improvement of new, increasingly unique and progressively beneficial plans of action portrayed by people who have a particular task to carry out.

S.Mohamed, S.Sidek, S.Z.Izharrudin, N.Kudus, M.A.Hassan, M.A.Noor, (2019) As this technology has been embedded in the organisation, most of the employees are using the social media for any purposes as it can help to complete their work. They are more interested in using the social media at working places to settle the task given by superior rather than doing manually as it saves time and money. They can utilize the web-based social networking to present the report,

educated the associates and open, as update for unrivaled and subjected by utilizing email, web search tool and others in the social media. Furthermore, employees can enhance their skill and knowledge by sharing the idea with colleagues from the social media. For this reason, employers highly encourage their employees to use social media during working hours as this technology can help them to complete the task easily.

The overuse of social media can develop many negative impacts on employees performance as it may directly disrupt employees productivity in the organisation which later affects the profit, management and the company's reputation worldwide. These critical issues have urged researchers to investigate the impact of social media usage on worker's productivity. Studies related to the use of Internet as well as social media have been varied and extensive, but there have been very limited studies that investigate the impact of social media on work productivity at the workplace. All in all, there are different examples of web based life utilization found among workers. It has been reported that the most accessible social media platforms at the workplaces are such as Facebook, Twitter, MySpace, LinkedIn, etc. Additionally, YouTube has become increasingly popular among workers.

Based on the discussion above, there has been very limited number of studies that determined the pattern of social media usage, although there are a number of studies related to Internet usage. Further, studies related to the use of social media and its impact on productivity is found to be very limited.

III. OBJECTIVES OF THE STUDY –

1. To identify the social media tools that are being used to improve sales performance in the retail sector.
2. To study the impact of the social media tools on sales performance.

IV. RESEARCH METHODOLOGY –

SOURCE OF DATA :

An exploratory research design shall be adopted for the purpose of this study. Primarily the study will be based upon the primary data with help of interview.

Research design: Exploratory

Research Approach: Qualitative

Sampling Model: Judgemental Sampling

Data collection method: Direct Interview

Data Analysis: Thematic analysis

Proposed Sample Size : 12

V. DATA ANALYSIS & INTERPRETATION

After data collection with the help of in-depth interview with 05 respondents some major factors are identified which are mainly as follows

1. Most of the Company are using the Social Media for –

Internal communication, after sales services, branding, marketing, hiring, reporting, tracking the status of the customer orders and motivating employees.

2. Social media applications/tools

Most of the employees are using Whatsapp, Facebook, LinkedIn, Instagram, Litmus and Lenskart App in their Company. Whatsapp basically for internal communication and reporting to the reporting manager and also for providing the live location of the employees working in field, Facebook is used for making the new offers live and other marketing activities. Litmus is an application for the employees to report and access other information. . Lenskart App is an app to see the running offers, products related information and to help in resolving customer complaints.

3. Applications of Social Media

The applications of social media used for communication with reporting manager, peers as well as subordinates. Apart from this it is also used in customer care and support, informing about the existing offers and daily reporting. We use social media for fast and effective communication, follow-ups, recruitment process(mainly job posting). Mostly for direct communication Branding, Promotion, Internal communication, reporting and order tracking.

4. Traditional tools that is/were being used

In Traditional ways mainly Gmail, Yahoo, Rediffmail, indeed were used. It was mainly used for the communication happening between the employees, peers, superiors and subordinates and main utility of these sites is that it helps in maintaining the record of the communication so that it is helpful in future.

5. Social media implementation challenges

Social Media Implementation Challenges: Age Group, hesitant to use Social Media as they are not familiar with it and they resist to learn new methods at their age. Some of them responded that, Since the company is a start-up and social media is being used from the beginning any major problems were not faced. In some companies there was no, any problem was not faced in the implementation. It was easy to implement as most of the youth is familiar with it.

6. Use of social media affects the employee performance

Yes social media does affect the employee performance. It makes easier to communicate with anyone as we being store executives, are not well versed with Gmail whereas using applications like Facebook, Whatsapp is easier for us. Yes it does affect the performance of employees. It helps the managers to motivate them by appreciating their work in the social media groups publicly. Anything happening new in the company is shared on the whatsapp groups within no time and thus it becomes easy to spread awareness about the company's offers etc. Yes, it affects a lot nowadays. But both negatively and positively. There is not a huge impact on the performance but it does makes the work of the employees easier. Using whatsapp, they can convey information easily and instantly.

7. Consequences of using social media

It helps in overall communication by making it easier and faster. Also we have the cushion of screenshots that help us to prove our point in case there is any miscommunication. It fastens the communication process but at the same time hampers the grape wine flow of communication as the employees are afraid of being caught by the management and facing bad consequences. It also fastens the flow of communication and makes it easy to send reports etc. Since many people don't check their mail regularly whereas Whatsapp is used more frequently, communication process is faster.

8. Use of social media has helped to improve the sales.

Most of the companies favours that use of social media has improved the sales of the product and services offered by the company. But some of the companies deny that there is no direct but indirectly the social media helps to motivate the employees and thus increase the sales also (Announcing the achievements on social media creates a competition among the employees and motivates them to perform better, it helps the managers to keep track of the activities of the employees in the field and at the stores.). Some of them said that there is no significant improvement in the sales because of the use of social media by employees.

9. Social Media as a Motivational Tool for Employees

The managers in company are using social media as a tool to share motivational videos and appreciating the work of the best performers by announcing their names on the social media handles of the company. Yes it helps in motivating the employees

10. Methods used to motivate employees on social media

Appreciation of performance of the employees by sharing their sale performances and other good work done by employees. Sharing thoughts and videos on whatsapp, calling out the name of best performers, etc. Appreciation of the daily work by announcing employee of the day on Whatsapp groups.

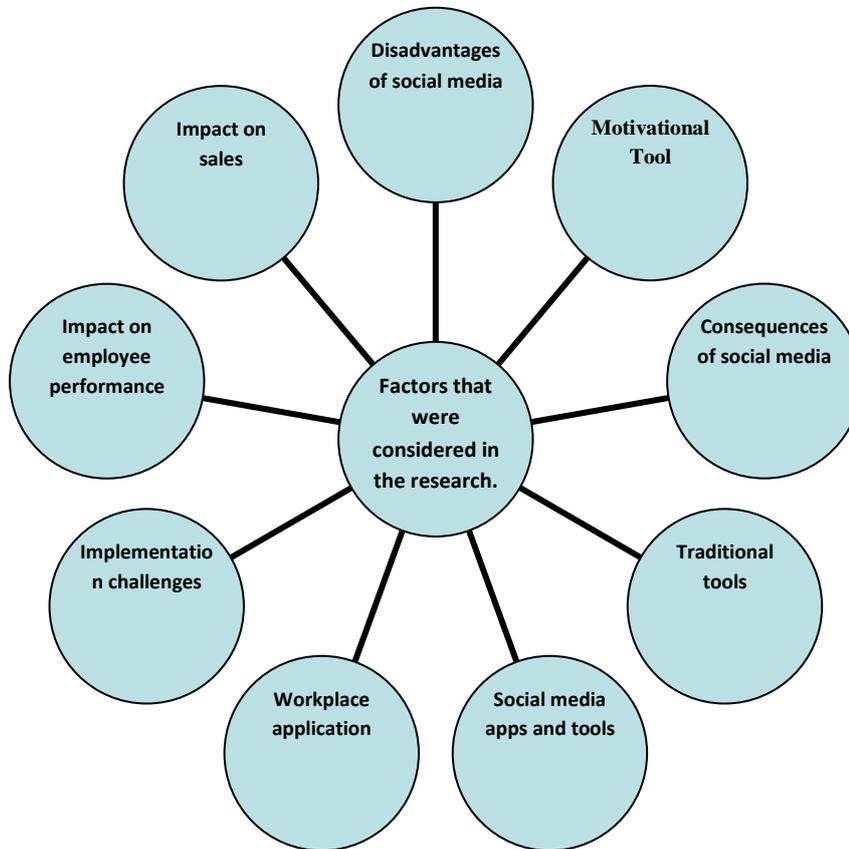
11. Disadvantages of social media

Yes it has disadvantages too. Sometimes we start wasting our time while using the social media and it distracts the employees and weakens the focus on the work. The negative impact is that if any employee shares a negative or bad experience about the company in the social media groups, it immediately reaches to all the employees associated to that group and hampers the goodwill of the company. The negative side is it leads to time waste. Employees sometimes start chatting on social media

12. Factors for utilizing the full potential of the social media at workplace

Cameras should be installed at the stores to monitor the activity of employees on social media. Restricting the use of social media for personal use and systematizing the use of social media can help to tap the full potential of the social media Sending sales report and details of incentives on Whatsapp as well. High speed internet services should be installed so that its full potential can be used.

VI. CONCEPTUAL MAP -



VII. FINDINGS AND DISCUSSION –

The main findings of the research are the social media tools used nowadays, their area of application in the retail industry, the tools that were used traditionally, implementation challenges of social media, affects of social media in employees' performance, impact of social media on communication (internal and external), impact of the social media on sales performance, positive and negative effects of social media and social media as a motivational tool.

There is extensive application of social media nowadays. The social media tools/apps such as Whtasapp, Facebook, Instagram, Twitter, LinkedIn, and other company specific applications are used for various tasks like communication(internal and external), after sales services, branding, marketing, hiring, reporting, tracking the status of the customer orders and motivating employees.

VIII. CONCLUSION –

This study on the Impact of Social media on the employees' sales performance in Retail sector evidently helps in concluding that the social media does have an impact on the sales performance of the employees in the retail sector. Also there are number of social media applications or tools that are used in different organisations. The common tools are Facebook, Whatsapp, Instagram, Twitter and LinkedIn. Social media is a force to be reckoned and its impact is only to increase with time. Any organisation irrespective of the size and sector, should not ignore the impact of social media. To add on, after the pandemic of Novel Corona virus, these social media tools have become even more substantial as their utility has increased and only those organisations, that maintain the social distancing and still keep their operations functional will sustain in the current situation.

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