THE NEW HYBRID ELEMENT OF ONLINE SHOPPING: SOCIAL NETWORKING SITES

*Rajni Juneja **Deepika Singla

*Assistant Professor, Department of Management, Punjabi University College, Miranpur

**Assistant Professor, P.G Dept. of Commerce, M.M.Modi College, Patiala

ABSTRACT

The shopping behavior of today's generation has been very much changed with popularity of Social Networking Sites. "Social Shopping", a new emergent term in the field of e-commerce provides a platform to decide upon the shopping requirement and to share personal experience of online shopping. Unlike many online shopping sites that display products for sale, a few social shopping sites, such as Instagram, Facebook and LinkedIn, provide blogs or virtual communities for users to share the shopping ideas, exchange opinions on specific products and recommend their favorites. These opinions or recommendations can help the consumers to find out the product information and in making purchase decisions. The increased use of social networking sites (SNS) made imperative to study the perception level of users about promotion of products on SNS.

Keywords: Product purchasing, Purchase intension, Consumer behavior, Advertisements, Communication.

INTRODUCTION

Advertising on social sites provides a vital contribution to brand competition in the market. It not only provides information about a product or service but also promotes innovation and ideas. Besides, it also facilitates customers' satisfaction. Big and small companies, individuals of all walks of life, major and minor events, concepts, etc., nowadays lay their base on social network advertising to get recognized in the market and for survival in global competition (Zarrella, 2010)[1].

Facebook, Twitter etc. have become a personal product and corporate branding hub in the world. All the companies realized the power of social sites as an important promotion tool. They are focusing on these sites to be a trend setter. Every brand that exists on social networking sites has the same core features and benefits, such as the ability to create a page, share resources, add multimedia and much more which helps to communicate to mass people. (Eric, 2008)[2].

An attempt has been made to know about the advertisements or offers that were shown on social sites by companies to achieve the market goals. People assess these ads or not. If yes, how many of them purchased products after getting information from Facebook or any other social site? Which type of advertisements people like most to see on SNSs? The major objective of this study is to know the influence of social networking sites on consumer buying decisions. And to study the impact on brand awareness of customers through social networking sites.

LITERATURE REVIEW

Ellison, Stainfeild and Lampe (2007)[3] discussed the usefulness of Social Networking Sites. The core objective of the research was to examine the relationship between use of Facebook and the formation and maintenance of Social Capital. The core aim is to find out the use of Facebook and Social Capital among youth. A survey study was conducted among undergraduate students. Regression analysis was done on the results. The major findings reveal that Facebook was used more by the Youngster's relationship with offline connection. The study also shows that online interaction does not necessarily remove people from their offline world. Facebook mainly used to keep in touch with friends those who are far away by distance. Very often SNSs mainly used by the youngsters to keep in touch with people already known to them in real world and to make new relationship in the virtual world.

Mangold W. et al, (2009)[4] argued that social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers, while in a nontraditional sense it enables customers to talk directly to one another.

Steinman & Hawkins, (2010)[5] analyzed the amazing rise in popularity of social networking websites such as Facebook, Twitter, LinkedIn, MySpace and individual blogs, is due in large part to their viral nature. The viral quality of social media makes it an appealing way for businesses to market products and services, and marketers have long recognized and tapped the potential of social media outlets. Many advertisers have conducted consumer promotions involving social media to create attention to and participation in their promotions, thereby maximizing brand exposure. Incorporating social media

into a marketing campaign is not, however, without legal risks. Companies utilizing the power of social media must be cognizant of the associated legal issues in order to protect themselves from liability risks.

Neti, (2011)[6] said social Media, today, is among the 'Best Opportunities Available' to a brand for connecting with targeted consumers. These new media win the trust of consumers by connecting with them at a deeper level. Social marketing is the new mantra for several brands since early last year. Marketers are taking note of numerous social media opportunities and beginning to implement new social initiatives at a higher rate than ever before. One cannot afford to have absence on the social channels if the competitor is making waves with its products and services. Global companies have recognized social network marketing as a potential marketing platform, utilized them with innovations and effective support system to power their advertising campaign with social media marketing. This paper discussed about the concepts of social network marketing and other aspects like the growth and benefits, role and relevance of social networks in marketing, social network marketing strategies.

Ranjitha GP et al, (2012)[7] explained social networking today is growing very fast where it has become a phrase on each and every street, penetrated even into semi urban and rural areas too. No wonder it is the cheapest and affordable source of connectivity, information and channel for promotion. The companies have realized the need of their existence on social media websites. But to what extent is it really making sense or reaching the need with which the companies are being. As one size does not fit everybody, it is not the only platform where all the marketing entities feel that it is "The Best" channel of promotion. No doubt the companies get a true, direct, one to one interaction with the customers. But are the users really on social networking sites for these activities if so, what are those areas of products and service promotions? Or are they for something else? If it is for something else then what are they? This paper found the existence of a significant relationship between the usage pattern of users of social media sites such as mainly face book, and their impact on brand preferences towards products and services.

Awais M. et al, (2012)[8] analyzed now-a-days in keen competition, it is very important for the business persons to attract their target customers towards their products through valuable and effective mode of promotion and communication. Increasing use of World Wide Web has completely changed the prospective of business sector. Customized products and services, customers preferences, @ and dot com craze have elevated the significance of internet advertising. This research paper concentrated that the business aim can be achieved with strong attractive, informative and valuable internet advertising. This study have introduced some steps in valuable internet advertising, and then customer satisfaction cycle through valuable internet advertising and finally 5A's which enhance further customers attraction towards the internet advertising.

Vukasovic T. (2013)[9] said in dynamic market environment, distribution channels, marketing activities, diversification strategies, and food quality are increasingly important. Innovation in social networking media has revolutionized the world in 21st Century. As advertisers typically want to find some way to follow their target audiences, so that they can come to know what customers actually want from them. In recent days, internet advertising has taken new forms which have more advantages as comparative to the traditional mediums like print media, TV and radio. Marketing communication is becoming precise, personal, interesting, interactive and social. Communication between consumers and the brand is presented in the paper on the case of a leading brand in the category of fast moving consumer goods on Slovenian market. The paper presented internetmarketing activities that have contributed to building a brand relationship. This study helped to know the effectiveness of communication and strategy done through social networking media which make the target audience to participate in this kind of advertising.

RESEARCH METHODOLOGY

Research Method: In this study, quantitative research was used with a goal of getting insight into a social or human problem, as it is based on users of social networking sites who were asked to learn about product promotion on SNS.Quantitative research seeks to quantify the data and typically, applies some form of statistical analysis.

Sample Size: The sample size has been restricted to 800 respondents ((300 Punjab+ 300 Haryana+ 200 Chandigarh).And locale of the Study wasPunjab, Haryana States and Union Territory Chandigarh.

Data Collection and Interpretation Method: The data has been collected through questionnaire and various statistical tests were done to prove the null or alternative hypothesis.

FINDINGS

1.1 Distribution of Offers/Advertisements Found

$H_0(1)$: People do not find offer/advertisements on Social Networking Sites.

$H_1(1)$: People find offer/advertisements on Social Networking Sites.

© National Press Associates

TABLE 1.1 Distribution of Respondents According to the Offer/Advertisement Found on Social Networking Sites

Found Offers/Ads	Punjab		Haryana		Chandigarh	
	Count	%age	Count	%age	Count	%age
Yes	230	76.67	272	90.67	200	100.00
No	70	23.33	28	9.33	0	0.00
chi-square			*64.58***			

*Computed from primary data, **Significant (p<0.01).*

Table and figure 1.1 indicated the percentage of respondents who found any type of offer/ advertisement on social networking sites. In Punjab there are 76.67 percent respondents respond yes and 23.33 percent say no. Haryana respondents respond yes followed by 90.67 percent and no followed by 9.33 percent. Respondents of Chandigarh are 100 percent who found any offer/ advertisement on social networking sites. The above data is clearly showing that the dominating ratio is of them who found offers & advertisements on SNS. Chi- square value (64.58) is significant. So, null hypothesis is rejected and alternative hypothesis is accepted. It indicates that people found ads/ offers on social networking sites.
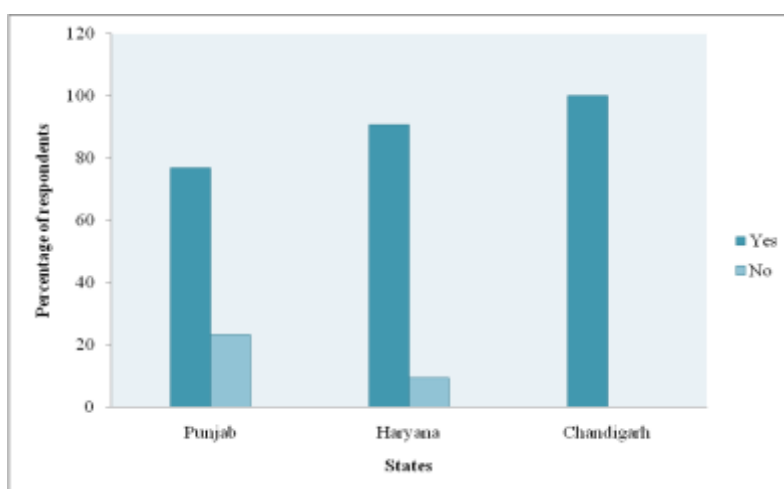

Figure 1.1 Distribution of Respondents According to the Offer/Advertisement Found on Social Networking Sites

H$_0$(2): People do not like to receive ads on Social Networking Sites.

H$_1$(2): People like to receive ads on Social Networking Sites.

The results indicated that people found some kind of advertisements or offers on social networking sites. Now, another question is that are these ads relevant to them. Whether they would like to see these ads on such sites or not? Further analysis in this study tried to get answer of this question.

Table 1.2 Like to Receive Information about New Products/Offers through Ads on Social Networking Sites

Like to Receive	Punjab		Haryana		Chandigarh	
	Count	%age	Count	%age	Count	%age
Yes	232	77.33	274	91.33	192	96.00
No	68	22.67	26	8.67	8	4.00
chi-square			*44.78***			

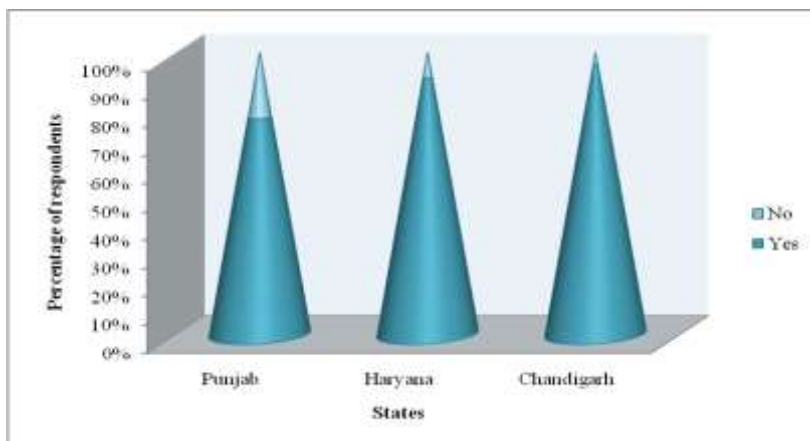*Computed from primary data, **Significant (p<0.01).*

Figure 1.2 Like to Receive Information about New Products/Offers through Ads on Social Networking Sites

Table and figure 1.2 showed the percentage of respondents who would like to receive information about new products/ offers on social networking sites. The possession of response is 'yes' dominated by Chandigarh (96 percent), then Haryana (91.33 percent) and at least is Punjab (77.33). There is a very small percentage of responses who wouldn't like to see offer/ advertisements on SNS. Above table & figure showed the percentage of 'no' response which is very less in Chandigarh (4 percent), Haryana (8.67 percent) and Punjab (22.67 percent). Chi- square value is 44.78 again proved significant; therefore people like to receive ads about new products/ offers on SNSs. This could help them in enhancing their knowledge about products or company events and increase their brand awareness.

1.3Products Purchasing on SNSs

H₀(3): Getting information on Social Networking Sites does not have impact on purchasing products.

H₁(3): Getting information on Social networking Sites have impact on purchasing products.

Table 1.3 Purchasing Products after Getting Information on Social Networking Sites

Purchasing Products	Punjab		Haryana		Chandigarh	
	Count	%age	Count	%age	Count	%age
Yes	146	48.67	186	62.00	158	79.00
No	154	51.33	114	38.00	42	21.00
chi-square			*46.63***			

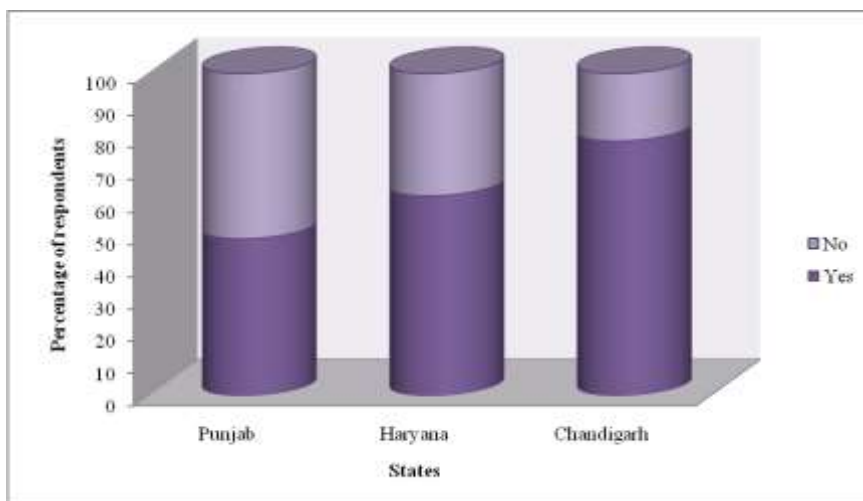*Computed from primary data, **Significant (p<0.01).*

Figure 1.3 Purchasing Products after Getting Information on Social Networking Sites

As discussed above there was a majority of respondents who found offers and advertisements on social networking sites. But how many of them purchased the products after getting such a type of offer/ advertisement on SNS is the question here. Table and figure 1.3 answered this question that in case of Punjab the possession is of 'No' (51.33) but with a little bit difference from the percentage of 'Yes' (48.67). In case of Haryana there is higher dominance of 'Yes' (62 percent) as comparative to 'No' (38 percent). Respondents of Chandigarh respond 'Yes' (79 percent), 'No' (21 percent). It is indicated from the data that Chandigarh respondents have highest dominance over Haryana and Punjab (79 vs. 62 vs. 48.67 percent). Value of chi- square (46.63) statically proved significant and rejecting the null hypothesis. It proved that getting information on SNSs have impact on purchasing products. It influence a customer's buying behaviour and purchase intension.

1.4 Impact of Promotion on SNSs

$H_0(4)$: Advertisements on SNSs do not have significant impact on people.

$H_1(4)$: Advertisements on SNSs have significant impact on at least one category of people.

As we know marketers use social networking sites for promotion tool. They try to attract customers by giving interactive ads, flash ads, banner ads, video ads etc. but all these efforts are fruitful or not can be revealed by asking users of social site that advertisements make an impact on them or not. For getting the answer the respondents were asked to record their extent of agreement that the advertisements make an impact on them in terms of 'Disagree', 'Neutral' and 'Agree'. These frequencies were given score in the respective order of 1, 2 and 3.

Table 1.4 Extent of Agreement on the Advertisements Make an Impact on the Respondents

Extent of Agreement	Punjab		Haryana		Chandigarh	
	Count	%age	Count	%age	Count	%age
Disagree	12	4.00	0	0.00	0	0.00
Neutral	158	52.67	118	39.33	78	39.00
Agree	130	43.33	182	60.67	122	61.00
Mean	*2.39*		*2.61*		*2.61*	
SD	*0.57*		*0.49*		*0.49*	
F-ratio			*16.04****			

*Computed from primary data, SD: Standard Deviation, **Significant ($p<0.01$).*
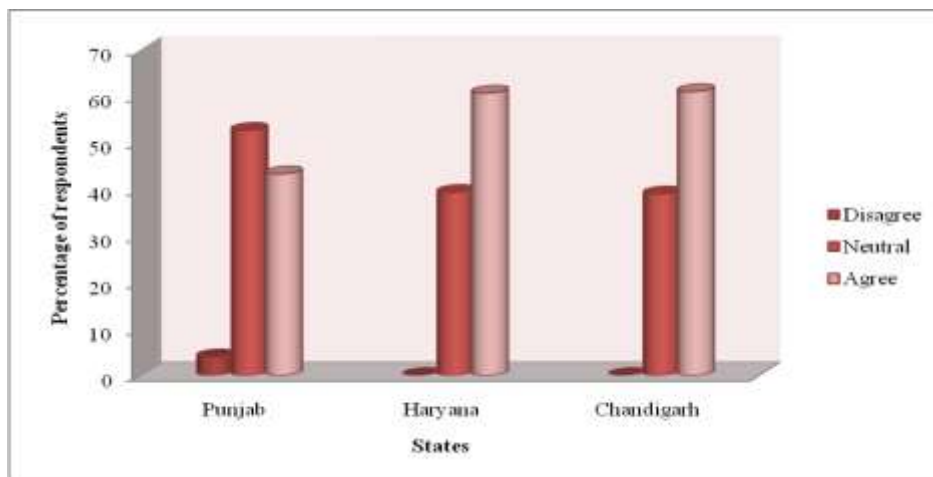

Figure 1.4 Extent of Agreement on the Advertisements Make an Impact on the Respondents

Above table and figure 1.4 showed that majority of the respondents 'agree' with it, that advertisement make an impact on them. The percentage of agree respondents in Punjab is 43.33 percent, Haryana (60.67 percent) and Chandigarh followed by 61 percent. Least is in Punjab, because the respondents of Punjab have possession over neutral response with 52.67 percent. The data found related to disagree proved that majority of the respondents found an impact of offers/advertisements over them which are shown on social networking sites. The percentage of disagree response is 4 percent in Punjab & 0 percent in both Haryana and Chandigarh.

Mean score shown in table is 2.61 for Haryana and Chandigarh, which is similar to each other. Punjab has mean score 2.39 which is also almost same with rest of two areas and all scores showed possession of agreement with the given statement.

F-ratio 16.04 accepted the alternative hypothesis that advertisements on SNSs make impact on at least one category of people.

H$_0$(5): Advertisements do not increase the product choice range.

H$_1$(5): Advertisements increase the product choice range.

Table 1.5 Extent of Agreement on the Advertisements Increase the Product Choice Range for the Respondents

Extent of Agreement	Punjab		Haryana		Chandigarh	
	Count	%age	Count	%age	Count	%age
Strongly disagree	8	2.67	4	1.33	0	0.00
Disagree	16	5.33	4	1.33	0	0.00
Neutral	24	8.00	10	3.33	8	4.00
Agree	138	46.00	122	40.67	118	59.00
Strongly Agree	114	38.00	160	53.33	74	37.00
Mean	*4.11*		*4.43*		*4.33*	
SD	*0.95*		*0.74*		*0.55*	
F-ratio			*12.72***			

*Computed from primary data, SD: Standard Deviation, **Significant (p<0.01).*
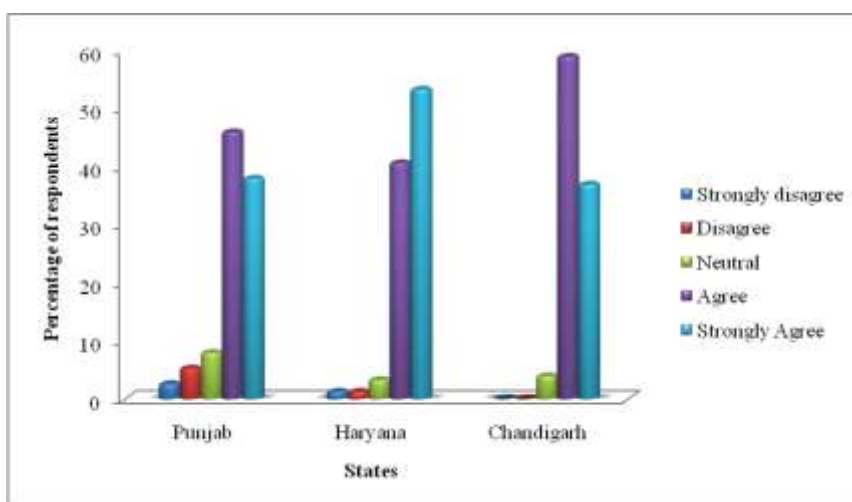

Figure 1.5 Extent of Agreement on the Advertisements Increase the Product Choice Range for the Respondents

Brand loyalty is an almost dogmatic behavioral reaction in purchase process which one gains toward brand during the time and causes a certain trend toward brand in their decision making and evaluating the set of names they have in their mind. This reaction is a function of one's psychological and subjective processes in dealing with products that are equal in all respects. Customers often choose brands which they are familiar with, respect and confirm it (Vazifehdoost et al., 2010)[10].

An economical way to increase brand awareness, brand recognition and brand loyalty is through social media. It can be said that social media help companies create brand loyalty through networking, conversation and socializing (Coon, 2010)[11].

The respondents were asked to record their extent of agreement that the advertisements increase the product range choice of them in terms of 'Strongly Disagree', 'Disagree', 'Neutral', 'Agree', and 'Strongly Agree' . These frequencies were given score in the respective order of 1, 2, 3, 4 and 5.

Table and figure 1.5 revealed the results about extent of agreement on the advertisements increase the product choice range for the respondents. In case of Punjab 46 percent of respondents agree that advertisements increase their product range choice. There are 2.67 percent (strongly disagree) and 5.33 percent disagree with this statement. In Haryana, 53.33 percent are strongly agree, 40.67 percent (agree) and 1.33 percent (disagree, strongly disagree). Chandigarh followed the percentage of 59 (agree), 37 percent (strongly agree), 0 percent (disagree, strongly disagree).

This result found that users of social networking sites have impact of advertisements shown to them and it would increase their product range choice. Sometimes they look at that product which they never had seen before.

H$_0$(6): There is no specific preference indicated by respondents for different Social Networking Sites that communicating the advertisements well.

H₁(6): There is specific preference indicated by respondents for different Social Networking Sites that communicating the advertisements well.

Table 1.6 Social Networking Sites Communicating the Advertisement Well

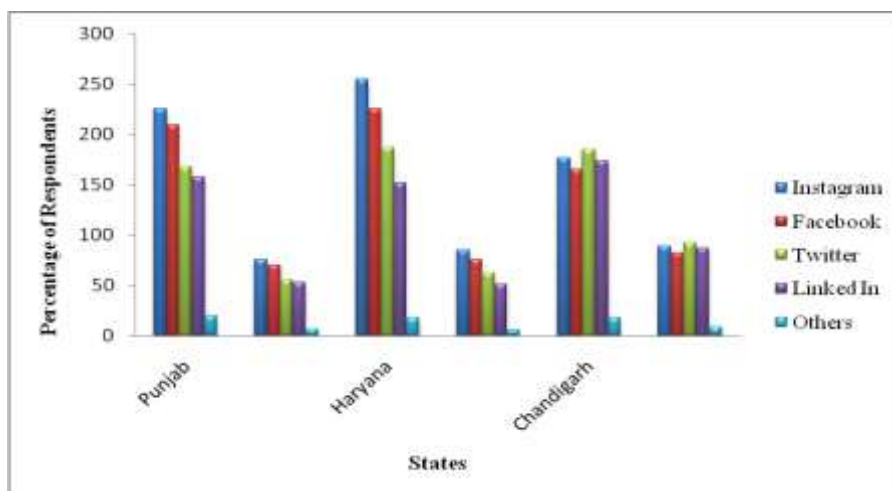| Websites	Punjab		Haryana		Chandigarh	
	Count	%age	Count	%age	Count	%age
Instagram	226	75.33	255	85.00	177	88.50
Facebook	210	70.00	226	75.33	165	82.50
Twitter	168	56.00	187	62.33	185	92.50
Linked In	158	52.66	152	50.66	174	87.00
Others	20	6.67	18	6.00	18	9.00

Computed from primary data.

Figure 1.6 Social Networking Sites Communicating the Advertisements Well.

Table and figure 1.6 analyzed which of the social networking sites communicating advertisements well. In case of Punjab 75.33 percent respondents favour (Instagram), 70.00 percent (Facebook), 56.00 percent (twitter),52.66 percent (Linked In) and 6.67 percent respond other sites communicated well. Similar results profound in Haryana followed by 85.00 percent for Instagram, 75.33 percent Facebook, 62.33 Twitter, 50.66 percent (Linked In) and 6 percent (others). Chandigarh responds 88.50 percent for Instagram, 82.50 percent (Facebook), 92.50 percent (Twitter), 87 percent (Linked In) 9 percent (others). Table & fig. clearly indicated that there are two sites on which advertisements communicated well, i.e. Instagram and Facebook. Respondents like to see advertisements on Instagram as well as on Facebook because of their communicating ways/ strategies.

Singh and Gill (2011)[12] investigated the usage of Social Networking Sites among the researchers of GNDU, Amritsar through describing- the basic concept of web 2.0, overview of social networking, definition, etc. The study finds that Facebook is the most popular SNS used for communicating and find useful information.

Some other studies also agreed that Facebook and Instagram provides a good support system to the companies which help marketers to communicate their ads effectively to the targeted customers. Facebook manages their support system efficiently with focus on users need. Even users have too many options to like, share or comment on an information or advertisement offered by a marketer.

Table 1.7 Types of Advertisements the Respondents Have Come Across on Social Networking Sites

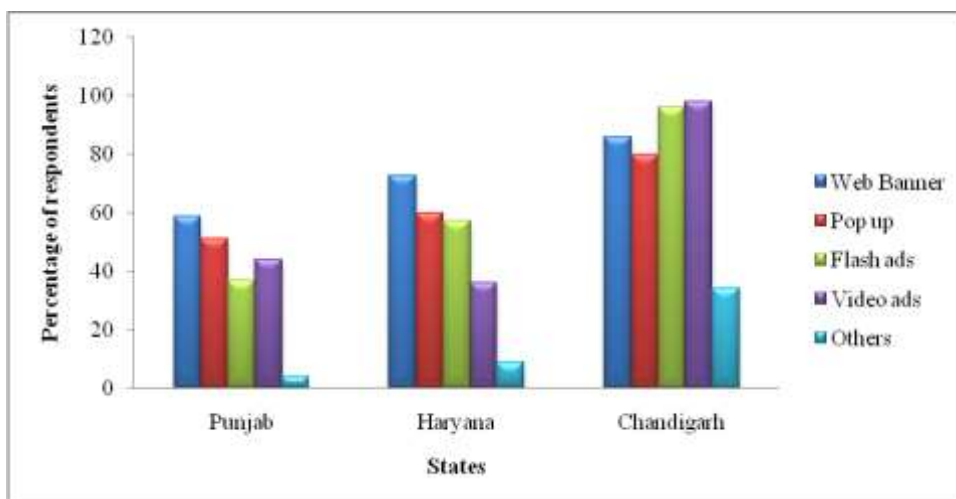| Types of Advertisements	Punjab		Haryana		Chandigarh	
	Count	%age	Count	%age	Count	%age
Web Banner	176	58.67	218	72.67	172	86.00
Pop up	154	51.33	180	60.00	160	80.00
Flash ads	110	36.67	172	57.33	192	96.00
Video ads	132	44.00	108	36.00	196	98.00
Others	12	4.00	26	8.67	68	34.00

Computed from primary data

Figure 1.7 Types of Advertisements the Respondents Have Come Across on Social Networking Sites

Table and figure 1.7 highlighted the types of advertisements the respondents have come across on social networking sites. Response in Punjab for web banner is (58.67 percent), pop up (51.33 percent), flash ads (36.67 percent), video ads (44 percent) and others have 4 percent. In Haryana web banner is followed by (72.67 percent), pop up ads (60 percent), flash ads (57.33 percent), video ads (36 percent) & others (8.67 percent). In Chandigarh the response indicated web banner (86 percent), pop up (80 percent), flash ads (96 percent), video ads (98 percent) and others (34 percent).

H$_0$(7): There is no significant difference on agreement for the contents of ads appearing on Social Networking Sites.

H$_1$(7): There is significant difference on agreement for the contents of ads appearing on Social Networking Sites.

Table 1.8 Extent of Agreement among Respondents on the Contents of Ads Appearing on Social Networking Sites

Extent of Agreement	Punjab		Haryana		Chandigarh	
	Count	%age	Count	%age	Count	%age
Strongly disagree	14	4.67	8	2.67	0	0.00
Disagree	24	8.00	10	3.33	0	0.00
Neutral	86	28.67	78	26.00	32	16.00
Agree	126	42.00	144	48.00	124	62.00
Strongly Agree	50	16.67	60	20.00	44	22.00
Mean	3.58		3.79		4.06	
SD	1.01		0.89		0.62	
F-ratio			17.90**			

*Computed from primary data, SD: Standard Deviation, **Significant (p<0.01).*
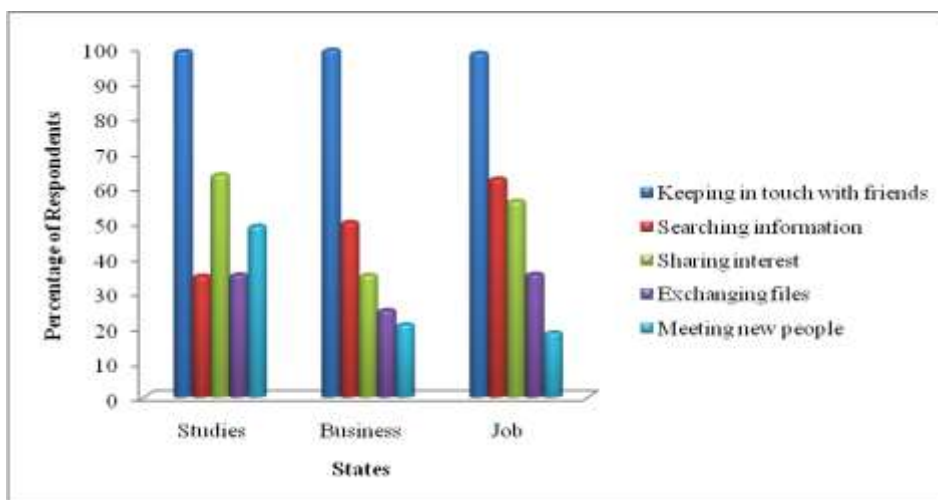

Figure 1.8 Extent of Agreement among Respondents on the Contents of Ads Appearing on Social Networking Sites.

The respondents were asked to record their extent of agreement on the content of ads on social networking sites in terms of 'Strongly Disagree', 'Disagree', 'Neutral', 'Agree' and 'Strongly Agree'. These frequencies were given score in the respective order of 1, 2, 3, 4 and 5.

Table and figure 1.8 revealed that majority of the respondents are agree with the contents of ads appearing on social networking sites followed by 42 percent in Punjab, 48 percent in Haryana and 62 percent in Chandigarh. Against this the percentage of respondents who are strongly disagree are 4.67 percent in Punjab, 2.67 percent in Haryana and 0 percent in Chandigarh. The percentage of neutral response is 28.67 percent in Punjab, 26 percent in Haryana and 16 percent in Chandigarh. The mean score for Punjab, Haryana and Chandigarh is respective 3.58, 3.79 and 4.06. F-ratio (17.90) is statically proved significant.

$H_0(8)$: There is no significant difference in frequency of assess to advertisements by the respondents coming on their way.

$H_1(8)$: There is significant difference in frequency of assess to advertisements by the respondents coming on their way.

As companies realize the importance of new promotion preposition always try to get advantage of this medium called social networking sites. Marketers use various types of strategies to attract the targeted customers. To know the effectiveness of these promotional strategies, respondents were asked to tell how frequently they access to advertisements coming on their way on social sites.

Table 1.9 Access to Advertisement by the Respondents Coming on Their Way

Frequency of Access	Punjab		Haryana		Chandigarh	
	Count	%age	Count	%age	Count	%age
Never	26	8.67	10	3.33	0	0.00
Sometimes	152	50.67	180	60.00	88	44.00
Occasionally	58	19.33	92	30.67	40	20.00
Always	64	21.33	18	6.00	72	36.00
Mean	*1.53*		*1.39*		*1.92*	
SD	*0.92*		*0.65*		*0.89*	
F-ratio			*61.28***			

Computed from primary data, SD: Standard Deviation, **Significant (p<0.01).
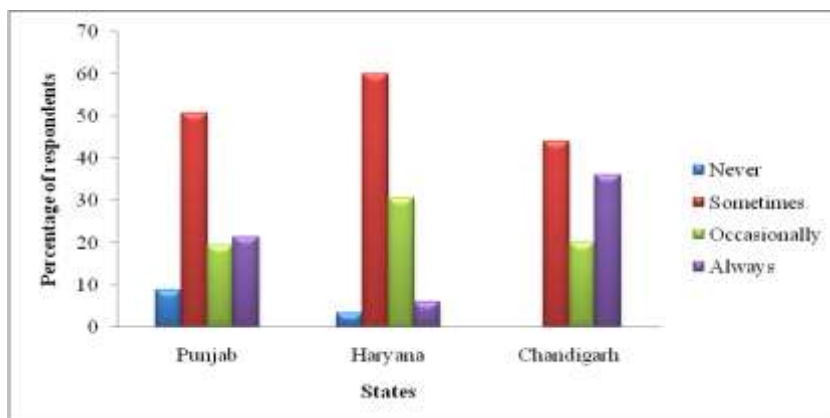

Figure 1.9 Access to Advertisement by the Respondents Coming on Their Way

For finding results about frequency of accessing to advertisements by respondents coming on their way, the respondents were asked to record their frequency of accessing in terms of 'Never', 'Sometimes', 'Occasionally' and 'Always'. These frequencies were given score in the respective order of 0, 1, 2 and 3.

The results are shown in table and figure 1.9 dominated by the response of 'Sometimes' in Punjab, Haryana and Chandigarh respectively with 50.67 percent, 60 percent and 44 percent. Higher possession is of Haryana (60 percent). The response of 'Never' followed by 8.67 percent in Punjab, 3.33 percent in Haryana and 0 percent in Chandigarh. The percentage of respondents who 'Always' access the advertisements on SNSs are 21.33 percent in Punjab, 6 percent in Haryana and 36 percent in Chandigarh.

Mean score of Chandigarh has highest possession followed by 1.92 comparative to Punjab (1.53) and Haryana (1.39) and this showed all the respondents occasionally assess to advertisements coming on their way. Standard deviation is 0.92,

0.65 & 0.89 respectively for Punjab, Haryana & Chandigarh. F-ratio 61.28 is again significant.*Kumar (2011)[13]investigates the response of young Indian adults to advertising on online social networking sites. The study finds that majority of users avoid advertisements which are not useful to them, but they pay attention to those which are relevant.*

Table 1.10Brand of Communication Attracting the Respondents on Social Networking Sites

Communication Brand	Punjab		Haryana		Chandigarh	
	Count	%age	Count	%age	Count	%age
Interactive	96	32.00	162	54.00	146	73.00
Flash ads	112	37.33	104	34.67	84	42.00
Banner ads	52	17.33	94	31.33	66	33.00
Games. Quizzes, Updates	118	39.33	112	37.33	108	54.00
Video ads	82	27.33	76	25.33	150	75.00

Computed from primary data.

There is a very serious advertising campaign to keep customers. Valid companies interact with their customers by applying online customer's loyalty programs through providing special advertisement (Mangold and Foulds, 2009)[14]. It is also possible to interact with cyber space via new mechanisms such as social networks, weblogs, e-mails, websites, chat rooms, video conferences, instant massage recording systems, post lists, discussion forums and podcast, each of them provides a certain level of interaction with respect to its characteristic. Communication mechanism is selected according to interaction target and software environment needs and necessities, so that advertisement can be effective to the users.
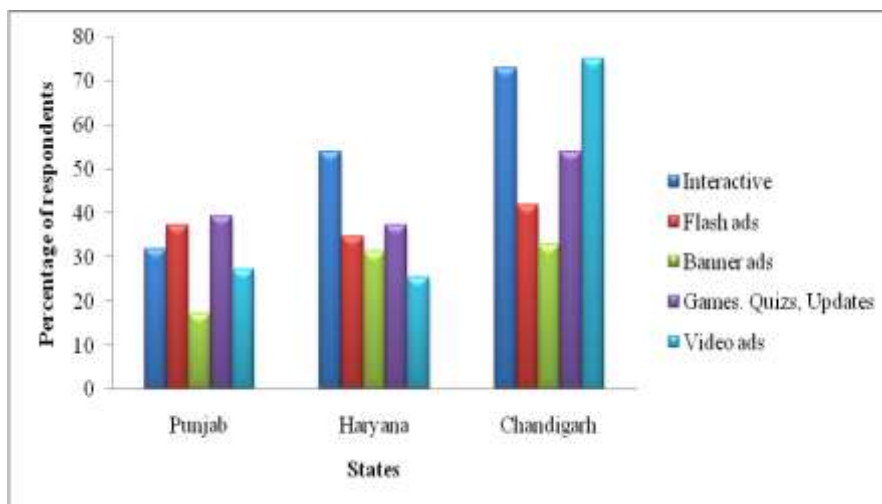

Figure 1.10 Brand of Communication Attracting the Respondents on Social Networking Sites

Table and figure 1.10revealed brand of communication attracting the respondents on social networking sites. It is evident from the table and fig. games, quizzes and updates are more popular among respondents of Punjab with highest domination of 39.33 percent against flash ads 37.33 percent. The least popular brand communication in Punjab is banner ads followed by 17.33 percent.

In case of Haryana, interactive ads have possession with 54 percent comparative to games and quizzes followed by 37.33 percent. Least response is for video ads (25.33 percent) in Haryana. Respondents of Chandigarh attracted by video ads with 75 percent response and least is banner ads 33 percent.

H₀(9): People do not like to see advertisements on Social Networking Sites in future.

H₁(9): People like to see advertisements on Social Networking Sites in future.

TABLE 1.11 Liking to See the Advertisements in Future by the Respondents

Like to See Ads	Punjab		Haryana		Chandigarh	
	Count	%age	Count	%age	Count	%age
Yes	236	78.67	269	89.67	192	96.00
No	64	21.33	31	10.33	8	4.00
chi-square			*34.91**			

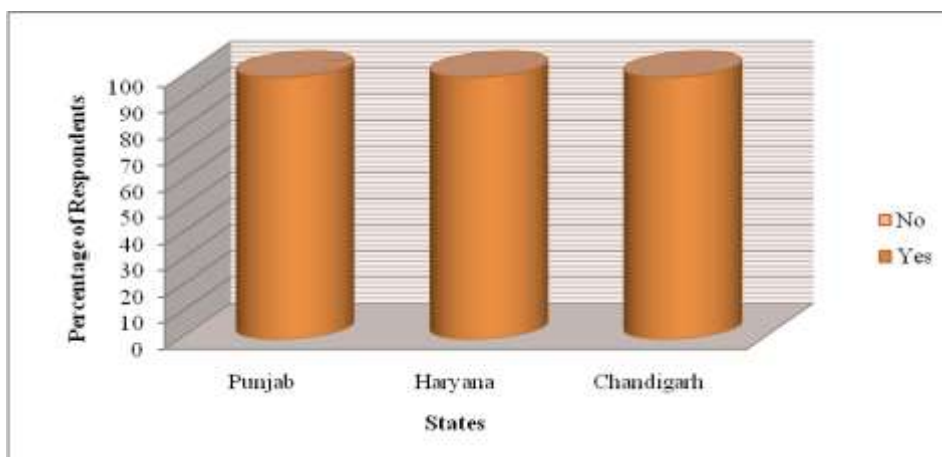*Computed from primary data, **Significant (p<0.01).*

Figure 1.11 Liking to See the Advertisements in Future by the Respondents.

Table and figure 1.11 present liking to see the advertisements in future on social networking sites by the respondents. It is clearly showed in table and figure that only a few wouldn't like to see advertisements on SNSs. Rest of all like to see them on SNS. The percentage of such respondents who say 'yes' to see ads are 78.67 percent in Punjab, 89.67 percent in Haryana and 96 percent in Chandigarh. Percentage of 'no' response is 21.33 percent (Punjab), 10.33 percent (Haryana) and 4 percent in Chandigarh. Chi- square value is 34.91 which is statically proved significant.

H₀(10): There is no specific preference with regard to type of promotion strategy, the respondents approached most.

H₁(10): There is specific preference with regard to type of promotion strategy, the respondents approached most.

TABLE 1.12 Type of Promotion Strategy Approaches the Respondents Most

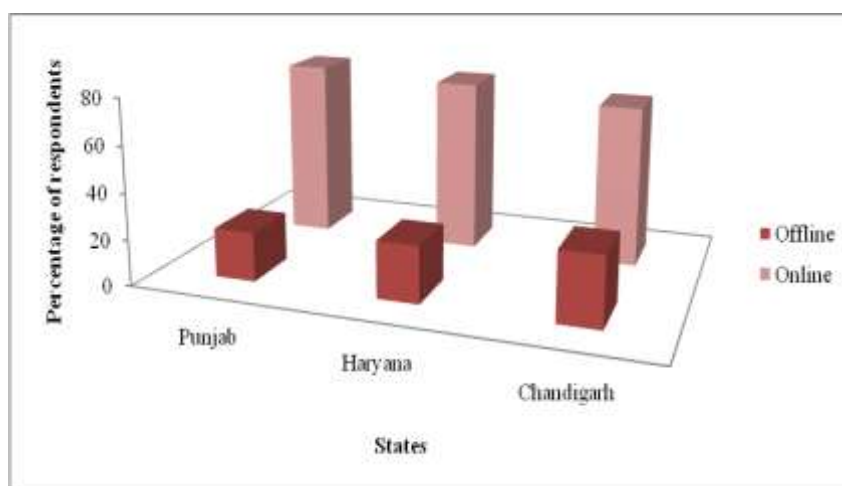| Promotion Strategy	Punjab		Haryana		Chandigarh	
	Count	%age	Count	%age	Count	%age
Offline	64	21.33	74	24.67	60	30.00
Online	236	78.67	226	75.33	140	70.00
chi-square			*4.84*			

Computed from primary data.

Figure 1.12 Type of Promotion Strategy Approaches the Respondents Most.

Table and figure 1.12 profound type of promotion strategy approaches the respondents most. Respondents are asked to give response whether they would like offline promotion or online promotion about products. And the results from respondents favour social networking sites because majority of the respondents respond online followed by 78.67 percent in Punjab, 75.33 percent in Haryana & 70 percent in Chandigarh. Percentage of respondents who favour offline promotion are very less 21.33 percent in Punjab, 24.67 percent in Haryana and 30 percent in Chandigarh. The data proved that most the people like online promotion of products.

CONCLUSIONS

- The value of chi-square (46.63) statically proved to be significant and rejecting the null hypothesis. It is clear that getting information through SNSs have impact on purchasing products. It influence a customer's buying behavior and purchase intension.

- The extent of agreement on the content of ads on social networking sites was measured on five point scale (1- Strongly Disagree to 5- Strongly Agree) and results indicated that majority of the respondents were 'Agree' with the contents of ads appearing on social networking sites.

- A significant number of respondents reported that Facebook and Instagram are well communicated platform for advertisements. It is also reflected in Table & fig. clearly. The respondents are very much willing to see the advertisements on Instagram and Facebook due to their communicating style/strategies.

- The respondents preferred SNSs to keep in touch with fiends and to share the common interest with each other. Preference of using SNSs is dominated by keep in touch with friends. And the second most preferred purpose of using SNSs is sharing interest.

- The extent of agreement that the advertisements make an impact on them was measured in terms of 'Disagree', 'Neutral' and 'Agree' . The results showed that majority of the respondents were 'Agree' with the statement. F-ratio of 16.04 is significant and accepting the alternative hypothesis that advertisements on SNSs make an impact on at- least one category of people.

- Except few respondents, a significant number of people would like to see the advertisements on social networking sites. The same is reflected in the collected datapresented in this paper.

- Most of the respondents preferred online mode of strategy for the promotion of the products over the offline mode.

REFERENCES

1. Zarrella D (2010), The Social media marketing.O'Reilly Media.

2. Eric E (2008), "Growth Puts Face book In Better Position to Make Money",http://venturebeat.com/2008/12/18/2008-growth-puts-facebook-in-better-position-to-make money.

3. Ellison, N., Steinfield, C., & Lampe, C. (2007), "The benefits of Facebook 'friends:' Social capital and college student's use of online social network sites" Journal of Computer-Mediated Communication, 12 (4), pp.1143-1168.

4. Mangold W. & et al, (2009), "Social media: The new hybrid element of the promotion mix" www.elsevier.com/locate/bushor, Business Horizons 52, pp. 357—365.

5. Steinman M.L. & Hawkins M. (2010), "When Marketing Through Social Media, Legal Risks Can Go Viral" VENABLE 3/2008.

6. Neti Sisira (2011), "Social Media and its Role in Marketing" International Journal of Enterprise Computing and Business Systems, Vol. 1, Issue 2, pp.1-15.

7. Ranjitha G. & et al, (2012), "Influence of Social Media Websites on Promotion of Products and Services among the Users: An empirical study" SAJMR Spectrum: A Journal of Multidisciplinary Research, Vol.1 Issue 3, pp. 12-19.

8. Awais M. & et al,(2012),"Valuable Internet Advertising and Customer Satisfaction Cycle (VIACSC)" IJCSI International Journal of Computer Science Issues, Vol. 9, Issue 1, No 2,pp. 375-380.

9. Vukasovic T. (2013), "Building successful brand by using social networking media" Journal of Media and Communication Studies, ISSN 2141-2545, Vol. 5(6), pp. 56-63.

10. Vazifedost, H., Kheyri, B., & Rohani, M. (2010),"Risk aversion and brand loyalty", Brand Journal (in Iran), 4, pp. 30-26.

11. Coon, M. (2010), "Social Media Marketing: Successful Case Studies of Businesses Using Face book and YouTube With an in- Depth look in the business use of Twitter, communication" M.A. Project, June 4, 2010, http://comm.stanford.edu/coterm /projects/2010/maddy%20coon.pdf (accessed on 02 March 2012)

12. Singh, K. P. and Gill, Malkeet Singh (2011), "Use of Social Networking Sites By The Research Scholar; A Study of Guru Nanak Dev University, Amritsar". Library Herald, 49, 3; pp. 229-241.

13. Kumar, Manoj (2011), "Social Media Marketing for Sustainable Tourism Developmen

14. t". Vatel International Business School, Nimes, France.

15. Mangold and D. J. Faulds, (2009), "Social media: The new hybrid element of the promotion mix", Business Horizons, vol. 52, no. 4, pp. 357-365.

16. Mikalef, P., Giannakos, M., & Pateli, A. (2012), "Exploring the Business Potential of Social Media: An Utilitarian and Hedonic Motivation Approach", Proceedings of the 25thBled e-Conference, Bled, Slovenia. Paper 21.

17. Wolfinbarger and M. Gilly (2001),"Shopping online for freedom, control and fun", California Management Review, vol. 43, no. 2, pp. 34-55.

18. Chiang, K. and Dholakia, R. (2003), "Factors Driving Consumer Intention to Shop Online: An Empirical Investigation", Journal of Consumer Psychology, 13(1-2), pp. 177-183.

19. Bakos, Y., (1998), "The Emerging Role of Electronic Marketplaces on the Internet", Communications of the ACM.

20. Gordon, M. E., & De Lima-Turner, K. (1997), "Consumer attitudes towards Internet advertising: A social contract perspective", International Marketing Review, 14(5), pp. 362-375.

21. Wolfinbarger, M., Gilly M. (2001). Shopping online for freedom, control and fun. California Management Review, 43 (2), pp. 34-55.

22. Webster, N. and D. Edwards (2007) "MySpace Invaders: Evil Lurks on Teen Sites". The Mirror.

23. Tsimonis G. (2014), "Brand strategies in social media", Marketing Intelligence and Planning, 32(3): pp. 328 - 344.

24. Cortina, J.M. (1993), "Interaction, nonlinearity, and multicollinearity: Implications for multiple regression", Journal of Management, 19(4), pp. 915-922

ROLE OF LOGISTICS IN E-COMMERCE INDUSTRY

*Deepika Singla **Silvi*

Assistant Professor, P.G Dept. of Commerce, Multani Mal Modi College, Patiala

Research Scholar, School of Management Studies, Punjabi University, Patiala

ABSTRACTS

With the fast development in Indian economy as well as global economy, demand for information and communication technology (ICT) and Internet if things (IOT) have increased. This paper includes literature reviews on importance of logistics for e-commerce industry. In this chapter, factors influencing e-commerce industry decisions to adopt third party logistics are also identified based on comprehensive review of literature such as lower investment, time saving that could be invested in making policies and strategies for future growth, competitiveness, expansion and diversification, fast, agile and flexible delivery, build up customer's loyalty and commercial image, reverse orders management and so on. This chapter aims to benefit the customers, logistics, e-commerce sectors, economy as a whole, educators and researchers. This study stimulates e-commerce to adopt logistics as a separate function, encourage logistics to adopt technology and aims to satisfy customers and gain their trust that overall benefits economy as whole.

Keywords: Logistics Services, E-Commerce, E-Logistics, E-Commerce Logistics, Electronic Commerce, Third Party Logistics, 3PL services

INTRODUCTION

In rapidly changing environment, adoption of changes and go with the market flow is need of an hour. Information and communication technology and internet of things has gained importance in today's scenario. Commercial sectors has also realised the importance of technology and electronic media, therefore electronic commerce has taken its place in market. With the increasing demand of e-commerce, importance of logistics has also been increased. Basically, as the customer's awareness about e-commerce is increasing day by day as well as their busy routine makes them dependent upon e-commerce channels. Consequently, demand for retail businesses enhanced, that makes them dependent upon logistics companies to manage all logistics operations efficiently. As per official website of Lifelong Online Retail Pvt. Ltd., it is a company dealing over 100 products and selling in around 500 cities across India, through e-commerce websites, such as Lifelong Online, Amazon, Flipkart, and Snapdeal. Logistics has a wide scenario, which includes different functions such as storage, warehouse, transportation, distribution, stock control, payment, collection and so on **(Viswanadham, Puvaneswari, 2004).** It becomes difficult to manage logistics operations of over 100 products with their own logistics system. Increasing timely and flexible delivery demand from customers create work pressure upon Lifelong Online Retail Pvt. Ltd., which makes them dependent upon logistics companies to manage logistics operations efficiently and effectively. E-commerce companies can adopt their own logistics department, but outsourcing of logistics from third party is considered important as it benefits not only logistics but also to e-commerce, customers as well as economy as whole. Combination of self logistics and third party logistics is also considered a better way to manage logistics functions that encourage expansion and diversification of e-commerce. According to **Wang et al. (2004),** customer's usage for internet has raised their online demand that create demand on e-commerce channels. E-commerce channels needs stock to manage increasing demand of customers. Consequently, retail businesses need to focus on strategies and policies to meet fragile demand of customers as well as to remain competitive in market. According **to Xu & Li (2017)**, self logistics system was not sufficient to retain in market. To manage usage of manpower and capital, outsourcing of third party logistics was considered important to manage logistics operations efficiently as well as businesses can concentrate on core business functions. Logistics provide financial as well as operational (time and cost saving, expert advice, better customer service, stock management, manage global customers) assistance to e-commerce businesses **(Vasiliauskas & Jakubauskas, 2007)**.

WHAT IS LOGISTICS?

Logistics is most important and basic industry for growth of Indian economy as it is providing flow of goods and services, which ease other commercial sectors. For retail businesses, logistics is a process to manage products in transit or in storage. In terms of e-commerce, logistics helps retail businesses to complete orders with appropriate deliveries to customers. Logistics is gaining attention now-a-days from retail businesses, e-commerce industry, academicians and practitioners due to increasing importance as well as market competitiveness, globalisation, reduction in operational cost, efficient deliveries, customer's satisfaction. Through shopping websites and applications, customers can only place orders but it get completed only with the help of logistics handling and transportation.

Logistics can be performed in two ways, such as **self logistics** and **third party logistics**. When an organization use its own logistics system to perform the logistics functions is known as self logistics, but outsourcing the logistics operations is known as third party logistics.

Logistics performed two functions 1) Inbound logistics; transportation of raw material from supplier to factory. 2) Outbound logistics; transportation of finished goods from factory to end customers. Logistics play an important role from beginning of production to reach the product at destination. It could be said that logistics helps in smooth functioning of e-commerce in context to fulfil customer's demand.

According to **Charted Institute of Logistics and Transport**, "Logistics means delivering right product in right quantity, price, and condition to right customers at right place and time".

According to **Lummus et al., 2001 and Council of Supply Chain Management Professionals**, "Logistics include planning, implementation and controlling the flow of goods and services, as well as storage of goods and services efficiently and effectively from point of origin to point of consumption to fulfil customer requirements".

Few examples of logistics companies are Aegis Logistics, Allcargo Logistics, Blue dart Express, TCI, TCI Express, Safe Express, Mahindra Logistics Ltd. and so on.

WHAT IS E-COMMERCE?

E-commerce is an online platform for sale and purchase of goods and services. Online ordering of products or services is considered an e-commerce transaction, irrespective of mode of offering the product, mode of delivery and mode of payment (online or offline). In today's scenario, e-commerce has gained most importance in Indian economy due to increasing usage of internet and smart phones. According to **Dr. C. Eugine Franco, and Bulomine Regi. S (2016),** E-Commerce industry is growing at faster rate in India due to high internet penetration rate and innovated electronic devices. Internet penetration rate in India is around 50% in 2020 as compare to 27% five years ago **(Sandhya Keelery, 2021).**

It connects traders and customers all over the world with just one click. Mostly customers get attracted towards e-commerce websites and applications due to variety of products options and convenience of delivery and payment options.

According to **Erlandsson and Linden 1999**, E-Commerce begins from getting product information through internet, including online transactions and ends to online customers support and services.

Famous e-commerce companies in India are Amazon, Grofers, Flipkart, Nykaa, Think and Learn, Zomato, Just Dial, Myntra, MakeMyTrip Ltd. and so on.

OBJECTIVES OF STUDY

- **To study importance of logistics in E-commerce industry**

  Significance of e-commerce and logistics sectors is increasing with increase in internet penetration rate as well as electronic devices. As internet moved the customers from conventional stores to e-commerce **(Dr. C. Eugine Franco, and Bulomine Regi. S, 2016)**. Consequently role of logistics has been diversified. This study aims to identify role of logistics sector in growth of e-commerce industry.

- **To identify factors influencing e-commerce industry to adopt third party logistics**

  Logistics can be performed in two ways, such as self logistics and third party logistics. When an organization use its own logistics system to perform the logistics functions is known as self logistics, but outsourcing the logistics operations is known as third party logistics **(Xu & Li, 2017)**. This study aims to identify important factors that encourage e-commerce industry to adopt third party logistics services with or without self logistics services.

In order to attain these objectives, comprehensive literature review has been conducted under this study.

REVIEW OF LITERATURE

Allen & Fjermestad (2001) conducted a study on e-commerce marketing strategies integration with traditional marketing model such as product, price, place and promotion. One of the strategy stated that logistics play an important role to promote the e-commerce. E-commerce companies can use different methods for promotion with logistics assistance, such as free delivery service, lower shipping cost, last mile delivery, flexible delivery hours, quick returns and so on. In such a way, e-commerce can reach to wide areas and have a large customer base.

Wang et al. (2004) studied to strengthen the competitiveness of enterprises in China by taking advantage if e-logistics. In the currently changing scenario, customer's usage of internet is increasing; therefore demand for e-commerce operations is also growing. Customers expect delivery of product at required place at a convenient time. Changing market scenario such

as increasing competition, global trends and logistics operations stimulate large enterprises for adoption of third party logistics and e-logistics operations. Authors analyzed the importance of e-logistics to face competition in the market.

Vasiliauskas & Jakubauskas (2007) conducted a study on principle and benefits of third party logistics approach to manage supply chain. According to authors, third party logistics saves time of e-commerce companies that helps to concentrate on core business functions instead of secondary activities. Third party logistics operators are expertise in their own area and provide better customer services. It was also concluded that 3PL companies share various responsibilities such as stock management, manage customers globally, deliver right product to right customers, warehousing, saving time and cost. Logistics provide financial as well as operational assistance to e-commerce businesses.

Choe, et al. (2008) conducted a study to understand the relationship as well as dependency between e-commerce and logistics in the competitive market. E-commerce performance needs to improve logistics capability for better performance in market. It was also concluded that e-commerce with or without internal logistics capability, both need to get assistance from outsourcing of logistics due to expertise advise, flexibility, cost effectiveness, technology assistance, better customer service and to keep focus on core competency. But, it should be keep into consideration that dual investment should be avoided if internal logistics system is strong enough to capture the market, in that case outsourcing logistics should be avoided. Results showed that if Amazon gets direct feedback from customers through their own employees can get better results than using outsourcing company. Direct feedback assists employees to understand their problems and get an appropriate solution.

Wang (2015) conducted an empirical study on the impact of e-commerce on logistics sector based on Zhengzhou Airport Logistics in China. As customer's demand for e-commerce development has been increased such as demand for timeliness and diversity, so need for improvement in logistics services has also been increased, which give importance to growth of aviation logistics in China. It was resulted that aviation logistics provide reliability, economy, timeliness, flexibility and information to customers, which improve their experience on e-commerce websites or application.

Xu & Li (2017) conducted a study on selection of the third party logistics partner of B2C e-commerce enterprises. It was studied that customers need for flexibility and demand for diversity was increasing in recent years. To keep this into consideration, it was observed that self logistics capital was not appropriate to sustain in the competitive market. Outsourcing of third party logistics was considered significant as it helps in appropriate usage of manpower and capital, which consequently helps the businesses to concentrate on core business decisions. So, it became important to select appropriate third party logistics service. This study resulted that service cost, quality of service, geographical scope, flexibility in delivery and information sharing ability were most influencing factors in selection of third party logistics.

Rajendran et al. (2018) conducted a study on impact of logistics services on e-shopper's satisfaction and few influencing factors were identified. With the internet penetration, electronic commerce has become famous. To support e-commerce, logistics play major role. Under this study, few elements of logistics services have been identified that satisfy e-shoppers, such as delivery service, service recovery and customer service. These results further help e-commerce industry and retailers to adopt changes in logistics perspective to satisfy customer and enlarge their customer base.

Han, Y. (2021) studied on advantageous of self logistics and third party logistics in development of e-commerce by taking an example of Jingdong electronic shopping mall. Results showed that third party logistics provide benefits in terms of lesser capital cost, expert advise and experience, sharing of operational risk, better commercial investment by saving fixed cost, ease of adoption of changes or flexible service option, as well as wider reach to customers. Self logistics also helps e-commerce development by handling customer's complaints, building their trust, direct contact, direct feedback, and faster delivery service to satisfy customers. After making comparison between self and third party logistics, it was resulted that Jingdong can grow with usage of self logistics services as well as third party logistics to meet market competition.

According to **Jiang et al. (2021),** few elements of e-commerce logistics were identified that impact customer's satisfaction, such as personal relationship with customers, timely delivery, empathy, delivery quality and information sharing along with customers as well as e-retailers. It could be stated that efficient and qualitative logistics services satisfy customers, consequently improve performance of e-commerce business.

Ullah (2021) studied the impact of e-logistics on firm performance with respect to supply chain. This study find out that e-logistics and firm performance share a positive relationship. An efficient logistics system is advantageous for firm's performance. It improves logistics service quality as well as services quality of supply chain. Overall, it improves company's competitiveness. This brings customer's satisfaction and long term relationship with them, leads to positive customer's response, which shows positive growth in supply chain performance of a firm. So, it can be concluded that e-logistics (e-transportation, electronic inventory management and so on) had a positive impact on firm's supply chain performance.

RESULTS

After careful analysis of review of literature, role of logistics sector in development of e-commerce industry has been identified. This benefits not only e-commerce industry, but also logistics sector to understand their functions that helps to improve overall performance. This study also aims to identify important factors that encourage e-commerce industry to adopt third party logistics with or without self logistics.

1. **IMPORTANCE OF LOGISTICS FOR E-COMMERCE INDUSTRY**

Retailers and e-commerce sectors can concentrate on their core competency by leveraging their logistics operations to logistics service providers (Choe, et al., 2008).

Inventory management: Customer's buying trend helps to build clear vision of online demand, which helps to maintain inventory. Businesses need not worry to run out of stock unexpectedly as inventory is tracked, controlled, maintained and managed by logistics service providers (Vasiliauskas & Jakubauskas, 2007).

Storage: Logistics companies also maintained warehouse for storage of products at the time of flow of goods from place of production to place of consumption, which release the e-commerce companies from storage cost, damage and loss of inventory, but also helps in easy tracking of goods available in stores (Vasiliauskas & Jakubauskas, 2007).

Fulfil orders: Logistics is a process that connects retail businesses with end customers by delivery right products to right customers at right time and in right condition Wang (2015). At platform of e-commerce, only orders can be placed online, logistics integrates with e-commerce to fulfil the customer's order on time Wang et al. (2004).

Same day delivery service: Allen & Fjermestad (2001) said that third party logistics provide same day delivery service with the help of support of delivery agents, which not only gives benefits to end customers and retail businesses but also e-commerce companies to gain recognition.

Last mile delivery service: According to Allen & Fjermestad (2001), logistics facilitates last mile delivery services, where product is directly delivered to end customers. Customers receive products at their doorstep. These services benefit e-commerce companies to face competition, gain recognition and grow faster than before.

Returns management: Logistics companies also facilitate in reverse logistics operations (Allen & Fjermestad, 2001), such as manage returns of products ordered online, initiate refund or exchange for returns and deliver return product to the destined warehouse. This eases the work for e-commerce companies.

Tracking: Goods in transits and in store can be tracked online with the help of logistics service providers as logistics companies performed their operations systematically and update all information with the help of software. E-commerce companies attained technological benefits with lesser or zero investment in technology Imran et al. (2019).

Improvement in customer's experience: According to Jiang et al. (2021), Rajendran et al. (2018), Wang (2015), Choe, et al. (2008) providing right product to right customers at right time and in appropriate condition, logistics satisfied customers and improve their experience, consequently build customer's loyalty and future's sales as well as support in expansion of e-commerce businesses. According to Rajendran et al. 2018, customer service, delivery service and service support were considered as important factors influencing e-shopper's satisfaction and loyalty.

Expansion and diversification: logistics plays a wider role in growth of e-commerce industry as logistics functions are completely handled by logistics sector, that assist e-commerce companies to concentrate on major work operations Choe, et al. (2008). They can increase their reach to different geographical areas as well as can make addition of variety of products.

Cost effectiveness: According to Choe, et al. (2008), Vasiliauskas & Jakubauskas (2007), Wang et al. (2004), Allen & Fjermestad (2001)**,** logistics provide different services such as inventory management, packaging, warehousing, lesser investment in context of transportation vehicle, capital, human resources, which consequently reduce cost of e-commerce companies.

Provide security of goods: study conducted by Imran et al. (2019), Davidavičienė, V., Davidavičius, S., & Kaušinis, J. (2019) stated that logistics also handle damage or loss of goods during transit and provide insurance coverage for damage or loss of products. Security of product and money helps to build customer's trust, automatically build customer's loyalty and help to build long term relationship with customers.

Competitiveness: According to Ullah (2021), logistics functions are efficiently managed by logistics service providers, releasing the e-commerce companies. E-commerce firms give attention to core competent areas and leave the logistics functions as secondary. These firms utilise their time in making competent strategies to provide efficient services to

customers. Logistics plays important role to satisfy customers and capture major market, enhances capacity to face competition in near future.

2. FACTORS INFLUENCING E-COMMERCE INDUSTRY TO ADOPT THIRD PARTY LOGISTICS

After analysis of literature, it is identified that third party logistics provide wide range of services for growth of e-commerce industry as compare to self logistics, as shown below:

FACTORS	AUTHORS	SELF LOGISTICS	THIRD PARTY LOGISTICS
COST EFFECTIVENESS	Han, Y. (2021), Cho, J.J., Ozment, J., Sink, H. (2008), Vasiliauskas, A. V., & Jakubauskas, G. (2007)	Need higher capital to manage internal logistics system	Need less capital to outsource logistics services. Capital expenses on transport vehicle and warehouse, technological expenditure, operating cost as well as human resource expenditure also get reduced.
EXPERT ADVISE	Han, Y. (2021), Cho, J.J., Ozment, J., Sink, H. (2008)	Company with internal logistics system need to take expert advise from 3PL companies	Provide expert advise to e-commerce industry as 3PL companies are reach in logistics and distribution experience
RISK	Han, Y. (2021)	Need to bear operational and financial risk internally	It share operational as well as financial risk
INVESTMENT	Han, Y. (2021)	Due to high capital loss in logistics, external investment reduced	Can make better investment by saving fixed cost (due to less capital investment in logistics)
FLEXIBILITY	Han, Y. (2021), Xu, W., & Li, B. (2017), Cho, J.J., Ozment, J., Sink, H. (2008)	Self logistics companies have no appropriate funds for such services	It helps in appropriate use of capital and manpower, consequently external environmental changes can be easily accepted, such as flexible working hours, same day delivery and free delivery.
GEOGRAPHICAL SCOPE	Han, Y. (2021), Xu, W., & Li, B. (2017), Vasiliauskas, A. V., & Jakubauskas, G. (2007)	Difficult to meet customer's demand globally	By outsourcing logistics, one can attain benefits of networks of 3PL companies, helps to reach wider range of customers and meet customers demand globally
CUSTOMER'S EXPERIENCE	Cho, J.J., Ozment, J., Sink, H. (2008)	It also provide good customer experience with direct contact with customers	Provide better customer's experience with flexible delivery option
TECHNOLOGICAL ASSISTANCE	Cho, J.J., Ozment, J., Sink, H. (2008)	It need to purchase or borrow technological	It provide free technological assistance
TIME SAVING	Vasiliauskas, A. V., & Jakubauskas, G. (2007)	Self logistics operations is time consuming for management	third party logistics saves time of e-commerce companies that helps to concentrate on core business functions instead of secondary activities
COMPETITIVENESS	Ullah (2021)	Lack of time and investment fails to stand in competitive market	Time and cost saving as well as expert advise helps to make effective policies and strategies to sustain in market

CONCLUSION

In current scenario, customers demand for online shopping has increased due to more awareness about internet. Consequently, demand of logistics increased as it becomes difficult to manage such a large customer base on their own by an e-commerce firm. The study concluded that logistics help in development of e-commerce. Logistics can be performed in two ways, such as self logistics and third party logistics. When an organization use its own logistics system to perform the logistics functions is known as self logistics, but outsourcing the logistics operations is known as third party logistics. Review of literature showed that third party logistics is more economic as it reduced the investment expenses of e-commerce businesses such as capital expenses on transport vehicle and warehouse, technological expenditure, operating cost as well as human resource expenditure also get reduced. Third party logistics had wider expertise and can reach out

customers in zones, technological assistance, provide cost effective, time saving, flexible and quality of service. Self-logistics was also given importance. E-commerce companies make direct contact with customers and get direct feedback from them, helps to improve their performance. Here, Self-logistics means a logistics department in the e-commerce company, so they will care more about the product as compare to outside logistics. Company with internal logistics system would have more commercial reputation or goodwill than company using third party logistics. Overall, logistics provide enough opportunity to e-commerce firms to spend time and money on core competent decisions, to increase their competitiveness, help to build customer trust and loyalty, consequently lead to expansion and diversification of business.

It was also find out that e-commerce development has a positive impact on logistics and considered as lifeline of logistics system: logistics reach to wide range of customers increase as well as encourage the development of e-logistics. This study gives benefits not only to end customers, e-commerce and logistics sectors, but also to researchers, practitioners and economy as a whole.

REFERENCES

1. Allen, E., & Fjermestad, J. (2001). E-commerce marketing strategies: an integrated framework and case analysis. Logistics Information Management, 14(1/2), 14–23.

2. Cho, J.J., Ozment, J., Sink, H. (2008), Logistics capability, logistics outsourcing and firm performance in an e-commerce market. International Journal of Physical Distribution & Logistics Management, 38(5), 336–359.

3. Dr. C. Eugine Franco, and Bulomine Regi. S, "ADVANTAGES AND CHALLENGES OF E-COMMERCE CUSTOMERS AND BUSINESSES: IN INDIAN PERSPECTIVE" International Journal of Research – Granthaalayah, Vol. 4, No. 3: SE (2016): 7-13.

4. Davidavičienė, V., Davidavičius, S., & Kaušinis, J. (2019). Consumer dissatisfaction structure - e-logistic perspective: Lithuania case. International Journal of Learning and Change, 11(3), 237.

5. Han, Y. (2021). Advantages of Self-Logistics and the Third-Party Logistics-Taking Jingdong Electronic Shopping Mall as an Example. In E3S Web of Conferences (Vol. 235). EDP Sciences.

6. Imran, M., Hamid, S., Aziz, A., & Hameed, W. (2019). The contributing factors towards e-logistic customer satisfaction: a mediating role of information technology. Uncertain Supply Chain Management, 7(1), 63-72.

7. Jiang, Y., Lai, P., Chang, C. H., Yuen, K. F., Li, S., & Wang, X. (2021). Sustainable Management for Fresh Food E-Commerce Logistics Services. Sustainability 2021, 13, 3456.

8. Lummus, R. R., Krumwiede, D. W., & Vokurka, R. J. (2001). The relationship of logistics to supply chain management: developing a common industry definition. Industrial Management & Data Systems, 101(8), 426–432.

9. Rajendran, S. D., Wahab, S. N., Ling, Y. W., & Yun, L. S. (2018). The impact of logistics services on the e-shoppers' satisfaction. International Journal of Supply Chain Management, 7(5), 461-469.

10. Ullah, K., Khan, S., Sharif, I., Junaid, M., Khattak, A. A., Malik, F., Ajmal, M.M., & Naseer, R. (2021). The impact of e-logistics on firm performance in context of supply chain. Ilkogretim Online, 20(3), 1791-1795.

11. Vasiliauskas, A. V., & Jakubauskas, G. (2007). Principle and benefits of third party logistics approach when managing logistics supply chain. Transport, 22(2), 68-72.

12. Wang, J., Yang, D., Guo, Q., & Huo, Y. (2004). Taking Advantage of E-Logistics to Strengthen the Competitive Advantage of Enterprises in China. The fourth International Conference on Electronic Business (ICEB2004), 185-189.

13. Wang, L. (2015). Research on the impact of e-commerce to logistics economy: An empirical analysis based on Zhengzhou airport logistics. International Journal of Security and Its Applications, 9(10), 275-286.

14. Xu, W., & Li, B. (2017). The Third Party Logistics Partner Selection of B2C E-Commerce Enterprise. MATEC Web of Conferences, 100, 02032.

15. Admin, B. (2021, August 13). Top 10 E-Commerce Companies In India. Learning Center - Fundoodata.Com. Retrieved October 25, 2021, from https://www.fundoodata.com/learning-center/top-10-e-commerce-companies-india-2/

16. Admin, B. (2021a, August 10). Top 10 Logistics Companies in India. Learning Center - Fundoodata.Com. Retrieved October 24, 2021, from https://www.fundoodata.com/learning-center/top-10-logistic-companies-india/

17. Jenkins, A. (2021, September 29). Logistics for Business Defined: Importance Role & Benefits. Oracle NetSuite. Retrieved October 29, 2021, from https://www.netsuite.com/portal/resource/articles/erp/logistics.shtml

18. Keelery, S. (2021, August 2). Internet usage in India - statistics & facts. Statista. Retrieved November 29, 2021, from https://www.statista.com/topics/2157/internet-usage-in-india/

19. Lifelong. (2021). Lifelong India Online. Lifelong Online. Retrieved November 29, 2021, from https://www.lifelongindiaonline.com/

20. Michigan State University. (2020, October 30). Is logistics the same as supply chain management? Retrieved October 29, 2021, from https://www.michiganstateuniversityonline.com/resources/supply-chain/is-logistics-the-same-as-supply-chain-management/

21. Name, A. (2020, May 19). How Logistics Works in E-Commerce – Logmore Blog. Logmore. Retrieved November 1, 2021, from https://www.logmore.com/post/how-logistics-works-in-e-commerce

22. Rodriguez, L. (2018, March 27). The role of transport and logistics in promoting e-commerce in developing countries | UNCTAD. Retrieved October 20, 2021, from https://unctad.org/news/role-transport-and-logistics-promoting-e-commerce-developing-countries

23. Viswanadham, N., & Puvaneswari, M. (2000). Research Report - India Logistics Industry. Thought Leadership White Papers. Retrieved on May 15, 2020, from https://www.csa.iisc.ac.in/~nv/11India%20Logistics%20Report_Aug2004.pdf