

In what ways does social media has improve the sell of products from department s...

[Business](#)



Nowadays, Social Networking is being largely used as a marketing tool. The influence of such networks is increasing with time. The impacts of this marketing tool on the sales in departmental stores are being studied in different research contexts. The objective of the current research is to analyze the positive impact of social networks on departmental sales.

Cheung, C., Lee, M., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet Research*, 18(3), 229-247.

Advertisement through social network has been confirmed as a strong influence in consumer decisions by this study. This further supports the research thesis.

Claro, D. P., & Neto, S. A. L. (2011). Social Networks and Sales Performance. *RAC - Revista de Administração Contemporânea*, 15(3), 498-512.

The paper is aimed at analysing the direct connection between social networks and sales. The literature supports the current research in establishing the connection between social networks and sales in general.

Groot, R. D. (2006). Consumers don't play dice, influence of social networks and advertisements. *Physica A*, 363(2), 446-458.

This article emphasizes that advertisements in social networks have strong positive influences on consumers.

Harvey, J. (2004). Digital Prospecting – Social Networks in Sales. *KM World*, 13(6), 16-24.

This magazine article explores the increasing role of social networks in sales focusing on departmental sales.

Janssen, M. A., & Jager, W. (2003). Simulating Market Dynamics: Interactions

between Consumer Psychology and Social Networks. *Artificial Life*, 9(4), 343-356.

This study analyzes the psychological connection between consumers and social networks. The results of this study will provide scientific reasoning for the observations to be made by the current study.

Jones, E., Brown, S. P., Zoltners, A. A., & Weitz, B. A. (2005). The changing environment of selling and sales management. *Journal of Personal Selling & Sales Management*, 25(2), 105-111.

The changing trends in selling and sales management are observed by this study. Its observations on store sales support the thesis of the current research.

Kalpaklioglu, N. U., & Toros, N. (2011). Viral Marketing Techniques Within Online Social Network. *Journal of Yasar University*, 6(24), 4112-4129.

The direct impacts of online marketing techniques through social network are explored in this work. The results of this study can be used to analyze the observations on trends in retail markets made by the current research.

Mitchell, J. C. (1969). The concept and use of social networks. In J. C. Mitchell (Ed.) *Social networks in urban situations* (pp. 1-50). Manchester: Manchester University Press.

This work has special reference to urban markets in relation to the influence of social networks. These observations can be used as literature review for the current research.

Sharma, A., Levy, M., & Kumar, A. (2000). Knowledge structures and retail sales performance: empirical examination. *Journal of Retailing*, 76(1), 53-69.

The objective of this study is to investigate the connections between

knowledge structures and retail sales performance. As social networks heavily influence the knowledge structures of the consumers, this study will support the thesis of the current research.

Zafar, S., & Khan, M. (2011). Examining The Attitude Towards Social Network Advertising: A Study Of Young Pakistani Consumers. *International Journal of Academic Research*, 3(5), 299-302.

This work has special emphasis on the impact of Social Network Advertising on Pakistani consumers. The positive influence of social networks as assumed by the hypothesis of the current study is thus supported.