

Impact Of Social Media Advertising On Order Volume, Delivery Performance, And Customer Satisfaction

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ABSTRACT

This study explores the effect of social media advertising on order volume, delivery performance, and customer satisfaction at Thrise (RBSorting Hat Private Limited). Businesses today rely on platforms such as Facebook, Instagram, and Amazon to increase sales and customer engagement. While advertisements improve order volume, they also create operational challenges related to inventory, fulfilment, and logistics.

The study used a mixed-method approach during Spring 2026. Primary data was collected from 50 respondents through questionnaires, while secondary data was obtained from Amazon and Meta campaign metrics. Findings reveal that products such as Gluco Balance generated high conversion rates, whereas products like the CPAP Machine resulted in poor performance and unnecessary advertising expenses.

Survey results indicate that customers are influenced by attractive advertisements, but delivery speed, tracking accuracy, and service reliability strongly affect customer satisfaction. The study concludes that businesses must balance marketing performance with operational efficiency to achieve sustainable growth and long-term customer satisfaction.

KEYWORDS: Social Media Advertising, Order Volume, Delivery Performance, Customer Satisfaction, E-Commerce, Conversion Rate (CVR), ROAS, Fulfilment, Buy Box, Thrise.

1. INTRODUCTION

The rapid advancement of digital technology and internet accessibility has significantly transformed the way businesses communicate with consumers. Traditional marketing methods have gradually shifted toward digital and social media platforms, enabling organizations to engage customers more interactively and effectively. Social media platforms such as Facebook, Instagram, YouTube, WhatsApp, and Amazon have become powerful tools for advertising, customer engagement, brand awareness, and sales generation. Businesses now rely heavily on social media campaigns to influence purchasing behavior and enhance market reach.

Social media advertising uses visual content, targeted promotions, influencer marketing, sponsored posts, and personalized advertisements to attract customers. These strategies help businesses increase visibility, create customer interest, and improve conversion rates. Consumers are increasingly influenced by online reviews, advertisements,

promotional videos, and influencer recommendations before making purchasing decisions. As a result, digital advertising has become an important driver of e-commerce growth.

However, while social media advertising successfully increases order volume and customer engagement, it also creates operational challenges for businesses. A sudden increase in customer orders may lead to inventory shortages, delayed deliveries, poor order tracking, increased return requests, and customer dissatisfaction. This imbalance between marketing success and operational capability is commonly referred to as the “E-commerce Paradox.” Companies may succeed in attracting customers through advertisements but fail to maintain customer satisfaction due to weak logistics and fulfillment systems.

Customer satisfaction in e-commerce depends not only on attractive advertisements but also on the complete customer experience, including product availability, delivery speed, tracking accuracy, packaging quality, and after-sales support. If delivery performance is poor, customers may lose trust in the company despite effective advertising campaigns. Therefore, organizations must integrate marketing activities with supply chain management, logistics, and customer support systems to ensure sustainable business growth.

This study focuses on Thrise (RBSorting Hat Private Limited), a Chennai-based digital marketing and e-commerce support organization. The research examines how social media advertising influences order volume, delivery performance, and customer satisfaction. The study also evaluates operational challenges created by increased demand and identifies strategies for improving customer experience and business performance.

2. OBJECTIVES OF THE STUDY

Primary Objective

- To analyze the impact of social media advertising on order volume, delivery performance, and customer satisfaction.

Secondary Objectives

- To identify high-performing products with strong conversion rates.
- To examine the relationship between advertising performance and delivery efficiency.
- To evaluate customer satisfaction regarding advertisements and delivery services.
- To identify operational issues affecting customer trust and repeat purchases.
- To understand the role of digital marketing in improving e-commerce business performance.
- To suggest strategies for integrating marketing and logistics operations effectively.

3. REVIEW OF LITERATURE

Previous research studies indicate that social media marketing plays a major role in influencing consumer behavior, increasing brand awareness, and improving organizational performance. Researchers have emphasized that digital advertising has transformed traditional marketing into a customer-centered communication model.

Chaffey and Ellis-Chadwick (2019) explained that digital marketing strategies improve customer engagement, online visibility, and sales performance through targeted communication and interactive content. Their study highlighted the importance of integrated digital campaigns in building customer relationships and increasing online conversion rates.

Kaplan and Haenlein (2010) stated that social media transformed business communication from one-way information sharing into interactive engagement between companies and consumers. They emphasized that platforms such as Facebook, YouTube, and Instagram enable businesses to communicate directly with customers and build stronger relationships through personalized content.

Lemon and Verhoef (2016) discussed the concept of customer experience across the entire customer journey. Their research explained that customer satisfaction depends not only on product quality but also on pre-purchase experience, delivery performance, after-sales support, and service reliability. Efficient logistics and timely delivery are therefore essential components of customer satisfaction in e-commerce businesses.

Mangold and Faulds (2009) described social media as a hybrid element of the promotional mix, where customers actively participate in communication and influence brand reputation through online interactions and reviews. Their study showed that customer-generated content significantly impacts purchasing decisions and trust.

McKinsey & Company (2022) highlighted the importance of agile and technology-driven supply chain systems in modern retail and e-commerce industries. The report explained that businesses must align marketing campaigns with logistics and fulfillment operations to manage sudden increases in order volume effectively. Failure to coordinate these functions may lead to delayed deliveries and negative customer experiences.

The literature review indicates that while social media advertising increases customer engagement and sales performance, operational efficiency and logistics management are equally important for maintaining customer satisfaction and long-term business sustainability.

4. DATA ANALYSIS & INTERPRETATION

The study collected responses from customers and analyzed operational performance indicators related to advertising effectiveness, order volume, delivery performance, and customer satisfaction.

Customer Response Analysis

Social Media Advertisement Exposure

The survey findings revealed that 90% of respondents regularly view advertisements on social media platforms. This indicates the widespread reach and influence of digital marketing campaigns in attracting consumer attention. The result demonstrates that social media has become an important communication channel between businesses and customers.

Advertisement Attractiveness

About 84% of respondents stated that advertisements were visually attractive and engaging. This suggests that creative content, promotional videos, graphics, and product demonstrations play a significant role in influencing customer interest and engagement. Attractive advertisements improve brand visibility and encourage customers to explore products further.

Influence on Purchasing Decisions

The analysis showed that 68% of respondents believed that advertisements influenced their purchasing decisions. This finding confirms that social media marketing has a direct impact on customer buying behavior. Advertisements create awareness, generate product interest, and motivate customers to make online purchases.

Customer Trust in Advertisements

Approximately 60% of respondents trusted products promoted through advertisements. This indicates that while advertisements successfully attract customers, businesses must maintain authenticity and transparency to strengthen customer trust. False claims or misleading promotions may negatively affect customer loyalty and brand image.

Delivery Tracking Satisfaction

About 66% of respondents were satisfied with delivery tracking systems. Customers prefer real-time order updates and transparent delivery information. Efficient tracking systems improve customer confidence and reduce uncertainty regarding order status.

SKU Performance Analysis

The product-wise conversion rate analysis revealed variations in performance among different products promoted through social media campaigns.

High-Performing Products

Gluco Balance – 45.28% Conversion Rate

Gluco Balance showed strong performance due to effective advertising, customer demand, and product relevance. The product successfully converted customer interest into sales, indicating high advertisement effectiveness.

WB Wood Coating – 80.00% Conversion Rate

WB Wood Coating emerged as the elite-performing product with the highest conversion rate. This suggests that targeted advertising, customer trust, and product-market fit significantly contributed to successful conversions.

Daily Defence 60s – 39.57% Conversion Rate

Daily Defence 60s also demonstrated strong performance, reflecting customer acceptance and effective promotional campaigns.

Poor-Performing Product

CPAP Machine – 0.00% Conversion Rate

The CPAP Machine recorded no conversions despite promotional activities. Possible reasons include limited customer awareness, higher product cost, niche demand, inadequate targeting, or ineffective advertising strategies.

Interpretation of Findings

The analysis clearly indicates that effective social media advertising increases order volume and customer engagement. However, increased demand also places pressure on operational systems such as inventory management, logistics coordination, order processing, and customer support.

Customers expect timely delivery, accurate tracking information, and reliable service after placing online orders. Operational inefficiencies such as delayed deliveries, poor tracking updates, and inventory shortages negatively affect customer satisfaction despite successful advertising campaigns.

The findings therefore highlight the need for businesses to integrate marketing and logistics systems effectively to ensure smooth operations and improved customer experience.

5. INDUSTRIAL PROFILE

The digital marketing and e-commerce industry is one of the fastest-growing sectors globally. Rapid internet penetration, smartphone adoption, digital payment systems, and changing consumer behavior have significantly increased online shopping activities. Businesses across industries are increasingly adopting digital platforms to promote products and reach wider customer segments.

India's e-commerce market has experienced substantial growth in recent years due to increasing internet accessibility and rising consumer confidence in online transactions. Government initiatives promoting digitalization and cashless payments have further accelerated the expansion of online businesses. Social media platforms now serve not only as communication tools but also as major sales and advertising channels.

Thrise (RBSorting Hat Private Limited), located in Chennai, operates as a digital marketing and e-commerce support organization. The company provides marketplace management, advertising optimization, digital campaign support, product promotion, and online business growth solutions for multiple brands.

The organization focuses on improving online visibility, customer engagement, and sales performance through strategic advertising campaigns. Thrise also supports businesses in managing e-commerce operations, customer communication, and marketplace performance analysis.

As the e-commerce industry becomes increasingly competitive, companies like Thrise play a critical role in helping businesses optimize digital marketing strategies while addressing operational and customer service challenges.

6. SUGGESTIONS

Based on the findings of the study, the following suggestions are recommended for improving advertising effectiveness, delivery performance, and customer satisfaction:

- Businesses should integrate marketing and logistics operations to manage increased order volume effectively.
- Companies should improve inventory forecasting and warehouse management systems to prevent stock shortages during promotional campaigns.
- Real-time order tracking systems should be strengthened to improve transparency and customer confidence.
- Businesses should ensure timely delivery and efficient customer support services to maintain customer satisfaction.
- Social media advertisements should provide accurate and transparent product information to improve customer trust.
- Companies should analyze customer feedback regularly to identify operational issues and improve service quality.
- Targeted advertising strategies should be adopted to improve conversion rates for low-performing products.
- Employee training programs should be conducted to improve coordination between marketing, logistics, and customer support departments.
- Businesses should use data analytics and artificial intelligence tools to optimize advertising performance and demand forecasting.

7. CONCLUSION

The study concludes that social media advertising has a significant impact on order volume, delivery performance, and customer satisfaction in the e-commerce industry. Effective advertisements attract customers, increase

engagement, and improve sales performance. However, increased demand also creates operational challenges related to inventory management, logistics, and fulfilment systems.

The research findings reveal that customer satisfaction depends not only on promotional effectiveness but also on timely delivery, accurate tracking systems, and reliable customer service. Businesses must therefore align marketing strategies with operational capabilities to ensure a seamless customer experience.

The study also highlights the importance of integrating digital marketing with supply chain and logistics management for achieving sustainable business growth. Organizations that successfully coordinate advertising, fulfilment, and customer support systems can improve customer trust, increase repeat purchases, and maintain competitive advantage in the rapidly growing e-commerce industry.

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- Meta Business Suite – <https://business.facebook.com>
- Statista – <https://www.statista.com>