



Measuring The Effect Of Social Media Ads 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 growth of digital technologies and internet accessibility has significantly transformed the global business environment. In recent years, organizations have shifted from traditional marketing methods toward digital platforms to reach a larger and more targeted audience. Social media platforms such as Facebook, Instagram, YouTube, and Amazon have become essential tools for business promotion, customer engagement, and online sales generation. These platforms enable businesses to communicate directly with

customers through interactive advertisements, influencer collaborations, personalized recommendations, and visual content marketing.

Social media advertising has emerged as one of the most effective promotional strategies because it allows businesses to target customers based on demographics, interests, browsing behavior, and purchasing patterns. Attractive advertisements, promotional videos, sponsored posts, and customer reviews strongly influence customer buying decisions. Businesses increasingly invest in digital advertising because it improves brand visibility, customer reach, and conversion rates while reducing the limitations associated with traditional marketing.

At the same time, the rapid growth of e-commerce and digital advertising has created new operational challenges. Successful advertising campaigns often generate sudden increases in order volumes, placing pressure on inventory management systems, warehouse operations, logistics networks, and customer support services. Many organizations experience delivery delays, stock shortages, inaccurate tracking systems, return management issues, and communication gaps during high-demand periods. This imbalance between marketing success and operational capability is commonly referred to as the “E-commerce Paradox.”

The E-commerce Paradox describes a situation in which aggressive digital marketing strategies increase customer demand and sales, but operational inefficiencies reduce customer satisfaction and affect long-term business sustainability. Customers today expect not only attractive advertisements but also fast delivery, accurate tracking, reliable product quality, and responsive customer service. Therefore, companies must integrate marketing strategies with operational systems to ensure a seamless customer experience.

This study focuses on Thrise (RBSorting Hat Private Limited), a company involved in digital marketing and e-commerce support services. The research examines the relationship between social media advertising, order volume, delivery performance, and customer satisfaction. The study aims to understand how advertising campaigns influence purchasing behavior and how operational efficiency affects customer trust and repeat purchases.

The research is highly relevant in today’s competitive digital economy because businesses must maintain a balance between promotional effectiveness and service quality. The findings of this study will help organizations improve advertising strategies, optimize logistics operations, and enhance customer satisfaction for sustainable business growth.

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 study customer perception regarding social media promotions and online purchasing behavior.
- To analyze how delivery delays and inventory issues influence customer satisfaction.
- To suggest strategies for improving coordination between marketing and operational functions.
- To understand the role of digital platforms in enhancing customer engagement and sales performance.
- To evaluate the effectiveness of visually attractive advertisements in influencing purchasing decisions.
- To examine the importance of tracking systems and after-sales support in customer retention.

3. REVIEW OF LITERATURE

Digital marketing and e-commerce have become major research areas due to their increasing importance in modern business operations. Several researchers have examined the influence of social media advertising on consumer behavior, brand awareness, and customer satisfaction.

Chaffey and Ellis-Chadwick (2019) explained that digital marketing strategies improve customer engagement, customer acquisition, and overall sales performance. According to their study, businesses use social media platforms to create personalized marketing campaigns that increase customer interaction and conversion rates. They also emphasized that digital marketing enables organizations to collect customer data and analyze consumer preferences for better decision-making.

Kaplan and Haenlein (2010) stated that social media transformed business communication from one-way promotional activities into interactive engagement. Customers are no longer passive recipients of information; instead, they actively participate in discussions, share reviews, and influence the purchasing decisions of other consumers. Social media platforms therefore serve not only as marketing channels but also as relationship-building tools.

Lemon and Verhoef (2016) emphasized that customer satisfaction depends on the complete customer journey, including product discovery, purchase process, delivery experience, and post-purchase support. Their research highlighted that even if advertisements successfully attract customers, operational failures such as delayed deliveries and poor customer support can negatively affect customer loyalty.

Kotler and Keller (2016) discussed the growing importance of integrated marketing communication in the digital era. They explained that organizations must align marketing activities with operational capabilities to ensure consistent customer experiences. Effective coordination between advertising, inventory management, and logistics operations is necessary for sustainable business performance.

Recent studies in e-commerce management have also highlighted the importance of fulfilment efficiency and delivery performance. Researchers found that customers expect faster deliveries, accurate tracking systems, and easy return processes. Companies that fail to meet these expectations often experience negative customer reviews and reduced repeat purchases.

Studies related to customer trust indicate that online buyers rely heavily on advertisements, ratings, reviews, and product presentation before making purchasing decisions. Attractive visuals, influencer endorsements, and promotional campaigns significantly influence consumer behavior. However, customer trust can quickly decline if actual service performance does not match promotional claims.

The literature review clearly indicates that while digital advertising positively influences customer engagement and sales growth, operational efficiency remains equally important in ensuring customer satisfaction and long-term business success.

4. DATA ANALYSIS

The study collected primary data through customer surveys and organizational performance reports to analyze the impact of social media advertising on customer purchasing behavior, order volume, and delivery performance.

Customer Survey Analysis

The survey findings revealed several important insights regarding customer perceptions and online purchasing behavior.

- **90% of respondents regularly view social media advertisements.**
This indicates that social media platforms have become highly influential communication channels for businesses. Customers are consistently exposed to digital advertisements while browsing online platforms.
- **84% of respondents found advertisements visually attractive.**
Attractive visuals, product demonstrations, videos, and promotional designs play a major role in capturing customer attention and increasing interest in products.
- **68% of respondents stated that advertisements influenced their purchasing decisions.**
This finding demonstrates the effectiveness of digital advertising in driving online sales and influencing customer buying behavior.
- **60% of respondents trusted products promoted through advertisements.**
Customer trust is an important factor in online shopping. Although a majority of respondents trusted promoted products, the remaining respondents expressed concerns regarding product quality, authenticity, or delivery reliability.
- **66% of respondents were satisfied with delivery tracking systems.**
Delivery tracking systems help customers monitor order status and improve transparency. However, the findings also suggest that some customers experienced issues such as delayed updates or inaccurate tracking information.

SKU Performance Analysis

The study analyzed product performance using Conversion Rate (CVR) data to identify high-performing and low-performing products.

High-Performing Products

- **Gluco Balance – 45.28% CVR**

This product demonstrated strong customer demand and effective advertisement performance. The product's promotional strategy successfully converted viewers into buyers.

- **WB Wood Coating – 80.00% CVR**

This was identified as an elite-performing product with exceptionally high conversion rates. Strong product positioning, effective advertising, and customer demand contributed to its outstanding performance.

- **Daily Defence 60s – 39.57% CVR**

This product also showed strong market performance and positive customer response.

Poor-Performing Product

- **CPAP Machine – 0.00% CVR**

The product failed to generate conversions despite advertisement exposure. Possible reasons include poor targeting, pricing issues, limited customer awareness, or ineffective promotional content.

Interpretation of Findings

The analysis indicates that social media advertising significantly influences customer engagement and sales performance. Products with attractive advertisements and strong customer demand achieved higher conversion rates. However, operational challenges such as delivery delays, inventory shortages, and fulfilment inefficiencies negatively affected customer satisfaction.

The findings also reveal that customer trust depends not only on advertisement quality but also on actual service performance. Businesses must therefore ensure coordination between marketing campaigns and operational systems to maintain customer satisfaction and encourage repeat purchases.

5. INDUSTRIAL PROFILE

The digital marketing and e-commerce industry has become one of the fastest-growing sectors in the global economy. Increasing internet penetration, smartphone usage, digital payment systems, and changing consumer lifestyles have accelerated the growth of online shopping and digital advertising.

India's e-commerce market has experienced rapid expansion over the last decade. Consumers increasingly prefer online platforms due to convenience, product variety, competitive pricing, and faster delivery services. Government initiatives supporting digital transformation and cashless transactions have further contributed to industry growth.

The digital advertising industry has also expanded significantly as businesses invest heavily in online promotional campaigns. Social media marketing, influencer marketing, search engine advertising, and content marketing have become major tools for customer acquisition and brand promotion.

Thrise (RBSorting Hat Private Limited), located in Chennai, operates in the field of digital marketing and e-commerce support services. The company provides marketplace management, advertising optimization, customer engagement strategies, and online business growth solutions for various brands.

The organization focuses on improving product visibility, enhancing customer reach, and increasing conversion rates through effective digital marketing techniques. It also supports businesses in managing online sales platforms and operational activities.

As the company handles increasing order volumes generated through social media campaigns, it faces operational challenges related to logistics coordination, fulfilment efficiency, inventory management, and customer support. Therefore, studying the relationship between marketing effectiveness and operational performance is important for improving overall business sustainability.

6. CONCLUSION

The study concludes that social media advertising plays a significant role in influencing customer purchasing behavior, increasing order volume, and enhancing brand visibility. Digital platforms such as Facebook, Instagram, YouTube, and Amazon provide businesses with effective tools to engage customers through interactive and visually attractive promotional content.

The research findings indicate that effective advertisements positively influence customer decisions and improve conversion rates. High-performing products such as WB Wood Coating and Gluco Balance demonstrated the strong impact of targeted advertising and customer engagement strategies.

However, the study also highlights the operational challenges associated with increased online demand. Delivery delays, inventory shortages, inaccurate tracking systems, and fulfilment inefficiencies negatively affect customer satisfaction and trust. This creates the “E-commerce Paradox,” where successful marketing campaigns generate high sales volumes but operational limitations reduce overall customer experience.

Customer satisfaction depends not only on attractive advertisements but also on timely delivery, accurate order tracking, reliable product quality, and responsive customer support. Businesses must therefore integrate marketing strategies with logistics, fulfilment operations, and customer service systems.

The study recommends that organizations improve coordination between marketing and operational departments, strengthen inventory management systems, enhance delivery tracking technologies, and provide better customer support services. Businesses should also use customer feedback and data analytics to improve advertising effectiveness and operational efficiency.

Overall, sustainable business growth in the digital era requires a balanced approach that combines effective social media marketing with efficient operational management and customer-centric service delivery.

7. REFERENCES

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5. McKinsey & Company. (2022). *The Next Normal in Retail: Zero-Distance Supply Chain*.



8. WEB LINKS

- Thrise – <https://www.thrise.com>
- Amazon Seller Central – <https://sellercentral.amazon.in>
- Meta Business Suite – <https://business.facebook.com>
- Statista – <https://www.statista.com>

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