

## **SOCIAL MEDIA MARKETING: A PERSPECTIVE OF NEW EMERGING ERA**

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### **ABSTRACT**

Due to digital technology the traditional concept of buying and selling has changed. The today's fast generation prefers to do fast shopping. So the today's consumer always uses online shopping devices i.e. digital technology for buying. Maximum no. of customers started giving priority to online shopping (Digital platform) and found it is very simple and safe to operate. Social networking sites, blogs, various apps, other mobile technology and free internet provided by the simcard companies helps the consumer to give preference to digital platforms. The internet has become extremely interactive. Social media has created a new style of communication and there

are now billions of conversations happening online. And it all feels relatively natural to the consumer. It's just part of how the web operates.

This study will help us to know whether people would opt for social media marketing or not. Thus, to ensure that an effectiveness of social media marketing is analyzed.

This Study provided reasons for the growing trends of online shopping, and also the trends in social media marketing.

**KEY WORDS:** Digital technology, online shopping platforms, Social media marketing.

### **INTRODUCTION**

#### **What Is Social Media**

Social media enables the exchange of ideas and information across virtual networks. With platforms ranging from Facebook and Instagram to Twitter and YouTube, social media encompasses a vast array of applications that empower users to share content, engage with one another online, and foster communities. More than 4.7 billion people use social media, equal to roughly 60% of the world's population.

#### **Key features**

- ❖ Social media is a digital technology that facilitates the sharing of content, multimedia, and information through virtual networks and communities.
- ❖ There are more than 4.7 billion social media users around the world.
- ❖ In 2022, the number of social media users worldwide grew by 137 million, or about 3%.
- ❖ The largest social media platforms are Facebook, YouTube, WhatsApp, Instagram, and WeChat.
- ❖ Social media typically features user-generated content and personalized profiles that lend themselves to engagement via likes, shares, comments, and discussion

Most essential social media platforms which you can advertise on:

- Facebook Ads
- Instagram Ads
- YouTube Ads
- LinkedIn Ads
- Twitter Ads
- Snapchat



## Scope of the study

- There is a huge scope to study online shopping through social media marketing tools, as the new era of smartphones allows each and every one to utilize the social media app.
- This paper covers the awareness of social media marketing tools.
- And also studies the effectiveness of social media marketing tools.
- The growing trend of social media marketing

## Limitations of the study

- The sample size is small which only comprises of 70 respondents.
- Had to request respondents to submit the responses on time, they hardly replied on time.
- Finding the information on internet was difficult, had to go through various sites and get the accurate information.
- Not much authentic data available.
- Respondent may be biased on their responses

## Significance of the study

- The social media marketing is a trend in the latest time.
- The significance of the study is due to the huge popularity of online shopping apps, websites and social media marketing
- Significantly, online shopping is trending source under Digital Marketing and E - Commerce, and there is wide scope to study about the social media marketing

**Objectives of the Study**

- To find out the awareness of social media marketing.
- To study key trends in social media marketing.
- To find effective brand communication for social media promotion.

**REVIEW OF LITERATURE**

**Kaplan and Heinlein (2010)** define social media as “a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content.” According to Kaplan and Heinlein (2010) web 2.0 is a platform where content is continuously altered by all operators in a sharing and collaborative way. Web 2.0 is a web based technology which helps to create highly interactive platforms through which individuals and communities share, co-create, discuss and modify user generated content. Social media are the websites which are build upon the technological foundations of web 2.0 that help a user to create user generated contents that can be shared. He also states that This technology allows a user to create and publish the content on the social media networks. This information can be shared with other members of the social media website, who are connected with the user.

**Mangold and Faulds (2009)** describe social media as the set of online word of mouth forums which includes blogs, discussion boards, forums or social networks to name a few. Using all mobile and web-based technologies, social media creates highly interactive platforms by bringing together individuals and creating communities. Internet has a lot of websites; each of them has different functional attributes and caters to different sections of society. Websites like facebook are for general masses but LinkedIn is focused on professional networking. Media sharing sites (i.e. YouTube, Picassa and Flickr) or blogging platforms (i.e. blogspot, word press) are also members of this ecosystem called social media

**Kietzmann et al.,2011** Social media has equipped the organization to establish an direct relationship with the consumers. Both of the organizations and consumers are free to generate content on the web pages, which further leads to conversations and discussion. Organization on one end are provided with an opportunity to share their information with a large base of customers and on the other end consumers are also free to publish any content whether positive or negative regarding the information

**Weinberg (2009)** has defined social media marketing as the process that empowers individuals to promote their websites, products, or services through online social channels and tap into a much larger community that may not have been available via traditional channels. So if we keep it simple, social media marketing is the process where organizations use social media websites to build rush on their company official websites. It does not stop here but organizations also inform the potential customers of happenings in the organization, launch of the new model or product and latest news about the organization through social media applications

## Data Collection

The present research is based on primary data and secondary data.

- Primary data

Primary data collected through google forms of questionnaire from the various respondents.

- Secondary data

The relevant secondary data were collected from various books and websites. Keeping in view of the said objectives, available secondary data was extensively used for the study. Different news articles, published journals, economic surveys, Books, Reports, and web were used which are acknowledge properly.

- Sample Size

Sample is collected from 70 respondents; hence sample size is 70

## FINDINGS

Initially the social networking sites were only providing services of socializing and entertainment now a days they are also providing platforms for marketing and selling. Marketers and business people are using these platforms to have interaction between their services and customers.

The questionnaires and its responses will provide marketers with details like consumer's want, their expectations, their own and their competitor's strength and weaknesses. Before buying consumer always evaluate various social networking sites such as Facebook, Instagram, Twitter etc. as well as online shopping apps such as Myntra, Flipkart, and Amazon etc. for the reviews of the products and services given by the earlier users. Many Youtubers also uploads videos regarding feedback, reviews and comparison between different products and service providers.

The increase use of social media among the youngsters as well as craze of uploading photos, videos and stories on social media like face book, Instagram etc. has led the consumers to buy more and more things to show off and maintaining status on social media. Social media is a dynamic source of social proof, which is an important consideration when making purchases. People rely more on social media for reviews about the product and services. Consumers now prefer to communicate with brands via social media when they have a complaint or a concern about their service.

- Facebook and Whatsapp are observed as the most used social networking applications.
- People use social networking sites for promoting business and have communities for their business.
- There are minimum people who have used marketing applications in the past.
- Majority of people agree to fact they view advertisements on social networking sites.
- Maximum people are attracted and came across to Web Banner and Video ads.
- Most of the people sees advertisement of Facebook, whatsapp and LinkedIn

Through objectives:

### **1.To find out the awareness of social media marketing.**

#### **FINDING:**

maximum people agree to the fact that they spend most of their time over internet and 74% people of total sample population are aware of the social media marketing

### **2.To study key trends in social media marketing**

**FINDING:** The trends of social media marketing are:

- Facebook
- Whatsapp
- Twitter
- Instagram
- LinkedIn

According to people communicated during the survey Facebook and Whatsapp are the most popular trends in social media marketing

### **3.To find effective brand communication for social media promotion.**

#### **FINDING:**

Maximum people agree to the fact Facebook and WhatsApp are observed as the most used social networking applications and effective for the brand communication.

#### **Suggestion**

- ❖ Social media helps to grow a brand and to reach out to the customer and its need
- ❖ Using Social Media channels is going to be the most preferred mode, so building safe and strong technology is suggested
- ❖ Be Consistent. While posting consistency depends on the platform, posting content regularly is always a good rule of thumb to follow.
- ❖ Once you set your social media goals, move on to decide on who your target audience will be. Your message won't be compelling unless it's specifically designed for your target audience.
- ❖ Communication should be more preferred than advertising. So, if the brand is communicated well and remembered by the audience, then it is a greatest success to the company for their promotion through social media.
- ❖ Promotional way of advertising is best: the usual banner ads and video ads attract them. So, advertising must be interactive, promotional and in innovative form to hold the audience.
- ❖ Advertisement should target the individuals than the mass. If an ad is hosted for a group then that would be no advantage in delivering specified information.
- ❖ Adding more multimedia elements to have more interactive factors in fan pages and group would benefit the brand user.



- ❖ Facebook and WhatsApp is the most popular social networking applications and must be used for social media promotions.

## CONCLUSION

Technology is here to stay and social media has sprung up as a game changer. The digitization of human interactions and intimacy has brought the world closer at the click of a button. In this fast-paced world, social media is a communication boon for the public health community and has the potential to promote and change many health-related behaviors and issues particularly in times of crisis. As it is characterized by interactivity, user generated content and multi directional communication flow, it makes for best choice for faster spread of public health messages and improves functional health literacy of general population. Facebook, Twitter and YouTube are the most popular social media that are widely used by the companies and the celebrities in promoting themselves and their brands. With the number of users rising each day in Facebook and other social networking sites, it is bound to bring in more customers for the business and much more promotions and marketing thus making social media, the better platform for marketing.

The most important message of the paper is that marketers should realize that the future marketing paradigm will be based on openness, cooperation, co-creation and an honest commitment to listen to and help rather than controlling the customer. The social media is an agent of change and a source of opportunities for marketing strategists who will learn to operate in a new business environment that places the customer again on the top of corporate priorities.

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## ANNEXTURE

### Questionnaire

1. Age of the Respondent
  - 55 and above
  - 45-55
  - 35-45
  - 25-35
  - 15-25
2. Gender of the Respondent
  - Male
  - Female
  - Prefer not to say
3. Occupation of the Respondent
  - Student
  - Salaried



- Self employed
  - Professional
4. Income (per month)
- Below 10,000
  - 10,000 to 20,000
  - 20,000 30,000
  - Above 30,000
5. Qualification
- Undergraduate
  - Graduate
  - Postgraduate
  - Other's
6. How often do you use internet?
- Once a week
  - 2-3 days a week
  - 1-2 hrs. a day
  - More than 3 hrs.
  - Others
7. Are you aware of social marketing sites.
- Yes
  - No
8. How often do you check your social media account?
- Every 10 minutes
  - Hourly
  - Daily
  - 2-3 days a week
  - Once a week
9. On which of these online communities do you hold a personal account?
- Facebook
  - Twitter
  - LinkedIn
  - Instagram
  - YouTube
  - None
  - Other



10. On which of these online communities do you prefer promoting your business (if any)?

- Facebook
- Twitter
- LinkedIn
- Instagram
- YouTube
- None
- Other

11. Which is the most used social networking application by you?

- Facebook
- Twitter
- LinkedIn
- Instagram
- YouTube
- None
- Other

12. Do you view advertisement over any social media application given below?

- Facebook
- Twitter
- LinkedIn
- Instagram
- YouTube
- None
- Other

13. What kind of ads have you come across in these sites.

- Web banner
- POP ups
- Flash ads
- Video ads
- Others

14. Which kind of ads you will prefer for your business (if any)

- Web banner
- POP ups
- Flash ads
- Video ads



- Others

15. How often do you buy product or services through social media applications?

- Daily
- Once a week
- 2-3 times a month
- Once a month
- Once every 3 months

16. Do you think social media marketing is better than traditional marketing?

- Yes
- No