

AN OVERVIEW ON SOCIAL MEDIA IN MARKETING

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ABSTRACT

People all around the globe are heavily invested in web 2.0 technologies and social media platforms. Businesses, on the other hand, are beginning to see such technology as useful ways to engage more with their consumers. Academics and scholars have also focused on related problems of social media marketing in order to extend their existing knowledge of such occurrences in the marketing field. As a result, the primary goal of this research is to analyze and assess existing studies in the field of social media and marketing in a methodical manner. The researchers were able to give an overview of the major topics and trends covered by the relevant literature by examining roughly 144 publications, including the impact of social media on advertising, electronic word of mouth, customer relationship management, and company branding and performance. In addition, the most frequent research methods used to investigate the associated problems of social media marketing have been examined in this study. There is also further debate, as well as an explanation of the present review's shortcomings and suggested research paths for future studies.

KEYWORDS: Advertising, Adoption, Customers, Marketing, Social Media.

1. INTRODUCTION

People are increasingly seeing social media apps as an essential part of their everyday lives, and they are more inclined to shift their interactions to virtual platforms (i.e. Facebook, Instagram, LinkedIn and Twitter). this has a beneficial impact on their attitudes and behaviors regarding all types of social media technology. As a result, social media applications have been identified as one of the most efficient and influential implications that have gradually been integrated into most aspects of people's lives (i.e. social life, commercial life, business life, educational sector, and political life)[1]. Social media has generally been recognized as an effective tool that helps to a company's marketing objectives and strategy, particularly in terms of consumer engagement, customer relationship management, and communication. For example, from the viewpoint of national governing bodies, social media may deliberately improve two-way contact between businesses and consumers, resulting in customers being more attached to the brands of the organizations[2]. This is in addition to social media's capacity to convey information visually, vocally, or textually, or a combination of textual, visual, and verbal content (Okazaki and Taylor, 2013). Firms have been looking forward to using social media in many areas of their interactions with consumers in many settings, such as enabling information search, interactivity, promotion, and improving customer purchasing behavior (Zeng and Gerritsen, 2014). As a result,

organizations have created a range of interactive methods and processes to improve their brand identity and marketing effectiveness.

In reality, a significant amount of effort and money have been allocated to this sector in order to attract more consumers, either via participation or through online customer relationships, the majority of businesses (about 93 percent) across the globe have embraced and used such innovative platforms and tools in their communication and customer service processes[3]. In general, practitioners and academics have been interested in learning more about how social media applications may be effectively accepted and deployed. This is due to the need to learn more about the key criteria for effective deployment of such technology, as well as the financial feasibility of such investments[4]. In this respect, Hutchins (2014) emphasized the significance of studying the function of social media in many settings in order to broaden current understanding on such critical social media problems. In a similar vein, Pedersen (2014), Knoll (2016), Pegoraro (2014), and Rowe (2014) attributed the importance of addressing the related issues of using social media platforms to the innovative nature of these technologies, as well as the fact that current research in this area is beyond the preliminary, exploratory stage, necessitating further interest and understanding.

Furthermore, (2015) debated in their recent review study that, despite the large number of studies that have examined social media and its applications in various fields of interest, there is still a need to propose a theoretical model covering the most important dimensions that could have either a positive or negative impact on the success of implementing such a system. Indeed, scholars have begun to focus on analyzing and exploring the major aspects of social media applications in a variety of settings, cultures, locations, and perspectives. The overwhelming majority of social media studies were found to be inside the marketing sector, according to researchers that have looked into social media marketing problems have tested and explored a wide range of dimensions and structures. Furthermore, scholars have used a variety of methodologies and strategies in their efforts to investigate and study this topic. As a result, this research recognizes the need of doing a thorough assessment and analysis of the existing literature on social media marketing. As a result, it will be able to have a better understanding of the most essential topics addressed as well as which areas need more attention. The main goal of the current study, according to the discussion above, is to systematically scan and review related studies of social media in the marketing field, as well as to synthesize and organize the main aspects considered in these studies and how such studies have addressed the related issues of social media marketing[5].

1.1 Social Media Concept:

It's crucial to understand the difference between social media and social networking. Networks, as according Wiki, are “an electronic service, application, platform, or site utilized by people who share a similar interest, beliefs, attitudes, culture, activities, and real-life relationships.” Wikipedia, on the other hand, addressed the idea of social media as communication tools that allow individuals to broadcast as well as approach and influence additional people. As a result, Wells (2011) defined social networking as the use of social media to directly contact and engage with people with whom one has a genuine connection or would want to have a relationship. According to Zeng and Gerritsen (2014, p.28), “social networking sites, consumer review sites, content community sites, wikis, Internet forums, and location-based social media” are great examples of social media platforms. Scholars proposed some other definition: “new media innovations facilitating interactivity and co-creation that allow for the development and sharing

of user-generated content between many and between organizations (e.g. teams, government agencies, and media groups) and individual people (e.g. customers, athletes, and journalists)". Indeed, the idea of social media has been used in a variety of settings. However, since the present research is focused on the impact of social media on marketing, it is necessary to approach it from a marketing viewpoint. According to Dwivedi social media marketing is "a conversation often triggered by customers, or a business/product/services that circulates amongst the stated parties to set in motion a revealing communication on some promotional information so that it allows learning from one another's use and experiences, ultimately benefiting all of the involved parties." "The use of social media technology, channels, and software is to develop, discuss, provide, and trade products that have value for an organization's stakeholders,".

1.2 Social Media and Advertising:

According to scholars the company was able to earn more than 5.4 billion dollars from advertising in 2014, with a growth rate of 58 percent. Furthermore, Facebook's advertising income increased by 59% year over year to \$5.4 billion in 2014, demonstrating how businesses are shifting from conventional media advertising to digital interactive media advertising. The high degree of appeal and engagement seen in social media platforms may be attributed to this increasing interest. In accordance with this notion, Mangold and Faulds (2009) said that social media should be included by businesses as a necessary component of a promotional effort. Indeed, a social media promotional campaign may contribute to the achievement of many marketing objectives (e.g., customer experience, perception, awareness, knowledge, preferences, intent to purchase, and actual buying). Duffett is a character in the film *Duffett* (2015)[6]. Given the significance of social media in the advertising industry are just a few of the studies. In fact, the majority of these articles (89%) advocated for the use of social media to improve the effect of promotional efforts on consumer perception and awareness. For example, according to Duffett (2015), the efficiency and efficacy of social media advertising activities are mainly determined by how consumers perceive and develop their views about such activities[7].

Similarly said that in order to achieve such favorable consumer sentiments, hedonic elements of social media promotional activities must be properly handled in order to offer customers with a more personal and pleasant experience. Furthermore, as Mir (2012) found, consumers formed favorable views about advertisements placed on social media platforms, which may influence electronic consumer purchasing behavior. Scholars found that American students' views about Facebook advertising were unfavorable since the ads were not directly linked to the consumers' needs and information. As a result, such students are more likely to disregard such ads; according to the same research by Bannister et al., their buying choices are not represented by Facebook marketing (2013)[7], although advertising on social media networks have a beneficial effect on purchasing behavior, resulting in more competitive pricing, such commercials have a detrimental impact on both cognitive and emotional aspects of consumers' views. According to Kodjamanis and Angelopoulos (2013), who conducted a quantitative research in the United Kingdom, advertising complaints on Facebook had no effect on behavioural intention to buy or purchasing habits, as indicated by more than 535 survey participants, the effect of Facebook advertising on consumers' willingness and attitudes was not affected by demographic variables (i.e. age and gender) (2011).

- *Electronic Word Of Mouth And Social Media (E-Wom):* Consumers may evangelize their personal experience with many more customers by utilizing social media. As a result, technological word of mouth has a greater reach and impact than conventional human

interaction-based word of mouth[8]. This, in turn, encourages a large number of researchers (about 14 papers) to focus on e-WOM problems in comparison to conventional tools, social media platforms enhance the effect and prevalence of WOM in 92 percent of these research[8]. Customers may successfully express their own experiences, whether good or bad, regarding companies, their products, and brands to a huge number of people as more interactive platforms with big community sizes emerge. Coulter and Roggeveen (2012), for example, looked studied the effect of a variety of variables (such as source, network, connection, and message/content) on consumers' reactions and responses to word of mouth disseminated through social media platforms. Their findings confirmed that conventional word of mouth may still have a greater effect than e-WOM. Coulter and Roggeveen (2012) also discovered that the size of a product community and how many members of that community are on a customer's friends' list have an important influence in influencing a customer's reaction. Chu and Kim (2011) attempted to identify the key variables that influence consumers' participation in electronic word of mouth (e-WOM). Their statistical results confirmed the importance of both trust and normative impact in consumers' e-WOM participation. In the tourist industry, consumers who were found to be more ready to utilize and participate in online communities also showed a greater desire to promote good word of mouth and suggest businesses to others. Scholars found that social media had an effect on consumers' emotions and relationships with festival brands in the tourist environment, as well as on customers' propensity to share good word of mouth[9].

- *Social Media Adoption*: Modern companies and directors should pay more attention to the younger generation's behavior and views regarding social media apps, as well as how consumers interact with such systems. This is because a better knowledge of social media platform use patterns may assist businesses in forming a clear picture of prospective consumers' perceptions and behaviors toward these businesses and their brand identities. The length of use, log on duration, log on frequency, and profile update incidence of social media platforms) as well as how consumers may access their mobile phones, PCs, and iPads) are all characteristics of the platforms. These are critical factors to examine when evaluating the impact of such platforms on consumer attitudes, intentions, and behaviors, as Duffett has said. In this respect, Scholars found that increasing one's use rate of social media apps makes people more likely to have a favorable opinion about them[10].
- *Customer Behaviour And Perception In The Age Of Social Media*: A significant number of publications have focused on social media and its effect on consumer behavior and perception. In fact, social media is rapidly being seen as a primary source of information to which a consumer may turn when making a buying choice. Furthermore, the information shared on these platforms has a significant influence on their own behavior and perspective. Customers have been seen using social media throughout the buying process (gathering information, assessing options, and selecting the best option) as well as after the purchase (sharing their own experience on social media. When it comes to buying new goods, for example, more than 20% of consumers say social media is an essential source of knowledge. Furthermore, the high level of interaction and personalization available on social media platforms such as Facebook may play a significant role in improving consumers' willingness to purchase as well as their views toward businesses and brands. Duffett was also able to experimentally validate the beneficial effect of Facebook advertising on millennial consumers' intention and actual purchase in South Africa.

2. DISCUSSION

The vast and increasing number of studies and publications that have addressed the associated problems of social media marketing in recent years has clearly validated the significant attention given to such phenomena. A closer examination of the time period during which this phenomenon occurred reveals that the majority of these studies were published in the years 2016; 2015; and 2014, respectively. As a result, there is compelling evidence that social media and its applications should be the focus of both practitioners and academics' attention. Researchers discovered that there are many marketing applications and topics addressed after analyzing the major body of literature on social media marketing (144 studies). As well as other variables and techniques that these research have taken into account in order to offer a clear and in-depth understanding of such problems. Seven major topics have been identified by current research according to the area of focus for 144 studies examined in section three). The first topic looked at how utilizing social media applications might help with promotional and advertising activities. Even while studies like this help academics and practitioners better understand the basic aspects that should be addressed when advertising is used on social media platforms, there are still certain areas that need to be investigated further. For example, it is necessary to determine the influence of the kind and character of social media platform (for example, Facebook, YouTube, and Instagram) on the efficacy of promotional efforts to reach targeted consumers. In accordance with this, Filo et al. (2015) urge for further research to understand how consumers' views may be shaped differently depending on the kind of Facebook advertising they see. Other factors and dimensions (such as social presence and telepresence) must be considered, as well as the use of various research methods to provide a clear picture of social media advertising

3. CONCLUSION

While social media has been disregarded in a significant number of research in fields such as education, politics, and sociocultural settings, it has been neglected in a great number of marketing studies. As a result, future research may want to take into account these studies performed in various regions. Even though this study makes a contribution by theoretically scanning the main body of literature, statistical evidence from these studies is still needed by conducting a meta-analysis study, especially given the large number of quantitative studies that have been conducted in the field of social media marketing. As a new trend and subject, academics should focus their attention on how such phenomena may act differently across platforms; between nations (developed, emergent, developing); cultures (collectivism vs individualism); and settings (tourism, sports, governance). Despite the fact that this research examines all of the major aspects covered by previous work on social media marketing, it does not properly enumerate the key variables and how they interact (which antecedences and which consequences). Future research may find this to be a good path. As a result, a theoretical basis for examining the associated problems in this developing field would be established. The major research techniques used by the evaluated studies were discussed in just a limited portion of the present study. As a consequence, future research may devote more time to analyzing various techniques and determining which methods are most suitable for producing more accurate and trustworthy findings in future empirical investigations. This is in addition to the necessity to explore how future research might adapt and enhance new methodologies and approaches for studying customer behavior in the social media marketing field.

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