

# A Review paper on Social Media as a Marketing Tool

**Dr. M K Jayanti Kannan**

*Faculty of Engineering and Technology*

*Jain (Deemed-to-be University), Ramnagar District, Karnataka - 562112*

*Email Id: k.jayanthi@jainuniversity.ac.in*

## **Abstract**

*Social media allows people to interact freely with others and provides many ways to reach and connect with consumers in the market. In many ways social media affects individuals and businesses alike, in keeping with this article, the authors focus on where they believe the future of social media is considering topics and issues related to marketing. Doing is a lie. Is practically impossible to design marketing strategy without considering social networks. Social media had actually become particularly important shields in today's marketing mix and especially the promotional mix. Adopting some forms of online marketing through social media is an important node for all businesses, especially in an industry where trends like fashion and handicrafts are constantly changing. In academic research, discussion with industry leaders, and popular discourse, the authors identify nine themes organized by sustainability called sustainability (which are immediate, near, and distant futures) that they believe are one of the three whom the future holds. Will shape social media through the lens: consumer, industry, and public policy.*

**Keywords:** *Marketing strategy, online branding, Promotional tool, SNS (social networking sites), Social Media*

## **1. INTRODUCTION**

Social media is used by billions of people around the world and has rapidly become one of the defining technologies of our time[1]. Given the huge audience available, who are spending many hours a day using social media on various platforms, it is not surprising that marketers have adopted social media as a marketing channel. Academically, social media has also been embraced, and a broad body of research has been developed on social media marketing and related topics, such as the online Word of Mouth (WOM) and online networks[2]. Despite the fast-paced and constantly changing nature of social media, what academics and practitioners have studied and learned over the last 15-20 years - and how consumers use it - the future of social media in marketing should not be what we have Already seen, it will have a series[3]. Therefore, we ask a reasonable question, what is the future of social media in marketing?

It is important to consider the future of social media in terms of consumer behaviour and marketing, as social media has become an important marketing and communication channel for businesses, organizations and institutions in the political arena[4]. In addition, social media is culturally important because it is composed for many people, the primary domain in which they receive large amounts of information, share content and aspects of their lives with others, and the world about them. . . Obtain information (even if that information is of questionable accuracy). In fact, social media is always changing. Social media as we know it is different from a year ago (a decade ago today alone), and social media from a year ago will be different from now. This is due to continued innovation by both the technology side (e.g., new features and services being added by major platforms) and the user / consumer side (e.g., people looking for new uses of social media).

Over the last 40 years, we have experienced a fundamental shift in how business is conducted and how people interact. Personal computers, Internet and e-commerce have been launched how the business operates and has a tremendous impact on the market. Introduction to social media technology is gaining momentum and we can expect it to have a similar impact on businesses now and in the future. Businesses that learn to use them as new technologies become available technologies bring great benefits. In a very short time, social media today has become the most preferred medium for the Indian youth. Social media Marketing Is there a new marketing concept and every business owner wants to know how social media is can generate value for their business[5]. People are social by nature and gather or share the information that matters to them. Social media marketing is about understanding how technology is making it easier for people to connect socially with their social networks and how your business can benefit from that understanding. For your customers more and more, whether personal use, business-to-consumer or business-to-business reasons use social media in every aspect of their daily lives. Social media are tools for sharing and discussion of information. It can be described as an online media that encourages everyone for feedback and contribution. It is a social means of communication in two ways. Facilitate the exchange of information between users within a network defined through Web 2.0. It includes online activities in which the user contributes to content creation.

This media encourages user participation which can be as simple as posting a comment or voting or as complex as recommending content to another user based on those preferences similar interests and lifestyles. In this way social media can be widely involved in activities where people create content, share it, network it and bookmark it at an unprecedented rate. On the other hand, a social networking site is a place where communities of interest are formed to connect with others. Social networking sites use social media technology to connect. People make more relationships. Thus it can be concluded social networking sites are a form of social media. Increased reliance on technology the importance of analysing these networking sites for basic communication is stated influencing daily processes. Anyone including teens and young adults, women, men, affluent consumers, and older individuals can connect to social network sites. Once registered, a person can start socializing and building your own network with social interests and goals. Today consumers want more information about products before making a

purchase. Most importantly, social networks are highly capable of informing and influencing purchases this decision, as many users now rely more on the opinions of their peers than marketing strategists. Customers now have the power to speak and broadcast their opinions on the brand. Therefore, marketers have no choice but to treat them differently and with more respect. Spend time with more people online! The chart above clearly shows how important it is to marketers. To exploit the situation by creating a practical marketing strategy[6].

This is evident with 58% of the respondents. In a survey using such platforms to connect with friends. While 24% of the respondents believe exchange of views and experiences of various products / services and others playing sports and participating in competition (16%). Therefore, marketers have a lot of opportunities. To communicate with your goals and to offer them your products / service to persuade them to transact and become a loyal customer for them. It is a fast-growing platform for brands across all sectors[7]. It acts as an effective tool as it is the best way to reach the market segment at a big cost. These all things below are shown in the form of Pie-chart.

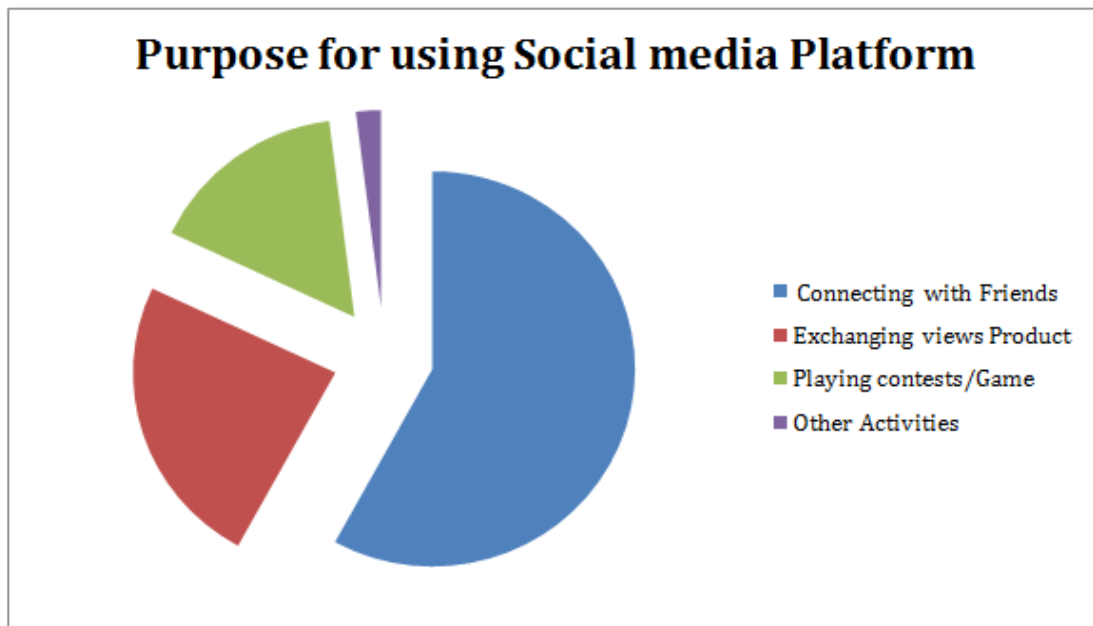


Fig. 1 Purpose for using social media platform

### Social Media:

Certainly, social media can be thought of in a few different ways. Practically, this is a collection of digital technologies which is based on software -that is commonly presented as apps and websites - which provide for the users a digital environment in which they can access digital content on certain types of online social networks[8]. Use or send information. . In this sense, we can think of social media as big platforms and their features, such as Facebook, Instagram and Twitter. We can also serve as a practical form of social media as another type of digital marketing channel, which can be used to communicate with consumers through advertising. But we can think of social media more broadly, seeing it less as digital media and specialized

technology services, and as digital places where people conduct important parts of their lives. From this point of view, this means that social media becomes less about specific technologies or platforms, and more about what people do in these environments. To date, it is largely about information sharing, and in marketing, is often thought of as word of mouth.

Based on these fixed perspectives and thinking about the future, we consider social media to be a technology-centric - but not entirely techno-ecosystem that facilitates various interactions, including behaviour, interactions, and a diverse and diverse range of actors complex sets include exchanges (individuals and firms), organizations and institutions). Social media is widely used, and culturally relevant. This fixed perspective is intentionally broad because we believe that social media has essentially become anything - content, information, behaviour, people, organizations, entities - that can exist in an interrelated, networked digital environment where Participation is possible. It has evolved from being just an online solicitation of WOM behaviour and content information creation and sharing. It pervades societies (and geographical boundaries) and is culturally prominent at both local and global levels.

Throughout the paper we consider several fixed and event-related aspects mentioned above and explore their implications for consumers and marketing to address our question about the future of social media related to marketing. Based on academic research, discussions with industry leaders, popular discourse and our own expertise, we present and outline a range of nine topics that we believe will give meaningful meaning to the future of social media in marketing. Either way these topics represent a comprehensive list of all emerging trends in the social media domain and include aspects that are relevant to current social media marketing literature (e.g., online WOM, engagement and user-generated content) and contingency. Are relevant (E.g., humans) are familiar with computer interactions and sensory ideas in new types of unstructured data, including text, audio, images, and video. The topics we present as key stakeholders, including consumer, industry / behaviour and public policy, capture important changes in social media. Space through the lens of.

In addition to describing the nature and results of each subject, we identify research directions that academics and practitioners may wish to explore. While it is not possible to estimate them in the future to store them or to estimate them accurately on a specific timeline, we have observed three time-progressive waves according to the proximal (i.e., immediate, near and far) effect. Determination of impact contingencies. Is organized. Future). Before presenting the future of social media in marketing and the implications of its marketing (and practice and policy), we provide a brief overview of where social media currently approach as a vital marketing channel and media.

### **Importance of Social Media in buying Decisions:**

It is clear from the bar chart above that most of the respondents are using social media networks and are considering social media before starting the decision making process. More than two-thirds of users are always considering social media networks purchase decisions. Therefore, providing information to marketers about this is a very important social site where there is wide

scope for consumer attention and if success positive words will automatically start in chasing customers.

This will eventually give rise to many influences and conversations will begin on the web. Nowadays whenever anybody plans to buy something from the market so maximum peoples first go to see all details like feedback related, whatever feedback given by the peoples will be read by the users before buying any product from the market. Social media can be a powerful tool for users to give their opinion on a product or brand with a fast and wide reach. 81% of consumers are considering buying based on a friend's suggestion, there is no need to deny its effect on your target mark.

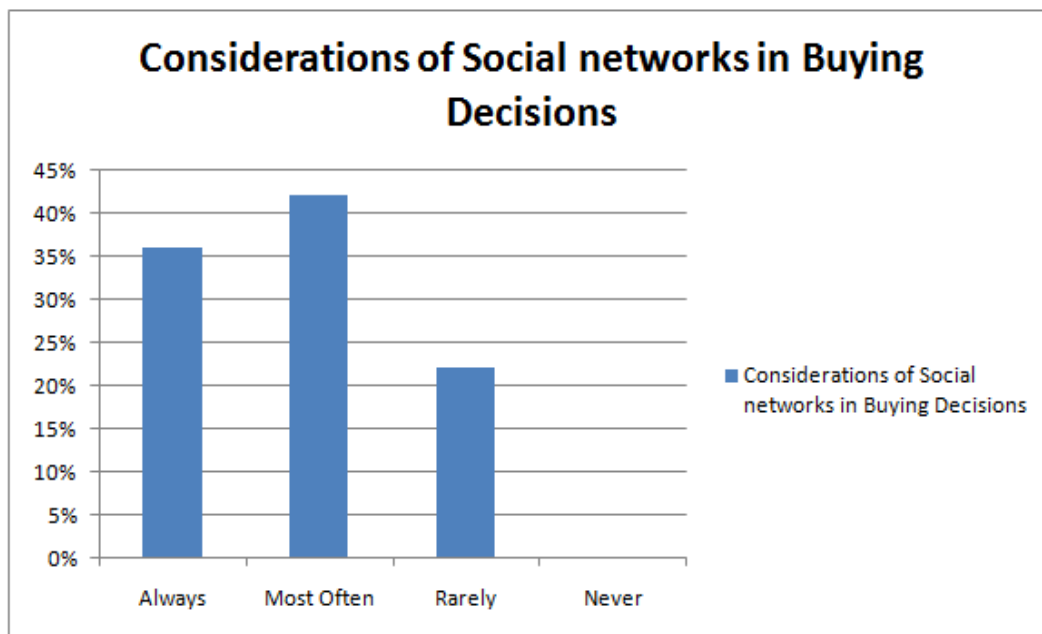


Fig. 2 Considerations of Social Networks in Buying Decisions

### The Purchasing Behaviour of Consumer:

Main approach, describes the basic principles of consumer behaviour, consumer purchasing process learning, information processing and the decision-making activity is divided into several resulting stages:

- Identification of the problem.
- Information Search.
- Alternative evaluation.
- Purchase decision.
- Post-purchase behaviour

According to the demographic literature, social, economic, cultural, psychological and other personal factors, at large beyond the control and influence of marketing, there is a big impact on consumer behaviour and purchasing decisions. Therefore, purchasing decisions are influenced by a complex combination of internal and external effects. Among these Kotler's and Armstrong identifies group membership and social networks. In recent years, online social networking has emerged as a strong

### **Components of social interaction:**

On social networking sites blogs, networking websites such as YouTube to the entire virtual world Facebook like media. New Social Networking Technologies provide a genuine communication channel that is more reliable from any advertising company. In addition, the use of social networks increases word of mouth has the effect that marketers often try to identify or even recognize build your own leaders to address your products marketing activities. This is because what people want to talk about makes them happy, including their products and their favourite brands. Companies like Sony, Microsoft, McDonald's, and P&G make their own Own leader to facilitate interaction between consumers. Palinan et al. Indicate financial skills and ability based on financial knowledge and understanding, and are affected from a personal perspective on spending and savings. For example, there are consumers who hesitate to do most of their shopping. With credit cards because of the fear that they cannot pay in full when their credit bills are due. Whatever the assumption is, it forms the basis of the intention of financing behaviour spending with a credit card considers four demographic factors: age, income level, occupation, and marital status that motivates the spending behaviour of credit card holders. A number of interesting findings about the age of debt are documented by card holders. Devlin et al. found that the old respondents, they are likely to have one or more credit cards. However, college students and youth credit card holders, with fewer credit cards, are increasingly recognized as contributors taking out credit card debt compared to more senior card holders. Similarly, many studies have looked at the effect of income level on credit card rights and usage.

The conclusions, however, are not without various conclusions. Devlin et al. he came home higher-income will require more credit cards. Still, due to their high income, they are more likely to pay their credit card debt. Slocum and Matthew argue that those always think wisely before making the lowest income bracket decisions related to money. Other studies also show that employment plays an important role in purchasing decisions of consumers. In fact, Xu and Powell's claim it could be business affects an individual's consumption behaviour. They found themselves in the most studied in those managers and self-employed category likely to be a heavy credit card user. On the other hand, students are often classified as a business, and it has been believed that many students are on the verge of financial crisis. It is for this reason that credit cards are used by college students that visibility has increased throughout the media.

A study also has been demonstrated that marital status and length of marriage affect spending behaviour. Devlin et al. It was revealed that the married respondents who participated in their research had more department store credit from cards that are still single or separated divorced.

This is not difficult to understand because there are possibilities for married consumer's higher expenditure than non-married consumers. Other studies show other factors, as well as demographic changes, can also affect purchase decisions of consumers. An important role, among others played by bank policies and attitude towards money. Issued several banks and non-banks offer various incentives. To entice consumers, in general, to apply for a credit card. These incentives do not include any annual fee (which is packaged as annual fee waiver), cash rebate, and point rewards, airline miles, instalment payment plan, and or rebate for purchases made. Many researchers have argued that green is consumer behaviour depending on the type of behaviour is determined by a multitude of factors and involvement with product and behaviour. Harsh green presents four categories of determinants of consumer behaviour: Contextual powers, behavioural factors, habits or routines and personal capabilities. Contextual forces have been conceptualized as influencing later practiced indirectly through indirect factors centre for understanding green consumer behaviour from both psychological and marketing perspectives .The intake approaches are context-specific proposals that combine individual static values of actual consumption-level attitudes and behaviours. Using this assumption, the value-belief-norm theory has been developed and found valid in various types of green consumer's practical references like domestic energy use, conservation reduction in behaviour and car use. VBN theory that factors that affect the relationship between values and real practices are: fundamental values; Beliefs; Personal moral standard he guides the person's actions

### **Online Branding:**

Online branding is a brand management technique, which uses the World Wide Web and social media channels as a medium to build brands in the market. Branding is very important with the progress of the Internet. Key component for the online branding is development of the website. Because the number of people are going to search for anything online. This is also a technique for brand management where social media and World Wide Web is used as a medium for positioning various brands and after that placed in the marketplace.



Fig. 3 Elements of Online Branding

Branding is not just about the logo. A brand is how people view your product, business or even you as a person. The goal with branding is to make sure that perception is what you people want to do. Even if you are not actively marketing your brand, this perception exists, or worse, does not exist at all, so it is up to you how people want to feel. A brand overnight result; It takes time and dedication. According to Brand Channel, Naik spent 15 years focusing on incorporating '360 degree delivery'.

On Facebook, Twitter, Pinterest, Instagram, your company's blog, and anywhere else it appears, your brand profile should be unified and in line with brand recognition. Be consistent with graphics, colors, style and language, and even post frequency.

## I. CONCLUSION

Finally, business today is transitioning from a transaction relationship to a social affinity is now more important than ever that successful businesses use engagement marketing principles to plan to successfully engage your prospects and customers during the first and after their buying cycle, and the basis of this engagement is high-quality and relevant Information. Information sought by the target market at the time and place of its choice (24\*7 and 365 days / year). The job of a marketer is to provide information in such a way that you see it in a positive light, build a positive brand and product reputation, and it is chosen by his brand of choice. With the current development and scale of social networking, we will also be able to purchase products and services through social media. Therefore, it is time for companies to execute them to create effective strategies and win a large part of the business through it. The revolutionary medium



will become the innovative firm of the future to come. In conclusion, review has determined that retailers can increase their awareness brands get creative by engaging customers on social media sites.

There are more buyers like "using and trusting social media (e.g., Twitter, Pinterest, Facebook, Myspace, YouTube, Instagram and LinkedIn) shopping decisions, publicity have become important through these media". Social media sites are a great stage for this. Retailers can use information stored on social media sites and retailers to create experiences that improve the user experience with your brand. Can be done by Network (e.g. Facebook, Instagram, Pinterest etc.) and firm choice examining the data of that network.

Assessing network data significantly improves a company's position marketing efforts because it provides the company with important information about the users of the network; which helps determine the best social media strategy for that particular site based on this study, it can be argued that social media is sites that use the company's target market to target online are another important factor you will get success in marketing. Stress that a retailer should go beyond the advertising aspect find out ways of landslides as social networking sites and ways to use them interact with consumers rather than unilateral communication networks. Determined that large companies consider social media sites as a strategic tool and some businesses are hiring employees to oversee their social media pages.

Consumer engagement with a brand is dominant on social media retailers are required to participate actively in social networking sites and virtual brands the communities they make. Since social media sites can be exploited for information provided to the consumer in relation to their purchasing intentions, research further suggests that businesses social networking sites should be included in their business model or promotional mix. A business model is a system of co-dependent structures, activities, and processes that function as one the firm's organized logic and value to customers create itself.

Social networking sites are being used to further increase the company's brand appeal. Grow your target market because "new technologies allow for more personalized, targeted increased consumer participation in building communications, as well as marketing and brand-related information". Emphasize traditional communication examples relying on classic promotional mix to create integrated marketing communication, one must give way to a new paradigm that includes potential tools for designing all forms of social media and implementing integrated marketing communication strategies. Retailers are paying attention when it comes to social media because it provides a key component that businesses have struggled to collect over the years: Response.

Always get feedback from consumers this is important when it comes to developing products, brands and business models. The latter studies have investigated social media marketing, how to incorporate it within a business plan, and how to measure consumer responses, it is an important research address which strategies work. Although some studies have begun to touch previous research does not explicitly state the effects and factors that influence consumers' reactions. Social media marketing is valuable to retailers in terms of return on investment. Furthermore, research based on the approach of a small retailer is limited. How short are you

---

when firms use social media within their business model? How successful is social media your customer base, brand aware?

#### REFERENCES

- [1] S. Greenwood, A. Perrin, and M. Duggan, “Social Media Update 2016,” Pew Research Center, 2016.
- [2] S. Hudson, M. S. Roth, T. J. Madden, and R. Hudson, “The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees,” *Tourism Management*, 2015, doi: 10.1016/j.tourman.2014.09.001.
- [3] V. K. Nadda, S. S. Dadwal, and A. Firdous, “Social media marketing,” in *Handbook of Research on Integrating Social Media into Strategic Marketing*, 2015.
- [4] A. T. Stephen, “The role of digital and social media marketing in consumer behavior,” *Current Opinion in Psychology*. 2016, doi: 10.1016/j.copsyc.2015.10.016.
- [5] A. Karim, N. Khan, and G. F. Khan, “A social media analytics capability framework for firm’s competitive advantage,” 2016.
- [6] T. L. Tuten and M. R. Solomon, “Social Media Marketing Strategy,” 2014.
- [7] T. Smith, “Consumer Perceptions of a Brand’s Social Media Marketing,” *international Journal of Humanities and Social Sciences*, 2014.
- [8] Merriam Webster Dictionary, “Social Media | Definition of Social Media by Merriam-Webster,” 31 May 2018. 2018.