

ANALYZING THE IMPACT OF SOCIAL MEDIA MARKETING

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Abstract

The aim of the paper is to report on the process and findings of factors influencing customer engagement effectiveness, brand credibility & image, and customer brand attitudes towards small and medium enterprise (SME) online success in Melaka. The paper provides enough information to achieve that aim and is appropriate for presentation at the meeting. In addition, this paper explores the relationship between efficiency-influencing factors and the performance of SMEs and also examines the primary determinants of those factors for the performance of SMEs. In order to understand the efficacy of social media marketing towards SME results, a literature review is presented. In addition, a survey was conducted in the region of Melaka via questionnaires. The efficacy of social media marketing contributes to the success of SMEs and contributes to their potential growth, although certain challenges are recognized.

Keywords: Customer, Marketing, Network, Social media

I. INTRODUCTION

The Internet has added 41.7% per year to the national economy and will continue to grow over the next three years (Get Malaysian Online, 2015). 12000 companies are online in Malaysia. In collaboration with the Commission, the Registry of Domain Names (MYNIC) and iTrain, the government has set up a Get Malaysian Business Online programmer to improve online business. It aims to help small businesses create websites and succeed in the market (Berita Harian Online, 2014). Utusan Sarawak (2013) said, "PayPal, the market leader in e-commerce, has released data showing Malaysia's success and potential to trade online around the world." In addition to identifying export lines as an effective channel for local SMEs closer to millions of consumers abroad and sell to a global market"[1].

Blogs, Micro blogs, Social Networks, Media-Sharing Sites, Social Bookmarking and Selection Sites, Review Sites, Platform and Successful Worlds are the eight most common social media in many forms and (Baruah, 2012). Marketing contact for luxury fashion brands using social media such as Twitter, Facebook, and YouTube has already been tested as business take-off tools. On their websites, traditional designer houses such as Louis Vuitton offer live streaming

fashion shows. To build iPhone apps, Ralph Lauren, Chanel, Donna Karan, and Gucci have partnered with Apple[2].

A. Overview of social media

As a community of Internet-based applications, social media builds on the ideological and technical basis of Web 2.0, which enables the production and sharing of content created by users. In addition, social refers to group activities, practices, and actions that individuals freely contribute to creating, sharing information, knowledge, and opinion via conversational media covering web-based applications that allow content to be generated and shared easily in the form of words, images, videos, and audio (Neiger, 2012)[3]. Nevertheless, research by Musa et al (2015), private sector website use: a case of Malaysian business organization revealed that complexity is the most important predictor of website adoption in Klang Valley organization. In addition to the Angela (2012) report, online apps, channels and media are social media that seek to promote interactions, partnerships and content sharing[4].

B. Social media as a marketing channel

According to Weinberg (2009), many businesses and organizations have news about social media being a significant marketing channel. Therefore, as social media evolves in line with the overall strategic goals of an organization, a smaller company needs not only the capacity to convey its message to its target audience, but also the opportunity to start developing substantive relationships with its customers. In addition, long-term planning of marketing communications is essential in order to convey clear messages at all points of contact between marketers and consumers (Castronovo & Huang, 2012). Companies must begin to prepare for synergies between different communication and media channels in order to gain the interest of customers in a cluttered advertising climate. Social networking also plays an important role for businesses that travel. Because of the enormous amount of information available, searching has become an increasingly dominant mode for the use of the Internet by travellers. On the one hand, social networking platforms, representing different types of consumer-generated content such as blogs, virtual communities, wikis, social networks, interactive tagging, and media files posted on websites such as YouTube and Flickr, have gained considerable prominence in the use of the internet by online travellers[5].

C. Online SMEs Performance

Marketing from the point of view of small and medium-sized businesses is a way of educating the consumer about the company, its goods and services and of creating a retained customer relationship. In addition to entering and communicating with consumers, social media therefore plays a key role in integrating marketing in small and medium-sized businesses in order to sell their products or services online. Performance metrics can be seen from an analytical viewpoint, according to Aliyu et al, which is all about the financial evaluation of corporate performance such as return on equity, return on assets, revenue growth, assessed in terms of

employment level, business size and working capital strength as well as profitability. As for this research, online SMEs performance is measured through sales growth or profitability[6].

D. Customer Engagement

Customer engagement is a "psychological state that occurs within specific service relationships due to interactive customer experiences with a focal agent/object." In the market sense of social media, the key aim of the Neiger (2012) study is to engage people. In addition, Rantapelkonen (2010) engagement research is the degree of customer participation, contact, intimacy, and control over time with a brand. Travel companies are therefore committed to the use of their facilities by consumers. In addition, more than one third of online travellers are somewhat impacted by social media, with more than 15.2 million visitors to tourism websites being linked to by Facebook in 2010. Furthermore, the emergence of social media channels has changed the way companies connect with consumers, allowing tourism service providers to adopt a number of customer engagement strategies (Francesca et al, 2014). In order to involve clients in connectivity, partnership, education and entertainment, there are four pillars of social media strategy[7].

E. Brand Reputation and Image

Social media may have a drastic effect on the image of a company. One third of the participants in the survey posted opinions on the brand's blog about goods and brands, and 36 percent felt more favorably about companies that have blogs. As a consequence of several studies, the attitude and preference towards a brand or a product is closely linked to (Angella, 2012). Afzalet al (2010) research, when a customer accesses the website of a company, the appearance, structure, and maintenance status all affect the understanding of both the transaction experience and corporate image of the customer. In order to improve their benevolence and trustworthiness, businesses should use social media, which can potentially result in better branding. Similarly, via social media, businesses can have discussions with their clients, which can lead to a great deal of credibility among their clients[8].

F. Customer Brand Attitudes

Brand attitudes are certain emotions and thoughts that, when consumers first think about it, are connected to the brand. Safko (2010) addresses changes that need to be made when participating in strategies for social media, individuals need to change their mindset and question some of the behaviors they have experienced for a long time. As the customer-brand relationship was the last step in the development of brand equity as proposed by Fournier, marketers have invoked brand attitudes as an important concept relevant to consumer behavior. Customers choose a brand harder and harder than they keep the brand, according to Aaker (2012). As Cronin (2000) also said, customer attitudes seem to have a big impact on this decision, but individual attitudes do not affect one's intent and/or actions on their own. Brands thus thrive by applying, sustaining and growing consumers' use of them[9].

II. CONCLUSION & DISCUSSION

Different techniques, such as distributed questionnaires and some of the methods used to analyses the data collected using validity and reliability analysis, correlation and multiple regression analysis, have been used to find responses to the objectives specified in the study. In conclusion, this study focuses on the factors that influence the effectiveness of social media marketing among online SMEs in Melaka. It can be assumed that the moderate relationship is given by all independent variables. Customer brand behaviors, however, indicate that the maximum correlation value is 0.640 greater than other variables. Thus, the most important contributors to the output of online SMEs are these variables. This research indicates that more information about consumer attitudes might be accessible to respondents. Emma McDonald further confirmed this report, which says that if brand perception was increased by management, the attitudes of the brand also increased. The respondents may also be worried about brand knowledge of these products.

III. REFERENCES

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