

Social Media: A Tool for Marketing Communication

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ABSTRACT

Social networking is one aspect of the social media. In India around 2 out of 3 people spend their time on various social networking sites. In this era organisations give more time and money to improve their social networks. Today consumer's expectations are more from the product if consumers have some problem related to the product, then consumers want that their complaint should offer quickly and with the help of various social media channels. This study mainly focused on the concept of social media marketing, its influence on social marketing and word of mouth about social marketing. This research paper is purely based upon the secondary data. This review is based on articles and Journals published in between 2009 and 2016 from the following research journals like Tourism Management, Journal of Marketing (JM), Journal of Interactive Marketing etc. Today, it is very difficult to take apart social media from the online world. Social media is a very influential and powerful medium for findings key consumer's influencers, engaging them and generating brand awareness. In social media marketing growth trust and goodwill are the most important factors which influence the consumer's behaviour of buying. WOM is defined as the sharing of their views oral, spoken or written messages between a nearby source and a recipient who can communicate directly in their real life. Social media is a very valuable source of word of mouth. In the social media age word of mouth can travel very fast and quickly.

Keywords

Social media, Social media marketing, Word of mouth, product and service, marketing communication

INTRODUCTION

When an organisation use social networking to promote the goods and services it is called social media marketing. The three most important platforms for the marketing are Facebook, twitter and YouTube which the companies are

using for the online marketing (Odhiambo,2012). In India around 2 out of 3 people spend their time on various social networking sites. In this era organisations give more time and money to improve their social networks. With the help of social media an organisation can create strategies after they analysis to understand the requirements of the consumer and the likes and the dislikes of the consumer. Now a day the organisation should give the preference to the buyer's interest what they like or not. Most of the consumer spend their at least one hour per day on the social media sites. From various research it was found that the customer rating is not only based on their experience but it was also based on the rating of that product. If the rating or the review of the product is good, then it will definitely effect the satisfaction of the consumer and also effect on the demand of the product. In the era of social media like Facebook and YouTube brand building has become a very important aspect (Holt, 2016). In this era, consumers need a support in every step of buying weather it is prepurchase, purchase or post purchase so different employees are needed at every step. For creating a social media team first of all an organisation understand the existing social media activity.

Today consumer's expectations are more from the product if consumers have some problem related to the product, then consumers want that their complaint should offer quickly and with the help of various social media channels. Now-a-days most of the companies want to involve their more staff in social media staff to offer live responses and result during big events, so that the problem of the customers solved easily and within the time (Quesenberry, 2016). Kumar & et.al. (2015) analysis that the components of Firm Generated Content (FGC) have a good impact, the effect of FGC receptivity is the high. It is a critical insight for managers to analysis that how they can influence social media for better results.

Cespedes (2015) explained in an article "Is social media actually helping your company's bottom line" that only 5% adults said they have a great influence on their business with the help of social media and in USA from

the total population 62% adults who are using social media said that the social media sites have no impact on their purchasing and the companies measured their market results from their profit.

OBJECTIVES OF THE STUDY

This study mainly focused on the concept of social media marketing, its influence on social marketing and word of mouth about social marketing.

RESEARCH METHODOLOGY

This research paper is purely based upon the secondary data. This review is based on articles and Journals published in between 2009 and 2016 from the following research journals like Tourism Management, Journal of Marketing (JM), Journal of Interactive Marketing, International Journal of Enterprise Computing and Business Systems, Journal of Marketing Research (JMR) and Harvard Business Review etc. In this research most of the articles are related to social media, digital marketing, and online word of mouth.

LITERATURE REVIEW

The chapter literature review will provide a critically review which is related to the imaginary concept on the topic of social media, word of mouth and digital marketing. The main objective of this chapter is to develop a theoretical framework for the study.

Social Media and Social Media Marketing

There is a lack of formal definition about the term “social media” but it can be understood as internet based application that help in providing the best goods and services to the consumers.

Lange-Faria & Elliot (2012) defines “Social media generally refers to web applications that allow for the user to post and share content”.

According to Techopedia, “Social Media Marketing refers to the techniques that target social networks and applications to spread brand awareness or promote particular products”.

Kaplan & Haenlein in 2010 defined that “Social networking sites are applications that enable users to connect by creating personal information profiles, inviting friends, and colleagues to have access to those profiles, and sending e-mails and instant messages between each other. These personal profiles can include any type of

information including photos, video, audio files and blogs”.

Neti (2011) told that social media marketing is the media for public interaction in which a website give permission to the user for sharing their ideas, opinions, views and for encourages interaction between the costumers and the organisations. Mangold and Faulds (2009) explained that consumer’s social media is supposed as a more truthful and open resource of getting information about the products and services. “Social media is internet-based resources for sharing and discussing details among humans”.

Impact of Social Marketing

With respect to current research, one of Danaher and Dagger (2013) study focused more on the effect of a sole advertising sale campaign that was marketed via 10 different types of media which includes traditional and social media method for marketing of a product and this shows that seven out of the ten media found that the influence of purchase outcomes will provide vital awareness into multi-media resource allocation. Mangold & Faulds (2009) defined social media as “a new hybrid element of promotion mix”. An organisation acknowledges that the significance of including social media into their International Marketing Communication strategies will influence their promotional efforts. Social media help the companies in communication to their customers through various platforms like Facebook, YouTube and help the customers to talk to others. Social Media provide networking platform and provide information to the consumers about the products and services. Xiang and Gretzel (2010) explained in his research that social media has a vast impact on the tourism industry. People share their travel experiences, impression and special moments on the internet and they also share their opinions about the hotels, restaurants and airlines which has a direct impact on the consumers and these reviews help in the future establishment of the company. Neti, (2010) explained that social media marketing gives a chance to the consumer for giving the suggestion about the product and provides a good platform to marketers to present the goods and services to the customers. In social marketing the promotion cost is zero.

Chen & et al. (2011) found that now a day’s social media and business are the interrelated term. In business social media is used for creating the brand loyalty about their product. Social media provides helpful information about the consumer behaviour which is very helpful in the business for analysing the regular expectation of

customers. The cost of social media is almost equal to zero, it is very easy to get started for the new comers also, and it also has a positive impact on the financial position of the business. Sajid (2016) found that social media provide their own uniqueness about the company in the mind of consumers and also for the items, products or for the solutions which they have provided. It is very helpful in building the new relation or creating connections with those customers also who don't know about the items. It is also important for the company which are going to be launching a new product in future. Social media help the consumers not only about the news of the product, but it also discusses their character with them. Social media has a remarkable impact on the reputation of the brands. SMM activities are very helpful for publicity of luxury brands; this may include introducing a branded product and offer different services to consumers who are engaged in social media activities as a tool for marketing communications (Kim & Ko, 2012).

Word-of-Mouth

Stephen (2015) showed that in digital and social marketing research word of mouth is the most-important theme, which gives the users socially sourced and open online information. In word of mouth a number of sub-themes were enclosed newly. Word-of-Mouth is not a new concept because after every purchase people always share their views and talked about their experiences with the product. They don't only share their views about the product and services but also their post purchase experience with the company. The new form of online communities were bent with the help of social media, the importance of word-of-mouth have evolved. WOM is defined as the sharing of their views oral, spoken or written messages between a nearby source and a recipient who can communicate directly in their real life. Social media is a very valuable source of word of mouth. In the social media age word of mouth can travel very fast and quickly. Most of the people consider that word of mouth has an important impact on business from increasing awareness to driving sales. The comparison between social media versus offline in WOM showed that consumers are very less liable to convey WOM in social media is the result of a higher perceived social risk.

CONCLUSION

Today, it is very difficult to take apart social media from the online world. Social media is a very influential and powerful medium for findings key consumer's influencers, engaging them and generating brand awareness. In social media marketing growth trust and goodwill are the most

important factors which influence the consumer's behaviour of buying. Social media have a very helpful and have a very positive impact on a Company's branding & growth. Social media gives information to the companies on a very small cost and it is very useful in finding the ability to analysis what a person is saying about their products and services in the market, without paying a large amount on research activity in the marketplace. With the help of social media, the organization will be the first to know that its item is working on all the requirements of the customer or not. If there are some changes needs then the company can improve its quality or productivity by changing these requirements. Social media has a huge impact on all walks of our lives. The extraordinary influence of social media, firms are increasingly trusting on social media as a channel for marketing communication.

FUTURE SCOPE AND LIMITATION OF THE STUDY

The main limitation of this study is that it is based only upon the secondary data. Time constraint is also another limitation of the study. The future research for the researcher is to analysis how much social media marketing influence the consumer's buying behaviour and poster's comments reflect their viewpoints. The future research is to consider how various different kinds of digital environments including social media and mobile impact a wide variety of consumer and improve the needs of the consumers.

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