

Review on Social Media as a Marketing Tool

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Abstract – In the present technology driven world, social systems administration locales have turned into a road where retailers can stretch out their marketing efforts to a more extensive scope of consumers. Chi (2011) characterizes social media marketing as a "connection among brands and consumers, offering a personal channel and cash for client focused systems administration and social collaboration." The tools and methodologies for speaking with clients have changed extraordinarily with the rise of social media; in this way, organizations must figure out how to utilize social media in a way that is reliable with their strategy (Mangold and Faulds 2009). This is particularly valid for organizations endeavoring to pick up a competitive advantage. This audit inspects current literature that centers around a retailer's development and utilization of social media as an expansion of their marketing technique. This wonder has just created inside the most recent decade, along these lines social media research has to a great extent concentrated on (1) defining what it is through the clarification of new phrasing and ideas that cosmetics its foundations, and (2) investigating the effect of an organization's integration of social media on purchaser conduct. This paper starts with a clarification of phrasing that characterizes social media marketing, trailed by a discourse of the four primary subjects found inside ebb and flow research studies: Virtual Brand Communities, Consumers Attitudes and Motives, User Generated Content, and Viral Advertising.

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INTRODUCTION

Social media marketing is a very much researched theme, it has just been concentrated through exploratory and hypothetical research; studies never accurately depict the benefits retailers gain from this marketing tactic. In surveying the rich plenty of multi-disciplinary literature, it is has turned out to be certain that studies are concentrating on depicting what social media marketing is just as inspecting what factors influence shopper conduct in respect to social networking. In spite of the underlying advancement made by researchers, development around there of concentrate has been restricted. Research needs to extend by giving a more profound comprehension of the longterm limited time picks up retailers get from social media marketing. Increasingly formalized studies are additionally expected to advance past estimated or anticipated results so as to pick up information of genuine applications. This survey of literature contacts upon the holes that right now exist inside social media marketing research and brings up the requirement for future studies to investigate the benefits picked up by marketing on social networking destinations, particularly for little retailers.

SOCIAL MEDIA

To consider social media as a marketing tool a retailer must see each part of it. Social media can't be comprehended without first defining Web 2.0: a term that portrays another manner by which end clients utilize the World Wide Web, a spot where content is ceaselessly changed by all administrators in a sharing and synergistic way (Kaplan and Haenlein 2010). "It is substantially more to do with what individuals are doing with the technology than the technology itself, for instead of only recovering data, clients are currently making and devouring it, and henceforth increasing the value of the sites that grant them to do as such" (Campbell et al. 2011, 87). Web 2.0 has developed from straightforward data recovery to interactivity, interoperability, and collaboration.

REVIEW OF LITERATURE

Kaplan and Haenlein (2010, 61) characterize social media as "a gathering of Internet put together applications that work with respect to the ideological and innovative foundations of Web 2.0, and permit the creation and trade of client produced content." Sinclair and Vogus (2011, 294) refer to O'Reilly's (2005) definition: "social

media is an expansive term that depicts programming tools that make client produced content that can be shared." However, there are some essential highlights important for a site to meet the necessities as a social system site: the website must contain client profiles, content, a strategy that grants clients to interface with one another and post remarks on one another's pages, and join virtual gatherings dependent on basic interests, for example, design or governmental issues. (Net and Acquisti, 2005; Ellison, Steinfield and Lampe, 2007; Lenhart and Madden, 2007; Winder, 2007; Boyd and Ellison, 2007 as referred to in Cox 2010)

The expression social networking destinations' is regularly utilized reciprocally with social media. Be that as it may, social media is diverse on the grounds that it enables members to join by producing personal data profiles and welcoming companions and partners to approach those profiles (Kaplan and Haenlein 2010, 63). Therefore, social media is nature in which social networking happens and has adjusted the manner by which consumers assemble data and settle on purchasing choices.

Consumers' Sentiment toward Marketing (CSM) is a factor consider by researchers to gauge how well consumers will see social media marketing. CSM is characterized as an idea which alludes to the general emotions that consumers have for marketing and the marketplace (Lawson et al. 2001 as referred to by Mady 2011). A person's impression of the general marketplace assumes a noteworthy job in regardless of whether they are roused to share in utilization exercises (Mady 2011). So as to make a fruitful marketing effort by means of social media, a customer must be available to the technology. Buyer technology availability is characterized as 4 "individuals' penchant to grasp and utilize new advancements for achieving objectives in home and work" (Parasuraman, 2000 as referred to by Mady 2011, 195). Customer technology availability is essential for retailers to recollect when marketing on social networks in such a case that their expected target market does not utilize social media, isn't acquainted with it, or sees it contrarily, at that point their social media marketing will be unrewarding. Examination of technology preparation can decide whether marketing by means of intuitive advertising would be a solid match for a retailer's objective market.

The Innovation Adoption Process (IAP) is another instrument that gives data on a purchaser's acknowledgment of new technology. The IAP is the movement through which an individual experiences the advancement choice procedure (Rogers as referred to in Mady 2011). Five stages make up the procedure: information of the advancement, framing a demeanor toward the development, choosing to receive or dismiss the advancement, usage of the development, and affirmation of the choice (Mady

2011). Information of IAP can enable marketers to get a social media marketing effort that is satisfying.

Social media has progressed from essentially giving a stage to people to keep in contact with their family and companions. Presently it is where consumers can get familiar with their most loved organizations and the items they move. Marketers and retailers are using these locales as another approach to reach consumers and give another approach to shop. "Technology related developments, for example, the ascent of amazing search engines, propelled cell phones and interfaces, shared communication vehicles, and online social networks have stretched out marketers' capacity to reach customers through new touch focuses" (Shankar et al. 2011, 30).

Customer marketing is another idea that has risen, making another touch point for the communications among organizations and consumers. Customer marketing is "the arranging and execution of all marketing exercises that impact a customer along, and past, the whole way of procurement, from the time when the inspiration to shop initially develops through buy, utilization, repurchase, and suggestion" (Shankar et al. 2011, 29). Seen fit is an essential factor for retailers to consider for customer marketing; saw fit is the measure of comparability between an expansion item classification and existing items associated with the brand (DeVecchio and Smith as referred to in Cha 2009). The more individuals see shopping services on social networking destinations as helpful and simple to utilize, the almost certain they are happy to search for things on social networks (Cha 2009). Giving shopping services on social networks can give business development to retailers because of the assorted variety of consumers who utilize social media destinations. The wide scope of consumers using social networks implies that most target markets can be reached (Cha 2009). This gives a viable stage to retailers to advance their brand and items to potential consumers. As indicated by Shankar et al. (2011), customer marketing can unite with customers to improve items, make clear messages, recognize advertisers, and fill in as a connection to in-store exercises, in this manner showing the significance of social media inside a retailer's marketing plan. Headways inside social media locales have made shopper communities that are defining new manners by which organizations and clients can associate with each other to share data on brand items. For instance, virtual brand communities are making a PC produced space for consumers and retailers to associate with each other by means of marketing.

VIRTUAL BRAND COMMUNITY

A principle theme being examined including social media as a marketing tool is Virtual Brand Communities (VBC). "VBC can be portrayed as conglomerations of consumers that happen on the

internet in view of their enthusiasm for some brand or item" (Muniz and O'Guinn as referred to in Georgi and Mink 2012, 3). In particular, a brand community is a gathering of individuals who share a similar enthusiasm for a specific brand or item (Casaló, Favián and Guinalíu 2008). By and large, VBC's are "the site[s] of complex brand meaning creation and utilization efforts" (Muñiz and Jensen Schau, 2007). Casaló, Favián and Guinalíu (2008) found when a part is trusting of the VBC that they are a piece of, it expands their measure of cooperation, and consumers who have a positive investment experience are increasingly faithful to the brand. Trust is a focal viewpoint to ensure the VBC's survival. Cha (2009) infers that security is a main consideration influencing a customer's conclusions toward social networking destinations and can at last effect trust. Since VBCs rely upon individual clients' cooperation, both gathering solidarity and awareness can fortify clients' fulfillment with a VBC (Casaló, Favián and Guinalíu 2008). The investigation done by Casaló, Favián and Guinalíu (2008) shows the incredible influence VBC and an online cooperation between consumers can have on their purchasing conduct.

Studies additionally discovered that inside these VBCs numerous new types of social connections are occurring, for example, Electronic Consumer to Consumer Interaction (eCCI), which are associations between consumers of e-services (Georgi and Mink 2012). The opportunity to blend with other individuals is a fundamental piece of the buyer experience and social networking destinations have turned into a manner by which consumers can cooperate with each other and retailers (Georgi and Mink 2012). Due to eCCI, consumers are assuming an increasingly overwhelming job in affecting each other with their utilization choices. Georgi and Mink (2012) thought of the idea of 7 electronic shopper to buyer cooperation quality (eCCIq). They found that seven elements add to the accomplishment of eCCIq. These incorporate content, security, epicurean (which means the enthusiastic parts of consumers' associations with items), quality, air, comfort, and social. A case of eCCI (which is any connection between consumers of e-services) is the point at which a customer posts an inquiry regarding the fit or shade of an item shown online and another buyer responds to the inquiry. This eCCI occasion would probably be of high caliber if the inquiry is replied by another customer rapidly, effectively, and in an agreeable way. This case of a connection between consumers includes a portion of the variables related with eCCIq, for example, social and comfort, in this manner making it an eCCIq event. Consumers feel progressively drew in with items and organizations when they have the alternative to submit criticism (Mangold and Faulds 2009). Appropriately, it is critical for retailers to know about the nature of their social media nearness notwithstanding when consumers are the makers of their marketing since it is progressively affecting how consumers shop.

Organizations should know about the assortment of elements that influence their social media nearness, for example, a customer's social character online.

CONSUMER ATTITUDES/MOTIVES

It is essential for retailers and marketers to know about the elements that influence purchaser attitudes and motives since consumers are progressively making content about brands, something recently controlled exclusively by organizations (Heinonen 2011). Subsequently, ebb and flow research has inspected what parts of social media locales influence buyer attitudes and motives. Chu (2011) analyzed the connection between Facebook brand related gathering support, advertising reactions, and the mental variables of self-revelation and attitudes among individuals and nonmembers of Facebook gatherings. The investigation verified that clients who are individuals from gatherings on Facebook are bound to reveal their personal information than nonmembers are. Chu (2011) explains an interest and commitment with online advertisements requires a more elevated amount of personal data since clients straightforwardly uncover their connections with Facebook gatherings and advance brands or items when they pass on promotions to their companions. "Facebook bunches give channels that consumers consider valuable when looking for self-status in an item classification, as does passing on viral content about brands to their social contacts"

Chu (2011) likewise discovered that clients who are Facebook bunch individuals keep up an increasingly positive frame of mind toward social media and advertising. Clients who have progressively inspirational attitudes toward advertising are bound to join a brand or a retailer's Facebook gathering to get limited time messages. In view of this outcome, Chu (2011) proposes that a connection exists between consumers' utilization of and commitment in gathering applications on a social media destinations. The connection between consumers' utilization of and commitment with gathering applications impacts the rate and viability of advertising on social media, especially Facebook. For the most part, as Chu (2011) takes note of, Facebook's school matured clients have the most good attitudes toward social media advertising and are the biggest developing statistic, which recommends that social media destinations are a conceivably rich stage for online advertising efforts, particularly for organizations with a more youthful target market.

CLIENT GENERATED CONTENT

"While social media gives endless roads to imparting, the people fill in as the influencers not the technology" (Gonzalez 2010, 23). Client created content produces social money for marketers since it characterizes a brand. Client

produced content depicts "the whole of all manners by which individuals make utilization of social media, normally connected to portray the different types of media content that are freely accessible and made by end clients" (Kaplan and Haenlein 2010, 61). Hence, social money is when people share a brand or data about a brand (Zinnbauer and Honer 2011). Social cash enormously influences brand execution and is an idea that can be connected to Bourdieu's (1977) and Coleman's (1988) thought of social capital. Social capital is formed on a personal dimension and happens in the connections among people (Zinnbauer and Honer 2011).

Customer Generated Advertising (CGA) is a type of client produced content, which alludes to explicit occurrences where consumers make the brand, centered messages with the motivation behind educating, inducing, or reminding others (Campbell et al. 2011). Muñiz and Jensen Schau (2007) and Pehlivan, Sarican, and Berthon (2011) utilize the term vigilante marketing to portray CGA. Vigilante marketing is characterized as "unpaid advertising and marketing efforts, including coordinated, one to many, and numerous to numerous financially situated communications, embraced by 14 brand supporters for the brand" (Muñiz and Jensen Schau 2007, 35). Campbell et al. (2011) express that today, conventional marketing is existing together with CGA. Retailers should know about this on the grounds that CGA can emphatically bolster conventional marketing or it can contrarily affect and undermine it. Cheong and Morrison's (2010) research bolsters the past explanation by clarifying how the absence of research on the validity of both positive and negative client created content (UGC) features the requirement for retailers to be cognizant and think about UGC to totally comprehend its impact. Consumers are partaking in a different cluster of exercises, for example, expending content, taking an interest in discourses, and imparting information to different consumers, to adding to other consumers' exercises (Heinonen 2011).

Muñiz and Jensen Schau (2007) note that a ton of CGA is made rapidly and spreads by means of email without uncovering who made it or on the off chance that it is legitimate corporate content. Consequently, brand chiefs presently need to think about how to respond when their brand is discussed by consumers (Campbell et al. 2011). Muñiz and Jensen Schau (2007) contend CGA is applicable to organizations since it gives confirmation of purchaser view of brands and their sentiments towards the brand. They likewise contend that CGA is essential since they are prime instances of powerful marketing messages from brand supporters. Besides, CGA is just going to increment in recurrence. Marketers have thought little of the conceivable results of intuitive marketing on the Internet by not considering the impact consumers gain from CGA (Deighton and Kornfeld as referred to in Pehlivan, Sarican, and Berthon 2011).

Zhang, Jansen, and Chowdhury (2011) determined that organizations ought to have a brand nearness on a wide range of social media destinations to build their purchaser crowd. "Research has demonstrated that introduction to electronic verbal (eWOM) messages can create more enthusiasm for an item class than can presentation to data delivered by marketers" (Birkart and Schindler 2001 as referred to in Zhang, Jansen, and Chowdhury 2011, 161). Today, consumers are increasingly educated of the items they devour because of the internet engaging them to access data in this manner, making dynamic co-makers of significant worth (Zhang, Jansen, and Chowdhury 2011). Consumers as co-makers of significant worth can give organizations a lot of rate of profitability since it is expanding brand awareness, which connotes the significance of eWOM in the present marketing world. "Social media, for example, Facebook permit target consumers to end up message senders by passing on promotions to companions, interfacing them to the sponsors expressly, or remarking on the advertisement and having those remarks gone along viral channels" (Interactive Advertising Bureau 2009 as referred to in Chu 2011, 32).

VIRAL ADVERTISING

Viral advertising has turned into a manner by which retailers are marketing and giving more data on their brands or items. A viral way to deal with online advertising has a noteworthy advantage since communication is more focused to a brand's proposed shopper (Bampo et al., 2008). This can be ascribed to the way that "viral communication manages the marketer a more noteworthy level of artistic freedom through a message conveyance medium that is progressively private and personalized, in this way improving the probability of reaching hard to get gathering of people individuals" (Bampo et al. 2008, 274). Viral advertising is "unpaid distributed communication of provocative content beginning from a distinguished support utilizing the Internet to induce or impact a group of people to go along the content to other people" (Porter and Golan as referred to by Chu 2011, 31). Viral advertising contrasts from UGC in light of the fact that a distinguished support is related with the promotion, in this manner implying the cause of the advertisement and who made it. Various studies of viral advertising have discovered that humor, sexuality, stealth, and positive encounters are significant components that add to the accomplishment of viral advertising.

Kelly et al. (2010) confirmed that three components impacting promotion evasion online: interference of errand saw mess on the Internet locales, and negative past encounters with Internet advertising. "Research demonstrates the authenticity of reliability of the medium impacts how the shopper sees the validity of the data offered" (Moore and Rodgers as referred to in Kelly et al. 2010, 17). In

view of this examination, most of advertisements included on social networking destinations are not pertinent to consumers, and they possibly see promotions when it bothers or engages them. It has turned out to be certain that commercials that give stimulation are typically loved and acknowledged which reconfirms the aftereffects of some past studies.

CONCLUSION

Taking everything into account, research has established that retailers can build awareness of their brand by being innovative while connecting with clients on social media locales. "As more customers are utilizing social media (e.g., Twitter, Facebook, MySpace, and LinkedIn) and depend on them for marketing shopping choices, advancement through these media has turned out to be critical" (Shankar et al. 2011, 32). As per Curran et al. (2011), social media locales, for example, Facebook are superior to other advertising roads since it stores data on the entirety of its clients consequently guaranteeing marketing reaches a retailer's particular target market. Social media locales are an extraordinary stage for retailers to make an affair and retailers can utilize data put away on social media destinations to improve client involvement with their brand. Besides, Hill, Provost, and Volinsky's (2006) research sets up that a firm can profit by social networks to anticipate the probability of procurement expectation. This should be possible by considering a company's decision of system (for example Facebook, Instagram, Pinterest and so on.) and by inspecting that system's information. Evaluating a system's information considerably improves an organization's marketing efforts since it furnishes the organization with crucial data on the system's clients, which decides the best social media tactics for that specific site (Hill, Provost, and Volinsky's 2006). In view of this investigation, it can additionally be contended that knowing which social media destinations an organization's objective market uses is another key factor in ensuring that online marketing will be fruitful.

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