

THE ROLE OF SOCIAL MEDIA IN MARKETING AND ADVERTISING

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ABSTRACT

One may argue that a company's online presence is now as important to its physical presence in light of how important digital marketing has grown in recent years to any company's overall marketing strategy. This research underlines the value of an organization's online presence and how it affects sales. People may communicate and express their thoughts via social media. The findings of this research demonstrated that using social media marketing techniques increased both brand awareness and client loyalty. The social media marketing efforts that prioritized fun and positive word-of-mouth had the most overall effect on the companies. According to the results, more brand awareness is good for brand loyalty. The findings of this research contribute to our knowledge of how social media advertising might influence consumers' attitudes about a brand and their loyalty to that brand. Professionals may benefit from the study's findings since they demonstrate the value of social media marketing campaigns and specify which ones may be most important to grow in terms of brand visibility and loyalty. Additionally, it demonstrates how consumer purchase intentions may be impacted by brand awareness levels.

Keywords: social media, customers, brand, marketing and advertising

INTRODUCTION

Humans used to be able to communicate with one another even before the development of written language. Modern methods of communication have experienced radical changes. The accessibility of social media has made it a viable means of communication for individuals of all ages. The Internet, and particularly social media platforms, have altered the dynamics between brands and their target audiences. The Internet has several advantages over traditional distribution channels, including efficient search engines, centralized data storage and retrieval, physical distribution channel functionality through software, and low costs. Businesspeople may now reach customers all over the world with a few mouse clicks thanks to the internet and the proliferation of social media platforms. Consumers may now perform research on products online before buying by doing an internet search and reading ratings and reviews left by other buyers.

These days, consumers rely excessively on technology, what with the prevalence of computers and online advertising. Consumers' purchase choices are impacted by social media because of the impact of group dialogue. Using an internet hub is a creative approach to expanding operations. Because of social media, communication between retailers and consumers has evolved. The convenience of online shopping has influenced consumer behavior. Sharing information about products and services via social media is a relatively recent phenomenon. Consumer behavior analysis has become the most important part of selling products online, where the vast majority of consumers are located. The use of social media for market research and product launches has increased in recent years. These days, advertising strategies can't survive without using social media. Therefore, it's crucial to comprehend the effect social media is having on consumer habits.

It's a method of drawing attention in the online community. The primary goal of these initiatives is to generate information that would interest people on social media and encourage them to distribute it further. Electronic word of mouth refers to any comment that is spread via social media, including brief messages, details about a brand, product, service, or organization. When a user posts information about a product, service, brand, or company on social media, it is frequently reposted by other users in related social networks. When the information comes from a reliable source, it acts as more effective free advertising for the product than paid advertisements. This demonstrates social media marketing's effectiveness. The main search engines look for the credibility and authority of the source when analyzing social media signals. Authorship and authoritativeness are not the same. Google's Authorship feature, which was introduced in 2011, enables writers and publishers to provide a variety of elements,

such as images, ratings, and other information, to search engine results pages. For social signals to be interpreted by search engines, trust is essential. Influencers are those individuals whose social media accounts have a trust score. According to the notion of consumer socialization, interactions with consumers have a significant impact on their psychological characteristics. It affects the customer's mindset as well. Social media networking sites provide a setting for users to interact online, which will significantly affect the idea of consumer socializing.

LITERATURE REVIEW

Prof. Assoc. Dr. Elenica Pjero et al., (2015) Researchers in Albania looked at the reality TV business. In their article, they discussed how social media might affect customers' choices to make a purchase. The authors of the study discussed how social media platforms have evolved to meet the needs of its many global users. Researchers looked closely at how consumers' use of social media affected their preferences and decisions while shopping. The samples are chosen from Social Media users across all dimensions, and the outcome reflects the important consumer behavior.

Nima Barhemmati et al., (2015) Their research revealed that social network marketing is quickly emerging as the most effective advertising technique. This research tries to determine how social network marketing affects customers who utilize social networking sites' purchasing decisions. The research also examines the connections between consumer purchasing behavior, social media selling activity, and customer involvement. Fifty Malaysian National University students participated in a survey. The findings indicated a strong correlation between social media user involvement and purchasing patterns.

Tayyaba Noreen et al., (2015) Researchers looked at the effects of social media in Pakistan and Korea. This research looks at how social media affects customers' purchasing decisions. This research focuses on social media, online word-of-mouth, and publicity. According to the results, consumers in Korea are more likely than consumers in Pakistan to purchase a product using social media sites. The findings demonstrated that, in comparison to social network advertising, e-word of mouth had a greater influence on purchasing intention.

Sakkthivel AM et al., (2015)¹⁹ In their investigation, they make an effort to determine if social networking websites have any impact on young women shoppers from Islamic nations. In order to examine the effects of young women customers, this research used structural equation modeling. The findings revealed that brand, society, and reference teams had an extra impact on young women consumers' online buying behavior.

Bidyanand Jha et al., (2015)⁹ In their investigation, they want to discover if social networking sites have any impact on young women who make purchases from Islamic nations. Structural equation modeling was used in this research to examine the effects of young female clientele. Brand, society, and reference teams were shown to have a higher impact on young women's online purchase choices.

RESEARCH METHODOLOGY

The process of compiling, evaluating, and analyzing exact insights for study using acknowledged, established procedures is known as data collection.

The decision of this sample size was reinforced by past research done in other regions of the globe, where 100 was typically the sample size considered for each study. Male and female internet users who like shopping, particularly online, make up the sample units. Additionally, the sample includes individuals who vary in terms of their gender, age, income, employment, and level of education.

DATA ANALYSIS

TABLE 1 SHARING CONTENT OF THE BRAND ON SOCIAL MEDIA

Response	Frequency	Percentage
Yes	22	22
No	10	10
Sometimes	68	68
Total	100	100

It is clear from the above statistic that just 22 out of 100 individuals share or post any advertisements for brands on their social media pages or accounts, compared to the bulk of chosen customers, or 68%, who do so occasionally. A sizable 10% of users didn't share or post any brand advertisements on their social media profiles. It is thus rather obvious that users seldom ever discuss or post about any brands on their profiles.

TABLE 2 ATTENTION PAID TO ADVERTISEMENTS ON SOCIAL MEDIA

Response	Frequency	Percentage
Yes	58	58
No	16	16
Sometimes	26	26
Total	100	100

According to a study, 58% of the sample's chosen respondents pay attention to the brand adverts that are shown on social networking websites. Even while some individuals ignore these advertisements, their proportion is small compared to the amount of people who do. However, 26 out of 100 respondents said they sometimes pay attention to the brand marketing advertising that are posted on social media.

TABLE 3 IRRITATED BECAUSE OF ADVERTISEMENTS ON SOCIAL MEDIA PAGES

Response	Frequency	Percentage
Yes	35	35
No	19	19
Sometimes	46	46
Total	100	100

According to the data, just 19% of the selected customers are unaffected by any marketing that appears on their social media page, while 35% of them feel irate or outraged when any form of commercial appears on their page. However, 46 out of 100 survey participants said that brand promotion did not always irritate them.

SOCIAL MEDIA ADVERTISING IS A VIABLE SOURCE OF INFORMATION ABOUT BRANDS.

TABLE 4 SOCIAL MEDIA ADVERTISING IS A VIABLE SOURCE OF INFORMATION

Scale	Frequency	Percentage
Strongly Agree	33	33
Agree	43	43
Neutral	17	17
Disagree	7	7
Strongly Disagree	0	0
Total	100	100

Data Interpretation:

The graph makes it quite evident that the majority of respondents (76%) believe social media to be a reliable source of information. Only 7% of respondents, however, disagree with the assertion. Additionally, 17 people had an unfavorable or indifferent opinion on the claim that social media is a reliable source of information.

TABLE 5 Social media marketing may alter consumers' impressions of a brand.

Scale	Frequency	Percentage
Strongly Agree	15	15
Agree	52	52
Neutral	21	21
Disagree	11	11
Strongly Disagree	1	1
Total	100	100

Data Interpretation:

The graph makes it very evident that 67% of respondents agree with the premise that a brand's sporadic social media marketing initiatives may alter how consumers perceive it. However, 21% of respondents had an unfavorable opinion of this claim, and 12% disagreed that social media marketing campaigns may alter customer impression.

ACCORDING TO YOU, HOW LIKELY ARE SOCIAL MEDIA MARKETING ACTIVITIES IN MAKING YOU AWARE OF A BRAND? [1 BEING THE LOWEST & 5 BEING THE HIGHEST ON THE SCALE]

TABLE 6 I THINK CONSUMER'S PERCEPTION REGARDING A BRAND CHANGES BY SOCIAL MEDIA MARKETING ACTIVITIES.

Scale	Frequency	Percentage
1	0	0
2	4	4
3	25	25
4	60	60
5	11	11
Total	100	100

Data Interpretation:

The graph clearly shows that the majority of individuals think that company-run social media marketing initiatives or campaigns are extremely likely to increase your awareness of a business. Only

a tiny percentage of respondents gave the company's marketing efforts a rating of 2 on a scale of 1–5 (in ascending order), which indicates that they have no impact on increasing consumer awareness of a brand. 25% chose to remain neutral, on the other hand.

COMPARED TO TRADITIONAL MEDIA, WHAT ARE THE ADVANTAGES OF USING SOCIAL MEDIA?

TABLE 7 WHAT ARE THE BENEFITS OF USING SOCIAL MEDIA WHEN COMPARED TO CONVENTIONAL MEDIA?

They save my time	12	12
Information reliability (due to higher credibility of information provided by the users)	20	20
Other	4	4
Total	100	100

Advantages	Frequency	Percentage
There is more information & easy access to information	35	35
Better communication with the brand	29	29

Data Interpretation

According to the results, social media has a greater impact on respondents and they are more likely to use the Internet and social media while searching for information. 35 percent of respondents named the vast amount and ease of access to information as the major advantage of using social media as information sources as compared to conventional mass media in answer to the question, "What are the benefits of using social media as information sources, as opposed to the traditional mass media?" Nearly 29% of respondents indicated that it improves communication with the brand, and 20% mentioned that the information is more trustworthy since it comes from sources other than the corporation. Out of 100 responders, 12% listed time savings as a benefit, while the remaining 4 picked the alternative box.

CONCLUSION

Social media is currently far more common in society than conventional media outlets. Social media is now used frequently by the great majority of Indian consumers between the ages of 18 and 40. The results show that social media marketing campaigns have a substantial effect on consumers' knowledge about, attitude toward, and loyalty to a company. In addition, a rise in brand recognition is the most visible result of social media advertising campaigns. Furthermore, Social media marketing campaigns may not be sufficient to build a favorable brand image and a sense of brand loyalty in the minds of customers if they already have a notion of a brand or follow companies to which they are loyal. In this respect, it has been advised that companies planning to launch digital marketing should see social media advertising methods as enhancing the brand image and combine them with conventional advertising. The results suggest that we may accept the null hypothesis and conclude that social media marketing activities do impact in raising consumer awareness of brands. This also benefits businesses by enabling them to offer better goods and services and make them more accessible to consumers through communication channels.

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