



ANALYZING AND CONCEPTUALIZING THE PRACTICES OF SOCIAL MEDIA MARKETING

By- Ms Anshul Agarwal

Research Scholar, Jiwaji University

Dr. Vinod Kumar Bhatnagar

Associate Professor & Head

IPS college of Technology and Management

Abstract

Social media marketing is a very powerful tool in the growing trend of virtual and digital marketing. Today, the most of the targeted consumer want to see their brand in public and want to discuss freely about their choices. This paper clearly emphasized on the social media marketing results over the marketing practices and related consumer behavior. Especially, Facebook and Instagram nowadays are very popular among the public and them prefer to see brand over there for more convenience and trust. Consumers are very active and trending due to which companies needs to be updated and technoholic according to their targeted group. This paper will clear the concept of social media marketing and reviewing the various research done over it.

Keywords: consumer behavior, social media marketing, targeted groups, Facebook, Instagram

CONCEPTUAL FRAMEWORK AND REVIEW OF LITERATURE

The daily lives of billions of people now include using the internet, social media, smartphone apps, and other digital communication technology. One of the most significant forms of online communication nowadays is social networking, which is also a vital component of many businesses. It is obvious that people are becoming more and more accustomed to social and digital media. This serves a variety of functions, including assisting customers in their duties as they research items, buy and use them, and share their experiences with others. Marketers have increased their usage of digital marketing channels in response to this fundamental shift.

The interaction between brands and customers has altered greatly as a result of social media. Nowadays, businesses use social media to analyze and understand the needs, preferences, and preferences of their target consumers before developing plans. Social media has had a significant impact on society and business. Everyone is using social media marketing, whether they are a large corporation or a small startup, to promote their products or services. Through social networking sites, online web pages enabled businesses interact with potential clients, sell new items, gain feedback on their current products, and acquire new ideas for potential products. While social networking sites have many valuable aspects, web security and the preservation of content that is protected by copyright are also crucial issues that need to be addressed. (Veni, 2020)

In the past, traditional marketing channels like radio, TV, and print ads were quite expensive. However, brands and businesses may now reach their target audiences for free with social media marketing; the only expense is time. You can cut your marketing expenses by utilizing social media sites like Facebook, Twitter, LinkedIn, and others. Facebook and Instagram are the most widely utilized social media platforms by consumers, according to (Shah, 2020), and the majority of respondents use these platforms to learn more about products and make purchasing decisions. (Mishra, 2020) came to the conclusion that LinkedIn marketing is very beneficial for businesses in generating high-quality leads and building brand awareness. Typically, this is employed for professional promotion, such as job openings and brand recognition.

Social media has countless benefits some of them are:

- **Improved Customer Insights towards Businesses**

By allowing customers to voice their opinions and knowing that the brand is paying attention, businesses may better understand their demographic. They can interact with potential customers through social media and learn what their opinions are better.

- **Customer Service**

Social media allows businesses to respond to customer grievances, questions, and concerns almost instantly. Customers want to be assured that, if they have a problem they will receive assistance at the earliest possible time.

- **Cost Efficient most important**

Social media is the most economical approach to market and promote a business when it has a fixed marketing budget. Any business can post their material on websites like Facebook, Twitter, Pinterest, and others for no charge at all. Social media is a cost-effective advertising medium as a result.

- **Connectivity with more customers**

Businesses will continue to interact with customers and consumers over shifting tastes, lifestyles, and resource availability and adapt to shifting consumer interests.

- **Establishing Brand Awareness as good fit**

Customers' brand awareness can be raised using social media as companies can do so by establishing their brand identity.

- **Sales as hike**

Social media exposure increases the company's visibility and brings customers in. This then results in the conversion of potential customers into actual clients.

Facebook modified their ad product and started offering social ads in order to boost relevance. Previously, Facebook ads disrupted the content experience and were considered to be largely ineffectual. Nowadays, adverts try to engage with people. As a result, they can quickly reach consumers with customized advertising, and more significantly, they can obtain customer feedback. Creating a social network and interactions based on shared values and interests is referred to as social networking. A social networking site can be used to attract new consumers, stay in touch with existing ones, and advertise new products, sales, and events. This results in high-quality PR that is tailored to the needs of the firm.

Effect of social media marketing on consumer behavior

More than one million tweets of all kinds are sent each day, approximately seven million pieces of content are uploaded on Facebook, millions of webpages are searched on Google, thousands of photographs are transmitted via Instagram, and 600 websites are hosted. Due to social media's growth and development, many business opportunities emerged. Because of the strong influence of social media, customers become the center of attention in the business world. Numerous research was done to determine the impact of social media, and the findings of these studies aid businesses in retaining a strong market position.

A digital revolution is taking place in marketing communication. Customers from around the world can broadcast their content via social networks, podcasts, and blogs thanks to their rising popularity.

AVERAGE CONVERSION RATE

The average conversion rate in Facebook ads across all industries is 9.21%



Social media or digital advertising

Digital advertising is a hot topic in marketing literature, and research on consumer behavior has focused on how people react to different features of digital advertising. Social media information had a significant impact on customer purchasing decisions. The following five themes were discovered: (1) consumer digital culture, (2) responses to digital advertising, (3) effects of digital environments on consumer behavior, (4) mobile environments, and (5) online word of mouth (WOM). Additionally, it shed light on how users interact with, shape, and are shaped by the digital spaces in which they find themselves on a regular basis (Stephen, 2016).

In the past month, 97% of digital consumers accessed social media. Social media is utilized by 84% of internet users. Social media is used by 3.8 billion individuals, or 50% of the world's population (an increase of 9.2% since 2019). The greatest social media penetration rates are 84% each in Central America and Eastern Asia. The utilization of social media techniques and the difficulties faced by marketers when promoting their products on sites like Facebook, YouTube, Instagram, and Twitter were explained by (Andreas M. Kaplan, 2010). This essay outlined the five guidelines for being sociable, which are to be honest, humble, active, unprofessional, and fascinating.

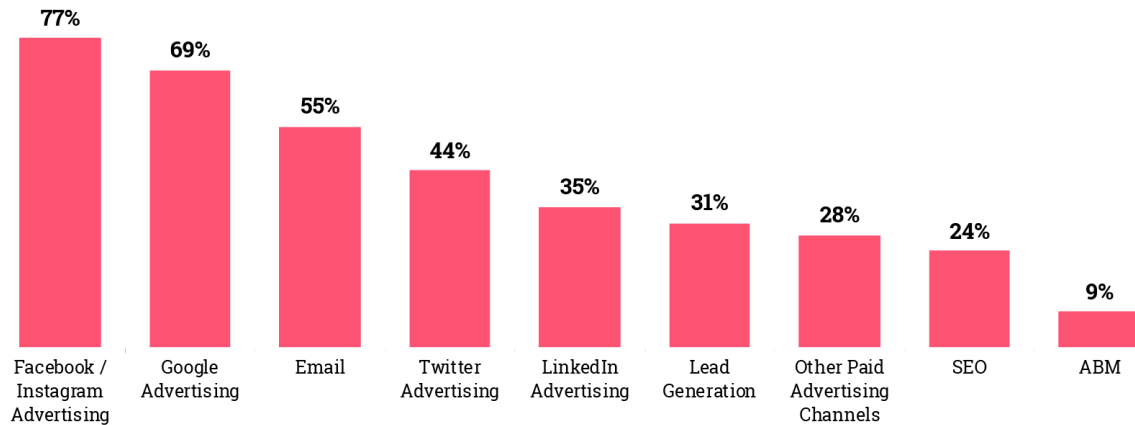
1. Social websites that are performing the function of marketing have both positive and bad effects. Here are a few of them: Positive effects include:
 2. 1. Social media, which is used for marketing, enables businesspeople to comprehend their clients by learning about their preferences.
 3. 2. It aids numerous businesses in comprehending the various methods for carrying out various actions.
 4. 3. It raises consumer awareness of how to use branded items.
 5. 4. A social networking site can be used to attract new consumers, maintain contact with existing ones, and advertise new items, sales, and events, resulting in all-around excellent PR that is unique to a firm, as per (Kevin Curran, 2011)

Negative Impacts: -

1. Social media platforms are not completely secure. Anyone can misuse the information on platforms like Facebook, where anyone can take someone else's picture and cause issues for customers.
2. Due to the fact that some users of social media websites perceive these messages and emails as unsought commodities, many advertisements are being sent to these users.
3. The wrong kind of brand advertising might cause a lot of issues for the business.
4. Despite the fact that client feedback is provided for free, many businesses do not receive it. Consumers are still hesitant to express their thoughts and ideas, though.
5. The study found that using social media during the early phases of information search and alternative appraisal increased consumer contentment, but it had less of an impact on satisfaction throughout the purchase decision. According to (*Duangruthai Voramontri, Impact of Social Media on Consumer Behaviour, 2018*)

Retargeting Use in Marketing Strategies

"Retargeting is part of my strategy for..."



Published on MarketingCharts.com in June 2021 | Data Source: Ascend2 / SharpSpring Ads

Based on a survey of 176 B2B and B2C marketers, half of whom work at companies with more than 500 employees

Consumer Behavior

It is an investigation into the way in which individuals, groups of individuals, and the general public use goods and services to satiate their needs. The research incorporates a number of topics, including marketing, sociology, psychology, and economics. customer behaviour will make an effort to identify several aspects that influence customer decision-making for product purchasing. Additionally, it explores the psychological and demographic traits of consumers as well as the ways in which they are impacted by friends, family, coworkers, and other elements of society.

Client behavior, commonly referred to as consumer behavior, offers details about the client and his or her purchasing habits. If a company can satisfy the needs and wants of its customers while having a thorough understanding of those needs, it will still be able to exist. This demonstrates the value of researching client behavior. This necessitates a difficult comprehension of client behavior. A group or an individual inside a group has the power to affect consumer behavior. The group's size might range from modest to enormous. Members of the family, employees at the company, and people who live nearby the customer are some of the groups that will have an impact on an individual's behavior. The worker's union, associations, trusts, community groups, etc. are other organizations that may have an impact on a person's consumption habits. These organizations maintain constant contact with each customer. Customers are drawn to actions for online digital marketing promotion as a result of the impact, which is genuinely favorable. Digital marketing is a new approach to online marketing that targets consumers through a variety of channels for communication, including social media, mobile apps, blogs, emails, and even search engine optimizers (SEOs), with the goal of improving consumer communication in various ways that deliver advertising, as per (DASTANE, 2020).

Social media marketing and consumer behavior

Social media has grown rapidly over the past five years and now serves as a significant forum for inter-personal communication. Due to advancements in technology, social media tools also improved. Social media platforms

are constantly conducting research to enhance communication techniques. Numerous websites offer a variety of tools for customers to buy products and publicize their availability, but social media also offers tools for networking. Social media networks are increasingly a crucial part of business marketing strategies.

Millions of people connect and communicate on social media every day, and it has developed into a significant marketplace for businesses to market and sell their goods and services. The ideal location to upload marketing materials, advertise products, show off products, etc. is on social media. According to (Benjamin Chan Yin-Fah, 2010), from the viewpoint of the customer, the customer would be aware of the many benefits of online shopping, including convenience (save time, save energy), having a wider selection, a lower price, and having access to the product information before they make any purchases online through any mode.

Many professionals and small retailers and giant's retailer and big business houses ignore the importance of social marketing. They not understand how social marketing are increases its path in many different types of businessand services too. Nowadays everyone hears about Facebook. It has become a major platform to connect with customers and consumers. Also, with business and B2B deals, Facebook had played a very good role as per (Lorena Basan, 2019)

It is obvious that social media sites have a large user base, and that in the present world, radio and television are largely irrelevant. Numerous advertising makes it very obvious how using different apps might help you read the news rather than staying home and watching TV. While it used to be commonplace to watch television and listen to the radio, individuals now read all of this information on social media sites like YouTube and Times.com. Social media allows for one-to-one and one-to-many conversations, unlike radio or merely television, which are monologues. On numerous social media websites, many different sellers can reach out to customers and respond to them right away. The relationship-building efforts of many consumers are not being aided by conventional advertising methods. However, social media is assisting in the development of both brand image and relationships. Customers had fully embraced social media marketing, were willing to change with it, and had responded favorably to its growth and acceptance, as per (Naseeth Ahamed Nizar, 2018)

The opinions of social media users about a brand are actually impacted by what customers publish online. According to Constantinos K. Coursaris (2016), an analysis of the relationship between the type of e-WOM and the degree of purchase-decision involvement will show whether or not there is a high or low level of involvement. It will also show whether or not consumer comments and compliments have an informational or emotional effect on the brand. Additionally, how customer behavior related to exploratory information seeking (EIS) is affected by email marketing and mobile marketing. The importance of modern business environments' use of advanced media was also guaranteed in this research (Abdul Waheed, 2017).

The importance of technology in modern society, and specifically the internet, is growing daily. Internet is a source where individuals,

We know that the behavior of consumer is ever changing and at any time he can choose his mind to purchase the goods and services. In modern world the electronic marketing is developing. This kind of marketing are focus on consumer too much. Due to increase in the value of digital age, the responsibility of marketers is increasing too

much. Hoffman in the year Two thousand writes that the internet has played a very dynamic role and due to vast amount of numbers of consumers the role of business is increasing to provide good quality of not only goods but the services. Even the customers are more aware and use Social Media electronic platform to know more about products and services are planning to purchase which is directly correlated. In many ways, the community and society are connecting, enabling people to express their thoughts, feelings, ideas, and emotions. The most well-known platform for communication is social media. They offer a user-friendly platform that will influence many consumers' attitudes and actions. Maintaining and developing the brand's image in consumers' minds is the fundamental goal of marketing. With this, brand equity as well as brand image are growing daily. (Gibson, 2018) noted that her findings clearly demonstrated that customers are more willing to share their personal interactions with a company than they are to share sales or promotions. According to study findings, buying behavior is more likely while using social media platforms for marketing techniques and tactics, to benefit a firm. This result emphasized the value of social media marketing for raising brand recognition, foot traffic, and customer loyalty, as per *Hilarius Bambang (2019)*

CONCLUSION

The early stages of digitization have given rise to social media marketing, which will have a huge future ahead of us all. According to the findings of (Duffett, 2017), social media marketing communications significantly impacted each attitude component, although the mean value decreased with each subsequent stage. The younger generation is also quite enthusiastic about using and being aware of social media, and they see it as an integral part of their lives.

The effects of Facebook reaction icons and user comments on brand attitude, trust, information seeking, purchase intention, and e-WOM are noteworthy, according to (YEN-I LEE, 2020). By leaving comments and clicking on reaction symbols, consumers communicate with product brands about how they feel about them. With over 2.19 billion monthly active members, Facebook is one of the most well-known social networking sites worldwide. Consumer perception and social media marketing have a tenuous but beneficial relationship. It is advised that businesses use social media marketing to reach out to more customers, particularly those who are genuine contributors, and engage them in conversations that will spur product innovation in response to customer demands. Additionally, being active on social media will help to shape more consumer perception because of things like People give them more consideration than others that are fresh, unique, and original (Zulqurnain Ali, 2016). The three elements that determined attitudes towards online purchasing behaviour were sociodemographic background, purchase perspective, and website quality. From the standpoint of the consumer, they would be aware of the many benefits of online shopping, including convenience (saving time and energy), having a wider selection, a lower price, and having access to product information before making any purchases online through any method (Benjamin Chan Yin-Fah, 2010). According to Alireza Mohammadpour (2014), social media marketing has a large and beneficial indirect impact on customers' online purchases as well as the same via brand and relational capital.

An online community served as the social networking platform, allowing members to connect with others who share their interests. Through social networking sites, online web pages enabled businesses interact with potential clients, sell new items, gain feedback on their current products, and acquire new ideas for potential products. Although social networking sites have a wide range of valuable qualities, web security and the preservation of content protected by copyright are also important issues that need to be addressed. Websites for social networks continue to be one of the most fundamental inventions of the trendy era because they connect lots of people, if they need challenges (Veni, 2020). It is advised to consider how brand recognition and social media content marketing affect consumer buying decisions.

Brand awareness and consumer purchasing behaviour have a modest but significant positive association, and social media marketing has a large beneficial impact on both. Consumers could obtain brand insights via social media content marketing by using a variety of channels, such as blogs, reviews, videos, and postings, among others. The brands would have access to consumer wants and desires through customer feedback and interaction. Although there are many factors that affect consumer choice, this study concentrated on two of them: brand awareness and social media content marketing (Sinoka Ansari, 2019).

A good SMM (Social Media Marketing) involves a thorough understanding of its structure as well as a well-thought-out strategy for using it to accomplish business objectives. Before attempting to market their company on various networks, SMM should not be viewed as a temporary fix to get marketers traffic right away. If they don't want to run the risk of losing visitors and potential customers, they should make sure they have a very specific SMM schedule that they adhere to regardless of the circumstances (Perumal, 2018).

Last but not least, social media marketing gives consumers additional choices and suggestions regarding the brand and forces them to follow it since they are required to do so given how quickly fashion and trend are spreading on social media today. For the majority of businesses, this can be advantageous because it is cost-effective, has a rapid broad appeal, and is immediately responsive. Social media marketing also makes it simple to brand and target directly.

LIMITATIONS OF THE STUDY

Also, there are always some limitations and same are here,

1. This study is purely based on literature review and other researches done. So, it cannot be always prely true based conclusions.
2. This paper can not be accepted by companies who works on survey model and result theory.
3. Future aspects from this study can be more broader and we have not analysed the consumer behavior on social media marketing practices in depth.

References

- Abdul Waheed, J. Y. (2017, october). The Effect of Mobile Marketing and Email Marketing on Exploratory Information Seeking (EIS) Behavior of the Consumers: Communication Through Wireless Technologies. *International Journal of Enterprise Information Systems*, 13(4), 76-89.
- Agarwal, R. (2020, june). Role of Social Media on purchase decision. *International Journal of Innovative Science and Research Technology*, 5(6), 1038-1079.
- Alireza Mohammadpour1, T. R. (2014). A Survey of the Effect of Social Media marketing on online shopping of customers by mediating variables. *Journal of Service Science and Management*, 7, 368-376.
- Andreas M. Kaplan, M. H. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 59-68.
- Benjamin Chan Yin-Fah, B. H.-C. (2010). Undergraduates and Online Purchasing Behavior. *Asian Social Science*, 6, 133-146.
- Constantinos K. Coursaris, W. V. (2016). The Impact of Consumer Compliments versus complaints: exploration of the effects of E-WOM. *Fifteenth Annual Workshop on HCI Research in MIS*.
- DASTANE, O. (2020). IMPACT OF DIGITAL MARKETING ON ONLINE PURCHASE INTENTION: MEDIATION EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT. *journal of asian business strategy*, 10(1), 142-158.
- Duangruthai Voramontri, L. K. (2018, JULY). Impact of Social Media on Consumer Behaviour. *International Journal of Information and Decision Sciences*, 1-25.
- Duangruthai Voramontri, L. K. (2018, july). Impact of Social Media on Consumer Behaviour. *International Journal of Information and Decision Sciences*, 1-25.
- Duffett, R. G. (2017). Influence of social media marketing communications on young consumer attitudes. *Emerald Publishing Limited*, (18), 19-39.
- Gibson, N. (2018). An Analysis of the Impact of Social Media Marketing on Individuals' Attitudes and Perceptions at NOVA Community College. *Digital Commons*.
- Hilarius Bambang, A. (2019). A study on information credibility in the social media. *international journal of reserach studies in mangement*, 8(1), 13-24.
- Kevin Curran, S. G. (2011, november). Advertising on Facebook. *International Journal of E-Business Development (IJED)*, 1(1), 26-33.
- Lorena basan, M. b. (2019). THE IMPLEMENTATION OF FACEBOOK IN DESTINANTION MARKETING. *JOURNAL OF BUSINESS PARADIGMS*, 4(2), 46-62.
- Md. Arifur Rahman, H. M. (2019, september). effectiveness of social media marketing.
- Mishra, S. (2020, august). social media marketing.
- Naseeth Ahamed Nizar, C. J. (2018). Impact of digital marketing on consumer purchase behaviour. *APIIT Business, Law & Technology Conference* (pp. 1-11). COLOMBO, SRILANKA: APIIT Business.

PAWAR, A. V. (2014, NOVEMBER). STUDY OF THE EFFECTIVENESS OF ONLINE MARKETING ON INTEGRATED MARKETING COMMUNICATIONS. MUMBAI, INDIA.

Perumal, P. (2018). INFLUENCE OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING DECISION MAKING PROCESS. *SLIS Student Research Journal*, 1-11.

Perumal, P. (2018, july). INFLUENCE OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING DECISION MAKING PROCESS. *SLIS Student Research Journal*, 1-11.

shah, a. (2020). *A comprehensive study on Role of Digital and Social Media marketing on Consumer Behaviour.*

Simona Vinerean, c. l. (2013, june). The Effects of Social Media Marketing on Online Consumer Behavior. *International Journal of Business and Management*, 8(14), 66-79.

Sinoka Ansari, G. A. (2019). Impact of Brand Awareness and Social Media Content Marketing on consumer purchase decision. *Journal of Public Value and Administration Insights*, 2(2), 5-10.

Stephen, A. T. (2016, august). The role of digital and social media marketing in consumer behavior. *current opinion on psychology*, 10, 17-21.

svend hollensen, p. k. (2020). *social media marketing - a practitioner guide* (4 ed.).

Veni, K. K. (2020). A study on social media marketing. *International Journal for Research in Applied Science & Engineering Technology (IJRASET)*, 8(6), 198-208.

Warden, I. J. (n.d.). *social media marketing and its effect on business.*

YEN-I LEE, J. P.-Y. (2020). marketing the health brand on facebook: effects of reaction icons and user comments on brand attitude, trust, purchase intention and eWOM intention. *health mRKETING QUATERLY*, 37(2), 138-154.

Zulqurnain Ali, M. A. (2016, JULY). To Assess the Impact of Social Media Marketing on Consumer Perception. *International Journal of Academic Research in Accounting, Finance and Management Sciences*, 6(3), 69-77

