

Social Media Marketing: Study On Impact Of Social Media On Marketing A Brand

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ABSTRACT

Social media marketing is the use of social media platforms and websites to advertise a product or service. Although the phrases e-marketing and digital marketing are still prominent in academia, social media marketing is growing increasingly popular for both practitioners and scholars. Most social media sites provide bulletin data analytics capabilities, which let firms to monitor the development, performance, and engagement of ad campaigns. Companies target a variety of stakeholders via social media marketing, including present and future customers, current and potential workers, journalists, bloggers, and the general public. Growing popularity of social media pushed the marketers to consider about this medium together with conventional functional areas of marketing. Social media is built mostly on internet or cellular phone based apps and tools to distribute information among people. The number of social media users is larger than the population of some of the nations nowadays. Impact of social media on marketing may be determined by comparing marketing before the social media and marketing after the introduction of social media and kind of technology utilized in social media. The study found that there is significant of difference among level of influence of social media marketing in social media marketing attributes.

Keywords: Marketing , Social media, Technology and brand

INTRODUCTION

Technology has transformed social media from a communication tool to one utilised by marketers to gather massive amounts of data, which they then use to better understand their audiences and undertake a variety of research. When it was launched in India, social media grew at an incredible rate and has now included almost every segment of society with significant commercial possibilities. It's making advances even among those living on the global South's subsistence level. Even rural customers may be influenced by social media, according to some experts. As a result of the recent elections, political parties have increased their use of social media to reach out to prospective voters. Consumers' buying choices are influenced by the marketing activities of companies of various sizes, including multinationals, local corporations, service providers, and others. People may now connect with one other through computer-based networks and communities, allowing them to exchange ideas, opinions, and information. Social media began as a way for people to stay in touch with their friends and family but has now been embraced

by businesses trying to reach their clients via a quickly developing communication channel. One of the most significant elements of social media is the ability to connect and share information with anybody on the globe or many people at once and there are now over 3.8 billion individuals using social media worldwide. When it comes to social media, there are new applications like tiktok and Clubhouse appearing practically every year, joining the ranks of well-established social networks like facebook, YouTube, twitter, and Instagram.

Social networking websites

Websites like facebook and Twitter enable people to connect with one another, create connections, and form communities without ever leaving their homes or offices. Consumers will be able to communicate with corporations directly if they join these social networks. Because of this, people may feel more connected to the brand while engaging in outbound marketing and advertising strategies. Word-of-mouth, or e-word-of-mouth, is facilitated through social networking sites. An online word of mouth now has a strong voice and a wide audience thanks to the Internet's global reach. An influence network is one that has the power to swiftly alter customer purchasing habits, as well as the purchase and use of products and services. Several social media networks and blogs enable users to "retreat" or "repost" comments made by others regarding a particular product being sold. Repetition allows the message to be seen by the user's contacts, allowing it to reach a larger audience. A greater amount of traffic is drawn to the product or firm when knowledge about it is disseminated and repeated.

Customers may communicate their desires and requirements online via social networking sites like Facebook and Twitter, which enable them to form virtual communities. Consumers and audiences are then linked via social media marketing to companies that have similar desires and beliefs. Companies may stay in contact with their customers by using social media networking platforms. This one-on-one encounter has the power to inspire loyalty in both current and future clients. Products may also reach a very specific target market by picking and selecting who to follow on these platforms. Social networking platforms, like as Facebook and Twitter, provide a wealth of information about the goods and services those potential customers would find valuable. Marketers may discover purchase signals such as information shared by individuals and inquiries asked online by using new semantic analysis technology. Salespeople may better target relevant prospects with an awareness of purchasing signals, and marketers can use this information to create micro-targeted campaigns.

Types of social media

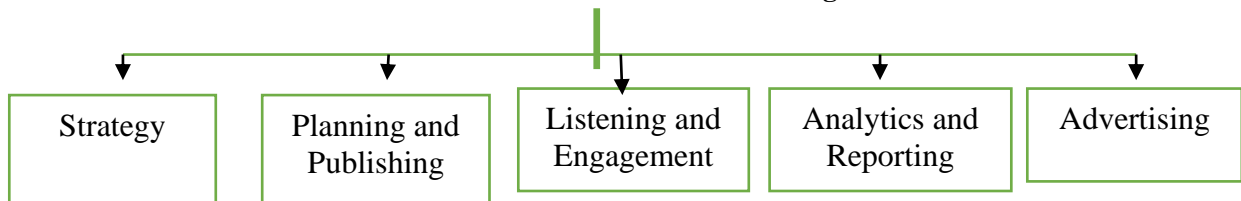
There are several methods to use technology to participate in social media. Just a few of the possibilities include uploading and sharing photos, blogging, social gaming, and video content. Governments and politicians are increasingly communicating with residents and voters through social media. In order to remain in contact with friends and family, many turn to social media. Some individuals use social media to find employment, others to connect with people all over the globe who have similar interests, and still others to express themselves and learn from others' experiences via social media. Participating in these activities makes you a member of an online community. The number of people who share and like photos on social media is increasing. This is an excellent chance for internet marketers to increase the social signals associated with their business, which in turn will improve their search engine

ranking. Social media consumers find image material to be particularly attractive, and this may help a company get more exposure online. Using image-centric content has grown popular among Atlanta's social media marketing firms, who are also using it in conjunction with their SEO efforts since images are known to increase a brand's visibility to search engine users.

Social Media Marketing

Digital marketers consider email marketing to be a pillar in the success of lead conversion campaigns. However, despite the newest digital marketing trend, email marketing is still widely used, and marketers are taking the effort to integrate social media marketing in order to boost their company lead conversions even more. Leads are more likely to purchase from your company when they see it on the social feeds of their friends when you use social media. Marketers on social media often use email marketing content updates in their social media status updates to promote brand updates. The term "Social Media Marketing" describes the practise of connecting with an audience using social media platforms in order to develop a business. Creating interesting social media accounts, listening to and interacting with your followers, analysing your outcomes, and running the campaign are all necessary steps in this process. Several social media management solutions are also available to assist organisations in making the most of the above-mentioned networks.

Core Pillars of Social Media Marketing



STATEMENT OF THE PROBLEM

Today marketing of particular brand has been shifted from pamphlets and banner advertisement to social media platforms. Digitalisation brought a substantial change in promoting a product through visual advertisement channels. Social media platforms are growing by laps and bound from a common man to big shots. All are frequently using social media platform to get with the present trend and lifestyle. So, it is high time for big brand to use social media as a good platform in promoting their product. Hence there is need for studying importance of social media in promoting a brand.

OBJECTIVE OF THE STUDY

1. To examine level of usage of social media and its level of influence of social media marketing on social media users.
2. To understand underlying dimensions of social media marketing attributes.
3. To identify the significant difference among level of influence of social media marketing in factors of social media marketing attributes.
4. To assess the importance of social media platform in marketing of products

REVIEW OF LITERATURE

Shih-ChihChen and Chieh-PengLin (2019) the impacts of social media marketing on extended purpose, through social identification and perceived worth and satisfaction, the effects of social media marketing activities on continuance, involvement and purchase intent have been presented." An online poll uncovered 500 active participants on various social media platforms. Social media marketing has an indirect effect on client satisfaction via social identity and perceived worth. There is also a clear correlation between feelings of self-worth and the desire to continue participating, which is influenced by social identity and perceived value. Frandsen et al (2013) investigated the viability of employing social media for appointing a community sample of smokers for participating in clinical trials. They used both traditional media (flyers, newspapers) and social media (Facebook) to recruit treatment seeking smokers. The demographics, smoking characteristics, and related expenses of the participant-samples were compared, and it was shown that both kinds of media performed equally well, with a particular mention on social media being more favourable than conventional recruiting methods. In a review of the literature on social media marketing in healthcare, Gupta et al. (2013) note that few research have examined the role of this media type. When it comes to discussing public health problems in general and during times of crisis, they see social media as a blessing. They consider it to be the most suitable alternative for educating the general public about health-related issues and making them literate about them. Saravanakumar and SuganthaLakshmi (2012) divide social media and its forms across eight different categories to emphasize its utilization by different types of businesses to promote their brands and interact with their customers to achieve maximum exposure and visibility. They rank social media highly as an impactful marketing media. Cambria et al (2012) offer an SMM tool in their study that uses artificial intelligence and semantic techniques to capture and manage user opinions and sentiments over the web. They propose for it to be useful for marketers as well as the users themselves for effectively managing information on brands and products available via social media

Vivek Bajpai et al (2012) emphasised the usage of viral marketing methods that go beyond the present social media platforms As a result, creating a strong community may benefit your marketing and initiative-buying efforts. There is a distinct ecology for each social media site. While setting up a basic social media presence is simple, persuading your network to take action is far more complex. In order for customers to locate you when they want your services, verify sure your website is included in local business directories Customizing messages across sites not only gets the message out there, but it also keeps users from getting repeated messages.

Kelman's (1958) Online survey methods were utilised to gather data from people from all around the world, with functional incentives serving as the theoretical underpinning. This study's conceptual model aimed to examine how functional incentives (such as responsibility, engagement, and internalisation) affect sustainable behaviours including recycling, organic food purchases, green transportation usage, and anti-materialistic beliefs..

Vinerean, Cetina, Dumitrescu, and Tichindelean (2013) examined exploration of primary data, based on the behaviour of Romanian university students on social media platforms, to optimise the impact of online marketing strategy on distinct kinds (depending on their online behavioural features) of an audience. Different factors associated with online users and social networking sites were analysed in a linear model to see whether they had a favourable influence on how the audience perceived online

advertising.

Petty (2012) discussed on social media have been launched against a number of corporations. There are a few things businesses should be aware of, according to the authors: monitoring relevant social media material, imposters, and carefully policing any bad social media threads. Most of their focus is on prudent use of legal resources to counter negative publicity about them on social media.

Shen and Bissell (2013) look at how top beauty firms utilise Facebook to communicate with their consumers and create an influence on the market. They research various beauty companies by examining the Facebook pages of those businesses and the information that is posted on those sites. According to the findings of the research, using electronic word of mouth as a key aspect of branding tactics to improve brand image has become a standard practise for most beauty businesses.

RESEARCH METHODOLOGY

To gain insight into the research area an extensive review of literature was conducted, that helped to come up with a theoretical model. The present paper is investigated in aiming at identifying importance of social media as a marketing tool in social media marketing of consumer goods. Convenient sampling method has been used for collecting data from users of social media platform in Chennai city. On scrutiny a sample of 170 data were accrued from users of social media platform (Google form). Statistical test like percentage analysis, Factor analysis, ANOVA has been applied to determine proportion, relationship and difference among the variables.

DATA ANALYSIS AND INTERPRETATION

The collected data were subjected to data analysis and interpretation, for the present study statistical tools such as percentage analysis, factor analysis and ANOVA has been used for data analysis and interpretation and the results are shown in below tables.

Table 1
Personal Profile

Profile group	Profile Group			
	Male		Female	
Gender	109[64.1%]		61[35.9%]	
Age Group	Below 15 yr. 35[20.6%]	15 to 25 yr. 39[22.9%]	25 to 35 yr. 45[26.5%]	35 to 50 yr. 51[30%]
Educational Qualification	School 35[20.6%]		UG 76[44.7%]	Others 59[34.7%]
Occupation	Private 25[14.7%]		Self-employed/Business 80[47.1%]	Public/Govt. 65[38.2%]
Level of Using social media	High 22[12.9%]		Moderate 82[48.2%]	Low 66[38.8%]
Level of Influence of Social Media Marketing	High 112[65.9%]		Moderate 31[18.2%]	Low 27[15.9%]

Table shows personal profile of the social media users, majority 64.1% of the users of social media are male followed by 35.9% of them are female. Maximum 30% of the social media users are between 35 to 50 years with 44.7% of them are under graduates. Maximum 47.1% of the users are self-employed and doing business, 48.2% of the social media users using social media in moderate level and 65.9% of the them are highly influenced by social media marketing.

Table 2
Factorisation of Social Media Marketing Attributes

SMMA Factor	Mean	Std. Deviation	Eigen Value	Variance explained	Factor Loading	Communalities
Attachment and Branding Factor (ABF)						
More Personal	3.83	0.936	3.324	22.157%	0.743	0.601
Micro Influencer	3.72	0.872			0.723	0.642
High Valuation	3.76	0.952			0.698	0.705
Trusting Brand	3.85	0.965			0.640	0.576
Highly Effective	3.82	0.94			0.609	0.554
Growing Importance of Influencers	4.19	0.809			0.553	0.612
Creating Brand Value	3.83	0.942			0.529	0.456
Convenience and Strategy Factor (CSF)						
Increased Accessibility and appeal	3.76	0.919	2.559	17.063	0.760	0.615
Sponsorship of Brand	3.72	0.905			0.663	0.529
Marketing Strategy	3.8	0.854			0.626	0.534
Likability and Attachment	3.85	0.908			0.561	0.539
Stimulating and Privacy Factor(SPF)						
Virtual Influence	3.9	0.819	2.452	16.349	0.743	0.616
Observing Live experience	3.9	0.927			0.701	0.599
Data Privacy	3.97	0.88			0.597	0.557
Digital privacy	2.21	1.882			0.444	0.440
KMO and Bartlett's Test: 0.866, Chi-Square :949.901,Df:55, P value: 0.000						
Total Variance Explained: 55.570%						

Table 2 shows factorization of 15 SMMA variables, out of 15 SMMA variables three independent factors has been extracted which together explaining 55.570% of variance. The **KMO** value of 0.866 with **Chi-Square value** 949.901 and **P value:** 0.000 reveals factor analysis can be applied to 15 SMMA variables in a direction to extract dominant factors. The most dominant factor 1 with Eigen value of 3.324 and explain 22.157% of variance in SMMA and it contains seven SMMA variables and based on the relative importance and correlation it has been named as **Attachment and Branding Factor (ABF)**. The

second most dominant factor 2 with eigen value of 2.559 and explaining 17.063% of variance in SMMA variables and it contains four SMMA variables and based the relative importance and correlation it has been named as **Convenience and Strategy Factor (CSF)**. The third most dominant factor 3 with eigen value 2.452 and explaining 16.349% of variance in SMMA variables and it contains four variables and based on its relative importance and correlation it has been named as **Stimulating and Privacy Factor (SPF)**.

Table 3

Significant of difference among Level of Influence of Social Media Marketing in SMMA Factors

SMMA Factors	Level of Influence of Social Media Marketing	Mean	Std. Deviation	F value
ABF	High	27.554 ^a	4.528	3.981[0.020]
	Moderate	26.903 ^b	4.621	
	Low	24.815 ^b	4.447	
	Total	27.000	4.612	
CSF	High	15.402 ^a	2.739	3.071[0.049]
	Moderate	15.161 ^{ab}	2.267	
	Low	14.000 ^b	2.602	
	Total	15.135	2.671	
SPF	High	14.348 ^a	2.441	4.685[0.010]
	Moderate	13.710 ^{ab}	2.648	
	Low	12.778 ^b	2.276	
	Total	13.982	2.508	
SMMA	High	57.304 ^a	7.475	6.110[0.003]
	Moderate	55.774 ^b	8.277	
	Low	51.593 ^b	7.597	
	Total	56.118	7.872	

Table __ shows difference among level of influence of social media marketing in SMMA factors, there is significant difference among level of influence of social media marketing in **Attachment and Branding Factor, {F=3.981(0.020)}**. Among the influencing group, high influencing from a sub set which is significantly differ from other subset (Moderate and Low influencing group). There is significant of difference among level of influence of social media marketing in **Convenience and Strategy Factor, {F=3.071(0.049)}**. Among the influencing group high influencing group form a subset which is significantly differ from other subset, moderate influencing group form a subset which is proportionally involved in subset 1 and subset 3 and low influencing group form a subset which differ from subset 1 and subset 2. There is significant of difference among level of influence of social media marketing in **Stimulating and Privacy Factor, {F=4.685(0.010)}**. High influencing groups are observed the highest stimulating and data privacy. High influencing group form a subset which significantly differs from subset 2 and subset 3. Moderate influencing group from a subset which is proportionately involved in

subset 1 and subset 3 and low influencing group form a subset which differs from subset 1 and subset 2. There is significant of difference among level of influence of social media marketing in social media marketing attributes, $\{F=6.110(0.003)\}$. High influencing group are strongly attracted by social media marketing.

MAJOR FINDINGS

- Personal profile of the social media users, majority 64.1% of the users of social media are male followed by 35.9% of them are female. Maximum 30% of the social media users are between 35 to 50 years with 44.7% of them are under graduates. Maximum 47.1% of the users are self-employed and doing business, 48.2% of the social media users using social media in moderate level and 65.9% are highly influenced by social media marketing.
- The most dominant factor 1 contains seven SMMA variables and based on the relative importance and correlation it has been named as **Attachment and Branding Factor (ABF)**. The second most dominant factor 2 contains four SMMA variables and based the relative importance and correlation it has been named as **Convenience and Strategy Factor (CSF)**. The third most dominant factor 3 contains four variables and based on its relative importance and correlation it has been named as **stimulating and Privacy Factor (SPF)**.
- There is significant difference among level of influence of social media marketing in **Attachment and Branding Factor**, $\{F=3.981(0.020)\}$. Among the influencing group, high influencing from a sub set which is significantly differ from other subset (Moderate and Low influencing group). There is significant of difference among level of influence of social media marketing in **Convenience and Strategy Factor**, $\{F=3.071(0.049)\}$. Among the influencing group high influencing group form a subset which is significantly differ from other subset, moderate influencing group form a subset which is proportionally involved in subset 1 and subset 3 and low influencing group form a subset which differ from subset 1 and subset 2. There is significant of difference among level of influence of social media marketing in **Stimulating and Privacy Factor**, $\{F=4.685(0.010)\}$.

CONCLUSION OF THE STUDY

Social media has traditionally been seen as a method to stay in touch with friends and family by sending quick messages and writing about your experiences. Social media has long been seen as a tool to interact with others through instant messaging and blogging. Until recently, social media was not considered a marketing tool. Today, however, social media marketing has emerged as an efficient method for sharing information about a company's advertising, goods and services. Targeted advertising is becoming more crucial in social media marketing. It's critical for businesses to advertise their goods and services to a wide audience on social media. In social media marketing, the most important factor is networking. It covers everything from building relationships with existing customers to finding new ones through social media sites. Marketers now rely on social media sites like Twitter and Face book to promote their products. Using social media as a marketing strategy is more effective than any other tactic

today. As a result of social media marketing, businesses now have a quick and easy way to advertise their products, share information about them, and display specials. The present study shows there is moderate level of social media usage among the participants and moderate level of influence of social media marketing on purchase decision. Three dominant factors namely Attachment and Branding Factor followed by Convenience and Strategy Factor and Stimulating and Privacy Factor have been identified from 15 social media marketing attributes. Significant difference among influence of social media marketing group in factors of social media marketing attributes factors has been identified. In long run social media users are more attached to particular brand through social media platforms.

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