

Impact of Pillars of Social Media Marketing on the Promotion of Business

¹Dr. S.Vasantha, ²A.Navitha Sulthana

¹Corresponding Author, Professor, School of Management Studies, Vels Institute Of Science & Technology & Advanced Studies (VISTAS)

²PhD Research Scholar, School of Management Studies, Vels Institute Of Science & Technology & Advanced Studies (VISTAS)

Phone number: +91 9176132279, +91 9840679677

*Corresponding author E-mail: ¹vasantha.sms@velsuniv.ac.in ²navitha.sulthana@gmail.com

Abstract

Purpose: Social media marketing is the new phenomena in doing advert business online. Social media marketing has transformed earlier business strategy into digital business. This paper focus on how the uses of social media marketing lead to the promotion of business. With rapid growth of online shopper, the growth of business has increased and consumer change their traditional purchase intention into digitalization. The study focuses on how the use of internet technology and pillars associated with it leads to new era of businessgrowth. The main aim of the research is how the social media is the one of the channel to promote the business in the digital era. The growth of mobile usage and internet access among Millennials increases the E commerce.

Design/methodology/approach: Based on literature review the impact of social media on the promotion of business is examined and conceptual model is developed to examine the relationship between study variables

Practical Implication: This research would be useful to the organization to understand what are the key areas to be concentrated to promote business through social media pillars

Findings: The depth literature survey shows that YouTube Face book followed by WhatsApp is most common surfed social media in India. The social media marketing facilitates E-brand loyalty, transparency of business, CRM and build stronger relationships with key stakeholders, which promotes business.

Keywords: Internet Usage, Pillars of Social Media, Promotion of Business, Social Media Marketing Activity and Social Media

1. Introduction

Social media is one of the fastest communication networks get contact, interact with content and context and share it worldwide using various social media tools such as Face Book, Twitter, Google Plus, Blog and Micro Blog, Wiki, YouTube, Instagram etc. The content is also shared from one user to many user using social media application WhatsApp which has hit the highest point of social network.

Social media create wide opportunities to all size business to promote their brand, create direct access to business and customers, precise about their product and services are shared and build stronger interaction with new and existing customers. Business to be successful in social media rewarded with profits, fame and continued promotion, growth and opportunities. The growth of online business and acceptance of new technology in social media has created unlimited e opportunities to expand the business and sell their product worldwide. Traditionally marketing methods have required a large investment of time, money and a sizeable team of people to promote their product and services. The cost of advertising was very high. Millennials business marketing spends less money and utilizes the powerful tools that social media marketing offers.

1.1. Role of Social Media Marketing For the Growth of Business

Social media marketing provides wide opportunity to start a business online based on online customer data and information. The marketers create and share content on social media to get brand image and customers. It emphasis by posting text about the business, photos and videos promoting business, make an offer and more. Social media is simple and fastest mode for trade to connect with consumer and clients. Social media is providing robust benefits in business by the inventions of Digital Marketing, Internet banking and ecommerce business models.

With the advent of new and innovative online business models the Social media create marketing strategies based on customer purchase intention. Online business starts from one end and sell the product worldwide. Internet has reshaped offline traditional business to sell online rapidly because of its low cost set up and worldwide customers. The benefits that business are achieved through social Media channels are awareness of brand, transparency of business, responsibility, build stronger relationships with key stakeholders (Baby Sam Samuel and Joe Sarprasatha 2015). Mahwish Zafar et al (2017), The research was conducted to observe the variation between entrepreneur's growth who are using social media for the promotion of the products & services, and who are not using social media to make their product familiar in current trade. The growth of business is measured by using different tools of social media like Face book, Twitter, Blog,

YouTube etc. the research found that those who are accepting and using social media are gaining growth in the business. PayamHanafizadeh et al (2012)., They stated the social network sites applications in businesses is classified into six distinct categories promotion and advertising, information sharing, resources, customer relationship management, electronic commerce and economic models. Walid A. Nakara et al (2012) They found that the social media are promising tools for Small Medium Enterprise. The marketing strategies who integrate social networks have enhanced good reflection and e-reputation in the market. Social network transformed how the Small Medium Enterprise business use the web, expand their marketing and strengthen their visibility in the market. Social media, Web 2.0 and user generated content are widely accessed by consumer. Social networks into Business orientation linked with friends, active with the same interests group and strengthen relationships.

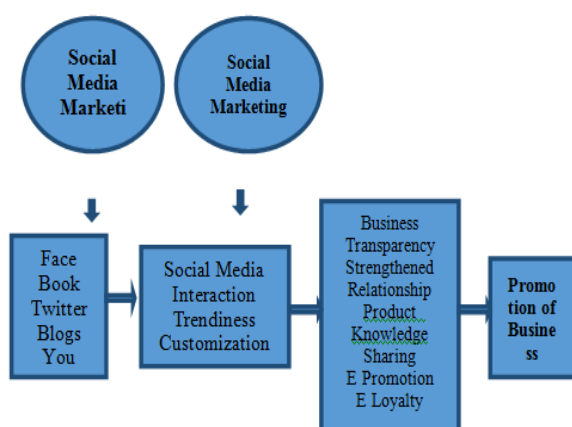
2. Objectives of the Research:

To study the trend of pillars of social media on the promotion of business

To review various literature to examine the impact of pillars of social media marketing on the promotion of business

To develop a conceptual framework to study the impact of social media marketing activity on promotion of business

3. Proposed Conceptual Framework:



Source: Author's Model

4. Pillars of Social Media:

4.1. Facebook:

Face Book marketers create individual profiles or business pages for companies, and organizations to promote the product and services. They actively present to get customer direct contact and feedback to improve their product and build the brand image of the business. The face book can have multimedia content like post, promotional photos, videos and more

Instagram: Instagram is a photo and video-sharing social networking service owned by face book to share photos and videos

4.2. Twitter:

Twitter is an online network where short message of one hundred and forty character of length can be tweeted. Social media user

can send and receive tweet. It can build the image of brand or bring down the reputation of a brand as it is open network any one can tweet on the twitter page. The social media marketer has to share information and content with the new and existing customers.

4.3. YouTube :

You Tube one among multimedia tool. Create an account in YouTube channel. Click share button and upload video to get the traffic. Millions of user use YouTube to upload and share video and earn from uploaded videos. The content of video can be very long or short which can be shared easily by copy and paste URL link to sender. The social media marketing promote business by uploading and sharing the video

4.4. Blog:

A blog is gathered information texted as paragraph, letter, news, and advertising about product, sharing knowledge about business or anything and published in social media to get traffic. A blogger can post free or paid blog post. A blogger can be individual or group of members. The business use social media blog to write about the company profile, about the product and services and more.

According to the state of social 2018 the following channels are widely used by business in current scenario of social media marketing

Table 1: Channels used to promote Business

Social media Pillars	Percentage
Face book	96%
Twitter	89%
LinkedIn	70%
Instagram	70%
You Tube	57%
Google+	33%
Pinterest	33%
Snapchat	11%

(Source: State of Social 2018, Sample size 1,796 Social media Marketers)

The above table highlights that face book constitutes major portion of 96 percent contribution to promote business followed by Twitter 89 percent, LinkedIn 70 percent, Instagram 70 percent, You Tube 57 percent, Google+ 33 percent, Pinterest 33 percent & snapchat 11 percent

5. Social Media Marketing:

5.1. Interaction in Social Media Marketing:

Marketing interaction with consumer using social media such as Blog, Twitter, Face book, and YouTube has emerged successfully for creating brand awareness of product. Direct interaction about the introduction of new products, services, business models, and values are available in social media. It builds friendly relationship and knowledge about customer need and wants

(Angella J. Kim , EunjuKo(2012). Anita Whiting, Morrow, Georgia, (2013) They found that 88 percent of the respondents stated that using social media for social interaction. Facebook is “a channel through which they can interact & socialize with others”, The respondents reported that they use social media to network with many different types of people reaching from friends to family members

5.2 Trendiness:

social media platforms direct interaction with consumer and about brands leads to trend attributes. The growth of brand awareness

and purchase of product also increases, marketing through various social media tools tweeting, blogging, and networking has led recent brands to take part in the current trend. Technology brings the consumer to current trend and be updated on current scenario and interact with the brands

5.3. Customization:

Social media such as Twitter, Face book, and YouTube have changed one-way communication into two-way communication. Business brands and consumer interact together and create new services, business models, and standards.

5.4. Business Transparency:

Tina P. Singh, Dr.RatnaSinha (2017)said theBusiness Transparency of Social media marketing is highlyreacheable platform where the brand identity of company continues to exist. Thebusiness connectsquickly andconcurrently with customers to exhibit a capacity for reflection. Instant informationisset and immediate response is given to customer feedback directly. Transparencies in business using social media are directly two waysconnected with buyer and seller.The benefits of Business using social media are aware that thecompany is listening to them, better customer service,price, discount, connectivity, establishing Brand Awareness and sales are highlighted.

5.5. Strengthen Customer Relationship:

Carolyn Heller Baird and GautamParasnis(2011) stated that Social media strengthen customer relationship and increases advocacy by recognizing consumers purchase intention is diverted from traditional purchase. Business assume as consumer before launching a new product and services. Business and consumer have direct interacted from all over the world via social media and builds stronger relationship. Direct and relevant information are given and feedback is taken by company from consumer valuable time, endorsement and personal data.

5.6. Product Knowledge Sharing:

Social media users use the web for information sharing, Information seeking & self-education. Panahi et al (2012), the study observed the social media new emerging web tools are widely useful for knowledge sharing. The User-generated content in business is accessed by consumer regarding about the product and services, the knowledge is shared from one person to another person who are having interest about same. Apart from text sharing the network also share the stored video reflecting about the business are also shared by wide user.

5.7. E Promotion:

W. Glynn Mangold,David J Faulds (2014), observed the review made with the consumer communication tools are wider due to the advancementof social media or consumer generatedmedia. Consumer generated media is a fusion element of the promotion mix. Social media tools content are created, initiated, and shared from one user to another for product and brands knowledge

5.8.E Loyalty:

Marcel Gommans et al (2001)., they found thatthe significance of building and maintaining shopper loyalty in electronic marketplaces leads to rapid growth of Electronic Commerce and online shopping trend. The drivers consisting of E loyalty are value propositions, brand building, trust and protection, website and tools and shopper service. The content of Socail media E loyalty extends the traditional brand loyalty to online purchasing

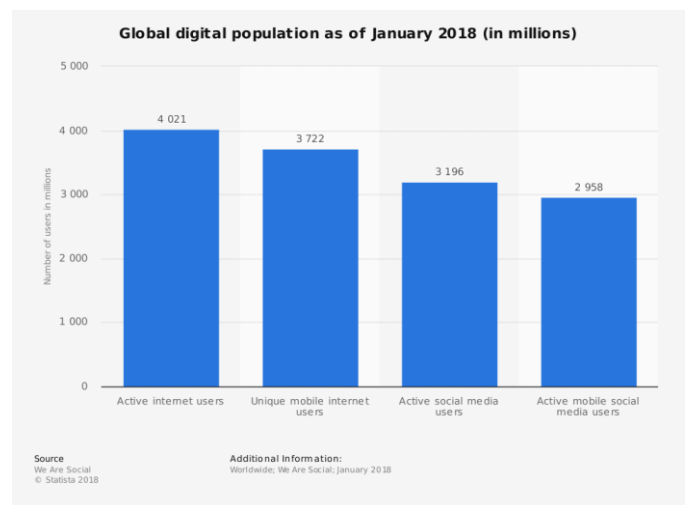
switching behavior.The unique aspect of social media E loyalty the internet based marketing and buyer behavior are adopted

5.9. Promotion of Business:

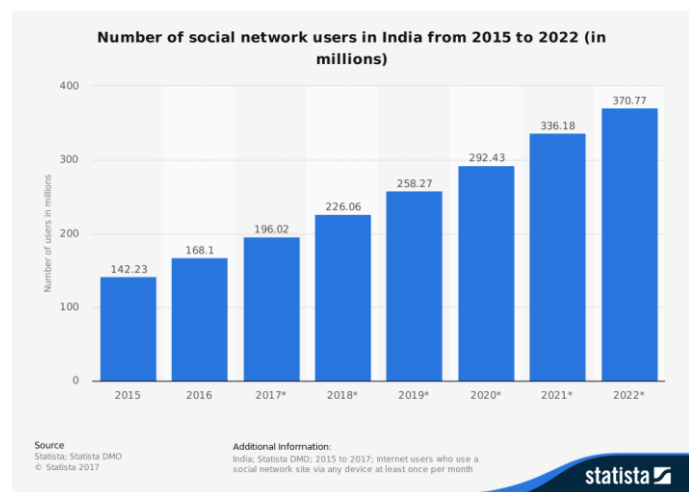
Felix PratamaChianasta, Sandy Wijaya(2014) the study state that Internet and social media are widely used to promote or advertise their products. The reputation of company and its product continue to exist in market with the availability of huge online consumers who have daily access to various social media network. The promotional tools like Face book, Twitter, Instagram increase their brand awareness and influence consumers buying decision.

6. Global Digital Population:

According to Global digital population as of January 2018 (in millions) There are over four billion active internet users and 3.2 billion were social media user according to statistic conducted by Statista portal on worldwide digital population



The statistical study finds the number of social media users in India from 2015 to 2022. It is estimated around 258.27 million social network users in India. YouTube Face book followed by WhatsApp is most common surfed social media in India. It is predicted that face book followed by WhatsApp will reach 319 million in India by 2021.



(Source: <https://www.statista.com/statistics/278407/number-of-social-network-users-in-india/>)

7. Conclusion:

The acceptance and use of social media has transformed Business into Electronic Business or Digital Business. In the digital era Social media pillars are becoming increasingly significant to business owners as they provide firms with access to markets, ideas, data, assistance, business prospects, and other resources. Many research findings witnessed that Most of the social media users seek out information, sharing of product knowledge to promote their business through various pillars of social media. It facilitates information sharing and interactive in nature. It allows consumers to interconnect and share information via a two-way discussion. Social media pillars are found to be viable and more effective ways of promoting & developing their social capital and generating new businesses.

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