

Social Media: Revolution in Marketing

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Introduction

Social media is the collective of online communication channels dedicated to community based input, interaction, content sharing and collaboration. Websites and application dedicated to forums, micro blogging, social networking, social bookmarking, social curation and wikis are among the various types of social media. Social media did not attain mainstream popularity until few years ago. Facebook, Twitter, and similar services are becoming the most visited destinations on the internet. These websites permit users to rapidly and easily share pictures, links, ideas, and messages with other users; theoretically facilitating social interaction. These services, through a blend of user-friendliness, straightforwardness, and intuitive design promote positive social behavior by encouraging interaction among friends, relatives, and co-workers; facilitating communication between individuals, and fostering a profound sense of community.

Social media is a rising trends in the world today. Communication skills are exemplified by use of social media networking. Social media networking allows for a communication outlet. Social media is being utilized by students, parents, businesses, and religious organizations. It is being used in many forms by many different platforms for many reasons. The transmission device is anything that carries a message, including sound waves, light waves, pieces of paper, mobile-phone signals and screens, the Internet, computer monitors, billboards, radio and television signals, and an endless number of additional carriers (Baack, 2012). Social media is employing many transmission devices, including mobile devices and computers.

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Review of Literature

Shabnoor Siddiqui and Tajinder Singh (2016) made an attempt through the article "Social Media Its Impact With Positive And Negative Aspects" to find the effect of social media on education. The study is based on primary data, derived through sample survey using pre tested structured instrument. The study finds Social media gives a way to the students to effectively reach each other in regards to class ventures, bunch assignments or for help on homework assignments. Many of the students who do not take an interest consistently in class might feel that they can express their thoughts easily on social media. Teachers may post on social media about class activities, school events, homework assignments which will be very useful to them. It is seen that social media marketing has been emerging in career option. Social media marketing prepares young workers to become successful marketers.

Natascha Zeitel (2014) analyzed social media effect in the research paper "Social Media and its Effects on Individuals and Social Systems" and concluded that social media facilitates global communication in seconds, connects deserted areas with the civilization, plays an important role in e-commerce and above all in the participation and democratization process.

Ms. Sisira Neti (2011) in research paper name "Social Media and its Role in Marketing" expressed the importance of Social media and wrote, Whether you are an individual, a startup, small business or a large corporation, an online presence and an ongoing conversation with your constituents is a baseline requirement -- and will take time and expertise. Companies are diverting resources and rethinking their traditional outreach strategies. And as the social media wave dissipates into the vast ocean of connected experiences, the term itself will become an entry in dictionaries and encyclopedias and we will embark on a new era of knowledge, accessibility and experiences unbound by distance, time or physical walls. It is high time that every business adopts social media and takes it seriously!

Objectives of Research Work

- To understand the concept of social media.
- To analyze the advantages, Disadvantages, challenges of social media and the remedies to overcome
- To comprehend the future of social media.

Methodology

The data for the present study has been collected from secondary sources. The secondary data have been obtained from news papers, books, journals and articles. Study is based on analytical approach to understand the relation between social media and its impact on various sectors.

Main Text and Findings

- **Evolution of Social Media**

Communication is one of the basic needs of mankind. Communication methods keep on developing with civilization progress. Technology began to change very swiftly in the 20th Century. After the first super computers were shaped in the 1940s, scientists and engineers began to develop ways to create networks among those computers, and this would later lead to the birth of the Internet. The earliest forms of the Internet, such as CompuServe, were developed in the 1960s. Primal forms of email were also developed during this time. By the 70s, networking technology had improved, and 1979's UseNet allowed users to communicate through a virtual mails. By the 1980s, home computers started being more common and social media was becoming more sophisticated. Internet relay chats, or IRCs, were first used in 1988 and sustained to be popular well into the 1990's. The first identifiable social media site, Six Degrees, was created in 1997. It enabled users to upload a profile and make friends with other users. In 1999, the first blogging sites became admired, creating a social media sensation that's still well-liked today.

After the breakthrough of blogging, social media began to burst in popularity. Sites like MySpace and LinkedIn gained importance in the early 2000s, and sites like Photo bucket and Flickr gives facility for online photo sharing. YouTube came out in 2005, resulting entirely new way for people to communicate and exchange with each other across large distances. By 2006, Facebook and Twitter, became accessible to users worldwide. These sites stay some of the most popular social networks on the Internet. Other sites like Tumblr, Spotify, Foursquare and Pinterest started popping up to cover specific social networking niches.

- **Impact of Social Media on Society**

Now, there is a marvelous variety of social networking sites, and many of them can be linked to allow cross-posting. This creates an environment where users can reach the utmost number of people without losing the intimacy of person-to-person communication. Social networks like Facebook and Twitter have always allowed their subscribers to come up with an online persona. They then develop a personal network of links that connects to an open worldwide community (Griffith & Tegnah, 2009). Information is now shared freely between the two. These parties can converse either publicly (writing on 'walls') or via the more discrete personal messages. Apart from joining to a network of friends, a subscriber can link community groups with a specific interest. Here, the subscribers confer different issues touching on that significance. More often than not, events are created where physical meetings are arranged. Briggs found out that an average Facebook user is connected to around 80 community groups (Griffith & Tegnah, 2009). Most of these groups encourage the subscribers to give suggestions

on how they should be run and to engage in debates. They also provide a social forum for members to interact amongst each other and with the leaders of the groups.

There are other social sites like YouTube that give users a platform to upload and share videos. Here, users post videos of themselves for other users to watch. YouTube has been a great display place for musicians and film producers as their fans can effortlessly access their music videos. Social sites like MySpace have also given users the platform to post videos on their profiles. Such sites facilitate painless access to a range of videos like cinema, music albums, sports films, documentaries etc. Social media has reduced the use of verbal communication and increased the use of online messaging. Community nowadays can have 'phone conversations' over their computers. This has been enabled by the development of social sites such as Skype. Here, people that are connected will communicate by word of mouth instead of written communication as in the case with facebook and twitter. Almost all social sites have now integrated webcams for their users. Webcams enables 'friends' to have a one on one communication while at the same time watching each other. This conversation is very much private and effectual as subscribers get to see each other. There has actually been a boost in popularity in webcam conversations.

- **Impact on Business**

With the growth of social media networking, businesses are whirling to it as a source of advertisement. It permits businesses and organizations to approach large number of users on a platform being used by them on a daily basis. Businesses and organizations contact numerous users on Facebook by developing pages and offering promotions and discounts to attain fans. If there is someone on your page who is a fan of their page, your friends can share post that are displayed in your newsfeeds. This allows the business to reach the fan and the friends of the fans. Advantages of social media that are important to businesses are, Cost reduction by decreasing staff time and Increase of probability through revenue generation. Social media allows companies to exchange their proficiency, skills and experiences, Tap into the knowledge of their consumers. It also allows customers helping other customers to make their purchase decision. Thus the profit of social media comprise: brand reach and awareness, consumer interactions through transactions, referrals and reputation management.

- **Impact on HRM**

The development of social media encourages HRM department to take an unusual look at the methods and practical way of searching new candidates for job. Traditional CVs sent by mail, faxed or attached to emails are now giving ground to social media recruiting. Social networks offer great opportunities for recruiters who want to get qualified candidates Instead of using simply searching for candidates they use search engine, blogs, RSS, tagging, social networking, community interaction and multimedia. It is very important especially because for growing employees of Generation Y1 on the labor market. They are the first

generation which has spent entire life in the digital environment; information technology profoundly shows how they live and work.

- **Impact on Politics**

Politics in India is changing its form and one of the changes is the reliance over social media to get in touch with the people. India is a country of diversity and youngsters makes up a large 34% of the total population here. The best way to approach such a huge community is to reach to them through social media which has an important part in their lives. During the Delhi polls in 2015, the strength of social media was clearly realized. AAP leaders used the modern way of campaigning and reached out to public. They were using the tool in a way no one has ever thought of. Most of their leaders made their presence on Twitter and Facebook.. From Shri Arvind Kejriwal to their proletariat workers, everyone leveraged social media to ensure that they are reaching out to massive audience. All this while, the BJP was trying to capture hearts of public by using the unadventurous way, the more familiar way of campaigning by going door to door and conducting rallies. Election results turned out to be the game changer and it also made sure that the social media will continue to play a vital role in the coming years of Indian politics.

The topical use of social media websites by government of India has been much talked about. Mr. Suresh Prabhu, along with his squad, very competently used Twitter for serving out the Indian Rail passengers in need. From delivering food to school children by taking necessary action on a tweet to helping women who tweeted that she is in distress due to aggravation faced in her train journey, he has done everything right so far. Railway Ministry's heartiest efforts were truly a pleasure surprise for the citizens who got assistance when they needed it the most. HRD Minister Sushma Swaraj has also been fairly dynamic on twitter and she also made her presence felt by swiftly assisting on request over her twitter handle. Social media has influenced politics and it has also increased attention of public in politics. The political parties have now taken social media as one of the most important channels for their public relations activities and almost every party has its official pages on Facebook and twitter where they post political updates, press releases and news about their campaigns. In recent times, social media has been an fundamental part of politics and its growth seems to be constant.

- **Impact on Education**

Social media tools and networking sites encourage students to interact with each other, share ideas and to express their creativity. It enables to develop a knowledge pool. It helps to establish enduring relationships with real people. Social networking has increased the rate and quality of association for students. They are now able to have better communication, meeting times or share information quickly, which can enhance productivity and help them learn how to work well in groups. Social

networking teaches students skills they'll need to survive in the business world. Creating and maintaining connections to many people in many industries is an integral part of developing a career or building a business. The ease and pace with which users can upload pictures, videos or stories has resulted in a greater amount of sharing of creative works. Being able to get instant feedback from friends and family on their creative outlets helps students refine and develop their artistic abilities and can provide much needed confidence or help them decide what career path they may want to pursue.

- **Flip Side of Coin**

Apart from these phenomenal benefits of social media, It has got some serious disadvantages as well. The user has to know both sides of social media before indulging into its usage. The one potential risk of social networking is hacking. Incidents of profiles and accounts being hacked into are commonplace. While social media can assist people / companies form good image, it can also be used to discolor an image with false claims. A viral social media post talking how a product can cause problems can lead to huge losses to a firm. People recruited in high security professions like the defense services, national project engineers and scientist face an added drawback of hackers misusing any leaked classified information. Any unintended slip of information could have serious ramifications if it falls into the wrong hands. The lack of social interaction could result in people suffering from more stress related diseases and disorders than before. Habitual recreational or social activities take a back seat when social networking is the prime agenda. Social networking at workplace can also cause confidentiality issues. An angry employee can use these sites to leak sensitive information. Sensitive information may also be leaked unintentionally to public causing financial and credibility loss for a company. According to a report printed by PewCenter.org most of the children have become victims of the cyber bullying over the past. Since anyone can make a false account and can do everything without any chance of being traced, it has been extremely simple for anyone to terrorize on the Internet. Threats, intimidation post and rumors can be sent to the masses to create distress and chaos in the social order.

The addictive side of the social media is extremely bad and can bother personal lives as well. The youngsters are the most affected by the addiction of the social media. They get occupied very extensively and are finally cut off from the society. It can also fritter away individual time that could have been used for productive works and actions. Many of the persons have used the social media stage to intend and marry each other. However, after some time they turn to be incorrect in their decision and part ways. Likewise, couples have embittered each other by showing the false emotions and incorrect information. The extensive usage of social media may also have a harmful impact on the health. Since exercise is the ultimate key to lose weight, most of the people get lethargic because of the excessive use of social networking sites, which in result brings disorder in the routine life?

- **Future Predictions**

- A lot of people use social networks very actively. However, they cannot access the networks when there is no computer with Internet connection available. A solution for this problem is to use mobile phones for connecting to social networks. This gives users a chance to access social networks anywhere. Existing social networks have recently realized the importance of having mobile access to their service. For example, LinkedIn made a lighter version of their site for mobile users. Also new services have been established only for the purpose of mobile social networking. For example, a new social network called its my is built only for mobile phones. It already has over a million users, so clearly social networking using mobile phones could become very popular in the future.
- Some of the biggest portals such as Yahoo, AOL and Google are an important part of the social networking. They provide services such as web-based e-mail and instant messaging .These services help people to start using social networks and manage their usage. In the future, these portals might become even a bigger factor in social networking. For example, these portals could implement new features to make it even easier to access social networks through them. Some of the portals could even form their own social networks, and become very popular with their huge userbase. Infact, Google and Yahoo are planning on extending their current services (iGoogle and MyYahoo) to social networking. These services already have millions of users, and connections between those users. Therefore implementing a social network should be easier using those existing relationships, instead of starting everything from scratch.
- Current social networks work in an explicit way. This means that user needs to manually search and add people to their friend list. User also needs to actively add information about everything he wants people to know about his activities. This kind of manual adding is in principle quite simple, but it can consume a lot of the user's time. A totally new way would be to make an implicit social network. It would work so that the user would not need to manually add information about him. Instead, the site would add the necessary information automatically, based on the actions of the user. For example, if the user e-mails or calls someone online several times, then the person he is contacting could be classified as a friend. Or if the user spends money buying music online, and listens to the music, then that particular music could be added to his list of interests for everyone to see.

Conclusion

Social media is now increasingly becoming an ingrained aspect of political campaigns, national defense strategies, public policy, public relations, brand management and even intra company communication. There is no escaping social media these days, either for individuals or for businesses. Today, it is impossible to separate social media from the online world. Social media has brought to the world a common medium for thoughts, words and expression. However its correct and efficient usage is completely dependent on how it is managed. Being aware of the risks and vulnerabilities that we are exposed to through these media only empowers further to use them in a positive way. It is up to us to make sure that social networking does not turn into social dysfunction. There is huge potential of opportunities in social media for common man as well as for big industrial houses .One has to keep pace with the fast changing modes of social media to en cash its advantages. The future is dynamic and cannot be predicted completely. It is important to mention that responsible usage of social media is required for the betterment of mankind.

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