MARKETING MANAGEMENT: "IMPACT OF SOCIAL MEDIA"

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ABSTRACT

Today's Business landscape is characterized by Social media proliferation. The juncture for the businesses is to exist where customers exist. How, when and where the business has to engage with the purchasers have changed significantly and rapidly thanks to the broad adoption of the social web. Social media is taken into account in concert of the foremost recent and significant E-marketing tools within the current time. Social media provides accessibility to customers with the aim of knowing their interests and wishes still as affecting their purchasing decisions. The fact today is that the shoppers exist on many social networking sites which is where they prefer to communicate and share information. This kind of communication and interaction is principally happening from their computers and mobile devices. Before making any quite purchasing decisions, customers now address peers and nontraditional industry influencers for answers through very public social networking platforms more so than the other source for operation. So as to reach this hyper-connected environment, companies will must adapt their business strategy, apply new technology, expand their marketing and PR efforts, and alter and adapt their internal culture. It's practically impossible to style a marketing strategy without considering social networks. Adapting some sort of marketing online through social media could be a key node for all businesses, especially in an industry where trends constantly change like fashion and handicrafts. Businesses will need to locate, educate and have interaction their current and potential customers where they like to speak which is thru social media platforms like facebook, twitter etc.

KEYWORDS: *Social Media, Customer Orientation, Customer satisfaction, Changed Style of Purchasing.*

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Introduction

Social media is taken into account united of the foremost recent and significant E-marketing tools within the current time. Social media provides accessibility to customers with the aim of knowing their interests and wishes furthermore as affecting their purchasing decisions. Therefore, social media are considered mutually of the trendy electronic marketing tools which are different from other means of traditional marketing, therefore marketing via social media nowadays is that the broadest, fastest, cheapest and only marketing channel where the patron can obtain information and features of interesting goods easily with the chance of completing the purchasing & sale process without the buyer's must visit goods and items place. Social media is defined as the websites that connect ample users from different parts over the globe who share same interests, point of view and hobbies. Social media may be a phenomenon that has transformed the interaction and communication of people throughout the globe. In recent times, social media has impacted many aspects of human communication, thereby impacting business. Social media is styles of transmission (as internet sites for social networking and blogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos). Social media in its present form owes its origin to Multi User Domain, originally referred to as Multi-User Dungeon, Multi-User Dimension, or Multi User Domain, which was a real-time virtual world with role-playing games, interactive fiction, and online chat. MUD is primarily text based which needs users to type commands employing a language.

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Social media usage in India increased in leaps and bounds, as number of internet users in India reached around 560 million users. India may be a key marketplace for social media giants active social media users in India grew to around 326 million and India is among the highest three countries in terms of the amount of individuals using Facebook, whereas Twitter is seeing an increased user base of over 55 million. The increased mobile web penetration is additionally seen as a key contributor to increased growth in active social media usage. Around 85 percent Facebook users in India access it from their mobile devices. It's estimated that there'll be over 700 million Internet users in India by 2020, making India the second largest population of Internet users within the world. This level of engagement has led to a rise within the awareness level of brands on social media. This shows the intent of Indians to speak with brands over social network sites indicating that social media has the capacity to change the standard dynamics between brands and consumers who are time hungry and should find traditional styles of advertising obtrusive and unattractive. Social network sites have therefore become one among the multiple touch points for marketers to succeed in consumer to help within the purchase of product or service. According to the report Social Media Marketing India Trends Study, by Ernst and young, 75% of India's online population are digital consumers.

Trust in a company and brand is not any longer obsessed on company controlled, traditional, mass channels, but rather on communities and of their marketing budget to digital and social media marketing so as to successfully reaches and market to those customers. In keeping with a study, around eighty percent of the brands surveyed considered Facebook to be the foremost important platform while almost one-half of surveyed brands think that Twitter is that the second-most important platform to air, closely followed by YouTube. The statistics look very promising and it indicates that Social media marketing are the main focus of Companies within the coming years. However, not many studies in India throw light on how the Indian consumer is influenced by the content on social networks. Therefore a shot has been made by this research to handle this gap.

Objectives of Study

The aims of this research paper is to spot the impact of using social media marketing on purchasing higher cognitive process for consumer through the subsequent objectives:

- To look at the extent, social media that helps consumers in buying higher cognitive process
- To look at the extant of social media channels that helps consumer in purchasing decisions.
- To check the gap between consumer expectation from Social media and its performance
- To review the gap between consumer expectation from social media and its performance.
- To suggest strategies to bridge the gap between expectation and performance to enhance its effectiveness.
- To look at the appliance of a theoretical model through an oversized investigative empirical study involving field work to elucidate the social media channels facebook, twitter and YouTube that have a big impact on purchasing deciding.
- To spot the impact of using social media marketing as a marketing tool during a business on purchasing decisions.

Review of Literature

Bruno Schivinski, Dariusz D browski, (2013) In the past years specially in the last decade brand management has shown its capability in two different forms which is loss of name authenticity and having the expanded impact of consumers of wide range on brand communications. This text aims to check the results of social media communication, as they differ significantly in terms of company control.

Monica Ramsunder, (2011) The research study which investigates impact of social media marketing on a consumer's purchase decision within the South African tire industry addresses traditional marketing strategies, the consumer's purchase decision journey and Social media marketing strategy. The research instrument employed in this study was a questionnaire which was designed specifically for the aim of this research study. The questionnaire was supported the literature review and specifically addressed that the most purpose of social media is connectivity; the flexibility to satisfy new people, create new contacts and develop networks and make new customers and business associates.

Ayda Darban, Wei Li, (2014) the aim of this study is to look at the impact of online social networks, the authors are attempting to search out which steps do online social networks influence consumers' purchasing decision when it involves food retailers; and why are these steps influenced by

online social networks. **Sawhney et al. (2005)** has mentioned in his research paper the differentiated performance of the internet for engaging the customer including their interaction and reach, the speed and adaptability and has recommended that companies may use these capabilities to have interaction with consumers in collaborative product innovation through a spread of Internet-based mechanisms. They discussed how these mechanisms can facilitate collaborative innovation at different stages of the New development process (back end vs. side stages) and for differing levels of customer involvement (high reach vs. high richness).

Higgins (2006), considers engagement because the second source of experience beyond the hedonic source of experience resulting from a motivational force to create or not make something happen. during this case, the motivational force is that the Social media marketing.

Rational of Study

Participants within the virtual democracy i.e. the social network which is able to share experience and memories with their own community but in an online form just to satisfy their social need. India is experiencing a boom within the telecommunication sector. Though statistics show that Social media generally and facebook, specifically, is here to remain, and frequented by many purchasers, not many Indian companies are investing their resources during this low-cost advertising medium. The explanations were delved into and it had been found that this can be thanks to lack of understanding of this powerful medium. Academic research was also scarce during this area within the Indian context. Hence this study was conducted to get an insight into the factors of social media, the effect of social media on relationship marketing variables and on how the content of the facebook page has got to be created so on engage the purchasers in social media and induce trust, commitment, bonding and perceived responsibility within the minds of the customer. Antecedents of the acquisition and loyalty intentions are investigated. The importance of this study can be understood by looking at the development pace of the information technology in today's world along with the communication, along with the impact on consumer's Purchasing capacity through the features which are made available in terms or means of time or cost or speed of availability of information.

Hypothesis for Study

$H_01:$ **Null Hypothesis** There is no significant impact of social media marketing on purchasing decision of customer.

$H_01:$ **Null Hypothesis** There is no significant impact of social media marketing on stages of purchasing decisions in a company.

Research Methodology

The study relies on descriptive research design. A questionnaire has been designed, to understand the purpose of view of respondent regarding the extent of social media that helps consumers in buying deciding. First a part of the questionnaire contains information regarding demographics and usage pattern of social media of the respondent. Second part has series of close-ended indirect questions which are supported impact of social media in making consumer buy a product and expectation from such media. The survey was conducted online through social networking sites and responses of 300 social networkers or internet users were collected. The instrument (questionnaire) was put over Google docs and therefore the link was sent to users to fill the instrument through various social networking sites like Facebook, Twitter, LinkedIn, etc. Therefore the sampling technique used was non-probability convenience sampling. We used multivariate analysis for testing of hypothesis.

Results and Analysis

The below **table 1** reflects the response of the users for use of internet for various purposes. The table indicates that around ninety Six percent of the users of internet visits the social media websites. This indicates a strong impression of Social Media on the mental health of the users of the Internet. Around seventy two percent users uses internet only for other purposes which includes use of social networking websites largely. Only twelve percent users have been found using the internet only for their official purpose. The results indicates that now a days sue of social media has increased at the vast level and thus will also impact the way of marketing from the ancient methods like TV promos or newspaper advertisement.

Table 1: Uses of Internet for Various Purposes

Sr. No.	Question asked in Questionnaire	Yes		No		Total	
		N	%	N	%	N	%
1	Use of internet for visiting Social media Websites	288	96%	12	4%	300	100%
2	Use of Internet for E-Commerce Website Directly	105	35%	195	65%	300	100%
3	Use of Internet for Official Purpose only	36	12%	264	88%	300	100%
4	Use of Internet for Other purposes Only	216	72%	84	28%	300	100%

USE OF INTERNET FOR VARIOUS PURPOSES

- Use of Internet for visiting Social Media Websites
- Use of Internet for E-Commerce Website Directly
- Use of Internet for Official Purpose only
- Use of Internet for Other purposes Only
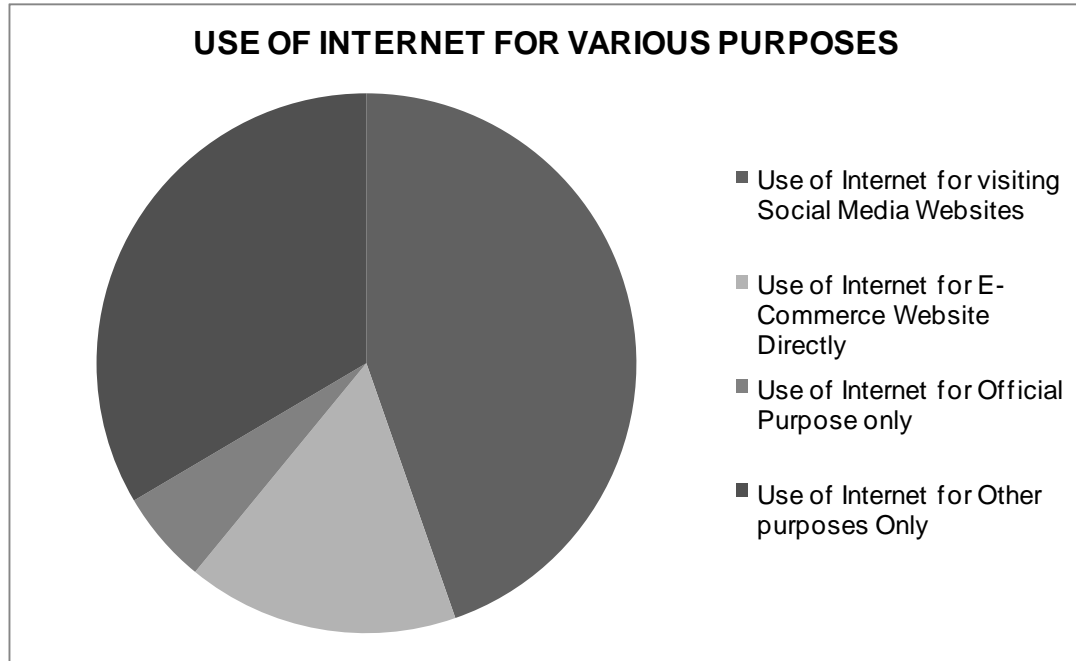
The Below **Table 2** Indicates the responses of various Internet users in taking their Purchase decisions using Internet and Social Media Websites. As we can see around ninety two percent of the users are keen to see advertisement on social networking websites to take their decisions of purchasing. Around eighty percent of the user uses social media advertisement as reference for purchasing anything. Almost on an average sixty seven percent users uses social media for taking a decision in regard to purchase any thing as evident from item number 3 to 6.

Table 2: Use of Social Media for Taking Purchase Decisions

Sr. No.	Question asked in Questionnaire	Yes		No		Total	
		N	%	N	%	N	%
1	Keen to see advertisements on social media websites such as Facebook, Twitter etc	277	92.33%	23	7.67%	300	100%
2	Refers various advertisement on social Media websites before purchasing	240	80%	60	20%	300	100%
3	Use of Social Media Websites for purchasing House Hold Goods	198	66%	102	34%	300	100%
4	Use of Social Media Websites for purchasing Electronic Products	166	55.33%	134	44.67%	300	100%
5	Use of Social Media Websites for purchasing Apparels	212	70.66%	88	29.33%	300	100%
6	Use of Social Media Websites for purchasing Other Items	228	76%	72	24%	300	100%
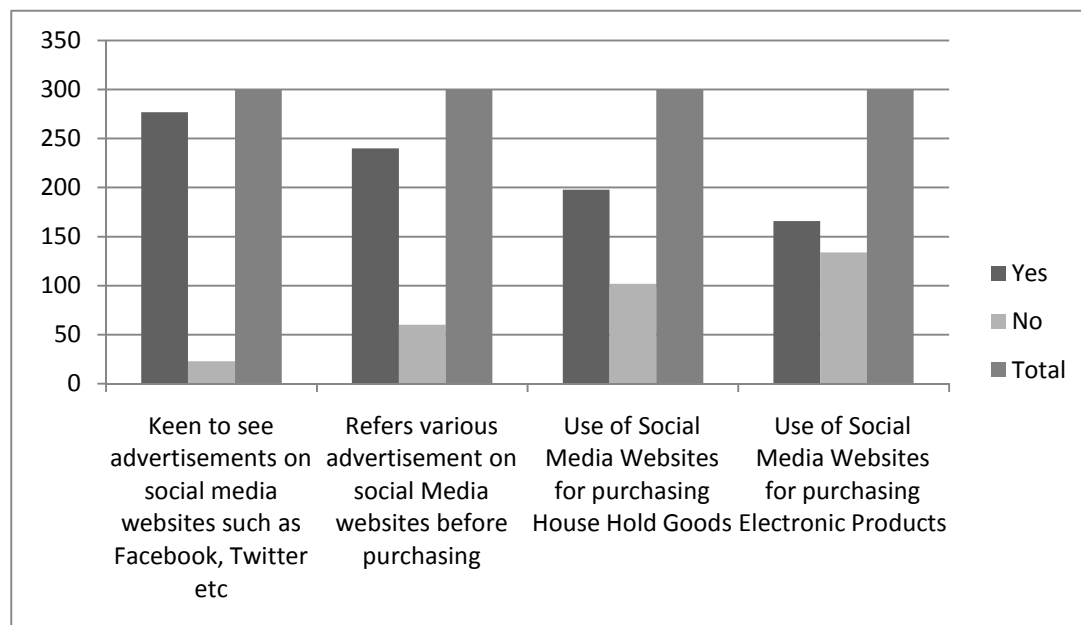
Since the above findings clearly reflect that use of social media plays a vital role in today's marketing world for making an advertisement of the product of the companies and even the buyer or consumers is also willing to go for easy marketing products the information for which is available at one click such as on mobile phone. The above Data has shown that how maximum users are will to avail social media as best source of product view and review for taking their decision. Marketing management has made it absolutely possible to fulfill the needs of the consumer through social media advertisement.

Conclusion and Recommendations

it's now more critical than ever that successful businesses use Engagement Marketing principles to plan for successfully engaging their prospects and customers before, during and after their purchase cycle, which the idea for this engagement is high-quality and relevant information. Marketer's job is to supply this information in such a fashion that you just are viewed in an exceedingly positive light, create a positive brand and merchandise reputation, and are selected as their brand of choice. With this growth and scale of social networking, we'd even be able to buy products and services through the social medium. The medium is growing in no time and holds huge potential but remains in its nascent stage in India. Therefore, it's time for the businesses to create effective strategies and execute them to win larger share of business through this revolutionary medium and become the innovative firm of coming future. The study suggests the businesses to follow some strategies so as to induce   the advantage of the study results:

- The Importance of Going Toward Using The Social Media To Market The Products As These Websites Attract A Large Portion Of The Society.

- The Importance of Focusing on Social Media Due To Its Significant Impact on Purchasing Decisions.

- Conducting Field Researches To Realize The Impact of Social Media In Every Single Stage Of Purchasing Decision Stages And The Impact of Every Single Website In These Stages.

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