



A STUDY ON IMPACT OF ADVERTISING THE PRODUCTS THROUGH SOCIAL MEDIA

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ABSTRACT

Social media is utilised by billions of people worldwide and has quickly emerged as one of the technologies that define our age. People can freely interact with one another on social media, which also gives marketers many other methods to connect with and engage with consumers. The success of social media as a marketing communication channel has brought several issues for marketers due to its dynamic and emergent nature. It is thought to be distinct from conventional marketing channels. Because they understand the need of participating in ongoing social media dialogues to develop their consumer brand, many businesses are investing in their online presence. More consumers are using social media as a source of product information service, brands and they are gradually displacing traditional media. The focus of this essay is on where consumers should place their faith in social media's future when it comes to consumer goods. The paper used a deductive method and aims to review recent scholarly literature and research on social media marketing, including its history, present applications, advantages and disadvantages, and best practises. Additional research is needed to understand the critical role social media plays in promoting and branding consumer goods during this digital business era. The thorough analysis clearly shows that social media is a big force in the current marketing landscape.

KEYWORDS: Consumer Products, Customer Engagement, Digitalization, Social Media

INTRODUCTION

Social media marketing is the process of creating content for social media platforms to promote your products and/or services, build community with your target audience, and drive traffic to your business. With new features and platforms emerging every day, social media marketing is constantly evolving.

Social media marketing is all about meeting your target audience and customers where they are and as they socially interact with each other and your brand. While social media marketing as a whole is incredibly valuable and beneficial to your business growth (as you'll see in the following section), your strategy will differ based on which social networks your audience spends their time on.

Social media marketing (SMM) (also known as digital marketing and e-marketing) is the use of social media—the platforms on which users build social networks and share information—to build a company's brand, increase sales, and drive website traffic.

Social media marketing is a way to connect with your target audience over different social media platforms like Instagram, Facebook, Twitter, LinkedIn, YouTube, Pinterest, and Snapchat. This involves not only posting engaging content but also monitoring how people talk about your brand.

OBJECTIVES OF THE STUDY

1. To study the benefits of Social Media Marketing.
2. To know about the impacts of Social Media Marketing.
3. To know about the advantages and disadvantages of Social Media Marketing.

REVIEW OF LITERATURE

Brendan James Keegan and Jennifer Rowley (2017) contributes to knowledge regarding social media marketing strategy by developing a stage model of SMM evaluation and uncovering the challenges in this process. The research paper has developed a Social Media Marketing Evaluation framework.

Rodney Graeme Duffett (2017) examines the influence of interactive social media marketing communications on teenagers' cognitive, affective and behavioral attitude components in South Africa. The paper also studies the impact of a number of additional factors such as usage (access, length of usage, log-on



frequency, log-on duration and profile update incidence) and demographic (gender, age and population group) variables on young consumers' attitudes toward social media marketing communications

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BENEFITS OF SOCIAL MEDIA MARKETING

1. **It is one of the most popular digital media:** Social media is used by about 326 million people in India, and that number is increasing daily. It's likely that your target audience is already using social media and interacting with businesses in your sector. Instead of waiting around for your customers to come and find you, take matters into your own hands and meet them where they are.
2. **It helps in increasing brand awareness:** Social media is a platform for brands to familiarise their target audience with their products and services. However, your social media handle should not merely advertise your products or service as people visit these sites with the intention of interacting and not buying.
3. **It helps you in knowing your customers better:** You can use social media trends to discover what is trending in your industry and how your audience engages with it. This will help you in spotting their interests and creating user personas.
4. **It can generate leads and sales:** Efforts put into social media marketing can also pay off with an increase in sales. Although every business can benefit from this, small businesses which have limited marketing budgets can particularly profit from social media as a source of revenue.

IMPACTS OF SOCIAL MEDIA ON DIGITAL MARKETING

Social media helps communicate value by segmenting markets: The majority of marketers concur that communication and value development are key components of marketing. Social media, however, is made just for that. Social networking serves as a means of bringing together large numbers of individuals from all walks of life and from all corners of the world, which includes bringing together brands and customers. Social media offers incredible possibilities for increasing brand exposure because it already has an audience. Social media, however, offers advertising more than simply a digital loudspeaker. In reality, advertisers are well aware that sending out a generic message without focusing on the appropriate consumers might potentially have a detrimental impact on returns on investment. Herein lies the real power of social media.

Social media turns consumers into message creators: Social media has revolutionised the way we transmit and receive messages since it allows both brands and individuals a voice and a platform to do so. Many of the restrictions on expression seen in more conventional advertising methods are eliminated by social networking. Companies can spend millions on a TV advertising campaign, yet posting to Facebook doesn't cost anything. More crucially, social media fosters the perfect environment for word-of-mouth marketing and "buzz"—two elements that are increasingly vital in a marketing environment where customers place a premium on openness and trust over what they see as pushy or misleading "sells." Although it has advantages and disadvantages, businesses are increasingly utilising user-generated content to their benefit.

Social media reduces marketing costs and boosts roi: Social media, when handled properly, tends to be far less expensive than traditional media like TV or print, even though it can be difficult for marketers who are more experienced with such channels. Social media can significantly boost the profitability of disseminating your message thanks to the low cost of posting on social networks and the tremendous exposure potential of word-of-mouth marketing. Social media not only increases your return on investment by lowering expenses, but it also offers customer insights you can use to better target the appropriate customers with the right items.

The social media revolution: The revolution had to happen. It was only a matter of time (and not much time) before people would start to get involved, get excited, and drive the success of the new and exciting tool that is social networking, given the rate at which technology was and is advancing. Additionally, the significance that social media offers for businesses both now and in the future has not been diminished in the slightest by the fact that it began with people utilising it for personal reasons.

ADVANTAGES OF SOCIAL MEDIA MARKETING

- **Access to a wider audience** - Globally, there are around 4.55 billion users of social media. It implies that you may connect with a larger, more active audience who might be interested in your goods or services simply by being online. What's more intriguing is that consumers now use social media to identify brands, which gives you more opportunities to find leads.



- **Increase brand awareness** - Brand visibility and awareness have expanded as a result of the partnerships that social media has facilitated between businesses and consumers. The ability to advance your audience through the client journey is the most alluring of the options that these open up.
- **Drive site traffic** - Website traffic is primarily driven by social media and other digital means, rather than by traditional media like print, billboards, and TV. Most platforms let you add links to your material so that readers can go to your website to find out more about your company, its goods, and services. The likelihood of turning them into leads and sales rises as a result.
- **Better customer service** - Social media gives you access to prospective clients and gives existing clients a method to contact you. When clients anticipate hearing from you immediately, if not quickly, this is fundamentally useful. You can easily respond to and thank your customers on websites like Facebook, Twitter, and Instagram, as well as provide customer service. Automated chatbots can rapidly provide answers to popular queries.
- **Opportunity to create organic content** - Social media posting is cost-free, and you're not limited to text-based material. Additionally, you can publish pictures, movies, infographics, GIFs, and anything else in between. This creates several potential for cost-free audience engagement, especially for start-ups. This is the main justification for why companies shouldn't undervalue social media's influence.
- **Follow up on your performance** - Despite the fact that each platform operates differently, they all let you monitor your performance. Every time you execute a marketing campaign, you'll be able to gauge its effectiveness and determine whether it's yielding worthwhile outcomes. They offer valuable information that enables you to adjust your tactics and come to wiser business selections. User demographics, interests, and behaviour are just a few examples of information.

DISADVANTAGES OF SOCIAL MEDIA MARKETING:

- **Tedious work is required** - Social media marketing isn't a one-time thing. You need to succeed instead through consistency and ongoing testing. You'll need to strike a balance between releasing material, tracking findings, and answering inquiries. Although it may seem time-consuming, doing this will help you better understand your audience and establish deep connections with them.
- **Ever-evolving** - Social media trends change frequently. So, you have to keep yourself updated to stay relevant. It can be an equally overwhelming task, but it can give you a better view of your target audience's interest. It gives you an insight into topics and trends they are most likely to respond to, which you can definitely use in your next marketing campaign.
- **It's an open forum** - You are exposed to both good and evil on social media. People can share both their positive and negative brand experiences, and negative feedback can take many different forms, like a bad review on your Facebook page, a tirade on Twitter, etc. Some may view this as a negative that can harm one's reputation, but we see it as a chance to publicly demonstrate that you pay attention to consumer complaints.
- **It's not a platform where you can please everybody** - Social media is an open forum. As a result, you should anticipate seeing a range of reactions from your campaigns. Your advertisements might occasionally be humorous for a particular audience, but not necessarily for everyone. You might want to be cautious about confrontation and watch out for "cancel culture" at this point. Before publishing any advertising, make sure you've developed an audience profile to make sure you're not stomping on anyone's toes.
- **Long-term investment** - Investing in social media takes time. Your social media strategy won't be successful or unsuccessful based on a single post. To gauge the general performance of your campaigns, you would need to make several articles throughout time, modify your content, and more. Social media marketing might not be for you if you're looking for quick results. While there may be some negative effects, the advantages definitely exceed the negative effects. When done well, it is a time investment that is worthwhile.

SOCIAL MEDIA PLATFORMS

FACEBOOK: The majority of Facebook's 2.93 billion monthly active users are men between the ages of 25 and 34. With 98% of accounts accessing the network via a mobile website or application, it continues to be a mobile-first platform.

TWITTER: With more than 429 million users globally, Twitter is used by about 25% of Americans. Few people who tweet anticipate that their tweets will be noticed, but because so-called lurkers follow accounts and use them as news feeds, paid advertisements are an efficient way to stay at the top of their minds.



INSTAGRAM: More than half of Instagram's global user population is under the age of 34, and teens continue to be the platform's most avid users. Instagram is primarily about imagery when it comes to content; 71% of posts are photos, with the remaining content either being video or a combination of both.

LINKEDIN: LinkedIn is a more career-oriented platform, used mostly for networking, job-finding, and professional development. The demographic skews younger with 60% of users between the ages of 25-34.

SNAPCHAT: Snap Chat users remain predominantly young females between the ages of 18-24. Of the more than 330 million daily users on the platform, 26% are based in the United States.

CONCLUSION

The goal of social media marketing is not to make a hard sale. It involves establishing connections with people who will eventually become your clients. People and finding solutions to their challenges are the focus. The more connections you can make, the more people will start to trust you, believe in your credibility, desire to work with you, and eventually become devoted clients. The creation of conversations is a significant and vital component in developing such relationships. Keep in mind that the goal of your conversations is to educate, not to sell. The strategy is considerably more subtle and will help you develop your relationships greatly. The strategy is considerably more subtle and will help you develop your relationships greatly. You owe it to your company and to yourself as a business owner to participate in the social media revolution. You won't be able to experience the success that you and your company deserve if you aren't a part of it.

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