

## A Perspective Study of Social Media Marketing

*JV'n Aditi Singh Rathore, JV'n Approva Bhargava  
JV'n Dr. Sanjay Chhabra, Professor*

### Abstract :

The substantial developments use of the social media platforms such as WhatsApp, Instagram, and Facebook. People communicate on these platforms, and popular brands use them to sell their products. Social networking sites have brought social activities from the physical to the virtual realm. This study's objective is to investigate the effects of social media marketing on consumer behavior, including those to join, continue, and make purchases. Analysis of social identification and satisfaction as mediators is also included in this study. Facebook and Instagram were two social media sites that the participants in this study.

**Keywords :** Social Media Marketing, Social Identification, Consumer Behavior

### 1.1 INTRODUCTION

Over the last decade, there has been substantial development in the use of social media platforms such as WhatsApp, Instagram, and Facebook. People communicate on these platforms, and popular brands use them to sell their products. Social networking sites have brought social activities from the physical to the virtual realm. People may now communicate and share information because messages are sent in real time. As a result, businesses regard social media platforms as crucial tools for success in the online marketplace. Social media marketing (SMM) refers to the use of social media to commercially promote processes or events in order to attract new consumers online. Social media marketing effectively supports customer-marketer communication while also permitting activities that increase brand exposure. As a result, SMM is still being recognized as a new marketing tactic, but its impact on intents is limited. However, most of the SMM research has focused on consumer behavior, creative tactics, content analysis, and the benefits of user-generated content, as well as their significance to developing virtual brand communities. Because of the internet's development of numerous apps and technologies over time, new channels of communication have been formed, and there have been huge changes in how people communicate. Because of the increasing use of smartphones and the internet, companies now recognize that sharing brand information and consumer experiences is a new route for brand promotion, with most people now relying on social media brands. As a result, creating online communities has become incredibly efficient. Without physically meeting, social groups provide members with a sense of continuity (Yadav and Rahman, 2017). A virtual brand community is a group of people who buy things from a specific brand. Customers are not only interested in purchasing goods and services, but also in creating meaningful experiences. Most study has focused on how social communities can benefit brands, according to brand owners. However, there are some talks about the benefits that come from being a member of a brand community, according to the members themselves, in order to analyze how a social community affects its members. Value influences customer behavior, therefore when a consumer

consistently receives value, it leads to consumer loyalty towards that brand. The social community, on the other hand, should be extremely valuable. It should benefit potential customers by presenting them with information about the brand under consideration. Customers should also be able to communicate with one another, establishing a sense of community. As a result, it is clear that the happiness level of a brand social community influences community retention and selection

### **1.2 Objective of the study**

- To investigate the effects of social media marketing on consumer behavior
- Investigate the consumer satisfaction with social media marketing
- To examine the role of Social media towards online shopping
- Analysis of social recognition as a mediator for marketing of the product

### **1.3 Source of data and Methodology :**

The present study is based on secondary data. The useful Sources have been put on to validate the study to make it more useful and practicable. Secondary sources of data are obtained from various published and unpublished records. The present study makes to attempted to examine the nature of social media in marketing activities and investigate the past performance and its implications for prospective approach in the business study by retain multidisciplinary approach.

### **1.4 Literature Review :**

To Increase brand awareness among consumers, most organizations use online marketing tactics such as blogger endorsements, advertising on social media platforms, and managing user-generated content Social media is a collection of internet-connected programmes based on technological and ideological that enable users to create and share content Social networkers, political organizations, and corporate businesses are all using social media to communicate, and its use is growing rapidly. Customization, repute, trendiness, interactivity, and entertainment are key components in luxury brand marketing campaigns, and they have a substantial impact on clients' purchase intentions and brand equity. Community marketing activities result from interactions between events and individuals' mental states, whereas products are external elements for Social Media Marketing Activities users.

### **2.1 Social Recognition of Social media towards marketing**

Many research on brand community's focus on social identification, recognizing that a member of a large group is an integral component of that community. Social identity deconstructs how a person improves self-affirmation and self-esteem through comparison, identity, and categorization. There is no clear definition of the brand community or the brand owner, which makes it difficult to strengthen interactions between the community and its members or to establish a relationship between the brand and community members. A similar approach underpins brand identity and brand community identification. Users can freely engage, forming similar views about the group and building relationships among members, allowing them to identify with that community. According to the literature assessment, social communities require members to collaborate. Individuals who can recognize organizational visions and goals commit to that virtual corporation.

## **2.2 Consumer Satisfaction with Social Media Marketing**

Customer satisfaction is determined by comparing predicted and post-service satisfaction to standards derived from previous experiences. According to implementation confirmation theory, contentment is a consumer's expected satisfaction with how the services have lived up to those expectations. Customers typically determine their degree of satisfaction by comparing previous satisfaction to the current one. According to current research, consumer loyalty and community participation are influenced by community satisfaction. The level of satisfaction of a research community is defined by how its members rate it. The community may be rated based on previous contacts.

## **2.3 Implication social media marketing towards online shopping**

Because of the COVID-19 pandemic, businesses looked for alternatives and began using online marketing. Online marketing is a significant method for streamlining business processes, reducing managerial costs and turnaround time, maintaining social distance, staying at home, protecting against viruses, and illuminating relationships with customers and business purchases. Online purchasing is becoming increasingly popular throughout the world, particularly among businesses and buyers. Online shopping provides potential for both online businesses and customers. Customer research has revealed that online customer assessments and the distribution of information or specific viewpoints have become extremely influential modes of communication. Online reviews have taken over corporate organizations via social media (Facebook, Snapchat, etc.).

### **Conclusions :**

Most studies on social media sites have not fully explored the influence of Social Media Marketing Activities (SMMA). According to this study, SMMA has a considerable impact on social identification, which in turn influences purchase decisions, participation decisions, continuation intention, and satisfaction. The study demystified the intention to use social media. SMMA was found to be capable of sustaining corporate brands. Unlike blog marketing and keyword advertising, which are linked with content, SMM reaches out to specific audiences to increase the effect of the information being provided by building strong relationships in the online community. As a result, social media service providers must investigate ways to boost the impact of SMMA. The study also indicated that most administrators are worried about the role of brand community management in generating business benefit. Marketing techniques and technologies have evolved dramatically since the advent of social media.



**References :**

1. Arora, A. S., and Sanni, S. A. (2019). Ten years of 'social media marketing' research in the Journal of Promotion Management: Research synthesis, emerging themes, and new directions. *J. Promot. Manag.* 25, 476-499. doi: 10.1080/10496491.2018.1448322
2. Bhattacharya, C. B., and Sen, S. (2003). Consumer-company identification: A framework for understanding consumers' relationships with companies. *J. Marke.* 67, 76-88. doi: 10.1509/jmkg.67.2.76.18609
3. Mahendra, P. T. (2021). Improve Customer Satisfaction through Product Innovation in Social Media. *Hum. Soc. Sci.* 4, 3719-3729. doi: 10.1007/s11356-021-14885-4
4. Heinze, A., Fletcher, G., Rashid, T., & Cruz, A. (Eds.). (2020). *Digital and social media marketing: a results-driven approach*. Routledge.
5. Stephen, A. T. (2016). The role of digital and social media marketing in consumer behavior. *Current opinion in Psychology*, 10, 17-21.
6. Assaad, W., & Gómez, J. M. (2011). Social network in marketing (social media marketing) opportunities and risks. *International Journal of Managing Public Sector Information and Communication Technologies (IJMPICT)* Vol, 2.
7. Sharma, S., & Verma, H. V. (2018). Social media marketing: Evolution and change. *Social media marketing: Emerging concepts and applications*, 19-36.
8. Parsons, A. L., & Lepkowska-White, E. (2018). Social media marketing management: A conceptual framework. *Journal of Internet Commerce*, 17(2), 81-95.