

“Review of Social media Activities in E-Marketing”

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ABSTRACT:

Purpose: This paper aims to examine the E-marketing that has influenced interactive social media activities as a tool in the finger tip of marketer which they can share with a piece of contents to the world in few seconds.

Design : In this study a detailed literature review has been conducted. Based on the review on Objectives and conceptual model has been developed on various aspects related to emergence of e-marketing which led to the growth of digital technology and through social interaction where social media was introduced. Through social media how the business evolved.

Findings : Findings of the present study reveal that social media activities play a major role in the e-commerce. Marketers should focus on these activities in order to survive in the competitive environment by creating a positive product image in the minds of the customer.

Keywords: User generated content, digital technology, social media activities, entertainment, trendiness, interaction, advertisement, and customization.

INTRODUCTION:

Until the late 1990's the only form of media known to businesses were television, newspapers and radio, however in the early 2000, a revolution in media was witnessed and the world was introduced to Social Media. The phenomenal growth of interactive digital technology has impacted almost every aspect of young consumers' daily lives over the past two decades. This new interactive revolution has resulted from noteworthy achievements in the information superhighway (Arens, 2004), known as the Internet. Social networking became much quicker with the arrival of the Internet and the globalization that accompanied it, and this gave rise to innovative information communication technology (ICT) channels.

Why Social Media? : In today's scenario consumer judge a company based on their online presence, hence companies can innovate and simultaneously create a strong social presence by always catering to their customers' needs and concerns. (Erkar, 2010).

It has been observed that young people were closely associated with social media Together with the use of internet in all aspects of daily life; young people have a chance to connect social networks where ever they want, especially after the development of mobile communication technologies and smart phones. Social media is almost at the centre of young people's life. So, the relationship between young people's consumption expenditures and social media will be important for companies in considering current marketing plans and in determining future strategies (*Constantinides ve Stagno, 2011*).

Why Not Social Media? : Unlike traditional media like television, newspapers and radio were the only form of communication. With the increase use of digitalization technology in the digital era corporate, government are also communicating and participating in social media effectively.

Social media, such as Facebook, Twitter, LinkedIn, YouTube, WhatsApp, Instagram, Pinterest, WeChat and Google, permit young users to create personalized online pages, communicate and interact with friends, as well as exchange content that they have created themselves (user-generated content) and/or information from other brand-related sources (Matthee, 2011; Statista, 2015).

Current Industry Status:

As per source IBEF(India Brand Equity Foundation) February 2019 report the e-commerce has transformed the way business is done in India. The Indian e-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2017. Much growth of the industry has been triggered by increasing internet and smart phone penetration. The ongoing digital transformation in the country is expected to increase India's total internet user base to 829 million by 2021 from 560.01 million as of September 2018. India's internet economy is expected to double from US\$125 billion as of April 2017 to US\$ 250 billion by 2020, majorly backed by ecommerce. India's E-commerce revenue is expected to jump from US\$ 39 billion in 2017 to US\$ 120 billion in 2020, growing at an annual rate of 51 per cent, the highest in the world.

LITERATURE REVIEW:

Internet and virtual communities have transformed consumers, societies, and corporations with wide spread access to information, better social networking and enhanced communication abilities (Kucuk and Krishnamurthy, 2007). Therefore social networks are defined to be websites which link millions of users from all over the world with same interests, views and hobbies. Blogs, YouTube, MySpace, Facebook are examples of social media that are popular among all level of consumers. In the last few years can be noticed a great influence of the companies on online networks. Social media websites provide an opportunity for businesses to engage and interact with potential consumers, encourage an increased sense of intimacy with

consumers, and build all important relationships with potential consumers. (Mersey, *et al.*, 2010). The much higher level of efficiency of social media compared to other traditional communication channels prompted industry leaders to state that companies must participate in Facebook, Twitter, Myspace, and others, in order to succeed in online environments (Kaplan and Haenlein, 2010).

Additionally, the notion of implementing content that is both entertaining and current would entice young consumers to interact and disseminate the information to their friends. This significant feature which is also referred as word-of-mouth (WOM) can be considered as the future of social media marketing communications (Yaakopet al., 2013).

Maintaining interpersonal connectivity between online users of a social media channel has benefits derived from establishing and maintaining contact with other people in a manner of giving social support, friendship, and intimacy. These allow users to connect with peers by adding them to networks of friends, which facilitates communication, particularly among peer groups. Online groups exert a noticeable influence on the behaviour and consumer buying intent and implicitly on the purchase decision. For example, social media websites provide a public forum that gives individual consumers their own voice as well access to product information that facilitates their purchase decisions (Kozinetset al., 2010).

Social networks can be characterized as web-based services which allow sharing something with the masses, which allows users to add to their friend list and allows people who are involved in the system to see each other (Vural vd, 2010).

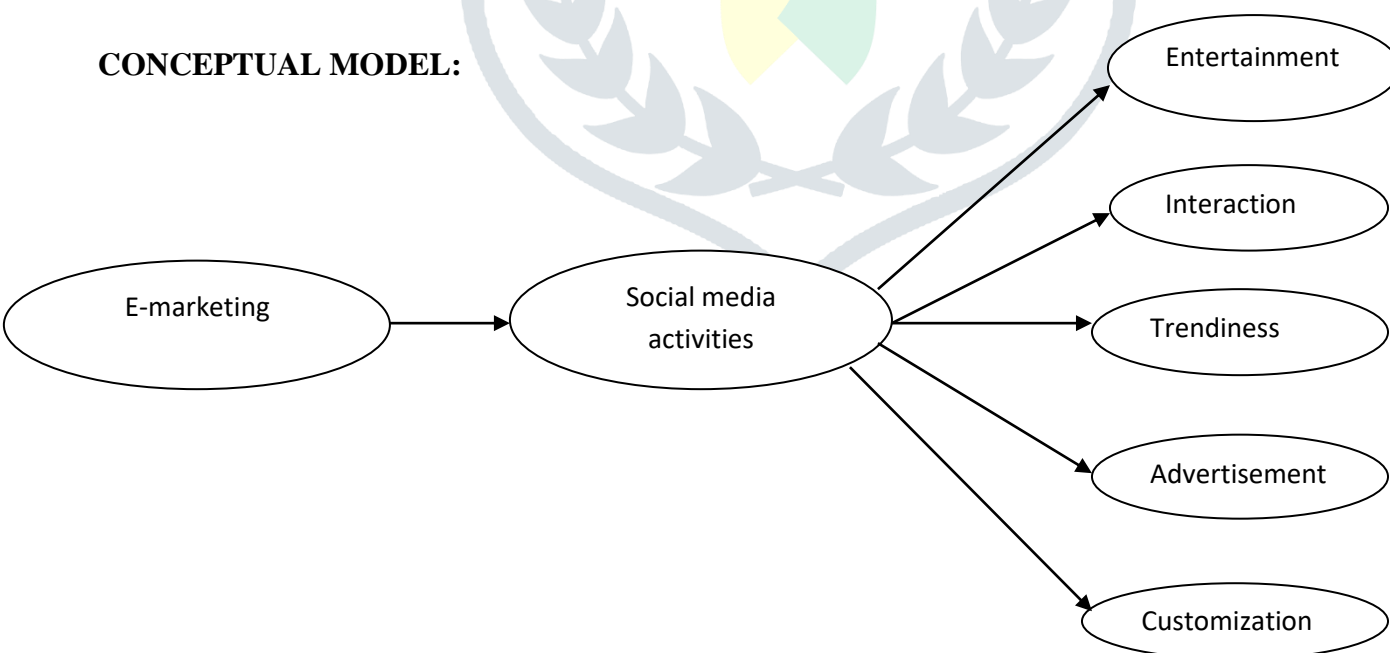
The ultimate goal of social media marketing activities is to acquire new customers, increase sales, strengthen word of mouth communication and create customer loyalty (Tsimonis and Dimitriadis, 2014). Contrary to the traditional branding paradigm (consecutive investments and directing the image through controlled communication), social media communications actualize on a platform where the limits are uncertain, and the businesses' chances of intervention are very limited (Kohli et al., 2015). The fact that these interactions are formed without intervention of the business has increased the level of trust of the consumers. The sharing about a product or a brand has risk about content that created by the customers and peer to peer communication influence other consumers' purchasing decisions (Sashi, 2012). Moreover, firms actively utilize these kinds of content and generated information created by customers in social media marketing actions (So et al., 2017). Hajli (2013) has found that social media influences customers' trust sentiment and purchasing intent beyond easing interactions among consumers. In this sense, social media is an efficient way of interacting with current and potential customers for businesses and developing a positive brand image (Halligan and Shah, 2009; Fortezza and Pencarelli, 2015). Duffett (2017) has determined that social media marketing communications are influential on customer attitudes. İsmail (2017) has found that social media marketing activities have an effect on brand awareness and brand loyalty. Kim and Ko (2012) have found that social media marketing activities positively affect customers' repurchasing behavior.

Gap Analysis:

- The progressive development of technologies suggests that social media will become the mainstream for marketing and a literature survey indicates that there have not been many studies in this area(Ibrahim Akman,2017).
- Inevitably, businesses encounter bottlenecks where the message is not reaching their consumers and prospects, with the fact that, at times, consumers and prospects are facing significant blocks in their decision process. If not, each of them should be fully committed, loyal, enthusiastic, repeated consumers; however, this is not the case. Today the accessibility and transparency of information has profoundly influenced the decision making process; therefore, it is important to examine what are the hurdles and fiction points that hold prospects becoming consumers, or keeps consumers hesitating from repurchasing. (Silverman, 2001)

OBJECTIVES:

- To review the E-commerce in the marketing segment.
- To analyze the emergence of e-marketing in social media
- To examine the various components that contributes to social media.
- To analyze the effectiveness of social media in digital technology.

CONCEPTUAL MODEL:

The use of these online communication platforms based on the usage of the Internet and mobile-based technologies in marketing actions by businesses is critical in two aspects. The first is the effect that consumers have on their products and brands and the share they create on other consumers (Sigala and Dimosthenis, 2009; Chen et al., 2011). Many businesses use online interactions among their users by

encouraging their customers to share their purchases with simple clicks using their chosen social media channel. Second, social media is utilized by businesses as a platform through in which direct marketing actions are carried out. In this sense, social media is pushing the boundaries of time and space in the interactions of businesses with potential consumers and promoting the feeling of closeness (Mersey et al., 2010).

It is only possible for social media to have a functional role in the marketing actions of businesses with framing, defining and applying marketing activities in an effective way on social media. One of the leading classifications of social media marketing activities has been carried out by Kim and Ko (2012). Kim and Ko (2012) have categorized social media marketing activities for luxurious brands as entertainment, interaction, trendiness, customization, and word of mouth communication.

Entertainment:

Entertainment is a crucial component that encourages participant behavior and the continuity of follow-up, which creates positive emotions/feelings about the brand in the minds of followers on social media (Kang, 2005). Even if the reasons for using social media differ, individuals emphasize that the content which arouses the attention of them who finds the content amusing and pleasing. In this respect, with providing entertaining shares, businesses should encourage liking and sharing of large number of individuals and be able to turn it into advantage (Schivinski and Dabrowski, 2015).

Interaction:

Unlike traditional mass communication channels, social media facilitate the interaction, content sharing and collaboration of businesses with their customers (Wang, 2012). By utilizing social media as interactive communication between business and customer, it is possible to obtain requests and needs of customers, their opinions and suggestions on the product and brand in real time (Vukasovic, 2013).

Trendiness:

Trendiness as another component of social media marketing activities means introducing the latest/current information on products for customers (Godey et al., 2016).

Advertising:

The advertising as a component refers to advertising and promotional campaigns that businesses have made through social media to increase sales and develop customer portfolio. Findings (Duffett, 2017; Alalwan et al., 2017) on the effects of social media advertisings on perceptions and awareness of the customers have shown that advertising is one of the significant part of social media marketing activities (Mangold and Faulds, 2009).

Customization:

The customization as a component is the act of creating a customer satisfaction based on the contact of the business with individual users (Ding and Keh, 2016; Seo and Park, 2018). Businesses on the social media can transfer the uniqueness of the product and brand to the customers by means of peer to peer communication.

CONCLUSION:

Based on the literature review and objectives a proposed conceptual model analysis study has shown that the social media marketing activities have a significant effect on marketing activities. From the detailed analysis it is been concluded that social media activities plays a major role in the e-commerce. Digital technology has made social media to open avenues for marketers that did not exist before or were too complicated. It is concluded that marketers can use this e-marketing service by adopting the activities through social media by not only fetching new customers but also retaining existing customers and is used as a powerful tool at the fingertips which can share a piece of content with the world in seconds.

In other words, social media marketing activities are significant awareness tools in terms of reminding consumers and staying in their minds. It has been thought that the reason behind that the consumers follow the product that they are already familiar with on social media. In other words, as consumers follow a product in the social media, they create product-related content, or share their experiences and it means that they reflect product image and loyalty in their minds. Marketers should focus on these activities in order to survive in the competitive environment by creating a positive product image in the minds of the customer.

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