

BRAND PROMOTION USING SOCIAL COMMERCE IN SOCIAL NETWORKING SITES: FACEBOOK

H. Anwer basha¹, F. JenosandanaBrina Rouvier², S. Roshnara Banu³, R.P. Jaia Priyankka⁴

¹Associate Professor, Head, PG Department of Computer Science, RAAK Arts & Science College, Perambai

²Assistant Professor, Head, Department of Computer Applications, SaradhaGangadharan College, Puducherry

³Assistant Professor, Department of Computer Applications, SaradhaGangadharan College, Puducherry

⁴Research Scholar, Department of Computer Science, AnnamalaiUniversity, Chidambaram

Abstract:

Understanding the online networking socio economics of every stage is a fundamental advance to take before figuring out which stages blend well of the image to use. Every internet based life organize arrives in an alternate shape and size, with its own substance methodology and client base, so there's nobody estimate fits all system. I would prefer not to squander others time making content for a stage where group of onlookers doesn't really have an expansive nearness.

Rather, I need to contribute my significant time advancing the stages where mykin live. On the off chance that is on Facebook, we'll need to invest energy making and curating designs and pictures to share, etc. Adjusting to my substance procedure for every stage onlookers utilizes is an extraordinary method to draw in them. Furthermore, stage one is realizing what those stages are.

Keywords: Facebook, Social Networking Sites, Social Commerce, Statistics, Branding.

Introduction:

Facebook still rules with regards to online networking. Truth be told, at 2.27 billion every month to month dynamic clients, over fourth of the whole total populace is getting their Facebook account at any rate once per month [9]. Almost 1.5 billion of those clients are checking their records day by day and 1.3 billion clients are taking with loved one utilizing Facebook messenger [1].

With 68% of grown up internet based life clients on Facebook, it's an almost certain wagered we'll discover a crowd of people on that stage. How about we investigate the socio economics of their client's base?

The measurement demonstrates the main nations positioned by their number of Facebook clients as of January 2019. Amid the deliberate period, 130 million Brazilian clients were enrolled on the long range interpersonal communication site[2]. India guaranteed the primary spot with 300 million clients, in front of second-positioned United States with 210 million Facebook clients. Facebook is the most famous informal community around the world, with a worldwide use entrance of 35 percent as shown in Fig 1.

The measurement exhibits the quantity of Facebook clients crosswise over India as of January 2018, separated by age and gender orientation [10]. The most noteworthy number of male Facebook clients amid the deliberate period were somewhere in the range of 18 and 24 years of age and added up to about 73.8 million [8]. Among females, the most astounding number of clients was a similar age gathering, adding up to about 23.4 million as shown in Fig 2.

Facebook Users (In million)

During Jan 2019

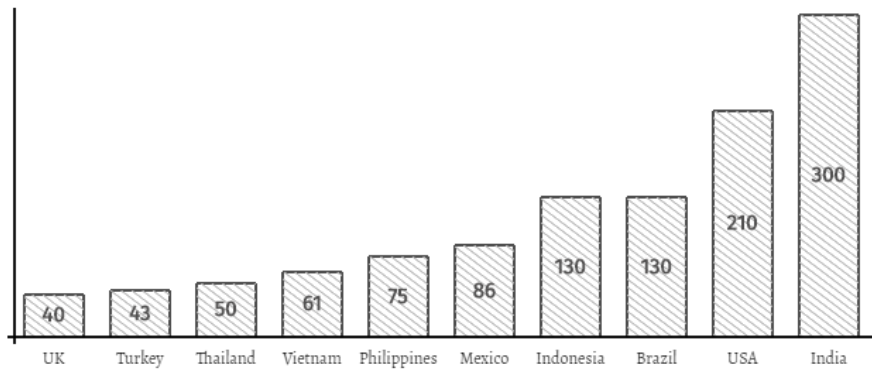


Fig 1: Statistics of Facebook users up to Jan 2019 (in millions)

Facebook Users (Age Wise)

In India 2018

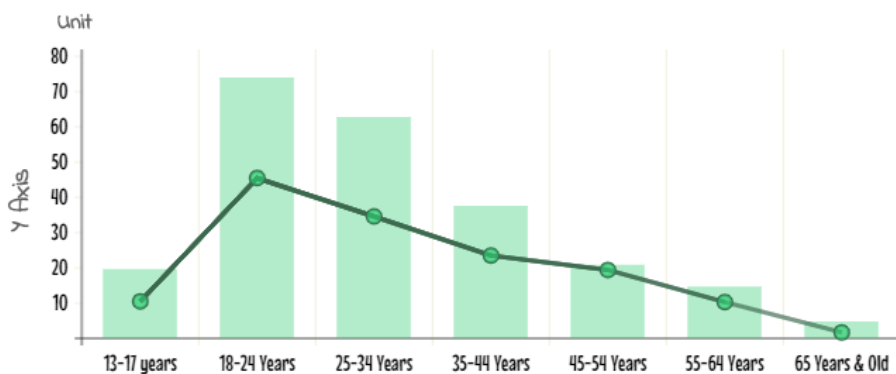


Fig 2: Statistics of Facebook Users Age Wise in India 2018

Group of Onlookers Irregularity:

Tragically, these fast gains have done little to address the gender orientation awkwardness in India’s Facebook group of onlookers, and the proportion hasn’t improved since out global digital report in January.

Men still speak to seventy five percent (75%) of the nation’s dynamic Facebook profiles, [3] in spite of the fact that it’s significant this speaks to announced gender orientation a point we investigated in more detail in this piece on Facebook’s socio economics half a month back as shown in Table 1.

Table 1: Facebook Usage analysis in India

S.No	Facebook Usage Analysis in India	
1	All out numbers of month to month dynamic clients	241 Million
2	Level of Facebook clients getting to Via Mobile	84%
3	Level of Facebook clients utilizing Facebook every day	54%
4	Level of Facebook profiles announced as Female	24%
5	Level of Facebook profiles announced as Male	76%

Facebook Post

There are four measurements that can raise our commitment rate in Facebook posts, the below are few best suggestion.

1. **Include photographs:** Photo posts get 39% more collaboration. Photograph represent 93% of the most captivating posts, [4] and photograph posts get 53% more likes, 104% more remarks, and 84% more navigate than content based posts.
2. **Be brief:** Shorter posts get 23% more fascination. Posts beneath 250 characters can get you 60% greater commitment, while slicing to under 80 characters will get you 66% greater commitment.
3. **Use emojis:** Emoticons increment remarks by 33%. Posts with emojis get 33% more remarks, get shared 33% all the more regularly, and get preferred 57% more than posts without emojis.
4. **Post on Thursday and Friday:** Thursday & Friday have 18% higher commitment rates. Commitments evaluated are 18% higher on Thursdays and Fridays, contrasted with different days of the week.

Facebook Hashtag :

Hashtag (#) turn subjects and expressions into interactive connections on our own course of events posts, amass post, fan page post, [5] occasion post and all remarks. While Facebook is new to hashtags compared with other internet based life locales, It's 1.15 billion uses present an incredible open door for showcasing endeavors.

When we click a hashtag, we will see a feed of posts that incorporate that hashtag, uniting similarly invested individuals looking at slanting subjects. As shown in Fig 3.

Extend its scope:

We can help individuals inspired by pleasant themes locate one another and join the discussion

Enhance the Brand

We can support a thought or new item get on by marking our Facebook page with our own unique hashtag. Give individuals a simple method to share data about that item or thought.

Cross social stages

We can post to various stages with a similar post now that hashtags in Facebook are progressively accessible.

Advance Special Events

We can utilize an uncommon hashtag in our presents on advance advancements occurring on different stages.

Catch new fans and potential Leads

We can pick up the chances to achieve like - disapproved of people inside key gathering of people and get the chance to draw in with our page or cause.

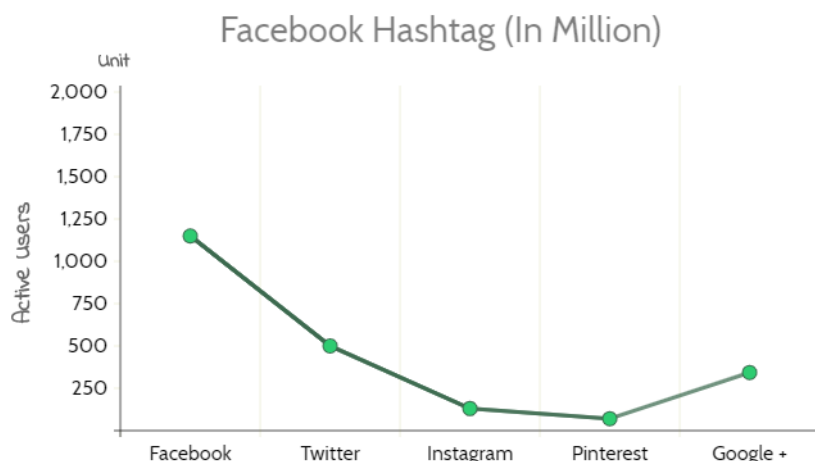


Fig 3: Facebook active Hashtag users in million

Facebook Marketing:

What’s working and what isn't on marketing depends on what we do and don't in our Facebook page.

Utilize your profile: Aim to build interest. Systems in gatherings, become acquainted with individuals

Upgrade: Make it simple for individuals to perceive what you do well from your profile. Connection to your page in "Work" Section

Post Regularly: Don't disregard your page despite the fact that it would appear that individuals aren't looking for your updates[6]. Set up moment articles.

Use Facebook Live: Live streams are organized however don't go live only for it. Keep it significant. Continuously go live from your page (Not profile)

Use Facebook Ads: don't depend exclusively on supported posts. Figure out how to utilize re focusing on and custom groups of onlookers for best outcomes

Brand Promotion in FB:

There are several brands in our country, let’s check the most popular brand with highest number of fans on different field [7]. First five highest audiencepages under different section from India compared with all over country as shown in table.

Table 2: Highest Audience / Fan Page for Accommodation Branding

S.No	Facebook Stat based on Accommodation (2019)	Indian Fans	Global Fans
1	OYO India	5,09,637	7,32,328
2	Country Club India	4,86,479	5,08,899
3	The Tamara Coorg	3,44,959	5,53,450
4	Lemon Tree Hotels	2,61,931	3,77,152
5	ITC Hotels	2,53,675	3,37,089

Table 3: Highest Audience / Fan Page for Beauty Branding

S.No	Facebook Stat based on Beauty (2019)	Indian Fans	Global Fans
1	Maybelline New York	3,483,416	38,11,643

2	Axe India	3,209,886	37,12,377
3	Gillette India	2,951,692	30,54,797
4	Lakme	2,757,507	32,00,970
5	Oriflame	2,380,924	24,55,125

Table 4: Highest Audience / Fan Page for Medical Branding

S.No	Facebook Stat based on Medical (2019)	Indian Fans	Global Fans
1	Essilor Eye	1,125,973	1,521,827
2	Vicks	7,61,752	7,82,274
3	Volini	386,732	391,421
4	Revital H	328,707	337,663
5	Moov	172, 865	182,772

Table 5: Highest Audience / Fan Page for Telecomm Branding

S.No	Facebook Stat based on Telecomm (2019)	Indian Fans	Global Fans
1	Vodafone Zoozoos	17,298,458	19,391,742
2	Tata Docomo	10,972,837	12,568,852
3	Aircel India	9,894,634	10,056,479
4	Airtel	9,268,451	10,694,820
5	Idea	7,554,054	7,860,657

Table 6: Highest Audience / Fan Page for Airline Branding

S.No	Facebook Stat based on Airline (2019)	Indian Fans	Global Fans
1	Jet Airways	2,655,040	3,181,251
2	Qatar Airways	2,255,028	13,894,668
3	Air Aisa	1,263,078	1,264,986
4	Fly Spice Jet	1,003,861	1,261,781
5	Emirates	995,118	10,131,449

Conclusion:

Regardless of what business we are in, we should realize that buyers are increasingly keen on our image's identity. When somebody normally purchases items from Amazon as opposed to, state, Best Buy, what they're really purchasing is the brand called Amazon. While there is no uncertainty that we should endeavor to offer the most ideal item, that ought not to come to the detriment of making and sustaining a positive association with our clients.

Online life is a demonstrated apparatus that take this relationship to the following dimension. It's what number of all shapes and sizes brands are associating with shoppers, including our rivals. So for what reason would it be advisable for us to be deserted? Despite the extent of the web based life locales, it's most vital to think about whether our image's intended interest group is dynamic on those online networking destinations. So, bigger web-based social networking destinations, as Facebook, will in general spread a wide scope of interests and themes, which makes it appropriate for generally marks.

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