

POWER OF SOCIAL MEDIA MARKETING AND CONSUMER ATTITUDE

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ABSTRACT: Power of social media marketing is immense. This study procures social media is a tool of marketing products by the organizations. consumer attitude is often preoccupied by the social media. This study caters how the e generation is preoccupied by social media marketing. In this global era social media had been deciphered as a power tool to advertise the products. The behaviour of the consumes are dependent in context to what they see visually in social media. This study entails the influence of how social media is influencing the consumers.

INTRODUCTION

The 21st century is often referred to as the “e-generation” era. Internet technology has completely changed the way the world communicates, and has transformed the world into a global village. There were 2.1 billion internet users in the world till 2011 according to the report of Internet world statistics. The internet has generated lot of excitement due to its ubiquity in electronic businesses and spanning the entire spectrum of business, commerce and governance, ranging from e-Commerce, e-Entertainment, e-Supply Chain, eLearning, e-Payment, e-Customer Relationship Management, e-Marketplace, e-Business, e-Ticketing to e-Governance. Internet shopping has become the default method of buying different products and services, including travel products, computer products, books, investment products, music, clothing, automobiles, flowers and home needs (Blau, 2017). This is the most lucrative and the most effective opportunity to market and promote products and services through the collectively constituted social medium in a personalized manner (Yin *et al.* 2015). The overall purpose and objective is to stay abreast of the most recent development processes in the marketing fields, so as to shed light on the social media role in the lives of people today, and create a thorough impact and control on society. Hence, the power of social media is developing at a very fast pace, and the companies are empowering their businesses to kick-start and reinvent new social media strategies. Several companies and their managements have already started the Masters Forums, gaining and exchanging knowledge, providing solutions through the social media, bringing together all the industrial experts from around the world of Marketing and Social Media for an elaborate and extensive online discussion, to focus on the Social Media future prospects for Business. Today, the majority of the people all over the world spend their time analyzing updating, and reviewing the various websites of social media like Twitter, Facebook, YouTube, LinkedIn, Instagram, and Google (Sherman *et al.* 2016).

Background of the study

Before, obtaining deeper insight into social media marketing sites and their impact on adolescent consumers' attitude (ACA) towards social media marketing (SMM) it is important to first know the background of the study. To describe the background of the study, an attempt has been made to discuss the social networking sites in the formative years, the rise of internet usage around the globe, e-commerce and social media, growth of social media marketing around the world and an overview of adolescence. A brief review of Information Technology (IT) industry indicates that more than 70 % of Internet users use Internet for sending and receiving emails. This usage is followed by accessing the internet for information search, instant messaging, chat sessions, etc. India was ranked fourth (51 million) after the United States (198 million), China (120 million) and Japan (86 million) in the absolute number of internet users by Computer Industry Almanac in 2005 (Gruber *et al.* 2015).

Rationale

As of now adolescents are the most multicultural, various gathering of customers. They have purchasing power and have expanding effect on family buying examples. Most of advertisers can achieve Adolescents they will have clients forever. Social media has turned out to be a standout amongst the most powerful places where items and services can exhibit to the clients. The market elements continue changing from one spot to other in all measurements. Presently, social media has replaced the market after advancement of the internet. The virtual markets pull in an ever increasing number of individuals towards new items and services. Likewise with most things in life there are sure and negative sides to social networking (Kim & Johnson, 2016).

Aims and Objectives

The aim of this study is to understand the impact of the power of social media marketing and consumer attitude. The objectives are:

1. The influence and power of social media on the consumer buying behaviour
2. Evaluate the customer perception towards social media marketing performances and practices applied by marketers,
3. To conceptualize and assess consumer perceptions and impact of marketing endorsements made on social media.
4. To identify which specific marketing attributes in the social media that generate special impact on consumer attitude towards purchasing the products

Research Questions

- What is the influence and power of social media on the consumer buying behaviour?
- What is the customer perception towards social media marketing performances and practices applied by marketers?
- What is the customer perception towards social media marketing performances and practices applied by marketers?
- Which specific marketing attributes in the social media that generate special impact on consumer attitude towards purchasing the products?

Hypothesis

H0: social media has the power to attraction the attention of the consumers

H1: social media helps in advertising the products and services entailed by various companies

H2: there is a positive influence of the social media in the buying perception of the consumers

Significance of the Study

The development and development of the internet guided social media to make it feasible for each individual to impart everywhere throughout the world about their or item and services, help advance them wherever they need. The Social Media allows each individual to convey and connect, examine uninhibitedly and furthermore share any data for scholastic and expert enthusiasm concerning the exploration and study work utilizing sound, video, multimedia blend with pictures and substance. In this manner, a large number of individuals around the globe effectively take an interest and exploit social media networking to pick up learning, acquire the essential information and data, store and exchange wherever they need. Notwithstanding, there is additionally humiliating data, and promoting through the social media and that has produced a gigantic writing hole and diminished its business esteem (Smith, Men & Al-Sinan, 2015).

Literature Review

Importance of Social Media

The Social media have totally changed the procedure, technology and the craft of internet publicizing techniques. It is very fascinating to watch this industry is rapidly creating, and wrong to express that, publicizing on the web has lost its sheen and the power in social media. In the event that we take a gander at the Facebook, it was at first arranged unite individuals on one single stage and thus, for them to socially remain associated. Truth be told, today, above 7.4% worldwide populace is utilizing the Facebook and has turned this stage perfect for utilizing a superior advertising instrument (Llorente *et al.* 2015). The review expresses that the online social media, publicists are spending above \$4.5 billion to promote on Facebook, and it began only two years back. In the year 2006, Facebook proclaimed the primary advertising game plan for J.P. Morgan Chase as they chose to advance their Visas. They made Chase an elite system to enable them to acquire compensate focuses (Kryvasheyev *et al.* 2016).

The item development and promoting exercises in the social media are to pull in open regard for their items and the organization business, by reporting and broadcasting the item subtleties in the electronic media. In any case, the way wherein the promoting exercises are formulated, it would appear that they are essentially as prominent, yet neglect to pick up the legitimacy job. Most of publicizing organizations thinks of a huge assignment, and attempt to look for the most and the best of their chances to advance their items through the social media. Yet, the prizes of any kind of such publicizing are not guaranteed (Beer, 2017). The Internet has given enormous offices to the extraordinary development of promoting on the web. The examination and writing review gauge that giving an Information System through the promoting in the conventional media just as on the Internet is ordinarily disregarded effectively by the internet clients and the general gathering of people and consequently, saw to create less esteem. Thusly, even mindful and intensive commercial procedures can bring down the estimation of publicizing because of a colossal amount of notices continue showing up and seeking an individual addition and backing. Also, this occurs on a standard and regular schedule. As a result of extremely restricted time and tremendous publicizing matters to watch, puts mental strain on the group of onlookers because of numerous assets and that makes it confounded for the internet clients and the gathering of people to invest enough energy and regard for practically all promotions. Consequently, such strong method for promoting in the most aggressive social media condition amidst and rising challenge to pick up the crowd regard for develop and change their buying approach and demeanour make the issue increasingly concentrated (Fuchs, 2017).

Methodology

This segment will focus on perceiving a sensible research strategy for the research system. This part will reveal insight into the through the discussion about the proper system for the research work. This part will fuse research procedure, research rationale, research approach, the system for data accumulation, the strategy for sampling, time plan and other fundamental components which are required for the research work. The researcher will use primary and secondary data accumulation method for social occasion data for the further research process (Yin *et al.* 2015).

Research Philosophy

There are generally three types of research philosophy but positivism philosophy will be for research reason.

Research Approach

The researcher will use the deductive technique for coordinating this research as the research appear and past research examination is major for the further research process.

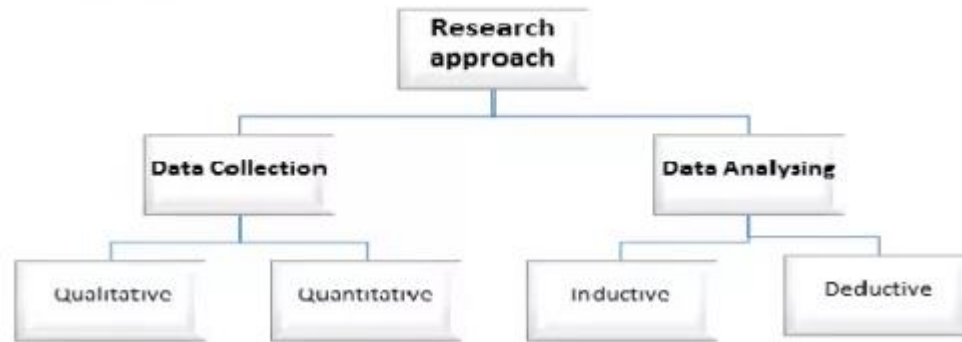


Figure 1: Research Approach

(Source: saylordotorg.github.io, 2019)

Research Strategy

Sensible strategy application assembles data for the research technique. The researcher will use an emotional procedure for social event fruitful and strong data. The researcher will consider coordinating a meeting methodology with chairmen of different association for exploring the patterns and difficulties in the production network and its effect on the advanced unrest and globalization. The researcher will in like manner direct an overview methodology with the agents of the unmistakable affiliation. Analyzing past research results will similarly be consolidated into the research strategy for a social affair a wide extent of data.

Data collection methods

Past research papers in the secondary data accumulation process and the researcher will in like manner lead a meeting and overview process for social undertaking data from the current circumstance.



Figure 2 : Data collection methods

(Source: saylordotorg.github.io, 2019)

Sources of data

The required data for the research technique will be assembled from the meeting strategy with administrators, the researcher will examine the patterns and difficulties in the store network and its effect on the advanced transformation and globalization and moreover will be accumulated from past research papers of various researchers.

Sampling Methods

So as to get an outcome test taking from the accumulated data is essential. In order to dodge any outside or inside effect and for keeping up the validity of the accumulated data the researcher will use unpredictable sampling strategy by looking at the subjective case for the research technique. Probability sampling will be used by the researcher.

Research instrument designs

Research arrangement can explain the subject of research and can perceive a creative idea for the research method. Three primary research structures are exploratory, illustrative and deductive. Among the three structures the researcher will use the exploratory structure for driving whole deal methodology of research (Shah *et al.* 2015).

Analysis methods

Subjective examination procedure will be used by the researcher for coordinating this research. Testing hypothesis and inspecting research model will in like manner be consolidated into the research examination.

Ethics consideration

Research will consider keeping up good codes for this work and for social event data for the research. The researcher will keep up the security of the overseers who are invited for the meeting methodology. The researcher will in like manner focus on giving a certification for the researchers for social occasion secondary data from the past researches.

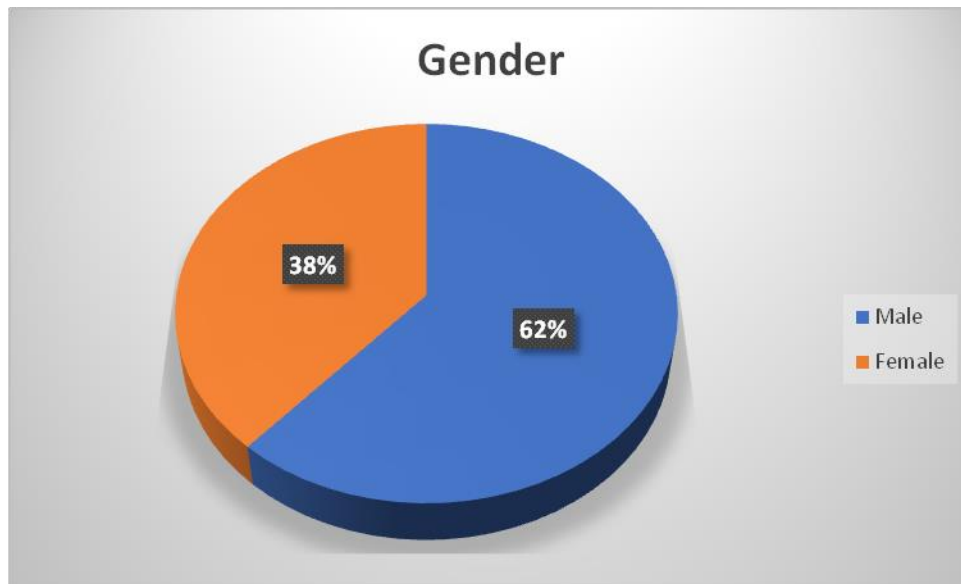
Limitations of research method

The past research papers for the secondary data accumulation which limits the data run. The researcher will use simply review and composed meeting process which just consolidates boss, beyond what many would consider possible the researcher will simply lead a meeting with an administrator which limits the viewpoint of the other authority people (Shah *et al.* 2015).

Chapter 4: Data Analysis and Findings

1. What is your gender?

Respondents	Variables	Percentage
Male	80	62
Female	50	38



There was a total of 130 respondents. 50 were female respondents and 80 were male respondents. The percentage of female respondents was higher.

2. Do you prefer online shopping?

Respondents	Variables	Percentage
Yes	90	69
No	40	31



There was a total of 130 respondents among which it has been found out that 90 percent of the respondents prefer online shopping.

3. How often do you shop online?

Respondents	Variables	Percentage
Always	60	46
Sometimes	50	39
None	20	15



There were a total number of 130 respondents, among which 60 percent of respondents shop always from online sites. 50 percent of respondents shop sometimes and 20 percent of respondents do not look in for online shopping at all.

Conclusion and Recommendation

The imaginative and inventive universe of technology, there is a mighty weapons contest among purchasers and publicists. The shoppers are overseeing promoters, driving organizations to change their publicizing techniques consistently. In spite of the fact that cell phones and gadgets have picked up a high ground in the present business world, we can't leave aside promoting on the World Wide Web enabling notices to be seen all around requiring little to no effort.

At the point when the promoters and distributors are discovering hard to survey what definitely is the frame of mind and the psychological condition of clients while choosing the item, they have obscured and pugnacious perspective on the future publicizing prospects on the grounds that the technology is quick growing and changing, and they are attempting to find a barely recognizable difference among promoting and diversion or both. In the meantime, what definitely the promoting and publicizing methods ought to be on the different social media organizes in order to change the frame of mind of the clients in a great way is yet to be analyzed in light of the fact that, the way of life, disposition and the mind diversions change at various area again and again (Graham & Broersma, 2015).

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