

An Overview on Social and Digital Media

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ABSTRACT: *The brand management landscape has changed due to the digital media platforms which provide real-time interaction and high dynamism. Furthermore, the emergence of social media has left a profound impact on the procedure adopted by companies to maintain a relationship with the customers. However, the industries have not been able to explore the field of social media marketing to its full potential and their understanding of digital marketing strategies for the purpose of branding has been limited. It is crucial to gain a deep understanding of the transformation in the field of marketing as it exercises direct influence on the sustainability of the brand. However, the literature in the field of social media advertising and impact on the brand management is still in the nascent stage. Therefore, present study will aim at reviewing all the digital platforms, with special focus on the social media advertisement which are utilized for brand advertisement.*

KEYWORDS: *Advertisement, Building brands, Digital Marketing, Millennials, Social Media.*

1. INTRODUCTION

The internet has transformed the way customers engage with the brands they use, along with the traditional marketing techniques in the economy. The existing ways of engaging with brands have become obsolete and are not sustainable anymore as today's consumer tries to establish a relationship and connection with the brand. Consumers look for a promise from the brand in terms of values offered [1]. The touch-points have changed from investing lion's share with the aim to increase brand awareness and increase sales to places where actually invest their time and funds, that is, digital space. Brands are intangible assets of the firm and firms aim at constructing a strong brand name which can create strong consumer's memory by providing clarity in the information. Digital marketing has replaced traditional marketing strategies, and has been widely adopted by firms to promote their brand and reach the wider consumers [2]. Digital marketing includes tools which do not require internet facility and therefore, extend beyond social media marketing. It incorporates mobile marketing, display advertisement, social media, search engine and other forms of digital marketing. With digital media, convenience is provided to consumers to gain access to information from any place and at any time [3]. The reliability and validity of brands' claims is cross-checked from the media, associations, experts and peers. Digital marketing deploys a range of promotional activities which are transferred with the help of digital media. Companies are channelizing their efforts to bring brand and consumer closer.

1.1 Social media advertisement to communicate brand:

Last decade, remarkable appearances had been made by the Web. Especially in the field of social networks. The social network has a large number of users which attracted many industries to use it as a marketing tool. The benefits are extended in terms of the free services, and the revenue generation is dependent upon the content and the advertisement [4]. Fulfills the purpose of information exchange between the website and the user and social platforms are attracting attention from many scholars as it defines the profile of an individual, social information about the consumer is available and information is useful in understanding their behavior [5]. Platforms are used for creation and dissemination of information to a larger consumer base. Moreover, social media creates numerous opportunities for brand promotion and transforming the consumer's perspective towards a particular brand.

1.2 Social media advertisement's impact on Millennials:

In recent years, the influence of the millennial generation has grown tremendously which has urged the marketers to develop productive and unique methods and techniques in order to approach this demographic category. Brown conducted a study to analyze the extent to which the brands can productively approach the millennials using conventional marketing techniques and further traverse the demand for digital marketing in the swiftly altering advertisement industry [6]. For this purpose, a critical review of literature and interviews with the millennial customers and industry experts took place [7]. The results of the study revealed that millennials as compared to other generations have a short span of attention. They are found to be tech-savvy and fickle-minded

and thus seek answers to all of their questions at the click of a button. This has generated a need for modification of the advertisement practices. In order to target the millennials, the advertising must be intended to a unique objective and must provide the right information at the right time and place to the consumers.

1.3 Millennial buying behaviors towards brand:

The behavior of a customer is significant for all Customer Relationship Programs. The generation of Millennials is often considered as social, open-minded, energetic, innovative, confident, ambitious, smart and motivated. Shopping is recognized as the core characteristic of this generation, thus it is important to discern their shopping attitudes and motives and find whether these patterns of shopping are distinct from the other generations [8]. Vajra and Zahiraldinni comprehended how online communication influences the attitudes of the millennials towards brands. The main objectives of the study were to find the ways in which one can describe the factors that affect the ewe of millennials and the way in which ewe affects the brand attitudes of millennials. Interviews were conducted with the millennials and the data was analyzed using the method of a case study [9]. The findings revealed that ewe played a critical role in influencing or developing attitudes of the millennials towards brands[10]. Other than that, exposure to a digital advertisement, need of belonging and good content generated by the firm affect the buying decision drastically. Strategies of social interaction and personalization also lead to the development of positive ewe that finally promotes brand loyalty.

1.4 The development of social media: an historical trajectory:

The first proper service for online communities emerged around the mid-90s with Sixdegrees.com that attempted to identify and map a set of real relationships between real people using their real names. Thus creating users' personal profiles based on real interests and identity information. Only in early 2000 were social networking sites, as we know them today, started in Silicon Valley [11]. Friendster represented a real breakthrough as the first social network for consumers, since it created the industry standards of what later became social networks, offering new tools for people to upload pictures next to their profile and to connect with other friends registered on the platform[12]. After Friendster, Myspace, Facebook, and Orkut started to compete to dominate the newly shaped social network landscape, trying to capture the largest amount of users. Social networking continued to spread across the world, attracting millions of users and changing the way companies do business and interact with consumers. A growing number of web-based applications involve crowdsourcing marketplaces[13]. Collaborative content generation and knowledge co-production platforms by dispersed users, professional career sites, media sharing sites, where the collective intelligence of the crowd is leveraged to produce knowledge, data and content.

1.5 Critical Theory on Social Media: Surveillance Studies and Data Protection:

Social media are presenting novel opportunities together with big challenges especially to privacy, identity management, and data protection. A stream of literature to mention as a critical reflection at the end of this literature review emphasizes the risk that Web.is posing to privacy and fundamental freedoms. Privacy research for instance define social media as the next privacy bubble, and advocate the need for new privacy enhancing technologies that give users control over their personal information. The open-source software community has been very critical of some of the latest development of the Web. In particular, Tim Berners-Lee has recently published a series of articles alerting to the danger of the Web “walled gardens”, by referring to centralized platforms, such as Facebook and Twitter, that don’t allow open standards and data portability. Creating “walled gardens” out of personal data means that when users try to leave the platform or to move their data to another service, they lose everything, including the social relations, profile data, and the possibility of communicating with their friends. First Monday, a popular open-access online journal, published a special issue on Web, giving space to research taking a critical approach to the phenomenon.

1.6 Towards an Integrative Discussion and Future Research Agenda of Social Media and Organizations:

The outcome of this literature review is to present a theoretical discussion resulting from the integration of the different streams of research previously reviewed, and a schematic overview of the tentative framework, which identifies future research avenues for exploring the impact of social media on organizations. Collectively, these streams of research seem to suggest that in order to fully understand the social media phenomenon and to fully investigate the implications for organizations, it is necessary to uncover it from different perspectives. More

specifically, the following integrative discussion synthesizes central themes, concepts, and approaches in the literature on social media and already tested or only hypothesized relationships between them. As a consequence, this framework clearly reveals the complexity of the topic and the many concepts, definitions, implications, and relationships at stake[14]. Furthermore, it also stresses the importance of adopting a conceptualization of social media acknowledging the different aspects of this phenomenon as well as the relationships among them. Although complex, this review has the benefit of highlighting those concepts and those relationships deserving further investigation, suggesting a future research agenda.

1.7 Social Media and New Business Models: The Use of 'Big Data' in Organizations:

The uses of social media define and transform the nature of social interactions, business and organizations that operate within an information-intensive environment with ubiquitous connectivity. Organizations are learning how to take decisions based on a more accurate knowledge of these vast amounts of data generated, through social data analytics that can help organizations to understand complex phenomena and socio-economic and environmental trends. The biggest Web players such as Google and Facebook, and online retailers such as eBay and Amazon, are largely contributing to the creation of the emergent big data industry. This latest information development can be traced back to an historical transformation in research and science that integrated the new computational and informational paradigm, namely the “computational turn affecting many disciplines and the way scientists conduct and test experiments.

1.8 Social Media Strategy and Corporate Communication: The Impact on Organizational Reputation and Celebrity:

Social media provide organizations with an audience that they trust, an audience who cares about their activities and products, also providing incentives for users to update their status profiles and to upload new content. For instance, Facebook profiles offer a ‘template for identity’ that every user can fill in directly with personal information about who they know, where they work, where they studied, what their interests and activities are, what their favorite products are etc. What this means for businesses is a powerful new relational database that constitutes an important organizational asset to establish new productive connections with consumers and audiences[15]. User-led approaches are relevant in the case of social media, since users engage in bi-directional conversations with firms, generating new trends and symbolic value. Previous work in the field of strategy and management focused on the renewed active role of consumers in media-intensive and symbol-intensive environments as interpreters of symbols and signs. Audiences and consumers are actively engaging in the process of meaning construction, framing new contexts and practices. The ability of firms to engage and shape the relationships and the conversations with their customers is a key factor for the successful management of this process of symbolic value production, leading to the creation of intangible assets for the firm.

1.9 Social Media and Institutions: Institutional Change and Challenges to Organizational Legitimacy Posed by Social Media:

Communication technologies are clearly a strong force behind institutional change. In organization and institutional literature there is an established body of work that focuses on the importance of language, discourses and rhetorical strategies as a mechanism of change, legitimacy acquisition and identification in institutional settings. Recently, scholars are starting to further investigate the role of communication in changing social structures and institutions and applying these insights to a renewed context driven by new and social media. McLuhan. Suggested that communication spark institutional change by attracting different types of rationality, or as later defined by institutional scholars, institutional logics. However, organizational institutionalism. With the exception of the work on the role of genres of communication in structuring organizations. Has failed to fully address the role of communication technologies in institutional and organizational dynamics.

Digital marketing tools are considered as the best way to interact with the customers and sustain the reliability of the organization as it matches the pace of dynamic needs of customers. Digital marketing is an umbrella term which includes all the digital techniques which are efficient in acquisition, relationship building, brand promotion and retention of customers and in effect boost the sales. The advantages of the online marketing have not been limited to the small companies but is utilized by the brands like Louis Viton, Amazon to name a few. These companies use online marketing platforms to communicate about the history of the brand, employees and their upcoming events. The major role is to convince customers to be a part of the journey by the medium of

storytelling. Blogs has become the important communication medium and used by big corporates for brand advertisement as this tool has ease of use, knowledge sharing component and identifies a community. A study by Varna and Zafiroopoulos suggested that instant messaging, blogs, recommendations and online reviews has replaced word-of-mouth. Xiang and Gretel. Indicated that blogs are useful in sharing experiences and adding trustworthiness and are therefore, considered as the most efficacious marketing intelligence technique. Hartemo.documented in the study that e-mail marketing is a tool which allows personalized communication and empowers consumers by converting consumers into active consumers. However, the study indicated that currently markets are not updated and does not exploit e-mail marketing to its full potential. “Beyond the Rack.is an e-commerce retail company which drives its 16.2% of the traffic from the e-mail marketing campaign as the content is resonating enough to attract consumer’s attention.

2. DISCUSSION

Digital media is any form of media that uses electronic devices for distribution. This form of media can be created, viewed, modified and distributed via electronic devices. Digital media is commonly used software, video games, videos, websites, social media, and online advertising. Examples of digital media include software, digital images, digital video, video games, web pages and websites, social media, digital data and databases, digital audio such as MP3, electronic documents and electronic books. Traditional media is defined as media that existed before the rise of the internet. That includes newspapers, magazines, billboards, radio, and broadcast TV and direct mail. Digital media includes everything you see online. Online advertising, search engines, social media, video streaming services, and websites. Online means that someone or something currently is connected to the Internet. Digital, meanwhile, is a format or a process. It describes electronic technology that generates, stores, and processes data. Digital media is digitized content that can be transmitted over the internet or computer networks. This can include text, audio, video, and graphics. This means that news from a TV network, newspaper, magazine, etc. that is presented on a Web site or blog can fall into this category. The increased use of digital media is changing people's everyday lives and the way they connect and collaborate in the broader societal context, at work and in civil society. Much of the impact of this heightened use is beneficial to both individuals and society.

3. CONCLUSION

This paper contains the early endeavors towards the classification of empirical and theoretical work on the topic of social media, focusing on the different fields of inquiry wherein social media is becoming an important subject of investigation, thus contributing to emergent theoretical frameworks in the field of organization theory. Social media are increasingly relevant for organizations. Today through the use of social media platforms, consumers are actively engaging in creating online communities based on affiliations and common interests and producing and disseminating virtual products. Social media help to strengthen relationships among individuals, shape opinions, facilitate collective social and political actions. However, currently there is no comprehensive management and organization theory on the impact of social media on organizations. Different aspects of this phenomenon as well as the relationships among them. Such integrated analysis could serve as a starting point in evaluating the impact that social media have on Organization Theory and Management Studies, and investigating how the knowledge of this phenomenon will affect future research from a theoretical and empirical perspective. It is only through an integrative framework that the opportunities and challenges that social media bring to organizations can be analyzed and captured. To clearly outline the ways in which an integrated approach would yield better understanding of social media for organizations, I identified at the end of each future research themes researcher questions that could be better answered thanks to the integrated framework. Two of those questions will be answered though my case studies in the following papers. By linking the cultural, sociological, information, and marketing perspectives, organizations can leverage social media and tap into the collective intelligence of users and external networked audiences. In this way, organizations can increase their ability to manage the relationship with a complex network of stakeholders, affecting organizational strategies and actions.

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