Social Media Marketing - A Systematic Review of Literature

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Abstract

The purpose of this study is to focus on the background research of social media marketing in different circumstances and also to do advanced research on social media marketing. The study reveals the current status of social media marketing. Secondary data from books, reputed journals, conference proceedings, websites, magazines, and newspapers was collected. Nowadays, as a marketer one should be able to understand consumers' minds and try to replicate that in the contents as a part of the advertisement. E-Word of mouth means users talking about products amongst themselves can also become a source of advertisement provided it is replicated properly by consumers to their friends. Hence, the research gap identified was related to the effectiveness of social media tactics on the buying behavior of Gen Z Customers. So, the paper type is review-based research analysis.

Keywords: Social media marketing, E-Word of Mouth, Targeted Audiences, Content Generation.

Introduction

The main focus of the current study is to analyze the concept of social media marketing. "Social media marketing is about the creation of content that brings one's audience as a community and inspires authentic conversations and also increases one's brand awareness" (Krystal Wu 2016). A study by Chi (2011), has explained social media marketing as a connection between brands and consumers for user-centered interactions between them. As explained in a study by Kohli et al (2014), social media can also be user-generated media where a wide variety of information is created and consumers share the topics of their interest. Social media is used as a marketing tool where mobile and web-based technologies focus on sharing and re-creating modifying user-generated content pieces of information. Advertisers have to focus on strategies in social media to promote their brands or products or services. As some research proves that when the concept of social media marketing had begun customers very much doubted its purpose of the same. So there is a need to identify some reasons for consumers following or not following certain brands, especially on social media. Further, the study by Constantinides (2014), has focused on social media-related issues and has been a relative review of literature from different perspectives. A study done by Bruhn M. (2015), suggested the role of social media in marketing and also highlighted the importance of social media marketing. In a study done by Suri et al. (2014), the focus was on the paradigm shift from traditional marketing to advertisements that are happening on social media. Social media has different forms in it, namely blogs, micro blogs, social networks, media sharing sites, social

bookmarking and selection sites, forums, and effective worlds. Major social media platforms include Face book, Twitter, LinkedIn, Instagram, Snap chat.

The objective of the paper

1. To examine the current status of Social media marketing
2. To study the exhaustive research on social media marketing
3. To depict the research gap with regards to social media marketing

Research methodology

The whole paper focuses on an exhaustive literature reviews regarding social media marketing concepts and theories that have been done through collecting the latest journals from Google Scholar. Secondary data from books, reputed journals, conference proceedings, websites, magazines, and newspapers was collected for this study.

Related work

Kohli et al. (2014) have specifically written in their study that businesses have to take care of consumers and their interests. Through social media, more audiences can be targeted by knowing their preferences. A study review of literature on social media marketing by Constantinides (2014), has focused on different perspectives on modern techniques of social media-related issues. Bruhn M. (2015), in his study, has given the importance of Social media marketing. A study by Suri et al (2014), has given more weight age to a paradigm shift from traditional to social media-based marketing trends. A study by Chi (2011), has explained Social media marketing as a bridge between brands and consumers for user-generated approaches. Further, the findings reveal that consumers who are more into social media sites will have more impact on social media marketing. Rodney Graeme. (2017), in his study, explains the authenticity of the contents in social media marketing and also focuses on the rapid change in the businesses acquiring this technology. In a study by Stephen (2016), the marketing techniques are to be followed to reach millions of targeted audiences through social media which are beneficial nowadays. Khan H. (2017) studied the content that is posted on social media by companies that follow the concept of customer engagement. In his study, Di Pietro (2012), points out the budgeting aspect of digital-based marketing where only a minimum amount is required to develop the same, and also proves that social media marketing has become a bridge between advertisers and consumers. Further, the researcher has also proved that the contents or ads which have humor in it will be more attractive to consumers. In their study, Harris et al. (2011) have rightly proved that social media marketing has enabled to build brand loyalty by consumers in their ways with the companies which will help companies to maintain a good relationship with consumers. A study by Hanna R. (2011), has pointed out the typical behavior of consumers which is "Review online and purchase offline" and also has explained the strategy of crowd sourcing which is used by many big companies to improve their business involving audiences as well. An empirical study by Cheng (2005), discusses the hierarchy and network controls of major companies involved in the social media-based business. As per a study by Brown (2005), Information technology governance becomes a subcategory of corporate governance that focuses more on allotting a responsibility to individuals for making decisions. Labrecque (2013) in his study has revealed the merits and demerits of the advent of social media into business. Further in this paper, the findings have been that the top-level management has been forcing them to change the way they are marketing. In their study, Kietzmann et al. (2011), have identified various elements of social media marketing, but also proved that companies follow their plans and strategies for attracting consumers. Fournier (2011) considers social media marketing as "Party crashers" and also negativity of trespassers in social time. In his study, Ashley (2015) had two differences where the first group had a very good opinion on businesses invading social media through marketing and the other group did not have a positive opinion at all. A comparative analysis between the manufacturing industry and the hotel industry by Corstjens (2012), has focused on the impact of social media marketing on their businesses. A study of social media marketing by Heinonen (2011) reveals the changes in the perspectives of companies toward their consumers. A study by Cox (2011), speaks about a particular age group having a major impact of social media on businesses. According to a study done by Shirley (2010), people aged 35 to 54 find videos the best option to promote brands because of their eye-catching nets. A TAM model study done by Harris (2011), has proved the connectivity of consumers to the external world and its implication for Businesses. Loredana (2012), in her study, has proved Face book provides the most relevant consumer-based approach. Honer et al (2011), have proved that there will be good social interactions between consumers rather than consumers and companies. Zinnbauer et al. (2011) spoke about e-Word of mouth and its impact on business with the advent of social media marketing. Pehlivan (2015), in his study, has analyzed the differences between user-generated and company-generated content out of which

user-generated content is the more attractive one. Similar findings have been analyzed in a study by Morrison (2016). Campbell (2011), in his study on consumer analysis regarding the quick sharing of Word of mouth through the internet, and companies should have an insight on the same as they might share a wrong message to other users. Zheng (2016), in his study, has concentrated on the difficulties faced by companies if they are not adopting New technology-wise social media marketing. Foulger M. (2014), in his study, has emphasized the use of hash tags and tagging to improve consumer visibility. Jain P et al. (2017), in their study, have proved that these days are due to these social networks, and through their friends and relatives who are in social networks, the users get influenced by their relatives which enables the companies to build a good relationship with consumers. Ubeda et al. (2013) have made observation on influencer marketing where consumers or the general public can design the logos or ideas of companies. Brendan James et al. (2017), explain the usage of artificial intelligence especially chat bots to increase the rapidity of consumer-related queries. Another important point studied by Kaplan (2010), is the importance of customer engagement which involves the regular monitoring of consumer attractions towards their business.

Development of Business through Technology

Social media platforms affect consumers' minds in such a way that consumers believe whatever is posted on social media platforms. The rapid growth of usage of computers, mobile phones, and the Internet has started to make businesses also move in the same phase as Social Media (Rodney Graeme, 2017). According to a study by Stephen (2016), social media is in its growth Phase and traditional marketing of companies is now converted into social media marketing so that they can reach their millions of targeted audiences within a few seconds of their posting ads. A study proved that these days due to the advent of E-Commerce in India, the usage of social media platforms is more to the extent of more than 1 million posts daily. Due to the growth of Smartphone, and also internet connectivity is becoming easier and social media glows even more (Khan H. 2017). Di Pietro (2012), points out that digital Marketing or Internet-based marketing allows companies to target their audiences within a stipulated budget. In their study, Harris et al. (2011) have rightly said that social media marketing has enabled to build brand loyalty by consumers in their way with the companies. This helps companies to maintain a social form of relationship with their consumers. As rightly said by Harry Gordon, an owner of luxury stores "Consumer is always right". Hanna R. (2011) has made it a point to raise the word 'ROPO Behavior of consumers' which means Reviewing online and purchasing offline. To connect with consumers online few companies namely Unilever, PepsiCo, Dell, McDonald, etc. choose the strategy of "Crowd sourcing". Crowd sourcing is the technique that companies follow to connect more themselves with the public by collecting ideas for their future products from consumers.

Structure of Social Media Marketing

There are two elements in social media marketing namely Hierarchy and Networks. Hierarchy is related to the high need for control and organization. Networks are related to the cross-functioning of all the contents. (Cheng 2005). According to George (2012), it was said that it would be better if one department entirely manages social media marketing as they will have all the information. Social media marketing also emphasizes the importance of governance and policies. These governance and policies have emphasis further on Autocracy and Democracy. Autocracy means a centralized method of maintaining social media communication. Democracy involves full democracy in social media communication. According to a study by Brown (2005), "Information Technology governance becomes a subcategory of corporate governance that focuses more on allotting a responsibility to individuals for making decisions".

Effects of Social Media Marketing

Labrecque (2013) has studied the positive and negative implications of social media in business. Researchers like Kietzmann et al. (2011), have identified seven elements for effective social media marketing namely identity, relations, reputations, presence, conversation, sharing, and groups. However, companies plan their strategies impacting their core values. "Consumers consider the companies giving advertisements on social media platforms as party crashers or interlopers as the advertisement occurs during their social being time, also consider the advertising as unwanted trespassers in their interactive sessions on social media platforms" (Fournier M. 2011). In contrast, a study by Ashley (2015) has proved that users these days compel their favorite businesses or brands to be on social media. A study done by Corstjens (2012) signifies the impact of social media marketing in the manufacturing industry and hotel industries. In the Manufacturing industry, social media marketing will have an impact on products. In the Hotel industry, firms' reputations will have an impact.

Consumer Motives

Companies' perspectives have now shifted to consumers as they are the king in the market (Heinonen 2011). In a study by Chu et al. (2011), on Face book groups, it is proved that Face book group members are keener on disclosing their data to companies rather than Face book non group members. There was a significant correlation between the age of the consumers and their motive toward different brands. She further proved that an age group between 18 to 28 had more motives in social media platforms (Cox 2011). According to a study done by Shirley (2010), people aged 35 to 54 find videos the best option to promote brands because of their eye-catching content. The Technology acceptance model study was done by Harris (2011), it has proved that students' social community will first trust their real friends, then their Face book friends, which is followed by Expert blogs, and lastly the e- retailers. Further Technology Acceptance Model study done by Di Pietro et al. (2012), has proved that Enjoyable content uploaded by Companies to promote their brand has gained the attention of many people. Loredana (2012), in her study, has said that Face book because it gives users ideas loaded to business has an impact more than any other source of social media platforms. Further, in the same paper, she revealed that Face book promotes a consumer-based approach in any matter of sharing their experiences on the products or brands or sharing any ideas regarding the product they have used. A more understanding of how the consumer reacts to social media marketing will help in making social media marketing a worthy one.

E-Word of Mouth (e-WOM)

Through his study, Honer et al (2011) have proved that social currencies can be built more by interactions that go on between consumers themselves rather than consumers and companies. Zinnbauer et al (2011), in their study, explains how consumers' daily life becomes integrated with brands and also their connectivity with like-minded consumers which generate e-Word of mouth to their social media friends. Instead of e-Word of mouth, Berthon coined the term "Vigilante marketing" where people involve themselves in the promotion of the brand by one-to-one word of mouth or one to two people or one too many people. The companies should concentrate more on the user-generated content that people or users publicize about the brands (Cheong 2008). Pehlivan(2015), used grounded theory to compare user-generated content and company-generated content. The study says even though company generated content is attractive, users have more impact on user-generated content. Another similar study was done by Morrison where students were interviewed. The result was the same as previous studies where students believed their friend's content more than the company generated. Campbell (2011), in his study on consumer analysis regarding the quick sharing of Word of mouth through the internet, and companies should have an insight on the same as they might share a wrong message to other users.

Evolution of Social Media Marketing from Tradition to Modern

As per an online survey, companies have to believe in social media and especially to deal with top-level management due to negative comments that might occur in the advertising which is to be viewed by millions of people online. Thus Modern social media might rely upon the top-level management's initiatives to assess its contents deeply before leaving it to the public (Zheng 2016). As per a study by Zheng (2016), Organization culture will have a more impact on consumers' minds. If the organization sticks itself to traditional marketing tactics, then there is a difficulty in the existence of the brand. As per a study done by Labrecque (2013), top-level management has been forced to reassess their marketing messages and also attract more users to the business. He said that people created their version of memes or jokes or videos, even though this is considered one of the advantages because it grabs the attention of the general public.

Social Media Marketing at present

We all live in the world of social Media, and every company has to understand the importance of social media. Whether it is due to the content developed, using hash tags, or tagging people Social media has proven to be a bridge to connect consumers and companies (Foulger M.,2014). Rodney Graeme (2017), in his study, says social media marketing has enabled easy interactions between customers themselves or between customers and the company. Many people have come to know about many companies due to these social networks and also through their friends and relatives who are on social networks. This enables the companies to build a good relationship with consumers. Another most important study point noted by Kohli et al. (2014) is the importance of customer engagement. Customers will remember till one's business is engaging them. After two weeks of companies not being seen on social media, another brand or company might invade their minds and customers will forget about the brand or company which was engaging them earlier.

Research Gap

After examining the secondary data thoroughly, the research gap identified was the effectiveness of social media tactics on the buying behavior of Gen Z customers.

Conclusion

Social media marketing is a growing sector and also has become the need of the hour. As per observations in previous research studies, even small retailers have to sustain their use of Social media marketing. Further, the companies also use their content as a strategy for the long run and keep posting the advertisements or engaging their followers so that their followers don't forget them. The tagging option and hash tag option available in social media have become so advantageous to companies. To illustrate, one consumer will post a picture of his or her getting beautified and tag the salon or beauty parlor business. If the same is done by celebrities, then it increases the number of consumers viewing their accounts and getting benefited by the same. Significant challenges exist for organizations and marketers alike as they develop their digital strategies and brand awareness within the modern era of information overload and social media communication. The study reveals all the aspects of social media marketing. Hence the study concludes by finding out the research gap on the effectiveness of social media tactics on the buying behavior of Gen Z customers. As per a study done by Ubeda et al. (2013), Influencer marketing is in its rapid development stage which involves the company appointing any external influencer or the general public to draft their logos or ideas or any other services. Because of the advent of the same, there are chances of target audiences becoming consumers shortly. Brendan James et al. (2017), researches the usage of chat bots in artificial intelligence where when one sends inquiries about the business, the chat bots immediately respond to the queries regarding the business. Thus the future of social media marketing is very wide enough and also creates more job opportunities for many in this field. Hence, the further research can be made on influencer marketing or usage of artificial intelligence or chat bots as future marketing strategy. Further the review of literature study focuses only on few strategies, but in reality there are many strategies which are not considered in the study.

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