

# A Review Paper on Social Media Marketing

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**ABSTRACT:** *In a global corporate environment, one of the most significant problems influencing the accomplishment of an organization's goals is the use of social media as a marketing tool. Therefore, there is increasing interest in studying the variables that contribute to a competitive edge in greater depth. To gain a competitive edge, today's emphasis is on these aspects linked to social media as a marketing tool on buy adaptation and purchase intention. As a result, in this article, we offer a conceptual model of social media as a marketing tool that focuses on buy adaptation and intention in order to gain a competitive advantage. It discusses the many buy adaptation elements (client acquisition, retention, and growth) as well as purchase intention factors (consumer happiness, loyalty, and profitability) and how their presence may influence the cloud environment. This conceptual model offers companies with valuable insights and recommendations that may lead to improved organizational competitiveness and consumer trust, allowing them to gain a competitive edge.*

**KEYWORDS:** *Communication, Marketing, Organization, Network, Social.*

## 1. INTRODUCTION

In today's highly globalized and competitive corporate world, the usage of social media is becoming more common as a means of gaining a competitive edge. Furthermore, during the past decade, the realities of marketing have changed dramatically. Social media has evolved into a helpful marketing tool and a platform for local and international transactions since its transformation into a worldwide communication network[1].

Due to the increasing usage of social media as a marketing tool for Purchase Adaption and Purchase Intention to enhance competitive advantage, the emergence of second-generation web-based apps, also known as Web 2.0, has played a major role in the past few years[2].

As a result of the advent of Web 2.0 and other social media platforms, a new age of customer connection has emerged, allowing consumers to connect worldwide and easily share and exchange personal, social, and scientific information with like-minded people. It was also noted that, because of the introduction of internet technology, communication approaches have changed and interconnectivity has become more important for customers; this is especially true for customer activities such as online shopping and social networking in online societies, which are still growing[3].

Furthermore, it should be emphasized that an organization's existence and growth in a competitive economic climate requires a thorough understanding of its consumers. As a result, the concept of new marketing methods in business emphasizes the necessity of having a thorough understanding of consumer behavior. According to a recent article, companies who strive to build reciprocal and successful connections with their consumers may benefit from more effective marketing partnerships. Furthermore, social media platforms like Twitter and Facebook enable the creation of virtual consumer environments in which online communities of interest develop around particular businesses, brands, and goods[4].

Furthermore, the beginning of the twenty-first century brought a new generation of media into the lives of customers, opening up new avenues of contact. The term "social media" refers to a set of apps that make use of internet technology, are built on the Web 2.0 platform, and allow internet users to engage and communicate with one another. Platforms like Facebook, Twitter, and LinkedIn are among the most popular social media networks due to the increasing and pervasive usage of social media technologies for communication[5].

These platforms are mostly utilized for commercial purposes, and it is critical to leverage social media as a marketing tool for buy adaptation and intention in order to get a competitive edge. This article is important because it discusses the rise of social media as a marketing strategy for gaining a competitive advantage, as well as the significance of the variables that influence buy adaptation and intention[6].

There are few field studies on the impact of social media as a marketing tool on buy adaptation via customer acquisition, retention, and growth, as well as purchase intention through customer happiness, loyalty, and profitability to enhance competitive advantage. As a result, many businesses now have social media pages



As a result, describes the social model of CRM, in which consumers demand more openness, transparency, honesty, and cooperation from the businesses with which they do business. In this context, said that businesses confront the challenge of building and sustaining connections that are beneficial to both consumers and organizations. According to the organizations must recognize that a social media policy is an important tool in marketing strategies because it is one of the quickest and most effective techniques and approaches for disseminating knowledge, recommending products and services to customers, and increasing customer acquisition.

Furthermore, claimed that online social media connections are an extension of individuals' real relationships. They also recommended that people use social media to build and create interpersonal ties in order to provide more efficient ways to keep in touch with their contacts, both officially and informally, explain that in the era of social media as a marketing tool in organizations, the adoption of social media networks by organizations has been growing. Primarily using more social media networks, but also through the constant increase in the volume of messages and comments posted on these platforms. Furthermore, according to, social media platforms now have a significant impact on how information is acquired and shared. As a result, companies must create new methods to internal communication.

Social media has the potential to become an important marketing and communication tool for businesses, as well as a key factor in their success. Pointed out that marketing has evolved dramatically as a management activity over the past two decades, and that social media has altered power dynamics in the industry. Evidence suggests that a significant power shift is underway, resulting in the development of a new breed of strong and intelligent consumers. Furthermore, shows how marketing technology was utilized in earlier eras of the twentieth century, resulting in the development of marketing methods and the significance of marketing interactions between customers and organizations throughout that time. The author said in marketing literature that social media emphasizes on content, with end-users having an active part in its production. Similarly, said that media in companies create material that incorporates social media platforms like Facebook, Twitter, and LinkedIn. As a result, social networks like Facebook, Twitter, LinkedIn, and others play an important role because of their capacity to quickly exchange expertise and information with others. As a result, social media platforms like Facebook, Twitter, and LinkedIn have become useful tools for producing marketing content. Figure 2 shows the Social Media Marketing.



**Figure 2: The above figure shows the Social Media Marketing [landofstudies].**

Social networking platforms such as Facebook, Twitter, and LinkedIn are creative strategies that have changed how the organisational environmental actually works, and are especially important for marketing as a tool to improve organization objectives, especially for superior event managers and sellers by communicating features to create highly customized event pages that allow organizations to show their framework.

### 1.3 Social Media's Impact on Purchase Adaption as a Marketing Tool:

Organizations may utilize social media as a marketing tool to rapidly disseminate positive news, and it can also be used to promote behavior adaptation. As a result, it is critical for business leaders and marketers to understand how social media platforms function as a communication and marketing tool in order to substantially increase their buy adaptability and intention. Customers engage in activities that can enhance a brand's profitability and affect the reputation of organizations through social media, according to, who believe that social media's referral impact on customer purchase behavior may be better than that of general methods of advertising by the organization.

Furthermore, state that CRM's set of processes and other useful systems aid in the development of an organizational strategy, and that this business method understands and influences consumer behavior through meaningful communications in order to develop customer growth, loyalty, maintenance, and profitability. Similarly, state that the impact of customer relationship management in organizations is related to human, structural, and technological assets on CRM processes; as a result, CRM processes have been divided into several phases, including initiation, acquisition, re-establishment, holding, and expansion.

The idea of purchase adoption relates to the process of using social media network sites to make purchases via ease of use, value added features, and benefits for various consumers. emphasizes the importance of CRM as a corporate strategy in this regard. CRM focuses on understanding the consumer's wants and aspirations, which is accomplished by putting those demands at the center of the business and incorporating them into the company's strategy.

Furthermore, according to, current study has shown new consumer behavioural patterns based in social media use. CRM is defined as the strategic process used by an organization to create, maintain, and sustain long-term customer relationships by incorporating people, processes, and technology toward the development of a database and customer-centric management practice that would improve customer satisfaction and, as a result, improve organizational pedigree, according to a study conducted by. Purchase intention, as defined by the operational definition of the variables, relates to a plan to buy a certain product and the process through which customers make these decisions.

The current business environment demands a technique to increase popularity; furthermore, the company economy is not impervious to all influences. As a result, social media (also known as social networking or Web 2.0) refers to communally shaped and shared media material as well as a network of communities. Customers on social media have the opportunity to share their thoughts and utilize the platform as a marketing strategy that leads to buy adaptation. These use social media sites like Facebook, Twitter, LinkedIn, and others to help with innovation, open communication, and information sharing amongst consumers. In simple words, this study determines the significance of several CRM processes that influence the use of social media as a marketing tool to lead to Purchase Adaption, such as customer acquisition, retention, and growth. Figure 3 shows the Social media as a marketing tool for purchase adaption.



**Figure 3: The above figure shows the Social media as a marketing tool for purchase adaption**

### 1.4 Social Media's Impact as a Marketing Tool:

Intention to Buy As the number of people using the internet and social media increases across the globe, it's more essential than ever for businesses to identify online purchase intent and know how to quantify it; it's also critical to create behavior intention. As a result, understanding how social media works as a communication and marketing tool, as well as how they may significantly increase their buy intention, has become critical for organization members and marketers. As a result, purchase intention refers to the information and demands gained via social media network marketing, which provides consumers with the sensitivity of purchasing needs such as customer happiness, loyalty, and profitability.

## 2. DISCUSSION

The author has discussed about the social media marketing, while the use of social media marketing in business has become more popular, theoretical study on the issue has lagged behind. In practice, social media marketing is often regarded as a tool or method for customer relationship management (CRM), rather than a competence. The idea of social media marketing capacity is explored in this article, which draws on the theories of the resourced-based view (RBV) and dynamic capabilities. The purpose of this article is to redefine the phenomena of social media marketing capacity and to add to the body of knowledge. It also encourages businesses to see social media marketing as an organizational capacity rather than just a tool or method. As a result of the advent of Web 2.0 and other social media platforms, a new age of customer connection has emerged, allowing consumers to connect worldwide and easily share and exchange personal, social, and scientific information with like-minded people

## 3. CONCLUSION

The author has concluded about the Marketing i.e. social media marketing, one of the most important issues affecting the achievement of an organization's objectives in a global business environment is the usage of social media as a marketing tool. As a result, there is a growing interest in delving deeper into the factors that lead to a competitive advantage. To achieve a competitive advantage, today's focus is on the elements of social media as a marketing tool that affect purchase adaption and intention. Therefore, we provide a conceptual model of social media as a marketing tool that focuses on purchase adaptability and intention in order to achieve a competitive edge in this article. It goes through the many purchase adaptation components (client acquisition, retention, and expansion) as well as purchase intention variables (consumer satisfaction, loyalty, and profitability) and how their existence may affect the cloud environment. This conceptual model provides businesses with important insights and suggestions that may help them achieve a competitive advantage by improving organizational competitiveness and customer trust.

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