



EXPLORE THE CONTEMPORARY LANDSCAPE OF SOCIAL MEDIA MARKETING AND ITS INFLUENCE ON CUSTOMER BEHAVIOR- A BRIEF STUDY

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Abstract

In recent times, social media has become ubiquitous, primarily through popular applications facilitating social networking, content sharing, and internet accessibility. The proliferation of social networking sites corresponds with a significant surge in smartphone subscribers. These platforms play a pivotal role in connecting individuals with their families, friends, and colleagues. Utilizing various technologies such as audio and video integration, people share information in diverse formats, including video, audio, and text. Recognizing the extensive reach of these platforms, businesses leverage social media to enhance brand recognition among consumers.

Social media marketing provides organizations with a streamlined and instantaneous means to reach targeted customers effectively. However, this marketing approach also faces challenges. This article delves into the advantages and disadvantages of social media marketing in the contemporary landscape. It explores the impact of social media marketing on customer behavior, emphasizing its significance. The discussion encompasses current issues, innovative technologies, environmental factors, and other pertinent aspects related to social media marketing. Additionally, the study investigates elements influencing the success of targeted customer engagement, brand image, and social impact in today's dynamic environment.

Keywords: Social Media, Customer, Marketing, Applications, Business, Technology, Information, Etc.

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Introduction

Due to the lack of World Wideweb-based social media, one individual may speak with hundreds or thousands of individuals around the globe. Social media has grown as a kind of online debate in which individuals produce, share, bookmark, & associate at a rapid pace. All forms of social media allow you to showcase yourself and your items to various groups and people who may be engaged. Social media encompasses a wide range of programs that, in technological terminology, enable users to publish, tag, blog, and so on. This social media material is a sort of freshly produced internet data resource that is developed, shared, and utilized by customers who want to inform one another about goods, companies, services, & issues. Facebook, YouTube, Reedit, Twitter, LinkedIn, and Google+ are a few instances. Social media has become a trend setter in themes ranging from the environment, and politicians to the entertainment field(Nielsen.L,2013) due to its simplicity of use, velocity,& accessibility. Users distribute information on social media, which is self-promotion. Because of the viral nature of social media it is an enticing medium for companies to sell their operations and goods.

Social media is a new phenomenon in marketing. Marketers are starting to see the value of using social media as part of the promotional plans and initiatives to connect out to customers.

Management sub-disciplines that may utilize social media include advertising, market analysis, emotion analysis, media affairs, marketing management, or product and service management. Every social media platform (including blogging, online discussion forums,& internet forums)has an impact on marketing efficiency, therefore understanding their relative relevance & interdependence is critical. Additionally, social media consumers are becoming highly driven online customers. Current State of the Media: As per social media,70% of social media users participate in online purchasing(Maibach,E.2003).Customers may quickly get what they need simply by being next to a computer display and surfing internet websites. While social media marketing offers several advantages for both customers & advertisers, it also has drawbacks for both. Because of the ease with which data may be obtained, as well as the absence of management and surveillance, it clearly promotes numerous dangers or cybercrimes. In the next sections, we will go through the benefits and draw backs of

social media marketing in more depth.

Objectives

The research aimed to fulfill the following objectives:

- To study what exactly is social media marketing.
- To study the five fundamental elements of social media marketing.
- To study the benefits of social media marketing.
- To study about the social media marketing's drawbacks.
- To study the impact of social media marketing on customer behavior.
- To study the several factors that impact consumer behavior.
- To study marketing long before the invention of social media.

Methodologies

Social media has lately become crucial for internet access, social networking, and information sharing. Because more individuals utilize social media, so does the number of smart phone subscribers. This social media is perfect for family, friends, and colleagues. To boost their brand awareness, most companies utilize social networking platforms like YouTube and Facebook. Firms may now instantly reach specific clients through social media. But social media marketing isn't without challenges. The benefits and downsides of social media marketing currently are discussed. A look at how social media marketing affects customer behavior. It will cover current events, technology, and the environment. In today's world, specific customer, brand image, & social effects are important.

What exactly is social media marketing?

It is a strategy of attracting attention of the public via the use of social media sites. These programs focus on creating material that will capture the interest of users on social media and entice them to spread the information on their social networking sites(Ford,J.2019).Digital word of mouth refers to any comment that is spread on social media, including brief communications, data on a good or service, branding, or business. When a person shares data about a goods/ service/ brand/ firm on social media, it is re-posted by many people on different social networks, and then when the data is released by a trusted source, it is positive advertising for the goods rather than sponsored marketing. This demonstrates the effectiveness of social media marketing (Alves, H., Fernandes, C., & Raposo, M.2016).

The primary search engines look for authority and trust in social media signals. Authoritativeness vs. Authorship Google Authorship allows writers & publications to contribute photographs, reviews, and much more to search engine results pages. Trust is essential for search engines to understand social signs. Influencers are persons whose social media accounts have an approval rate. As per the customer socialization concept, contact with clients influences their personality characteristics (Rakić, B., & Rakić, M. 2014). It also affects the customer's mindset. Social media networking sites allow customers to converse online, which has a significant influence on the customer socialization notion.

The Five Fundamental Elements of Social Media Marketing

A. Planning

Let us just step away and glance at the overall image before we post anything on social media. Firstly, consider your social media approach. What do you want? How could social media benefit your company? Many companies use social media to build brand recognition, while others utilize it to drive leads and revenue. Social networking may also help you build a network behind your company and provide customer service (Hobbs, R. & Arkin, E. 1998).

You would like to concentrate on certain social media sites. Facebook, Instagram, Twitter, Google, Reedit, YouTube, & Snap are the main social media sites. Also, there are newer sites like Tumbler and Anchoring, as well as social messaging applications like Messenger, Whats App, or We-chat. It's preferable to be on a couple of sites than to be everywhere. You intend to discuss what material? Was would your target audience like best? It's either photographs or videos. Is it informative or exciting? Develop a marketing personality to assist address these concerns. And that you can always adjust your plan based on the results of your social media postings (Andreeva, K & Ishmuha metov, N. 2020). There seem to be our lengthy, step-by-step tips on building a social media presence or social media management planning.

B. Arranging & Publication

Little company social media marketing generally begins with a steady social media footprint. Social media is used by about four billion people. Becoming active on social media sites allows potential clients to find your image (Ardiansyah, A. 2013).

Distributing an article, a picture, or a video through social media is easy, just like sharing on your own FB page. But you should prepare before of time rather than create and distribute material on a whim. Also, to maximize your social media visibility, you must provide outstanding material that your customer enjoys at the correct time-regularity.

C. Listening & Involvement

Once your company & social media followers develop, thus will branding dialogues. Individuals will leave comments, mention you on their images, and approach you immediately. Customers may even speak regarding your product despite your knowledge. So, keep an eye on product mentions on social media. If it's a good thing, you get to surprise and thrill people. However, you can help and prevent a crisis (Dietrich, T & Weaven, S 2019).

This is inefficient and you won't notice postings that don't tag your firm's social media page. The company's social media profiles may not be tagged in postings; therefore, you may use a service that tracks all social media remarks & communications.

D. Statistics

If you're creating content or interacting on social media, you'll want to track your progress. Is your social media range up over the previous period? How often do you receive good remarks? How many individuals utilized your product's hashtag? The social media networks themselves supply some relevant data. Use one of the many social media monitoring resources available to gain more detailed insights or to analyze social networking sites (Atwong, C. 2015).

E. Advertisement

If you have extra money to spend on social-media marketing, you may investigate social media advertising. Social media advertising enables you to reach more people than just your followers. Presently, social media advertising apps allow you to target certain demographics. Statistical, interests, & behavior data may be used to identify the right audience. Using a social network advertising platform may help you make mass modifications, automate operations, or optimize your advertisements (Jeong, S. 2018).

The Benefits of Social Media Marketing

The biggest social media marketing benefit is the huge number of individuals you can engage. We won't dwell on it because it's obvious. Remember

that social media may help you to achieve a big portion (if not even all) of your targeted demographic. Using old-fashioned methods like flyers & TV or newspaper advertisements is no longer effective. Advertisements on social media seem more natural and much less sales. Your

customers are much more likely to respond favorably whenever they see your product on social media rather than during a commercial break. So, now on to the point – the various social media marketing benefits in Table 1 (Price, N.1994).

1	Increased Inbound	Traffic Inbound traffic is crucial for an organization's growth. Engage prospective clients before they become ready to purchase. Inbound marketing is among the finest strategies to turn visitors into devoted consumers. Inbound traffic is a fantastic benefit of social media for your marketing cycle. Individuals transition from 'taking an interest' to 'customer' once they respond to your call-to-action. The correct content & advertising plan are required. But getting traffic is half the fight done. Your traffic will rise if you provide good material (Belz, C. 2009).
2	Enhance Your Industry Intelligence	One social media marketing benefit is sector knowledge. Knowing your market boosts your chances of success. Since you understand what your customers need, why, & how. Through market knowledge, a corporation understands its clients' wants and requirements. That understanding helps create an effective social media marketing strategy. The myriad resources accessible on social media make market research considerably simpler. Technologies like Facebook Statistics or Google Pulse provide a variety of information.
3	A Higher Level of Customer Pleasure	Social media marketing is targeted advertising for your customers. So, your ads will respond exactly to your target demographic. Consumers want positive comments, even if we deny it. Social networking allows you to recognize your prospective consumers. Never under value excellent customer service. Customers will be engaged with your product if you respond immediately to their queries (Tucker, M & Pitt, M. 2010). Customers will feel respected, which is the goal of customer happiness. Getting able to contact your market immediately is huge.
4	Increased Brand Recognition	Customers are more readily exposed to your product because they use social media. Product recognition grows when you distribute valuable content to your customers. If you provide happy clients with a pleasant encounter, they will start telling their contacts about it - a social media advantage. Increased sharing and comments will enhance brand awareness without spending hundreds on marketing! People who are talking for you on social media, liking and promoting your content is free publicity. This visibility will help your business reach a wider audience than traditional advertising might. It also occurs faster since the social media environment is quick (CAKMAK, I. 2016).
5	It Is Extremely Economical	Social media marketing may be unexpectedly cost-effective if done correctly. Registering up for Facebook, Instagram, or other sites is simple and safe. We suggest you study as much about the various social networking sites (2000, 27/3). Although one marketing tactic may work great on Twitter, it may not perform as well on Facebook. It is less costly to utilize after you know it works on various devices. While you will have to pay for adverts, the positive evaluation on investments rate makes it more budget efficient than conventional marketing.

Social Media Marketing's Draw backs

This most popular marketing plan has flaws. The key is about being informed of them. So, you can

prevent the downsides and embrace the advantages. In conclusion, the benefits of social media exceed the drawbacks in Table 2 (Price, N.1994).

1	Exposed Competitors	Social media marketing implies your material is visible to everybody. Sadly, this involves your competitors. Conversely, you may examine what your rivals do and learn from that. You can't do anything about it. Do your utmost to maximize the social media advantages (Luehrman, T. 1990).
2	The Product Image Is at Risk	A major downside of social media is the ease of slandering a firm's reputation. Unwanted data spreads like lightning on social media. The audience will witness it and perhaps join in. Prospective clients will avoid interacting with you. When it occurs, you must respond quickly. Reaction time is critical (Olga, R. 2021). Always be respectable and take criticism with sensitivity.
3	As a result of the poor return on investment	Social media marketing is a comprehensive business. It works, but it requires a while. The Return on income is tremendous but not quick. As you can see, social media has numerous advantages, but not one is quick outcomes. When using social media to sell, don't anticipate instant results. For advertisers, social media is all about building long-term strategies that work. It requires commitment, drive, and patience. But you won't regret using social media for business. Now a days you understand the benefits (and drawbacks) of social media marketing (2019, 8/11S).
4	Skilled Personnel Are Required	We strongly advocate hiring workers if you want to concentrate on your company. Your team may develop content and manage your social media profiles. So, you need individuals to be qualified and capable. Using social media for business isn't just about using this for pleasure. You would need to supply your personnel with the necessary tools, internet access, and other services. They deserve adequate remuneration, which may be pricey if your staff is large.
5	Time-consuming Procedure	While social media marketing is cost-effective, it may consume a lot of time. The web has a great of stuff. Google handles 40,000 searches per second. When you do things correctly, your material will appear in search results. That being stated, you must frequently provide engaging material. Sustainability is crucial, which involves always developing fresh material and researching. Publishing fresh information often consumes a lot of effort (Afzal, N. 2021).

The Impact of Social Media Marketing on Customer Behavior.

Introducing social media has developed a unique art that depicts a grid of private relationships. There are various options for businesses to engage clients. Every day, 48 hours of videos are

uploaded and consumed on YouTube. Each day, 600 web pages are generated. Every day, over a million tweets are exchanged, approximately 7 million posts are made on FB, millions of searches are made on Google, thousands of photographs are uploaded to Instagram, more than

600 web pages are published. In this way, customers become the center of business. Several studies illustrate grounds to tap into social media and help companies gain a better standing in that period. Numerous studies have been undertaken to determine the impact of social media, and the findings assist organizations retain a competitive edge in the industry (Silvia, S. 2019).

Customers' attitudes and technologies have altered during the last decade. Internet & social media have become part of the customer's lifestyle. Anyone recognizes the value of social media in business marketing. From white goods to clothes, numerous firms use social media to boost their exposure. Customer involvement in social media is increasing. This builds client loyalty. In conclusion, social networking sites are gaining prominence today.

Several Factors Impact Customer Behavior:

Product, pricing, promotion, and distribution are all marketing elements that impact customer behavior (NARCI, M. 2017).

1. Product: Product is vital. Several product attributes influence market behavior.

- Outward Presence.
- Wrapping and hiping.

2. Pricing: Price is another key aspect that influences customer behavior.

- Identify potential customers
- Cost responsiveness

3. Promotion: There are several aspects of promotion such as advertising and publicity that impact customer behavior.

4. Distribution: The channels of distribution are mostly of two types: direct channels and indirect channels. Because distribution channels affect marketing behavior, marketers make an effort to identify the appropriate distribution channels.

Marketing Long Before the Invention of Social Media

Social media has changed overtime, and its customer base has grown faster than the populations of several nations. During the 1930s, major newspapers & publications were the preferred forms of media. P&G was the first corporation to promote in newspapers. The 1950s are recognized as the Television ad era, which contributes to marketers' preference for electronic media commercials. The notion of corporate responsibility emerged in the 1960s. During the

1970s, computers were invented, so applications such as logos, credit card & lead generation, media studies, paycheck, visa cards or master cards, and so on were developed (Krstić, A., & Đurđević, B. 2017). Cable television was launched in the 1980s, and it transformed the face of media advertising. AT&T was the first corporation to employ new media for marketing with the establishment of the World Wide Web, i.e., www.

Conclusion

Finally, we can see from the further above social websites play a big role in the lives of people. Anytime there is Internet access, social media can be set up. It should be used by marketing firms, advertising companies, and individuals who make content online but social media changes how internet users and how important it is in their lifestyles. Presently, people who use social media have a new position. Rather than just buying things, people have become "content creators." This makes them more useful customers than they used to be. Blogs, micro blogging apps (like Twitter), social networking sites (like Facebook), talk shows, as well as video & photo sharing sites, are some of the social media apps or techniques that enable people to do this, too (such as YouTube and Flickr). Because social media can be a great tool for businesses and marketers, it makes sense for them to use it in their advertising and management techniques.

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