

STUDY OF SOCIAL MEDIA IMPACT ON INDIAN SCENARIO

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ABSTRACT

The word of mouth always been considered one of the most powerful tool of marketing. In today's scenario Social media is considered as ultimate tool of marketing communication. It connects with online arena and spread the information of products and services. Social networking websites are based on building virtual communities that allow consumers to express their needs, wants and values. Social media marketing connects these consumers who share the same needs, wants and values. Now, business houses have realized the power of social media and accepted that social media marketing has to be part of their marketing strategy. Social media gives marketers a voice and a way to communicate with peers, customers and potential consumers. It helps to spread message in easiest way. This paper discusses about the concepts of social media and social media marketing and other aspects like the growth and benefits, role and relevance of social media in marketing communication. It also presents an overview of social media marketing in India.

Key words: - Social media marketing, social networking, digital marketing, social environment, online marketing.



INTRODUCTION

In recent trend Social media become very important part of life. This sites have made significant impact in the individual's life. Social networking websites made large impact on how internet users exchange their ideas, maintaining their profile and establishing links within their communities. Social media marketing is a form of Internet marketing that utilizes networking websites as a marketing tool. It is the organic process of increasing website traffic or attention through social media sites. Social media marketing campaign usually focus on content that attracts attention and encourages readers to share it across their social networks. The goal of Social media marketing is to produce content that user will share with their social network to help a company increase brand awareness and broaden customer reach. Social media marketing represents low-cost tools that are used to combine technology and social interaction with the use of words. These tools are typically internet or mobile based. It's obvious that social media will continue to have a significant impact in 2014 on marketers and business owners: They now have the ability to reach out and communicate on a personal level with their target audience on a daily basis. This is a game changer strategy for businesses engaging in marketing, sales, customer service and other business activities. This is very powerful and has never been available with traditional marketing. The success gap is widening between businesses that are using social media in an informal, ad hoc

manner and those taking a **more planned, strategic approach.**

WHAT EXACTLY IS DRIVING THIS TREND?

Social media is obviously the place to reach a huge amount of people, especially the group of users between 18-34 years old. Not only individuals but the companies are also widely using social media.

THE MOST USED SOCIAL MEDIA

Relationship Networks: Facebook is one of the oldest relationship network. Relationship networks also offer a unique chance for brands to connect to their users on a personal level. These days, it is necessary for most brands to have a Facebook Page or a Twitter account, in order to reach out to their audience online and answer any customer service queries that may arise.

Media sharing networks: This type of social network is defined by the primary type of media shared among users. Facebook and Twitter have amazing video and image-sharing capabilities; however, the majority of posts shared on these channels contain text. Similarly, with sites such as YouTube and Vimeo, or apps like Vine and Snapchat, video is the primary mode of communication.



Online reviews: Location-based review services such as Yelp and Urban spoon are getting more traction as personal social networks adopt geolocation. There are sites to review anything from hotels, restaurant or your latest employer—and user reviews have more weight than ever before.

Social publishing platforms: Social publishing platforms consist of blogs and microblogs, where long and short-form written content can be shared with other users.

Interest-based networks: One of the most wonderful opportunities presented by social media is the ability to find people with common interests. A hobby or interest-based network is a good place to keep up with current trends among fans of a particular industry or its products.

E-commerce: Big trend emerging across all types of social media is the ability to view and purchase desired goods with a click of a button. Sites such as Amazon aggregate products from different retailers in a single online marketplace, and services like Easy allow small businesses and individual crafters to sell their products without an existing brick-and-mortar location.

LITERATURE REVIEW

According to 2010 Social Media Marketing Industry Report 2010, a majority of marketers (56%) are using social media for 6 hours or more each week, and nearly one in three invest 11 or more hours weekly. Twitter, Facebook, LinkedIn and blogs were the top four social media tools used by marketers, in order. A significant 81% of marketers plan on increasing their use of blogs. A majority of the marketers are employing social media for marketing purposes and small businesses were slightly more likely to use social



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media. 76% of marketers are spending at least 4 hours each week on their social media marketing efforts. Ms. Sisira Neti 2011

According to Evans (2008), Social Media relates to a self-generated, authentic conversation between people about a particular subject of mutual interest, built on the thoughts and experiences of the participants. Therefore, Social Media is definitely all about sharing and aiming at a collective vision, often intending to offer a more-appropriated or informed choice at the end. Social Media covers a wide variety of “online and mobile, word-of-mouth forums including social networking websites, blogs, company sponsored discussion boards and chat rooms, consumer-to-consumer email, consumer product or service ratings websites and forums, Internet discussion boards and forums, and sites containing digital audio, images, movies, or photographs, to name a few” (Hollensen, 2011)

HOW TO USE SOCIAL MEDIA TO MARKET BUSINESS

Twitter, Facebook, Pinterest, Instagram—they're all free platforms businesses can use to directly engage with their audiences. .Social media present great marketing opportunities for businesses of all sizes.

- We can use social media to provide an identity to who we are and the products or services that we offer.
- We can create relationships using social media with people who might not otherwise know about our products or service or what our companies represent.
- Social media makes us "real" to consumers. If you want people to follow you don't just talk about the latest product news, but share your personality with them.

- We can use social media to associate ourselves with our peers that may be serving the same target market.
- We can use social media to communicate and provide the interaction that consumers look for.

BENEFITS OF SOCIAL MEDIA

To some entrepreneurs, social media marketing is the “next big thing”. Social media marketing has become an essential part of online marketing strategy among small businesses because of its cost-effectiveness, ability to reach targeted audiences quickly and generate more leads/sales. Because it appeared quickly, social media has developed a reputation by some for being a passing marketing interest, and therefore, an unprofitable one. The statistics, however, illustrate a different picture. According, 92% of marketers in 2016 claimed that social media marketing was important for their business, with 80% indicating their efforts increased traffic to their websites. And according to Social Media Examiner, 97% of marketers are currently participating in social media—but 85% of participants aren't sure what social media tools are the best to use.

Increased Brand Recognition: Over 2.8 billion people have access to Internet and 74% of online adults use social media. It is a no-brainer that your brand can leverage social media to increase brand awareness and recognition. It is important to increase the awareness of your product or service. Social media networks are just new channels for your brand's voice and content..

Establish Trust Improved brand loyalty: People purchase from brands they trust. We can establish trust through social media. In the University of London's study of the impact of



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social media on consumers, Nick Hajli draws a direct correlation between trust, perceived usefulness, and intent to buy. When people trust brand and perceive product or services as useful, it indirectly influences their intent to buy. According to a report published by Texas Tech University, brands who engage on social media channels enjoy higher loyalty from their customers.

More Opportunities to Convert: Every post we make on a social media platform is an opportunity for customers to convert. When we build a following, we'll simultaneously have access to new customers, recent customers, and old customers, and we'll be able to interact with all of them. Every blog post, image, video, or comment we share is a chance for someone to react, and every reaction could lead to a site visit, and eventually a conversion.

Grow a Long-Term Audience: While on the subject brand equity, it is important to note the long-term benefit of growing established connections. The followers and fans you attract are with you forever. As they grow, your brand will continue to influence more users, which will influence sales. An example of this would be Thirsty Roots, a blog that grew over 300,000 Facebook fans. Now almost every time they post a product it results in sales. Imagine the possibilities if your brand developed to be able to reach hundreds of thousands of people for free.

Build Brand Equity: Brand equity is the value of your brand from the perception of consumers. Large amounts of followers and interactions increase your brand equity on social median between the amount of social media followers and business worth. Companies with over 10,000 connections are 4 times more likely to have a

higher valuation than companies who do not. The value of building a strong social media community will improve your brand's worth to investors, bloggers, media, and potential customers.

It Pulls In Unexpected Customer: With the power of social media shares, referrals, and word-of-mouth, many indirect sales may result from social media. For example, there may be situations in which someone who learned about your brand on social media referred a friend to buy your product or service. Google Analytics and other sophisticated analytics system may not be able to trace sales like this back to social media.

Influences Purchase Decisions: Social media marketing does not drive sales by itself. Great products and services drive sales. However, sales and consumer purchasing decisions can be *influenced* by social media marketing. All of the benefits listed above (and below) in this blog ultimately plays a factor in influencing sales. Through great branding, established trust, and perceived usefulness, our brand will influence purchase decisions.

Boosts Customer Engagement: By increasing customer engagement, your brand can open the door to gaining repeat purchases. In addition, the two-way communication style of social media allows you to grab your customer's hand through the buying process. You're able to answer product-related questions, develop deeper relationships, and add more value to the customer.

PRESENT SCENARIO OF SOCIAL MEDIA IN INDIAN CONTEXT



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The Indian are increasingly logging into the Social Networking sites, today there are 302 Million internet users in India. By end of 2018 this may go up to 500 million active user. Today, India is top three user of Facebook in the world. Business networking site like LinkedIn also have 33 million users in India. Many companies are also started their YouTube channel for promoting product and services and showcasing new development regarding their brands.

Now a day's corporates are making provision for social media marketing, they spend up to 15% of annual budget exclusively for social media marketing. Companies are heavily investing their time, money and people in social media marketing to create more awareness about the product or to set the product in customer TOMA (Top of Mind Awareness).

The Indian companies have positive approach towards the social media marketing because of that number of companies are appointed a specialized social media marketing experts for making their product and services more noticeable. The marking of product and services, company starts different type of campaigns on social networking websites. Some of the Indian companies which are actively engage in social media marketing are as below.

Mahindra Gusto Go Gusto Rides

Mahindra & Mahindra Two Wheelers' first automatic scooter developed entirely in-house, the brand launched an innovative campaign involving food lovers in a city. It arranged a food ride #GoGustoRides led by influential food bloggers that saw a group of food enthusiasts explore their city's most famous food joints riding their Gusto. While the first edition was in Mumbai, the second one was held in Bengaluru

making the Gusto a scooter for fulfilling your 'gusto' in life.

Tata Sky Daily Dillagi

For the promotions of Daily Recharge, a sachet size recharge voucher by Tata Sky where one could avail DTH services for a day, the DTH provider launched 'Daily Dillagi'. Instead of a single TVC, the brand launched a series of episodes where a love story would keep developing in each one, thereby promoting the voucher's daily usage. On social media, the brand built engagement by asking fans questions around the forthcoming episodes.

Frooti The Frooti Life

After three decades, Frooti, the flagship mango drink brand from Parle Agro chose to rebrand with a new logo and visual language. The story of a mango getting inside a giant Frooti bottle through a 50-second stop motion animation featuring miniature characters. A microsite called 'The Frooti Life' provided a taste of the new Frooti Life by featuring the TVC, the Frooti story, summer recipes using Frooti, games, and more. On social media, the brand created customized gifs to cheer up folks having a bad time.

Amazon India Aur Dikhao

Based on the insight that the Indian consumer loves to be spoiled for choice and prefers to check out more options before finally making a purchase decision, Amazon India had rolled out Aur Dikhao, a digital campaign powered by a two-minute film and loads of social media conversations asking popular folks to show more from what they'd already had. Leveraging IPL8, the ecommerce brand also launched the aur dikhao contest asking users to tweet what they would like to see more of in this IPL.



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Few example of social media act as a game changer. It played imperative role in Narendra Modi's historic political win

Every citizen across the world knows that Narendra Modi is a politician and Prime Minister of the India. But very few people know that he is amongst most updated tech geek in India, who foresee the power of technology or digital media, when he was chief Minister of Gujarat. And because of him common man could become aware about the Digital media.

Research done by foremost Psychologist says that through digital media he could convey his message clearly. In other words social media platforms facilitate him in delivering his message to large audience.

CONCLUSION

social media marketing is part of doing business in the new millennium .The role of social media marketing is to use it as a communication tool that makes you accessible to those interested in your product and makes you visible to those that don't know your product. Use it as a tool that creates a personality behind your brand and creates relationships that you otherwise may never gain. This creates not only repeat-buyers, but customer loyalty. Fact is that social media is so diversified that it can be used in whatever way best suits the interest and the needs. Using social media sites to promote a business proves successful in expanding the overall growth and helps to solidify the businesses concept and meaning. In conclusion, social media presents a large opportunity across multiple channels to build on and promote service, content, advocacy building and insight.

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