

## Social Media Marketing: Myths, Truths, and Strategic Approaches

<sup>1</sup>**Dr. Prakash Mishra,**

Associate Professor, Mangalayatan University Jabalpur-Jabalpur Madhya Pradesh- 483001

<sup>2</sup>**Dr. Bhavna Sharma,**

Assistant Professor, Mangalayatan University Jabalpur-Jabalpur Madhya Pradesh- 483001

<sup>3</sup>**Dr. Palki Sharma,**

Associate Professor, Department of Management, Chandigarh School of Business, Chandigarh Group of Colleges, Jhanjeri- Mohali-140307

<sup>4</sup>**Ms. Ankita Sharma,**

Assistant Professor, Department of Management, Chandigarh School of Business, Chandigarh Group of Colleges, Jhanjeri- Mohali-140307

### Abstract:

Social media has become prominent in the 21st century. Companies are persistently looking for ways to utilize this new platform within their marketing strategies to increase business growth. Since social media is a networking and communication platform, it is important for companies to create a voice to humanize the business and maintain foot traffic. Although there are studies on how to use social media marketing within a business, there is minimal corroboration available of how social media marketing activities influence a consumer's buying behaviour. The most used social media platforms are Facebook and Snapchat with 22.7% of participants having an account in these platforms, and 70% of participants indicating using more than 3 social media platforms. The results showed that 55% of the respondents say that online visibility would affect their purchase. The most important factor for a business using social media was customer engagement and the least important factor was the timing of posts. The survey also revealed that only 55% of the respondents post about products or services a business. However, 95% of the respondents believe that a business will receive better results when it comes to customer loyalty and profits if social media is integrated into marketing and 75% of the respondents believe that social media is the best way to reach a business's targeted audience.

**Keywords:** Business, Platforms, Social Media, Marketing

## I. INTRODUCTION

Today's world is growing fast in terms of technological development which can be seen in the form of new inventions and discoveries. The whole world is experiencing this technological development in various ways to simplify and enjoy their life which has brought a big change in our society and everyday life of the people [1, 2]. These advancements have affected every aspect of our life either consciously or unconsciously. It all started with the emergence industrial revolution. During that period machines were introduced for various types of work. After industrial revolution technology got better and more advanced that brought many changes which affected people both in positive and negative way. Those changes took place in our society which transformed every human aspect. Society refers to the web of social relationships and their interaction pattern. These relationships and interaction pattern is influenced by

many advancements taking place in the society. There is a vast difference between primitive society and today's society and this difference takes place due to various processes of social change such as industrialization etc. Computer, internet and social media are the result of these processes and in today's world social media has become a part of our everyday life. Every single person in this world is using social media in one or the other way [3]. Therefore, it is natural that social media has an impact on peoples' everyday lives specially the youth. Social media has changed peoples' eating and drinking habits, fashion and lifestyle, thinking and behaviour, interaction pattern and relationship values, knowledge and

information level etc. In our whole life we follow some daily schedules and routines, there are certain habits and rituals we perform and a daily interaction pattern which we do. This continuous daily pattern of things constitutes our everyday life. We wake up and come into contact with various stimuli till we sleep at night. This everyday life makes our mental set, self-concept and prepares us for future [4]. In this everyday life the role of social media is very important. As virtual entertainment is involved on everyday schedule for a large portion of the day, its experience impacts people groups' lifestyle in specific regions. The entire population, particularly the youth, is impacted by social media. Youth is the major segment of the population and it quickly learns and efficiently uses the social media for various purposes [5].

## II. LITERATURE REVIEW

In [3], in this study cluster sampling method is used and respondents were taken from five selected regions. The data was collected through questionnaire. For this 1013 questionnaires were distributed among the sample taken from university students with age of 16 to 35. After the careful analysis of data it was found that social media in Pakistan has more negative impact on student's behaviour as compared to its positive impact. The negative impact of social media in students included lack of critical thinking, waste of time, disrupted writing skills, breakups, cyber bullying, laziness, depression, anxiety, problematic communication, health hazards etc.

In [4], in this study she took premedical and post baccalaureate students. They study was conducted on 153 USA based medical students in which internet addiction test (IAT) was used. In the results, it was found that 17 percent of the total respondents met the criteria of internet addicts. The study revealed that age of the students and time spent on the internet per day was important factors which are the cause of this addiction. The study further suggested that there is a negative association between internet addiction and academic performance. On the other hand, there is a positive association between internet addiction and respondent has self-reported depression.

In [5], this research had taken place in vocational high school in the city of Pekanbaru. In this study 120 students were included. After the interpretation of the collected data, it was found that the respondents use internet in a regular way and are also familiar with it in various aspects. 68.33 percent of the total respondents used internet for social media and 54.17 percent of the respondents used it for online gaming. It was also found that 46.67 percent of the respondents used internet for Youtube and 34.17 percent of the respondents used internet to learn and seek information.

In [6], the aim of the study was explore the effects of social media on the academic performance of university students of Egypt. This study also examined the role of social media in students' academic performances and academic endeavors through their reported reflections and perceptions. This was an explanatory research which was both qualitative and quantitative in nature. In this study 442 undergraduate students were taken from Nile University. After the analysis of data it was found that the majority of the students use social media for academic purposes such as communicating with their colleagues for class related matter. The study also revealed that there is a negative correlation between academic GPA of the students and time spent by them on social media.

In [7], the study was conducted on child and adolescent psychiatry clinic in Kingston, Ontario. Purposive sampling was used to select focus group participants. The sample taken was of 8 respondents out of them 4 were females and 4 males between the age group of 13 to 18 years. The major finding suggested that Facebook use may have adverse trait characteristics that are related to anxiety disorders. Further, the author also found that Facebook can be a cause of fear for anxious adolescents that can lead to maladaptive behaviours and may elevate their symptoms.

In [8], the main objectives of the study are to study impact of social media on urban youth of Kolkata metropolitan, relationship between facebook and deviant behaviour and relationship between facebook and educational status of the user. For this research study 80 urban youths of Kolkata metropolitan were taken. The data was collected through interview schedule and from other secondary sources such as newspaper reports and other official sources. After the analysis of data it was found that 9% of the total respondents in highly educated youth category used facebook for time pass, 6% used it for chatting, 29% used it for collecting information, 26% of the respondents used it for uploading and sharing, 18% of the respondents used it for 'like' and 'comment' and remaining 12% of the respondents did not used Facebook. 3% of the total respondents in less educated youth category used facebook for time pass, 5% of the respondents used it for chatting, 29% of the respondents used it for sending friend request, 29% of the respondents used it for uploading and sharing, 10% of the respondents used it for 'like' and 'comment' and remaining 24% of the respondents did not used facebook. It was also found that facebook has achieved popularity among youth generation in Kolkata in spite of negativity and facebook is constantly checked on its negativity by Cyber Crime Detection Department and Cyber Crime

Awareness Society of Kolkata Police.

In [9], the aim of the study was to examine the positive and negative effects of social media usage on the life style of the youth. The study was exploratory in nature. The data was collected through questionnaire. 126 pre and post-graduation students from various colleges in Chandigarh city were selected through purposive sampling. After the analysis of data it was found that majority of youth use social media for entertainment, chatting, site surfing etc. it was also found that over utilization of social media has adverse effects on the user's physical and mental health such as panic sensations, anxiety, strain, mental fatigue etc. it was inferred that youth cannot imagine their life without social media despite its negative effects. It was also revealed that over use of social media makes youth sluggish and unenthusiastic about the interactions with people in real life.

In [10], the objective of this study was to examine the extent of the impact of social networking on the Indian youth. This paper also aims to analyse the pattern of use of social networking and its impact in order to determine the addiction of these social networking websites. After the analysis of data many findings came to light. It was found that on social networking sites 35% of the respondents spent less than one hour per day, 28% of the respondents spent 1 to 2 hours per day, 22% of the respondents spent 2 to 3 hours per day and 15% of the respondents spent more 3 hours per day. The results about addiction of social networking websites revealed that 45% of the respondents check SNS (Social Networking Sites) early in the morning, 28% of the respondents check SNS before sleep, 12% of the respondents check SNS randomly anytime and 15% of the respondents did not bother checking SNS.

### **III. STATEMENT OF THE PROBLEM**

In today's society, the use of social media has become extremely prevalent amongst young individuals. The increase of social media usage has presented as an opportunity for businesses to direct marketing efforts, but also as a challenge on what is the best way to reach out to customers. The problem with this growth of social media activity is that the vast majority of individuals who use social media, specifically for news and product or business reviews, has the capacity to positively or negatively influence a business's reputation and profits. Such activity has now made an impact on business functions. Studies have shown that businesses getting involved in the social media world may help build customer loyalty, avoid social media attacks, and most importantly, drastically increase their profits and foot traffic. With the widespread use of social media, it seems like business should adapt to its use in order to thrive in the 21st century.

### **IV. DEVELOPMENT OF SOCIAL MEDIA**

Social media was not just invented. It was a long process of development which resulted in today's social media world. Social media cannot be accessed without a device and a connection. A device is needed to access the social media as it is just signals which are intangible. Long time ago one of the revolutionary invention that changed the world was the invention of "Computer". It is through this device that we can access social media. Computers are now a fact of life. This electronic machine has so deep impact on our society that we can't even imagine a day without computers in our lives. The life without computers is impossible now a day. A computer is an electronic device or machine in which the instructions are given normally by the software to carry out the sequences of arithmetic and logical operations automatically through computer programming. Today's computer or we can say a modern computer has an ability to follow a set of operations which is called programs. These computer programs enable the computer to perform a wide range of complicated tasks. A desktop computer consists of a monitor, keyboard, mouse, speakers, and other hardware according to the need of the user. Today with technological advancements we can use every device such as laptop, tablet, mobile phone, television, watch etc. like a computer. The computer consists of mainly three systems i.e. the hardware system, the software system and the operating system. The combination of these three systems makes the computer fully functional. These three systems are explained as follows:-

#### **4.1 Hardware**

Hardware or we can say computer hardware is tangible parts of a computer. It is all the physical components which constitute a complete computer system. Hardware is directed or controlled by various software related to the hardware to execute any command or instructions for results. Some of the computer hardware is monitor for digital result or output,

keyboard for data input, graphic card which is for media quality, sound card i.e. for sound quality, speakers for audio output and motherboard which resides in CPU (Central processing unit). Besides these there are many other hardware components of the computer according to one's needs.

## 4.2 Software

Software or computer software is a collection of data or instructions that control the working of the computer. In simple language software tells the computer how to work for a specific task. In software engineering and computer science, computer software refers to all the information processed by computer systems, programs and data. Computer software or simply software includes computer libraries, programs and non-executable data i.e. digital media or online documentation. There is a lot of computer software available for different functions such as VLC Player for media access, Adobe Reader for document related functions and many more.

## 4.3 Operating system

The operating system is system software whose work is to manage computer hardware, software resources and provides services for computer programs. An operating system is very necessary component which is essential for the functioning of the computer and without this the computer is of no use. It provides a digital environment for hardware and software for interconnectedness. Some of the examples of operating system are Windows, Mac OS, Ubuntu. Windows is the widely used computer operating system across the world. The Computer which we use today is the most advanced computer system. It had its beginning long time ago in the 19th century. A mathematics professor Charles Babbage from England designed an analytical engine and it was that design on which the basic framework of today's computer is based on. The computers can be classified into five generations. As a result of the various improvements to the development, the computer which we are using today is the most advanced one and still new advancements are taking place in this field. The computers don't get evolved instantly it years for the evolution of computer which we use today.

## V. SOCIAL MEDIA USAGE

All of the respondents have a social media account, confirming the assumption that everyone is engaged in some sort of social media. From the 20 respondents in the study, 70% have three or more social media accounts, whereas the other 30% has at least one social media account. In Figure 1 the analysis of social media platforms that are used by the respondents is shown. Since most of the respondents use more than one social media platform, the percentages are reflected differently. Figure 1 also shows that the social media platform that was most used by the participants were Facebook and Snapchat (both at 22.7%)

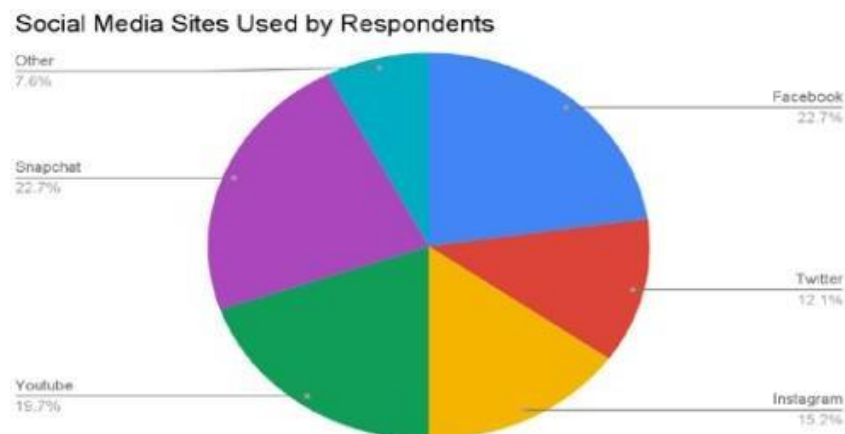


Figure 1: Social Media Platforms Used by Respondents

**Time Spent on Social Media** The respondents reported how often they use social media and the amount of time they spend on social media per day. Results show that 95% of the respondents noted that they connect every day to a social media platform. The other 5% of participants reported connecting to a social media platform once a week (see Figure 2). Of the 95% that connect every day, 63%, reported that they spend 3 or more hours a day on social media periodically (see Figure 3).

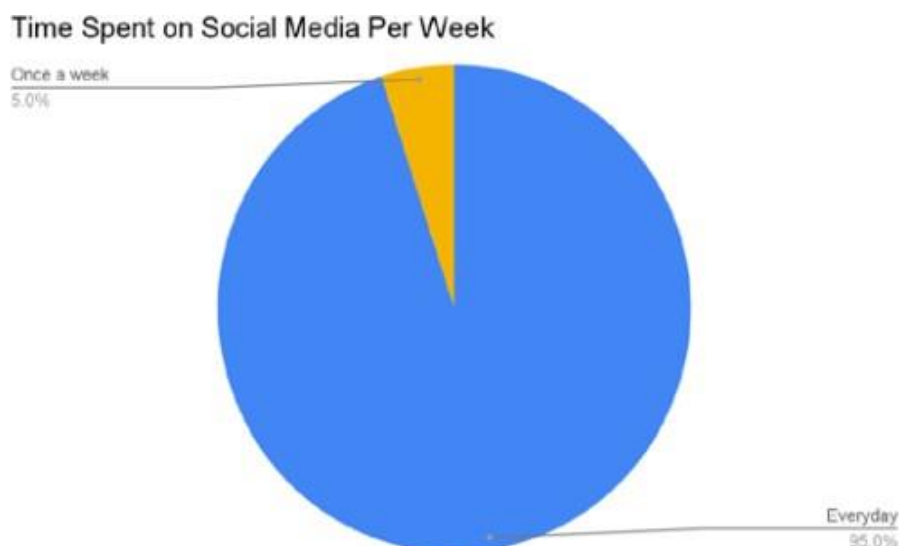


Figure 2: Time Spent on Social Media Platforms According to Respondents

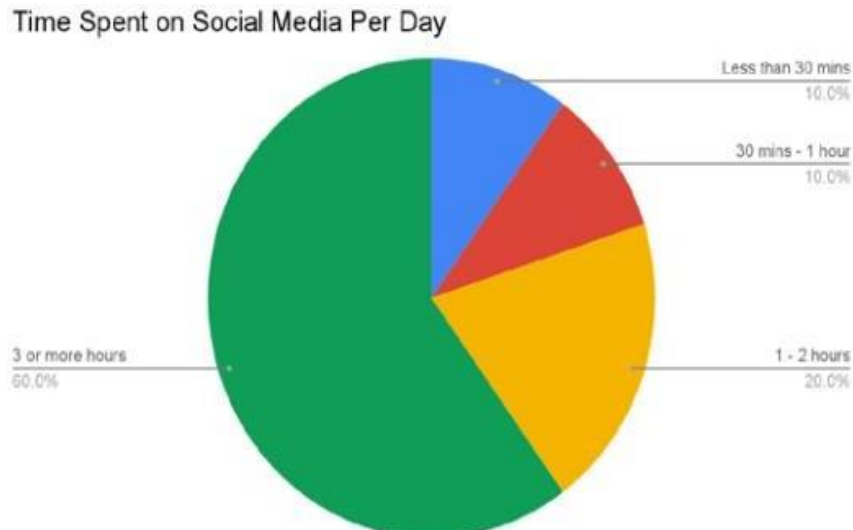


Figure 3: Time Spent Daily on Social Media Platforms According to Respondents

### Online Visibility

Responses to the questionnaire show that 95% of the participants use social media on a day-to-day basis. This figure may be important when deciding whether it is necessary for a business to opt into social media as a selling strategy. The participants were also asked if the online visibility of a business would affect their purchase. Results show that 55% of the respondents says that online visibility would affect their purchase, while the other 45% says that it would not (see Figure 4).

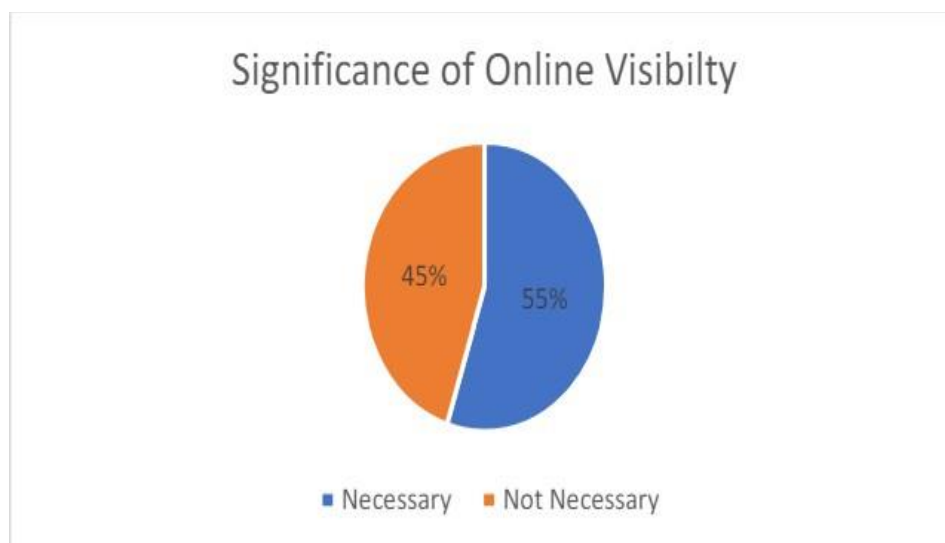


Figure 4: Significance of Online Visibility

## VI. CONCLUSION

The most used social media platforms are Facebook and Snapchat with 22.7% of participants having an account in these platforms, and 70% of participants indicating using more than 3 social media platforms. The results showed that 55% of the respondents say that online visibility would affect their purchase. The most important factor for a business using social media was customer engagement and the least important factor was the timing of posts. The questionnaire also revealed that only 55% of the respondents post about products or services of a business. However, 95% of the respondents believe that a business will receive better results when it comes to customer loyalty and profits if social media is integrated into marketing and 75% of the respondents believe that social media is the best way to reach a business's targeted audience.

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