

“FAVORABLE IMPACT OF SOCIAL MEDIA MARKETING IN CONSUMER BUYING BEHAVIOR”: A CONCISE LITERATURE REVIEW

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Abstract

In this competitive era, it's imperative that Organizations use latest tools of marketing its products and services to position it in top-of-the-mind recall category and improve on its productivity. "Digital networks" is a medium used by many marketers to build engagement and brand loyalty, since firms may develop direct connect between the organization and its customers in two ways through social media. Social Media Marketing is a medium to reach and connect to its target market (SMM). This paper provides an insight on impact and role of social media marketing in consumer buying behavior and includes various concepts like user generated content, The purchase Funnel, Conversion Funnel, Consumer Motives, Viral Advertising etc.

Keywords: Social media, Social media marketing, products, services, brands.

INTRODUCTION

In today's competitive and technologically advanced world, social networking sites have become a lucrative option wherein retailers can connect marketing campaigns to a wider base of consumers. Chi (2011,46), "Brand-consumer connection that offers user-centered networking and social sharing through personal channels and currency. The means to meet and engage with consumers have changed marvelously because of social media; therefore, companies need to make continuous utilization of social media in the growth of companies" (Mangold and Faulds 2099).

CONCEPTUAL FRAMEWORK

A framework was developed which influences consumer buying behavior through 'social media marketing' and includes user generated content, The purchase Funnel, Conversion Funnel, Consumer Motives, Viral Advertising.



WHAT IS SOCIAL MEDIA?

According to "Social Media Caplan and Haenlein (2010, 61)" is a "community of internet-based apps building on the ideological and technical basis of Web 2.0. "Sinclair and Vogus (2011, 294) quote the meaning of O'Reilly (2005): "social media is the wide-ranging concept describing user-generated content software resources that can be shared." "The website should have user accounts, the material of the forum, a means by which users can interact and make updates on their sites, to which social communities, such as fashion and politics, can join." "Social media allows participants to invite friends and colleagues and have access to permitted profiles (Kaplan and Haenlein 2010, 63)".

DEFINING SOCIAL MEDIA MARKETING (SMM)

According to "Pentina and Koh (2012), SMM triggers viral communications amongst consumers across online communities, brand and fan pages, and promotion-related content generated by the companies/organizations on popular networking sites such as Twitter, Facebook, and many others".

SMM is defined "as a new wave of marketing tools to promote high brand attention, awareness and the involvement across social networks of its target customers."".

Kim and Ko (2012) describes SMM "as an empathy driven communication for young consumers with efforts also being targeted at consumers belonging to higher age bands". Richter and Schafermeyer (2011), social media marketing as a marketing strategy to engage with social platforms and facilitate a two-way communication with its customers. In amalgamating understandings from the available literature (Jara et al., 2014; Kim and Ko, 2012; Pentina and Koh, 2012; Richter and Schafermeyer, 2011), "SMM can rather be defined as a dialogue often triggered by consumers/audiences, or a business/product/service that travels in a circle to initiate communications on some advertising details among the specified parties, or to learn from one another's use experiences, eventually benefitting either or all of the involved parties".

"SOCIAL MEDIA MARKETING AND CONSUMER BEHAVIOR"

'Decisions are strongly affected by on-line labels,' as set out in 'Ramsunder (2011)04.' Consumer opinion would be influential. Other shoppers' views of this kind impact repurchase. Thus, consumers switch to the Internet to access and gather details about their purchase choice"

"Raghuramyengar et al., (2012)05", under a study in Korea on "how friends and peer groups put an impact and influence shopping behavior through various social networks. Their study concentrated on 2 crucial questions,

- a. "Is there any influence by friends on purchases by consumers in social media network",
- b. "if there is such influence which consumers are affected".

Further, a sample data of 208 was taken from social networking website "Cyworld" for ten weeks of purchase behavior and a model was developed on purchase decisions including the amount spent.

According to "Mir et al., (2012) many web groups and chat rooms influence the purchase decisions of shoppers"

"Teena Bagga et al., (2013)", "The research looks at factors that influence consumers' online purchasing decisions. A standardized form was used, and a survey of 200 people was conducted. Questionnaires were sent via mail and also posted on online web pages, and respondents answered them themselves. Consumer purchasing behavior is governed by seven major factors, according to the statistical report. These were the seven factors: desire for Social Networking, website attributes, online ads, recreation, ease, privacy concerns, and data search".

"Geetanjali Naidu et al., (2013), Their research explores the effect of social media on consumer buying behavior in Raipur. The survey results, 75% of Indian youth use the internet to share their thoughts, opinions, on a variety of websites. According to the findings, people use social media extensively to gather product details".

"Balakrishnan et al., (2014)", The effect of social media on brand image and purchase decisions among the younger generation is examined in this report. A total of 200 questionnaires were distributed to undergraduate students at Malaysian universities. Seventy-five percent of those who responded did so. Multivariate regression and mean were used to test three hypotheses and two propositions. The findings revealed that internet messaging, online communities, and electronic writing are all on the rise.

"Cheung et al. (2011) have launched a research project to learn how social media are being used and marketers can effectively reach their consumers on social media sites". Customer engagement is described as "the degree of a customer's physical, cognitive, and emotional presence in connection with a particular online social network. As per the conceptual model created, customer participation in social platform can be measured by the customer's level of energy and mental endurance, his level of focus and engrossment for a specific post (absorption), and his sense of meaning, excitement, inspiration, pride, and challenge (dedication) towards the online social platform.

THE CONSUMER'S PURCHASE DECISION JOURNEY

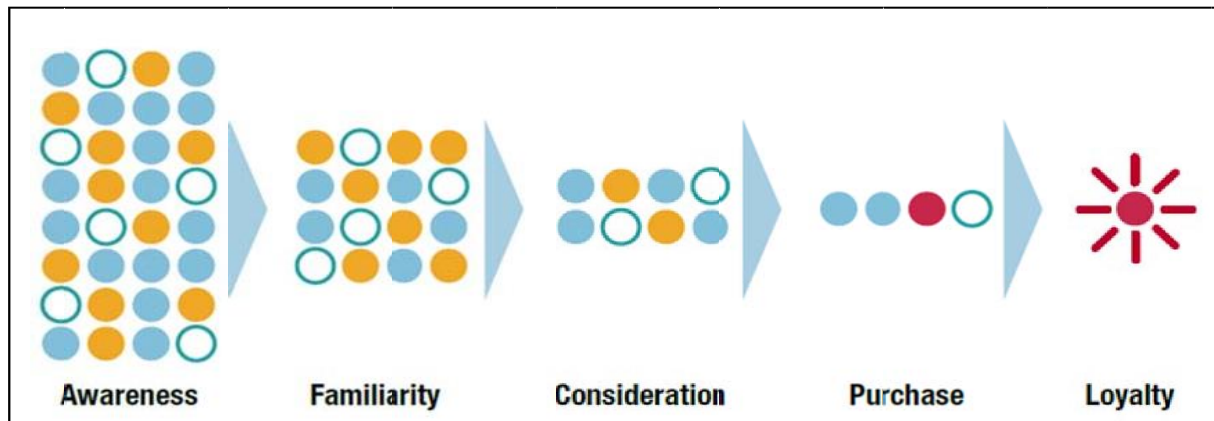
Brands are the main distinction factors between products; thus it is vital for brands to be carefully managed (Wood, 2000). Marketers were conscious of the shift in the way the study brands and goods of consumers buy. Marketers must thus modify their marketing tactics to provide customers with adequate information and assistance along the buy decision process to help them take the appropriate purchase decisions (Court et al., 2009).

The customer funnel outlines the emotional route from start to finish the consumer takes (Powell, Groves and Dimos, 2011). As described in figure below, Court et al. (2009) and Powell et al. (2011) explain that the journey of consumer buying a decision starts with initial product awareness, familiarization with the product (information search), consideration of the purchase (product assessment), in fact buying a product (determination), and then develop and retain the loyalty to the product. These are the cognitive processes via which customers make their purchasing decisions (Sheehan, 2010).

The contemporary customer is no longer dependent on traditional marketing information (Court et al., 2010). The modern customer is involved in market research and has the opportunity to collect information to enlighten himself about brands (Sheenan, 2010). This offers marketers the chance to influence the purchase decision path through active market communication through contact points (Court et al., 2009). Touch points are media channels that enable customers to access brands (Vollmer and Precourt, 2008).

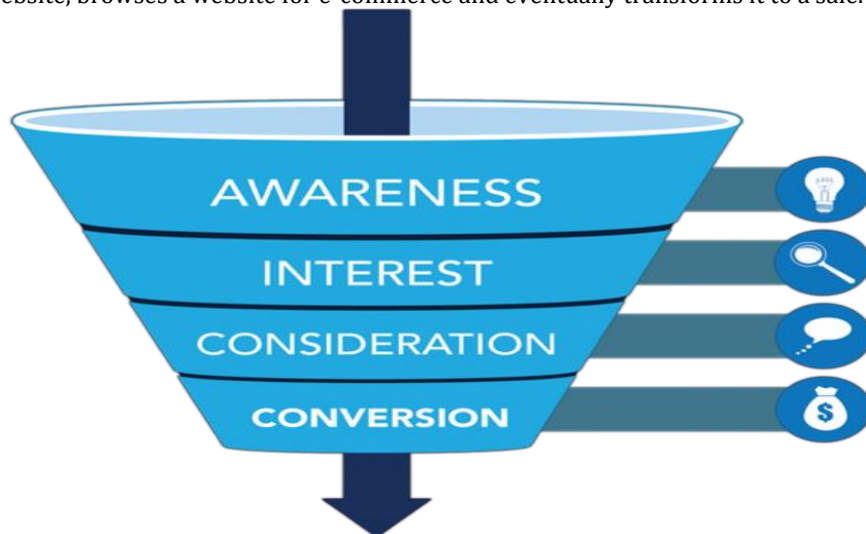
THE PURCHASE FUNNEL

Source: Court et al. (2009)



WHAT IS A CONVERSION FUNNEL?

The conversion funnel describes the journey a customer takes via an Online advertisement or search system through the website, browses a website for e-commerce and eventually transforms it to a sale.



Source: <https://www.singlegrain.com/marketing-funnels/how-to-build-a-social-media-marketing-conversion-funnel/>

“CONSUMERS’ SENTIMENT TOWARDS MARKETING (CSM)”

Analysts consider how accurately consumers view social media ads before assessing. "CSM is characterized as a term that refers to the general marketing and marketplace feelings of consumers (Lawson et al. 2001 quoted by Mady 2011)" "A person's view of the entire market plays a significant role whether they are motivated to engage in consumer activities or not "(Mady 2011)". 'People's willingness to embrace and use emerging technologies to achieve domestic and work goals' is described as "consumer technology readiness" (Parasuraman, 2000 cited by Mady 2011, 195). The readiness of marketers to sell consumer technology on social media is critical because social media marketing is ineffective if their target market does not use, knows about or perceives social media negatively. A technological readiness analysis may determine if marketing through interactive advertising is appropriate for the target market of a distributor.

Social networking has gone from having a forum to maintain the contact with family and friends. Now it is a platform where people can hear more about their favorite companies and brands. Marketers and advertisers use these platforms to attract customers and to provide new buying opportunities. Increased industry capability to attract purchasers via new touch points is reflected in technological advances such as the increase in efficient search engines, state-of-the-art mobile devices and interfaces, pair communities and social networks.

Shopper marketing is a recent design that has arisen that provides a new touch point for connections between company and customer. Shopping Marketing is 'any marketing activities strategy and implementation that affects the whole shopping route, through buying, consuming, repurchasing, and recommending, and that impact the shoppers (Shankar et al. 2011, 29). "The degree of resemblance between the product extension segment and actual packaged goods is a health considered to be an important consideration for shoppers marketers (DelVecchio and Smith as referred to in Cha 2009)" "More people see social networking sites as helpful and easy-to-use shopping facilities 'More users will be able to purchase goods on social networking sites as helpful and easy to access' (Cha 2009)" "The provision of social network shopping platforms will contribute to the development of industry based on the variety of customers who use social media sites. The vast variety of users using social networks allows most target audiences to be reached "(Cha 2009)". "According to Shankar et al. (2011),"Shopper marketing may combine with shopkeepers to enhance their brands, produce direct communications, recognize developers and link them to the in-store operations, thereby showing the value of social media within the marketing strategy of a retailer. User forums have emerged as a result of advancements in social media platforms, defining new opportunities for businesses and consumers to connect and exchange knowledge about company goods. "Digital brand communities", for example, are a computer-generated environment where customers and marketers can interact through marketing.

CONSUMER MOTIVES

Since consumers are constantly making content about products, which was historically owned exclusively by organizations, it is crucial for retailers and advertisers to be mindful of the variables that influence and influence "customer perceptions" and motivations. Latest study has also examined how social media networks affect consumer expectations and motives." 'Chu (2011)' examined the correlation between the membership in Facebook branding community and the psychological factors and attitudes of the Facebook group members and non-members. The study found that Facebook members of groups are more likely than non-members to share their personal information."

'Cox (2010) has also looked at how the behavior of the social network users towards online advertising formats differs to a degree from one generation to another.' She states that consumers between the ages of 18-28 were very enthusiastic about blogging, video, and ad formats. Since these ad formats were considered by consumers to be eye-catching, insightful and fun. The ages of 35-54 favored video and branded ad formats as they find them more eye-catching, insightful and stronger online.

Chi (2011) states that advertisement users view advertising differs based on social networks, suggesting that online social networking user intentions may play an essential part in determining consumers' responses to social media marketing. Harris and Dennis used the technology accepting model (TAM) as already explained in the Pookulangara and Koesler (2011) interpretation (2011). However, TAM has been used by Harris and Dennis as a loosed structure that combines faith and TAM variables (2011). The TAM found that customers, especially students, hold a hierarchy of confidence in social media like Facebook.

"According to Heinonen, (2011), consumer activities are not linked to any one motivation, which concludes that consumer activities are a combination of a number of motivations. Material created by users today decreases the impact of the conventional marketing strategies. The classic notion of individuals as mere customers is now outdated; (Heinonen 2011)."

<https://www.gapinterdisciplinaries.org/>

USER GENERATED CONTENT

"While social media never ends in providing ways to communicate, it is people who are the force rather than the technologies" (Gonzalez 2010, 23). "A person's connections are made a key part of social engagement in the growth of brands by social networking. Social capital can also be interpreted as all the real and potential possibilities for a brand from its existence in the social networks and communities that gradually become social links on the internet. (Honer and Zinnbauer 2011, 51)".

Consumer-generating advertising (CGA) is a category of user-generated content that is based on specific instances of ads of brand creation, targeted messages for information, persuasion or recall (Campbell et al. 2011). The concept CGA is referred to as vigilante marketing by Muñiz and Jensen Schau (2007) and Pehlivan, Sarican and Berthon (2011). Marketing in Vigilante is described as "marketing and unpaid publicity activities, including one by one, one by many, and many by Brand loyalist communications on behalf of Brand" (Muñiz & Jensen Schau 2007, 35).

Today standard marketing is co-existing with CGA, Campbell et al. (2011). Retailers must be mindful of this since CGA will favor or adversely affect conventional marketing.

"Pehlivan, Sarican, and Berthon (2011)" preferred in particular for the big, well-known Apple Corporation, to compare CGA with Firma Generated Advertising (FGA). They also considered CGA different from FGA because the different material of conversation surrounding the ad are generated by each form of ad (CGA or FGA). Consumers thank FGA but find CGA more fun to make consumers talk about the publicity more (Pehlivan, Sarican, and Berthon 2011). The 2008 research by Cheong and Morrison was similar; the distinction between UGC and producer material was explored in interviewing college students, which relates to content developed by product marketers. Consumers trust product information shared by other consumers rather than information produced by manufacturers, according to the report. Individuals who post UGC become opinion leaders when shoppers read other customers' thoughts to reduce their costs and gain pre-purchase information. As a result, other consumers' information appears as more valuable than advertisements.

However, "Taylor, Strutton and Thompson (2012) found that the message-sharing activities of users of social media are also due to self-improvement. Customers are most likely to share an online commercial that is compatible with their persona because it represents who they are and what they want". Thus, "advertisers must understand and balance their online advertisements' symbolic and self-expressive features with focused self-conception" (Taylor, Strutton, and Thompson 2012, 13).

Customers will generate high returns on investment as co-producer, and it increases brand recognition, which shows the relevance of eWOM in the marketing world today.

Furthermore, companies are aware of the need to build social media brand profile not only to monitor brand messaging for their brand, but also to remain current and keep track of the content that is created by consumers. Mangold and Faulds (2009) note that while businesses cannot manipulate customer messaging directly, have the potential to affect discussions about their brand.

The ability of users to connect with each other limits the extent to which the data is distributed and controlled by businesses. The company will and should handle the social currency obtained by UGC. Companies must carefully analyze and control the risks associated with their products/services as a key member of wider social networking ecosystems

(Jones et al. as cited in Zinnbauer and Honer 2011)

VIRAL ADVERTISING

"Viral advertising campaigns become a key component of social media. As Facebook groups are becoming ever more popular and trustworthy, there are new opportunities to develop partnerships with customer brands and viral advertisement channels (Chu 2011)".

Viral advertising is described as "unpaid peer-to-peer sharing of provocative content originating from an established supporter via the Internet in order to encourage or manipulate an audience to move the content along to others." As mentioned in Chu 2011, Porter and Golan 31). Viral advertising differs from UGC, because the listing sponsor has an ad link and indicates the ad's root. Several analyses of viral ads showed the effectiveness of viral advertisements was determined by satire, sexuality, stealthiness and positive experiences.

Golan and Zaidner (2008) investigated viral advertisements by multinational corporations. They used Taylor's six-segmented technique wheel to analyze the quality of 360 viral advertisements. They discovered that comedy and nudity are one of the promotional factors used to draw audiences to viral advertisements, and that if consumers are amused by the ads, they are more likely to share or send them on to their friends and families. Golan and Zaidner (2008) have found that advertising that is positioned in the right way will create mouths that can last often for years. In, order to analyze how viral marketing tactics impact investor returns, Ferguson (2008) studied efforts by major, renowned firms and assessed customer reaction. However, sometimes viral marketing campaigns for businesses are not always successful or attractive as many of their participants refuse to pass on viral advertising to friends on their Facebook sites. Many consumers have even concluded that they simply dismiss viral advertising online.

As social media is a new stage for brand promotion and customers actively contribute to marketing products communications, companies are innovative in their efforts to obtain leverage of their marketing (Chi 2011). Tactics such as stealth marketing called "the effort by advertisers to fall below customer radar by hiring brand pusher to stand as customers" have become a modern means of controlling the social capital of the marketers (Kaitkati and Kaikati as cited in Golan and Zaidner 2008, 961). If companies' market viral stealth, they want to get money as a buyer. Pavlou and Stewart (2000) developed another method for measuring the efficiency of a company's digital advertising engagement. One package focuses on media selection, content search and information retrieval. The second group of actions reflects on the impacts of digital technology on the user (Pavlou and Stewart 2000).

Marketers are considering how receptive customers are to their social media promotion and marketing campaigns. 'The mutual contact between marketers and consumers can make the impact of any advertisement exposure impossible to separate, which means the focus of advertising assessment has to shift from a focus on results to an emphasis on processes and results' (Pavlou and Stewart 2000,74). The position of consumers ultimately has changed, and, for effective social media marketing strategies, it is crucial to determine how consumers engage with online advertising.

CONCLUSION

To conclude, analysis shows that social media marketing can improve their brand visibility. Social networking platforms such as Facebook are different than other advertisement avenues, according to Curran et al. (2011), because they collect information for all consumers, meaning that content meets the same target demographic.

"Consumers are no longer passive receivers of marketing messages; instead, they are using Facebook, Myspace, YouTube, and Twitter to voice their opinions-both positive and negative" (Sinclair and Vogus 2011, 293).

New technologies allow for more intimate, targeted communications, as well as increased consumer interest in the development of marketing and brand specific details. Social networking platforms are being used to improve a company's brand appeal and expand their target market. Mangold and Faulds (2009) underline that typical examples of communication, on the basis of the classic promotional blend, must give way to a modern model that incorporates all types of social media in terms of possible platforms for the creation and implementation of integrated marketing communication strategies.

Consumer feedback has always been crucial in the growth of products, brands, and business models. Because most studies have looked at social media marketing in terms of how to integrate it into a business strategy and how to gauge customer reactions, more research into which tactics succeed is needed.

In addition, there is little study focusing on the experience of a small store. How have smaller companies used their market models in the social media? How well have social media improved user base, market recognition and sales? As big business advertisers introduce a new product or name, they consider both conventional and untraditional channels to advertise, to ensure the demand is reached (Cheong and Morrison 2008).

More analysis is required to evaluate the most effective methods for social media marketing in small enterprises. Further studies might investigate the long term positive or negative impacts of social media marketing on a small company.

As a result, a research looking at how factors influence into a small business's social media strategy would be useful. Organizations should use social media ads to build and retain consumers and influence positive buying behavior.

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