

Impact Of Social Media On Marketing

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Abstract—Social media have provided new opportunities to consumers to engage in social interaction on the internet. Consumers use social media, such as online communities, to generate content and to network with other users. The study of social media can also identify the advantages to be gained by business. In this paper we devise the various factors and nature of working of social media marketing.

Keywords—marketing ,social media , influencers, bussiness growth , trends,SNSs(social networking sites)

I. Introduction

The impact of social media on businesses, both positive and negative, is immense.

Almost 90% of marketers say their social marketing efforts have increased exposure for their business, and 75% say they've increased traffic. It is an ideal way to create brand awareness and stay in contact with your customers. Social media platforms allow collecting first-hand feedback from customers to improve brand image, reputation, and relationship with the customer. The customer must feel like they are heard, valued and this makes them happy. The relationship between a brand and consumer has changed dramatically thanks to the impact of social media.

It has given immense control and power to consumers.

By using social media, companies now can create strategies after they analyze the analytics to understand the target consumer's demands and likes/dislikes.

Today's consumers have access to many different sources of information and experiences, which have been facilitated by other customers' information and recommendations

So this paper focuses on examining the role of social media factors on trust, which can influence a customer's buying decision .And

Understanding of this issue can aid in identifying factors that establish trust and buying decisions through SNSs(social networking sites)

The paper is organized as follows, a literature review is provided to identify the issues and gaps in the current literature that have driven this study. The next section provides the research model and hypotheses. The paper continues with research methodology and the structural model. Finally, implications for the study are presented, along with conclusions.

II. Literature review

With the advances in the internet and the emergence of Web 2.0, the interconnectivity between individuals has expanded on the internet. This development enables customers and businesses to collaborate on the internet . This has emerged through social media, which enable consumers to generate content and have social interactions online via social platforms. There are a number of social platforms that have facilitated information sharing. For instance, Wikipedia, a free online encyclopaedia, is one of the most popular platforms and has the facility for users to collaborate on information sharing . Other platforms with the ability to generate reviews and ratings, such as Amazon, com, enable customers to review and rate products. In addition, members of these platforms are cooperatively interdependent .

By using social media, consumers can create content and offer valuable advice to others (). This new development has seen online communities and an electronic network of individuals emerge on social platforms where members share information globally and quickly. Moreover, on those platforms where consumers have social interaction, members can become familiar with one another, providing a possible source of trust. This can greatly influence users' intention to buy. Consequently, it is important for companies to have a business model adapted to social commerce. Social commerce is a new stream in e-commerce, which encourages the social interaction of consumers through social media. Social media provide opportunities for businesses to become more attractive universally. Although social commerce and social media are key phenomena in e-commerce and the marketing literature, few studies, if any, have examined the concepts of trust and users' intentional behavior.

Trustworthy

Trust is a cornerstone in developing e-commerce. In a business-to-consumer relationship, trust in the e-vendor is important in assessing risk in the transaction Trust plays an important role in e-commerce . . Credibility-based trust refers to the belief that the other party in a transaction is reliable and relies on reputation information, while benevolence refers to repeated seller-buyer relationships Therefore, in this research, trust is viewed in the context of transactions over the internet through SNSs and online communities.

Usefulness

Usefulness is a property measured in terms of customer point of view of not only the product itself but the company too. It is measure of response to the product as well as response to users' convenience and ease of the project.

Buying decisions

Research model

The research proposes a research model, as shown in Figure 1, to examine the relationships between the constructs of this research, namely social media, trustworthiness, usefulness and buying decision on SNSs.

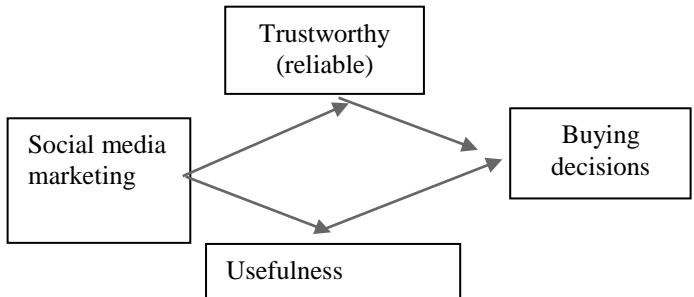


Fig. 1. Research model

The interconnectivity of consumers through social media such as communities, reviews or recommendations is likely to establish trust in e-commerce. In SNSs, the social interaction of consumers helps their peers to develop or reject trust in a provider. Consumer socialisation occurs through social media directly by social interactions among consumers, and indirectly by supporting product involvement. The social relationship of consumers generated through social media significantly affects the perceived trust of consumers . The interactions on these platforms generate social support. Social support generated through social media therefore influences trust. In addition, more positive comments, feedback and higher ratings lead to a higher level of trust in a vendor. Reviews are perceived to be useful, and affect attitude and intention to buy in consumers through the impression created about a product or service the quality and quantity of information produced by customer reviews influence intention to buy through increased trust.

Discussions and conclusions

Recent advances on the internet and the development of social media have facilitated the interconnectivity of consumers. Consumers have social interactions through social media such as online forums, communities, ratings, reviews and recommendations. These developments have introduced a new stream in e-commerce, called social commerce, which empowers consumers to generate content and influence others. These interactions provide different values for both business and consumers.

The results derived are that social media empower participants to generate content through online communities, reviews and recommendations.

Consumers, facilitated by social media, generate online social support for their peers. Consequently, these interactions establish trust in the networks used. The results show that trust, encouraged by social media, significantly affects intention to buy. When potential consumers are encouraged to trust in vendors by their peers, and also to trust in the

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SNS itself, they are more likely to buy through social networking sites.