

OPEN ACCESS

Manuscript ID:  
MGT-2022-10014879

Volume: 10

Issue: 1

Month: July

Year: 2022

P-ISSN: 2321-4643

E-ISSN: 2581-9402

Received: 11.04.2022

Accepted: 05.06.2022

Published: 01.07.2022

Citation:

Basist, Bhavna. "Conduct a Brief Investigation on Social Media Marketing and Its Impact on Customer Behavior in The Modern Era." *Shanlax International Journal of Management*, vol. 10, no. 1, 2022, pp. 1–8.

DOI:

<https://doi.org/10.34293/management.v10i1.4879>



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

# Conduct a Brief Investigation on Social Media Marketing and its Impact on Customer Behavior in The Modern Era

**Bhavna Basist**

Research Scholar, Department of Commerce  
Shri Krishna University, Chhatarpur, Madhya Pradesh, India

 <https://orcid.org/0000-0001-8943-8479>

## Abstract

Social media has been pervasive in latest days, with the most prominent applications being social networking, sharing of content, & web accessibility. As social media networking websites become more popular, the number of smartphone subscribers grows exponentially. This social networking platform is a crucial tool for connecting with families, friends, and coworkers. People utilize technologies such as audio combination, video combination, and so on to share data with others in formats such as video, audio, text, and etc. As a result, most firms use social networking sites as a technique to increase brand recognition among the customers. Organizations may now communicate out to targeted customers simply, efficiently, and instantaneously thanks to social media marketing. Aside from that, social media marketing has a number of obstacles in the area. This article discusses the benefits and drawbacks of social media marketing in the modern day. This article will go over the importance of social media marketing and how it affects customer behavior. It will cover topical issues, innovative technology, the environment, and other topics related to social media marketing. This study also discusses elements influencing the success of targeted customers, brand image, & social impact in today's environment.

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

## Introductions

Due to the lack of World wide web 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 resources that is developed, shared, and utilized by customers who want to inform one other about goods, companies, services, & issues. Face book, YouTube, Reedit, Twitter, LinkedIn, or Google+ are a few instances. Social media has become a trendsetter in themes ranging from the environmental, politicians, & technologies to the entertainment field (Nielsen. L, 2013) due to its simplicity of use, velocity, & accessibility. Users distribute information on social media, which is basically 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 such 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 drawbacks of social media marketing in more depth.

### **Objectives**

The research aimed to fulfill the following objectives:

1. To study what exactly is social media marketing.
2. To study about the five fundamental elements of social media marketing.
3. To study about the benefits of social media marketing.
4. To study about the social media marketing's drawbacks.
5. To study about the impact of social media marketing on customer behavior.
6. To study about the several factors impact customer behavior.
7. To study about the 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 smartphone subscribers.

This social media is perfect for family, friends, and colleagues. In order to boost their brand awareness, most companies utilize social networking platforms like YouTube and Face book. 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 effect 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 programmes 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 site (Ford, J. 2019). Digital word of mouths 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 the many people on different social networks, and then when the data is released by a trusted source, it is becoming positively advertising for the goods 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 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. Face book, 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 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 & Ishmuhametov, N.2020). Here 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 times 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 surprised and thrill people. However, you can help and prevent a crisis (Dietrich, T & Weaven, S 2019).

However, this is inefficient and you won't notice postings that don't tag your firm's social media page. Your company 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 previous period? How often do you receive good remarks? How many individuals utilized your product's hashtag? The social media networks itself supply some relevant data. Use one of the many social media monitoring resources available to gain more detailed insights or to analyze among 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. To use a social network advertising platform may help you make mass modifications, automating 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. Advertisement on social media seem more natural and much less 'salesy'. 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	<b>Increased Inbound</b>	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 - actions. obviously, the correct contents & 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	<b>Enhance Your Industry Intelligence</b>	One social media marketing benefit is sector knowledge. Knowing your market boosts your chances of success. Since you understand what your customers need, why, or how. Through market knowledge, a corporation understands its clients' wants and requirements. That understanding helps create effective social media marketing strategy. The myriad resources accessible on social media make market research considerably simpler. Technologies like Face book Statistics or Google Pulse provide a variety of information.
3	<b>A Higher Level of Customer Pleasure</b>	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 undervalue excellent customer services. Customers will be engaged to 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 immediately contact your market is huge.

4	<b>Increased Brand Recognition</b>	Customers are more readily exposed to your product because they use social media. Product recognition grows when you distribute valuable content with your customers. If you provide happy clients a pleasant encounter, they will start telling their contacts about it - a social media advantage. Increased sharing & comments will enhance brand awareness without spending hundreds on marketing! People who are talking for you on social media, like 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 quickly (CAKMAK, I. 2016).
5	<b>It Is Extremely Economical</b>	Social media marketing may be unexpectedly cost-effective if done correctly. Registering up for Face book, 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 Face book. It is less costly to utilize after you know it works on various devices. While you will have to pay for adverts, the positive valuation on investments rate makes it more budget efficient than conventional marketing.

**Social Media Marketing’s Drawbacks**

These 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 the conclusion, the benefits of social media exceed the drawbacks in table 2 (Price, N. 1994).

1	<b>Exposed Competitors</b>	Social media marketing implies your material is visible to everybody. Sadly, this involves your competitors. Conversely, you may examine what your rivals do and learning from that. You can’t do anything about it. Do your utmost to maximize the social media advantages (Luehrman, T.1990).
2	<b>The Product Image Is at Risk</b>	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	<b>As a result of the poor return on investment</b>	Social media marketing is a comprehensive business. It works, but it requires awhile. 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. Nowadays that you understand the benefits (and drawbacks) of social media marketing (2019, 8/11S).
4	<b>Skilled Personnel Are Required</b>	We strongly advocate hiring workers if you really 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	<b>Time-consuming Procedure</b>	While social media marketing is cost effective, it may consume a lot of time. The web has a great of stuff. A lot, in fact. 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 Insta, 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 shipping.

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

- Identify potential customers
- Cost responsiveness

**3. Promotion:** There are several aspects of promotional such as advertising and publicity that impact the 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 throughout time, and its customer base has grown faster than the populations of several nations. As during 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 card 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 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 an Internet access, social media can be set up. It should be used by marketing firms, advertising companies, and individuals who make content online but since 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 Face book), talk shows, as well as video & photo sharing sites are some of the social media apps or techniques that enable people do this, too (such as YouTube and Flicker). In light of the fact that 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.

### References

- Afzal, Nadeem. "Vaccine Development: a Time-Consuming Process." *Biomedica*, vol. 37, no. 2, 2021, pp. 71-73.
- Alves, Helena, et al. "Social Media Marketing: A Literature Review and Implications." *Psychology & Marketing*, vol. 33, no. 12, 2016, pp. 1029-38.
- Andreeva, K.V., and N.S. Ishmuhametov. "Social Media Marketing Strategy." *Vector Economy*, 2020.
- Ardiansyah. "Relationship between Social Media for Social Marketing in Family Planning." *ASEAN Marketing Journal*, vol. 5, no. 1, 2013, pp. 39-50.
- Atwong, Catherine T. "A Social Media Practicum: An Action-Learning Approach to Social Media Marketing and Analytics." *Marketing Education Review*, vol. 25, no. 1, 2015, pp. 27-31.
- "Automated Loading is Very Cost Effective." *Industrial Robot*, vol. 27, no. 3, 2000.
- Belz, Christian. "Inbound Marketing." *Marketing Review St. Gallen*, vol. 26, 2009.

- Cakmak, Ismail. "The Role of Brand Awareness on Brand Image, Perceived Quality and Effect on Risk in Create Brand Trust." *Global Journal on Humanities and Social Sciences*, 2016, pp. 177-86.
- Denniston, Robert, et al. "Media Literacy as a Complementary Strategy to Social Marketing." *Social Marketing Quarterly*, vol. 4, no. 4, 1998, pp. 40-42.
- Ford, John B. "What do we know about Social-Media Marketing?." *Journal of Advertising Research*, vol. 59, no. 4, 2019, pp. 383-84.
- Jeong, Se-Hoon. "Social Media Strategy: Marketing and Advertising in the Consumer Revolution." *Asian Communication Research*, vol. 15, no. 2, 2018, pp. 174-76.
- Krstić, Ana, and Biljana Durdevic. "Social media marketing." *Marketing*, 2017, pp. 254-60.
- Luehrman, Timothy. "The Exchange Rate Exposure of a Global Competitor." *Journal of International Business Studies*, vol. 21, 1990, pp. 225-42.
- Maibach, Edward. "Explicating Social Marketing: What is it, and What isn't It?." *Social Marketing Quarterly*, vol. 8, no. 4, 2003, pp. 7-13.
- Narci, Muhammed Talha. "Consumer Behavior and Social Media Marketing: A Research on University Student." *Bulletin of Economic Theory and Analysis*, vol. 2, no. 3, 2017, pp. 279-307.
- Nielsen, Lisa. "Using Social Media to Engage Students and Families." *Educational Horizons*, vol. 92, no. 2, 2013, pp. 16-20.
- Olga, Roshchupkina. "How to Write the Brand Name? Script Used for the Brand Name Influence on Brand Image and Brand Attitude in Regard to Product-Category Schema Fit." *Global Fashion Management Conference*, 2021, pp. 405-11.
- Price, Neil. "Contraceptive Social Marketing: Pros and Cons." *Reproductive Health Matters*, vol. 2, no. 3, 1994, pp. 51-54.
- Rakić, Beba, and Mira Rakić. "Integrated Marketing Communications Paradigm in Digital Environment: The Five Pillars of Integration." *Megatrend Review*, vol. 11, no. 1, 2014, pp. 187-204.
- Shawky, Sara, et al. "Using Social Media to Create Engagement: A Social Marketing Review." *Journal of Social Marketing*, vol. 9, no. 2, 2019, pp. 204-24.
- Silvia, Sarah. "The Importance of Social Media and Digital Marketing to Attract Millennials' Behavior as a Consumer." *Journal of International Business Research and Marketing*, vol. 4, no. 2, 2019, pp. 7-10.
- Tucker, Matthew, and Michael Pitt. "Improving Service Provision through Better Management and Measurement of Customer Satisfaction in Facilities Management." *Journal of Corporate Real Estate*, vol. 12, no. 4, 2010, pp. 220-33.
- Vardhini, V., et al. "Social Media as the Next Trend in Social Business Marketing Social Media as the Next Trend in Solar Business Marketing." *International Journal of Innovative Technology and Exploring Engineering*, vol. 8, no. 11S, 2019, pp. 760-63.

#### Author Details:

**Bhavna Basist**, Research Scholar, Department of Commerce, Shri Krishna University, Chhatarpur, Madhya Pradesh, India, **Email Id:** [bhavna.basist@gmail.com](mailto:bhavna.basist@gmail.com)