

A STUDY ON SOCIAL MEDIA MARKETING – A SYSTEMATIC LITERATURE REVIEW

P. G. Eandhizhai, A. Kavitha, R. Yuvaraj,

Department of Commerce, College of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur, Chengalpattu, Tamilnadu-603202, India

ABSTRACT

This study conducts a review of the content and organises articles pertaining to social media marketing. The findings illustrate that the majority of the examined studies primarily concentrate on the consumer viewpoint regarding the utilisation, market share, and impact of social networking sites on consumer choices and perceptions. The research conducted on the firm's perspective encompassed not only the utilization of social networking sites, but also the implementation, optimization, and measurement of outcomes. The analysis of the data indicates that there has been a growing utilisation of social media as a marketing tool in recent times. Marketers perceive social media as a platform that presents them with the potential to promote and market their products or services. Consequently, it is expected that social media will ultimately yield higher sales compared to traditional media due to its ability to reach a significantly broader audience.

Keywords: Social media marketing, Branding, impacts, customer satisfaction

INTRODUCTION

Social networking sites encompasses the exchange of information methods through which large groups of individuals send messages and communicate their opinions and emotions. During the past ten years, the significance of social networking sites in emerging and undeveloped democratic countries has increased. Because of greater accessibility to consumer knowledge and buying decisions, social networking has transformed the manner in which businesses and customers engage, since consumers themselves now have an opportunity to express their opinions. (Wang, Yu, & Wei, 2012). The use of social networking sites has evolved into a vital component of modern society, particularly for youngsters (young adults and teenagers) known as the members of Generation Z. Which enthusiastically endorse this recently developed through the internet ICT platform (James and Levin, 2015). Social networking websites such as Twitter, LinkedIn, YouTube, Facebook, WhatsApp, Instagram, allow adolescents to develop customized via the internet sections, interact and converse with peers, as well as share content contributed by users or data with different brand-related materials. (Mathee, 2011). Social networking websites constitute relatively young promotional platforms yet they have an enormous effect on how businesses engage with their customers. During a decade's time, the consumption of social networking sites like as WhatsApp, Instagram, Facebook has increased tremendously (Chen and Qasim, 2021). Individuals employ these channels for interaction, and well-known brands utilise channels to promote their goods. Social interactions have recently transported beyond the physical to the digital world due to social media platforms. Communications are now exchanged in

instantaneous fashion, allowing people to stay in touch and impart knowledge. As a consequence, businesses regard social networking channels as essential instruments of success in the world of the internet (Ebrahim, 2020). Social media marketing is the application of social networking sites to professionally advertise procedures or activities in order to draw in new customers digitally. Among the exponential growth of social networking sites, many organizations are now investigating the most effective methods to leverage these platforms in developing strong conversations and interactions among customers in order to promote amicable and genuine connections to form virtual communities for brands (Ibrahim and Aljarah, 2018). As a result of the internet's development of numerous apps and technologies over time, fresh avenues for interaction have recently emerged, and as a result have seen huge changes in the way individuals communicate. Because of the growing popularity of phones and the web, businesses now realise that sharing brand data and customer experiences is an emerging method for marketing a brand, with the majority presently depending on social networking sites to promote brands. As a result, creating social networks has grown highly effective. Despite visibly meeting, social organisations provide individuals with an impression of consistency. Social media promotion allows you to reach out to a large number of people at once quickly. Identifying the correct groups on social media platforms and contributing valuable material, on the other hand, takes commitment. Instagram, a popular social networking device, serves an important part in the interpersonal relationships of the numerous consumers that use the site on every day. For starters, it provides an outlet of amusement to various customers who enjoy browsing other websites. The website's material created by users. This medium, in spite of providing enjoyment and happiness, also allows the ability for many people to communicate in contemporaneous fashion. This interaction aids in the transmission of information. Social media celebrities exert an enormous effect on customer purchasing behaviour, with a stronger proclivity for purchasing what has been sold. Characteristics that boost customer trust in social networking experts include when the customer gets attached, integrity, and the reality that the person in question advertises items and/or services related to their field of competence. (Singh, 2021) Social networking business is an effective type of online advertising that businesses use to promote the goods and services they offer on social networking platforms and websites. This effective instrument enables businesses to market their goods while also developing their brand reputation and boosting customer retention. Social media business is an advertising technique breakthrough. In fact, it enables businesses to build both immediate and ongoing interaction with current and prospective clients in a simple, affordable, and successful manner (Venciute, 2018). The research investigation explored the consequences of a company's reputation as the knowledge provided by social networking material on customers' interaction with an organisation on the company's social media platforms. The consequence of engagement on customer perceptions about the business's social networking page, as well as how it impacts their views on their intentions to buy from the company, were also investigated. Both brand recognition and knowledge reliability were found to have substantial effects on an individual's connection with an organisation on its social networking website, but the company's posts on social media had greater impacts on a customer's connection with the social networking site. Instagram's

development correlated with a rise in effect via individuals or organizations referred to as the influencers of Instagram (de Veirman et al., 2017). Młodkowska, B. (2019) examined the implications of society, costs, and categories of products on the outcome of internet customer intent to buy. Researchers discovered that the cost is not the most important factor in affecting consumer decisions to buy. Cultural and kind of product have a big impact on internet user spending inclinations.

STATEMENT OF THE PROBLEM

There are plenty of small and large retail establishments in the numerous towns of this southern Indian region, and numerous shifts are going place currently. A social media promotional is altering the scenario and replacing conventional advertising techniques. besides younger people, but also the elderly, working women, in different businesses such as financial institutions, non-profit organisations, and a variety of other sectors, have expressed a curiosity in social media marketing. In today's world of technological advances, the use of social media advertising is growing at an alarming rate. Social media is commonly seen as an online channel for socializing and connecting with loved ones. It is the most popular communications medium among teenagers. However, it is not restricted to amicable discussions and socializing. The popularity of social media has seeped into executive offices in the same way that the internet has altered contemporary companies. Many organizations are using social networking sites to create victory tales, and others are trying to gain a foothold on the web. Many different companies use social networking sites to promote their goods and services. The aim of the research is to learn about the effect of social networking marketing on young people. The study looks at social media as a novel instrument for advertising. A comprehensive investigation is meant to investigate the numerous aspects which impact consumer purchases on social networking sites.

THE IMPORTANCE AND ESSENCE OF THE STUDY

The use of social media business can reach a larger audience than traditional marketing methods. Due to the people's lifestyles and well-established communication channels, industrialized countries are extremely successful in social networking. As an increasingly prosperous country, India is anticipated to make further advancements in the field of social media in the next years. The country is seeing rapid advancements in the field of communication. It is anticipated that in the future decades. India will outnumber industrialized countries in terms of online social networking users. Companies discover it easier to get out to customers via social media channels. Consumers can communicate with the business via private communications, feedback, enjoys, and communications among other means.. There are no restrictions or regulations in the realm of social media branding. It can quickly reach the entire world. As a result, social media is critical in today's business environment. Social media business is ushering in the next phase of business. It is a highly crucial and effective approach to contact younger consumers; thus, it is critical to research the impact of social media advertising on customers, particularly the youth.

RESEARCH OBJECTIVES

This study aims to analyse the present state of social media marketing. In order to engage in a comprehensive examination of the extensive body of research pertaining to social media marketing. In order to illustrate the existing research deficit in the realm of social media marketing, it is imperative to delve into the current state of knowledge on this subject.

LITERATURE REVIEW

Social media platforms exert a significant influence on the cognitive processes of consumers, leading them to place unwavering trust in the veracity of the content disseminated on these platforms. The proliferation of computer, mobile phone, and Internet usage has prompted businesses to align themselves with the Social Media trend (Graeme, 2017). In a study conducted by Stephen (2016), it was found that social media is currently experiencing a period of expansion. Over the past decade, there has been a notable increase in the prioritisation of technological progress and advertising-related advancements. Consequently, numerous conventional marketing channels have undergone a significant transformation, transitioning into digital platforms. The advent of electronic instruments has had a profound impact on the financial system and how it operates. Individuals, exemplifying users, utilise social media platforms as a means to disseminate significant information, while also employing digital technologies to procure desired goods and services. According to Nikolić et al. (2022), there has been an observed shift in behaviour among both consumers and firms in response to this phenomenon. According to Ismailova et al. (2020), the advent of the Internet has brought about significant changes in interpersonal relationships and behaviour. Consequently, this has led to the emergence of novel ways to communicate and platforms. As a result, companies have shifted their marketing strategies from traditional methods to social media marketing in order to effectively reach their intended audiences, often achieving this goal within a matter of seconds after posting advertisements. A recent study has demonstrated that the emergence of E-Commerce in India has led to a significant increase in the utilisation of social media platforms, with the number of daily posts exceeding one million. The proliferation of smartphones and the increasing accessibility of internet connectivity have contributed to the exponential growth of social media platforms (Khan, 2017). The promotion of online marketing is facilitated through the utilisation of diverse social media platforms such as Facebook, Instagram, YouTube, Twitter, Blogs, and WhatsApp, with the primary objectives of generating awareness and augmenting sales, particularly in the aftermath of the COVID-19 pandemic (Sulthana et al., 2021). The COVID-19 pandemic has resulted in widespread stay-at-home measures and the closure of economies, leading to the anticipated demise of numerous prominent brands across diverse industries (Tucker, 2020). B2B enterprises exhibit a comparatively slower pace in formulating a comprehensive digital strategy in contrast to B2C organisations. Furthermore, it has been observed that business-to-business (B2B) enterprises that embrace a digital strategy are placing greater emphasis on the utilisation of platforms that cater to professional networking, such as LinkedIn. Conversely, business-to-consumer (B2C) enterprises are showing a preference for the utilisation of services that are more socially oriented, such as Facebook (López-lópez & Giusti, 2020). According to Di Pietro (2012), digital marketing, also known as internet-based marketing, enables companies to effectively reach their target audiences while adhering to a predetermined

budget. According to Campbell (2011), it is crucial for companies to understand the phenomenon of rapid online word-of-mouth communication among consumers. This is because companies run the risk of inadvertently spreading inaccurate or misleading information to other users. In his study, Zheng (2016) has focused on the challenges encountered by companies that do not embrace social media marketing from a technological standpoint. Foulger (2014) highlights the significance of incorporating hash tags and tagging techniques as a means to enhance consumer visibility. Jain et al. (2017) conducted a study that demonstrated the influence of social networks on individuals' behaviour. The authors found that users are influenced by their friends and relatives who are active on social networks, thereby facilitating the establishment of positive relationships between companies and consumers. A study on the phenomenon of influencer marketing, specifically focusing on the involvement of consumers or the general public in the design of company logos or ideas. In their study, James et al. (2017) elucidate the application of artificial intelligence, particularly chat bots, in enhancing the efficiency of addressing consumer inquiries. An additional significant aspect examined by Kaplan (2010) pertains to the significance of customer engagement, which encompasses the ongoing monitoring of consumer interest in relation to their enterprise. Social media has become pervasive in contemporary society, with a significant portion of the population, approximately one in three individuals, utilising these platforms to advance their personal or professional pursuits. In his study, Mohammad (2021) examined the importance of marketing principles and star strategies in facilitating the increased proficiency of librarians in utilising social media platforms. According to Safko and Brake (2010), social media is characterised as a platform utilised by individuals for social interaction. Furthermore, the term 'media' encompasses various forms of communication channels that facilitate interpersonal connections, encompassing social networking platforms, websites, blogs, and online forums. In contrast, social media refers to an internet-based application, platform, or medium that facilitates interactions, collaboration, and the sharing of content (Ageeva et al., 2020).

The methodology employed in this study was carefully designed and implemented to ensure accurate and reliable results.

In order to fulfil our objective of conducting a comprehensive examination of the concept of "social media marketing" in the literature, we present two key stages in this section. Firstly, we outline the process for preparing the review, which entails explaining our systematic approach and referencing authors who have employed a similar methodology. Secondly, we discuss the execution and analysis of the review, providing a detailed account of the different phases involved and the systematic organisation of the literature that was selected.

The process of devising a comprehensive review

In order to ensure the potential for replication by future researchers, we adhere to a rigorous and structured process of conducting a systematic review. The concept being discussed here pertains to the broad perception of trust in the scientific research that exists within a given field or topic. The primary objective of this endeavour is to systematically identify, evaluate, and synthesise all pertinent research utilising a methodical and transparent approach. The criteria for bibliographical

research, including admission and exclusion, as well as the analytical processes, were elucidated in order to establish a framework for auditing these procedures.

Performing review and examination

During the initial stage of our study, we commenced the process of collecting references by conducting a comprehensive search on the Web of Science database. Our search criteria involved identifying all titles that incorporated the specific terms "social media marketing." Subsequently, we opted to exclude books, book chapters, reports, and conference proceedings from our study due to the inherent variability in their peer review processes and their limited accessibility. During the second phase, an analysis was conducted to ascertain the suitability of the previously identified studies for the objectives of this research. The third phase of this study entailed researchers conducting individualised and independent analysis of the articles. This analysis was facilitated by utilising a predefined evaluation grid that integrated the examination of the social media marketing concept and its corresponding methodology. The grid was subsequently compared and refined. In the concluding phase of our study, we conducted content analysis and organised the data systematically.

DISCUSSION AND CONCLUSION

The market value of firms and businesses can be significantly influenced by social media marketing strategies, leading to significant implications for companies. Social media platforms facilitate and enhance the dissemination of information through word of mouth, while also providing the ability to generate additional sales. Nevertheless, these findings emphasise the broader implications that extend beyond mere presence on social media platforms. Achieving favourable outcomes through corporate social media marketing strategies necessitates the ability to evoke intense emotions among users. This phenomenon can be attributed to various marketing techniques, including the strategic placement of brand posts at the top of web pages, as well as the active engagement of consumers in social media initiatives and campaigns. In contemporary society, a significant number of individuals convene on various digital platforms such as Twitter, Facebook, Instagram, WeChat, and others. Undoubtedly, the COVID-19 pandemic has expedited the significance of social media, serving not only as a source of entertainment but also as an essential aspect of modern-day existence. Nevertheless, it is crucial to consider a multitude of positive and negative aspects, various obstacles, and the presence of inaccurate information. The findings also indicate the necessity of conducting qualitative research to gain a deeper understanding of the utilisation of social media marketing within the context of marketing strategies.

REFERENCE

1. Wang, X., Yu, C., & Wei, Y. (2012). Social media peer communication and impacts on purchase intentions: A consumer socialization framework. *Journal of Interactive Marketing*, 26(4), 198-208
2. James, A. and Levin, J. (2015), "Digital natives: a portrait of tech and urban youth", *Sunday Times Generation Next 2015*, May, p. 16.

3. Matthee, C. (2011), "Towards the two-way symmetrical communication model: The use of social media to create dialogue around brands", Master dissertation, Nelson Mandela Metropolitan University, Port Elizabeth, SA.
4. Chen, X., and Qasim, H. (2021). Does E-Brand experience matter in the consumer market? Explaining the impact of social media marketing activities on consumer-based brand equity and love. *J. Consumer Behav.* 20, 1065–1077. doi: 10.1002/cb.1915
5. Ebrahim, R. S. (2020). The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty. *J. Relat. Marke.* 19, 287–308. doi: 10.1080/15332667.2019.1705742
6. Ibrahim, B., and Aljarah, A. (2018). Dataset of relationships among social media marketing activities, brand loyalty, revisit intention Evidence from the hospitality industry in Northern Cyprus. *Data Brief* 21, 1823–1828. doi: 10.1016/j.dib.2018.11.024
7. De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798–828. <https://doi.org/10.1080/02650487.2017.1348035>
8. Młodkowska, B. (2019). Influencers on Instagram and YouTube and Their Impact on Consumer Behaviour. *Journal Of Marketing And Consumer Behaviour In Emerging Markets*, 2019(1), 4-13. <https://doi.org/10.7172/2449-6634.jmcbem.2019.1.1>
9. Singh, K., (2021) Influencer Marketing from a Consumer Perspective: How Attitude, Trust, and Word of Mouth Affect Buying Behavior. *European Integration Studies*, 1(15), pp.231–241.
10. Constantinides, E., Alarcón del Amo, M. C., & LorenzoRomero, C. (2010). Profiles of social networking sites users in the Netherlands. In: 18th Annual High Technology SmallFirms Conference, HTSF, 25–28 May 2010, Enschede, The Netherlands.
11. De Vries, L., Gensler, S., & Leeflang, P. S. H. (2012). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *Journal of Interactive Marketing*, 26, 83–91. eMarketer. (2013). Advertisers boost social ad budgets in 2013. Retrieved from <https://www.emarketer.com/Webinar/Digital-Advertising-Trends-2013/4000064Enli>,
12. G. S., & Skogerbø, E. (2013). Personalized campaigns in party-centred politics. *Information, Communication & Society*, 16, 757–774.
13. Gunelius, S. (2011). 30 minute social media marketing: Step by step techniques to spread the words about your business. New York: McGraw-Hill.
14. Guo, H., Pathak, P., & Cheng, K. H. (2015). Estimating social influences from social networking sites—Articulated friendships. *Decision Sciences*, 46, 135–163.
15. Hays, S., Page, S. J., & Buhalis, D. (2012). Social media as a destination marketing tool: Its use by national tourism organisations. *Current Issues in Tourism*, 3500(May), 1–29.