



INTERNATIONAL JOURNAL OF ADVANCE RESEARCH, IDEAS AND INNOVATIONS IN TECHNOLOGY

ISSN: 2454-132X

Impact Factor: 6.078

(Volume 11, Issue 2 - V11I2-1221)

Available online at: <https://www.ijariit.com>

Research on the Role of Social Media in Marketing

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ABSTRACT

This study examines the transformative effects social media has made on marketing strategies to many variables. With the emergence of sites like facebook.com, instagram.com, twitter.com, linkedIn.com, and tik-tok.com, companies and organizations have shifted from their historic forms of marketing to more engaging, dynamic, and consumer-centric forms of health promotion and marketing strategies. This paper evaluates the impact of social media on developing brand awareness, targeting and engaging customers, and assessing the purchasing behaviours of consumers of brands and services, but also outlines the methods and benefits of use in paid social media advertising (targeted advertising, influencer marketing). The study is based upon a response of using quantitative and qualitative research practices/ techniques (surveys, expose case studies and data analysis) to determine various key trends, benefits and pitfalls associated with leverage social media advertising as part of a health promotion or social marketing strategy. The combination of research findings indicated to the study that social media offers huge opportunities for immediate engagement and can provide a whole new level of engagement using data-driven points of view. However, it invites brands to constantly innovate and respond to consumers. The research also provides evidence that a good social media marketing strategy is now essential for businesses who want to remain competitive and secure long-term growth, profit, and competitive advantage moving into an increasingly digital era of using social media for promotion, marketing, and advertisement.

Keywords: Social Media, Marketing Strategies, Brand Awareness, Consumer Behavior

INTRODUCTION

In today's digital age, social media has become a useful means merely for business organizations to reach their intended audience. Business social media applications, such as Facebook, Instagram, Twitter, and LinkedIn, have changed the methods of advertising and marketing products, connecting and/or engaging with customers, and building customer loyalty. Social media has also taken marketing to another level compared to previous marketed methods because we are now involving real-time conversations about products with personalized messages. The emergence of social media has allowed brands to be positioned strategically, reach more consumers at lower costs to the business, and receive genuine feedback. The intent of this research will be to identify the implications, benefits, and limitations of using social media as a principal marketing platform.

OBJECTIVES

1. To analyse the impact of social media on consumer buying behaviour.
2. To comprehend the different purposes companies, have in employing various social media websites for promotion.
3. To quantify how effective social media can be in enhancing brand awareness and customer interactions.
4. To examine the advantages and difficulties faced by businesses when using social media marketing practices.
5. To show how influencer and user-generated content affect brand perception.

METHODOLOGY

The research is descriptive in nature, relying on a qualitative and quantitative approach. The methodology includes:

Primary Data: A small-scale survey was conducted involving businesses from different industries to understand their cloud adoption journey

Secondary Data: Journals, research papers, articles, and reports on cloud accounting trends.

ANALYSIS

The study confirms that social media is presently a necessary aspect of contemporary marketing. Small, medium, and large enterprises are now interacting with current and potential customers, advertising goods and services, and generating brand loyalty through social media sites such as Facebook, Instagram, and Twitter. Survey statistics indicate that the majority of marketers feel that social media increases brand awareness and enables deeper customer interaction. It was further reported that brands posting and engaging with followers on a consistent basis enjoy higher engagement and conversion rates. Influencer marketing is also another efficient means of targeting younger audiences, but challenges faced are dealing with negative posts, keeping up with evolving algorithms, and establishing a consistent rhythm of content.

FINDING

Increased engagement: Businesses that employ engaging customer content like polls, stories, and live videos will enjoy increased customer engagement and loyalty.

Peer influence: Collaboration with social media influencers has a major impact on purchase consumer intentions, particularly among young consumers.

Cost-effective: Social media marketing is less expensive than traditional advertising and offers quantifiable returns using available analytics.

Real-time feedback: Organizations get feedback from customers in real-time that results in product improvement, service improvement and customer relationship improvement.

CONCLUSION

This study, it is patently obvious, shows that social media is part of the advertising landscape these days, enabling enterprises to establish a brand identity, interact with clientele in a one-to-one fashion, and make an instant gratification offer. With social mediums such as Instagram, Facebook, LinkedIn, and TikTok, enterprises can segment and access a target market more rapidly and cost-effectively than ever before. Of course, there are certain negatives to social media, including visually busy feeds, content and algorithm tactics, and answering complaint messages; yet companies can take advantage of the huge upside and make up for the negatives involved with social media marketing entirely. Ultimately, it will be those organizations which successfully integrate social media as a valuable component of their marketing approach, that ultimately define the array of potential consequences in today's internet marketplace.

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