SOCIAL MEDIA USING FOR PRODUCTS MARKETING: AN OVERVIEW

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Abstract-The purpose of this paper is to provide an overview of social media usage for Products marketing and how the online customers had gone through with these platforms. This study also finds out the customer's behavior about the using social media in their products purchase decision making. This paper also examines the firm's behavior about using the social media in their business progression. This paper provides information regarding the influence of social media on businesses. Paper also highlights the current use of social media among firms and customers. The authors try to address the number of area like characteristics, benefits, issues and needs of social media in online shopping or products marketing.

Keywords: Social media, Marketing, Customers, Shopping, Products.

1. INTRODUCTION

Social media is considered as the powerful tool to communication in today world of globalization. Social media is playing its part to connecting people from different place at remote locations. Social media has become the integral part of every individual routine life. Traditional marketing has been changed due to transformational changes (Gera, Gera and Mishra (2019). Social media is using every walk of life to communicate each other that's may be purchasing, shopping or interaction with other from different place of origin. Khatib, F. (2016) addressed social media has brought maximized the communication gap between the consumers and marketers and customers using social media for their online decision making for purchasing quality products. Sarwar, A., Haque, A., & Yasmin, F. (2013) pointed out the significance of social media to make customers aware about the latest promotion of new brand and new products where they can choose and then purchase good and quality products online. Furthermore, social media work as a bridge between the customers and products where every individual customer can make purchase decision for perfect products. Vithayathil.et.al (2017) addressed social media are putting great impact on business society to building or strengthening the relationship between customers and marketplace. Social media is a tool which is bringing customers to nearer the products where they can make their final decision of purchasing. Furthermore, many firms are using social media to gain customers interest towards its products and these reflections put great impact on firms business. Social media make firms value to attract customer while they see the reviews about that particular products. Yu et al (2013) addressed or studied that customer's attitude and preferences has changed due to products review on social media. Moreover, the customers always chasing the products reviews and make their decision where they found positive responses about products. Sisira Neti (2011) added that social media win the trust of customers to connect them on online products selection at deeper level. Moreover, the social media is a trend where every firm is connecting their customers directly. Labrecque, L. I. (2014) added social media has engaged the customers to communicate, to connect on to another, as well as customers to marketers. Moreover, social media is the only way to bring customer at one place on one location and real time. Trainor, K. J., Andzulis, J. M., Rapp, A., & Agnihotri, R. (2014) they mentioned the positive relationship between the customers and SNS technology. It can be said that in modern technological world every individual is the member to any specific SNS. O'Brien, C. (2011) added that SNS has brought dramatic change in the business environment. Furthermore, SNS is the way to filling the gap or bridging the gap between the customer and firms to make their choice on time at purchasing products. Glucksman, M. (2017) pointed out social media is attracting the customers to make their brand choice. Moreover, Social media is a tool where every customer linked on to another for specific or general purpose. Iyengar, R., Han, S., & Gupta, S. (2009) addressed social networks like Facebook and MySpace made milestone in their memberships growth where every business firms are trying to promote their products to utilize these SNS. Likewise, these social media is getting popular throughout the globe with extensive use. Lee, D., Hosanagar, K., & Nair, H. S. (2018) investigated the impact of social media on advertising the products brands. They have collected 782 companies data form 106,316 Facebook messages, where those message related to amazon. Furthermore, it can be said millions of people around the globe watched and searched their brand through Facebook. The origin of social commerce has changed the mindset and thinking of business firms and also consumers (Zhang, K. Z., & Benyoucef, M, 2016).furthermore, internet is its related aids make life easier for customers. Ali (2019) explained that through intelligence devices everyone can access the world on its figure tips. Moreover, social media has made extensive changes in the life of human being where these social media are playing vital role in their life until and unless they are using regularly or not.

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1.1 Definition of Social Media

- A websites and applications that enable users to create and share content or to participate in social networking.
- It is the Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).
- A SNS refers to an online place where a user can create a profile and build a personal network that connects him or her to other users‘.
- A social networking site is an online platform that allows users to create a public profile and interact with other users on the website.

2. LITERATURE REVIEW

Priyanka, P. V., & Srinivasan, P. (2015) considered that internet based life can be utilized for expanding client steadfastness. With the assistance of persistent client bolster administrations prompts enhancement in client maintenance. New applications and social stages will prosper and permit even more noteworthy personalization and ongoing, area based commitment in media. Nekatibeb, T. (2012) Studied web-based social networking gives advantages of long haul commitment among brands and customers likewise gave a chance to everybody to convey viably and proficiently in a route phenomenal by some other media it can be considered as the specialized device of current time. Priti S. et al (2013) considered the viability of setting brand correspondence on social organizing locales which demonstrates that there is impact of online remarks and audits of items/marks on the purchasing conduct of buyers. Study uncovered that individuals do go over different promotions on interpersonal interaction locales additionally like to experience the online remarks and audits in regards to the brand/items before purchasing the items for them mark correspondence on person to person communication locales assumes imperative job to impact purchasing conduct of the clients. Pani, A., & Sharma, M. (2011) study uncovered that Social networks like MySpace, Orkut and Facebook are using enormously thought-out the globe and expanding their users on daily bases. These SNSs are putting great impact on coming generation bringing change in their life and online shopping. They also identified that marketer should work on better way to access their customers to make SNS reliable. Liu, Y., Lopez, R. A., & Zhu, C. (2014) revealed the impact of SNS conversation of brand characteristics and customers demand value. They find out such conversation or sharing information about specific products on Facebook, twitter and YouTube give better value of brand. Such conversation will be helpful for choosing new design of new brand. On the other hand this type of information sharing will be helpful for promotion of specific products. Jain, M. R., Gupta, P., & Anand, N. (2012). they agreed that modern days SNS are playing viral role in bringing people on one platform to share their ideas, views and issues. SNS make or create awareness among people now they can use the SNS disseminate and receive information. Patrick R. Geho et al., (2010) they studied SNS tool twitter is a powerful tool for marketing of new brand in small firm. This kind of SNS tool will help small firm to get engaged their customers and encourage them to purchase their products. On the other hand it is quite necessary to manage time while using SNS like twitter for products choice. Hensel, K., & Deis, M. H. (2010) pointed out the usefulness of SNS where mode of marketing has been changed and still in evolving position. Through SNS firms can introduce their products from anywhere the online customers to make aware about their products. SNS sometime put negative impact on firms business until the firm will not work on proper strategy to cope up the customers issues on time. Brian Cugelman, MA (2010) find out SNS are more convenience for customers to check the online purchasing. They agreed that SNS has changed the mind set of customers to make their choice of products through these platforms. Ronald (2010) they revealed that SNS is considered as a powerful tool of interaction between the potential customers and company. Every firm is trying their best to penetrate their capability to reach customers' demands to utilization of SNS. Siddiqui, S., & Singh, T. (2016) addressed that social media is prominent part of every individual life whether it will be shopping, education and business so on. YE, Q. W., KANG, W. Y., & LUO, Y. M. (2017) examined the rapid growth of social networking sites and internet popularity has changed consumers thinking, interaction, perception, attitudes and decision making while purchasing the products on web based financial products. Ioană, E., & Stoica, I. (2014) they studied that technological advancement give searching power to the consumers to find their relevant products. They also identified internet and virtual environment has changed the societies, companies and customers to access the information using SNS and make possible to fill communication gap.

2.1 Advantages of Social Media

2.1.1 Brand Awareness and Products Awareness

SNS will help the potential customers to make them aware about new brand and products contents, and make possible of value increase of product.

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2.1.2 Brand Reputation or Product Reputation

Thought SNS it is possible to make your brand reputed in front of potential customers.

2.1.3 Economical

SNS will help to decrease the marketing costs and make easy to reach customer without any large amount of budget.

2.1.4 Control Websites Traffic

SNS will help the firm to make easy way to control their website traffic. This technique makes things easy for firms to control the customer heavy traffic and make them aware about their products on SNS.

2.1.5 Ease to Evaluate

SNS provide ground to make evaluation about products and customers demand. This will give you an idea to evaluate how many products have been tracked and how many have been purchased.

2.1.6 Targeted Customer

SNS make possible to find your target potential customers for your brand and products. SNS provides platform where every customers can easily locate and search their needed brands and products on time.

2.1.7 Brand Reliability

Through SNS you can increase your brand trust on to the customer's choice. This trust is the base of making reliable relationship with customers.

2.2 Disadvantages of Social Media

2.2.1 Need Resources

While applying the social media for brand promotion you need many resources to do so. These resources make your presence on social media and ease to feedback your customers. It means you have to pay for hiring, staffs training, advertising and making images or videos contents costs.

2.2.2 Hard to Evaluate

It is hard to evaluate how the customer gone down with the online sale and it is difficult to create brand awareness and brand reputation through social media.

2.2.3 Unproductive Use

It is quite difficult to engaged customers to buy your products. Sometime falling or getting negative feedback could be the results of loss products or brand reputation.

2.2.4 Difficulties Managing a Large-Scale Project

It is difficult to manage or run large project where you cannot manage your contents using social media.

3. TIPS FOR USING SOCIAL MEDIA

3.1 Select Your Platform Sensibly

Before selecting your profile on certain SNS you have to examine the platform. Who are using and what they are searching for and what their intention to use SNS? What is your choice of using single or multiple social media tools to interact with customers these only can be possible through SNS survey.

3.2 Plan, Plan, and Plan

Make of durable plan to use SNS.what kind of information you want to share on social media and how will be responsible for creating, managing and disseminating information to the customers.

3.3 Measure/Evaluate Performance

In sense of business activity you have evaluate your performance and what area should be improved. It is difficult to measure or evaluate the SNS it's differing from one business to another business. Some areas of evaluation would be customer's needs, customer engagement, and sales promotion/increased, improve customer's services and increased websites traffic.

3.4 Let Others Know

Through social media you can create awareness about your firms, company and industry brand among customers. Every firm makes webpage on social media and create link which make possible for customer to access directly.

3.5 Make Professional Look

Social media give you space to make your portal attractive with beautiful design, firm information and brand detail. It means you have made your firm profile as good as you can to attract customers.

3.6 Enlarge Value for Your Consumers

It would not matter what sort of channel you are using for your brand introduction but it will be good if you will discount offer to each brand to your customers.

3.7 Be Steady

It is your duty to update your contents on daily bases. If you will put it on one day and then will do it after month or so then it will put negative effects your business.

3.8 Different Media Need Different Content

Its differ from one social media to another media because every social media is engaging people on different ways, so it is your prime objective of your firms to make sure what channels are you using and what would be content as per social media has designed.

3.9 Social Media is Evolving

We all know social media is changing day by day due to its appearance and usage. It will be good for your business to adapt those changes and function rapidly.

3.10 Coordinate With Your Team

It should be in your mind that you have shared or communicate or coordinate with your team members to aware the presence on social media and how it will be beneficial for our business.

CONCLUSION

The modern world of technologies had been revolutionized the thinking and mindset of the peoples. Even the business firms also have been changed their plan of action from traditional to technological one. Beside these facts there are number of new tools and technologies has been launched to interact one people to another from remote distance. Presently the SNS is considered as the powerful tool to communication. Where, now a day's business firm are also using this platform to connect their customers from long distance for brand selection and online purchasing. Bianchi, C., & Andrews, L. (2018) addressed social networks like Facebook, Twitter, Instagram and YouTube has changed the intention of consumers towards the products brand. Furthermore, it can be added that these social media tools are playing vital role to promote firms business around the globe. Bansal and bagrecha (2017) agreed that customers always in searching or well aware about latest development of products through new innovation tools.

This study is based on over view and investigates the usage of social media and its impact on products marketing. This paper also revealed the usefulness of SNS about products marketing. This study explores that how SNS is playing vital role in the life of consumers and business firms. Chen, Y., Fay, S., & Wang, Q. (2011) has pointed out the social media provides opportunities to consumers to publicizes their personal need and demanded products in the specific media. Furthermore, SNS is the platform where a consumers or customers can find their related brand instead of searching the website of those specific firms before purchasing the products. Pradiptarini, C. (2011) studied that the social media area very much popular where every companies and firms also changing their plan to utilize them to increase its image thought SNS. Moreover, SNS is getting popular day by day and their accounts holders are increasing in number.

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