



# REVIEW OF RESEARCH

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## OVERCOMING DRAWBACKS OF TRADITIONAL MARKETING METHODS THROUGH SOCIAL MEDIA MARKETING

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### ABSTRACT

*Social media marketing or social networking marketing is new concept in the marketing scenario. Initially, marketers were afraid of launching this concept for introducing their new and existing products. This marketing is about conducting marketing activities on social networking platforms like as Facebook, You tube, Tik-Tok, Instagram, Whatsapp etc. which was previously conducted by text messages over contact numbers and mails. This concept is basically elaborated as the usage of social media platforms for promoting various brands. This can be understood as a part of digital marketing curriculum which has overcome traditional net-based advertising strategies of electronic mail, electronic newsletters etc. (Barefoot & Szabo 2010).*



**KEYWORDS:** *Social media marketing, advertising strategies of electronic mail.*

### INTRODUCTION :

This platform provides opportunity for interaction among marketers and consumers with each other and has initiated two way communications. Various start-up companies with limited marketing budgets, which makes Instagram and other social networking platforms as perfect marketing channel because it is cost effective as compared to traditional methods. It also eradicated disadvantages of traditional marketing such as television advertisement, newspaper, magazines etc. This paper enables a deep insight into social media marketing concept with its advantages to marketers and consumers both.

### OBJECTIVE OF PAPER

The objective of this research paper is to analyse the advantages of social media marketing over traditional marketing methods for brands or marketers and consumers both.

### RESEARCH METHODOLOGY

The paper is based on reviewing and analyzing existing literature of above-mentioned objective.

### LITERATURE REVIEW:

The available research in this field is provided as follows:

Through internet technology based social platforms, an influencer or marketer can communicate with numerous of viewers all around the world. This has emerged as an online platform for interaction among people for creation and sharing of content at huge rate. All these platform

provide for an opportunity for marketers to show them their products for various personality people and individual customers who want to seek information in that particular brand (**Roberts & Kraynak 2008**). Every social media channel provides a positive result on marketing performance i.e., sales, thus it is necessary to discuss importance and its inter-relations (**Stephen & Galak 2009**). **Morgan et. al (1994)** stated that interaction on this platform has main attraction based on trust of speaker and this trust is generated with the interaction among the audiences and the speaker. As the speaker communicates, trust and credibility are generated through their expressions and way of expressions.

This new platform has introduced an innovative concept of mass distribution, interaction and marketing through encouraging users to spread messages among personal contacts (**Hafele, 2011**). Networked technologies are everywhere that these are providing each and every data-to-data seeker either it is of any producer, a company, firm, consumer or any profession person. Along with providing benefits to nation, these technologies are also risky from individual and national point of view. Also, the data which is easily accessible over web has also raised a question of ethicality of copying the data for the information providers and information seekers. The data is provided through their gmail accounts which are collecting information of users interest as this email is logged in the every device before its usages.

The generation of internet based technology is used for gathering the information of inter-connected consumers through their gmail accounts (**Buzzetto-More, 2013a**) video up loaders with a specified requirement for blogger generated content (**Jones et. al, 2011**). This content concludes information that resembles the hallmark Web 2.0 and these are shaped and enhanced by viewers of website. According to data provided by Facebook for the year 2012, it has around 900 million activated accounts. These account holders have added their personal information, friends information, communication via text messages with them, their profile pictures and much more. Additionally, these active account holders can join lots of facebook pages as per their interests, classify their friends list on the basis of personal and professional relations i.e., "People From Work" or "Close Friends". The main mission of facebook is to provide power among its users to share their ideas and knowledge worldwide.

A blogger having lots of followers obtain "internet superstar status" (**Susarka et al. 2012**). Among them, majority of users are lifestyle bloggers. You tube is generating content of endorsement bloggers with the maximum videos of endorsement marketing of products or services. Influencer Marketing has turn out to be one of the essential techniques utilized by Digital Marketers a very good way to obtain their audience by way of way of leveraging the social proportion of clients with a size able undertaking target audience base. When adopting Influencer Marketing inside your Digital Marketing approach the maximum essential requirement is that target the types of human beings you want will become your clients (**Choudhary et. al. 2014**).

This continual upliftment in popularity is nowadays counted within the significant Debrett's 'most influential' list (**Debrett's 2015**). This is upliftment of youth related products seeking 'relatable' and 'accessible personalities' followed (**Mintel 2015**), that is why, the companies are now identifying youth demographic to advertise their products, (**Mintel 2015**).

40,000 influencers are available on instagram platform, who are using this channel for covering lots of trending products and brands. These influencers are recognized as the most famous super starts or influencers of Instagram, and big brands are adjusting their images to the right influencers, and are extending their image awareness and number of followers (**Tutorialspoint 2018**).

The table below presents the research papers reviewed for conducting the study:

S.No.	Study (Author Names)	Objective	Data-Type Used	Social Media Site Discussed	Country	Name Of Journal
1.	Morgan et. al.1994	To study the concepts and theory of marketing with respect to relationship.	Primary Data Based Analysis	General	America	The Journal Of Marketing
2.	Watson, et. al (2002).	Next-Generation marketing	Review Of Research Papers(Secondary Data)	General	Australia	Journal of the academy of marketing science
3.	Li, et. al (2002),,	The impact of 3-D product advertisement knowledge, attitude of brand and intention of purchase.	Review Of Research Papers(Secondary Data)	General	US	Journal Of Advertising
4.	Sheth, et. al (2005).	To study evolution of electronic marketing strategies which are based on infrastructure of countries and development of marketing institutions	Review Of Research Papers(Secondary Data)	General	USA	International Marketing Review”,
5.	Hill, et. al (2006).	To identify the network related marketing with respect to interested adaptors of concept through consumer networks.	Primary Data Based	General	USA	Journal Of Statistical Science
6.	Burmaster, A. (2009).	In the present times, the advantages and disadvantages of social media marketing.	Secondary data based	General	Malaysia	Social Med
7.	Stephen, et. al (2009).	To study the effect on sales through traditional and	Secondary Data On The Basis Of Sales Of Different Companies	Blog And Online Community Popup.	America	Journal Of Marketing Research

		social media marketing.	Displayed On Websites.			
8.	Barefoot, et. al (2010).	To study the tricks and tips to reach and take advantages of online content creators and audience of sites.	Literature Review Based	General	USA	Handbook titled Friends with benefits: A Social media marketing
9.	Akhmedovv Ramis(2017)	Study how Facebook and instagram can build and maintain consumer relationship.	Primary Data	Facebook, Instagram		Nile Journal Of Business And Economics
10.	Jones, et. al (2011).	Higher education results with respect to digitalization.	Secondary Data	General	UK	Open Research Online.
11.	Susarka, et. al 2012	Networks on internet social websites and its spread on uswers generated data or contents.	Secondary Data	Youtube	USA	Information Systems Research
12.	Facebook. (2012).	-	Primary Data	Facebook	World Wide Data	Facebook Policies
13.	Carpenter, et. al (2012).	Strategies of marketing	Literature Review	General	World Wide Data	Edward Elgar Publications book on Marketing strategies
14.	Dowerah Baruah Trisha(2012)	To study the result of social networking websites interactions, advantages and its future expectations.	Primary Data	General	India	International Journal of science and research publications
15.	Buzzetto-More. (2013a).	Youtube related marketing in relation with student consumers.	Secondary data	You Tube	USA	International Conference proceedings of Online Learning.
16.	Choudhary Nilam, et. al. (2014).	The role of cloud computing technique in	Secondary Data	General	India	International Journal For Scientific Research &

		Indian education system				Development
17.	Coursaris, et. al. (2014).	Twitter involvement over social networking sites	Secondary Data	Twitter	USA	Proceedings of International Conference On HCI IN Business
18.	Alsanie, et. al. (2015)	The analysis of whatsapp, twitter and instagram on primary based data.	Primary data	WhatsApp, Twitter and Facebook	Saudi Arabia	University Journal of Psychology
19.	Debrett's, 2015.	-	News feeds	General	London	-
20.	Mintel, 2015.	-	News feeds	General	London	-
21.	Kumar Das Santanu et. al (2016)	The paper depicts importance and risk factors associated with digital marketing.	Secondary data based	General	India	International Journal of Commerce and Management Research
22.	Mubarak, et. al. (2016).	How whatsapp is emerged as social networking marketing	Primary data based	Whatsapp Application	Nigerian	Journal of Educational Technology.
23.	Prof. Bhalchandra Balkrishna Bite et. al. (2017).	Agricultural sector and its linkage with social media marketing	Reviewed based	General	India	Global Journal of Management and Business Research: EMarketing
24.	Tarik, et. al. (2018)	To elaborate the concept of social marketing through various medias and why companies should adopt it over traditional marketing methods	Secondary data based	General	Bosnia and Herzegovina	Economic Review: Journal of Economics and Business
25.	Fahmi Al-Zyoud Mohammad (2018)	How social media marketing is influencing female buying decision.	Primary Data	General	Jordon	Journal of Business and Retail Management Research
26.	Appel, G., Grewal, L.,	The future of social media	Literature review based	General	Uk	Journal of Academy of

	Hadi, R., & Stephen, A. T. (2019).	marketing				Marketing Science.
27.	Garg Swati (2019).	Youtube: Is An Emerging Tool Of Advertising	Secondary Data	Youtube	India	Journal Of Emerging Technologies And Innovation Research.
28.	Choudhary, Nilam & Gautam, Chitra & Arya, Vivek. (2020).	Objective Of Study Is To Find Out The Opportunity For Digital Marketing And Focus On Challenge For Thesame	Secondary Data	Tiktok	India	International Journal Of Multidisciplinary Educational Research

**FINDINGS AND ANALYSIS:**

The foremost advantage is that companies or brands can provide unlimited information to the consumers without mankind support. The information provided in this form is easily accessible, understandable and processable (Watson et al. 2002; Sheth et.al. 2005). This concept is based on users or audiences which enables them to intervene in their own individual’s private networking space specifying the data and tenure and communicational gestures. Some specialized digital platforms or channels enable users, so that they can actively participate and interact. This active participation takes place in a social networking scanario involving consumers, group of consumer’s even societies as well etc. (Li, Daugherty, & Biocca 2002).

Old fashioned marketing tool do not ask to particular segment of audiences such as those products which are completely private to them and they do not want to see their advertisement publically. Few audience value only the materialistic approach of marketers and thus, obtain satisfaction from that only (Hill et. al. 2006).

Social networking marketing can be run by business houses with huge success and that too on low budget. The advantage of reaching your targeted market on low cost investment is substantial, and the audience wanting information willingly follow brand or product. Pay-per-click advertisements on sites such as Facebook are "geo-targeted" according to specific criteria, to reach the correct audience (Weinberg, 2009).

Social networking sites have become universal as now these are most internet viewed destinations. This new media demonstrably identified that how often people communicate online, but it has also enlarged the pool of individuals they communicate with, and led to new ways for behaviors to be influenced (Burmester, 2009). Tanuri (2010) identified that marketers are appreciating the value of social networking sites and are applying this into marketing their brands for reaching their target audiences. In India, with the introduction of an application named as Tik-Tok, so many artists were famed and have earned huge fan base and followers on social networking sites. Big brands are promoting their brands through them with their limited marketing budget. Johar (2015) researched that females who have frequent shopping habit are more fascinated with online buying compared to males as they are more attributed to the fact of brands and trademarks that attracts them to buy a product based not on its brand and the manufacturer rather on the price. Chen, Su and Widjaja (2016) identified the fact that social commerce is active in attracting huge customers and increase the level of continuous buying, which refers to an idea that social commerce can change and affect the customers behavior.

TikTok grow to be a study virtual advertising region to spend proper time proper money on proper platform. Target target audience may be discovering on this platform for any branding groups. Tik-tok is also considered as a social media channel for interaction. It enables influencers to share current themes with the help of videos and pictures called as memes with such innovative ideas. This enhances numerous of audiences to adapt such practices as promoted by their influencers. These influencers are targeted by big brands for sponsoring their product among their followers **(Choudhary 2020)**.

Social media focuses on the potential consumers and covers only the targeted audience to advertise. This reduces the cost of advertising. The usage of search engine tool limits the audience for information by marketer is completely based on the searching history of consumer or social media user **(Garg Swati 2019)**.

Instagram influencers urges their followers to adapt such brand or practice in routine life with the help of promotional coupon codes, discount vouchers and other exciting offers through marketers. Also, these followers post their status and stories by showing their adaptability and influenced their purchase decision. Nowadays, instagram is playing a significant role in influencing consumers and potential consumers through online nad networking marketing of promotion that too around world.

### CONCLUSION:

Traditional marketing tools does not allow and respond against dynamic business environment which results in obsolesce of marketing which is conquered by social networking marketing as it is responsive in nature.

The social networking sites operates with search engine tools which helps in segregation of target audience on the basis of their personal information to marketer which was earlier not possible and that is why every audience either they are targeted or not has to see that particular advertisement which result in huge cost and non-interest among audiences. The audiences or visitors over a particular website are directed with their one click and their information is recorded showing their interest and non-interests.

The paper analyzed that social media marketing is a boon in marketing industry of product. It also provided employment opportunity through "Work from home opportunity". Any individual having huge followers on social media can advertise and promote and brand and earn money through this. It helps in identifying targeted consumers and urges them only to buy that product. It eradicated the problem of one way communication in traditional marketing tools by providing two way communication platform i.e., an interaction between consumers (individuals having huge followers) to potential and actual customers of brand. Through social media marketing, marketers can reach wide range of consumers which is counted as unlimited. This mode of marketing is offering cost advantages to business houses which is comparatively less as compared to traditional marketing. This is also providing better opportunities for niche marketing and allows right information to the right segment of audiences **(Carpenter and Shankar, 2012)**.

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