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A CRITICAL STUDY ON ROLE OF SOCIAL MEDIA IN PROMOTING BRANDS OF CONSUMER PRODUCTS

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ABSTRACT

Today is the Era of internet and world become global village that's why sharing of information from one place to another place within a second through digital media. As a result, an increasing number of businesses are adopting digital media to promote their products or services. In this, digital networking websites are playing a very crucial role. Product advertising agency have started relying on different digital channels such as e-mail marketing, search engine marketing and social media marketing etc to expand their digital presence. In this way, the internet is giving businesses a new opportunity, and it can be a very important and useful platform for their various marketing activities, such as spreading information, attracting new customers, retaining existing customers, and improving or maintaining relationships with existing customers through online CRM. With an ever-increasing rate of change, social media is radically altering the marketing environment. The consumer-company relationship is shifting as a result of digital media. People are increasingly spending the majority of their time online. As a result, the business sector is turning away from traditional marketing and toward digital marketing. They are now promoting or advertising their products and services through digital marketing channels. There are different factors which are regularly contributing in the growth of Internet like 4G, 5G services, Technological advancements. People prefer to buy things online; having banking services online, and watches videos online. With the ever-expanding internet, take advantage of social media. As more and more things become digital, the corporate sector is likewise becoming more digital. In this scenario product promotion agency have a lots of opportunity to enhance their business among globally customer and competitor again they faces several challenges when promotion of product online as there is a digital divide ,internet connectivity accesses, cyber fraud, authentication of information of products share digitally etc. for fluctuation of sales volume either decrease or increase. Digital media is an essential tool for businesses looking to build brand awareness, connect with customers on a more personal level, and drive traffic to their website or promote products or services directly. With its massive potential audience and advanced targeting options, digital media provides businesses with a powerful platform for online advertising that can help them achieve their marketing goals effectively.



KEYWORDS: Social Media, 4-G, 5-G, Digital divide, Cyber fraud, CRM, etc.

INTRODUCTION

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. Essentially, if a marketing campaign involves digital communication, it's digital marketing. In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts. Digital marketing is often compared to "traditional marketing" such as magazine ads, billboards, and direct mail. Oddly, television is usually lumped in with traditional marketing.

Importance of Digital Marketing

Any type of marketing can help our business thrive. However, digital marketing has become increasingly important because of how accessible digital channels are. In fact, there were 5 billion internet users globally in April 2022 alone. From social media to text messages, there are many ways to use digital marketing tactics in order to communicate with our target audience.

Additionally, digital marketing has minimal upfront costs, making it a cost-effective marketing technique for small businesses. B2B versus B2C digital marketing Digital marketing strategies work for B2B (business to business) as well as B2C (business to consumer) companies, but best practices differ significantly between the 2. Here's a closer look at how digital marketing is used in B2B and B2C marketing strategies.

B2B clients tend to have longer decision-making processes, and thus longer sales funnels. Relationship-building strategies work better for these clients, whereas B2C customers tend to respond better to short-term offers and messages.

B2B transactions are usually based on logic and evidence, which are what skilled B2B digital marketers present. B2C content is more likely to be emotionally-based, focusing on making the customer feel good about a purchase.

B2B decisions tend to need more than 1 person's input. The marketing materials that best drive these decisions tend to be shareable and downloadable. B2C customers, on the other hand, favor one-on-one connections with a brand.

Tools and Techniques of Digital Marketing:

Digital Marketing is a collection of various tools and techniques that allow us to explore things in greater depth.

- SEO (Search Engine Optimization)
- SMO (Social Media Optimization)
- SMM (Social Media Marketing)
- SEM (Search Engine Marketing)
- Affiliate Marketing
- E-mail-Marketing
- Content Marketing
- App Store Optimization (ASO)
- Search Engine Optimization (SEO)

The process of optimizing online content so that it appears as a top result in search engines such as Google Bing, and Yahoo. It is the process of increasing a website's visibility in search results through the use of natural links. SEO is also referred to as Organic Search Results.

As per a report of Statista (2020), there will be over 700 million internet users in India in the year 2020, and this is going to rise approx. 974 million users, which will indicate a large market for internet services. In fact, India was listed as the world's second-largest internet market in 2019, trailing

only China. The number of internet users is expected to rise in both urban and rural areas, showing a dynamic increase in internet access.

At the same time, women in India have far fewer internet users than men, and this disparity is even more pronounced in rural areas. Similarly, due to a lack of internet literacy and Technological know-how, internet usage among older persons in the country is lower.

India's digital footprint has enormous capacity to develop if under privileged populations, such as women, the elderly and rural residents are encouraged to use the internet. This is because people believe it is a simple, convenient, and effective way to find out information. There is a growing demand for experts who can deal with issues related to electronic media.

LITERATURE REVIEW:

In essence, a literature review identifies, evaluates and synthesizes the relevant literature within a particular field of research. It illuminates how knowledge has evolved within the field, highlighting what has already been done, what is generally accepted, what is emerging and what is the current state of thinking on the topic. In addition, within research-based texts such as a Doctoral thesis, a literature review identifies a research gap (i.e. unexplored or under-researched areas) and articulates how a particular research project addresses this gap.

The present study focuses on the evolving research topic i.e. digital marketing and impact of digital marketing on the corporate sector. The impact of digital marketing plays an important and significant role for the business organizations. The following related literature is reviewed to fulfill or to meet the objectives of the study. For this purpose, different research articles, books, journal, research papers are analyzed and reviewed.

Dunne, Lawlor & Rowley (2018) in their study Young people's use of online social networking sites-a uses and gratifications perspective have made an attempt to find out the reason behind young people's use of social networking site with special reference to bebo. The results of the study indicate that the participants were using bebo for their personal motives and in order to maintain a certain persona and identity in social context. The impersonal nature of the social media has led to facilitate the young people where they can negotiate the practicalities and forge the identities and maintain relationships.

Edosomwan et al., (2019) studied the history of social media and its impacts on business. They have discussed that social media has impacted the aspects of human communication and interaction. They have examined the history of social media. They have concluded that for businesses social media sites create a kind of buzz about the brand. They have also concluded that social media is in trend because of its cost effectiveness.

Awolusi (2012) studied the impacts of social networking sites on the workplace productivity. In this research it is studied that there is an influence of social networking sites on organizational functions like training, recruiting, communication and brand management etc. In this study it is concluded that social networking sites can influence the productivity of the workplace tremendously in terms of geographic collaboration, communication and effective marketing & promotions of products/services.

Hanafizadeh, et al (2019) studied the business impacts of social networking sites. They have discussed that social networking site like Facebook, twitter, YouTube have attracted the millions of people. These are becoming the important part for the business organizations. Business organizations are looking forward to use these sites. The results or the reviews of past literatures are suggesting that social networking sites have impacted the business organizations to a great extent.

Bhatt & Bhatt (2019) in their research paper Factors influencing Online Shopping: An Empirical Study in Ahmadabad writes about the factors which influence the perceptions of consumers regarding online shopping. The study has revealed ease/attractiveness of website, service quality of websites and website security as the three important factors which have prominently emerged from the study. The paper has proved that that these factors are related to specific type of consumers classified as occasional, frequent and regular consumers. The study shows that the regular buyers are most

influenced by the ease/attractiveness and service quality of website, whereas the occasional buyers value website security to a greater extent.

Stone & Woodcock (2020) explored role of latest technologies towards digital marketing making it more interactive and responsive to handle customers. They explained how business intelligence and customer insight is helping organizations in the interactive or digital marketing. They concluded that advanced support of Business Intelligence is helping the companies in the execution of processes of interactive or digital marketing. To make this process more advance and popular companies are now focusing on business intelligence and customer insight. They have further concluded that automation is playing a very important role.

Rahadi & Abdillah (2021) studied the utilization of social networking as promotion media. They have discussed that social media or social networking sites like Facebook, twitter etc, are not acting as communication channels only but they are also acting as a promotional tool for the business. The purpose of the research is to determine a kind of model of social networking utilization as a promotional media. They have concluded that businesses are using social networking sites as promotional tools and they are getting benefits from this. Businesses are using social networking sites such as Facebook; twitter etc, because of their minimal cost, easy recognizable, global distribution areas etc.

Semeradova & Weinlich (2021) threw light on new trends in digital marketing and possibilities of their applications in marketing strategies. They have discussed the possibilities of using mobile devices in the implementation of marketing strategies for businesses. They have also discussed about creating digital marketing strategies for business houses. They have concluded business organizations can't ignore the new possibilities and trends in digital marketing.

Sindhuri et al., (2022) explained about digital marketing strategies, the benefits of the digital marketing and impacts of digital marketing. They observed that digital marketing is providing the great exposure to the business worldwide, digital marketing is helping in consumer satisfaction and the impact of digital marketing on business is high enough. They concluded that digital marketing is effective and helpful in building and maintaining the relationship with customers via different kinds of online activities. Further digital marketing is cost effective, convenient and a measurable process.

Rathore, Pant & Sharma (2022) discussed about emerging trends in digital marketing in India. They observed that Indian market is becoming technology adaptive with increasing usage. Mobile phones are dominating other human activities. Internet is in the mainstream and digital marketing is becoming the main part of the digital economy. They discussed about effective ways of digital marketing i.e. plan, manage and optimize. They also discussed about the major factors which are affecting digital marketing like literacy rate, cost, lack of knowledge and technology etc. They concluded that digital marketing is cost effective and important tool for the growth of business.

SCOPE OF SOCIAL MEDIA

Different technical and non-technical aspects can be found on social networking platforms. There are various features such as profile visibility, profile/display images, friends list, follower list, and likings. Name, demographic information, addresses, age, gender, location, and date of birth are all included in the profile. Other capabilities include photo and video sharing, blogging, wishes, and article submissions, among others. Many social networking sites also offer features such as private messaging or secret conversations to protect their users' privacy.

Many of the websites also have features that are tailored to commercial organizations. These business-oriented qualities assist businesses in working effectively and efficiently to reach their objectives with the least amount of investment and maximum output. Artificial Intelligence is a concept used in social networking sites to make them more interesting and dynamic.

Promotional opportunities are the lifeblood of staffing and retention in the enterprise landscape. Without the proper use of incentives and coaching, personnel are likely to refrain from maintaining relationships with a business for an extended period of time. Competitors steal the best talent from other companies by offering individuals enhanced pay and benefits. Promotions supply

these kinds of bonuses to personnel so that they do not feel the need to leave their employers. The presence of promotion outlets in the enterprise environment compels personnel to work harder and strive to impress their bosses.

Social media as a marketing tool. He has studied the opportunities and challenges in this context. He has discussed about the escalating usage of social networking sites in business world. The study is aimed to discuss how social media has affected the business performances. The paper has concluded the different benefits, scope and problems associated with use of social networking sites in business organizations.

This study will bring out the different factors of digital marketing which are impacting the businesses positively or negatively so that businesses will get to know whether to make use of digital marketing or not. This study will also reveal challenges faced by businesses in implementation of digital marketing strategies. The results and findings of the study will help the businesses which are using or starting digital marketing to know the role, scope and impact of digital marketing on businesses in future.

STATEMENTS OF PROBLEMS:

There is a lots of problem faced by the firms during promotion of product via digital marketing. Again in advantages point of view volume of sales fluctuate either online or offline marketing as consumer and competitor interlinked globally through social media, information flow very fastly in world market if some things happen in domestic market and vice-versa.

OBJECTIVES OF THE STUDY

Based on the above mentioned research problems helped in setting research objectives of this proposed study. Objectives of this study are as follows -

1. To identify the challenges faced by the firms during Product promotion through digital marketing.
2. To identify the most effective mode of digital marketing that influences firms promotion strategy..
3. To measure the impact of digital marketing on the sales of business firms.
4. To analyze customers' perception towards digital marketing.

HYPOTHESIS

H1: Identified motivating factors are influencing in adoption of digital marketing for business firms.

H2: There is a significance difference between the challenges faced by the firms and motivational factors in the adoption of digital marketing.

H3: Digital marketing does influence consumers decision making.

SIGNIFICANCE OF THE STUDY

Digital marketing gives all businesses, large and small, the same opportunity. Previously, only affluent companies could advertise their products and services due to the high cost of traditional marketing and advertising compared to digital marketing. Digital marketing is significantly affecting and altering the entire company landscape. Less money spent yields excellent benefits. Businesses are obtaining the most output for the least amount of money. Use of digital technologies and internet helping in the creation of advertisements which are dynamic in nature and penetrating worldwide.

A keyword is simply a word with a specific meaning and value. Keyword research is the process of searching for and identifying keywords for use in an advertisement campaign or for any other search purpose. Keyword research can help you find the right search terms to help your content rank higher on search engines like Google. It is a fundamental aspect of Search Engine Optimization (SEOS. Headings primarily assist search engines and readers in comprehending and reading the text.

RESEARCH METHODOLOGY

Research Design: The research design in the research work will be designed keeping in mind the focused objectives and the aim of accurate and authentic collection of data. The Research design for the study will be:

(1) Descriptive/Explanatory Research–This study is related to Descriptive Research design as process of research where describing, explaining, and validating research findings be done on the basis of past data as well as on the responses and the reaction of employee regarding role of Social Media in Promoting Brands of Consumer Products

(2) Probability Research–This study also related to Probability Research, As we select sample from large employee randomly by using a method based on the theory of probability. It is practically impossible to send a survey to every individual to gather information but we can use probability sampling to get data which is as good even if it is collected from a smaller population

STUDY AREA

For this research paper, the study area which is selected is plain area of Nepal. This location provides a variation in the rural and urban areas in different communities.

Sampling

The present research: “A Study on the Impacts of Digital Marketing on product promotion companies.” is accentuating more to study different impacts of digital marketing on Indian firms of different sectors and also the perception of customers about digital marketing or advertising. The study is divided into two parts. The first part is associated to carry the research on Indian firms to study different motivational factors towards the use of digital marketing, the challenges and issues firms are facing after the use of digital marketing.

Table 1: Industrial Sample Description

1.	Population/Sample	The firms using digital marketing or different modes of digital marketing for the purpose of promotion and advertisements of their product and services. (Region:North India)
2.	Sampling Frame	List of the firms
3.	Sampling Method	a) Random Sampling Method for the identification of Firms b) Convenience Sampling Method for the collection of Data
4.	Sample Size	I will try to collect 500 data.

Source: Framed Structure

Data of 500 participants will collect from four business types i.e., proprietorship firm, partnership firm, Corporation and semi-government based on convenient sampling method. There are few participants of other kinds of business as well. Industries like healthcare, IT sector, education, production and manufacturing, food and hospitality, tour and travels and banking sector etc., had been contacted for data collection. The second part of the study is to check the perception of consumers towards digital marketing.

Table 2: Customers' Sample Description

1	Population/Sample	Customers are selected from different socio-economic and demographic backgrounds who are the internet users and have knowledge about digital marketing and advertisements.
2	Sampling Frame	List of the customers
3	Sampling Method	Random and Convenience Sampling Method
4	Sample Size	I will try to Select 600 customers data.

Source: Framed Structure

For this, data of 600 online customers will be collect via Google form and one to one interaction on the basis of different socio-economic or demographic backgrounds. The selected customers will be internet users and have a knowledge of digital marketing or online advertisements.

Data collection method: The data for the proposed study will be collected through two methods of data collection.

Primary Data: These data collected through survey via Questionnaires, Interview, schedule, Observation.

Secondary Data: The method of secondary data collection will be....

1. Literature from articles published in the journals.
2. Literature from text books and magazines.
3. Literature from websites.

Statistical Tools and Techniques For analysis of data and testing the hypothesis:

1. Average, S.D, Graphical presentation, map and diagrams will be presented with the help of computer.
2. Govt. record will be used for the information about their actual position.

The statistical tools will be used for testing of hypothesis. Such as T-test ,Chi- square test, F-test etc. With the help of some statistical software such as AMOS and S.P.S.S(statistical package for social science)ANOVAs (Analysis of variance), Regression and Correlation, the collected data will be analyzed to reach the conclusion of the study. But natural study will face certain

CONCLUSION

The conclusion chapter recapitulates a brief Summary of the Finding& Suggestions made on the basis of the study will be presented after the completion of Research Work.

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