

Social Media: A Boon for Marketer of Unorganized Sector

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Abstract: In the era of globalisation, world has experienced the emergence of social media. Social Networks have become a platform for a bulk of activities which are part of our daily lifestyle. Social media is considered as a strongest tool for promotion and this is greatly used by many companies and associations especially in unorganised sector. The linkages between social networking and marketing is established by linking the word communicating and society. No doubt, social media have provided an attractive, quick response and reasonable platform for whom those have not enough resources for creating required demand of their product. But social media / Viral Marketing is considered as two edge sword, option is yours either you may use it in way of constructive or destructive manner. One side of social media is that it provides quick recognition and on the other hand negative opinion / feedback will also float to the mass with same speed. However, it can be said that the tool of viral marketing is excellent but need of hour is to be proactive, conscious and more aware. The study is an attempt to explore the opportunities and threats that unorganised sector have to face in its way of using the social media as a promotion tool to market their product. Overall, it can be said that 5 P's of social care -participate, platform, prioritization, problem resolution process pave the path of marketer of getting success.

Keywords: Social Media, Marketing, promotion, Unorganized sector and effectiveness

1. Introduction

The emergence of social media. Social media particularly in the form of social networking has affected every facet of life irrespective of age, gender, demography etc. However, the group which it has influenced the most is the young generation but it does not mean that the other groups have not been influenced. Social networks have become a platform for a bulk of activities which are part of our daily lifestyle. The linkage between social networking and marketing is established by linking the words communicating and society. Social networking is that which primarily involves with the process of creating communication within the society. Thus the main fundamental character of the process of marketing being communication to the society is being served by strongest and most interactive social media that is social networking. Going a step further if we talk about promotion which is one of the key components of the marketing mix that can be best attained through social media. This is greatly used by many companies and associations especially in the unorganized sector. The present paper is an attempt to understand customer perception

about social media as a part of marketing also assess the impact of social media on customer by explaining how the social networking has affected the process of marketing and how present day marketing activities is highly dependent on this distinctive process of social networking. Social media originated strictly as a personal tool that's people used to interact with friends and family but were later adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers, for example, by informing them of sales and offering them special Coupons etc.

The growing social media scene has given small business owner yet another way to promote their businesses online for relatively little investment. In fact, time is most significant cost when it comes to social media. Since most of small business owner are busy running all aspects of their businesses, they do not have much extra time to spend on social media. This is why it is important to create marketing plan, set goal for your social media activity and learn as much as you can about each network you plan to participate in so you can reduce the learning curve and avoid wasting time

The term social media is used so inaccurately that it can basically be used to describe almost any website on the internet today or maybe not. The concept of social media could be understand in following terms:

Broadly social media may be defined into two parts:

The "social" part: refers to interacting with other people by sharing information with them and receiving information from them. The "media" part: refers to an instrument of communication, like the internet (while TV, radio, and newspapers are examples of more traditional forms of media).

Objectives of the study: Primarily the aim of the study is to assess the effectiveness of social media as a promotion tool for unorganised sector from the perspective of consumer. Specifically, the study also try to achieve the following,

- Present status of social media and its use as a promotion tool.
- Acceptance of social Media as a promotion tool.
- Opportunities and challenges for unorganized sector to use social media as a promotion tool.

Research Design: Basically it is descriptive study. On the basis of available data, it is to be asserted that how it can be used as promotion tool for business specifically for unorganised

sector. Both primary and secondary data is used for achieving the objectives of the study. Primary data collected through a well-structured Questionnaire and secondary data has taken from different websites and http.

Significance of Study: It will be helpful for unorganised to resolve their problem in the area of marketing up to maximum extant at minimal cost.

Limitations of the study: Inference were drawn on the basis of selected customer only, Time and responses biasedness may be the constraint.

Status of Social media as a promotional tool:

Social media started as an entertainment tool and evolved to a powerful marketing tool. While serving its primary purpose of connecting people, social media also plays a major role in connecting marketers with customers. Social media marketing is on the rise, as this type of media gains importance in the industry and shows potential for further development. Investments in social advertising worldwide are forecast to grow from around 32 billion U.S. dollars in 2017 to approximately 48 billion U.S. dollars in 2021. The United States is, by far, the largest social media advertising market in the world, as more than 14.8 billion U.S. dollars were spent on social media ads in the country in 2016 alone.

Social media marketing is increasingly being used in business to attract attention and gain website traffic. An examination of the digital marketing spending in the U.S. from 2014 to 2019, broken down by segment reveals that social media is an area of marketing which will receive heavy investment in the future. In 2014, spending on social media marketing in the U.S. totaled approximately 7.52 billion U.S. dollars. By 2019, this figure is expected to rise by almost ten billion to 17.34 billion U.S. dollars.

measure social media marketing's ROI and a further five percent strongly disagreed that they were able to do so. These results indicated that more needs to be done to provide and teach marketers about assessment criteria when it comes to social media.

Effectiveness social media marketing: With few concrete measures one cannot evaluate the effectiveness of social media by the number of likes, retweets or a certain number of comments on a post posted at social networking site .In fact the impact of social media must be analysed or appraised by a bigger lens i.e. engagement of customers in terms of their active involvement as it can lead to “deep commitment” through the customer’s progressive investments in the relationship. I believe that social media marketing should be held to a higher standard than conventional media given its ability to affect the entire engagement-commitment scale. People are drawn to social media sites by a common interest or a need that’s often neither product- nor brand-specific. The marketer’s challenge is to transfer some of that engagement to the brand. This is easier when the site is brand-affiliated, as in owner/user forums or company Facebook pages. In some cases marketers can pull the community together and can join the dialogue.

Perhaps the first step toward brand engagement via social media is engagement with brand-related content (consumer- or company-generated), which can be assessed by a variety of metrics: shares, comments, followers, subscribers, impressions, click-through and links. Ideally, social media marketing can also broaden brand engagement by stimulating interactions in other touch points, both online and offline. This might involve driving prospects to the company’s website, encouraging telephone contact or inspiring a store visit. This is all trackable today. A desired effect of this brand engagement is a stronger attraction for the brand, although it’s not always clear whether the referent of a like is the specific content or the brand itself. However, the same ambiguity exists in a consumer’s attitude toward an ad versus attitude toward the brand.

When one speak of holding social media to a higher standard one also referring to its impact on customer loyalty. It’s not just about what consumers or B-to-B buyers think and feel, it’s ultimately about what they done can conceive of loyalty as a behavioural predisposition that is reflected in a pattern of behaviours rather than a single act. What are these behaviours and how can social media contribute? Trial is a necessary step toward behavioural loyalty. By virtue of its marketing intelligence function, social media can provide valuable guidance on how to convert prospects to customers. Marketers can assess the tone of the conversation about the brand, identify likes and dislikes and spot barriers to purchase by using tools such as sentiment analysis, text mining and pop-up surveys. Many equate loyalty with repeat purchasing. In this regard, social media has a key role to play in dealing with customers who are “negatively engaged.” Not everyone on social media who is posting, commenting, retweeting or rating the brand is a happy camper. While it is important to track user ratings when

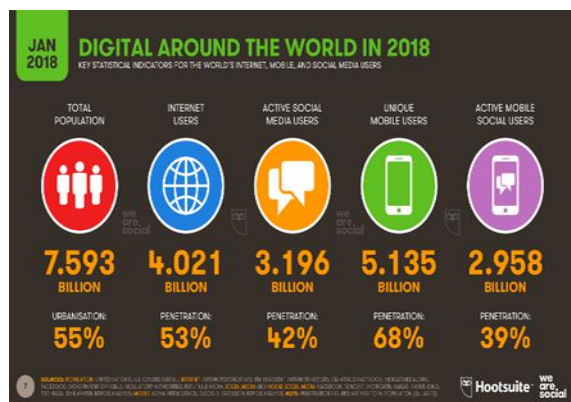


Fig. 1. Digital around the world in 2018

The strategies in place to measure the success of social media marketing are complex and not often easily identifiable. In January 2017, 5.7 thousand marketers were asked; ‘Do you agree with the statement: “I am able to measure the return on investment for my social media activities?”’ The results showed that 37 percent were uncertain about their ability to measure return on investment, 20 percent disagreed that they were able

they are provided online, it is critical to address the actual problems and complaints that customers express and off course as a seller firm has to resolve the problems at his earlier possible concerns.

After repeat purchasing, the most commonly mentioned loyalty behaviour is referral, which acknowledges the power of social influence and word of mouth. Net promoter score, which measures a consumer’s willingness to recommend a product or brand, is a popular customer loyalty matrix. This is an area where we would expect social media to really shine. There are many examples of referral marketing programs that have been enabled by social media, including Airbnb. Success requires a trusted source who uses the product, is familiar of the recipient’s interest and needs and is incentivized to make the recommendation. There are numerous other loyalty behaviour that social media can positively influence. A firm faced with a product recall might use social media to reach out to unregistered owners to bring their product in for repair. In terms of inducing customers to “buy more,” social media might be used to illustrate novel features of the product or service. The notion of collaborative behaviour whereby customers are encouraged to join product development discussion groups or to relay improvement suggestions is heavily touted. And one of the greatest ways to stretch the marketing budget is by leveraging user-created content. In current scenario the Social media just keeps growing and growing. Facebook is reaching 2.2 billion monthly active users. And most other social networking sites and apps are at the top of their all-time high user numbers.

Social media statistics

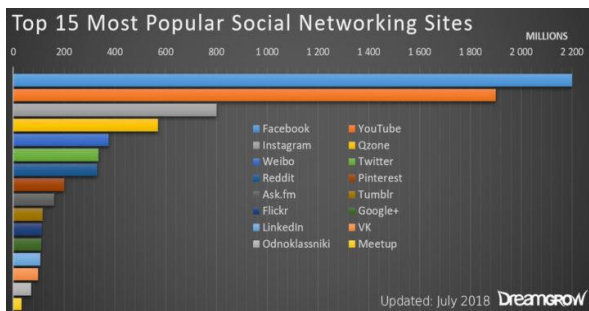


Fig. 2. Top 15 most popular social networking sites (Source: google.com)

- For context, as of January 2019, total worldwide population is 7.7 billion.
- The internet has 4.2 billion users.
- There are 3.397 billion active social media users.
- On average, people have 5.54 social media accounts.
- The average daily time spent on social is 116 minutes a day.
- 91% of retail brands use 2 or more social media channels.
- 81% of all small and medium businesses use some kind of social platform.

- Internet users have an average of 7.6 social media accounts.
- Social media users grew by 320 million between Sep 2017 and Oct 2018.
- That works out at a new social media user every 10 seconds.
- Facebook Messenger and Whatsapp handle 60 billion messages a day.

1. *Online adults aged 18-34 are most likely follow a brand via social networking (95%).* (Source: MarketingSherpa) Think about your audience and see where they are most likely to follow your brand.

2. *71% of consumers who have had a good social media service experience with a brand are likely to recommend it to others.* (Source: Ambassador) Use social media as an effective customer service tool to increase brand engagement and win new customers.

3. *2.56 billion global mobile social media users, equaling 34% penetration; globally with 1 million new active mobile social users added every day* (Source: We Are Social). Make sure to optimize your mobile social media campaigns and since mobile ads are relatively cheap and easy to produce, test multiple versions to see what works the best. Users spend on average 69% of their media time on smartphones (comScore).

4. *96% of the people that discuss brands online do not follow those brands’ owned profiles.* (Source: Brandwatch) Companies need to go beyond their own channels and monitor those unbranded conversations to gain valuable insights and manage brand health.

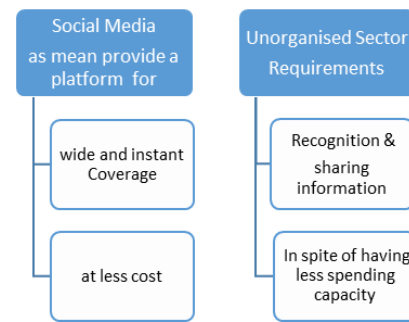


Fig. 3. Relationship between social media features and unorganized sector requirements

5. *Visual content is more than 40 times more likely to get shared on social media than other types of content.* (Source: HubSpot) Flying Point Digital has a great post on how to create an innovative content strategy on social media media. the aforementioned marketing communication model with social networking some additional activities are to be done those are web-based interactive applications, which can be considered where the consumer can download and run the applications and get involved with the brand. It could also be in the form of interactive campaigns where the marketer allows the customer to participate in the campaign execution which creates linkage with the customer and the brand. Companies are also investing

in interactive website nowadays which also connects well with the customer, other tools like making the customer more involved through virtual tour, having videos in the internet that can be downloaded and shared by the customer are some of the branding initiatives. These different initiatives are sensed by the customer. The marketer needs to ensure there is adequate engagement of customer sensory mechanism involving the senses of touch, smell, feel, see hear and taste.

Sample Profiling:

Under survey, more than 300 people were approached to know about their view regarding the social media and its use as promotional tool for business especially for unorganized sector but 160 responses are compiled under the study for interpretation. Sample are selected through convenience sampling, the composition of sample includes 21% self-employed and 37% servicemen and 42% students. Responses indicated that 68% male and 32% female were responded of age ranging from 18 to 50 years.

Analysis and interpretations:

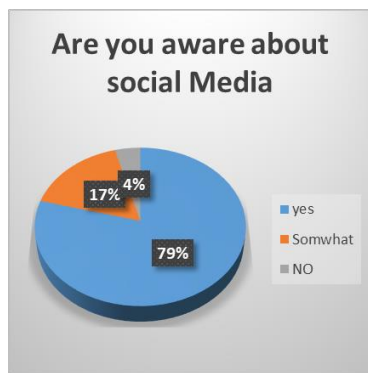


Fig. 4. Are you aware about social media? (Source: Questionnaire)

Generally social media is considered as a platform for social interaction and sharing views. When responses are derived on this 79% of the respondents are well aware about the use of social media while 17% are aware but not using it. On the whole, it can be said that social media is now emerge as a strongest tool of sharing opinion, views and ideas.



Fig. 5. You prefer online purchase of goods and services from? (Source: Questionnaire)

When it was asked from respondents either they prefer online shopping or traditional shopping .54% of respondents were

opined that they used to purchase product of latest style and less costly irrespective of their brand while 28% respondents said that as online shopping has still have to do a lot for winning the trust of customers but still on branded product, it could be assumed that it will be a fair deal, so that they buy online branded product online.

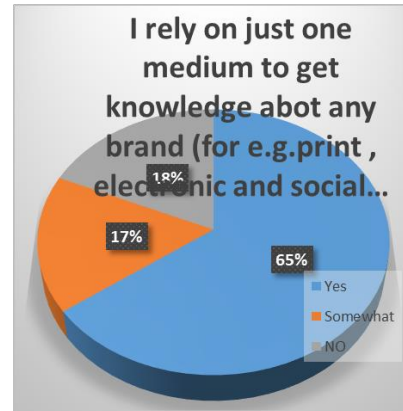


Fig. 6. I rely on just one medium to get knowledge about any brand (for e.g. print, electronic and social media etc. (Source: Questionnaire)

Responses in regard of seeking knowledge about brand 65% respondents were the opinion of that they rely on one medium for getting information' related to product and services. While 35% of respondents either using more than one medium or have no clarity because as and when information required for purchasing they use the medium which is instantly available that can be print media or electronic media. As nowadays, the only thing on which individual is in constant contact with his /her mobile phone. Therefore, use of electronic media for getting knowledge about product or services or idea is more common. In nutshell it can be said that majority of customer are not so much concerned about information related to product they are going to purchase but some are of opinion that they agree with fact that generally most of time shopping is influenced by emotions but still some basic idea about the product or services is required. Overall it can be said that for FMCG, People shopping is based on emotions while for shopping of capital goods, it is necessary to know some basic facts as well as similar product available in the market.

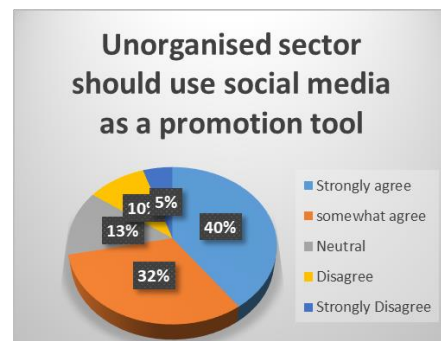


Fig. 7. Unorganized sector should use social media as a promotion tool (Source: Questionnaire)

On the question of that either social media should use as a promotional tool. About 72% respondents were of the opinion that it may be used as a promotional tool especially for unorganized sector because it is a quick and less costly medium of promotion which is the prime requirement of small scale businesses. While 13% are neutral in their opinion because of least reach of this medium to common men and lack of trust etc., these factors affect the opinion of people to use social media as a promotional tool.

It is found that social media is two edge sword, no doubt it creates immediate wider recognition on whatever share on social media. Likewise spreading positive message, it also spreads negative feedback or views with the same speed. Still responses indicate that for quality product, social media is a powerful tool for getting recognition in market.



Fig. 8. Benefits of online shopping (Source: Questionnaire)

Responses regarding benefits of online shopping found that the main attraction of online shopping is time saving because through online shopping neither you have to face the presence of heavy crowd and traffic jam etc. In addition to this, people also prefer online shopping because of wide range of information and low cost incentive.



Fig. 9. What are loopholes does online marketing carry over traditional marketing (Source: Questionnaire)

In the era of digitization, people still enjoy traditional shopping and find it more trustworthy. When people were asked about the loopholes of online marketing over traditional marketing, Fear of fraudulent emerges as a prime factor while other factors are susceptible, lack of demonstration etc. are also

considered major loopholes in way of online marketing. On the whole Indian customer are of the mind-set that they want to enjoy the shopping and that's why they considered traditional marketing always better than online due to various reason such as quality check by feeling, bargaining etc.

Therefore, it can be said that if unorganized sector wants to enter into global competitive market with unique quality product through social media then social media will definitely provide a platform to them for demonstrating their product and services with wide coverage and less cost. But it is pertinent to mention here that social media is just like a mirror showing the actual what you are if you are good enough, success is yours if not that is also replicated through social media immediately.

2. Conclusion and Recommendations

Social media can be overwhelming to small business owner who are brand new on the scene because there are so many social networks and so many ways to use them to promote your business. Social networking through plethora of activities and emerging innovations can be said to be another tool of creating a common platform. Example of Swiggy in business sector and GEM in Government sector has done a commendable work for small scale businesses and entrepreneurs for getting recognition and expansion of their business. Marketing involves a set of activities through which information about a product or service is disseminated among the buyers or the consumers leading them to the process of buying. Now the effectiveness of these activities and highly relies upon the reach and effectiveness of the activities in a heterogeneous interaction space. And this heterogeneity creates the difficulty for most marketers. The fragmented marketing actions related targeted in a heterogeneous field is really difficult and reduces effectiveness of activities too. With social media creating such a buzz throughout the world it cannot be denied that in terms of marketing activity it has effectively been able to transform this fragmented action in to a unified scope. The reason being each and every individual now (irrespective of demography, gender, age) is directly or indirectly involved with the process of social networking. Thus almost each and every segment comes under the space of social networking. Social networking has thus created a hegemonic impact upon people. The impact of this hegemonic stance is the direct defragmentation of the marketing activities. The growth of social media is breaking all bounds and marketers should effectively use this medium with a better and improved strategic intent to reap positive impacts of this revolutionary phenomenon. However, the point that is most striking especially in the context of developing nations in the Asia-Pacific region is that, the avid growth of users of Social Networking suggests that the impact of no other medium will be felt to be as important as social networking in our nearest future in every aspect and dimension of human life and marketing is no exception. So truly the modern marketing bus is running in high speed on the fuel of social networking that can be also relevant for different organized and unorganized

sector of India. Different organized and unorganized sector must use the social linkages with Social Networking to maximize the brand visibility and acceptance. Social networking sites are not a threat to conventional but it can be used as complementary tool.

No doubt, social media have provided an attractive, quick response and reasonable platform to those who have not enough resources to create the demand of their product or services. But social media as a mean of promotion is a mixed blessing. Now option is yours either use it in constructive manner or destructive manner. If information, popularity go quickly and worldwide and on the same way feedback and reviews are also move ahead with same speed. However, it can be said that the tool of social media is undoubtedly excellent but need of the hour is to be proactive, conscious and more aware.

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