



www.mecsjs.com

The Impact of Social Media Marketing Strategies On Consumer Purchase Intention

Khumar Sharma

Management Department, University of Latvia

E-mail: Search.32019@gmail.com

Abstract

Social media started as a tool for entertainment in the beginning, then became used in marketing because of its remarkable advantages in business domain. In this paper we will talk about the concept of social media, social media marketing and, the strategy of the social media, the advantages and disadvantages of using social media marketing, the concept of the consumer purchase intention, and the effect of social media marketing strategies on consumer purchase intention.

As the development of internet technology and the improvement of e-commerce market, online shopping becomes a brand-new individual consumption pattern for buyers and receives a growing number of attentions from public. This prompted me to write this paper.

Keywords: Social media, Social media marketing, Consumer Purchase Intention, Strategy, Network.



www.mecsjs.com

1. Introduction

Social media was beginning as a tool that people used to interact with family and friends, The Internet and social media has made it possible for one person to communicate with millions of people around the world.

Social media is a set of internet applications that build on technological foundations of web sites such as Facebook, twitter, what's app, YouTube, telegram, linked in and snapchat, and allow the creation and exchange of user generated content.

The advantages of utilizing traditional marketing are; the tangibility of the marketing materials, the possibility of face to face interactive selling and the short-term results that come quite fast i.e. through a promotion campaign (Souza, 2012). The advantages of using SMM are that it is inexpensive to use as most social media platforms do not cost and possibility to engaging a two-way communication with the client, on time, place, media and cost (Hausman, 2012). Social media marketing is also measurable through Google Analytics and Facebook insights

The disadvantages of traditional marketing is hard to measure as the link between a billboard commercial and a final customer is not obvious and cannot directly be measured. Traditional marketing is also expensive as a commercial spread at a magazine might cost a lot. And a low response rate as the marketing is often “forced upon” the client, one-way communication with the client as the clients cannot give direct feedback from advertisements. (Souza, 2012)

The disadvantages of social media marketing are that It requires the clients to be present on the social media platform; if the client is not using the social media platform then there is no possibility to reach the client, it needs a long-term strategy and a focus on



www.mecsjs.com

creating relationships with customers, so the results take longer to be visible. It is very time consuming to keep social media updated and connect with the clients. (Souza, 2012)

Social media used because it time saving and effort, there are many of marketing websites such as Alibaba, AliExpress, jolly check, amazon, and the millions of people are using Facebook, twitter, what 'Sapp, YouTube, telegram, LinkedIn and snapchat.

2. Social Media

2.1 The concept of social media

Social media is a computer technology that simplified the exchange of information and ideas and the building of virtual reality and communities removed spatial and time constrains that deep-seated in traditional methods of communications, the online tools enable one to many sharing of multimedia content; and employ easy to use interfaces that enable even non-specialists to share and connect. (FOTIS, 2015)

2.2 The types of social media

Social Media classified in: (Laksamana, 2018)

- 1- social networks micro-blogs,
- 2- Media sharing networks (photo and video sharing sites)
- 3- Blogging and publishing networks. (WordPress, Tumblr, Medium)
- 4- Social shopping networks. (Polyvore, Etsy, Fancy)
- 5-Discussion forums (reddit, Quora, Digg)
- 6- Bookmarking and content curation networks (Pinterest, Flipboard)

3. Social Media Marketing

3.1 The concept of Social media marketing



www.mecsjs.com

Social media marketing is a new trend and fast-growing way in which business activities are reaching out to target customers easily. Social media marketing can be simply defined as the use of social media channels to promote a company and its products.

3.2 social media marketing strategies

Here are the seven steps to create a winning social media marketing strategy in 2018: (York, 2018)

-Create Social Media Marketing Goals That Solve Your Biggest Challenges

creating goals is very important to the first part of your social media strategy. At the same time, it's best to set goals that you know are realizable.

- Research Your Social Media Audience.

Initially you should have a goal in mind for your social media marketing strategy, then your brand should look into the demographics of your most valuable social channels.

- Establish Your Most Important Metrics

Engagement metrics sometimes paint a better picture, such as Reach: Post reach is the number of unique users who saw your post; Clicks: Tracking clicks per campaign is essential to understand what drives curiosity or encourages people to buy; Engagement: The total number of social interactions divided by number of impressions (how well your audience perceives you and their willingness to interact); Sentiment: Did customers find your recent campaign offensive? What type of sentiment are people associating with your campaign hashtag? And Organic and paid likes: More than just standard Likes, these likes are defined from paid or organic content.

- Research Your Social Competitive Landscape.

The simplest way to find competitors is through a simple search on search engines Look for the most valuable keywords, phrases and industry terms.

-Build & Curate Engaging Social Media Content.

we recommend creating content that fits to your brand's identity.



www.mecsjs.com

- Engage with Your Audience & Don't Ignore.

-Track Your Efforts & Always Improve.

3.3 The advantages of using social media to market your business

Using social media in marketing field has various advantages: (DeMers, 2014)

1-Increased Brand Awareness

Social networks are one of the most cost-effective digital marketing methods used to standardize your content and increase your business visibility. Implementing a social media strategy will greatly increase your brand recognition, as it will engage with a wide audience of consumers.

2-More Inbound Traffic

Marketing your business on traditional way, is limited to your usual customers. Without utilizing social media as part of your marketing strategy, you'll have much more difficulty reaching anyone outside of your loyal customer circle. The people familiar with your brand are likely searching for the same keywords you already rank for.

3-Improved Search Engine Rankings

Search engine optimization (SEO) is very important for realizing higher page rankings and obtaining traffic to your business website.

4- Higher Conversion Rates

Social media marketing allows your business to give a positive impression by sharing content, commenting, and posting statuses on social media, it personifies a brand.

5-Better Customer Satisfaction

Social media is a communication and networking programs. Creating a name for your company through these platforms and programs is very important in humanizing your company. Customers appreciate knowing that when they post comments on your pages, they will receive a personalized response rather than an automated message. The ability



www.mecsjs.com

to acknowledge each comment shows that you are attentive of your visitors needs and aim to provide the best experience.

6- Improved Brand Loyalty

developing a loyal customer base is One of the main goals of businesses. Considering that customer gratification and brand fidelity typically go side by side, it is important to regularly engage with consumers and begin developing a bond with them. Social media is no limited to introducing your brand's products and promotional campaigns. Customers see these platforms as a service channel where they can communicate directly with the business. Customer satisfaction and brand loyalty both play a part in making your business more authoritative

7-Cost-Effective

Social media marketing of an advertising strategy is possibly the most cost-efficient part. creating a profile and Signing up is free for almost all social networking platforms, and any paid promotions you decide to invest in are a relatively low cost compared to traditional marketing. Being cost-effective is advantage for social media marketing because you can see a greater return on placement and retain a bigger budget for other marketing and business expenses.

8-Gain Marketplace Insights

marketplace insight one of the most important advantages of social media. Using social media as a complementary research tool can help gain information that will help you in understanding your industry.

3.4 Social Marketing Disadvantages

There are five main disadvantages need to be considered on social media marketing, which are: (Toor, Husnain, & others, 2017)

1-Time intensive



www.mecsjs.com

Businesses without a service to manage social networks will find it difficult to compete, social media is interactive, social media marketing needs a significant time finance Somebody has to be responsible to monitor each network, respond to comments, answer questions and post product information the customer deems valuable. (Nadaraja & Yazdanifard, 2012)

2-Trademark and Copyright Issues

to ensure that those providing content through the media outlets are not misusing their intellectual property When using social media marketers should regularly monitor the use of their trademarks and copy rights.

3-Trust, Privacy and Security Issues

Using social media to promote one brand, product, or service can involve trust, privacy, and data security issues. It is important that companies recognize these issues and take appropriate measures to reduce their exposure to responsibility for the collection, use and maintenance of personal data.

4-User-Generated Content (UGC)

Attracting user-generated content into a marketing strategy comes with some risk of legal liability for content created by an individual participating in the campaign, however marketers can take some steps to reduce the legal risks associated with marketing campaigns that involve the dissemination of content generated through the media Social. (Steinman & Hawkins, 2010)

5-Negative Feedbacks

Consumers can create positive or negative pressure on the company and its products and services. This depends on how the company delivers online and on the quality of the products and services provided to the customer. the not satisfied customers or competitors are able to post disparaging or offensive pictures, posts or videos and there is not much a marketer can do to prevent these occurrences. (Ghose & Li, 2009)



www.mecsjs.com

4. Consumer Purchase Intention

4.1 The concept of consumer purchase intention

Consumers purchase intentions are one of the primary inputs that marketing managers use to predict future sales and to determine how the actions effect consumers' purchasing behavior. Purchase intentions are often measured and used by marketing managers as an input for decisions about new and existing products and services. Purchase intentions are correlated with predict future sales. (Morwitz, 2014)

According to the theory of consumer behavior, the marketing process is divided into five phase, Need to Recognition, research Information, Evaluation of Alternatives, Purchase and Post-Purchase Behavior (Kotler & Armstrong, 2011)

4.2 The impact of social media marketing strategies on consumer Purchase Intention

The most important factors that contribute to the consumer's intention to purchase are the quality of the product, the brand and the advertisement. These factors act as the main reason for the marketing efforts of companies through new means as well as traditional methods where both approaches can help boost their market share. (Hidayat & Diwasari, 2013)

The results suggest that marketing through social media greatly influences significantly impacts both purchase intention and brand loyalty. It also reveals that purchase intention affects brand loyalty. The social media marketing has a positive effect on the consumer purchasing intention and consumer participation is developed. (Kim & Ko, 2010)

Conclusions

One of the most distinctive ways in which the company reduces its costs is use of social media marketing. Promoting brands, products and other marketing activities through



www.mecsjs.com

social media does not cost the company so much then. It is widely evaluated as the most appropriate tool for marketing products to the target segment.

Social media emerged as a tool used by people to interact with family and friends but was subsequently adopted by companies that wanted to take advantage of the new, popular way of communicating with customers the power of social media is the ability to communicate and share information with anyone on earth (or large numbers of people) if they use social networks.

online shopping can be defined as a process of sellers delivering products or service to customers, and the elements of information flow, capital flow, that are relevant to delivering process and every links of overall process are finished with the help of internet network.

References

- DeMers, J. (2014). The Top 10 Benefits Of Social Media Marketing. Forbes BrandVoice. Retrieved from <https://www.forbes.com/sites/jaysondemers/2014/08/11/the-top-10-benefits-of-social-media-marketing/#17308fbc1f80>
- FOTIS, J. N. (2015). THE USE OF SOCIAL MEDIA AND ITS IMPACTS ON CONSUMER BEHAVIOUR:THE CONTEXT OF HOLIDAY TRAVEL. UK: BOURNEMOUTH UNIVERSITY. Retrieved from <http://eprints.bournemouth.ac.uk/22506/1/JOHN%20FOTIS%20-%20PhD.pdf>
- Ghose, A. P., & Li, a. B. (2009). The economic impact of user-generated content on the Internet: Combining text mining with demand estimation in the hotel industry. Retrieved from http://pages.stern.nyu.edu/~bakos/wise/papers/wise2009-p07_paper.pdf
- Hidayat, A., & Diwasasri, a. A. (2013). Factors influencing attitudes and intention to purchase counterfeit luxury. *International Journal of Marketing Studies*, 5(4), 143-151. doi:10.5539/ijms.v5n4p143



www.mecsjs.com

- Kim, A. J., & Ko, a. E. (2010). Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention. *Journal of Global Fashion Marketing*, 1(3), 164-171.
- Kotler, P., & Armstrong, a. G. (2011). *Principles of Marketing* (14th ed.). pearson prentice.
- Laksamana, P. (2018). Impact of Social Media Marketing on Purchase Intention and Brand Loyalty: Evidence from Indonesia's Banking Industry. 8(1), 13-18. Retrieved from file:///C:/Users/owner/Desktop/5838-15002-1-PB.pdf
- Morwitz, V. (2014). Consumers' Purchase Intentions and their Behavior. *The assence of knowledgw*, 7(3). doi:10.1561/17000000036
- Nadaraja, R., & Yazdanifard, a. R. (2012). *Social media marketing : advantages and disadvantages*. Malaysia: Center of Southern New Hampshire University(SNHU). Retrieved from https://www.researchgate.net/profile/Rubathee_Nadaraja/publication/256296291_Social_Media_Marketing_SOCIAL_MEDIA_MARKETING_ADVANTAGES_AND_DISADVANTAGES/links/00b7d52235b90905db000000/Social-Media-Marketing-SOCIAL-MEDIA-MARKETING-ADVANTAGES-AND-DISADVANTAG
- Steinman, M. L., & Hawkins, a. M. (2010). When marketing through social media, legal risks can go viral. 22(8), 1-9.
- Toor, A., Husnain, a. M., & others, a. (2017). The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as a Mediator . *asian journal of business and accounting*, 10(1). Retrieved from file:///C:/Users/owner/Desktop/3478-853-9220-1-10-20170621.pdf
- York, A. (2018). sprout social. Retrieved from 7 Steps in Creating a Winning Social Media Marketing Strategy in 2018: <https://sproutsocial.com/insights/social-media-marketing-strategy/>

Multi-Knowledge Electronic Comprehensive Journal For Education And Science Publications (MECSJ)

ISSUE (5), Feb (2018)

ISSN : 2616-9185



www.mecsj.com