Social Media Marketing: A Paradigm Shift in Business

Arif Anjum

M.S.G. Arts, Science & Commerce College, India

V. S. More

MGV's Institute of Management & Research, India

Arsalan Mujahid Ghouri

University Pendidikan Sultan Idris, Malaysia

Email: arsalan.ghouri@ymail.com

Abstract

This paper is produce to find the internet users preferences for social media marketing. For this purpose, Kierzkowski et al. (1996) study questionnaire's three segments (attract, engage and retain) were adopted and made required changes according to find the customer's response. The results shows that 'mnemonic branding', 'promotions', 'piggyback advertising' and 'adequate bandwidth' are the best tools to attract customers. In engagement segment results interpretation, 'lucky draws/contests', 'informative and useful content', 'transaction capabilities', and' creative programming' are the preferred perceived tools by respondents. Retain segment analysis states that 'security features', 'dynamic content', 'rapid information loading time' and 'provide online order tracking' in websites assist the business to retain their customers. Study revealed that businesses should invest more on online contents of websites, because fast pace living style enable customers to attach more to cyber world and they preferred to be the part of virtual globe.

Keywords: Social media marketing, marketing, internet user preferences.

1. Introduction

Signifying a new version of Worldwide Web after the dot-com bubble burst in 2001, Web 2.0 brought an unprecedented change in the online users' behavior (Chan & Guillet, 2011). Twenty first century websites are collaborative, interactive, vibrant and dynamic, construct on web 2.0, according the needs and demands of users. This customization called social media in which as per user perspective compels companies globally to use the web contents and sites as a new tool to communication tool. Without time and space barriers in the virtual world, social media can offer consumers instant and insightful content (Chung & Austria, 2010). Businesses are increasingly using the Internet for commercial activities (Ghouri & Khan, 2012; Teo, 2005; As'ad & Ahmad, 2012). The importance of social media as platforms of social interaction, communication and marketing is growing (Constantinidesa & Stagnoa, 2011). Social media marketing is now integrated to organizations' marketing communications plans. Integrated marketing communications is a practice organizations follow to connect with their target markets. According to Vargas (2005) promotional elements like, advertising, personal selling, public relations, publicity, direct marketing and sales promotion are parts of integrated marketing communications. Social media defined by Garnyte & Pérez (2009) as "the democratization of content and the shift in the role people play in the process of reading and disseminating

information (and thus creating and sharing content)". Gunelius (2011) defined social media marketing as any form of direct or indirect marketing that is used to build awareness, recognition, recall, and action for a brand, business, product, person, or other entity and is carried out using the tools of the social Web, such as blogging, micro-blogging, social networking, social bookmarking, and content sharing. Kotler et al. (2008) describes social media marketing as "a social and managerial process by which individuals and groups obtain what they need and want through". Social networking and social media specifically, have been painted as the new marketing landscape for businesses to engage with their communities of customers wherever they congregate (Solis, 2009). The evolution of social networks allows for personalized interactions between advertisers and consumers (Mabry, 2010). By using social media as a marketing tool business can integrate community marketing and learning from online user behaviors to engage, share and drive conversations with customers and partners online (Brown, 2010). Social media is a complementary extension of all marketing efforts. Social media is more of a mindset than a true channel (Evans, 2010). Social networks and social media are permeating society more and more every day. In fact, recent research has revealed that the scope of social networks spans much of the globe and is comprised of more than just Facebook, Twitter (Twitter.com, 2010), blogs, YouTube and Flickr (Solis, 2010) (as cited in Dickey & Lewis 2010).

2. Literature Review

In between 2007 and 2009, social networking marketing spending increased 165.8% from $884 million to $2.34 billion (Burson-Marsteller, 2010) which shows that how companies relies on social media marketing. Leena (2010) have studied important aspects of marketing through social media. Leena (2010) conducted empirical study on a targeted market and suggests realistic conclusions to increase the competitive advantage of and provide a concrete strategic viewpoint to reach target customers through social media. Mabry (2010) study results provided background on social media usage in advertising and valuable insight for current practitioners and help to reduce academician -practitioner gap and author posited that that advertiser's use social media differently than they do traditional forms of advertising media. Solis & Breakenridge (2009) postulated about the social media that social media as opposed to traditional media, social media involves a shift in the way people discover, read, and share news: from broadcasting to a many-to-many communication model. Khan (2010) concluded that the social networking websites are still one of the inventions of the modern era because they connect so many people, furthermore Khan (2010) assumed that through social networking sites companies can use social networks and blogs to communication their offerings to potential employees, market new products and get feedback on their current products as well as new ideas for future products. Frey & Rudloff (2010) stated that basically companies approve social media as an effective tool to exceed and support marketing communication. Social media still has huge growth potentials regarding the differentiation and specification of different platforms. Alex Garcia CCO & founder of social media agency, ran successful campaign of social media marketing for a popular beauty and barbershop 'Emerson Salon' in

Seattle said "Social media has allowed us to really reach into our local community, build relationships and drive traffic into the salon" (Pullen, 2011). O'Connor (2008) affirmed that the rise of SM gives customers the types of information that they have long aspired, which is unfiltered information. As Ghose & Yang (2009) hypothesized that that sponsored search-engine have positive long-term effects by increasing a consumer's exposure and awareness of a brand or product, which eventually can lead to retention, purchase and adoption. Social media interaction and information gratification has a positive relationship to attitudes towards social media marketing messages (Chung & Austria, 2010). Some examples of social media's effects on different industries as like Godes & Mayzlin (2004) examined that television show ratings affects by online discussion forums activities, O'Connor (2008) inspected the social media influence on travel products and Chevalier & Mayzlin (2006) explained the online book reviews effects on book sales.

2.1 Key social media categories

The key social media categories are defined below:

2.1.1 Blogs

Zarella (2010) defines a blog is a website that contains an online personal journal with reflections, comments and often hyperlinks provided by the writer. Blogs provide a variety of social features, including comments, blog rolls, tracbacks and subscriptions that make it perfect for marketing purposes. In addition, Weber (2009) explains blogs in a similar manner and states that they are online journals that can be personal or corporate, where people can post ideas, images and links to other websites.

2.1.2 Social networks

Zarella (2010) describes social networks as a websites where people connect with friends, both those they know offline and those who are online-only buddies. Boyd & Ellison (2007) illustrates as "Web based services that allow individuals to (1) construct a public or semi public profile within a bounded system (2) articulate a list of other users with whom they share a connection and (3) view and traverse their list of connections and those made by others within the system. Some famous social networks are:

MySpace - One of the first widely accepted social networks, MySpace brands itself as "A Place for Friends" Users create personalized profiles with pictures, interests, and favourite songs, and invite others to join their personal network. MySpace users access the site to search for music, old classmates, or new friends, creating a personal online community. Myspace has more than 100 million users worldwide. Myspace is localized in 30 countries and translated into 16 languages (www.myspace.com).

Facebook- Facebook is one of the most popular social networks. Facebook currently reaches over 500 million active users. About 50% of the active users log on to Facebook in any given day and spend over 700 billion minutes per month on Facebook. Entrepreneurs and developers from more than 190 countries have built their business Platform with Facebook. Operating with a similar structure as MySpace, Facebook users create a personalized profile with pictures. Facebook also created numerous applications that users can add to their profile (www.facebook.com).

Twitter- Twitter is a real-time information network that connects you to the latest information about what you find interesting. Simply find the public streams you find most compelling and follow the conversations. Acting as a live news feed, Twitter allows users to continuously update their profile with a new line of text. Twitter is a real time short-messaging system. Twitter connects businesses to customers in real-time. Businesses use Twitter to quickly share information with people interested in their products and services, gather real-time market intelligence and feedback, and build relationships with customers, partners and influential people. From brand lift, to CRM, to direct sales, Twitter offers businesses a chance to reach an engaged audience (www.twitter.com).

LinkedIn - LinkedIn operates the world's largest professional network on the Internet with more than 100 million members in over 200 countries and territories. More than one million companies have LinkedIn Company Pages. This network allows you to connect with colleagues, clients, and potential employers to accomplish professional goals. Users create a public profile, can send and receive professional recommendations, and join groups with those of similar interests (www.linkedin.com).

Flickr - This online photo management program allows users to store and share content while also organizing mass amounts of photos and videos. Flickr users can upload, edit, organize, and share photos. Through the creation of a profile, users can keep in touch with family and friends through their digital photos. In addition, many use this service as a web-hosting database for pictures for their website or personal blog (www.flickr.com).

2.1.3 Social Bookmarking

Lomas (2005) defines social bookmarking is the practice of saving bookmarks to a public website and tagging them with keywords. Bookmarking, on the other hand, is the practice of saving address of a web site you wish to visit in the future on your computer.

2.1.4. Media Sharing

Media-sharing sites such as YouTube allow users to create and upload multimedia content. Media-sharing sites have become extremely popular as users and marketers can create videos with very little expertise and upload them to YouTube or other video-sharing sites to reach millions of users. Even though these sites include social features for members, most of the users of media-sharing sites are not members but are viewing the content (Zarella, 2010). On social photo and video sharing platforms users can upload their own videos and photos and share them with other users. Everyone or only a selected audience can see these videos/photos (Safko, 2010).

Youtube - founded in February 2005, YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small. More than 13 million hours of video uploaded and 35 hours of video are uploaded every minute. YouTube is localized in 25 countries across 43 languages (www.youtube.com).

2.1.5 Wikis

Wikis are websites, which provide a database or a public document, where people can add or change content found on the website. Wikipedia the online encyclopedia, which is probably the best known wiki, provides users with definitions and explanations in a wide variety of languages on almost every topic. Each user can share new information on the wiki or change already existing content on the page (Frey & Rudloff, 2010).

3. Research Method

To find the preferences of internet users in social media marketing perspective, the Kierzkowski et al. (1996) study questionnaire's three segments (attract, engage and retain) were adopted and made required changes according to customer's perspective. The explanations or definitions of certain terms were illustrated at questionnaires and representative was there to help the respondent(s). The target audience was internet users and data was collected from the different outlets of internet providers' i.e Wi-tribe, Qubee, PTCL, Wateen, Worldcall and Mobilink (Infinity) franchises. The questionnaire can fill the by customers on franchise outlet, if customer face some difficulties to fill out the questionnaire, the representative perform duties to ask questions and note the response. For the purpose of compare the mean of usage and effectiveness of social media marketing the paired samples t-tests were employed. For each item, Likert scale used for usage and effectiveness mean. For usage five point ranging scale was used as (1) not used to (5) extensively used, and for effectiveness, seven point ranging (1) not effective to (7) extremely effective.

4. Data Interpretation and Results

4.1 Attract

Table one shows the customers' preferences of the marketing variables on the website of the companies. This also explains the perception of the customers regarding marketing tools on the website. The most preferred tool according to internet user is 'mnemonic branding' in which company's name use in the URL of company official website. This easy accessing tool help user to find the company's website just insert name in address bar of the browser. The second most accepted tool to attract customers is 'promotion' activities, such as, on firm website or other different website. Publicizing the firm on different web channels enforced the internet user to visit the particular website. The third most favorite tool is 'piggyback advertising', people influence by the firm's url address visibility on different stuff. 'Adequate bandwidth', 'listing in search engines', 'banner ads' and 'affiliate program' are the forth, fifth, sixth and seventh preferred tool by respondents.

In table one result shows the usage and effectiveness of 'mnemonic branding' and promotion' The extent of usage of items like mnemonic branding, search engines and piggyback advertising and the effectiveness of the respective items are quite similar. This indicates that the items are used to that extent which they are valued by customers. On the other hand, 'piggyback advertising' 'adequate bandwidth' 'listing in search engines banner ads' and 'affiliate program' shows the significance differences between their perceive effectiveness and usage by customers. So companies can shift their marketing investment of 'affiliate program' to 'adequate bandwidth' which will give them more user traffic which ultimately provides the more revenue.

4.2 Engage

Table two demonstrates that 'lucky draws/contests' is the most important factor which attract customer by test their lucks or skills. It encourages the audience to try time after time and get possible reward. Second most influence factor on engagement of customer is 'informative and useful content' on the website. As new generation want to up to date on new development in technology and entertainment, and mature people take interest in current affairs. 'Transaction capabilities' is the third choice of respondents. This allows customers to purchase the product/ service instantly or paid their liabilities/ bills/ payments and book their preferred product or service. The forth selection by respondents are 'creative programming' in websites. Unique features and options facilitates the attract customers, which enable them to enjoy the website experience in new way. 'Multilingual website', 'create forums/discussion groups', 'virtual communities' and 'unique content' are the fifth, sixth, seventh and eight chosen tools by customers.

Except 'transaction capabilities', there is significance differences usage and perceived effectiveness means. This is probably due to the unawareness of the firms about the customer preferences and Pakistan firms are not given much importance to their websites and their engage oriented contents. Results proved that internet users like to have the forums/ discussion groups on firms' website which can give them to share their experiences or express their views. Limitation of marketing budget could be the other reason to formulate more investment pool for engage contents like 'multilingual website', 'create forums/discussion groups', 'virtual

communities' and 'unique content'.

4.3 Retain

Table three exemplifies the choices of the respondents which keep hold them to associate with firms' website. The first choice is 'security features' which shows that customers preferred the Maslow's theory's second need. Dynamic content, 'rapid information loading time' and 'provide online order tracking' are the second, third and fourth choice by targeted respondents. Respondents like to experience new contents in website, and firms should keep their website alive for their demanding customers. Third and fourth selection of customers argue about the fast pace life of a human, that customer required latest information in fast and swift way, and they like to follow their order status about product or service on firms' website. Hyperlinks to related sites', 'loyalty programs', 'privacy statements', 'create switching costs via communities' and 'interactive functions' are the fifth, sixth, seventh and eighth choice respectively.

Apart from 'security features' and 'provide online order tracking', all other choices show the

Momentous differences between perceived effectiveness and usage of the retain contents. The first reason could be technical recourse lacking to upgrade the website, second reason could be the additional cost which associates with these features as like loyalty programs required and third may be lacking or cost of new contents which can be add time to time in website.

5. Conclusion

This study concludes that social media marketing is vital in twenty first century and how websites can generate more revenue; attracts more customers and escalate retention rate by engaging their customers to their websites. Results show that customers perceive that 'mnemonic branding' (having website URL as firm's name) are the best tool to attract customers. Customers feel that 'promotion' activities can pull customers, 'adequate bandwidth' and 'piggyback advertising' of website are also the effective tools to attract customers.

The other findings show that 'lucky draws/ contests' enable user to visit website and test their luck/ skills which ultimately engage them to website. The other perceived engage tool for particular firm are 'informative and useful contents' of website, 'creative programming' which make website interesting and unique and 'transaction capabilities' which allows customers to give orders or buy/ book product or services perceived important by customers to get engage to particular business website.

The results about the retention strategy tools for customers suggested that 'security feature' is the main preference of customers. This enables them to visit website more confidently and enter their personal information and preferences freely. 'Dynamic contents' allows customer to sense better, and they required latest information in lesser time regarding the product or service. Online tracking system to get update about product and service order is the other tool which customers want to see on website.

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Figures and tables

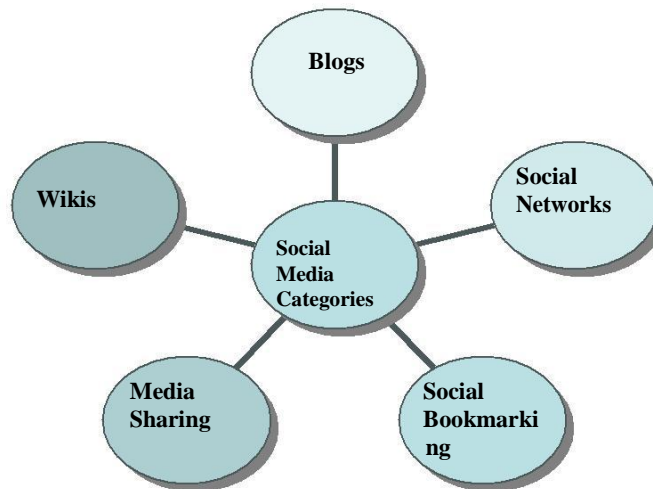Figure 1: Key Social Media Categories

Table 1: Attract variables for customers

Variables	Usage mean (S.D)	Effective mean(S.D)	t-value
Mnemonic Branding	4.24 (0.94)	4.22 (0.95)	0.04
Promotions	4.01 (1.56)	3.82 (1.49)	1.12
Piggyback Advertising	3.46 (1.23)	3.68 (1.03)	-2.53
Adequate Bandwidth	3.32 (0.90)	3.74 (0.86)	-3.80
Listing in Search Engines	3.02 (1.24)	3.30 (1.09)	-2.54
Banner ads	2.54 (1.42)	2.69 (1.25)	-2.59
Affiliate Program	2.07 (1.02)	2.36 (1.02)	-2.53

P= 0.05 (two-tail)

Table 2: Engage variables for customers

Variables	Usage mean (S.D)	Effective mean(S.D)	t-value
Lucky Draws/Contests	3.96 (1.88)	4.34 (1.54)	-2.74
Informative and Useful Content	3.92 (0.93)	4.12 (0.90)	-1.56
Transaction Capabilities	3.53 (1.11)	3.53 (1.07)	0.00
Creative Programming	3.32 (1.45)	3.73 (1.32)	-3.51
Multilingual Website Create	3.11 (1.33)	3.25 (1.22)	-1.54
Forums/Discussion Groups	3.09 (1.67)	3.54 (1.37)	-4.21
Virtual Communities	2.87 (1.89)	2.99 (1.45)	-2.34
Unique Content	2.67 (1.45)	3.00 (1.32)	-2.77

P= 0.05 (two-tail)

Table 3: Retain variables for customers

Variables	Usage mean (S.D)	Effective mean(S.D)	t-value
Security Features	4.79 (1.66)	4.81 (1.21)	-0.03
Dynamic Content	4.12 (0.76)	4.55 (0.71)	-3.12
Rapid Information Loading Time	4.07 (0.87)	4.33 (1.21)	-2.43
Provide Online Order Tracking	3.89 (1.23)	3.97 (1.11)	-1.27
Hyperlinks to Related Sites	3.33 (0.98)	3.11 (0.87)	-2.09
Loyalty Programs	3.13 (1.77)	2.95 (1.55)	-1.99
Privacy Statements	2.87 (1.85)	2.66 (1.33)	-1.85
Create Switching Costs Via Communities	2.75 (1.28)	2.44 (0.98)	-2.32
Interactive Functions	2.65. (1.76)	2.38 (1.74)	-2.29

P= 0.05 (two-tail)