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### RESEARCH ARTICLE

#### THE INSPIRATIONS OF SOCIAL MEDIA MARKETING: A LITERATURE REVIEW.

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#### Abstract

Through the expansion of new communication advances, the intensity of social media has gained extra significance. The web-based life is vital in portraying how we portray different issues in the public arena. Social media has been significantly affecting the different parts of society like social, financial, political and religious, additionally impacting an individual level of reasoning, feeling and response to specific issues. Online life disperses information in a way that required advertisers to be available online to showcase their items. Web-based social networking assumes distinctive trades in marketing. In this article a broad survey of writing has been carried on to break down and to get a decent comprehension of the effect of social media advertising. A literature review has been done through various international journals and published papers. Consequently, this article recapitulates the content featured in the special issue and presents several suggestions for future research.

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#### Introduction:-

The Internet is part of the day-to-day lives of the enormous majority of the world population, and within this environment, a new form of communication has gained prominence in recent years: social networking sites (SNSs). In this Internet age, some SNSs at increasing their users at a growing pace. Connecting individuals to others is among the most effective and significant business developments of the 21st century. These sites focus on providing different ways for users to interact with others with similar interests, which is done by sending messages, webcams, posting comments, file sharing, group discussion, blogging, or tweeting friends to inform them for their activities rather than preferring face to face communication. Moreover, individual groups of people who specifically relate with small communities or subdivisions can meet others and share information and experiences (Bennett, Owers, & Tucker, 2010)

Social media is shifting the energy from entrepreneurs to clients, due to the democracy allowed in social media all users as clients can now keep in touch with each other exchanging the facts about products and services. This forces the marketers to convert their vintage methods to shape the new desires of customers, and connect with them in person as viable as they could through the usage of social media as marketing channel. Moreover, advertising is simply one way that consumers find out about new merchandise, learn about things customers can also need or want, due to the fact the more purchasers realize about merchandise more selections they can make, as no one prefer bad choices when it comes to purchase, what social media provide is wise selections than bad or just many selections (Evan, 2008).

Social media marketing is different from other marketing in social media marketing if the individual is influenced by the content of the advertisement immediately, he shares the information in the social media, spreading like a virus. This content which spreads like a virus very quickly from one individual to another, increases awareness about the products or services even if does not impact the sales of the relative brand, product or services immediately (Dahan 2012).

This article intends to providing a more in-depth and granular understanding of social media marketing by reviewing the related literature and explaining the current understanding of social media marketing. Though, understanding social media and its role in marketing requires an understanding of marketing in general hence, this article highlights on the various researches being carried and how such knowledge can be a guiding tool in analyzing the impact of social media marketing.

#### **Articles in this special issue**

The first article in the special issue by (HUSNAIN & TOOR, June 2017) the study investigated the impact of social network marketing on consumer purchase intention and how it is affected by the consumer engagement as a mediator variable. The results indicated that social network marketing has significant relation to consumer purchase intention. It was further demonstrated that consumer engagement acted as a partial mediator within the social network marketing to impact consumer purchase intention. The study imply that marketers should respond to the rising importance of social networking sites because of their powerful influence on consumer purchase intention. This suggestion can be implemented by companies through the continuous monitoring of consumer concerns by adjusting their online marketing strategies.

The second article by, (kumar, 2018) the study was to examine the level of consumer skepticism towards the brand claims advertising and how it affected the consumer's demographic profile. The results showed that consumer's gender and age have influence on consumer skepticism towards the brand advertising on television. The male consumers tend to be more skeptical than women on the other hand the education of consumer is positively correlated with consumer's skepticism towards advertising on TV. But it was not significantly correlated, consumers who graduated showed highest level of skepticism than other education categories. Age has a positive and significant correlation with skepticism towards advertising on TV. the consumer's age increases consumer's skepticism towards advertising on TV tends to increase too. And lastly the timings of viewing advertisement on television have positive but not a significant influence on consumer's skepticism towards advertising on TV.

In the third article by, (Ali, Iqbal, & Iqbal, 2016) The main objective of the study was to analyze the effects of social media on youth. How they use it in their daily lives and its impact on the society through different angles like educational learning, entertainment, job opportunities, health, communication, interaction, enhancing skills, and online shopping. The outcomes showed that social media plays important role in learning and job opportunities. Teenagers mostly use social media for communication with friends and families. Results also illustrates that social media causes health problems and affect our cultures. While using social media, users have to remember the cultural values, social norms, and Islamic values.

The fourth article by, (Devakirubai, 2018) . The study was confined to youngsters using social media. It studied the behavior of the youngsters, their response to social media advertisement and the impact of social media advertisement among youngsters. The objectives of the study were to find out the attitude, perception and behavior of youngsters towards social media advertisement and to find out the impact of social media advertisement on youngsters. The youngsters spend most of their time in social media and majority of the respondents use it daily through the time spent does not influence them to purchase product advertised. The respondent 's perception behavior and attitude are the same for both male and female youngsters. The impact of advertisement is positive even though they do not purchase the product they share and mention it in their social networking sites.

Thus, online networking showcasing positively affects the youthful personalities since People are the transporter of data in web-based social networking promoting henceforth it is critical for the organization to watch the reason for exchange of data starting with one individual then onto the next. On the off chance that the advertisers make a positive effect in the youthful personalities it will be helpful over the long haul of business.

The fifth article by, (Islam & Mahmood, 2018). The study was a step forward towards the understanding of the consumers' purchase intention to adopt the brands through social media advertising by using social media or social media apps. The paper primarily focused on the impacts of social media advertising while examining the relationships among customer perception, motivation and purchase intention as mediating variables.

The major conclusion to this study was that people find the apps advertising informative, personalized, entertaining, and attractive and help them to make the decision for purchase of that particular product. The results show that there is a significant relationship between social media advertising and purchase intention of the customers with the mediating effects of customer motivation and customer perception since they make the perception about the brand when people on the social apps talk about a particular product on social media and react on them.

The sixth article by (Ramanathan, Subramanian, & Parrott, 2017) the purpose of this paper was to understand how retail network leverage the potential of social media reviews along with unique service operations to satisfy customers. The study analysed the nexus of: a brand, promotional offers, service operations; and their interaction through social media reviews on customer satisfaction levels.

Social media reviews dramatically impact upon customer satisfaction. Similarly, the empirical analysis identifies the significant and positive role played by service operations in customer satisfaction levels. Interestingly the authors did not find unequivocal support for brand satisfaction impacting on customer satisfaction. However, when promotions interact well with service operations, the level of customer satisfaction is significantly affected. Similarly, the authors did not observe a positive outcome when there is an interaction between promotion and social media reviews. After reading the reviews, some potential buyers make a visit to store before making final decisions and surprisingly, promotional effects do not change their mind set.

The seventh article by, (Keegan & Jennifer, 2017) As organizations are increasing their investment in social media marketing (SMM), evaluation of such techniques is becoming increasingly important. The purpose of this paper was to contribute to knowledge regarding SMM strategy by developing a stage model of SMM evaluation and uncovering the challenges in this process.

The SMM evaluation framework was developed. This framework had the following six stages: setting evaluation objectives, identifying key performance indicators (KPIs), identifying metrics, data collection and analysis, report generation and management decision making. Challenges associated with each stage of the framework are identified, and discussed with a view to better understanding decision making associated with social media strategies. Two key challenges are the agency-client relationship and the available social analytics tools.

The eighth article by (Dlamini & Johnston, 2018) The purpose of this paper was to present how organizations in South Africa are using social media. The paper further explored the value of social media to South African organizations and if it is important for an organization to have a social media presence.

The data collected revealed that most organizations in South Africa are using social media for free advertising, CRM and marketing. The popular social media sites used by these organizations are Facebook and Twitter, with LinkedIn increasing in popularity. The data further revealed that social media is important in organizations for relationship building, contact keeping advertising, marketing, attracting customers, brand management and information gathering.

It is important to use integrate social media with the organizations processes to market and advertise new products, it is an instant and cost-saving way of communicating with customers, and helps in reaching and attracting new customers.

The ninth article by (Chikandiwa, Contogiannis, & Jembere, 2013) The research adds theoretical knowledge on social media adoption models, thus giving a foundation on how other industries can effectively implement social media marketing through examining social media adoption models and social media implementation models being used by South African banks.

Social media is still at its infancy level in South Africa. The ACCESS model and the OASIS model are the most commonly used implementation models in South African banks. Further to that, findings indicated that Facebook and Twitter are the main tools used by banks and they are used for reactive customer service and advertising.

Legal and regulatory issues were identified as obstacles to the adoption of social media. All respondents agreed on the need to integrate social media with traditional media. This might be because South African customers are consumers of both the new and traditional media.

The tenth and last article in this special issue by (Ismail, 2017) this study confirmed the growing importance of social media marketing. It also provided insights for marketers on envisioning brand loyalty. The findings of this research indicated that social media marketing has a significant effect on brand loyalty; brand consciousness and value consciousness mediate the relationship between social media marketing and brand loyalty. Social media marketing (SMM) constructs relationships with other people who eventually become customers. It's all about people and the problem solving. The more relationships can be established with others, the more they will start to trust the company then believing its credibility, want to do business with the company and eventually become loyal customers.

#### **Future research suggestions**

(Ramanathan, Subramanian, & Parrott, 2017) specified the importance of social media reviews, marketing and interaction between promotion and service operations enabling retail networks to build loyalty and value-based models. Based on customer behavior, the study suggests a need to consider operational efficiencies when promoting sales; through careful planning, customer satisfaction and profitability levels can be increased. This sends a strong message to the retail network to defend their position within a very competitive business market.

(kumar, 2018) Future research should focus on further elucidating the process(es) through which advertising messages influence consumer judgment. In addition, some attention should be devoted to a greater sample size and consumer's occupation and its influence on skepticism towards advertising. The study didn't include the type of advertising, so future research should include the types of advertising and its impact on consumer skepticism towards advertising. For instance, informational advertising, motivational advertising, sexual content advertising and amusing advertisings and their influence on consumer skepticism towards advertising on television.

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