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## 2. Impact of social media on Traditional Marketing and Advertising

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### Abstract

*One thing while watching television that bothers most people is an advertisement. It breaks the rhythm and forces the viewer to wait for it to end. But what most viewers don't see is how much effort is put into that short piece of work. Advertisements not only try to capture a viewer, but they also have a creative side to them that mesmerizes a viewer with good storytelling, proper screenplay and unique depiction and presentation of the product. It surprises a viewer and helps in building a base for the brand and for the message, the advertisement is trying to convey. They could be shorter with few seconds, they could be longer with a continuation of parts of a story, could be emotional that reaches the viewer on a more emotional level, they can hold a social message that resonates with the society or they could have some absurd scenario just for the entertainment purpose. No matter the type, advertisements tell a tale of a brand, product, culture, and society as a whole. Advertisements on the radio are different but much harder. Every advertisement or jingle is a whole different thing to make. Marketing is an art that takes experience, time, creativity and wit to master.*

### Introduction

Social media has emerged as a prominent marketing tool because of its immense usage and incremental growth in terms of technological innovation. It is ubiquitous and dynamic and influences society with its every change. And this forces the brands and businesses to adapt to the trend of change in consumption of media.

A social network is a class of socially significant nodes linked by one or more connections (Solomon and Tuten, 2015). Social networks push the boundaries of connectivity amongst the members in the online community. Online community applies to the communities that are inclusive, engaging, communicative, and variable, and the members of these communities are capable of generating, disseminating, monitoring, reviewing and communicating with the online content (Tuten, 2008). This is a feature that differentiates the online space to the traditional media. The brands and corporations are now incorporating social media in their marketing and advertising strategies because of these changes and variations in online consumption, social media utilization, and web based associations and networking.

A few decades ago, television was the most fascinating and stirring technological advancement and it morphed are society in a remarkable manner. It was revolutionary and it affected every field of work on the globe. Although, the level of impact is not the same but social media did a tremendous work in changing the way we work as a society.

All of this and more has compelled the businesses and marketers to take in account the functional areas of social media along with the traditional functional marketing media. The



impact of social media can be judged after evaluating the current state of advertising i.e., after social media and the state of advertising, prior to social media. The difference and variation would highlight the distinction. Also, the user behavior and consumer opinion that creates the whole marketing domain determines the mediums and forms of marketing; is a major factor.

### **Statement of the Problem**

The usage of social media is one of the major factors of its rising demand in the marketing sector. The marketing sphere is always concerned with the situation of HOW, when it comes to grabbing the consumers' attention. The positive attitude with which the people have adopted the new media in different forms such as smart phones, computers, laptop and tablets etc, is a great sign for the marketing geniuses to get a firm grasp of that source. So, social media is widespread but the need for change is still a concern in terms of refreshment of publishing creative work, better business-consumer relationship and organic reach. The main question that arises from this is that is it affecting the traditional marketing and advertising industry?

### **Objectives of the Study**

- ✚ To identify and determine SMM (social media marketing);
- ✚ To provide significant and pertinent literary works on SMM and traditional media (TM) and critically review them;
- ✚ To evaluate the impact of social media on traditional marketing and advertising practices;

### **Research Questions**

The key questions addressed in this paper are:

- ✚ What is social media and social media marketing?
- ✚ What are the key social media platforms in the SMM domain?
- ✚ What are the advantages and disadvantages of SMM and traditional marketing?

### **Research Methodology**

By taking into account the nature and objective of this research project, survey research method has been used to discover information on the correlation between marketing approaches on traditional mediums and digital mediums on the basis of fundamental marketing practices. This project will highlight the past works and studies by alluding articles from journals, books and views of experts on the subject of marketing through social media and traditional media.

### **Type of the Research**

This research is a descriptive research.

### **Population**

Population for the survey was the citizen of Greater Noida and Noida, UP who are the users of electronic and social media. For this survey a sample of 70 people.

### **Sample Size**

The sample comprised of students from business, history, mass communication, etc and people from different professions. But the sample as mentioned is restricted to a certain geographical area and is also small in number. The large sample size tends to give more accurate results. But the fact that large sample sizes can be expensive and time consuming, cannot be neglected. But

on the other hand, small sample size is economical and less time consuming, even though it is not that accurate. Hence, in situations requiring minimal error and maximum accuracy of predictions of population values, large sample is the most suitable.

**Sampling Technique**

The core population was chosen with the use of convenient sampling like the users of social media was chosen by the simple random sampling approach. The survey was carried out on the sample with the easily accessible and available to indulge the various constraints and limits like finance and time. Sampling can be utilized to come up with a conclusion or generalization with the data in hand and in ration to the already existing theory.

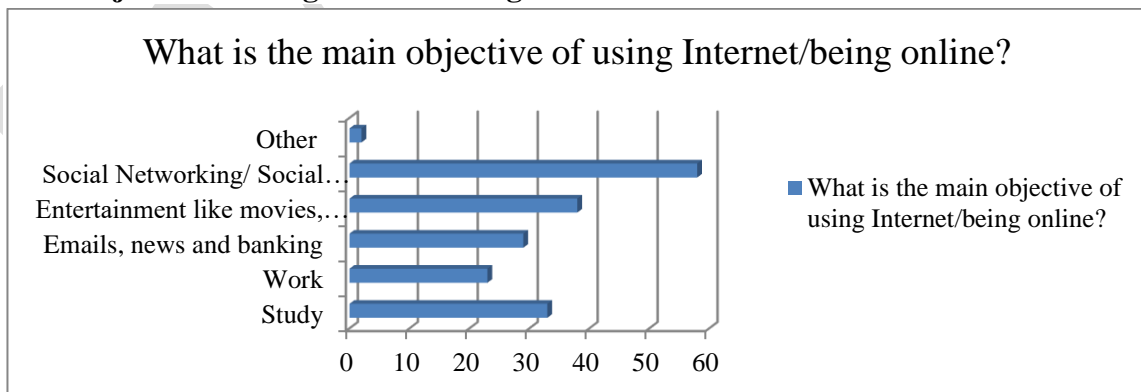
**Data Collection, presentation and interpretation**

**1. Uses of Internet**

Options	Frequency	Percentage
Regularly	70	100
Twice a week	00	00
Maybe once a week or fortnight	00	00
Not at all	00	00
<b>Total</b>	<b>70</b>	<b>100</b>

The response to the question of frequency of usage of internet by users is clearly visible in the chart. As per the results, 100% users use the internet daily. Here the conclusion can be drawn that majority is obviously towards the regular usage of internet (in this particular survey with limited data). Considering the fact that the majority of responses are from young people, this also indicates the increasing accessibility and utilization of internet amongst the younger generation.

**2. Main objective of using Internet/being online**



The result delivered by the question suggests that majority of internet users use internet for social networking or to use social media and that is 82.9 % of the survey. The other major usage area is entertainment (including platforms like Netflix and Amazon prime video) that is at 54.3% and

after that email, news and banking is on 41.4 %. The main objective of this question was to get data on the usage of social media by the participants. It also established the point that the respondents are active users of social media.

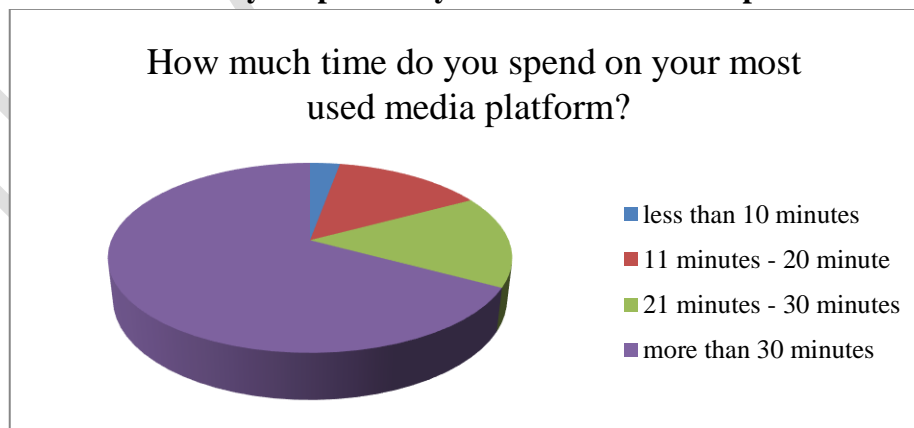
### 3. Social media platform use

Options	Frequency	Percentage
Facebook	-	-
Twitter	1	1.4
YouTube	11	15.7
Whatsapp	27	38.6
Instagram	29	41.4
TikTok	-	-
Other	2	2.0
<b>Total</b>	<b>70</b>	<b>100</b>

The aim of this question was to get the information on the most used platform by the participants. As per the reports mentioned Instagram in the most used and the results of the survey done indicate the same.

As per the responses Instagram with 41% is the most used and after that whatsapp with 38.6%. And after them was YouTube among the most used social media applications. This implies that Instagram is the most popular platform among the population.

### 3. Time you spend on your most used media platform



The question was placed to know the time spent by the respondents on internet. The majority of 67% spend more than half an hour on social media. And almost same percentage spends time in-

between 11 minutes to 20 minutes and 20 minutes to 30 minutes. It is a clear indicator of excess spending of time of the social media platforms by young people. The social media platforms clearly take up the most of the time of people going online. Majority of people spend more than 30 minutes per session on social media applications they use the most.

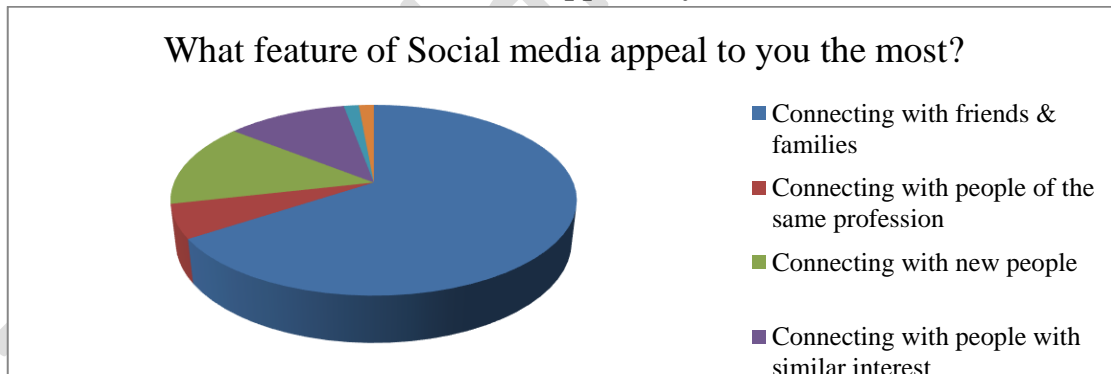
**4. Communities/ groups on social media sites are you a member**

Options	Frequency	Percentage
1-5	31	44.3
6-10	16	22.9
11-20	4	5.7
More than 20	4	5.7
None	15	21.4
<b>Total</b>	<b>70</b>	<b>100</b>

As per the responses of this question, the participants are not that much connected to social communities or social groups. As majority of them (44.3%) is a part of group in between 1 to 10 and after that 21% of them are not even a part of any social community.

This also indicates that young people are not that inclined towards joining a community online but they are still significant.

**5. Social media appeal to you the most**



Using social media may have different motives and the respondents majorly chose ‘connecting with family and friends’ by 65.7 % another option was ‘connecting with new people’ by 14.2%. Third is connecting with people with similar interests by 11.4%. This implies that the participants are more into connecting with their friends or families and that is the majority of the reasons to use social media.

**6. Information get from the brands online or social media posting**

Options	Frequency	Percentage
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Product launch related information	27	38.5
promotional and marketing news	25	35.7
Product reviews	15	21.4
Other	-	-
<b>Missed</b>	<b>3</b>	<b>4.2</b>
<b>Total</b>	<b>70</b>	<b>100</b>

The participants chose the ‘product launch related information’ by 38.5 %. But marketing and promotional news is not far with 35.7% and product reviews are on 21.4% so it is safe to say that promotional and marketing news and launching are the information that viewers get from the social media handles of brands they follow or sites they are connected through blogs, newsletters, or applications.

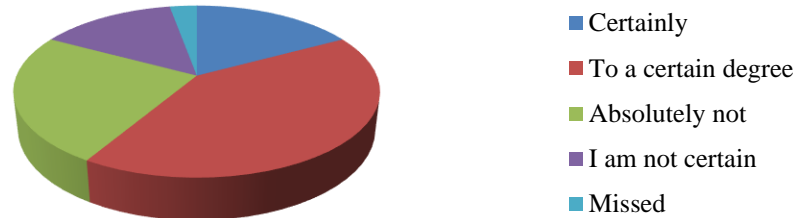
#### 7. Trust the information, such as promotion of a product

Options	Frequency	Percentage
Yes	7	10
yes, when it is from my family or friends	7	10
yes, when it is from group of professionals, for instance communities of healthcare professionals	7	10
yes, when it is from company's official sites	32	45.7
No, I am not for such information and verify the authenticity from other sources such as personal testing	16	22.8
<b>Missed</b>	<b>1</b>	<b>1.4</b>
<b>Total</b>	<b>70</b>	<b>100</b>

45.7 % of participants trust the information they receive from the company’s or brands’ official page. And the 10% for information from close connections, information from communities of professionals and information from commercials indicates the neutral way of viewing the information from the means of communication. And the 22.8% of participants don’t have the confidence in the information they receive through the communication channels.

#### 8. Influenced to purchase a particular product relying on the information you got from social media sites

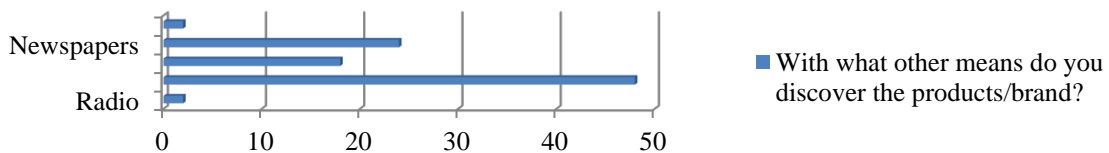
Were you influenced to purchase a particular product relying on the information you got from social media sites?



Based on the response given to the question, about 41% participants get influenced to buy a product due to the information they receive from the brand’s social media platforms. And 24.2% don’t get influenced to purchase any product. 17 % of them are rather certain of them getting influenced toward buying any product through social media platforms. This indicates that social media advertising and marketing do have an impact on the mindset of people when it comes to using social media as an effective marketing tool.

**9. Discover the products/brand**

With what other means do you discover the products/brand?



The other channel of discovering a product for the participants is television as about 72% chose this option. Newspaper with about 36% is the second one in rank. This indicates that after television print media is another effective way of getting the information across. Radio on the other hand is not the source that people get much information from.

This indicates the effectiveness of print and television as a channel of communication in terms of information dissemination and marketing tool. And also signifies that the emerging and growing power of social media does not diminish our exposure to the traditional means of communication to mass population.

**12. Click on the advertisements you see on your profile**

Options	Frequency	Percentage
frequently or most of the time when it feels relevant	16	22.8



Occasionally or not in a single duration even if it feels relevant	32	45.7
Absolutely not	19	27.1
<b>Missed</b>	<b>3</b>	<b>4.2</b>
<b>Total</b>	<b>70</b>	<b>100</b>

As for clicking on the advertisements they see on, about 46% say that they occasionally click on the advertisements they see on social media sites if they find them relevant. And 27% of the participants said they absolutely do not click on the advertisements and about 23% frequently click on these advertisements.

**14. Compare a commercial message on social media and Print Media**

Options	Frequency	Percentage
They are all the same	10	14.2
Traditional media is well established and reliable	18	25.7
Social media is interactive and give voice to people	16	22.8
B & C	15	21.4
All	9	12.8
<b>Missed</b>	<b>2</b>	<b>2.8</b>
<b>Total</b>	<b>70</b>	<b>100</b>

Comparative analysis of the viewers show that the people are more or less find them at par when it comes to comparing them on a scale indicated by the very narrow gap between 23% and 25% of both the mediums separately. And they choose these mediums as a means of influence on separate attributes of every means.

**Qualitative analysis**

The data collected through survey gave insights into the changing mindsets of people regarding social media, traditional media, marketing and changing facets of marketing with the advent of social media and networking sites. The information showed that social media as a means of marketing or information dissemination in general is growing with a very effective pace. With the growing numbers of social media users, it is clear that the power of social media is not going to diminish anytime soon as the larger numbers of people do bring about a lot of beneficial attributes to any means. The utilization of internet based technology or application taken in consideration gave a final result that social media is the most used platform when it comes to going online or using internet. so it is pretty clear that social media utilization is growing . Also





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the Instagram is the most used social media platform according to the survey and considering the fact that most of the respondents are young people, it is safe to say that Instagram is where the young people are hanging out virtually.

The another analysis of the data collected is that even though people are more into social media and the information that they get from the social media platforms is more effective for them to get the message across, traditional media is no way gone or is on decline as the exposure of the respondents to the traditional means of communication is pretty clear. The responses also indicate that traditional media is not ineffective when it comes to marketing and advertising as people get influenced with the advertisements or information they receive from television, newspaper or magazine.

But the effect that social media has is still bigger because immediate response to any advertisement can be assessed and the people trust the information that they receive from the sites of the brand or company's and even click on the commercials they see on any social networking sites.

The usage and effect of the social media platforms like Instagram and YouTube cannot be ignore and one factor that changed in the current survey is that earlier studies taken to refer in the project indicated the mass of people and effect of the social media on Facebook but now the dominant one is Instagram with its high usage and broader base. And people tend to be more curious towards advertisements that connect to them through their interests or relevancy; it is more likely that they will click on the advertisements if they relate to it.

## **Conclusion**

The survey was done to include primary data into the research to serve as indicative. The survey was conducted to assess and evaluate the ongoing trend and current scenario in social media adoption and its features and functions as a marketing means from the perspective of consumers. According to the survey done, majority of the participants have some sort of presence on social media platform and they spend considerable amount of time on the internet/social networking sites and they also hang out with virtual communities for significant amount of times. Also they follow brands on their social media handle and get information on the launch, promotional news and reviews on the product, indicating the engagement of company and customer is steady. A significant amount of people also said that they get this information from traditional means of communication and also trust the traditional channel in terms of commercial presentation. It signifies the standing of traditional outlets in the era of emerging powerful means.

It is clear that social media is a powerful medium and is a step that can serve as an effective and efficient marketing tool. And many businesses have accepted that with incorporating them into their marketing strategies and it is apparent that it has become a component of marketing mix for various businesses. Contemporary marketing has certainly changed the mechanism of



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conventional promotional strategies. But the matter of social media replacing the traditional media is arguable. As of now, it is essential that utilization of every means of communication in a synergistic form to generate well rounded results is more effective to gain targeted customers.

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