

Role of Social Media in Promoting Electronic Products: An Empirical Study

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Abstract

With the advent of internet, the world has come online. Internet with the help of application and social media websites changed thereality. Social Media has changed the face of the advertisement world. The world-wide adoption of internet around the world has brought it closer. Further with integration of electronic goods and the introduction of internet of things the outlook of the world changed. Electronic products and consumption goods are today a necessity. With the advancement of technology and constant up gradation of electrical appliances updating customers of latest research and development is crucial. Social media today is promoting electronic products replacing the traditional advertisements. It has become a very important tool for the Brands to promote electronic goods at cheaper prices. The role of social media becomes is to bring consumers closer to their desired electronic goods. The study highlights the importance of social media in promoting electronic products. The researcher had surveyed 200 marketers of electronic products to know the role of social media in promoting electronic products and impact of social media marketing on promoting electronic products. The study concludes that there is significant impact of social media marketing on promoting electronic products.

Keywords: *Social Media, Electronics, Promotion, Advertisements.*

Introduction

Social media may assist businesses and consumers in producing and disseminating content regarding goods offered online such as of testimonials, ratings, and images. Any company with an online storefront should be aware of the impact social media has on e-commerce because this kind of content has the power to greatly influence potential buyers. Furthermore, as a consequence of the COVID-

19 outbreak, online merchants such as Online store saw a growth in online sales from consumers who wanted to avoid face-to-face contact, as well as some businesses who momentarily shuttered their physical storefronts. These aspects increased the efficacy of social media in generating brand recognition and e-commerce effectiveness(Jasin, 2022).

Social media marketing is a crucial component of product marketing in the digital age. Numerous platforms are available to reach consumers. The ability to research things, identify them, and criticise them in equal quantities for purchase and analysis is now made possible by information technology. Since consumers prefer to relate more to a brand after reading many evaluations, most companies now have joined on social networks to supplement the information stored about items, held by the input of consumers about items. While marketing via social media is a hotly debated subject, it also has an impact on customer behaviour in addition to company policies. In contrast, the market for technological devices, which represents a status symbol, is heavily influenced by social media. The impact of social media advertising on customers of electronic devices is discussed in this research paper(Yasmin, et. al, 2015). Social media performs on various metrics. Figure 1 shows the various metrics that matters:

Figure 1 Social Media Metrics

Reach	Amplification Rate	Customer Satisfaction Score (CSAT)	Cost-per-click (CPC)
Impressions	Virality Rate	Net Promoter Score (NPS)	Cost-per-thousand Impressions (CPM)
Audience Growth Rate	Video Views	Click-through Rate (CTR)	Social Share of Voice (SSoV)
Engagement Rate	Video Completion Rate	Conversion Rate	Social Sentiment

Source: Authors

The decision-making and product evaluation processes of consumers are influenced by the information society. Social media platforms enable peer-to-peer product active learning. Customers may also influence potential purchases by publishing reviews of items or services they've tried on social media. Advanced digital technology innovation disruption has frequently compelled businesses to change their strategic planning to compete in

the contemporary business climate. Along with digitalization, social media's advent, and widespread adoption as a part of daily life for most people worldwide have fundamentally altered the nature of business. Without exception, the strength of social media has had a significant impact on the sector(Thomkaew, et. al, 2018).

Consumer decision-making and product evaluation are impacted by the information society. Through peer-to-peer contact, social media offers a new way to obtain product knowledge. Additionally, by using social media, users can sway other customers by posting reviews of the goods or services they've utilised. Many times, businesses have been forced to change their company strategy to fit into the contemporary business climate due to disruptions brought on by advanced digital innovation technologies. Along with industry 4.0, the advent and adoption of social media as an integral part of the daily lives of most people worldwide has fundamentally altered the nature of business. The industry has been significantly impacted by the rise of social media; no exception being made to this phenomenon(Chiang, et. al, 2019).

Social media is carefully used to enhance online sales. For example, if a business or an item becomes viral online, revenues may increase, brand awareness may increase, and more direct relationships with customers may be made through rewards and targeted marketing (Kudeshia& Mittal, 2015). Businesses risk being shut off from customers and thus unable to spread awareness about their services if they do not have such exposure(Kristina, &Sugiarto, 2020).

LITERATURE REVIEW

Almost every business is using social media advertising as a new strategy to engage with clients in online communities. If you do have a concept would like it to be viewed by millions around the world at a minimal cost, social

media is your only choice. Entertainment industries were the first to exploit social media as just a branding strategy. Social media advertising is a marketing strategy that allows services through online social channels, goods, or services through online social networks to a far larger audience than they would have been able to reach through more traditional ways(Alghizzawi,2019; Kudeshia& Mittal, 2016).

As a result, social advertising is the practise of businesses using social media sites to drive visitors to their official corporate websites. Businesses may also use social media tools to keep prospective customers up to speed on corporate events, the debut of a new product or item, and latest business news. Leveraging social networks for relationship management demands organizations to shift their focus from "trying to sell" to "creating connections" with customers. Social media is a reducing strategy that firms use to develop very strong customer interactions on virtual networks. And they are so numerous potential clients on internet networks, maintaining public interactions via social media is getting easier(Manzoor, et. al, 2020).

Additionally, social media makes connecting with customers simple and simply takes a few clicks. Because today's consumers are increasingly demanding and time-constrained, businesses should be responsive and accessible 24/7 on all social media platforms, including Fb and twitter, Tweets, blogs, and forums. Every firm should make use of the opportunities offered by social media communication channels. Consumer behaviour appears to be impacted by the increased use of social media by both businesses and customers. Additionally, social media has an impact on how customers act across the various phases of their decision-making processes. The study of the how people determine how to spend all their time, resources, and effort on products they will

consume is known as consumer behaviour. Behaviour of the consumer is the study of how individuals spend all their time, money, and effort on goods they consume, such as what they buy, why do buy it, where people buy it, and how often they buy it. Aspects related to profession are very relevant in this study(Sharifi, &Shokouhyar, 2021).

Social media has evolved into one of the most visible and influential virtual space, where users may advertise their companies and goods by using the system for purposes other than social networking. The power of social media is exceptional because it helps you to reach a wider number immediately after posting an advertisement, lowering your expenses, and ensuring that your advertisements reach your target demographic. With more than half of the worldwide people now use the internet, advertisers must use the chance to promote on these digital forums, where they can reach the highest number of prospective clients as compared to printed or broadcast media marketing and advertising.

Social media has altered how consumers behave when making purchases. Consumers are now directly seeking information on social media, as opposed to in the past when they waited on businesses to push messages in their direction. When "surfing" on various social networks like Facebook, where users can see friends posting photographs of the goods they've purchased or using the "like" button to highlight businesses they enjoy, for instance, consumers can spot new requirements. Thus, it appears that social media has an impact on the need for recognition stage. Using social media differently to communicate and interact with customers has presented marketers with new hurdles. Since customers are no longer responding to these types of messages, they cannot just push messages as they used to. In fact, because they are currently inundated with marketing messages, consumers tend to ignore

them. Customers tend to rely on their friends more than corporations, which has significant consequences and forces marketers to alter how they interact and communicate with them. Thus, social media appears to have an impact at each of the above-described consumer decision-making phases(Savitri, et. al, 2022).

Consumer electronics are crowded into a small area. Gen-Z and millennials, who frequently see electronic devices as significant lifestyle decisions, make up its expanding customer base. Consumers rely extensively on research online, peer reviews & testimonies, etc. before making an electronic goods purchase. With so many electronics brands available, it is essential for companies in this industry to have a distinctive digital marketing approach to stand out from the competition.

There is broad agreement among academics and industry professionals that information technology advances (IT) will have a significant impact on several marketing-related factors. In example, it is now widely accepted that information technology has a role in influencing consumer behaviour. Organizational buying behaviour, a key marketing topic, has long been a significant area of scholarly study. A better information flow and a stronger link between the many actors are made possible by the employment of new ict infrastructure. Social networking websites provide as a forum for the interaction of others with same interests, values, and viewpoints. Users of social networking websites communicate with one another to find and share material. Social networking sites can also be used for self-representation and self-disclosure in order to develop and maintain a social or even professional identity. Because they offer a virtual area for individuals to converse online, social media, i.e., public network sites, may be a key facilitator of consumer socialisation(Santos, et. al, 2022).

Social Media promote peer socialization among consumers through online mode with

the help of three factors. First off, social networking websites and blogs all offer communication capabilities that make the socialization process simple and convenient. Second, more people are using social media sites to find out information that can aid in their decision-making. Ultimately, social media facilitates education and information since it offers a wealth of product information and reviews fast, working as a medium of interaction amongst friends and peers. Retailers should promote such communication by implementing tell-a-friend features on their websites since they have discovered that peer interactions online have a powerful influence on customers and can lead to the conversion of more people to online shoppers. The utilization of social networking sites is thus one of the elements that might, in some way, influence a shift in how customers make purchases. Social media's explosive growth has revolutionised how people share information and interests, redefined the goals of businesses and marketers, and created a new space for interactivity and communication among individuals(Hsiao, et. al, 2010).

Social media users may evaluate items, promote them to contacts, and link current purchases to future ones via status updates and Twitter feeds. Furthermore, social media utilisation provides businesses with a valuable tool in the form of goods referrals from satisfied consumers to other potential purchasers. Customers are either buying extremely cheaply or not, and they are doing it based on suggestions from people that would not consider to be "opinion influencers or leaders," according to results of studies on consumers who bought things based on peer or contact recommendations via social media. This indicates that by pushing customers to advocate their products on social media, businesses can sway consumer perceptions in their favour. Online word-of-mouth marketing has a greater influence than traditional means of advertising because it enables customers to

exchange and get information from a variety of classes of people, not just from those they know (Arora, & Sharma, 2013).

In fact, many shoppers examine the suggestions of other consumers as well before making any kind of purchase decision, especially when it comes to buying something new. The ability to build and maintain a dispersed network of weak relationships is one of the key benefits of online social networking. To obtain business advantages, information interchange on social networking websites is encouraged between a larger and broader range of players and supports gathering as many contacts as possible without fostering deeper relationships between the actors. These advantages also influence consumer behaviour; in fact, the infrastructure is the additional utility that maybe a consumer receives from the consumption of an item or service when the network usual size of this same good or service increases. In that order of importance, customers chose relative benefit, faith, supposed risk, and compatibility as the qualities that attract or prevent them from making a transaction on Facebook. The scholarly research on the topic demonstrates that the application of social networks or how they are used may have an impact on how social factors behave (Chong, et. al, 2017).

OBJECTIVE

1. To know the role of social media in promoting electronic products.
2. To know the impact of social media marketing on promoting electronic products.

METHODOLOGY

The researcher had surveyed 200 marketers of electronic products to know the role of social media in promoting electronic products and impact of social media marketing on promoting electronic products. The survey was conducted with the help of a structured questionnaire. The researcher had collected the primary data

through convenient sampling method. Data was analysed and evaluated by mean and t-test.

FINDINGS

Table below is sharing respondent's general details where total 200 people were surveyed in which 59.5% are male and 40.5% are female. 29.5% respondents are below 38 years of age, 39.0% are between 38-42 years of age and rest 31.5% are above 42 years of age. 32.5% of the respondents are doing digital marketing of mobile devices, 21.0% advertise TVs and monitors on social media, 29.5% are marketing laptops, tablets and computers and rest 17.0% of the respondents are marketing other electronic products on social media platforms. 32.0% of respondents are working as digital marketing managers, 25.5% are marketing analysts, 23.0% are brand managers and rest 19.5% are working on other positions in digital marketing team.

Table 1 General Details

Variables	Respondents	Percentage
Gender		
Male	119	59.5
Female	81	40.5
Total	200	100
Age (yrs)		
Below 38	59	29.5
38-42	78	39.0
Above 42	63	31.5
Total	200	100
Electronic Devices		
Mobile Devices	65	32.5
TVs, and Monitors	42	21.0
Laptops, Tablets, Computers	59	29.5
Others	34	17.0
Total	200	100
Designation		
Digital marketing	64	32.0

manager		
Marketing analyst	51	25.5

Brand manager	46	23.0
Others	39	19.5
Total	200	100

Table 2 Role of Social Media in Promoting Electronic Products

S. No.	Statements	Mean Value	t value	Sig.
1.	Social media works as valuable tool in the form of goods referrals from satisfied consumers to other potential purchasers	3.19	2.734	0.003
2.	Social media sites provide information that can aid in decision-making process of electronic product customers	3.13	1.883	0.031
3.	Consumers rely extensively on research online, peer reviews & testimonies on social media before making an electronic goods purchase	3.20	2.943	0.002
4.	Social media lowers the expenses and ensures that advertisements reach to potential target	3.12	1.730	0.043
5.	Helps to reach a wider number of customers immediately after posting an advertisement	3.18	2.637	0.005
6.	Social media help firms to develop strong customer interactions on virtual networks	3.16	2.305	0.011
7.	Social media is the perfect platform to debut a new product or item to reach a wide range of customers	3.17	2.472	0.007
8.	Social media allows electronic goods and services through online social networks to a far larger audience	3.14	2.045	0.021
9.	Social media bring consumers closer to their desired electronic goods	3.11	1.443	0.075
10.	It is an important tool for the Brands to promote electronic goods at cheaper prices	3.15	2.202	0.014

Table above is showing different role of social media in promoting electronic products where the respondent says that consumers rely extensively on research online, peer reviews & testimonies on social media before making an electronic goods purchase with mean value 3.20, Social media works as valuable tool in the form of goods referrals from satisfied consumers to other potential purchasers with mean value 3.19 and Helps to reach a wider number of customers immediately after posting an advertisement with mean value 3.18. Respondent shares that social media is the perfect platform to debut a new product or item to reach a wide range of customers with mean value 3.17, help firms to develop strong customer interactions on virtual networks with mean value 3.16 and it is an important tool for the Brands to promote electronic goods at cheaper prices with mean value 3.15. Respondent also says that social media allows electronic goods and services through online social networks to a far larger audience with mean value 3.14, provide information that can aid in decision-making process of electronic product customers with mean value 3.13, lowers the expenses and ensures that advertisements reach to potential target with mean value 3.12 and social media bring consumers closer to their desired electronic goods with mean value 3.11. Further t-test shows that all the statements are significant with the value below 0.05 except social media bring consumers closer to their desired electronic goods with value 0.075.

CONCLUSION

Enough room has been created for the expansion of the Indian electronics industry by the increasing number of customers and the greater penetration in the consumer durables segment. Additionally, the digitization of cable might enhance the country's broadband penetration and create new opportunities for electronics industries. Innovations in the fields

of augmented reality (AR) and virtual reality (VR) significantly transformed the client buying experience as businesses shift quickly to accommodate new technologies. In that circumstance, social media advertisements currently have a good chance of influencing consumer choice (Subriadi, & Baturohmah, 2022).

Currently, social media is used as a platform for broadcasting messages from conventional media sources (such as radio, television, and print media) to demographic trends who are moving away from traditional broadcast technologies (such as telephones, television), as well as a brand-new method of working with and co-creating content with intended audience. In this essay, we tried to comprehend the ideas of social networking and social media promotion as they relate to the influence on electronic device users (Krypton, et. al, 2018).

The study had explored different role of social media in promoting electronic products and found that consumers rely extensively on research online, peer reviews & testimonies on social media before making an electronic goods purchase, Social media works as valuable tool in the form of goods referrals from satisfied consumers to other potential purchasers, it helps to reach a wider number of customers immediately after posting an advertisement, social media is the perfect platform to debut a new product or item to reach a wide range of customers and it also help firms to develop strong customer interactions on virtual networks. The study concludes that there is significant impact of social media marketing on promoting electronic products.

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