

# “From Likes to Loyalty: The Power of Social Media”

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**Abstract-** There has been a continuous open deliberation about whether the exercises of brands and organizations in online networking space has a quantifiable rate of return. A few analysts accept that social media platforms give a one of a kind chance for brands to cultivate their associations with clients, while others accept the opposite. Some see it as a rising medium for generating brand mindfulness and reliability though other contend that there is no successful rate of return from such activities. This paper, based on investigation of distributed writing in the Indian market, expects to highlight the developing significance of social media for advertisers in India by aggregating how a few brands are now harvesting advantages from their ventures and moving beyond just “likes” and “followers”

**Index Terms-** Advertisers, Brand, Online networking, Rate of return, Social media

## I. INTRODUCTION

Organizations comprehend the expanding ubiquity of online networking and the impact it can have on advertising and the general association with their clients. As of now, organizations are adjusting to the new patterns of social networking and utilizing social networking destinations as an important element of their marketing strategy. However do online networking truly influence what individuals buy and their associated brand loyalty, or is it all simply an enormous exercise in futility?

Online social networks have emerged as the most blazing stage for organizations to showcase or promote themselves. Today online networking is affecting the obtaining choice of clients on the grounds that they have access to information about products and services along with verified reviews from previous users. This gives them better bargaining power as it opens up an abundance of alternative options for consideration. Businesses are similarly using the same medium to forge a stronger bond with their customers and continuously competing with their counterparts to emerge as the most “liked” brand on their minds.

This paper plans to provide information on how social networking and online media channels have advanced as a favored medium for organizations to proliferate brand trust and faithfulness among customers. It means to highlight the methods

embraced by brands keeping in mind the end goal to get the best conceivable quantifiable profit from online networking.

## II. LITERATURE REVIEW

Safko and Brake (2009, s.6) characterize social networking "exercises, practices and conduct among groups of individuals who accumulate online to impart data, information, and assessments utilizing conversational online networking". As indicated by Robinson (2007) social media are the apparatuses utilized for correspondence that have Web 2.0 traits that is, they are participatory, collective, have information imparting and user-enabling instruments accessible on the Web. Social networking, for example, Facebook, Twitter and YouTube are element devices that encourage online connections (Golden, 2011). It is generally a minimal effort manifestation of advertising and permits associations to take part in direct and end-client contact (Kaplan and Haenlein, 2010).

Online networking advertising is unique in relation to the customary techniques for promoting; consequently, it obliges uncommon consideration and method building to accomplish brand picture and dependability. Its notoriety with shoppers is unprecedented in light of the fact that web showcasing and promoting can give purchasers more data, more intelligence, and can track the hobbies of customers (Janal 1995).

Social networking additionally permits customers to partake and get to be intelligent with an organization's online networking website, which allows purchasers a feeling of fairness in the middle of themselves and the organization (Evans 2011). But, in place for online networking to be a viable manifestation of showcasing, organizations need to plainly express their targets and have an intensive comprehension of their group of onlookers and chose target markets (Evans 2011). Organizations need to adjust their methodologies to the shoppers they are focusing to guarantee all methods, not simply through social networking, are executed appropriately to keep up a deep rooted relationship.

## III. RESEARCH ELABORATIONS

### A. Social Networks – The Double Edged Sword

*“People influence people. Nothing influences people more than a recommendation from a trusted friend. A trusted referral influences people more than the best broadcast*

*message. A trusted referral is the Holy Grail of advertising.” – Mark Zuckerberg, Facebook.*

*“Social media is a saviour not a nemesis, an asset not a liability, a time saver not a time killer for ad agency new business” – Michael Gass, new business consultant for advertising agencies*

Social networking assumes an essential part in how purchasers find, research, and offer data about brands and items. Online networking Report published in 2011 by Nielsen and NM Incite, a Nielsen/McKinsey company showed that social networking is progressively turning into a stage for customers to express their reliability to their most loved brands and items. Truth be told 60 percent of customers scrutinizing items through numerous online sources found out about a particular brand or retailer through long range interpersonal communication destinations.

On the other hand, shielding others from terrible encounters, or imparting their negative encounters to "rebuff organizations" social networks act as the one stop engagement stage for everyone. Consumers have started utilizing online networking more as a client administration channel to charge brands' consideration and organizations are compelled to react to clients by specifically reaching them for issue determination. With clients burning through 20-40% more with organizations who react to client administration asks for over online networking (Bain & Company, 2013), most organizations have observed that its more successful to have prepared client administration reps who are furnished with answers and learning to deal with the same request on online networking that were generally made through email, visit rooms, and so on.

### *B. The Business Perspective*

With the enormous development in the utilization of social networking, brands have been grappling with how best to exploit it. As indicated by the CMO Survey by Duke University, advertisers are required to build their offer of online networking spending from 6.6 percent to 15.8 percent of their financial plans by 2018. But Christine Moorman, kindred at Duke University and a Forbes donor calls attention to the fact the a considerable measure of organizations don't have an unmistakable online networking strategy and they're simply doing a ton of stuff in light of the fact that different organizations are doing it. Rather, they ought to "build up a testable hypothesis" to focus their promoting methodology.

*"Make a speculation, and afterward utilize those forecasts to truly nail down the measurements that you think ought to be utilized," she says. "Else, you're just on the fleeting trend."*

Numerous advertisers, even those that have explored different avenues regarding social networking, recognize that they have yet to truly figure it out. The inquiry of regardless of whether online networking drives ROI still torment numerous advertisers and brands. As per a 2010 review by Millward Brown of the individuals from the World Federation of Advertisers more than

50 percent of CMOs' were uncertain of the profits they were getting on this speculation.

### *C. How brands are utilizing social media*

The ROI of social media could be through direct monetary return, increased brand awareness, engagement and loyalty, repeat purchases, word of mouth and more. Most of the companies try to establish a direct link between social media campaigns and associated returns. But the issue is not always as straightforward as it seems, as there are multiple ways to measure the benefits of social media. It isn't as simple as looking for a direct sales return at one end, with the social media input at the other. Viewing social media holistically to gain a better understanding of how it can work for a business is more beneficial than looking for one single return<sup>1</sup>. The following example would validate that

- The chocolate – coated wafer brand of Nestle, Kitkat promoted their new Twitter campaign #RichBreak in August 2014 in which users were intimated via Twitter to become a participant and follow the KitKat India handle and to include #RichBreak hashtag for every tweet they do .Six winners were rewarded with a Rs. 1000 Flipkart vouchers and the grand prize, a trip to Goa. Due to the perks they offered, they got a good number of responses. They promoted the hashtag on Twitter as well to leverage this opportunity at-max.
- For the ICC Champions Trophy 2013, Pepsi launched the 'Road to Champions' social media campaign using a combination of Facebook, Twitter and Instagram, taking fan engagement to the next level. The game invited one to share their favourite moments in cricket and earn points. Points mean kilometres with which one could travel on a virtual map to reach closer to the Champions finals at London. It managed to have 16 million likes on Facebook and another 61 million followers on Twitter
- Tata Docomo, one of India's leading telecom brand with nearly 13.5 million fans on Facebook, had built an application that will throw light on their Facebook lives. The app called 'Open up' explored a fan's Facebook profile to find out who were their best friends, which were their most amazing moments, which are the friends they had lost touch with and more. For the Facebook obsessed young generation, Open up was a boon to engage better with their friends, with Tata Docomo acting as the enabler.
- For its new nail paint collection called 'Color Show', Maybelline New York India sought to create a new nail revolution on social media. Each of the 40 shades in the range was introduced across 80 days in an interesting manner – each color was introduced with the nail art

combinations that go with it, from educating fans about how they could get the 'complete look' with the right shoes and accessories to match with their preferred shade. A Facebook app enabled fans to try out the shades too

- In Feb 2013, Motorola propelled its exceptionally encouraging cellular telephone MOTO G in India which received unprecedented response. The marriage resulted in the biggest deal ever in the history of e-tailing. The reason was in the company's choice to go to market with an online vicinity by means of a solitary restrictive accomplice in Flipkart which was empowered to reach to enormous masses in India exceptionally quickly. This worked in favor and now the company has already augmented its elite online association with Flipkart to catch more market share.
- Croma, India's leading gadgets retail chain from the Tata conglomerate, marked an arrangement with a web offering website Snapdeal.com to provide hardware like versatile ,tablets and portable workstations etc.online which are accessible in Croma stores. This coordinated effort helped Croma in expanding its reach at an extremely fast speed through Croma's flagship brand store on snapdeal.com.
- Social networking has started to supplant a considerable measure of exercises that used to happen on different parts of the internet and the most essential effect is en route clients shop online. Social media has turned into a research instrument which helps in seeking as well as helping the clients by investigating different online sites. Various reputed internet shopping sites like "myntara.com, snapdeal.com, jabong.com, and amazon.com " are making utilization of Facebook for the promotions. This further results in increment in the prevalence of use of these internet shopping sites - 67% clients use social destinations on cell phones while shopping has seen to to increase from 24% last year . According to a report from *Technorating media* the greater part of shoppers follow brands on social locales to get more information about an item (56% for facebook and 47% for twitter). This analysis shows that social media is acting as an important tool to increase the growth rate of the companies which further helps in creating brand loyalty. Matrimonial sites are additionally making utilization of social networking stages to pick up prominence. these days matrimonial administrations, group particular chatrooms and gatherings and so forth are accessible on different social networking platforms

Every one of these examples demonstrate that there is no deficiency of chances for a brand in the social stadium; the key is to comprehend what goals need to be accomplished and which

set of instruments with their relating measurements can best accomplish them. Web advertisers are currently setting an expanding measure of accentuation on building groups by means of informal organizations and are incorporating every stage to convey a consistent stream of introduction. Actually, obtaining a "Like" on Facebook or new adherent on Twitter is held in higher respect than special site activity. In any case, what is most engaging about online networking is that unlike all different types of web showcasing -, for example, PPC and SEO - its totally free

In a planned social networking crusade, shoppers are prone to spread viral features, make extra brand-related substance, tweet about the brand and post about their encounters on Facebook or Twitter taking into account their fundamental inspiration to draw in with the brand. An incorporated showcasing crusade which is firmly attached to online purchaser conduct would have a tendency to procure better returns for the brand over the long

#### IV. CONCLUSION

Online networking is turning into a more noticeable wellspring of showcasing and publicizing and is being utilized all the more reliably by organizations attempting to get their name out to people in general and in the psyches of purchasers. The longing to wind up included in online networking is reasonable; the development being used of online informal organizations has been extraordinary. Businesses today are being transformed from having a transactional relationship to a social relationship Though the medium is still in nascent stage in India, the ripples have already begun. It is now becoming clearly evident that companies need to engage themselves in more innovative social media based advertising strategies in order to consolidate its brand awareness and brand loyalty. It is time for the companies to make effective strategies and execute them to win larger share of business through this revolutionary medium and become the innovative firm of coming future.

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