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The Importance of E-Commerce for Promoting FMCG Marketing

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SOCIAL MEDIA MARKETING OPPORTUNITIES AND CHALLENGES IN INDIA

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Abstract:

With the growth and development of urbanization of world in midst of social media revolution, it is more important than obvious that social media like Facebook, Hangout, Google talk, SnapChat, WeChat, Yahoo, Skype, MySpace, Twitter, BlogSpot, are used extensively for the aim of communication. One of the Major advantages of the use of social media for marketing is online information sharing through Internet and Social Media for different type of population. Social Media marketing that have much potential to transform the social change among the Indian society. The aim of this paper is to know the Social Media Marketing and Its Opportunities and Challenges in India. How Social Media Marketing benefits that it can bring over other forms of traditional media in our countries. Social Media Marketing (SMM) as a major strategic economic booster to Indian Developing Economy as needed in India. The main purpose of the study is to find out the impact of Social Media Marketing Opportunities and Challenges in Indian economic growth and development of India.

Index Terms:- Communication Tool, Publicity and Branding, Social Media, Social Media Marketing, Blog, Twitter, Facebook, Social Advertising.

Introduction:

The Term of “ Social Media Marketing refers to various technologies that have emerged or seen swift growth on a global scale during the late 20th century and into new millennium. Most technologies called New age Media that digital Media Service. Most people who have an Internet connection are aware of that social media

marketing that include facebook, Skype, Twitter, Yahoo, Hangout, WeChat, SnapChat, Myspace, Youtube etc.

The Concept of Social Media refer to the use of Digital and web-based technology to turn communication into interactive dialogue, social media takes on many different form including Web Sites, Social Blogs, Podcast, facebook, twitter, orkut, myspace, skype, are extensively used for the communication. One of the most important advantages of social media marketing is that sharing information and knowledge about goods and service related marketing. There are some of the pro and cons to the use of social media marketing. Now days we are experiencing digital technology everywhere in our day to day life. Social media helps to connecting most number of users. Social Media Marketing gaining more attention through social media. A corporate company message spreads from used to used and presumably resonated because it appears to come from trusted, as third party source.

Statement of the Problem:

Social Media marketing one the famous marketing tool in India. It is needs to be explored and strengthen marketing activities through social media. Hence it is needed to understanding and to create awareness about the Social Media Marketing among Indian society.

Review of the Literature

Scholarly establishments argued that the "broadening" of marketing was taking the field well beyond where it properly belonged.

- Kotler and Levy responded that marketing was about transactions, not just market transactions (Kotler and Levy 1969).
- David Luck argued that marketing obviously involved markets and this meant buying and selling. Broadening the field would divert attention from critical issues and encroach on other disciplines (Luck 1969).
- The 'broadening movement' threw the field into some confusion and sparked debate as to just what the essence of marketing really was. Whether marketing was defined by its technology (the Kotler-Levy position) or by the class (or classes) of behaviors towards which it was directed (the Luck position).

Objective of the Study

To understand the Concepts of Social Media Marketing.

To know the Strategic impact of Social Media Marketing on Indian society.

To aware challenges and opportunities, current issues related to Social Media Marketing.

Research Methodology:-

The entire gamut of discussion has been made on the basis of secondary sources. The different published sources , books , journals, article and social media marketing related website have been consulted in this regard descriptive research design is applied.

Limitations of the Study

The Research Information covers only Social Media Marketing related factors.

HIGHLIGHTS OF SOCIAL MEDIA MARKETING

The Origin:

Before 1969, marketing was seen by scholars as an economic activity which is commercial companies provided goods and services with the objective to maximize return on investment.

In 1969, Philip Kotler and Sidney Levy argued that : Marketing is a pervasive societal activity that goes considerably beyond the selling of toothpaste , soap , and steel etc. An increasing amount of society work is being performed by organizations other than business firms. And every organizations performs marketing like activities whether or not they are recognized such.

Early developments:

Because Kotler saw marketing as a technology, he and his colleagues set out to ask what it would mean if one applied it to non-economic settings (Elliott 1991).

Kotler and his colleague Gerald Zaltman explored what it would mean to apply the technology to social issues where, they suggested, it could be called "social marketing" (Kotler and Zaltman 1971). Social marketing began as a formal discipline in 1971, with the publication of "Social Marketing: An Approach to Planned Social Change" in the Journal of Marketing by marketing experts Philip Kotler and Gerald Zaltman.

India is a growing country which has large space for consumer as well as capital goods. India's abundant and diversified natural resources, its sound economic policy, good market conditions and highly skilled human resources, make it a proper destination for **Resource challenge**: India is known to have huge amounts of resources. There is manpower and significant availability of fixed and working capital. At the same time, there are some underexploited or unexploited resources.

The term social media is usually used to describe social networking sites such as:

1. Facebook :

It is the most popular social networking website that an online social networking site that allows users to create their personal profiles, share photos and videos, and communicate with other users. Advertiser also like this platform for to communicate and to provide information about their concern products and service

2. Twitter :

It is famous Social Networking Website that allows the micro blogging. An internet service that allows users to post "tweets" for their followers to see updates in real-time.

3. LinkedIn :

A networking website for the business community that allows users to create professional profiles, post resumes, and communicate with other professionals and job-seekers.

4. Pinterest :

An online community that allows users to display photos of items found on the web by "pinning" them and sharing ideas with others.

5. Snapchat :

An app on mobile devices that allows users to send and share photos of themselves doing their daily activities.

6. FourSquare :

Foursquare is a location based social networking website, where users can check into locations via Swarm app on their Smartphone's. Foursquare allows businesses to create a page or create a new / claim an existing venue.

7. Youtube :

It is another popular avenue; advertisements are done in a way to suit the target audience. The type of language used in the commercials and the ideas used to promote the product reflect the audience's style and taste. Also, the ads on this platform are usually in sync with the content of the video requested, this is another advantage YouTube brings for advertisers. Certain ads are presented with certain videos since the content is relevant.

8. Blogs :

Platforms like LinkedIn create an environment for companies and clients to connect online. Companies that recognize the need for information, originality/ and accessibility employ blogs to make their products popular and unique/ and ultimately reach out to consumers who are privy to social media.

SOCIAL MEDIA MARKETING: Opportunities and Challenges in India

Today, There are 2.3 billion active social media user around the world. That nearly one-third of our plant's total population of 7.0 billion(approx). As social media marketing professional were are lucky to reach ever 0.000001 percent that of total population with any of post. The challenges are as below :

1. Authentic connection with the Audience :

We've been seeing a massive shift in what it means to be effective on social media over the last few years. One challenge that marketers are facing in this new era of social media marketing is connecting with audiences on an individual and personal level. Connecting with your audience helps to humanize your brand and build real, authentic relationships.

2. Creating a social media marketing strategy

You may know what you want to accomplish and why, but without a social media marketing strategy, you won't have a specific plan to get there. Think of your social media plan as a roadmap to your goals. Creating a solid social media marketing strategy doesn't have to take weeks to put together. For me, it helps to have three key things written down on paper:

3. Coming up with consistently good content

We completely understand. Managing social media is extremely time-consuming, and can become a full-time job. Which is why staying creative and original is one of the toughest social media marketing challenges to overcome.

The social media manager checklist seems to go on forever; curate, create, schedule, monitor, respond, update and reuse content across several different social profiles.

4. Content quantity over quality

For some brands, the way to cut through all of the noise on social media is to simply post more. While this tactic may work for some, for many it has the tendency to irritate followers.

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6. Finding The Right Engagement Tactic

According to the Augure study cited above, finding the right tactic to engage with influencers is a challenge for 69% of marketers. Grabbing influencers' attention is one of the biggest influencer marketing challenges.

7. Keeping Track Of Your Influencers' Activity

The Augure report on influencer marketing challenges also showed that keeping track of influencers' activities is difficult for 32% of marketers. It's especially tough if you're working with a large number of influencers across different niches

Opportunities

Social media has developed a reputation by some for being a passing marketing interest, and therefore, an unprofitable one.

1. Increased Brand Recognition:

Every opportunity you have to syndicate your content and increase your visibility is valuable.

2. Improved brand loyalty:

According to a report published by Texas Tech University, brands who engage on social media channels enjoy higher loyalty from their customers.

3. More Opportunities to Convert:

Every post you make on a social media platform is an opportunity for customers to convert. When you build a following, you'll simultaneously have access to

new customers, recent customers, and old customers, and you'll be able to interact with all of them.

4. Higher conversion rates:

Social media marketing results in higher conversion rates in a few distinct ways. Perhaps the most significant is its humanization element; the fact that brands become more humanized by interacting in social media channels.

5. Gain valuable customer insights:

Social media generates a huge amount of data about your customers in real time. Every day there are over 500 million Tweets, 4.5 billion Likes on Facebook, and 95 million photos and videos uploaded to Instagram.

Conclusion:

Today, Social Media for Marketing is among the 'best opportunities available' to a brand for connecting with prospective consumers. Social media marketing is the medium to socialize. These new media win the trust of consumers by connecting with them at a deeper level. The myriad characteristics of online social media environments have effects on outcomes of interest to marketers and implications for managerial practice.

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