SOCIAL MEDIA WITH BLOCKCHAIN: NEW ERA OF MARKETING

Anuvartika Bharti

Gembali Mali Babu

Pyla Ruchita

Abstract: Social media is becoming an effective a tool that helps firms reach their target markets and build brand loyalty. It is a way to communicate directly with customers, find out what they think, and respond quickly to their feedback. It also allows businesses to create content that is tailored to the interests and buying behaviors of their target audience. Additionally, social media can be used by corporations to monitor their rivals. and monitor industry trends. The topic of the study, "Social Media marketing With Block Chain: A New Era of Marketing" has adhered to the rules required for the study, and the study has been done using a sample size of 314 respondents including both consumers and businesses. In this study we surveyed users to get a brief overview on how social media has changed the way businesses market their brand, service, or product and how it is affecting consumer behavior. Reaching out to their target customers via social media gives organization and enterprises more leverage. Additionally, it examines the advantages and disadvantages of using social media for business and consumer. This data can then be used to make informed decisions about the services or products they offer or how to better serve their customers. Overall, social media is an invaluable tool for both consumers and businesses.

Blockchain technology could revolutionize social media marketing by creating an immutable and secure platform for collecting, storing, and sharing user data. This would make it easier for marketers to effectively target potential customers, as well as to ensure that customer data is secure. In addition, blockchain technology could be used to create a decentralized social media platform that would be free from censorship and manipulation. Finally, blockchain technology could make it easier to track the ROI of social media campaigns, as well as to verify the authenticity of user reviews and ratings. Social media marketing in blockchain can be done in several ways.

First, companies can use blockchain to track and measure their social media campaigns. By leveraging the immutable data stored in the blockchain, companies can monitor their campaigns in real-time and measure their impact. This can help them to optimize their campaigns for maximum effectiveness. Second, companies can use blockchain to create incentivized campaigns. For example, they can create a reward system using tokens or other digital assets. By rewarding users for engaging with their content, companies can encourage higher engagement levels and build better relationships with their customers. Third, companies can also use blockchain to create social media applications. This could be used to create a secure platform to share content and engage with customers. By leveraging the power of blockchain, companies can create a secure platform that is not only more secure, but also more efficient. Finally, companies can use blockchain to store and analyze customer data.

By leveraging the data stored on the blockchain, companies can gain valuable insights into customer behavior and preferences. This can help them to optimize their campaigns for maximum effectiveness.

Keywords: Social Media, Social Network, Marketing, Content, Brand Loyalty, Customers, Social Media Marketing, Internet, Advertising, Feedback, Business.

1. INTRODUCTION

1.1 SOCIAL MEDIA

The term social signifies connecting with others and swapping and acquiring information from them. The term media signifies tools for communication, similar as the internet which is ultramodern period media while television, radio, and journals are traditional style media. Social media is online communication tool that enable people to change and put information to use. Social Media is an platform people use over the internet in developing social networks or relationships with persons who share comparable specialized or professional interests, pursuits, cultures, or connections in real life. Anyone with internet connection can now readily use social media as a platform. According to the 2013 composition" What's social media? fromWhatIs.com," social media is a collaborative term for online connecting platforms to community- to provide information, engagement, content sharing, and collaborate.

Marketing through Social media is an efficient way to reach a wider audience and build relationships with potential and current customers. It allows businesses to engage with their customers and build trust with them. It also provides an opportunity to create more personalized experiences for customers. By leveraging the benefits of social media, businesses can build relationships, hike the brand awareness, and sharpen customer loyalty. Social media is a great platform for companies and brands to showcase their products and services, build relationships, increase brand awareness, and improve customer loyalty. Additionally, businesses can use social media to reach out to influencers and build relationships with them. This can help to boost a business's reputation and increase its visibility in the marketplace. In conclusion, businesses can use it to showcase their products and services, generate more leads and sales,

Social media has become an integral aspect of the internet as a result of the widespread availability of social websites and apps. Companies now primarily communicate with their clients through these platforms, where users can share their opinions, preferences, and feedback on the products and services they use. These opinions then spread to friends, family, and coworkers, leading to an increase in brand awareness and potentially attracting new customers. The goal for businesses is to leverage the power of social media to drive more traffic to their websites.

Companies that communicate more frequently improve customer service and build brand recognition. Groups can implement marketing campaigns at a relatively low cost thanks to social media. From Facebook banner ads to Instagram posts with photos embedded, social media gives businesses new and different ways to connect with their target audience. Social media marketing is becoming more popular because it provides more options for discovery than traditional marketing strategies. People frequently assert that something they saw on Facebook or Twitter was their first exposure to a company or product.

Social media marketing does have its disadvantages, though. Social media for marketing is quick, simple, and cost-free way but social media marketing requires a comparable time and financial investment to be effective over the long run. It's also critical to be aware of how rapidly social media marketing errors can go viral and a straightforward posting that might be seen one way by one user could be greatly exaggerated and result in severe harm to the brand. While social media marketing offers fresh opportunities to connect with customers, there is still much research to be done on the most effective ways to use these platforms to achieve a certain objective.

1.2 BLOCK CHAIN FOR SOCIAL MEDIA MARKETING

On the other hand, the potential of blockchain-enabled social media is vast. It could provide a secure and immutable platform for users to store and share information, create new products, and monetize content. It could also enable the development of decentralized applications and smart contracts, which are self-executing programs that execute when certain conditions are met. Additionally, blockchain could enable data privacy and access control, where users can control who can view and use certain pieces of data. It can also be used as a platform for digital identity management, allowing users to securely share and store personal data without sacrificing privacy. Finally, blockchain-enabled social media could enable micropayments, reducing the costs associated with traditional payment systems. Overall, the potential of blockchain-enabled social media is immense. It could revolutionize the way we interact with each other and open up new opportunities for businesses and marketers to interact with users. Early adopters of this technology will be well-positioned to take advantage of these opportunities and capitalize on the potential of blockchain-enabled social media.

Blockchain technology is enabling more secure and faster transactions, which is beneficial for digital marketing companies. With blockchain, companies are able to track customer data more accurately, provide more efficient customer service, and create more relevant and targeted advertising campaigns. Blockchain also provides a more secure platform for online payments, which can improve customer trust and loyalty. Utilizing Blockchain technology, marketers can be ensured of the accuracy of the data. The transparency of Blockchain allows the marketer to track their campaigns and receive reliable data. In addition, Blockchain can be used to track the results of marketing campaigns, such as customer engagement, clicks, and impressions. This data can then be used to inform future campaigns and improve customer targeting. With improved accuracy, marketers can better understand the effectiveness of their campaigns and make more informed decisions. By utilizing Blockchain technology, marketers can also be assured that their campaigns are running ethically and securely. Blockchain can also be used to provide authentication for digital ad campaigns, ensuring that only genuine advertisers can access the data. This helps to protect marketers from fraud and malicious activity.

Blockchain technology can also help with the tracking of ads, performance and user engagement. Instead of using a third-party ad network, blockchain-based ad tech platforms can provide direct access to data from publishers and advertisers, making it easier to track campaigns and optimize performance. With the use of smart contracts, transactions are secure and cost-effective, reducing the risk of fraud and providing accurate reporting. Smart contracts can also be used to automate payments, enabling advertisers to pay for ads in real-time. Additionally, blockchain technology can provide more transparency to the ad tech industry, allowing for better optimization of campaigns and accurate tracking of user engagement.

Social media is online communication that lets people share information and talk to customers in real-time. Businesses can benefit from blockchain social media marketing in:
➢ Better connect with the customers.
➢ Build online communities.
➢ Sell and publicize the goods and services offered.
➢ Communicating customized offers to the customers.

Positive aspects of social media for businesses:
➢ Make it possible for companies to interact with customers on social media and learn what they have to say about them.
➢ Promoting and advertising can be done with the help of social media.
➢ Companies can utilize social media for customer acquisition, gathering customer insights, and fostering customer loyalty.
➢ Use social media to connect with a worldwide audience.
➢ Use data to inform cost-effective marketing strategies.
➢ Using advertising and networks of customers to increase sales.

➢ Create a brand, exchange ideas for improvement, and hire qualified employees, such as through job networking sites like LinkedIn, to attract visitors to the website and improve its search engine ranking.

➢ Watch out for the rivals.

Negative aspects of social media for businesses:

➢ To properly handle the web presence more resources are required.

➢ Regular check on social media usage is necessary.

There may be undesirable or improper behavior on the social media platform, such as the possibility of unfavorable comments, information breaches, or erroneous or misleading statements being posted on the company's or client's social media pages.

2. OBJECTIVE OF THE STUDY

Our study is focused on to bring the relevance between the actual use case of social media ads with help of block chain by the micro medium and small business to promote their products and business. And how efficiently they are helping businesses reach their targeted audience.

➢ To find out how business are collecting the data and use that data to create customer profiles.

➢ To bring out how block chain technology is helping them to optimizing ads.

➢ To find out if the ads by businesses are reaching the targeted customer base and effecting their purchase decision or not and how active role are ads playing to affect the customer purchase journey.

➢ To find if customer is getting benefitted by the ads and how business can improve the ad culture to grow their business more efficiently.

➢ The study intends to make two case research: Bring customer journey and their experiences to the business so that new business can work on to reach their customers more effectively using the block chain enabled social media marketing and its allied activities.

This study is based on Small, Micro and Medium business entities. Below are the definitions provided by Ministry of India.

MICRO

Micro Enterprises are tiny businesses with up to 1 crore in investments and less than 5 crores in revenue. Microbusinesses include everything from neighborhood ice cream shops to little eateries. These kinds of small firms often have less than ten employees and a limited starting budget. They typically cater to local markets and concentrate on offering a tailored client experience. Micro businesses are frequently small, family-run operations that rely on interpersonal relationships and word-of-mouth advertising to bring in new clients.

SMALL

The income and turnover limits for small businesses are one and 10 crores, respectively. Low sales volume and a tiny workforce are also disadvantages. Small Businesses can include profitable restaurants, manufacturing facilities, and bakeries. Micro-enterprises have fewer employees on average than small businesses do. Small enterprises typically have less than fifty employees and an annual revenue of less than Rs. 50 crores. Corporations, partnerships, or proprietorships are frequently used to describe small enterprises.

MEDIUM

Medium-sized firms are those with overall capital of up to 50 crores and a revenue range of 50 to 250 crores. On average, they have 200–250 employees. Small and medium-sized firms that have expanded continuously over time are typically considered medium enterprises. A small firm becomes a medium business as it develops and grows by investing its earnings in machinery, structures, and personnel retention. Technology firms, franchised eateries, and retail chains are a few examples of medium-sized businesses. By creating jobs, acquiring products and services, and offering goods and services to the public, medium-sized businesses contribute to the economy. They are crucial to the global economy as well since they drive economic growth

in many different nations.

RESEARCH QUESTIONS

To investigate relevance of social media from customer a well as business point of view to sell or buy new items to the market, the following study questions will be used:

i. Top three most widely used social media channel by businesses and consumers and if the products and services are reaching to audience through same social media networks?

ii. Is social media making consumer to shift preferences more frequently?

iii. Problems encountered by businesses and their customers when adopting social media as an advertising tool?

iv. Do social media platforms help firms and organizations reach out to their target audiences through marketing strategies?

LITERATURE REVIEW

HIGHLIGHTS AND INSIGHTS ON BLOCK CHAIN FOR MARKETING

Moorman said that the potential of blockchain technology in the field of digital marketing is immense. It enables efficient and secure data management, reduces the risk of fraud and data manipulation, and provides a secure platform for digital transactions. Furthermore, blockchain technology can also be used to track and analyses customer interactions and behavior, which can be used to develop more targeted marketing campaigns. Additionally, blockchain technology can be used to create and manage digital identities, enabling marketers to better understand and serve their customers. In conclusion, while adoption of blockchain technology in digital marketing is still in its infancy, its potential is vast and the opportunities it provides should not be overlooked. As the technology matures and more companies begin to integrate it into their marketing strategies, we can expect to see greater adoption and more innovative use cases of blockchain technology in the near future.

END USER CLASSIFYING IN BEHAVIOURS AND BEHAVIORAL TARGETING. THE SCIENCE OF MARKETING

Trusov in his study elaborated on tracking software records information about the user's online activity, such as the websites visited, the products purchased, and the content consumed. This data is then used to create a detailed profile of the user. This profile includes demographic information, interests, and preferences. Furthermore, user profiles can be used to create personalized content and offers that are tailored to the individual's needs. This helps to increase user engagement with the product or service offering. Overall, user profiling is a powerful tool used in digital marketing that helps companies to better understand their customers, target more relevant and personalized content, and increase user engagement. It provides companies with valuable insights that can help them to optimize their marketing strategies and campaigns.

SOCIAL MEDIA - A NEW TOOL IN MODERN ERA MARKETING

This paper explains some social media tools that marketers can use to promote their businesses and examines the significance of social media sites. The goal of this study paper is to look at the feasibility of using social networking websites as an effective marketing technique to increase customer engagement in marketing.

DIGITAL MARKETING AND SOCIAL MEDIA: WHY BOTHER?

Tiago has expressed in his study that velocity being the speed of data analysis, volume being the size of data being analyzed, variety being the various types of data being analyzed, value being the insights derived from data, and veracity being accuracy of that data. In conclusion, data is a key asset in digital marketing. Data provides the insights needed to problem-solve and attain better performance. Big data analytics is a methodology that is used to analyze massive data sets and is characterized by velocity, volume, variety, value, and veracity. Therefore, it is essential for digital marketers to understand data and its importance in order to succeed in their digital marketing efforts.

EVOLUTION OF SOCIAL MEDIA MARKETING

This paper makes a framework for building a social media that is only dedicated to a specific area. This makes data mining and product promotion easy and efficient. A variety of social media platforms are used to communicate people's lifestyle statuses, views, and hobbies with people all over the world and to increase community awareness. The first ever virtual creation that has changed the world by sharing bold facts and information about current events, fashion, and news that the average person has never heard of before. Because people are using social media platforms to share virtually everything about themselves with one another, as well as the data that has been collected and stored in databases, which are used by businesses to promote their products by mining, analyzing, and predicting the data in the databases,

SOCIAL MEDIA MARKETING – A TOOL OF INNOVATIVE MARKETING

This paper identifies and analyses the difficulties and possibilities confronting the social media sector, as well as current and foreseeable movements in social media marketing. As a result of recent improvements in marketing tactics new innovative business and consumer models are developing. Users are gaining importance and becoming increasingly important in these approaches. For consumer involvement and engagement, social media is swiftly turning into the next big thing. Companies who want to establish communication and marketing tactics to get an edge over their competitors should make the most of social media's new position as innovative tool that gather data on many elements of customer preferences from millions of users globally. .

MARKETING ANALYTICS FOR DATA-RICH ENVIRONMENTS

Wedel thesis is based on an interpretivist perspective. This is because the authors believe that reality is subjective and thus, the way in which it is understood is dependent on the individual. The authors of this thesis will be using semi-structured interviews and questionnaires to collect data from experts within the field. This will allow for the researchers to gain an understanding of the various perspectives and realities that exist in relation to blockchain and digital marketing. Through this, the authors will be able to gain an understanding of the various interpretations and constructions of reality that exist. Furthermore, the analysis of the data will be conducted using thematic analysis, which will allow for the authors to gain an understanding of the various interpretations and constructions of reality that exist. Therefore, the epistemology of this thesis is based on an interpretivist approach.

THE FUTURE OF SOCIAL MEDIA IN MARKETING

When considering marketing-related issues, the authors of this article draw from discussions with business leaders and public discourse and focus on where they believe social media will go in the future, considering multiple ways in which it affects individuals and businesses. The author identified social media's near, immediate, and distant futures, which will influence consumer, industry, and public policy perspectives in the future. Today's social media is different from what it was a year ago, and it is anticipated that it will likely be different in a year. This is because technological and consumer innovation are constantly evolving. The study considers a lot of the definitional and phenomenological aspects, and its implications are looked at to figure out what the prospects are for marketing-related social networks. The paper discusses a framework with nine themes that are thought to influence social media marketing. It does this by referring to conversations with influential businesspeople that were the subject of scholarly research.

AN ANALYSIS ON BLOCKCHAIN TECHNOLOGY THAT CAN BENEFIT MARKETING

Security is the ability to protect the data and systems from malicious activities. With blockchain, it is possible to store data in the distributed ledger securely and with the use of cryptographic algorithms, it is possible to keep the data safe and private. Transparency is the ability to view the entire process chain, with full visibility of all stakeholders involved in the process. With blockchain, it is possible to share the data with all stakeholders in a secure and transparent manner. Using blockchain in AdTech also helps to decrease frauds, increase accuracy and speed of transactions, reduce paperwork, and minimize contract disputes. This can be achieved through the use of smart contracts. Smart contracts are computer protocols that execute transactions automatically when certain conditions are met. This eliminates the need for manual processing and provides a secure and verifiable way to store data. Additionally, blockchain can store and track the advertising data which can help to know the exact amount of money and time spent on each ad campaign and helps to better optimize campaigns. This will help to get better ROI on AdTech investments.

SOCIAL MEDIA AND CONSUMER ENGAGEMENT

The paper aims to carry on the conversation by evaluating recent consumer interaction research and offering a research paradigm for the future. The study examines the marketing literature on social media with a focus on consumer interaction, which was noted as a key component, fundamental issue in Schultz and Peltier (2013). Academics and practitioners in marketing will benefit from this study. The paper is showing insights into the causes and effects of consumer interaction as well as providing a conceptual foundation for further study.

SOCIAL MEDIA AND ITS IMPACT ON CONSUMER BEHAVIOR

Another study uses univariate and bivariate analyses to draw conclusions about how social media influences consumer behavior. 116 people were included in the sample. After conducting extensive statistical analysis with SPSS, The study may be used to construct consumer profiles based on how social media data is impacted and how the true effect of social media is represented in behavioral changes.

IMPACT OF SOCIAL MEDIA APPLICATIONS IN BUSINESS ORGANIZATIONS

This article investigates the role of social media on business organizations in order to illustrate competitive advantage of company social media involvement.. The aim of the work is to find out the reasons why companies use social media instead of traditional marketing and communication techniques. The study had also includes a detailed explanation of advantages and disadvantages of socialmedia for businesses and its dangers. This article presents the success stories of certain companies that use social media in their marketing strategy. This essay also aims to identify social networking software that is commonly used in the workplace.

SOCIAL MEDIA IN MODERN BUSINESS

The goal of this study is to identify emerging patterns in the use of social media to boost effectiveness in current corporate endeavors. Classification of various Internet development phases is contrasted in this essay. At the next stage of development, Web 3.0, the Web 2.0 principle of collaborative content creation and sharing is still applicable. the inclusion of a new function that analyzes social media posts and other messages posted in the virtual world using semantics. The items offered are typically modified using semantic analysis to better meet the needs of customers. This essay also looks at the implications of the semantic web in the modern world and the effects of information extraction from social media.

SOCIAL MEDIA MARKETING'S EFFECT ON CONSUMER BUYING BEHAVIOR

This study investigates the impression of social media marketing on customer purchase decisions. Consumer purchase behavior is the dependent variable is buying behavior of consumer, while the independent factors considered include perception of dependability, usage of social media, privacy concerns, and confidence in information. The primary data source is used to assess respondents' impressions about how social media advertising has changed their consumption patterns. The study is built on firsthand data received from 100 respondents. The findings uncovered that using social media has a positive impression on client purchasing decisions. It entails that rising social media use has an impression on customers' purchase decision-making.

SOCIAL MEDIA MARKETING'S EFFECT ON CONSUMER BUYING BEHAVIOR
: AN EMPIRICAL STUDY

This paper aims to examine how social media marketing affects consumers' purchasing decisions. 400 social media users are surveyed online using a five-point Likert scale questionnaire for the study. There were 260 replies to the online survey, which were used for analysis. Multiple linear regression analysis and factor analysis statistical techniques were employed for the analysis. Software called SPSS 20 was used to do the statistical analysis. It was discovered that customer buying behavior towards social media platform is clearly influenced by trust, apparent value, and certain evaluations.

SOCIAL MEDIA MARKETING

This paper provides insight into current improvements in digital marketing, with an emphasis on discussion of web technology development and how it has influenced various marketing methods. The article examines the most popular social media sites, their rankings, features, and advantages. Marketers utilize social media networks to advertise their companies. Companies leverage social media to understand client expectations, and then devise the finest advertising strategies to achieve the marketing goal (Donath, 2004). The report also sheds light on the challenges that businesses experience when utilizing social media for marketing, as well as the mistakes that they make. According to the study, in order to get the best value from adopting social media to advertise and promote, companies must first build an effective system.

SOCIAL MEDIA MARKETING: ISSUES AND IMPACT ON COMPANIES AND CUSTOMERS

This paper examines social media marketing from a variety of angles. It examines the origins of the concept of social media marketing and how businesses use it successfully and efficiently to carry out superior results across the board. It also describes results of social media advertising on both businesses and individuals. Advantages it offers to firms and customers who are exposed to it are the main emphasis of the paper. The paper covered a wide range of concerns that businesses must consider while utilizing social media for advertising and promotion. It lists many social networks that businesses can select from and the advantages that each one offers. The paper also covers future predictions made by experts for social media marketing and the key areas where businesses should focus their marketing efforts. Focusing on contact and communication, according to researchers, is crucial for businesses using social networking platforms. Businesses must make up for the lack of direct contact with clients by giving them the impression that actual people are standing behind the logo or brand. This will help businesses in their efforts to gain the confidence of their customers so that they feel secure when doing transactions. It has also been concluded that businesses should prioritize privacy, security, and ethical concerns by effectively managing them to meet client needs.

LOCAL AND NONLOCAL BRANDS AND POWER OF SOCIAL MEDIA MARKETING ON CONSUMER PURCHASING DECISIONS

The primary aim of this research is to gain an improved comprehension of the factors that contribute to social media marketing, how these impact consumer purchase intentions, and how businesses at both a local and national level moderate these interactions. The study seeks to investigate the determinants that result in social media campaigns and how they affect customer acquisition intent and consequently brand commitment. Findings from the paper concluded that aspects like brand awareness, a supportive community, interaction with customers, and trust in the brand were all highly likely - as previously established by Kardaras et al (2003), Casal et al (2010) Laroche et al (2013) and Laroche et al (2012) - to have a positive effect on purchasing behavior leading to strengthened brand loyalty. Therefore, having a virtual online presence through social networking can be utilized by marketers as it allows them an effective way of making contact with their customers which subsequently leads to enhanced product familiarity and dependence thus impacting their purchase decisions.

CONSUMER BEHAVIOR AND SOCIAL MEDIA

The objective of this study was to ascertain how social media influences customer choice. To find out how its use affected experiences, a statistical survey was conducted. It was shown that their use increases satisfaction with the searching for information and alternative assessment stages; moreover, it increases the pleasure experienced during the final buy choice and post-purchase evaluation stages. People's evaluations and preferences on social media platforms were frequently considered as an online equivalent of word of mouth, influencing the choices of prospective clients. People who use social media say it makes making decisions easier and more pleasurable than other ways of getting information. These findings collectively show that social media has significant impact on how consumers make decisions.

EFFICIENCY OF SOCIAL MEDIA AS A ADVERTISING TOOL: AN EMPIRICAL STUDY

This study uses empirical research to explore the capabilities of social media as a marketing tool and assess its influence on customers' purchasing decisions. Statistical tests were conducted to support the hypothesis. In order to evaluate social media's efficiency in aiding consumers during decision-making, close the gap between customers' expectations and performance, and boost the effectiveness of social media, this paper will use descriptive research methods. Young people are reportedly utilizing social media more than ever before. People often turn to brands on social media when looking for guidance while deciding whether or not to buy something; through access to various networks, they can gather more perspectives by reading online reviews and asking questions on Twitter - even if companies do not always have time to reply immediately.

SOCIAL MEDIA AS MARKETING TOOL FOR SMALL MEDIUM ENTERPRISES: OPPORTUNITIES AND CHALLENGES

The study investigated the advantages of social media advertising for SMEs as well as its difficulties. The various social media channel and their functions have been outlined by researchers. Depending on how many social media channels an SME is using to grow its online presence. The primary advantages mentioned in this paper are higher brand exposure and reputation management, more targeted traffic and SEO, lead creation and word-of-mouth recommendations, market insights regarding the target demographic and competitors, and increased targeted traffic. The study addresses the topic of social media and how it affects SMEs. It divides

social media into different categories and examines the benefits and drawbacks of using social networks for business. The characteristics and evolution of social media, particularly the prominent social networks that appeared in the 21st century, have been addressed in this research.

USING SOCIAL MEDIA TO INCREASE CONSUMER LOYALTY

Priyanka P.V. and Padma Srinivasan found a wide range of factors that affect a customer's decision to buy a good or service through social media. A model has been developed from the retailer's perspective that shows how social media may be utilized to boost client loyalty. Regular customer service can boost client loyalty, claims the report. There will be a proliferation of new social networks and applications, allowing for more customization and area, real-time communication.

EVALUATION OF SOCIAL MEDIA MARKETING USING A FRAMEWORK

Brendan James Keegan and Jennifer Rowley constructed a tiered model of SMM assessments and identified obstacles in the process, which added to the understanding of social media marketing techniques. An assessment framework for social media advertising was established in this study project. Setting assessment goals, choosing key indicators of performance, choosing indicators, gathering and evaluating data, creating reports, and determining operational preferences are the six stages of the framework. To help readers better comprehend the choices made while deciding on a social media strategy, the article also highlights and explores the difficulties linked to each stage of the framework. The relationship between the agent and the consumer and the social analytics technologies at hand are the study's two primary obstacles.

BRAND AWARENWSS AND BRAND ASSOCIATIONS

Yoo et al. had made a research on combine brand awareness and brand associations to form a brand image. They argue that exposing brand information to customers through WOM sources creates, modifies, and strengthens the relationship between consumers and brands, resulting in her WOM affecting brand associations. The more point of contacting a consumer has with a brand, the stronger the association becomes in the consumer's mind.

SOCIAL MEDIA ADVERTISING VS TRADITIONAL ADVERTISING

Lempert in his study discovered that customers are moving away from traditional advertising sources (radio, TV, magazines, newspapers). Customers are constantly demanding more control over their media consumption. He should have ready access to information whenever he needs it. Customers use different types of social media to search for information and make purchasing decisions.

HOW BLOCKCHAIN IS CHANGING DIGITAL MARKETING

Danial Newman stated in his study block chain for digital marketing said the main ways blockchain could revolutionize digital marketing include greater transparency, improved authentication, enhanced privacy, Increased personalization, and faster transactions. Transparency: Blockchain technology provides an immutable record of transactions, making it easier for marketers to track data and have a better understanding of the customers they are targeting. Authentication: Through blockchain, marketers can authenticate the legitimacy of transactions and ensure that the data they are collecting is legitimate.

Privacy: Blockchain technology could help increase data privacy by allowing users to control who has access to their data.

Personalization: Blockchain could also enable marketers to provide more personalized experiences to their customers by leveraging data from multiple sources.

Faster Transactions: Transactions made on blockchain networks are much faster than traditional systems, allowing marketers to quickly process payments and deliver goods and services to customers.

Overall, blockchain technology has the potential to transform digital marketing by giving a more transparent and secure means to store and communicate data as well as allowing marketers to give their customers more tailored experiences.

DO BUSINESSESS NEED TO GO ONLINE USING SOCIAL MEDIA TO REACH THEIR MARKET

Benjamin Ach in welcome college degree belief checked the progress of allied shopping procedures, expressly ideas policies accompanying a important increase in the influence of public television that is to say changeful the habit public get news and the buying in charge process. The study focal points the case that trades, abundant and narrow, need to go connected to the internet and use public radio and to fit their trade models if they be going to clash in the forum. The research is situated case studies of Australian computer network shopping firms, providing valuable acumens from computer network someone who gives favorable press.

RESEARCH METHODOLOGY

This study aims to investigate how social media use's functional gap affects the success of social media advertising initiatives. This study will examine the effects of three independent factors on the dependent variable, social media advertising effectiveness, including content quality, the availability of survey technology, and the capacity to target particular niche audiences.

To gather data, research will utilize both in-person interviews and questionnaires. The questionnaire will be designed with a 5-point scale, offering respondents the options to either strongly agree, agree, neutral, disagree, or strongly disagree to various statements. Sample population will consist of individuals ranging in age from 18 to 55 years, including both the public and vendors who use social media as a part of their promotional strategies. The survey will be administered both online and offline to ensure that a diverse range of perspectives is collected. By exploring the impact of the functional gap in social media usage for advertising and hopes to shed light on people's positive or negative experiences and attitudes towards social media marketing.

Finally, the study will also consider the impact of niche market capture on the usefulness of advertising through social media. The ability on target specific, highly engaged niche markets can be a powerful tool for organizations looking to maximize their marketing efforts. The research will examine the extent to which organizations are able to successfully target these niche markets and the impact this has on their marketing outcomes.

Data collection

The research will gather data from both in-person interviews and questionnaires in order to accurately assess the effectiveness of social media marketing. To begin, the study will focus on urban residents within the age range of 18 to 55. Sample size of 314 people for further data gathering. This sample size will ensure a representative and meaningful representation of the target population, and the results will provide a comprehensive understanding of functional gap in socialmedia use for effectiveness of social media marketing.

All data collected from the online survey, in-person interviews will be analyzed and integrated to provide a comprehensive understanding of the impact of block chain technology on social media marketing. The data will be analyzed using appropriate statistical methods and techniques to identify trends, patterns, and relationships between the variables. The results of the analysis will be presented in a clear and concise manner to facilitate understanding.

ANALYSIS

Figure 1

69.7% of the respondents prefer online shopping through various social media channels whereas, only 30.3% of the respondents prefer offline shopping.
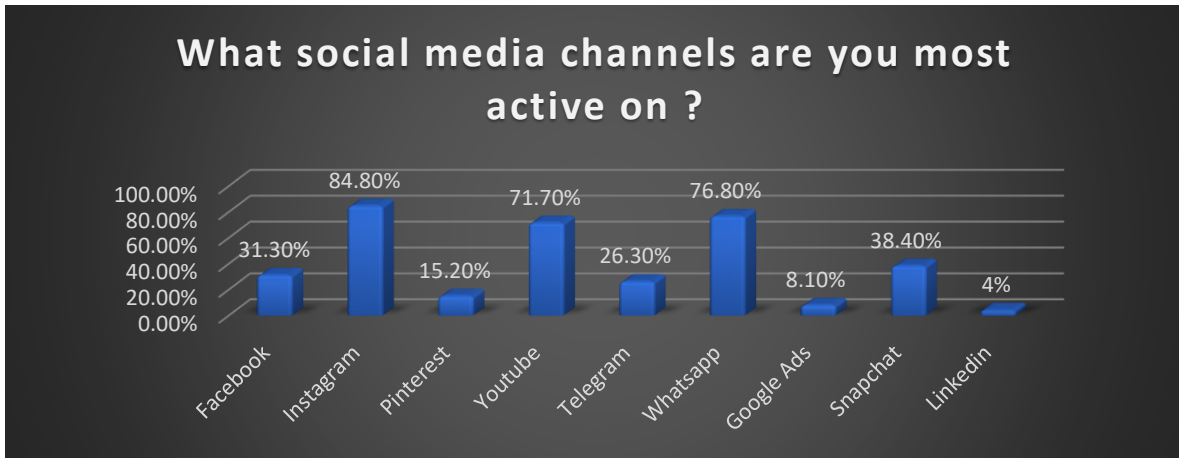
Figure 2

The most widely used platform for shopping or networking and branding used by consumers is Instagram as 84% of the respondents are most active on Instagram.
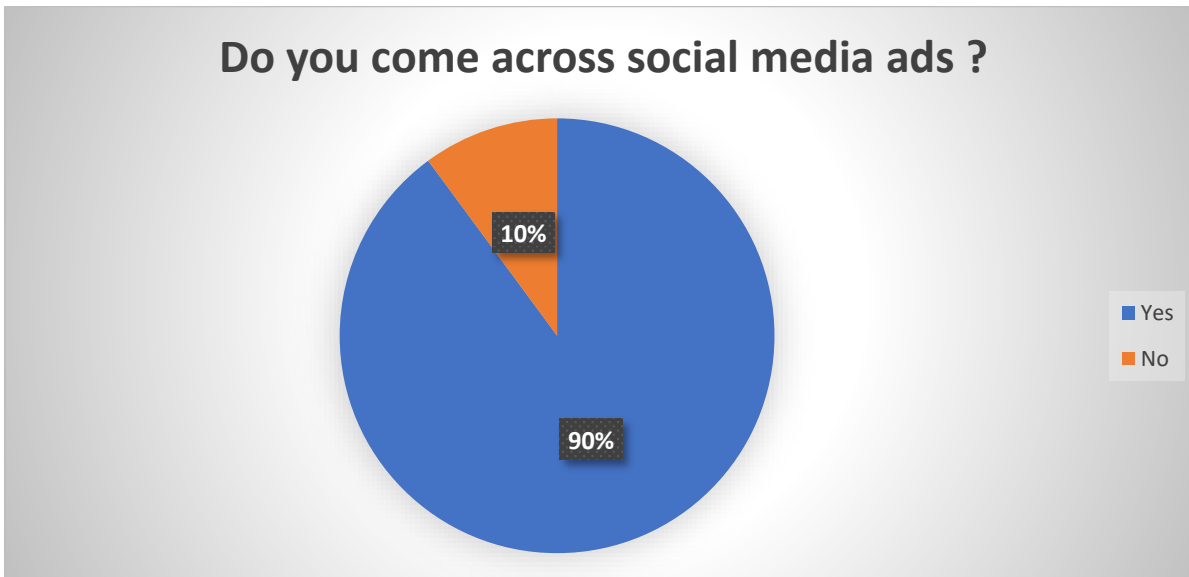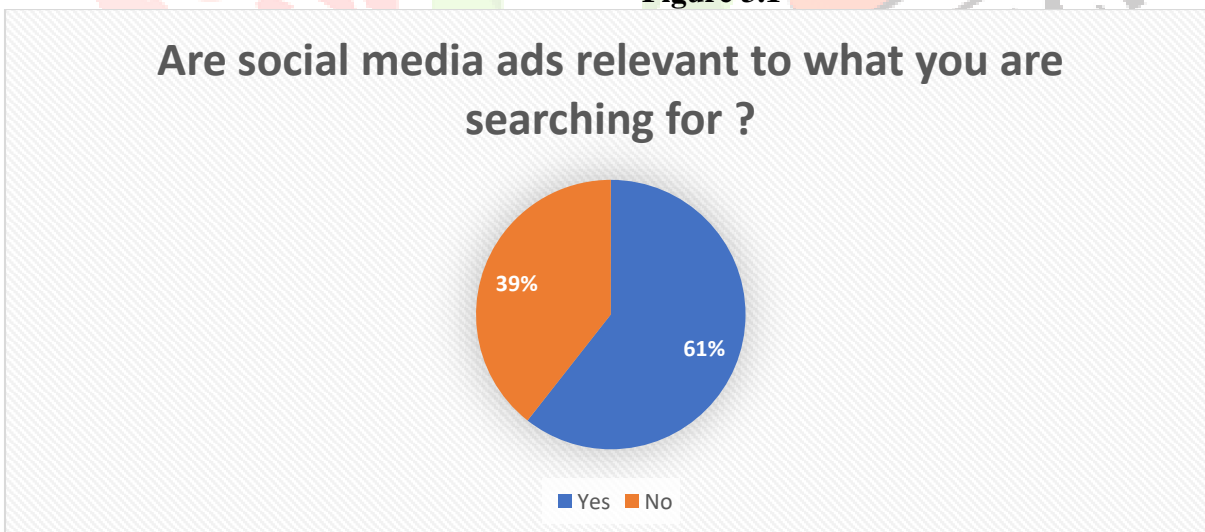

Figure 3.1

Figure 3.2

89.9% of the respondents comes across various social media ads in their day-to-day use of social media but among which 60.6% feel that the ads they are getting are relevant to their searches. Remaining of which get annoyed with frequent social media ads.
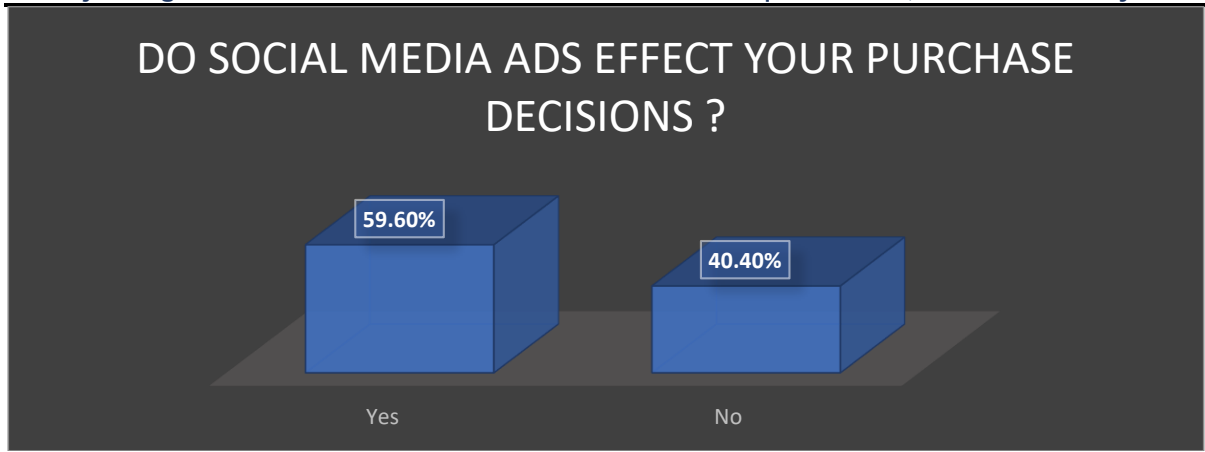
Figure 4

Almost 60% of the respondents believe that seeing frequent ads on social media their purchase decisions are effected which shows the importance of social media presence of a business to reach out to the audience and increase their reach and profit.
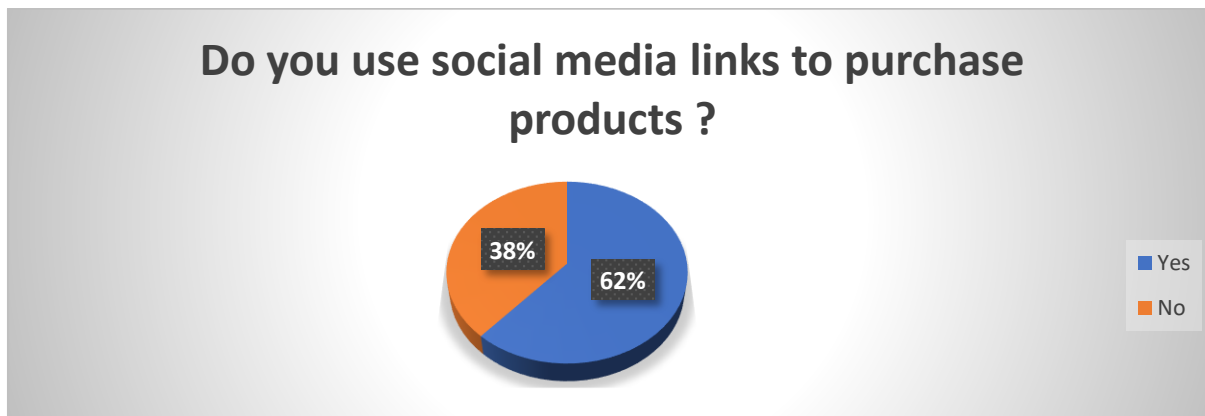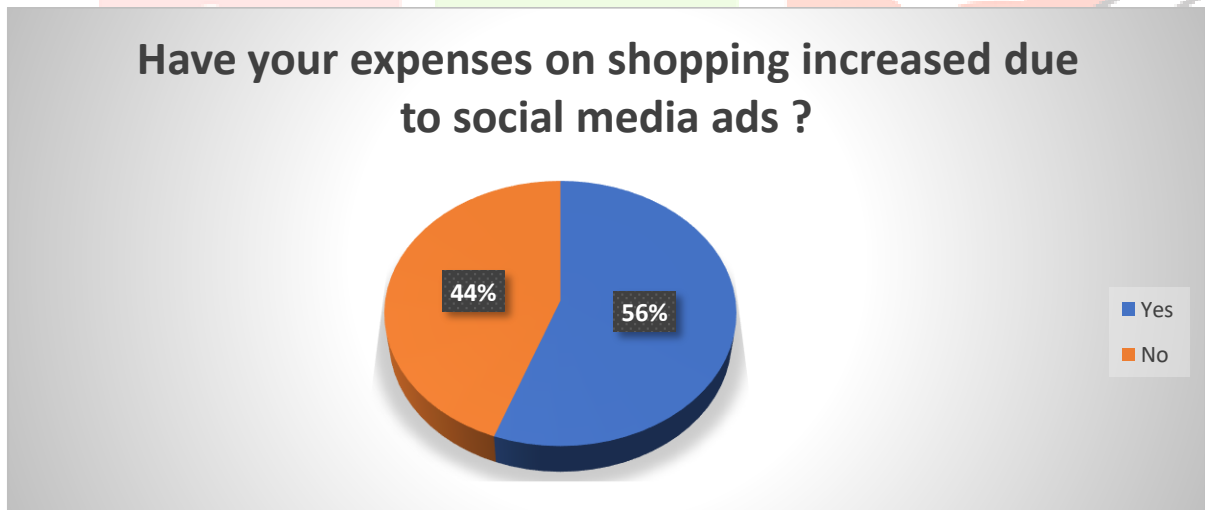

Figure 5.1

Figure 5.2

62% of the respondents shop from various social media channels and 56% feels that their expenses have been increased as they get influenced by social media ads and buy the products.
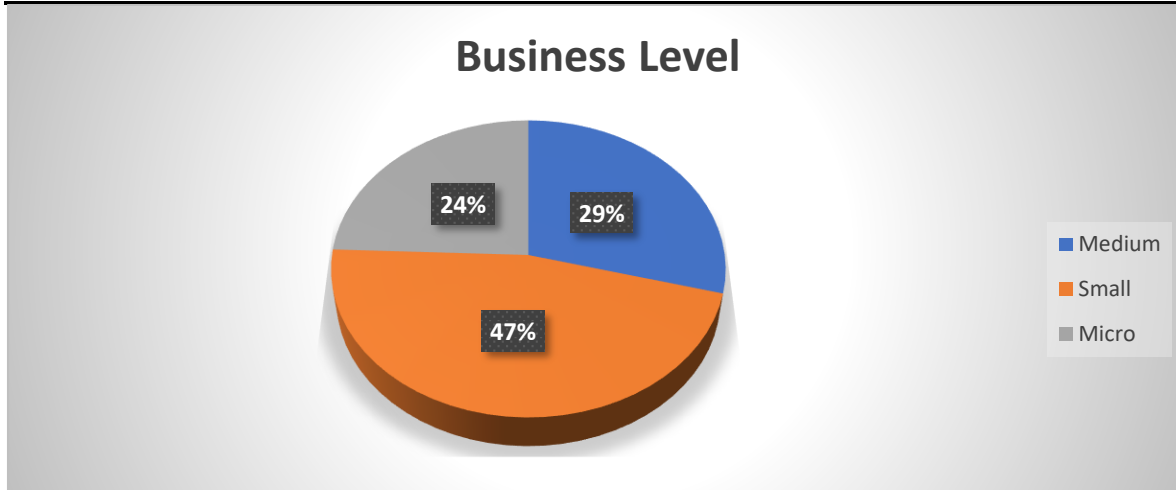
Business Level

Figure 6

47% of the business respondents are having small scale business whereas, 29% are medium scale and 24% are micro scale.
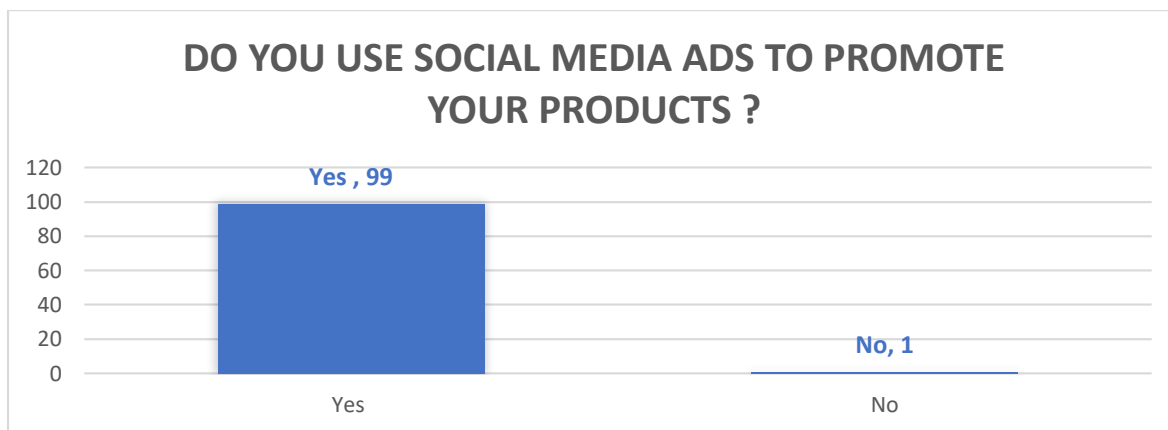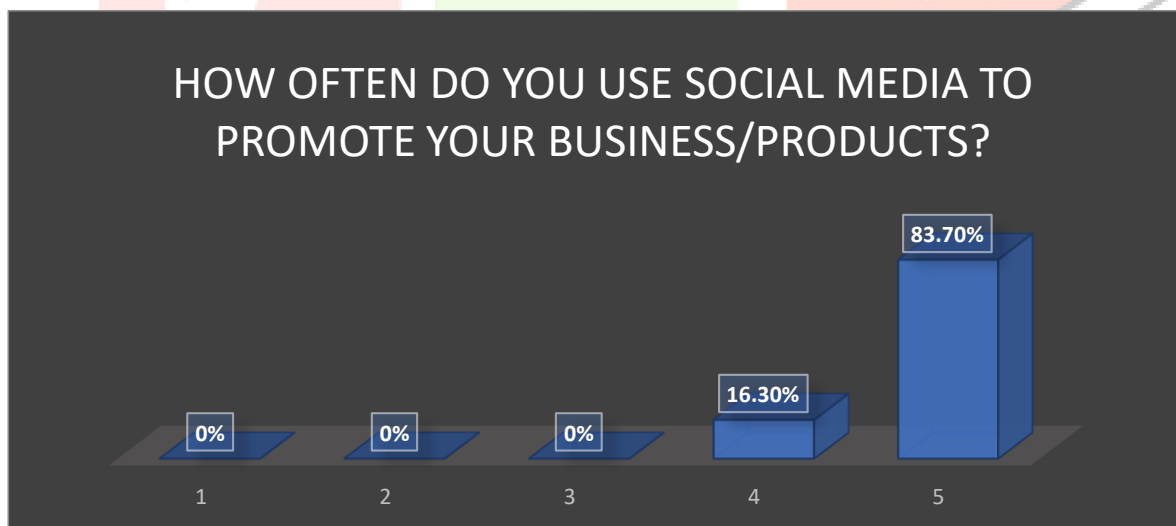

Figure 7.1

Figure 7.2

Every business be it at small, medium or micro scale are making use of social media to promote their business as well as their products. 99% of the business respondents most often use social medium for promotional activities.

After integrating social media with marketing do you feel that your business has achieved better results keeping in consideration customer loyalty and profits?

Figure 8

99% of the respondents are achieving better results after integrating social media with marketing.

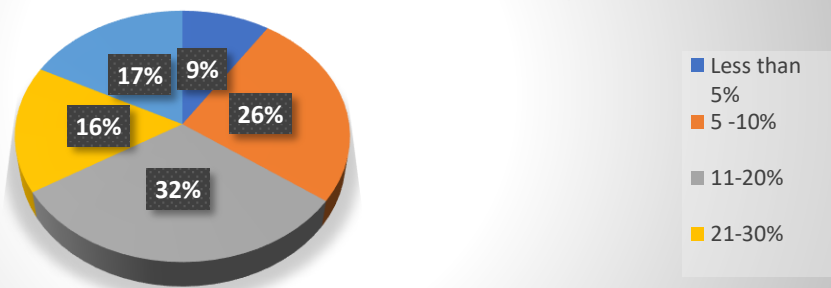**To what percentage your sales increased due to the use of social media marketing?**

Figure 9

Social media marketing using block chain has helped business to reach wider range of target audience than just running their business in offline mode. Instead of the offline sales companies have seen sales growth of at least 11% to 20% with less marketing cost. Social media has been proved to be an effective tool in modern era marketing.

Social Media with block chain in this new era of marketing has proved to be beneficial both for consumers as well as businesses as it is helping businesses reach large number of target audience and generating more profits by efficiently changing consumer behavior and consumers are getting to know more about the products closely and can make their decisions accordingly without any hassle. Every business in this modern era is making the use of social media as an effective marketing tool through block chain.

Social media ads effect on purchase decisions on different age groups

			Do social media ads effect your purchase decisions?		Total
			yes	no	
age	18-25	Count	94	64	158
		Expected Count	103.3	54.7	158.0
	26-35	Count	34	8	42
		Expected Count	27.4	14.6	42.0
	36-45	Count	10	2	12
		Expected Count	7.8	4.2	12.0
	45+	Count	11	5	16
		Expected Count	10.5	5.5	16.0
Total		Count	149	79	228
		Expected Count	149.0	79.0	228.0

Table 1

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.704[a]	3	.033
Likelihood Ratio	9.340	3	.025
Linear-by-Linear Association	3.881	1	.049
N of Valid Cases	228		

<center>Table 2</center>

There are total of 228 cases. The expected count for each cell in the crosstabulation table is calculated, and the chi-square test statistics are calculated using the Pearson Chi-Square, Likelihood Ratio, and Linear-by-Linear Association methods. The scores of the chi-square tests shows there is a significant correlation between age category and influence of socialmedia ads on purchase decisions. The p-value of 0.033 from Pearson Chi-Square test and 0.025 from the Likelihood Ratio test are both less than 0.05, showing that the association is statistically significant. The p-value of 0.049 from the Linear-by-Linear Association test is also close to the significance level of 0.05, which suggests that there may be a linear relationship between the two variables.

Majority of respondents in the 18-25 and 26-35 age groups reported that social media ads do influence their purchase decisions. On the other hand, a smaller proportion of respondents in the 36 to 45 and 45+ age categories reported the same. In conclusion, the results of the analysis suggest that there is a significant association between age and the influence of social media ads on buying decisions. Data showed that most respondents in the younger age groups reported that social media ads do influence their purchase decisions, while a smaller proportion of respondents in the older age groups reported the same. These results could be valuable for businesses as they can use this information to tailor their social media ad campaigns to the specific age group they are targeting.

Frequency of ads from business on daily basis and annoyance from customer end

			How many ads do you run on social media on daily basis?				Total
			1-5	6-10	10-15		
Do you get anoyed with social media ads?	highly not annoyed	Count	11	2	4	0	17
		Expected Count	10.6	3.0	2.9	.5	17.0
	not annoyed	Count	23	3	1	0	27
		Expected Count	16.8	4.7	4.6	.8	27.0
	never	Count	36	12	12	2	62
		Expected Count	38.6	10.9	10.6	1.9	62.0
	annoyed	Count	16	6	7	4	33
		Expected Count	20.6	5.8	5.6	1.0	33.0
	highly annoyed	Count	56	17	15	1	89
		Expected Count	55.4	15.6	15.2	2.7	89.0
Total		Count	142	40	39	7	228
		Expected Count	142.0	40.0	39.0	7.0	228.0

<center>Table 3</center>

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.705[a]	12	.073
Likelihood Ratio	18.870	12	.092
N of Valid Cases	228		

<center>Table 4</center>

The data collected from the survey about the annoyance level of social media ads and the number of ads that the respondents run on social media on a daily basis provides some interesting insights. It can be observed that a majority of the respondents (56 out of 142, or 39.4%) reported that they are highly annoyed with social media ads. Meanwhile, a smaller proportion (16 out of 142, or 11.3%) reported being merely annoyed, and only a small minority (11 out of 142, or 7.7%) reported being highly not annoyed. The rest of the respondents (59 out of 142, or 41.5%) reported not being annoyed with social media ads at all.

In terms of the number of ads that the respondents run on social media daily, the majority of the respondents (142 out of 228, or 62.3%) reported seeing between 1 and 5 ads. Meanwhile, a smaller proportion (40 out of 228, or 17.5%) reported seeing between 6 and 10 ads, and only a minority (39 out of 228, or 17.1%) reported seeing between 10 and 15 ads. There were no respondents who reported seeing more than 15 ads on a daily basis. The chi-square test results indicate that there is a significant correlation between the level annoyance level with socialmedia ads and number of ads seen daily (p-value = .073). The survey results suggest that most of the respondents are not annoyed with social media ads and that the number of ads seen on a daily basis is negatively associated with the level of annoyance with social media ads.

Customers and business are face problems while using social media as marketing tool. The study makes it quite evident that if a business promotes too many marketing messages, customers will become angry and try to unfollow them. Therefore, there must be a limit on number of promotional messages. If a company's profile displays useless information customer can get dissatisfied and stop supporting the company. Companies should avoid using jargon or slang that contradicts their brand image. The consumers get adversely affected and attempts to stop following the brand on social media. Smaller companies must use social media for marketing and advertising with caution. It could provide the desired outcome, but if employed incorrectly, it could have devastating effects. Small businesses can accomplish these objectives by using social media for:

- Boost Brand Recognition
- Boost Participation in the Community
- Boost website traffic to get more website hits.
- Produce sales or leads.
- Share and distribute information.
- Get more consumers to promote the brand.
- Support for customers

Influence of social media ads on sales

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
To what percentage your sales increased due to the use of social media marketing?	23.236	85	.000	3.070	2.81	3.33

Table 5

This one-sample test was performed to assess the influence of social media marketing on sales. Test value was set at 0, and the t-value obtained was 23.236, with 85 degrees of freedom and a significant 2-tailed p-value of .000. The mean difference between the sales before and after the use of social media marketing was found to be 3.070, with a 95% confidence interval of the difference ranging from 2.81 to 3.33. These results indicate a significant variation in sales after the use of social media marketing. The p-value of .000, which is less than .05, suggests that this difference is unlikely to have occurred by chance and can be considered statistically significant. The mean difference of 3.070 shows that sales increased by an average of 3.070% due to the use of social media marketing. The confidence interval, which ranges from 2.81 to 3.33, provides a range within which we can be 95% confident that the true mean difference lies. The results of this one-sample test suggest that social media marketing had a positive impact on sales, increasing them by an average of 3.070%. These findings provide support for the use of socialmedia marketing as a implementation tool for boosting sales.

Social media marketing using block chain has helped business to reach wider range of target audience than just running their business in offline mode. Instead of the offline sales companies have seen sales growth of at least 11% to 20% with less marketing cost. Social media has been proved to be an effective tool in modern era marketing.

Social Media with block chain in this new era of marketing has proved to be beneficial both for consumers as well as businesses as it is helping businesses reach large number of target audience and generating more profits by efficiently changing consumer behavior and consumers are getting to know more about the products closely and can make their decisions accordingly without any hassle.

CONCLUSION AND RECOMMENDATION

The majority of small, micro and medium company owners view their investment in digitalization, particularly their social media presence, as significant as maintaining a social media presence cost less and have more long-term advantages. Companies need to encourage greater employee usage of social networks, regardless of how big or small their organization is. Companies must strike the right mix between traditional marketing expenses and social network marketing expenses. For long-term strategic purposes, businesses must thus mix the use of online and offline marketing.

Businesses can showcase some of the main aspects available on digital platforms, such as details about their goods and services, client comments and endorsements, product price, and the ability to conduct online transactions. several safe payment choices

Most company owners are unaware of the numerous capabilities that Facebook, LinkedIn, WhatsApp, Instagram, and YouTube provide. These firms provide paid services for managing internet enterprises. To maintain a digital profile, it could comprise a digital manager, a digital account tracker, a digital virtual counsellor, or an advisor.

Social media marketing is quickly becoming a crucial component of companies in new era due to the quick development of marketing tactics. Social networks offer more clients reach for less money. As a result, businesses will need to look for solutions to meet and satisfy customers' expectations in whatever platform that they use. Additionally, companies must be cautious about the information posted on social media to avoid seeming preachy and upsetting customers. Businesses can use social media analytics to see the quantitative characteristics of their clients. As a result, businesses can create their product promotion plans to draw in new clients while preserving their relationships with current ones. Finally, it may be said that to survive, smaller micro and medium businesses will need to accept and use new block chain technology when they reach the market.

Blockchain technology can be used in social media marketing in several ways. It can be used to create a secure and transparent platform for digital advertising, allowing companies to track their ad campaigns and view analytics in real-time. Additionally, blockchain can be used to create a secure and transparent platform for influencer marketing, allowing companies to verify the authenticity of influencers and ensure that their campaigns are reaching the right audience. Finally, blockchain can be used to create a secure and transparent platform for customer data, allowing companies to better understand their customers and tailor their marketing campaigns accordingly

1. Increased Security: Blockchain technology provides a secure and immutable platform for social media marketing. This means that all data stored on the blockchain is encrypted and cannot be altered or tampered with. This makes it difficult for hackers to access user data and makes it easier for marketers to protect their customers' data.

2. Improved Transparency: Blockchain technology provides a transparent platform for social media marketing. This means that all transactions are recorded on the blockchain and can be easily tracked and verified. This makes it easier for marketers to make certain that their campaigns are operating smoothly and their customers are getting the best probable experience.

3. Reduced Costs: Blockchain technology can help reduce the costs associated with social media marketing. This is because it eliminates the need for third-party intermediaries, which can be expensive. Additionally, blockchain technology can help reduce the costs associated with advertising, as it eliminates the need for expensive middlemen.

4. Improved Efficiency: Blockchain technology can help improve the efficiency of social media marketing. This is because it eliminates the need for manual processes, which can be time-consuming and costly. Additionally, blockchain technology can help reduce the time it takes to process transactions, which can help marketers get their campaigns up and running faster.

Blockchain technology has the potential to revolutionize social media marketing by providing a secure, transparent, and immutable platform for users to interact with each other. It can also help marketers to better understand their target audience, track the performance of their campaigns, and ensure that their content is reaching the right people. With its ability to provide a secure and transparent platform, blockchain technology can help marketers to build trust with their customers and create a more engaging and rewarding experience for them.

REFERENCES

[1] Mr. Sumith Chaturvedi (July 2014), **"Social Media – A New Tool In Modern Era Marketing"**
https://www.researchgate.net/publication/299535545_SOCIAL_MEDIA_-_A_NEW_TOOL_IN_MODERN_ERA_MARKETING

[2] Trusov, M., Ma, L., & Jamal, Z. (2016). Crumbs of the Cookie: User Profiling in Customer-Base Analysis and Behavioural Targeting. Marketing Science.
https://pubsonline.informs.org/doi/abs/10.1287/mksc.2015.0956

[3] Sharma, Prabhanjan & Soundarabai, Paulsingh. (2017). Evolution of Social Media Marketing. IJARCCE.
https://www.researchgate.net/publication/318000128_Evolution_of_Social_Media_Marketing

[4] Bansal, Rohit & Masood, Rana & Dadhich, Varsha. (2014). Social Media Marketing-A Tool of Innovative Marketing. Journal of Organizational Management, ISSN: 2321-7228. 3.
https://www.researchgate.net/publication/318225418_Social_Media_Marketing-A_Tool_of_Innovative_Marketing

[5] Appel, Gil & Grewal, Lauren & Hadi, Rhonda & Stephen, Andrew. (2019). The future of social media in marketing. Journal of the Academy of Marketing Science.
https://www.researchgate.net/publication/336484814_The_future_of_social_media_in_marketing

[6] Tiago, M.T.P.M.B. & Veríssimo, J.M.C. (2014). Digital marketing and social media: Why bother? Business Horizons.
https://iranarze.ir/wp-content/uploads/2016/11/E2650.pdf

[7] Barger, Victor & Peltier, James & Schultz, Don. (2016). Social media and consumer engagement: A review and research agenda. Journal of Research in Interactive Marketing.
https://www.researchgate.net/publication/309655043_Social_media_and_consumer_engagement_A_review_and_research_agenda

[8] Moorman, C. (2019). Highlights and Insights Report. The CMO Survey. [Survey].
https://www.slideshare.net/christinemoorman/the-cmo-survey-highlights-and-insightsreport-aug-2019-188183993

[9] Elisabeta, Ioanas. (2014). Social Media and its Impact on Consumers Behavior. International Journal of Economic Practices and Theories.
https://www.researchgate.net/publication/313421625_Social_Media_and_its_Impact_on_Consumers_Behavior

[10] Wedel, M., & Kannan, P. K. (2016). Marketing Analytics for Data-Rich Environments. Journal of Marketing.
https://journals.sagepub.com/doi/10.1509/jm.15.0413

[11] Radhakrishnan, Venkateswaran & Ugalde, Bernard & T., Rogelio. (2019). Impact of Social Media

Application in Business Organizations. International Journal of Computer Applications.
https://www.researchgate.net/publication/334522925_Impact_of_Social_Media_Application_in_Business_Organizations

[12] Polańska, Krystyna. (2014). Social media in modern business. European Scientific Journal.
https://www.researchgate.net/publication/281346265_Social_media_in_modern_business

[13] Aakriti Bista, Anjan Bhujel, Anushka Rajbhandari, Asad Ali and Babita Pantha, (2022) "Impact **of social media marketing on consumer buying behaviour".**
https://www.academia.edu/76808871/Impact_of_social_media_marketing_on_consumer_buying_behaviour

[14] Dr. M. Saravanakumar, Dr.T. SuganthaLakshmi, (2012). "Social Media Marketing".
https://lifesciencesite.com/lsj/life0904/670_13061life0904_4444_4451.pdf

[15] Abdullah Alsitrawi, (2016) "Social Media Marketing: Issues and Impact on Companies and Customers", International Journal of Scientific & Engineering Research
https://www.ijser.org/researchpaper/Social-Media-Marketing-Issues-and-Impact-on-Companies-and-Customers.pdf

[16] Rabab Murtaza, (2021). "IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOR" International Journal of Creative Research Thoughts.
https://ijcrt.org/papers/IJCRT2105717.pdf

[17] Raju, L. (2021, May). An Analysis on Blockchain Technology That Can Benefit Marketing.
https://www.researchgate.net/publication/349335797_AN_ANALYSIS_ON_BLOCKCHAIN_TECHNOLOGY_THAT_CAN_BENEFIT_MARKETING

[18] Hasan, Mehedi & Sohail, M. Sadiq. (2020). The Influence of Social Media Marketing on Consumers' Purchase Decision: Investigating the Effects of Local and Nonlocal Brands. Journal of International Consumer Marketing.
https://www.researchgate.net/publication/343107014_The_Influence_of_Social_Media_Marketing_on_Consumers'_Purchase_Decision_Investigating_the_Effects_of_Local_and_Nonlocal_Brands

[19] Gupta, Sachin & Chopra, Chahat. (2020). Impact Of Social Media On Consumer Behaviour.
https://www.researchgate.net/publication/342638389_Impact_Of_Social_Media_On_Consumer_Behaviour/citation/download

[20] Prenaj, Burim. (2016). Social media as marketing tool for SMEs: opportunities and challenges. Academic Journal of Business, Administration, Law, and Social Sciences.

Priyanka P.V and Padma Srinivasan, (2015) From a Plan to Generating Revenue: How is Social Media Strategy Used to Generate Business in the Retail Industry in India? International Journal of Marketing and Technology.
https://www.semanticscholar.org/paper/From-a-plan-to-generating-revenue%3A-how-is-social-to-Priyanka-Srinivasan/cf55f02a1214f481eb6239da4ae27a188c6b9d53

[21] Brendan James Keegan, Jennifer Rowley, (2017) "Evaluation and decision making in social media marketing", Management Decision https://doi.org/10.1108/MD-10-2015-0450.

[22] Ates Bayazit Hayta (2013). A Study on the Effects of Social Media on Young Consumers" Buying Behaviors". European Journal of Research on Education.
https://www.semanticscholar.org/paper/A-study-on-the-of-effects-of-social-media-on-young-Hayta/b350e12ed402cfc89c057bef65e3cf55bb5c5375#citing-papers

[23] Yoo, B Donthu, N. & Lee S. (2000). "An examination of selected marketing mix elements and brand equity". Journal of Academy of Marketing Science.

https://link.springer.com/article/10.1177/0092070300282002

[24] Lempert, P. (2006). Caught in the Web. Progressive Grocer.
https://www.thefreelibrary.com/Caught+in+the+Web%3A+your+shoppers+are+increasingly+online%2C+so
+you%27d...-a0151395605

[25] Benjamin Ach, "The current development and trends of social media marketing strategies for businesses-
Case study on an internet marketing company: Lead Creation"(2013), Turku university of applied sciences
thesis, bachelor thesis, degree program, international business.
https://www.academia.edu/6672747/Bachelor_THE_CURRENT_DEVELOPMENT_AND_TRENDS_OF_S
OCIAL_MEDIA_MARKETING_STRATEGIES_FOR_BUSINESSES_CASE_STUDY_ON_AN_INTERN
ET_MARKETING_COMPANY_LEAD_CREATION

[26] Newman, D. (2017). How Blockchain Is Changing Digital Marketing Daniel Newman. Accessed Date 12.4.2021).
How Blockchain Is Changing Digital Marketing (forbes.com)