

# Social Media Marketing - Shifting Power from Marketers to Customers

Ashok Raut, Yogesh Bhusari

Asst. Professor, Asst. Professor  
Department of BBA & BBA (IB)

Shree Chanakya Education Society's Indira College of Commerce & Science, Pune, India.

---

## Abstract:

Marketing activities are customer oriented activities where Marketing organization seeks Customer Satisfaction. Therefore Organization needs to change according to customer requirements, expectations and innovative ways to satisfy them. New technology is also one of the important factors to be considered in this. Online or Digital Media Marketing is the current trend in customers' convenience. Social Media Marketing is the paradigm shift of Powers from Marketers to Customers. Customers get more freedom to express their expectations and reviews on the Social Medias. This study is carried out by doing literature review of 30 research articles and books. The study focused on the Importance of Online Media Marketing and its' benefits for the various clients and organization. Social Media Marketing is the change in marketing and it impacts as shift of Powers from Marketers to Customers.

**Keywords:** Social Media Marketing, Customer Convenience, B2B Marketing.

---

**Ashok Raut:** Author is Asst. Professor at Indira College of Commerce & Science, Tathawade, Pune-411033.

Pune-411033.

---

## Introduction:

In the Twenty-First Century, Marketing has been changed its form. Technological changes influenced marketing a lot. Traditional Marketing and Promotional activities by Marketers have been replaced by new Non-Traditional ways of marketing viz. Online Marketing, Social Media Marketing etc. Customer's satisfaction is the ultimate objective of Marketing. It is observed that nowadays customers are technologically trained and facilitated more in comparison to earlier era of Marketing. Online Marketing is the key change witnessed by this era.

## Social Media Marketing: Meaning

Mohammed et al defined (2001) Internet Marketing as "the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, Products and services that satisfy the goals of both parties."

Felix, R., Rauschnabel, P.A.; Hinsch, C. (2016) have defined Social Media Marketing in their article "Elements of Strategic Social Media Marketing: A Holistic Framework" as following- "Social media marketing is the use of social media platforms and websites to promote a product or service."<sup>1</sup>

## Role of Social Media Marketing

Social Media enables Marketers and Customers to save their time, Costs & efforts in marketing activities at initial stages where it was used in B2B Marketing through Social Network Sites. Michaelidou, N., Siamagka, N. T., & Christodoulides, G. (2011) had explained this in their research article "Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands." They tried to find out the effectiveness of Social Network Sites (SNS) in the marketing of B2B SMEs of UK. It is highlighted in the research that uses of Social Network Sites were used increasingly in the B2B Marketing interactions and branding. Though there are some barriers in using the SNS, most of the Enterprises were focusing to spend on the SNS as marketing tool. It enabled them to save time cost and efforts for marketing activities. SNS made it convenient for Marketers and Customers also. Both were getting benefits from the SNS Marketing. But using SNS was little bit technically out of reach for traditional Marketers and customers. However the study does not provide the reasons for not using SNS as marketing tool by SMEs.<sup>2</sup>

---

<sup>1</sup> Felix, R., Rauschnabel, P.A.; Hinsch, C. (2016). "Elements of Strategic Social Media Marketing: A Holistic Framework". *Journal of Business Research*. doi:10.1016/j.jbusres.2016.05.001.

<sup>2</sup> Michaelidou, N., Siamagka, N. T., & Christodoulides, G. (2011). Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands. *Industrial marketing management*, 40(7), 1153-1159.

“Is it profitable to use Social Media Marketing or not?” was the key question in front of many marketers and customers? “Really is it helping in Marketing and ultimately beneficial in the business or not?” was the main worry for the marketers. Some research works were done on the same. “Whether the Return on Investment in Social Media Marketing is profitable or not?” was the main concern of the time. Hoffman, D. L., & Fodor, M. (2010) written the research article, “Can you measure the ROI of your social media marketing?” Both were tried to outline the measurement of social Media Marketing. They suggested the new way to measure the ROI of Social Media Marketing by tracking the Customer`s Investment. Because the Social Media Marketing is more customers controlled rather than Marketer controlled unlike the traditional Marketing.<sup>3</sup> ROI measurement criteria should be changed for it and new parameters should be replaced to measure the ROI was the main discussion found in their research work.

Later on there was continuous demand for ‘proof’ of return on investment (ROI) on social media spending, and it was great confusion among the marketers about the allocation and budgeting for the Social Media Marketing. Weinberg, B. D., & Pehlivan, E. (2011) had written on “Social spending: Managing the social media mix” in which, authors addressed that different organizations were using Social Media Marketing with different approaches. Adding to this they also identified dimensions to Social Media Mix to execute in Marketing. They also highlighted the different nature of social objectives, the ‘backward’ process for meeting them, and the importance of establishing a social media ‘mission control’ as part of that process.<sup>4</sup> Holland, J., & Menzel Baker, S. (2001) tried to find out how e-Marketing impacts on the customer`s Behaviour, positive responses from him which results into loyalty in their research article “Customer participation in creating site brand loyalty.”<sup>5</sup>

Porter, M. E., & Michael, Gibbs (2001) tried to find out the various strategies for deployment of Internet for the Business. Internet technology was the ‘no-option’ for the business companies to deploy it but they should know how to deploy it. Otherwise it will lead to bad decisions. They have given their views in their research article “Strategy and the Internet.”<sup>6</sup>

Some of them viewed that Social Media Marketing as the blending of Traditional and Non-traditional way of marketing. So, they called it as Hybrid Marketing tool. Mangold, W.G.& Faulds, D. J. (2009) were given the thought that Social Media Marketing as the hybrid element of Promotional tools in their research work “Social media: The new hybrid element of the promotion mix.” Authors tried to form of the Social Media Marketing as the blending (Hybrid ) element of Promotional Mix as it gave opportunity to both traditional and Digital Media Features. It enabled Customers to speak about product and Company with Marketers and Other customers also. But the content, timing, and frequency of the social media were out of control of Marketing Managers.<sup>7</sup>

Hanna, R., Rohm, A., & Crittenden, V. L. (2011) were argued on form of the Social Media and it`s Power through their research article “We’re all connected: The power of the social media ecosystem.” They stated that Social Media is blending of traditional and digital media. They did research on the leveraging capacity of Social Media for Competitive Advantage. Social media is an important Marketing tool in reaching audience of young consumers. Then, they gave different insights to Social Media implementation strategy.<sup>8</sup>

<sup>3</sup> Hoffman, D. L., & Fodor, M. (2010). Can you measure the ROI of your social media marketing?. *MIT Sloan Management Review*, 52(1), 41.

<sup>4</sup> Weinberg, B. D., & Pehlivan, E. (2011). Social spending: Managing the social media mix. *Business horizons*, 54(3), 275-282.

<sup>5</sup> Holland, J., & Menzel Baker, S. (2001). Customer participation in creating site brand loyalty. *Journal of Interactive marketing*, 15(4), 34-45.

<sup>6</sup> Porter, M. E., & Michael; ilustraciones Gibbs. (2001). Strategy and the Internet.

<sup>7</sup> Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business horizons*, 52(4), 357-365.

<sup>8</sup> Hanna, R., Rohm, A., & Crittenden, V. L. (2011). We’re all connected: The power of the social media ecosystem. *Business horizons*, 54(3), 265-273.

Authors intend to provide some clarification by describing the concept of Social Media Marketing and emphasize the Difference from related concepts. They provided a classification of Social Media so that some companies can understand the Characteristics of it and may use it. Though the title of the study contains “Challenges”, they did not provide discussion on it. But they classified the Social Media as per the usage of it at the time.<sup>9</sup>

Social Media is one of the better tools to create Customer Relationships. And make it strong to get competitive advantages from it. Social Media Marketing needs to create Fan pages where customers can easily put their comments, like and shares reviews. Companies also can post their Advertisements through Pictures, Videos, animations and Banners etc. Then customers will comment on it, like it or share it to show their interests on the same brand pages. The comments, likes and shares will show the Positive and negative impact of the brand on the customers minds. For identifying the possible drivers of popularity authors analyzed 355 brand posts from 11 international brands with 6 product categories. De Vries, L., Gensler, S., & Leeflang, P. S. (2012) were studied all these things through their research work “Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing”.<sup>10</sup>

Social Media Marketing brought both opportunities and challenges in the 21<sup>st</sup> Century. Managers can connect themselves with the entire world through Internet and Social Media Marketing. It will help them to understand the global opportunities and threats for their business. Some great change we can witness through the Social Media Marketing are like that Social Media Marketing is always unavoidable change of technology and business, which will determine the country’s progress, culture and Government policies where their internal environment didn’t become local and global environment makes change the local environments. Global events were analyzed at local level and local events were studied at global level. Customers can be innovative source of information where they can give their inputs for the products globally. Finally company needs to be update with their Marketing activities and businesses so that it can survive in the dynamic global business environment. Technology, Social Media Marketing and Customers are inter-related three aspects which show the power of Social Media Marketing. All that organizations need to identify the opportunities of social media and implement it in the organization by implementing it and train their employees for the same. The thought was initiated by Berthon, P. R., Pitt, L. F., Plangger, K., & Shapiro, D. (2012) in their research article “Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy.”<sup>11</sup>

Neti, S. (2011) had given the major roles and importance of Social Media Marketing through his work, “Social media and its role in marketing.” Social Media Marketing is the best way to connect prospective consumers. Social Media can socialize the Brand more effectively. Through this media Consumers can trust the brand because it works at deeper level. Many Marketers are using the new media for their brand positioning.

Social Media Marketing is creating competitive advantages for the marketers so that they have to be on Social Media for marketing unless they want to lose the tuning with Market. The growth in using Social Media is fast and notable. Even at Global level most of the companies agreed upon the Social Media and its Importance as marketing tool. It became the platform for advertising and brand building.<sup>12</sup>

Kaplan, A.M. & Haenlein M. (2010) had given the various opportunities and challenges one has to face by using Social Media through their research work “Users of the world, unite! The challenges and opportunities of Social Media” First they tried to differentiate the Social Media from Web 2.0, Blogs and other internet enabled Marketing tools. They provide different ways of how social Media like Facebook, YouTube

<sup>9</sup> Andreea, I. O. N. E. S. C. U., & Ionuț, T. C. (2012). The Challenges And Business Potential Of Social Media And The Transformation Of Nowadays Corporate Communications. *REVISTA ECONOMICĂ*.

<sup>10</sup> De Vries, L., Gensler, S., & Leeflang, P. S. (2012). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *Journal of interactive marketing*, 26(2), 83-91.

<sup>11</sup> Berthon, P. R., Pitt, L. F., Plangger, K., & Shapiro, D. (2012). Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy. *Business horizons*, 55(3), 261-271.

<sup>12</sup> Neti, S. (2011). Social media and its role in marketing. *International Journal of Enterprise Computing and Business Systems*, 1(2), 1-15.

Second Life and Twitter can be used profitably. Other tools are less user generated content based than the Social Medias. They also provided some basic requirement to use Social Media as marketing tool.<sup>13</sup>

Andreea, I. O. N. E. S. C. U., & Ionuț, T. C. (2012) also asserted the power of Social Media and its importance through their study “The Challenges And Business Potential Of Social Media And The Transformation Of Nowadays Corporate Communications.” Authors intended to provide some clarification by describing the concept of Social Media Marketing and emphasize the Difference from related concepts. They provided a classification of Social Media so that some companies can understand the Characteristics of it and may use it. Though the title of the study contains “Challenges”, they did not provide discussion on it. But they classified the Social Media as per the usage of it at the time. Social Media has potential to transform the business Communications and it is essential to be implemented by every company to get advantages of it.<sup>14</sup>

Trusov, M., Bucklin, R. E., & Pauwels, K. (2009) had studied the effect of Word of Mouth of Social Media Members comparing to traditional ways of Marketing in their research article “Effects of word-of-mouth versus traditional marketing: findings from an internet social networking site.”<sup>15</sup>

Kozinets, R. V., De Valck, K., Wojnicki, A. C., & Wilner, S. J. (2010) studied the Word of Mouth should be implemented for better impact in their research work “Networked narratives: Understanding word-of-mouth marketing in online communities.”<sup>16</sup>

Authors tried to find out whether Online Social Network (OSN) helps people in the continuance of their business or not. After examining OSN, authors find out the important factors for OSN which are perceived trust, perceived ease of use, confirmation, Habit, social norm, perceived behavioral control, expected benefit and satisfaction.<sup>17</sup>

Use of Internet is increasing; therefore the new virtual communities are developing globally. Social Media interactions, online marketing are becoming as important as the physical and traditional methods of Marketing for Consumer buying behavior. Consumers are adding more information on social media and internet which make them to replace the traditional methods of Marketing for Consumers. Urban, G. L. (2005) had given the thoughts related to the same in his research article, “Customer advocacy: a new era in marketing?”

Authors claimed that Customers can find their products online, get information from social medias, compare it, search for available options, locations, different prices, etc. so that they can get best product by using Social Media. Even Customers can eliminate the retail chain by directly connecting the manufacturers. The customers can get both products and services through online social media marketing. Prospective customers can find out the existing and past customers of the particular product or services and refer their reviews and opinions about the product and services, so that they can get better options. Here the advocacy of customers can be seen and even their brand awareness, brand loyalty can be checked through their recommendations and advices on the social media Marketing. It also helps Marketers to create long term relationships with customers. They can understand the expectations and satisfactions of customers.<sup>18</sup>

Labrecque L.I., Vor Dem Esche J., Mathwick, C., Novak, T. P., & Hofacker, C. F. (2013) had given the views upon the Consumer Powers through Social Media Marketing in their article, “Consumer power:

---

<sup>13</sup> Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.

<sup>14</sup> Andreea, I. O. N. E. S. C. U., & Ionuț, T. C. (2012). The Challenges And Business Potential Of Social Media And The Transformation Of Nowadays Corporate Communications. *REVISTA ECONOMICĂ*.

<sup>15</sup> Trusov, M., Bucklin, R. E., & Pauwels, K. (2009). Effects of word-of-mouth versus traditional marketing: findings from an internet social networking site. *Journal of marketing*, 73(5), 90-102.

<sup>16</sup> Kozinets, R. V., De Valck, K., Wojnicki, A. C., & Wilner, S. J. (2010). Networked narratives: Understanding word-of-mouth marketing in online communities. *Journal of marketing*, 74(2), 71-89.

<sup>17</sup> Assensoh-Kodua, A. A Review of Online Social Network Hypotheses for Business Continuance Intention.

<sup>18</sup> Urban, G. L. (2005). Customer advocacy: a new era in marketing?.

Evolution in the digital age.” They given four consumer power sources as Demand, Information, Network and crowd based Network. They also revealed how the technological development played key role in these power sources. All these power sources enabled the Shift of powers from Marketers to Consumers.<sup>19</sup>

David Scott’s book “*The new rules of marketing*” shown the role of social media for Marketing. Marketers can reduce their expenses on the Print media and other medias and improve their Social Media Marketing as it is the blending of Traditional and new methods of Marketing. Social Medias like Facebook, LinkedIn, MySpace, YouTube, etc. to create Customers personal profile and connect them with other customers. All customers can be connected directly by the Marketers through Social Media Marketing.<sup>20</sup>

### Discussions:

Social Media Marketing is the change in Marketing in 21<sup>st</sup> Century. Social Media Marketing helps both Marketers and Consumers but it shifted powers from Marketers to Customers. Social Media helped and shifted the following powers to Customers:

- Customers can refer product range globally
- Customers can refer different pricing for the product
- Customers can come to know about product reviews and feedbacks from earlier customers.
- Convenience of Customers can be achieved by location and services
- One way interactions by Marketers were replaced by Open platforms where fair discussions can be done about the company and its product, services associated to it.
- Customer`s expectations can be verified and checked either satisfied or not.
- Best alternatives can be selected through available sources.
- Recommendations, suggestions, advocacy, etc. can be referred more easily than earlier.
- Customers can connect more other customers
- Frauds, Malpractices and misrepresentation and misguiding through advertisements can be avoided.
- Social values are kept important while marketing.
- Services and facilities can be verified through Social Media Marketing
- Connections with Customers make customer Unity and Strengths of Customers to bargain.
- Bargaining power is increased
- Knowledge, Information is increased more by Social Media.
- Customers become real king of Market.

### Conclusion:

Social Media is unavoidable change in the Marketing which give more powers to customers. It makes Marketing practices more ethical and trustworthy. It brings more transparencies in the business transactions which helps lot to customers. Social Media Marketing can be used by Marketers also to strengthen their customer-base and increase the connectivity and relationships. Ultimately Social Media is useful to both Customers and Marketers. But it gave paradigm shift to Customers Powers with its new technological features.

### Bibliography:

- Michaelidou, N., Siamagka, N. T., & Christodoulides, G. (2011). Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands. *Industrial marketing management*, 40(7), 1153-1159.
- Hoffman, D. L., & Fodor, M. (2010). Can you measure the ROI of your social media marketing?. *MIT Sloan Management Review*, 52(1), 41.

<sup>19</sup> Labrecque, L. I., vor dem Esche, J., Mathwick, C., Novak, T. P., & Hofacker, C. F. (2013). Consumer power: Evolution in the digital age. *Journal of Interactive Marketing*, 27(4), 257-269.

<sup>20</sup> Scott, D. M. (2015). *The new rules of marketing and PR: How to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly*. John Wiley & Sons.

- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business horizons*, 52(4), 357-365.
- Hanna, R., Rohm, A., & Crittenden, V. L. (2011). We're all connected: The power of the social media ecosystem. *Business horizons*, 54(3), 265-273.
- De Vries, L., Gensler, S., & Leeﬂang, P. S. (2012). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *Journal of interactive marketing*, 26(2), 83-91.
- Neti, S. (2011). Social media and its role in marketing. *International Journal of Enterprise Computing and Business Systems*, 1(2), 1-15.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.
- Andreea, I. O. N. E. S. C. U., & Ionuț, T. C. (2012). The Challenges And Business Potential Of Social Media And The Transformation Of Nowadays Corporate Communications. *REVISTA ECONOMICĂ*.
- Berthon, P. R., Pitt, L. F., Plangger, K., & Shapiro, D. (2012). Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy. *Business horizons*, 55(3), 261-271.
- Kozinets, R. V., De Valck, K., Wojnicki, A. C., & Wilner, S. J. (2010). Networked narratives: Understanding word-of-mouth marketing in online communities. *Journal of marketing*, 74(2), 71-89.
- Trusov, M., Bucklin, R. E., & Pauwels, K. (2009). Effects of word-of-mouth versus traditional marketing: findings from an internet social networking site. *Journal of marketing*, 73(5), 90-102.
- Jansen, B. J., Zhang, M., Sobel, K., & Chowdury, A. (2009). Twitter power: Tweets as electronic word of mouth. *Journal of the Association for Information Science and Technology*, 60(11), 2169-2188.
- Culnan, M. J., McHugh, P. J., & Zubillaga, J. I. (2010). How large US companies can use Twitter and other social media to gain business value. *MIS Quarterly Executive*, 9(4).
- Assensoh-Kodua, A. A Review of Online Social Network Hypotheses for Business Continuance Intention.
- Weinberg, B. D., & Pehlivan, E. (2011). Social spending: Managing the social media mix. *Business horizons*, 54(3), 275-282.
- Kozinets, R. V. (1999). E-tribalized marketing? The strategic implications of virtual communities of consumption. *European Management Journal*, 17(3), 252-264.
- Holland, J., & Menzel Baker, S. (2001). Customer participation in creating site brand loyalty. *Journal of Interactive marketing*, 15(4), 34-45.
- Porter, M. E., & Michael; ilustraciones Gibbs. (2001). Strategy and the Internet.
- Urban, G. L. (2005). Customer advocacy: a new era in marketing?.
- Labrecque, L. I., vor dem Esche, J., Mathwick, C., Novak, T. P., & Hofacker, C. F. (2013). Consumer power: Evolution in the digital age. *Journal of Interactive Marketing*, 27(4), 257-269.

- Scott, D. M. (2015). *The new rules of marketing and PR: How to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly*. John Wiley & Sons.
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480-1486.
- Chen, Y., Fay, S., & Wang, Q. (2011). The role of marketing in social media: How online consumer reviews evolve. *Journal of Interactive Marketing*, 25(2), 85-94.
- Erdoğan, İ. E., & Cicek, M. (2012). The impact of social media marketing on brand loyalty. *Procedia-Social and Behavioral Sciences*, 58, 1353-1360.
- Smith, P. R., & Zook, Z. (2011). *Marketing communications: integrating offline and online with social media*. Kogan Page.
- Evans, D. (2010). *Social media marketing: An hour a day*. John Wiley & Sons.
- Achrol, R. S., & Kotler, P. (1999). Marketing in the network economy. *Journal of Marketing*, 63(SUPPL.), 146-163. DOI: 10.2307/1252108
- Gay, R., Charlesworth, A., & Esen, R. (2007). *Online marketing: A customer-led approach*. Oxford University Press.

\*\*\*\*\*

