

International Journal of Advance Research in Computer Science and Management Studies

Research Article / Survey Paper / Case Study

Available online at: www.ijarcsms.com

Present Scenario of Social Media Marketing

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Abstract: Social media, which began as a means to connect people, has turned into the most significant platform for marketers, supporting them in all facets of marketing. In recent years, social media has become ubiquitous and most important for social networking, content sharing and online accessing. It also offers a plethora of opportunities for social media marketers, who are always looking for new ways to connect with clients of all shapes and sizes. This study is aimed to investigate the present scenario of social media marketing in world. It gives a clear picture of the status of social media marketing in India as well as other countries of world. It shows data relating to active social media users in world. It also analyse growth in number of social media users over time from 2014 to 2022. It also provides information on the fact that who use social networks to find Information about brands and products. It also compares and ranks various social media platforms on the basis of their uses. This study is exploratory in nature and is primarily based on secondary data. The study's data was gathered from the Global Statshot report and Staista's social media usage report from 2014 to 2022. Following that, data was analysed using the percentage method and displayed in the form of a table and graphs. It is observed that there are 5.34 billion unique mobile phone users which is almost 67% of world's total population. Number of internet user has reached to 5.03 billion. The number of social media users, which is 4.7 billion. It is found that nearly 60 % of the world's population is using social media and this share is increasing very rapidly. The average daily time spent by an internet user using social media is 2 hours and 29 minutes. More than 93% of Internet users are social media consumers. The share of male social media users and female social media users is 54.30% and 45.70%, respectively.

Keywords: Social media marketing channel, e- word of mouth.

I. INTRODUCTION

Social media marketing may be defined as the strategies and tools used by marketers to process data on consumer behaviour and learn more about their tastes and preferences through various social media platforms. It is a type of internet marketing in which social media apps are used as a marketing tool. Social media marketing is a relatively new phenomenon that has completely transformed the marketing industry by providing a viable alternative to traditional marketing methods for reaching target audiences. However, it is still relatively young and is predicted to be the site of the next marketing revolution. Social media marketing is a platform through which customers and brands can communicate directly about the goods and services offered by the company. Social media facilitates two-way communication. Social media profiles benefit both the consumer and the business. Customers want to look at the social media accounts before making a purchase. Every minor shift in India's digital environment is mirrored in the country's use of social media. The importance of social media as a marketing medium is increasing. Social networking sites (SNS) are a key platform in this trend, which sees an increase in shops using social media to attract teens and young adults (Market Watch, 2008). Social media marketing has numerous advantages, including quick access to information and high cost efficiency. The internet is not bound by geography. In addition to being cost-effective, the marketer can investigate new suppliers at a fraction of the cost previously. In other words, all marketing

research conducted via social media is extremely cost-effective. Social media marketing is a new and rapidly expanding method for businesses to easily reach out to targeted customers. The essence of social media marketing is using social media platforms to advertise a business and its products. Social media marketing (SMM) employs social media and social networks such as Facebook, Twitter, and Instagram to promote goods and services, interact with current customers, and attract new ones. It works as a two-way communication. However, it is still in its infancy, and the next marketing revolution is expected to take place on this platform.

II. REVIEW OF LITERATURE

A review of the literature is likely to provide a bird's-eye view of the study on the subject. It provides an overview of previous research on social media marketing.

Evans (2008) defined social media as a self-generated, genuine dialogue between individuals about a specific topic of shared interest that is based on the opinions and experiences of the participants. **Hutter et al. (2013)** found that "engagement with a Facebook fan page has positive effects on consumers' brand awareness, WOM (word of mouth) activities and purchase intention". **Lorenzo-Romero et al. (2014)** examined the effect of social media marketing in the retail business successful. It revealed "social media as part of retailers marketing strategy use most social applications for customer-related purposes and see clear benefits in improving customer relations, market communication, improving their after-sales services, and obtaining customer feedback and customer information". **Hanaysha (2017)** aimed to investigate the effects of social media marketing activities, value advancement, and corporate social responsibility on consumer loyalty in the low-cost food industry. The findings revealed that online media promotion and value advancement have a subtle effect on consumer loyalty. Furthermore, corporate social responsibility has a significant impact on consumer loyalty. **Dolan et al. (2017)** discovered a low rate of commitment among customers of liquor brand "Facebook" pages. A larger portion of Facebook fans occasionally interact with brands. The findings show that client commitment varies depending on the day of the week and hour of the day of the brand post.

III. STATEMENT OF THE PROBLEM

Present Scenario of Social Media Marketing.

IV. OBJECTIVE OF THE STUDY

- ✦ To investigate the present scenario of social media marketing in world.
- ✦ To investigate the growth pattern of social media users.
- ✦ To rank various social media platforms on the basis of their uses.

V. RESEARCH DESIGN

The current research is exploratory in nature. An exploratory study provides insights and understanding of the research phenomenon. The research process is unstructured and flexible, and data analysis can be qualitative or quantitative in nature. It may yield specific, conclusive findings and serve as input for future research (**Malhotra, N. K. and Birks, D. F., 2006**). The current study aims to gather information about social media marketing.

VI. DATA COLLECTION AND STATISTICAL TOOLS

Secondary sources were used to collect data for the study. Secondary data were gathered from a variety of academic journals, books, the Global Statshot report, and Staista's social media usage report, among other sources. It was gathered between 2014 and 2022. Following that, data was analysed using the percentage method and displayed in the form of a table and graphs.

VII. FINDING OF THE STUDY

Global Social Media: Present Scenario

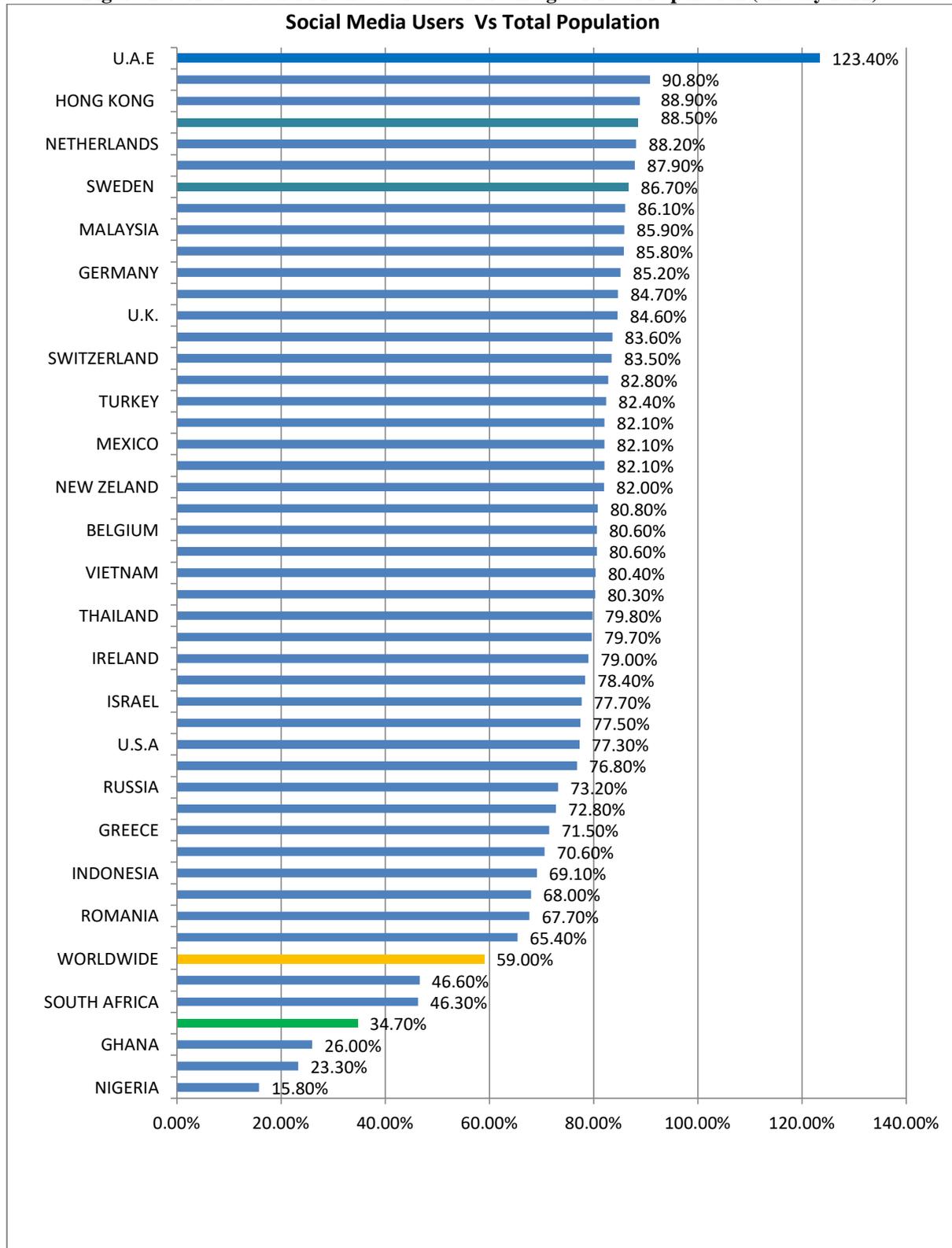
Table 1.3: Global Social Media Facts at a Glance -2022

World Social Media Facts at a Glance (on July 2022)	
Total population(world)	7.98 billion
Unique mobile phone users	5.34 billion
Mobile phone users vs total population	66.9%
Internet users	5.03 billion
Internet users vs total population	63.1%
Number of social media users	4.70 billion
Average daily time spent using social media	2 Hour 29 Minutes
Average number of social platform used each month	7.4
Social media users vs total population	59%
Social media users vs total internet users	93.60%
Male social media users vs total social media users	54.30%
Female social media users vs total social media users	45.70%

Source: Global Statshot Report 2022, Data Reportal , <https://datareportal.com/reports/digital-2022-july-global-statshot>

The above table summarises the most important social media statistics. According to data, there will be 7.98 billion people on the planet in July 2022. There are 5.34 billion unique mobile phone users, accounting for nearly 67% of the world's total population. It shows that the number of internet users has risen to 5.03 billion. It also displays the total number of social media users, which stands at 4.7 billion. It shows that nearly 60% of the world's population uses social media. An internet user's average daily time spent on social media is 2 hours and 29 minutes. More than 93% of Internet users use social media. Male and female social media users account for 54.30% and 45.70% of total users, respectively.

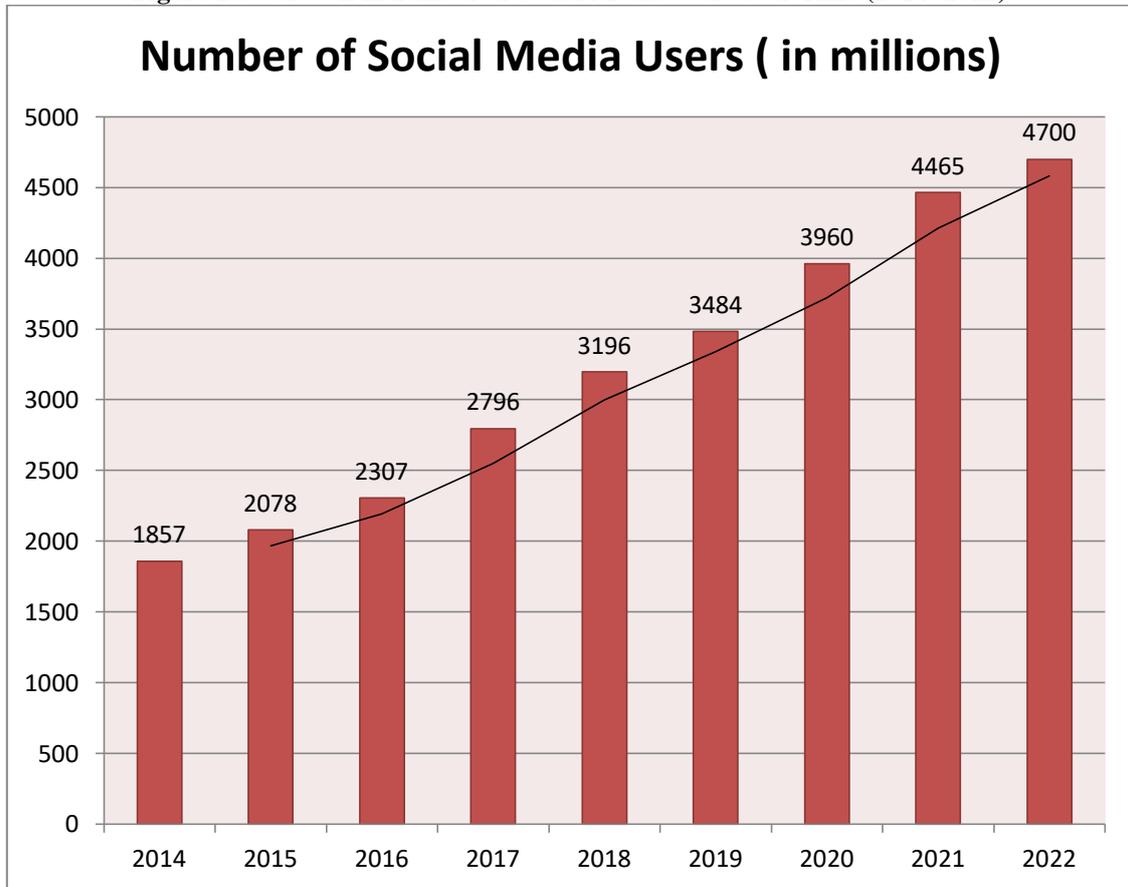
Figure 1.4: Active Social Media Users as a Percentage of Total Population (on July 2022)



Source: Global Statshot Report 2022, Data Reportal , <https://datareportal.com/reports/digital-2022-julv-global-statshot>

The table above depicts active social media users as a percentage of the total population. As can be seen from the graph, total social media users in India are much lower than in other countries, with only 34.7% active users compared to the global average of 59%. India is one of the few countries with less than 50% social media penetration. Many developed and developing countries have more than 80% social media penetration.

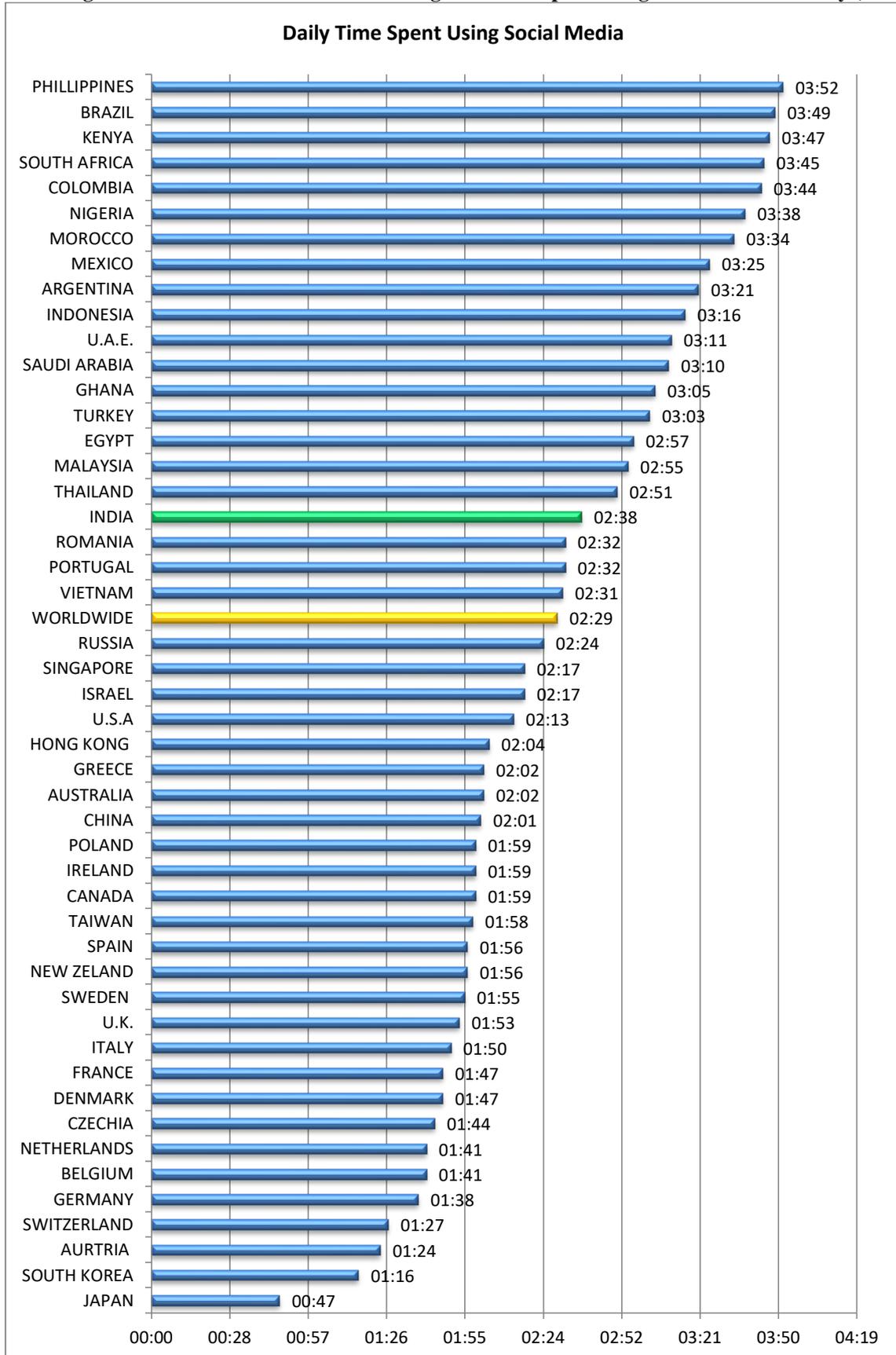
Figure 1.5: Growth in number of Social Media Users over Time (2014 -2022)



Source: Global Statshot Report 2022, Data Reportal , <https://datareportal.com/reports/digital-2022-july-global-statshot>

The above table depicts the annual growth of social media users (in millions). In 2014, the total number of social media users was 1857 million. In the 2017-18 fiscal year, the number of social media users surpassed 3 billion. By the beginning of 2021, the number of social media users had surpassed 4 billion. The number of social media users is expected to reach 4.7 billion by 2022, representing a 2.53-fold increase from the 2014 level, with an annual average growth rate of 12.5%.

Figure 1.6: Average amount of time that internet users aged 16 to 64 spend using social media each day (on July 2022)

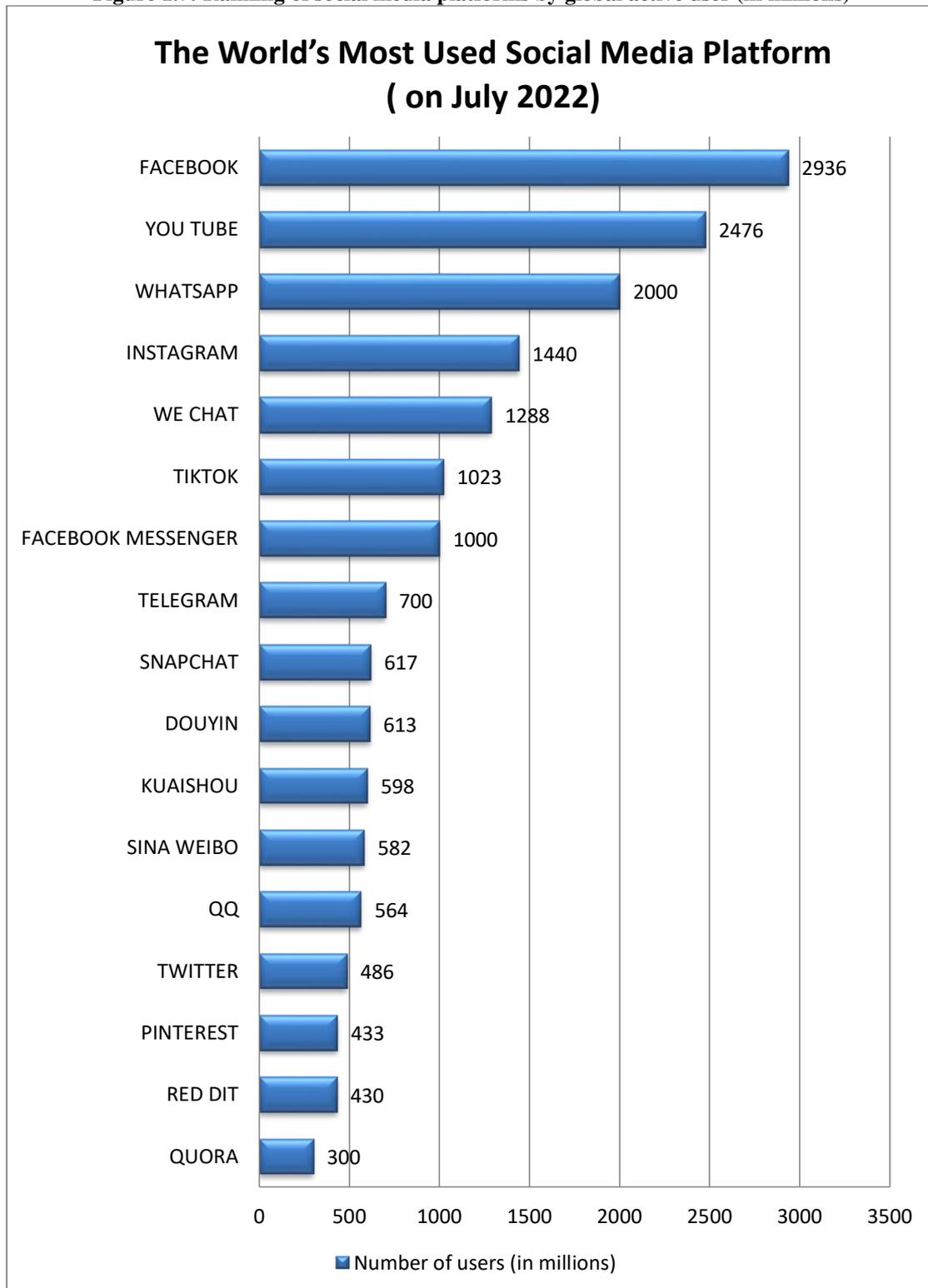


Source: Global Statshot Report 2022, Data Reportal, <https://datareportal.com/reports/digital-2022-july-global-statshot>

The above table shows the average number of hours spent on social media by internet users. Despite the fact that social media penetration in India is low, the number of hours spent on social media by internet users in India is higher than the world average at 2:38 hrs per day, while the world average is 2:29 hrs. The Philippines and Brazil have the highest average time spent on social media by internet users, at about 3 hours and 50 minutes. The number of hours spent on social media for developing or

underdeveloped countries is greater than the global average of 2:29 hours, but the number of hours spent on social media for developed countries is less than the global average. Japan's social media users spend the least amount of time on the platform, an average of 47 minutes, followed by South Korea by 1 hour and 16 minutes.

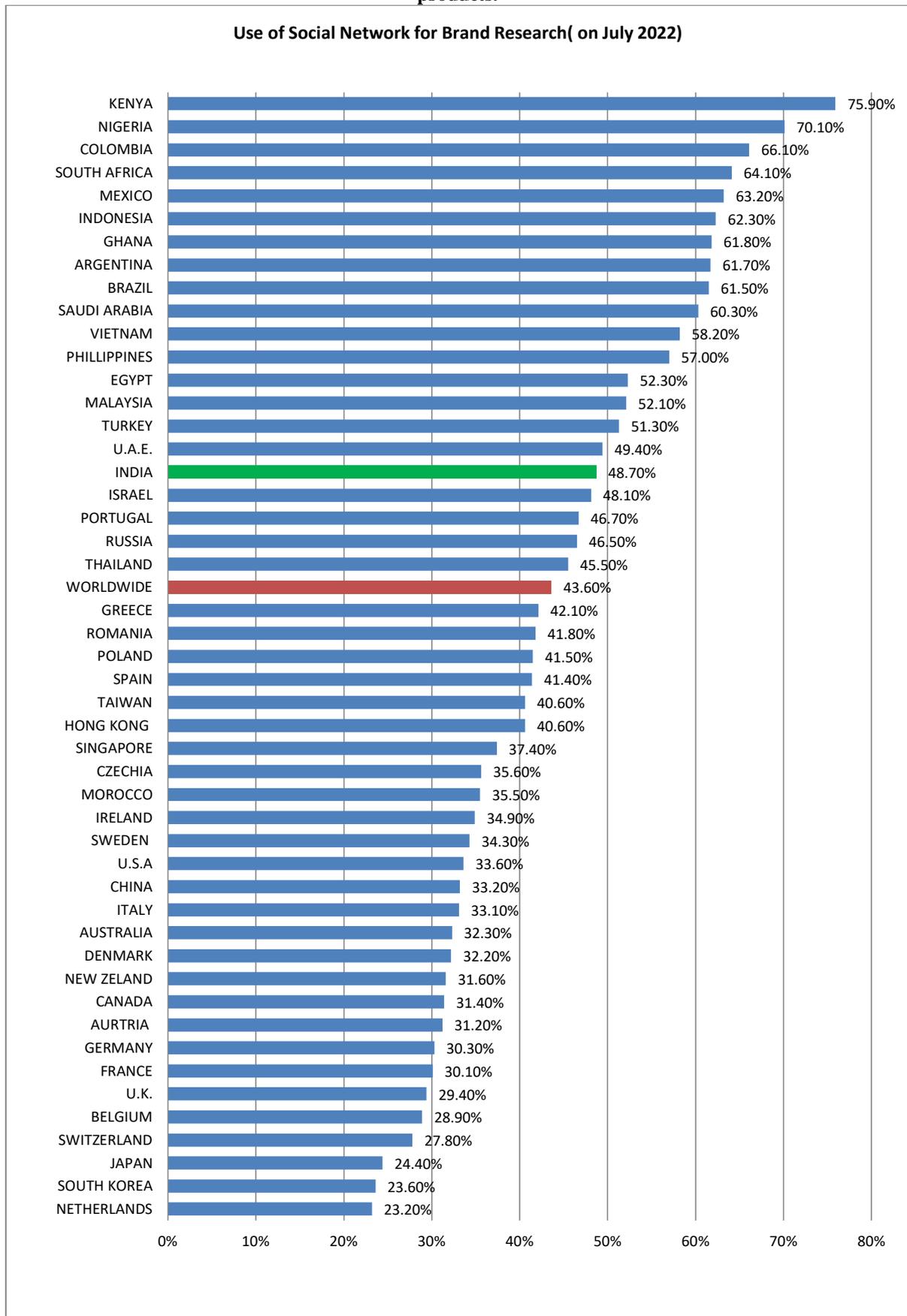
Figure 1.7: Ranking of social media platforms by global active user (in millions)



Source: Global Statshot Report 2022, Data Reportal , <https://datareportal.com/reports/digital-2022-july-global-statshot>

The table above ranks social media platforms based on the number of monthly active users (in millions). As can be seen from the table, Facebook has the most active users with nearly 3 billion, followed by YouTube with 2.5 billion. Whatsapp has a user base of 2 billion people. Quora, on the other hand, has nearly 0.3 billion active users.

Figure 1.8: Percentage of internet users aged 16 to 64 who use social networks to find Information about brands and products.



Source: Global Statshot Report 2022, Data Reportal , <https://datareportal.com/reports/digital-2022-july-global-statshot>

The table above depicts the extent of use of social media for brand research. As can be seen from the table, most undeveloped and developing countries, such as Kenya, Nigeria, Ghana, and Mexico, have the highest percentage of use of social media for brand research. The global average for the extent of use of social media for brand research is 43.60%, while in India it

is 48.70%. Most developed countries use social media for brand research far less than the global average. In developed countries such as the Netherlands, South Korea, Japan, Switzerland, Belgium, and the United Kingdom, the use of social media for brand research is even lower than 30%.

VIII. CONCLUSION

The industrial revolution in the twentieth century resulted in massive growth in the industries. Large corporations have emerged that have either tapped into existing markets or created new markets for their products. We have lived through the age of digitization and now the age of networking. In this age of networking, we are witnessing rapid growth in internet usage around us, and with increased internet usage, people are also spending more time on social media. The rapid growth of social media sites has resulted in many of the most popular sites having more users than the populations of many large countries. There are currently 4.7 billion social media users worldwide, with 2.9 billion of these users on Facebook alone. With so many users on a single platform, there appears to be a huge opportunity to tap into and convert these users to potential customers. According to the study, the number of social media users (in millions) is increasing on a yearly basis; in 2014, the total number of social media users was 1857 million; in 2017-18, the number of social media users increased to more than 3 billion. By the beginning of 2021, the number of social media users had surpassed 4 billion. The number of social media users is expected to reach 4.7 billion by 2022, representing a 2.53-fold increase from 2014 levels, with an annual average growth rate of 12.5%. It has also been discovered that Facebook has the most active users with nearly 3 billion users, followed by YouTube with 2.5 billion users. Whatsapp has 2 billion users. On the other hand, Quora has nearly 0.3 billion active users. India currently has 658 million internet users, which is expected to double to 1200 million by 2026. Indian internet users spend an average of 2.38 hours per day on social media. After China, India now ranks second in the world in terms of Internet usage, having already surpassed the United States. Kenya, Nigeria, Ghana, Mexico, and other developing countries have the highest percentage of people using social media for brand research. The global average for the extent of use of social media for brand research is 43.60%, with India accounting for 48.70% of the total. Most developed countries use social media for brand research far less than the global average. In developed countries such as the Netherlands, South Korea, Japan, Switzerland, Belgium, and the United Kingdom, the use of social media for brand research is even lower than 30%.

However, the growth of Social media has been uneven, as the developed countries were the first to savor the social media sites but then developing & underdeveloped countries adopting it more rapidly.

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