



# A STUDY ON SOCIAL MEDIA MARKETING AND THE IMPACT OF ONLINE PROMOTION WITH REFERENCE TO WESTSIDE

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**Abstract:** Along the digital age, social media marketing has emerged as one of the most efficient means through which organizations can communicate with clients, and their products and services. Social media networks are gradually playing a crucial role in allowing retail companies to generate brand awareness, interact with customers and manipulate the decision-making process when it comes to purchase decisions. The reason why this conceptual research paper will examine this aspect is to investigate the importance of social media marketing and its influence on online promotion strategies within the retail sector using Westside as a reference. The case developed is aimed at comprehending the impact of social media activities like brand communication, campaign activities, online advertisements, and content usage in social media on online promotions such as digital offers, sponsored campaigns, and promo deals. The approach of the paper is conceptual, based on the survey of the existing literature and theoretical frameworks of digital marketing and consumer engagement. The data indicates that the right social media marketing techniques can make the promotion process on the Internet highly efficient and increase customer communication. This paper also emphasizes the need to incorporate social media marketing with on-line promotion strategies in enhancing brand recognition and customer relationships in the crowded retail market.

**Keywords:** Social Media Marketing, Online Promotion, Digital Marketing, Customer Engagement, and Retail Marketing.

## INTRODUCTION

### DIGITAL MARKETING - AN OVERVIEW

Digital marketing is the process of promoting the brands and products using the electronic media. It mainly takes place on the Internet and other platforms such as mobile phones, digital displays and any other digital medium. It simply makes use of the digital technologies. Gone are those days when television and print media were the prime sources of advertising, now the trend impart the influence of internet and digital cum social media. Digital Marketing is slowly taking the traditional form of marketing due to one simple reason, perhaps the only cost-effective way to get our message out and build a solid consumer base. Digital Marketing has leveled the playing field between huge organizations and small businesses. Digital Marketing is giving equal opportunity to present their product and services to startups, small business owners and brands. Digital marketing sometimes known as data-directed marketing, it is a kind of system, where some digital technologies are used for the marketing of products or services. There are various digital technologies such as Internet, mobile phones, display promoting, and other digital medium. It is often exemplified as 'internet', 'online' or 'web marketing'.

The fast development of the digital technology has altered the marketing systems of various organizations in various industries. Social media like instagram, facebook, twitter and youtube now form strong marketing avenues that enable companies to have direct interaction with customers and keeps them informed about their products.

Social media marketing is very important in affecting consumer behaviour and purchasing decisions in the retail sector. Through social media, companies post promotional material, advertise on the media outlets and reach a vast market with brand messages. Such platforms as well offer a business a chance to learn the preferences of their customers and develop long-term relations.



Internet marketing has manifested in the online promotion as a necessary element of online marketing. Garnered by digital ads, promotional deals and sponsorship campaigns, retail businesses have been reaching out to customers and influencing their buying behaviors. The marketing strategies that include social media are likely to be popularized and backed up by these promotional activities that assist in raising customer awareness and involvement.

### BACKGROUND OF THE STUDY

The high rate of digital technology and use of the internet has also undergone a major change in how businesses conduct their products promotion and communication with customers. Through social media platforms like Instagram, Facebook, Twitter, YouTube, and others, organizations have found it useful to use these as an avenue of marketing through these media platforms as a way of communicating their products to the consumers. Companies in the retail trade are progressively banking on the use of social media marketing in the creation of brand perception, development of relationship building with customers, and manipulation of purchasing choices.

The marketing of products through the use of social networking sites can be defined as social media marketing. It entails the different activities which include promotion through communicating promotional content, marketing, online promotion and interacting with the customers in a digital manner. Such endeavors will make the business reach many people and be able to interact with the customers real-time. Consequently, social media marketing has been an effective tool of marketing among retail organizations.

Another concept of significance in digital marketing is online promotion which is aimed at advertisement of products and services using the internet based services. Online promotion entails computer-based ads, sponsored campaigns, promotion offers, and discounts which are broadcast via websites and social network platforms. These are promotional strategies that are geared towards customer attraction, raising product awareness, and making a purchase.

The relationship between the social media marketing and the online promotional effectiveness could be supported by several marketing theories. The AIDA Model (Attention-Interest-Desire-Action) describes the manner in which marketing communication appeals to the consumer and provokes interest, desire in the products to purchase, and, finally, making purchase decisions. Creativity in advertisements, interactive content, and promotional programs are some of the social media marketing activities that enable the business to draw the attention of consumers and create a desire to buy a product.

The other theory that is applicable is Technology Acceptance Model (TAM) that responds to the adoption and the use of new technologies like digital platforms and online marketing channels by the consumers. This model states consumers will tend to engage with social media advertising more in the event that they think the media is helpful and convenient. This theory can be used in explaining the popularity of social media marketing as a tool of online marketing.

The Consumer Behaviour Theory is also significant in the dynamics of the customer response towards the digital marketing strategies. Promotional messages, online reviews, brand communication, and online adverts are some of the factors that determine consumer behaviour. Through social media platforms, the organizations can control such factors and how consumers perceive products and brands.

The social media marketing is regarded as the independent construct in this study and this construct has elements like brand communication, campaign activities, online advertisement and social media content. Online promotion is considered the dependent one and it consists of digital promotion, online offers and deals and sponsored campaigns. The connection of these constructs justifies the impacts of the social media marketing activities on the success of the internet-based promotion strategy.

The correlation of social media marketing and online promotion is especially significant to the retail business, where the level of rivalry is rather elevated, and the preferences of the consumers undergo change quickly. Retail brands like the Westside apply the full scope of the social media sites to advertise their brands, along with associating with customers and increasing customer commitment. Thus, the examination of the conceptual connection between social media marketing and online promotional activity assists organizations in designing effective new marketing strategies and enhance the overall marketing performance.



## REVIEW OF LITERATURE

**Kaplan and Haenlein (2010)** has discussed the importance of social media in contemporary marketing and the potential of digital platforms to allow organizations to converse directly with consumers. The researcher discovered that social media marketing enhances visibility, customer interaction and communication between the companies and consumers. It stressed that customer relations and a strong brand loyalty might be achieved by companies that properly use social media.

**Mangold and Faulds (2009)** discussed the social media as a new component of the promotion mix. The research projected that social media provide consumers the opportunity to express views and reactions towards services and goods, which greatly affect the consumer purchasing behaviour. The authors established that social media marketing strategies must be incorporated in the general marketing communication within organizations.

**Tuten and Solomon (2017)** examined the theory of social media marketing and the role it plays in engaging consumers. Their study pointed out that businesses were using social media sites to advertise products, hold online campaigns and communities of customers. The paper has proposed that proper social media planning can assist companies to create brand awareness and enhance customer interaction.

**Dwivedi et al. (2021)** examined how digital marketing and social media platforms impact on consumer behaviour. The result showed that social media marketing practices which include targeted advertisements, promotion and interactive content have a significant influence on the consumer buying behavior as well as brand perception.

**Felix, Rauschnabel and Hinsch (2017)** have conducted research of the strategic framework of social media marketing within organizations. The study highlighted the importance of effective social media marketing that necessitates the correct incorporation of communication, content and promotion tactics. The research further emphasised that organizations need to come up with consistent social media strategies in order to improve customer engagement.

**Stephen (2016)** investigated the nature of the impact of digital marketing technologies on consumer behaviour. The analysis has shown that the social media marketing allows small businesses to reach vast masses and offer personalized messages of promotion. An additional importance to note in the research was that online promotions and social media ads play one of the vital roles in gaining awareness and assessing the product by the consumer.

**Kumar et al. (2016)** examined the interactivity of customer engagement and social media marketing. The results indicated that the promotional posts, brand storytelling, and digital advertisements are part of the types of social media marketing that can be performed by organizations to strengthen their relations with customers and attract higher rates of brand loyalty.

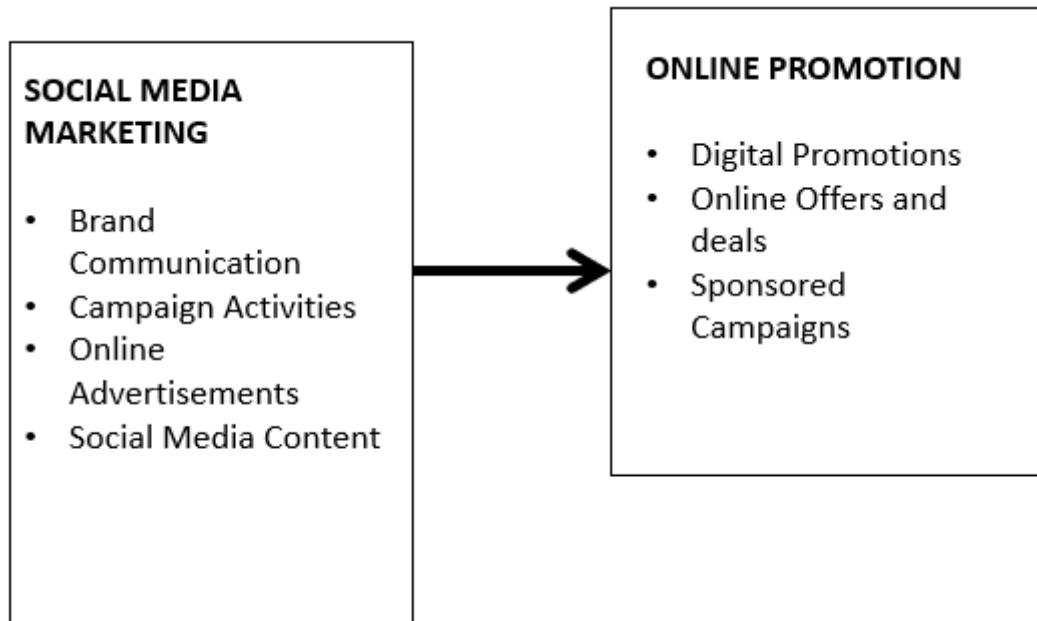
**Hudson et al. (2015)** studied the effect of the interaction through social media on customer behaviour. The researchers concluded that the effectiveness of brand communication in the form of regular communication via the social media platform has a positive effect on the customer attitude towards a brand and enhances the effectiveness of online promotional campaigns.

**Tiago and Verissimo (2014)**, investigated the contribution of digital marketing strategies in business. The research found out that businesses that engage social media marketing and internet promotional tools actively get more customers to engage with the company and better brand exposure.

**Alalwan et al. (2017)** conducted a research on how effective social media advertising is in shaping consumer behaviour. The study demonstrated that the use of social media advertisements, promotional deals and sponsored campaigns is important in influencing customer perception and purchase intention as explained in the retail industry.

## CONCEPTUAL FRAMEWORK

In this theoretical construct, the independent variable is the Social Media Marketing, which is the dependent variable Online Promotion. Social media marketing activities such as brand communication, campaign activities, online advertisements and social media content enable organizations to access a larger audience and are also effective in passing of promotional messages to that audience. Such activities raise the awareness and interest of its customers, and as a result, the efficiency of online promotions, online offers and deals, and sponsored campaigns increases.



According to theory, the AIDA Model recognized as Attention Interest Desire Action should be used in application to this relationship as it provides the explanation of how marketing communication draws the attention of the consumer and proceeds to purchase-related behaviors.

Likewise, the Technology Acceptance Model (TAM) postulates that consumers tend to respond better to online promotions in instances that online platforms are user-friendly and offer convenient information. Thus, the successful social media marketing strategies ensure the rationality of the enhanced online promotional effects and the enhanced customer interest.

## DISCUSSION

The conceptual framework has underlined the significance of the social media marketing to increase the quality of online promotional strategies. The use of digital platforms in advertising products and communicating with the customer is on the rise among retail organizations.

Social media marketing helps companies to develop content that engages the customers, provide offers and carry out marketing activities that are appealing to the customers. The activities are useful in assisting organizations to establish good relationships with customers and enhance brand visibility.

The promotional activities that are carried out online with the help of social media marketing, can greatly affect the customer buying behaviour. Online advertising, promotion, and sponsored campaigns help to make customers think about interacting with brands and trying new products.

The combination of online promotion and social media marketing assists organizations to have a higher achievement in marketing performance and satisfaction of customers. The companies involved in retail that have successfully applied online marketing tactics can be in competitive position in the market.

## IMPLICATIONS

### Theoretical Implications

This theoretical paper provides contribution to the literature of social media marketing and its impact with online promotional marketing within the retail industry.



### Practical Implications

Companies with the help of social media may develop efficient social media campaigns and marketing strategies to elevate brand recognition and communication with prospective clients.

### Future Recommendations

Further studies can be done on empirical research to investigate the association between social media marketing and online promotion using primary customer data. The researchers also have an opportunity to investigate the effectiveness of influencer marketing, online advertising, and customer interaction on the effectiveness of retail marketing.

## CONCLUSION

Digital technology has come with very high pace and has greatly altered the marketing environment in various sectors and especially in the retail sector. The social media media have become very instrumental in enabling organizations to engage customers, advertise products, and establishing good relationships with their brands. Over the last few years, there was a growth in the number of businesses using social media marketing strategies in an attempt to increase their visibility, influence the consumer behavior, as well as the effectiveness of their promotion strategy. This was a conceptual research paper that aimed at analysing the correlation between social media marketing and how online promotion can influence the retail industry, considering the case of Westside.

The use of social media as a marketer tool is significant in the current marketing approaches because it helps organizations tap a massive number of people using online resources including Instagram, Facebook, twitters, and YouTube. The services allow the companies to post promotional materials, communicate with the customers and create brand awareness in an efficient and affordable way. Brand communication, online advertisements, campaigns, and engaging contents are some of the social media marketing activities that assist organizations to develop a solid digital presence and reach the consumers more conveniently.

It was pointed out in the study that the social media marketing strategies are directly linked with online promotion. Online promotion Online marketing is the process of using the digital avenue to advertise goods and services using promotion deals, sponsored posts and other advertising services. The retail companies usually resort to social media to deliver promotional messages, inform about discounts and offers, and motivate customers to participate in the brand. The promotional techniques assist an organization in drawing in potential buyers as well as determining their buying behaviour.

Among the findings of this theoretical research, the fact that social media marketing is a significant engine that contributes to the effectiveness of online promotional campaigns must be mentioned. Through social media marketing, companies can reach many people with their message of promotions and thus, the promotions online become more effective and visible. Companies are able to achieve this by posting engaging contents, promotional campaigns and online advertisements on social media platforms, which will affect the customer awareness and interest in their product and services.

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