Social Media Advertising: Advantages and Disadvantages

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Abstract

This presents a great opportunity for marketers to build brand awareness, obtain direct feedback, and better manage their brands. People in India are becoming more open and vocal about their experiences in the digital sphere, providing a marketing opportunity. Higher education institutions' efforts to promote their brands in today's dynamic digital world benefit greatly from creative marketing tactics and cutting-edge digital best practices. This research will detail how post-graduate schools may make use of social media advertisements. The potential of social media as a marketing and recruitment tool is attracting the attention of universities throughout the world. The study's overarching goal is to better understand the role of social media in bolstering universities' competitive advantages by examining the methods and practises colleges employ to promote their brands online. One primary objective of this research is to examine what influences consumers' perceptions of ads for postgraduate programmes across different social media sites. The study's conceptual framework and the opportunities it presents for investigating current practises in the context of strategy identification, development, and execution pave the way for further research. Students' (as "consumers") perspectives on the various social media advertising practises adopted by higher education institutions were the sole focus of this study; however, additional studies could be conducted from the vantage points of education marketers, academic administrators, and policymakers.

Keywords: Social Media, Marketing

1. Introduction:

In this section, we will examine the historical development of the notion of social media as well as the definition of social media platforms. It also clarifies the conceptual frameworks that social media sites use to organize their content. Study after study focused on the categorization of social media platforms and the marketing of social media platforms throughout the world and in India, and finally, how to use social media platforms in higher education. Advertising has been around for a long time, and it has always been a popular method of expanding a company's clientele. The term "marketing" is commonly used to refer to the efforts made by businesses and organizations to increase interest in, and ultimately sales of, their goods and services. Marketing, sales, and distribution to end users or wholesalers are all a part of this process. Leaflets, newspapers, pamphlets, brochures, and other print media are examples of the traditional method of advertising, which focuses on building a clientele. Since the advent of radio, businesses also began utilizing it to promote themselves alongside print media. As time progressed, corporations began to incorporate televisions into their offerings. Then came the Internet and mobile phones, particularly smartphones, which caused a sea change in the advertising and marketing industries.

The use of more conventional types of advertising has been on the decline for quite some time. When people talk about "traditional" advertising, they usually refer to the kinds of ads that can only be seen in print and on television. Media such as newspapers, radio, and television are also good examples of print media. Several corporations and enterprises still rely on traditional advertising methods in addition to digital and social media platforms, despite the fact that their use is on the decline.

The demand for and supply of personal computers, laptops, and most recently smartphones has increased as a result of the ongoing development of information technology. As a result, the evolution of internet connectivity has progressed rapidly from 2G to 3G to 4G to 5G. As a result of the fierce rivalry in the telecommunications industry, some firms, like Tata Docomo and Aircel, went out of business while others, like Reliance Jio Telecommunications, emerged (Jio). Competition in the telecommunications industry has heated up since Jio entered the market. Individuals were able to get online at prices that didn't break the bank.

People were motivated to connect with one another because of the internet's widespread availability at low cost. Social media sites including Facebook, Instagram, LinkedIn, WhatsApp, Twitter, Pinterest, YouTube, and Snapchat have flourished thanks to the widespread use of internet access.

The goal of social media advertising is to help businesses capitalise on the trend of individuals spending more time online interacting with their social networks. Marketing campaigns that leverage social media platforms to increase brand recognition and sales online. Building personal and professional connections, as well as sharing and receiving information, are all made easier via the usage of social media platforms. When it comes to the Internet, social media advertising is the only kind that matters. As a result of their efforts, corporations see an uptick in brand awareness, consumer purchases, and website visits as a direct result of their social media efforts.

2. SOCIAL MEDIA

The term "social media" refers to websites that facilitate online social interaction and communication. Registered members of these networks are given the ability to submit content that they have created, manipulated, explored, and interacted with. Any online community that encourages social interaction among its users, fosters relationships among its members, provides a safe space where everyone's thoughts and input are valued, and is open to new members fits this criteria. In addition, the phrase social media is an umbrella term for many different types of online communities and information sharing platforms (such as social networking sites, microblogging, news feeds, blogs, review forums, etc.). All of these mediums encourage users to interact with one another and share information. The virtual interactions made possible by social media platforms, however, have advanced society by making relationship management easier for the general public, allowing many individuals to reclaim this lost time. The goal of relationship management is to establish and maintain productive online interactions, particularly through social media. The need for relationship management is met by social media sites, along with those for amusement, information sharing, content production, and e-learning. All of these social networks are available for use by companies as promotional channels, and they all have similarities and peculiarities among themselves.

2.1 Social networking sites

Social networking sites are the most commonly used social media site and their reach keeps on expanding around the world. Facebook, LinkedIn and Google+ are regarded as generally used Social networking sites. Globally, most of the people visit at least one of their registered social networking sites at least once in a day. In defining Social networking sites, Boyd and Ellison (2008) focused on the term network instead of networking, considering it as a network for relationship management. Boyd & social networking sites is online platform that permit users to build a public or semi-public profile inside a given framework to communicate with other registered users with they share an association and also allow them to view their posts within the framework.

3. SOCIAL MEDIA MARKETING FOR HIGHER EDUCATION

Higher education isn't just about teaching and producing skilled individuals; however, there are exercises which are fundamentally significant in Higher education, for example, managing relationship with current students, faculty, workforce and staff, and maintaining relationship with alumni, corporates and trustees. In recent years, B schools have been turning more often to internet based platforms to develop and maintain relationship with their stakeholders. For example, in an examination researching social media utilization among the top 50 B schools listed in India, claimed 94% of the B schools found utilizing various social media platforms as a tool of associating with their different stakeholders. In another investigation, which studied advertising elements of Indian B schools, 92% of the respondents said they were investing into social media sites as a part of their promotional plan. Social media sites play a significant role in maintaining relationship with students, considering ease of usage among this age category. As per Aral, Dellarocas, & Godes (2013), social media utilization has expanded gigantically in last decade for people between the ages

of 19 to 28 years old. In 2019, it was assessed that over 90% of students of B schools utilize social media sites from more than 5 years. Aggarwal, Sharma, & Popli (2013) claimed that in India, 69% of social media users are active users. In 2018, Facebook revealed average one billion active users; many fold expansion from only million users in 2008. As indicated by Bhardwaj, (2014), 94% of students are currently utilizing Facebook, as compared to 73% from last year. Not only young users are registering on social media sites but also utilizing them regularly, the average user spent 84 minutes of the day on social media sites, which is 40% of all out time spent on the web.

4. Advantages

According to Watson et al. (2002) cited by Sheth and Sharma (2005) with the popularity of digital marketing on the rise, many businesses are investigating how social media can help them promote their products and services to potential and existing customers. Social networking sites like Facebook and Twitter have transformed the way some businesses think about advertising. Some businesses direct customers toward their social network pages more than they direct them to their own websites. There are certain advantages to market via social media, but there are also related drawbacks as well (Watson et al. 2002; Sheth & Sharma 2005). The primary advantages of social media marketing is reducing costs and enhancing reach. The cost of a social media platform is typically lower than other marketing platforms such as face-to-face salespeople or middlemen or distributors. In addition, social media marketing allows firms to reach customers that may not be accessible due to temporal and locational limitations of existing distribution channels. Social media platforms increase reach and reduce costs by providing three areas of advantage for customers (Watson et al. 2002; Sheth & Sharma 2005). First, the marketing firm can provide unlimited information to customers without human intervention. This is an advantage over other forms of contact because the amount of information that can be provided is much greater than in any other form of communication. Additionally, and more importantly, the information can be provided in a form that customers can easily process and understand. For example, airline scheduling and reservation systems are very difficult to create and maintain to serve individual needs. Additionally, in this context, the choices are large and difficult to provide in any format that is better than web-based format (Watson et al. 2002; Sheth & Sharma 2005). Second, social media marketing firm can create interactions by customizing information for individual customers that allow customers to design products and services that meet their specific requirements For example, online checking and seat assignment can be done on the Internet. Finally, social media platforms can allow transactions between customers and firms that would typically require human contact as in the case of successful firms such as Dell and amazon.com (Watson et al. 2002; Sheth & Sharma 2005). To understand better about the advantages of social media marketing, there are five main advantages to succeed in this field:

Cost-related

According to Weinberg (2009), The main advantage of social media marketing is cost-related. The financial barriers to social media marketing are quite low compared to others. The majority of social media sites are free to access, create profile and post information. Whereas traditional marketing campaigns can cost millions of dollars, many social media tools are free even for business use. Businesses can run highly successful social media marketing campaigns on a limited budget. The advantage of reaching your targeted market for little or no cash investment is substantial, and the audience wanting your information voluntarily joins or follows you. Pay-per-click advertisements on sites such as Facebook are "geo-targeted" according to specific criteria, to reach the correct audience. The viral nature of social media means that each person who reads your posts has the capability to spread the news farther within his own network, so information can reach a large number of people in a short time (Weinberg, 2009).

Social Interaction:

One of the most notable phenomena of new media is how it has increased and created

new forms of social interaction. People spend more than a quarter of their time online involved in communication activities (e.g., emails, IM chat, and social networks), which is equivalent to the total time spent online for general leisure and entertainment (Riegner, 2007) cited by (Hill & Moran, 2011). Social networking sites have become so pervasive that they are the most popular Internet destinations (Burmaster, 2009). Not only has new media demonstrably altered how often people communicate online, but it has also enlarged the pool of individuals they communicate with, and led to new ways for behaviors to be influenced (Burmaster, 2009). Consumer behavior studies reveal that individuals give greater consideration to advice and information shared online, spending more time with websites that provide third-party evaluations (Huang et al. 2009), and other studies indicate such information can directly influence buying decisions, even if received from purely „virtual" sources (Awad et al. 2006; Weiss et al. 2008) cited by (Hafele, 2011). Indeed many of the reported benefits of new media usage (increased reputation, anticipated reciprocity) relate directly to its social interaction aspects (Kollock 1999; Arthur et al. 2006) cited by (Hafele, 2011).

Interactivity

As observed by Steuer (1992) cited by Ronald P. Hill and Nora Moran (2011) unlike watching TV or listening to the radio, the interactivity of new media lets consumers become more than just passive recipients of stimulation. Interactivity can be broadly described as the „extent to which users participate in modifying the form and content of a mediated environment in real time (Steuer, 1992). Interactivity is one of the defining characteristics of new media technologies, giving greater access to information as well as supporting increased user control of and engagement with social media content (Fiore et al. 2005) cited by (Hill & Moran, 2011). Interactivity depends on the context. In an online social networking context, interactivity refers to a user-centered interaction with machines, messages, or other users, focusing on the experiential aspect of networking process (Liu & Shrum 2002) cited by (Hill & Moran, 2011). While interactivity can be simple in certain contexts (e.g., simply filling out forms, clicking links), it can also be more involved and elaborate, such as allowing individuals to develop online content (Murugesan, 2007) cited by (Hill & Moran, 2011). Studies show that increased levels of interactivity can lead to higher involvement (Bucy, 2003) and more positive attitudes toward websites (Kalyanaraman & Sundar, 2003; Hill & Moran, 2011) along with higher source credibility (Fogg, 2003; Hill & Moran, 2011). This user interactivity enables consumers to participate in personal social networking by selecting the content, timing, and communication act Specific applications of social media empower consumers, such that they can take active control and perform two-way communications. Active control takes place in a social networking context and requires attention and participation from all participating parties, including individual users, groups of networked people or communities, and brands (Li, Daugherty, & Biocca 2002). IV. Targeted market Social media provide marketers with the ability to target audiences and consumers based on site users' personal interests and what their friends like. For example, list country music as one of your interests on a social networking site; you will most likely be seeing ads about country music concerts and artists. Some sites' advertising will also highlight which country artists your friends like to provide a personal connection. With such "smart" marketing, and advertising, marketers effectively reach the people who are most interested in what they have to offer. Furthermore, social networking enables word of mouth to promote products beyond what advertising alone does (Hill, Provost & Volinsky, 2006)

5. Disadvantages

The online environment creates not only opportunities, but also complications and challenges for the social media marketing process. The transparency of the web makes online information available to all audiences, and reinforces the need for consistency in the planning, design, implementation and control of online marketing communication (Hart et al., 2000). There are five main disadvantages need to be considered on social

media marketing, which are:

Time intensive

As the name implies, social media is interactive, and successful, two-way exchanges take commitment. The nature of marketing changes in social networks, with the focus placed on establishing long-term relationships that can turn into more sales. Somebody has to be responsible to monitor each network, respond to comments, answer questions and post product information the customer deems valuable (Barefoot & Szabo, 2010). Businesses without a service to manage these social networks will find it difficult to compete. The first preliminary consideration and probably the most important one is that social media marketing requires a significant time investment (Barefoot & Szabo, 2010). As a general rule, simply dabbling in a few social media resources and hoping to realize enormous returns is fanciful. A company must realize the necessary time commitment and either accept or reject that commitment as plausible for its operation (Barefoot & Szaboo, 2010).

Trademark and Copyright Issues

According to Steinman and Hawkins (2010), It is of the utmost importance for companies to protect their own trademarks and copyrights when using social media to promote their brands and products. A company‟s brands and other intellectual property are often nearly as valuable as the products or services that they offer. Social media‟s capacity to facilitate informal and impromptu communication often on a real-time basis can aid companies in promoting their brands and disseminating copyrighted material, but it can also facilitate third-party abuse of a business‟ trademarks and copyrights (Steinman & Hawkins, 2010). When using social media, whether via a third-party outlet or a company‟s own social media platforms, marketers should regularly monitor the use of their trademarks and copyrights. Companies should monitor their own social media outlets as well as third-party social media platforms to ensure that those providing content through the media outlets are not misusing their intellectual property. Internet tracking and screening services are available to monitor the use of your business‟s marks and copyrights on third-party sites, including checking social media sites for profile or user names that are identical or substantially similar to your company‟s name or brands (Steinman & Hawkins, 2010).

Trust, Privacy and Security Issues Using social media to promote one‟s brand, products, or services can also implicate trust, privacy and data security issues. It is important for companies to aware of these issues and takes appropriate measures to minimize their exposure to liability related to personal data collection, use, and maintenance. Trust, particularly the unique dimensions of transactional security and privacy (Hoffmann et al., 1999), play a critical role in generating customer loyalty to social media marketers. A study by Ratnasingham (1998) has shown that fear of online credit card fraud has been one of the major reasons customers have not done more extensive online buying (Ratnasigham, 1998). Moreover, privacy concerns have led to a public relations fiasco for some major social media marketing resulting in substantial brand image erosion (Advertising Age, 2000). Social media companies like Facebook and Twitter generally have their own privacy policies that govern their use of consumer data and third-party conduct on the social media platform with respect to personal data. Marketers using third-party social media outlets should ensure that their marketing campaigns do not encourage consumers or any other parties to engage in practices that would violate the social media company‟s privacy policy, and marketers should also ensure that they are abiding by the policies as well. Companies that administer their own blogs or other social media platforms should also maintain comprehensive policies that disclose the company‟s data collection, use, and storage practices, and any responsibilities that third parties have regarding privacy and data security (Steinman & Hawkins, 2010).

6. CONCLUSION

Several marketers and scholars are paying attention to the emerging tendencies of internet networking. Due to changes in how people consume information, individuals are increasingly

concerned with their digital rather than physical presence. Time and materials are in short supply, therefore individuals are looking for ways to get their task done more quickly and with greater ease. People's preferences are shifting, and with that comes a great opportunity for marketers to establish their brands in the minds of their target consumers by capitalising on the conversations taking place in real time on social networking sites about those brands and goods.

Marketing a product or service online through social networks is crucial. Advertisers are able to learn where their brand stands in the market, which helps them develop effective tactics. With the help of this research, marketers may better adapt their online networking tactics to the changing dynamics of a dynamically expanding economy.

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