

## **AN EMPIRICAL INVESTIGATION OF SOCIAL MEDIA MARKETING STRATEGIES OF RETAIL ORGANIZATIONS IN INDIA**

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### **ABSTRACT**

*One of the biggest challenges businesses, especially retailers, face these days is effectively reaching more and more customers. Thus, the tool “social media” has created a path to multiple virtual and synchronized devices to beautify communication between businesses and consumers. In fact, social media is now improving the way information and interactions are shared between businesses and their customers. The rapid adoption of social media is forcing companies to use this new network device to improve their advertising and marketing plans. These social media tools not only help businesses talk to their current customers and clients, but they also help them talk to and engage prospective customers and clients. Social media advertising allows for innovative branding, special or targeted comments on current items, and promotion of these products. All of this leads to growth and the development of new items and services. This chapter focuses on the social media marketing strategies of Indian retail organizations. Additionally, we found that Indian retailers’ social media marketing strategies had a significant impact.*

**KEYWORDS:** *Marketing Strategies, Social Media, India, Retail Organizations, Customers*

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### **INTRODUCTION**

In this evolving business world, the significance of social media is gradually evolving from a single marketing technique to a source of marketing knowledge. (Where retailers can monitor, analyze, as well as forecast client behavior). Therefore, it is becoming increasingly important for businesses and marketers to utilize and exploit tactically these social media in their business or marketing plans/strategies to gain competitive advantage and superior performance. Social Media Marketing alludes to the methodology of getting website traffic prominence through social media platforms. Social media marketing programs typically focus on creating content that enables this. Grab attention and encourage readers to share on social media. Lambertson and Stephen (2016) below are key takeaways that explain the importance of a retailer’s social media marketing strategy.

#### **1. Share the Spotlight With Consumers**

These are the times when brands focused solely on products as well as services. This time, consumers typically support customers with journeys that mirror them. Therefore, it is best to emphasize the product’s incorporation into the consumer's daily activities rather than showcasing specifications or product lines. One example is Nike’s “Just do it” marketing campaign promoting the digital version. The general focus is athletes (the target audience), not shoes or apparel.

## **2. Retail Organization is also Collaborating with Social Media Influencers to Create an Impact Among Their Target Audiences**

The Kardashians and Jenners found success with his influencer marketing strategy. Social media influencers are now in demand and profit from their number of followers. However, in order to expand and grow their reach, retailers need to partner with influencers who are thought leaders or prominent innovators and brand them as innovators. Chrissy Teigen of BECCA Cosmetics is a successful campaign with this kind of social media marketing strategy. Through social media, she received more than 5 million views of her within minutes of posting the moment she announced the release of her new makeup palette.

## **3. Building a Community House**

It is impossible to build a brand without the support of loyal followers. Whether it's an iconic brand like Samsung or a retail brand like Wal-Mart, there are thousands of followers on social media. To build a stable social media community, it is important that you follow these four steps.

- Grow your online followers through recruitment. Create and publish quality content regularly and place relevant and trending hash tags.
- Increase awareness and drive engagement through sweepstakes, activities, mentions and reposts.
- Stay engaged with engaging content. Create a social media plan and hold relevant events.
- Influence others by encouraging them to talk about your brand and its values.

## **4. Social Media Marketing Strategy Should Involve “Start An Initiative” Step in Order to Grab More and More Attention of People**

Consumers today want social movements and advocacy groups to represent their brands. The Awakened Generation supports retailers in demonstrating and practicing value beyond income and sales. For example, sustainable lifestyles are practiced from farm to table by various food and restaurant companies. We are also committed to reducing our carbon footprint by reducing our plastic consumption, recycling, reuse and regular planting efforts.

## **5. Effective use of Instagram**

The Instagram platform is a great opportunity for images, videos and text content. With features like multiple posts and its IG stories, retailers can easily create timely, engaging and Instagrammable moments for him. For example, Own Days, a famous Japanese eyewear brand, turned its retail store into his Art Deco studio, installing art installations. The event was a huge success and generated huge revenue.

## **6. Digital advertisement**

Social media promotion is a must for every entrepreneur, especially if the company's target market is millennials and Gen Z. This marketing strategy is worth investing money and time on Facebook, Instagram and YouTube. Using social media promotion and marketing strategies also improves search engine optimization (SEO) and redirects traffic to his website of the company. Google remains the leading directory for products and services. Therefore, your brand should have a high search ranking. Oxford SEO specialist XIST2 says: Partner with a trusted digital marketing agency that acts as a one-stop-shop for all your social media management, digital advertising, web design and development, SEO tactics, and more. Shein

is a great example of this kind of social media marketing strategy. The brand is one of China's leading apparel e-commerce retailers. Shein invests heavily in Facebook advertising through multiple ad placements, ads, seasonal sales, and billion dollar product launches.

### 7. Trend Jacking

Trend jacking, also known as news jacking, integrates your ideas and perspectives with breaking news in real-time to generate media milestones for your business, thereby helping brands gain extraordinary publicity. Swedish furniture giant IKEA is known for this outrageous tactic. Funny and witty, IKEA marketers create quirky and viral content shared on TV shows, celebrity events and breaking news. Recently, Marie Kondo launched a minimalist storage box that focused her marketing campaign on an organizational technique called Sparking Joy.

### 8. Making Social Medias are source tool is also a key Marketing Strategy

Social media platforms like IGTV and YouTube are great places to educate and market your brand. For example, Samsung devices have a large following on YouTube for recipes for kitchen appliances such as smart microwaves, blenders, and electric grills.

## LITERATURE REVIEW

- **Kaplan & Heinlein (2010)**, defines social media as “a set of Internet-based applications that build on the philosophical and technological foundations of Web 2.0 and enable the creation and sharing of user-generated content.”
- **Shankar et al. (2011)**, found that social media marketing is a new concept that creates new touchpoints of business-consumer interaction. Social media marketing is “the planning and execution of all marketing activities that impact the entire shopper journey and beyond.” From the moment the purchase motivation arises through purchase, consumption, repurchase and recommendation.
- **Cha (2009)** finds that perceived fit is a key factor retailers must consider in their social media marketing. Perceived conformance is the resemblance among the extended product category as well as the existing goods related to the brand. The more individuals find social networking platforms for shopping convenient as well as easy to use, the more likely they are to purchase products on social networking platforms. With so many consumers using social media sites, retailers can grow their business by leveraging potential social media marketing strategies to offer shopping services on social media. . With a wide range of consumers using social media, retailers can reach most of their target markets.
- **According to Mady (2011)**, Social media marketing works with buyers to enhance products, articulate distinct messages, uncover promoters, act as a liaison to keep track of events, and highlight the significance of social media in a retailer's marketing strategy. Emphasize identification. Advances in social media websites have created consumer communities. This community defines a new way for businesses as well as consumers to communicate with each other and effectively give insights about branded products. For example, Digital brand networks develop computer-generated spaces where consumers as well as retailers can connect and share marketing, products, and more.

- **Steinfeld & Lampe (2007)** state that social networking platforms are commonly used synonymously with social media. However, social media is quite different in that it enables folks to connect by producing personal information as well as encouraging friends as well as acquaintances to access their profiles as well as information. Furthermore, the authors also explained that Social media is the ecosystem in which social networking occurs as well as still a creative way for consumers to collect and share information and make purchasing decisions.
- **Chu (2011)** stated that it is very important for every retail organization and other marketers to recognize the factors that influence consumer attitudes and motivations as consumers create more and more content about their brands managed only by corporations. As a result, the author explored which features of social media platforms influence customer perceptions as well as motivations. Moreover, the author investigated the relationship between participation in Facebook brand-related groups, social media advertisement, attitude, reactions and psychological factors between the members and Non-members of Facebook groups. Furthermore, the researcher has explained that users who are members of these brand related groups on this social networking platform "Facebook" are more likely to provide personal information than non-members. Also, the research explains that joining groups and engaging in social media advertising requires a higher level of personal attention and information for users to publicly disclose and advertise their connection to Facebook groups which leads to promote brands or product while sharing and promoting an ad to a friend. In addition, the authors also found that Facebook group member users had more positive and positive attitudes towards social media and online advertising.
- **Cox (2010)** examined the relationship between age and attitudes of social users. The authors found that social network users attitudes towards online advertising formats differed somewhat by age group. Additionally, the author explains that the 18 to her 28-year-old group is highly favorable to the brand's blog, video, channel and feed ad formats. This is because users in this age group found these advertisement formats appealing, informative, as well as entertaining. Group members aged 35 to her 54 preferred video and branded channel ad formats on online sites to make them more eye-catching, informative and better positioned in branded layouts. Therefore, the authors conclude that online advertising formats with positive characteristics are favorably accepted by consumers. Researchers also found ads interfering with the user's online activities on social networks such as: B. Pop-up, expanding or floating ads are hated by network users
- **According to Varadarajan (2010)** a social media marketing strategy is a company's primary focus on marketing initiatives in certain geographies as well as sectors aimed at developing, conveying, as well as providing value to clients in compensation for specified monetary compensation as well as market realization. Defined as strategy
- **Verlegh et al. (2013)** social media has the unique characteristics of being a dynamic, connected, equal as well as interactive organism that has resulted in three key shifts to the marketplace.

Social media facilitates companies as well as consumers to communicate in ways that were previously unimaginable. This connection is made feasible by several interfaces. For example: various social networking sites, micro blogging sites, etc. where you can share information, data, values, interests, etc.

Social media has altered how firms as well as consumers communicate with as well as affect one another. Social interaction includes 'activities' that have an impact on the decision-making as well as consumption behavior of others through communication and passive observation. These social interactions are highly dependent on the structure of social networks and provide measurable benefit to businesses.

The database avalanche on social media will help Organizations improve their client relationship management as well as make corporate judgments. Social media data, like all Other technological data is roughly defined by the three Vs (Volume, Variety, as well as Velocity) closely correlated with huge volumes of data, disparate data sources, as well as large amounts of real-time data. Today, thanks to advanced information technology, it is available in various places (social networks, blogs, forums, etc.) and in various formats (text, video, images, etc.). Just borrow and receive. Social media data therefore serves as an important source of information for consumer survey, market analysis, new business plan development, marketing strategy, product development, as well as brainstorming innovative thinking. Acquiring as well as producing value from social media data indicates progress of new marketing strategic value.

Alam, Mittal and Chawla (2017) A study carried out by Alam, Mittal and Chawla (2017) found that there are three categories of medicine buyers in India - Branded Medicine Inclined, Generic Medicine inclined, Cost Conscious. The third category generally fails to take care of their health.

## **OBJECTIVES**

- To identify different social media marketing strategies of retail organizations.
- To ascertain how social media is used for effective marketing in retail industry

## **METHODOLOGY**

The study is empirical in nature. Number of participants was 183. Structured questionnaire was used to collect data. To identify outcome of the Mean and t-test were applied. Sampling method was convenience sampling.

## **Outcome**

Table 1 displays Respondent's gender, male respondents are 56.83%, and females are 43.17%. Looking at the Age, 23 to 28 years are 32.24%, 28 to 32 years are 38.80%, and more than 32 years are 28.96%. Regarding Industry Type, Apparel / Footwear are 22.40%, Automobiles are 14.75%, Electronics are 23.50%, Grocery are 18.03%, and others are 21.32%. Looking at Social Media Type, YouTube are 33.33%, Facebook are 31.15%, Instagram are 18.58%, and other are 16.94%

**Table 1: Respondent's Demographic Details**

Variable	Number of respondents	Percentage %
<b>Gender</b>		
Male	104	56.83%
Female	79	43.17%
<b>Total</b>	<b>183</b>	<b>100 %</b>
<b>Age</b>		
25 to 28 years	59	32.24%
28 to 32 year	71	38.80%
More than 32 years	53	28.96%
<b>Total</b>	<b>183</b>	<b>100 %</b>
<b>Industry Type</b>		
Apparel / Footwear	41	22.40%
Automobiles	27	14.75%
Electronics	43	23.50%
Grocery	33	18.03%
Others	39	21.32%
<b>Total</b>	<b>183</b>	<b>100 %</b>
<b>Social Media type</b>		
YouTube	61	33.33%
Face book	57	31.15%
Instagram	34	18.58%
Others	31	16.94%
<b>Total</b>	<b>183</b>	<b>100 %</b>

**Table 2: Social Media Marketing Strategies of Indian Retailers**

Sr. No.	Survey Statement	Mean Value	T-Value	Sig.
1.	Taking notes of keywords from shopper's enquiry	4.31	18.033	0.000
2.	Making a hassle free shopping on social media to attract more shoppers	4.22	16.901	0.000
3.	Getting connected with influencers as influencer marketing is important part of social media marketing	4.19	16.747	0.000
4.	Sharing of tutorial about usage and benefits of products on social media helping binding with customers	4.10	15.168	0.000
5.	Collecting feedback from customers about their choice and requirements	4.09	15.277	0.000
6.	Keeping an eye in trend on social media to influence more shoppers	3.17	2.343	0.010
7.	Paid marketing on social media is an effective strategy	4.12	15.579	0.000
8.	Unboxing videos of product is very popular these days and can be counted as effective social media marketing strategy	4.00	13.972	0.000
9.	Building brand loyalty by being present to audience of social media in everyday life through ads, highlighting new stocks, sharing well wishes, etc.	4.03	14.218	0.000
10.	Offering discounts, return back policies, exchange policies on social media attract more and more shoppers	3.21	2.949	0.002

Table 2 shows mean values of the "Social Media Marketing Strategies of Indian Retailers" the first statements of T-test is about keywords "Taking notes of keywords from shopper's enquiry" with mean value of 4.31, next statement is about easy shopping ways "Making a hassle free shopping on social media to attract more shoppers" with mean score of 4.22, third statement is about social media influencers "Getting connected with influencers as influencer marketing is important part of social media marketing" having mean value of 4.10. Fifth statement is about gathering feedbacks "Collecting feedback from customers about their choice and requirements" scored the mean value of 4.09, next statement is

regarding trends on social media “Keeping an eye in trend on social media to influence more shoppers” scored the mean value of 3.17, paid marketing is another strategy “Paid marketing on social media is an effective strategy” with the mean score of 4.12. Useful videos of products is another strategy “Unboxing videos of product is very popular these days and can be counted as effective social media marketing strategy” have scored 4.00 as a mean value, Next statement is building of brand value “Building brand loyalty by being present to audience of social media in everyday life through ads, highlighting new stocks, sharing well wishes, etc.” mean score is 4.03, the last statement is about special offers “Offering discounts, return back policies, exchange policies on social media attract more and more shoppers” with mean score of 3.21. T-value of each statement of the survey in the context of Social Media Marketing Strategies of Indian Retailers are significant because t-value of statements is positively significant as the value is less than 0.05.

## CONCLUSIONS

Rise in social media usage throughout the last decade reveals retailers require assistance in developing social media marketing strategies that foster customer interactions, increase consumer retention, as well as improve marketing performance became. I did, but I lack a thorough description, conceptual framework, as well as paradigm to assist evaluation as well as advancement of a social media marketing strategy. This may be due to the recent adoption of social media as a strategic marketing tool, but in India, both academicians as well as practitioners need to transform social media data into actionable strategic marketing tools. The study takes an initial step toward resolving the problem as well as gives important guidance for using social media in strategic marketing. Deployment and validation of integrations and extensions. In particular, it fully demonstrates that customer value is created not only through the use of social media, but also through the creation of connections and interactions between businesses and their customers. These generated social networks and influence can be used strategically for resource conversion and exchange between interacting parties. In conceptualizing the social media marketing strategy development process, companies should first identify their customers’ motivations for engaging in brand-related social media activities and encourage their voluntary contributions to gain more attention from the target audience. Mean and T test is applied to find out the result of study. A sample of 183 participants is taken for study.

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