INTERNET COMMUNITY: AN ESSENTIAL TOOL FOR PROMOTING A BRAND

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ABSTRACT
Social networking sites have become trendy in the 21st century. The motive of these sites is not only communication of one person to another or many e but it is also used for brand promotion. At a global level more than 3 billion people are active on these social networking sites and very rapidly the number is getting increased around 9% per year. That is why it can be called as modern time style for brand promotion and very soon traditional way of promotion are being replaced by these latest social networking sites. In this paper, role of internet community in promoting a brand is being presented. The review paper includes how internet media would be the leading tools of promotion and focus regarding the significance, approaches and benefits of internet media. In this paper, many social web applications like Instagram, LinkedIn and Facebook also being focused.

Keywords: - Internet community, social networking sites, Brand promotion, Web applications.

INTRODUCTION
In virtual span, social web applications are considered as a resource for brand owners for doing marketing programs in a large scale. Such resources are used for reaching large number of people. Because of its simplicity and less cost, along with compatible and effective business plan it brings huge advantages to business. Internet community e also contributes in making the loyal customers which may leads to increase in sales volume. In the beginning, social web applications were used only for posting and exchanging content on virtual media to influence the users. But now it is working as an important tool for promoting a brand. Internet media is examined as practical and conceptual even after lot of research as there is no quantitative data which can represent that how much profit a marketer will get by using social web applications.

WEB MEDIA
In simple words web media can be described as a means or a way by which every type of messages, views can be share through social networking applications for which internet connectivity is required. People will not be able to get active on the social applications without the internet facility. Social platform is a very wider term and consists of many applications like Instagram, Twitter, Facebook, WhatsApp etc. Most of the people today are working and whenever they get free time at job, they mostly access their social media apps and purchase goods and services online.

As in social web many quite tactics are often used, it's very impressive and had a deep impact on consumer’s brain. In social platform for promoting a good, the promoter may use the pictures, audio, video, cartoon characters, songs and different quite colours for influencing a customer towards its brand. Even the merchandise related information also is available on social sites like product quality, weightage, value, guarantee term, warranty, after buying services, replacement policies etc. If we judge the traditional ways of promotion then it's not going to be as effective in today’s scenario because consumers are considerably busy in their professional and private life. They are not having much time to physically visit the normal markets or see the products. But if we mention the social sites whenever an individual is free or could be working digitally always see advertisement appears before their login to any site, blogs appear repeatedly, even once they are signed in on Facebook, they see what goods their friends have like and there are pages also on face book which appear in their suggestions. Even customer questions are being heard via online modes and if there's any problem then it will be resolve through complaint box or mail. Customers also mark their rating virtually and provides their feedback and advise the changes to the corporate for more improvement. Firms do manage their customer data in DBMS and serve consistent with the consumers taste and needs which they are able to know by online records of consumers. Previously other ways of promoting a brand of a company were effective but many of them are lagging behind the mode of social networking sites.

BRANDING
Branding in general words is promoting company’s goods and services. Brand are often a logo, symbol or name of a corporation. And a brand is usually known to its consumer by its high-quality products,
genuine prices and other after sale services. But at the starting point brand awareness is completed which may be easily done through with the assistance of social networking sites. Once customers became conscious of the brand, customers start recognizing the corporate name by its symbol or punch line only. And slowly the customers became loyal to that company which he finds more satisfactory and feasible. Through social networking sites consumer also can compare the 2 brands rapidly. Brands are divided in many categories like nationalized brand and local brand. Most of the brands use social sites techniques for promotion as today’s customer is extremely active on social platforms. Product attributes such as quality, weight, price, size, stuff, colours, packaging, labelling, varieties etc, are well informed on social networking sites. Providing true information while branding supports in developing a brand image and goodwill in market. For each businessman a brand image and market share are the foremost concerned issue integrated with sales volume and profitability. For reminding a customer repeatedly, a corporation timely do promotion either by social networking or older ways of promotion.

OBJECTIVES
- Objective of this paper is to assess the paper associated with social branding between 2000 to 2020.
- After studying all the papers, we will have a summary of research which has been wiped out the sector of social branding.
- Another objective is to disclose the facts that represents internet web is basically a crucial tool for developing image of any brand.
- With this paper, comparison of other marketing promotional (public relations, publicity etc,) tools can be possible with reference to social media.

LITERATURE REVIEW
1. Concept of web-based promotion: Vargo and Lusch (2004) stated about social media promotion because the dealing in information and data, in which client may be likely and effective members, who develop product price along promoters. Gillin (2009), explain about web-based promotion as a way of splitting knowledge, views, messages, information, etc. It has been concluded by Safko and Brake (2009) that internet-based websites and applications develop, create and share matter depend on web media establish upon theory of web media. Gordhamer (2009) reveals that social media marketing is assumed on associative promotion, in which retailers may develop effective association with their clients. On the other hand, ignore older promotional theory “trying to sell”. As social media marketing is extremely opposite of older trend of promotion, such specific policy is required to get change and make them effective. As mentioned by Scott (2010) that social media marketing can be predicated by the theory of multi variate communication approach where retailer and customer roles are together. SMM is essentially about involvement, exchanging and integration but not trending sort of advertising the merchandise or service and marketing it, said by Kaplan and Haenlein (2010). Barefoot and Szabo (2010) concluded social media is all about freedom, transparency, integration, society and reliability. To frame and execute a fortunate SMM policy, it's vital to examine and inspect the way on which social network communications are made. Birch (2011) explained SMM emphasized on Image, Interconnection, Reach based on relevance and Return on Engagement but not on Product, Price, Place and Promotion like classic marketing system. SMM as bond between consumers and makes Chi (2011). Kim and Ko (2012) state that SMM is primarily for young consumers and which also tries to draw in higher age groups. Ruane and Wallace (2013) state that social networking platforms have changed the marketing style; it's getting used as a tool for marketing and to establish an honest buyer-seller relationship. Social media can create value for both of buyers and sellers simultaneously (Lariviere et al, 2013).

2. Significance of Web Media Promotion: Pitt et.al, (2006) reveals that web media platforms have a difficult role in fighting with big firms along with the existence of smaller businesses. Kaplan and Haenlein (2011), describe the significance of ambush marketing, they divided ambush promoting events into four divisions and give recommendations to understand them in administrative aspects. Hanna, Rohm and Crittenden (2011), concluded that consumers are very active on web-based applications of social interaction to link with organizations and investors, currently they are very much excitingly indulged alongwith the organizations by co-generating their practices.
Lugmayr (2012), explains about web media marketing as a source of exchange and also for promoting and shortening it down to its various applications as a monetary good. Hawkins and Vel (2013), explains that from many years web media platforms are recognised in form of prime promoting element resulting to the growth of organization. Durkin (2013), explains that in starting 1990’s people assumed that web-based marketing may become the source of maintaining relationship with the clients in coming time. Gironda and Korgaonkar (2014), reveals that web media factors influence both researchers and practitioners. Filo et.al., (2015), stated that web media applications are considered as very productive and it also assist organizations to understand promoting goals and policies, specifically inside the perspective of client link governance policies.

3. Techniques of Web based promotion - Klein (2008), reveals that organizations can join virtual commercial procedures, so that discovered effective organizational goals in accordance to make progress, at that point, begin testing. Steady with Kharif (2008) utilizing portable handsets for web-based media showcasing will be a lot simpler and accommodating to advertise their administrations and items. Evans (2018) stated that advertisers ought to apply all together that they can build up validity in web-based platform, as faith is fundamental for every kind of discussion through friendly media and even trust is acquired. It will get finished by through real correspondence. Few techniques can be inferred towards make extra business esteem and the manner in which they will support for the domains of client procurement as well as maintenance said by Constantinides, Fountain (2008). As indicated by Barefoot and Szabo (2010) it's fundamental to comprehend the way of life and on which web-based media-based collaborations are shaped to style and execute SMM crusades since online media is majority rule, valid and synergistic. reliable with (Gunelius, 2011) the essential advance in promoting system for handling some major issues: 1) among different online media stage which one to select 2) the way of imparting inside a particular medium. Since purchasers aren't getting special messages consistently, they began utilizing Facebook, YouTube, My Space, and Instagram. Monstrous organizations had begun concerning online platform destinations as well as software as extraordinary techniques and even started recruiting personnel for appearing next to web journals said by Sinclair, Vogus (2011). Cambria et.al, (2012) mentioned a social media marketing apparatus into the review that utilizes linguistic methods.


5. Advantages of Web Media Promotions: Hill, Provost et.al, (2006) stated that many organizations can get profit through social media marketing towards foreseeing deals of items/administrations. It is frequently conceivable after concerning an organization's decision and after investigating about the information collected. Berthon et.al, (2012) reveals that clients started utilizing web-based media stages to append with dealers.

6. Employments of web-based platform as a Promotional Element: Web based sites have made the things different from large angles and furthermore force of shoppers has expanded (Doorman, 2001). O'Reilly (2005) mentioned that interpersonal interaction destinations go like multi-variate correspondence divert that supports in information sharing. Primary point in interpersonal interaction locales is correspondence as stated by Dwyer, Hiltz et.al, (2007). Pettey (2008), mentioned that long range interpersonal communication destinations are more interesting to twenty- to thirty-year-olds. In any case, they're changing that pattern by beginning profession and shopping-based applications. Long range informal communication destinations assist firms with talking with their purchasers as well as the other way around (Mangold and Faulds, 2009). Predictable with Osland (2009), by utilizing legitimate advancements, organizations may have advantage not only of drawing new customers but also making trademark picture. Web-based mode of advertising seems conservative or should managed by anybody, that can be a very well legitimate option for business people and unremarkable organizations. Many organizations are as yet uncertain of utilizing web-based mode Lagrosen & Josefssson (2011). Gretzel et.al, (2011) mentioned that informal communication destinations give one-of-a-kind affordances as far as kind of content which will be made and shared additionally in light of the fact that the method of sharing the substance. Diverse online media draw in various clients and are described by explicit societies. Social media marketing can be defined as methodology that gives various path correspondence as stated by Ritcher & Schafermeyer (2011). Long range interpersonal communication destinations are far superior in contrast with other publicizing strategies since it monitors all the information.
on clients and ensures that arrives at its objective mentioned by Curran et.al, (2011). The greater part individuals are dynamic via web-based media stages for everyday updates said by Paposolomou & Melanthiou (2012). Web-based media promoting triggers viral correspondence among clients across interpersonal interaction locales (Pentina and koh, 2012). As indicated by Saravanakumar and Sugantha Lakshmi (2012) person to person communication destinations are isolated into eight distinct classes to speak with shopper for exposure, also for updating the brands inside the business world. Additionally, social media marketing seems broadly acknowledged in between shoppers as said by Hansson et.al., (2013). Organizations had started utilizing person to person communication destinations to address their clients for collecting data said by Zeng & Gerritsen (2014). Benefit of social media marketing is to talk, convey organization's item which includes specific worth inside the market mentioned by Tuten & Salomon (2015).

7. Benefits of web-based promotion of a brand: Sachoff (2008), stated that impact of remaining dynamic for long range informal communication destinations is "the measure of information an enterprise can acquire about its client base". Brandt (2008), mentioned that dissimilar to the next advertising instrument, the advantages of interpersonal interaction destinations are that worldwide correspondence is plausible. Javitch (2008) said that social media marketing can be a better trade from other costly advertising efforts. Raymond & Bergeron (2008), said that an organization shows great execution as far as monetary pointers and development of market place in case suitable E-trading methodologies get implemented. Albors et.al., (2008), expressed that online mode may have dynamic prerequisites of buyers for better approaches for looking for labor and products. predictable with Popp and Woratschek (2016), online media is in effect to a great extent considered by present day business as an elevating stage to perform advancements of items or administrations to zero in on clients and to decide correspondence viably.

8. Web-based sites impacting consumer loyalty for brand: Srivastava et.al., (1998) said that trading and promotion may be concerned like a venture that brings about advancement of client value. Gruen et.al., (2006), said that the effect of verbal exposure within social media marketing is incredibly up, especially in internet community. Keller (2008), said that dedication of a brand is that a definitive element of client brand reverberation which represents the client's relationship (Keller, 2008). As indicated by Dholakia and Durham (2010) Brand devotees give more informal exposure and that they are steadfast. They as often as possible visit the shop, predictable with Jackson (2011) interchanges among venders and buyers assume a key part in building brand dedication instead of by utilizing customary strategies.

CONCLUSION
Web-based sites advertising in 21st century marketing technique, is being considered as a king of the promotional tools. Social media marketing highlights a vital job in monetary improvement in any of the organizations, directly from a new business to Multi-public Company. SMM financial plan conceivable showcasing procedure; it barely costs anything aside from the legitimate gratitude to move in the roughage. It likewise includes a critical job in the purchaser and vender collaboration. Social media marketing has made the things barrier free for the clients as well as vendors for collaborating with each another. We as a whole realize that SMM has rolled out a gigantic improvement in advertising climate, however just with the legitimate gratitude to execute it with advancement can get any firm the predetermined yields. Advancement in utilizing informal communication locales as an exposure instrument can assist any organization with developing inside the market. inside the twenty first century long range interpersonal communication locales are ordered into Five (5) classes 1) Social systems administration destinations 2) Blogs (e.g.: Blogspot, Wikipedia) 3) Video Hosting Sites (e.g., YouTube, Vimeo) 4) Review destinations (e.g., Google) 5) Conversation destinations (e.g.: Quora digest). Social media marketing plays a significant part in broadly spreading exposure, additionally one may predict deals of specific item by deciphering the desires of the clients. Web-based mode makes brand image mindfulness, also advances the brand inside the business world. It likewise will in general attract new clients which advantage the firm by extension inside the market. Insights show that consistently there's a staggering change inside the utilization of online media applications. It also shows that whenever executed appropriately it can be the legitimate apparatus to showcase. Social media marketing enjoys different benefits, a firm can accomplish wide spread correspondence internationally and huge correspondence base. Brand steadfastness puts a clear job inside the general development of an organization, client fanatics for a partnership may be consistently trustworthy to the corporate. Followers additionally shared the verbal messages that build deals.

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