



# SOCIAL MEDIA MARKETING: IS IT MORE EFFICIENT FOR TARGETED MEN OR WOMEN SEGMENT

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Article DOI: <https://doi.org/10.36713/epra12387>

DOI No: 10.36713/epra12387

## ABSTRACT

*Social media platforms are utilized by billions of people all over the globe and have speedily become one of the defining technologies of our time. People are utilizing different SM platforms and due to that the whole marketing landscapes are transforming day by day. Huge audiences are accessible who are using a lot of hours daily utilizing SM across the different platform and are mainly comprised in information process, entertainment and social interactions, it isn't surprising that marketing people have begun using SM as a marketing tool. Corporations at present offer substantial values on the way in which SM can be utilized to shape consumer perceptions and influences their purchase decisions. Therefore, the organizations are incorporating SM mechanism to boost the association with customers. Therefore, companies need to better understand the changing behavior of consumers, in order to create mutual benefits from the use of social media. So, the study tried to highlight how user created content assists in marketing of an organization and what will be the prospect of SM platforms and fields the enterprises must target on which will affect the men or women. Is woman more impressionable than man when it comes to basing their buying decision on advertisement?*

*This research paper is an attempt to measure the effect of effects of advertising aired on electronic media mainly on woman's buying behavior. The researches have shown that SM marketing is more effective for targeting woman than man. The outcome of this research study can help in promoting corporations and marketers to spend more financially in SM marketing and assist the marketers who are using social media. The study may support marketers who are considering moving towards utilizing SM websites, or marketers who want to have a better addressing of how consumers behave.*

**KEY WORDS:** *Social Media, marketing, men, women*

## INTRODUCTION

Social network has become the very influential means for marketers looking to reach out to their prospects and clients. Social networking sites have occupied a vital part as a communication tool. People all over the world use social media to unite to other individuals or corporations. Social media platforms have transformed the game for many companies and fields, including consumer behaviour. This research proposal tries to is to explore various factors and significance of SMM allows the companies more aggressive by creating opinion, review and comments of the various clients which reflect the present market scenario that will assist to shape more consumer oriented strategies for getting more client insight and consumer preference. The study also examines how emotion, attitude and preference influence the purchase behavior of customers. Consumer buying behavior is affected by cultural, societal, individual and psychological variables. These drivers are unmanageable and beyond the hands of companies but they have

to be considered while attempting to recognize the complex behavior of customers. This research also aims to study that how consumers behave, processes, and choose the information before purchase and also analyze the changes SM has brought to buyers in various phases of their decision making.

Application of internet, social networking sites, smart phone applications and other digital technologies has become an important element of the daily life of billions of individuals. At present, social networking sites are prevalently employed by everyone. Social media is a digital platform like Facebook, Instagram, Twitter, LinkedIn, etc., which is used by the public to share their ideas, photographs, and information in the virtual world. Other activities like blogging, social gaming, business network, advertisement, platform to promote new talent, movie review etc. even politician used social media to create awareness and reach the voters (Stephen, 2016).



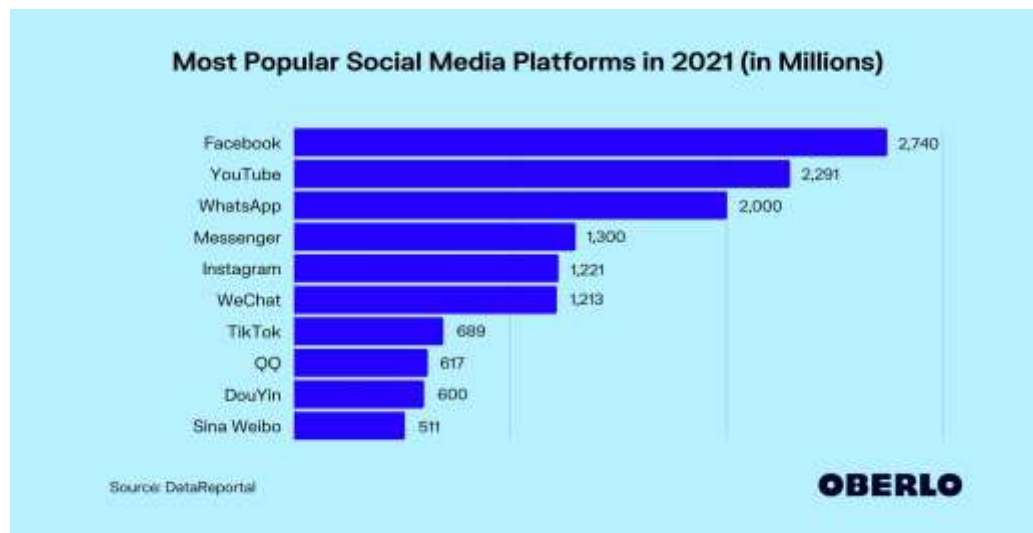
As social media becomes a vital source of latest information, companies have to change their advertising and promotional strategies. Social media has entirely transformed almost all aspects of modern life – from the way we listen to music to our eating habits – and the multi channel marketing is no exception. Social media is changing the way information is communicated to and from people around the world. The rapid use of social media such as blogs and other social networking sites and media-sharing technology is changing the way firms respond to consumer’s needs and wants and changing the way they respond to their competitors. Marketers now have the opportunity to engage in broader and more innovative forms of online mass media communications by using the social media marketing tools. Social networking programs group individuals by interests, hometowns, employers, schools and other commonalities. Social networking is also a significant target area for marketers seeking to engage users.

In actual fact, women are 80 per cent more probable to connect with brands on SM platform than man. The key reason is that, women are more likely to utilize SM platform than man. Moreover, woman is more likely to faith and connects with brands that they follow on SM platform..

## SOCIAL MEDIA

Social media are interactive technologies that facilitate the exchange of idea, thought, interest, and information via the building of a virtual network and communities. Social media provides a user fast electronic message of contents. Content comprises individual information, opinions, videos, events in real-time and photos. Viewers engage with SM via a computer or smartphone through web based application.

Social media includes broad ranges of website and applications. Some people prefer Twitter specialize in sharing link and short message termed as tweets. Some others prefer Instagram and TikTok, are made to optimize the exchanging of photos and videos (Hudson, 2020). Many people will utilize SM to stay in touch and interrelate with friends, relatives, classmates and family, while others utilize it to converse with various communities. A lot of business organizations will utilize SM as a marketing and promotional tool to sale their products. Facebook was once the place for all sales promotion but is now favored by an older user group. Gen Z and Millennials have shifted to Instagram.



Source: [www.oberlo.com](http://www.oberlo.com)

Top Features and advantages of a Social Media App

### Key Features of Social Media Sites

All social media sites have their own unique features. Before decide the aspect, they should first find out the form of social media applications that suit their businesses

**User's Profile Customisation:** On SM sites, a user is often ready to make a striking profile according to their feelings, interests, and status. Users can permit them to modify their profiles with their preferred pictures, favorable username, bio, etc. It will offer them entire control over their profiles and feeling of satisfaction. (Kalyan, 2021)

**Effortless Network Creation:** Social networking sites are of no use if it cannot assist users to build networks. Connecting and interrelating with new people is the first conception of social media.

**Content Sharing:** Most social media users need to share things with their network. Hence, users can permit them to share contents in the type of stories, photo, video, and audio. Content sharing is one of the key SM feature because it facilitate conversation among viewers and allow users feel more associated, even when they are distant from each other. It can



comprise the capability to post and send photos or videos as well as the capability to permit users to mention on what is shared.

**Live Video Streaming:** Live video streaming has taken a SM platform by storm since its beginning. Users can stream live video to rejoice an occasion, sharing ideas, and more with their networks. Therefore, they will be allows to make moments of joy and use quality time with their online family.

**Generate leads:** SM provides a simple and low commitment mode for prospective clients to communicate interests in their businesses and their brands. Lead generation is considered such a significant advantage of SM for businesses that a lot of social media platforms provide advertising format particularly designed to gather leads (McLachlan & Newberry, 2021)

**Privacy and Security:** Offering a higher level of privacy and security to user data is dominant for the success factor SM sites. It will make sure that a user can securely access their applications, and their individual information are devoid of vulnerabilities. Hence, user will be capable to achieve their faith and set up long run association with them (Kalyan, 2021).

#### **Purpose and Significance of Social Media Marketing**

Social Media networking sites are open to all, offering business a chance to pursue their client activities or prospective customers. This helps enterprises be more informed about their target audience, like, dislike, and interest in order that they can create best marketing plans to attract such consumers. Kemp, (2021) points out that the major social media platforms are Facebook, Pinterest, YouTube, snapchat, and twitter. Social media platforms support companies' link with their customers, enhance awareness about their brands, and increase their market share. Above 4.48 billion people worldwide in July 2021 using various SM platforms, the audiences and engagement on significant platforms just remain increasing. This will help in augmenting client retention rate and customer loyalty. Since growing loyal customers are one of the important goals of all businesses, SM should be in their strategies (Fernandes, 2021).

Gadzhova, (2019) points out that Social Media marketing is considered as an intelligent mix of strategies as well as inventiveness. It is the activity of portraying attention to the brands through SM platforms. SM reaches audiences far and broad. SM is cost efficient platform for advertising. For example, Facebook is employed by above 2.6 million businesses in order to endorse their products and services.

The SM platforms such as LinkedIn & Twitter make interests amongst followers who are more reactive to them than deliberate marketing approaches. Social Networking sites broaden awareness about their product and service while giving them the opportunities to continuously remind them about the

items that the company provides (Felix, Rauschnabel & Hinsch 2017).

#### **Social media and its targeting**

Many media affairs tend to target either man or woman exclusively. But even if the media event targeting both sexes, it assists to know that man and woman utilize SM differently, and understand what the difference is.

Tiwari, Bindu (2020) in their research article will further try to trace "women's role and social status that has changed through the study of various marketing themes, message, expressions and characters. There is no one-size-fits-all answer to this question, as the best way to target women using Facebook ads will vary depending on their specific product or services. However, some tips to consider include targeting women who are interested in specific topics, or targeting women who live in specific geographical areas. Additionally, they can use Facebook's targeting options to target women based on their age, interests, and demographics. "

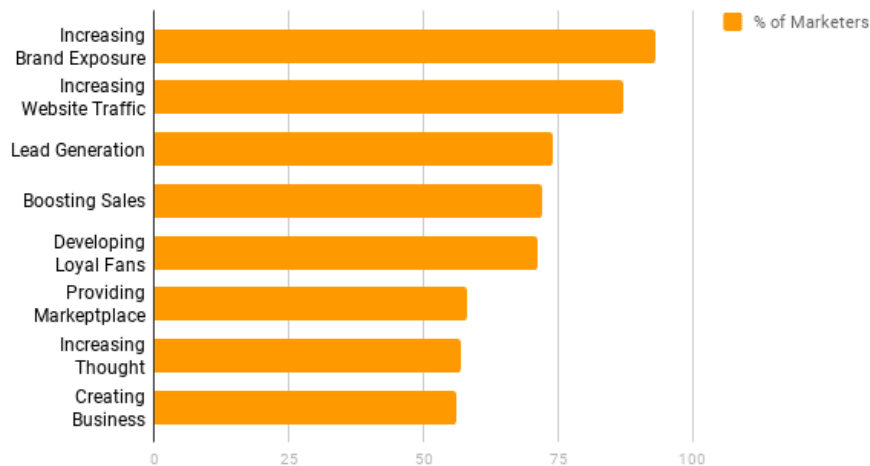
Jenna Jacobson (2020) in his study examines a census balanced sample of online consumers to identify their attitudes towards SMM. This study found out that consumer perceived advantages and disadvantages of utilizing social media platform has an association with their ease with marketers employing their publicly obtainable social media information (Grewal and Levy, 2015).

Asmaand Misbah (2018) carried out a study to analyze the negative effect of firms SM initiatives which influence the overall loyalty and participation of the clients. This research paper gives a mode for uncover managerial issues and for planning better responses to social media strategies of clients. This article attempts to examine the benefits that organizations achieve by effective utilization of social media platforms. Many clients are hunting online for the solutions to their issues, they are cross check for suggestions and conclusions.

Pinterest is the perfect example of a SM platform on which men and woman greatly differ. "They scanned the popular network for gender infographics and were interested to learn from this one that while 15% of online adults use Pinterest, the vast majority of those (70%) are women. Pinterest is the perfect example of a social media platform on which men and women greatly differ. They scanned the popular network for gender infographics and were interested to learn from this one that while 15% of online adults use Pinterest, the vast majority of those (70%) are women."



### Benefits of Social Media Marketing



Source: Vojinovic, 2021

SM platforms like Facebook, Pinterest, Twitter and Snapchat are active instruments that ease online relationship. It is considerably inexpensive type of marketing and permits companies to connect in direct and consumer contacts. Offered the choice made obtainable to buyers and the powerful position of SMM, the products and buyers have changing roles to play in the company strategies in that they now have a financial effect. Products affect customer choices. Buyers affect other clients. This chain of events influence repeat purchases, which further influence future revenues and long run organizational sustainability (Howard et al, 2016).

SM networking sites also provide an in depth look into data marketing companies can utilize to study the perception of prospective clients and their favored channel to progress response rate. Clients who access their websites via Instagram spend around 192 seconds per visit, with YouTube not far behind at around 164 seconds per visit. SM has proven to be a successful media to magnetize engaged audiences. Comparing to Television classically price more for advertising placement, SM networking take slightly cheaper. YouTube is continues to develop, and marketing experts are looking new ways to incorporate their products with high profile YouTubers regarding subscriber counts to affect the prospective target audiences. Since the YouTubers interactions with their subscriber is continuous, it can be considered as a top most marketing strategy. YouTube is at present observed as a profit making platform for both marketers and YouTubers. For advantages, enterprises are coming into SM sites, and conversely YouTubers are making extra profits from these firms with which they collaborate. It is significant to study more related to social media and particularly the YouTube. YouTube can effortlessly offer advantages to the companies, YouTubers as well as customers.

For the best advertising campaign results, utilize channel that work cohesively together. For example, television advertisements can go hand-in-hand with YouTube or Facebook and Instagram videos. Facebook & Instagram have identified to develop the viewers reach and increase frequency amongst light TV audiences.

In a notable YouTube campaign for the Chevrolet Trax, television advertisement was edited to work with YouTube advertisement. The trial confirmed that irrespective of length, superior quality content functions digitally.

Twitter use small messages to converse with other audiences; these small messages are denoted a tweet. The tweets will only be obtainable to those who follow user on Twitter. Customers generally employ Twitter to find out interesting people and organizations, and they are generally affected by what those people say (Kaur, 2016).

As TV viewers become more distracted, using online platforms to increase your reach can pay off and boost your results. All in all, multichannel advertising provides huge benefits to the advertiser without a huge increase in cost. With social media generally having a lower cost than TV ads, it's a no-brainer with the returns it provides that it should be included in the advertising mix

### CONCLUSION AND SUGGESTIONS

The altering technological advancements has caused increased activity in social network platforms such as Facebook, Pinterest, YouTube, Instagram and Twitter, all of which have made mechanism through which customers can expand rapport and make interrelations with brand-specific content. Social media has been proved to be a vital touchpoint in each part of the consumer purchase journey



The study reveals that the influences of SM platforms are extremely strong on buying intention of women segment. Consumer buying processes large amounts of information and assess it critically before make a real buying decision. Individual factors play an important role throughout information gathering and valuation processes. Despite the fact that convenience is an independent variable but does not play key roles in affecting in buying decision making.

Social Media Networking, which comprises the content, visual, promotion, discount and influencer, has the capability to affect the buying decision making of women.

Growing application of SM platform worldwide has caused the faith that this is an important instrument in assisting women engagement. The changing digital era has caused enlarged activity in SM such as Facebook, Pinterest, YouTube and Instagram, all of which have made mechanisms through which customers can expand relationship and make interrelations with brand specific contents. Perceived YouTube video aspects were found to have an important impact on perceived reliability, worth, perception towards buying intentions. In conclusion, the quality and duration of the videos as well as the preparations and presentations of the content are major factor which influences buying intention of customers.

Trust is the most important factor of any marketing plan. The women audience loyalty would increase as foster a society and build trust. Marketers require focusing on the product value and understanding the intrinsic necessities of woman when marketing to them. The enterprises must keep with multiple blogs, forums and influencers containing relating importance and advantages of their products. There has to be frequent comments and must attempt to make dialogues with the women audiences.

Companies do not essentially require engaging with the people who have the many visible connections. They might not essentially have the largest number of sound relationships among their contacts. Monitoring their blogs, status updates and forum entries will provide a good knowledge of how they interrelate within their social sphere.

Marketers must consider negative comments as a vital resource of information. Review and analyze each comment to realize what exactly their clients do not like about their products or brands. It will assist the company management find ways to improve their brands and take their business to the next level.

Companies can take control of the situation by responding in a supportive, caring and genuine way. The customer complaints and negative remarks in the SM platforms should be managed appropriately for right brand of the organization because if

consumers notice bad comments mechanically they will identify a negative image regarding the brand.

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