

Research Article

Social Media for Consumers and Value Creation Companies

Bayezid Muraz

University of Ege Bornova, Turkey

Email: bayezid.muraz77@gmail.com

Academic Editor: Nguyen Ngoc Anh

Copyright © 2022 Bayezid Muraz. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Abstract: In the mid-2000s, a digital marketing strategy gave numerous companies online prominence. Amazon posts unfavorable customer reviews on evaluation sites, while many corporations use email. Few people paid attention to digitalization's marketing advancements. Since 2006, when Facebook opened to the public, social media has influenced consumers and businesses. This trend is accelerating. Facebook, Google, and YouTube - live social networking sites or platforms with strong social networking aspects - had the most traffic in the summer of 2013. One in seven people in the globe are active Facebook members, despite being restricted to those over 13 and banned in China. Marketing managers and experts are just beginning to appreciate social media's explosive growth. It affected their beginning. The pinball analogy argues that social media marketing is chaotic and dynamic, replacing the bowling technique, which is linear and one-way. The pin-table example explains how value creation processes and structures might adapt to new marketing environments if organizations are to be regarded as profitable by active, highly connected consumers via networks. This study presents a fresh environment overview and important thoughts on marketing managers and enterprises.

Keywords: *Digital Marketing, Social-Media, Communication, Consumer Behavior.*

A. INTRODUCTION

It is reminiscent of traditional marketing bowling: A company uses its own marketing tool (ball) to reach and influence consumers (clubs). Mass media (bowling track) acts as an intermediary in terms of marketing content; This communication tool requires careful attention because it can have an impact on the effectiveness of marketing activities. Social media is changing this existing game and marketing is now being described more as a game of pinball (Hennig-Thurau et al., 2013). Like the bowling analogy, the pinball machine includes a marketing tool (ball) for reaching consumers (various targets in the machine - hitter, thrust and catapult mechanisms).

There are two important differences that reflect the changes in consumer behavior that have been associated with the rise of social media. This; more active participation and stronger networks. As a result, consumers in the new tilt environment had far more power than they had in the old bowling environment, and these forces shaped their behavior in the market.

Labrecque conducted a study by introducing the concept of community-based power, claiming that consumers can take the initiative in the game (Labrecque et al., 2013). These empowered consumers not only receive messages like a bowling club, but also actively participate by sharing brand and product experiences with friends on social media through status updates and even video reviews. Such consumer action is instantaneous and is often seen by many other consumers; they can change the intensity and even the meaning of the original message in any way possible. As a result, the ball changes direction, speed up or slow down and sometimes remain silent at all. The mass media in the form of catapults and shooters further increases the uncertainty of the game and increases social media attacks, thus becoming the basis for future tilt activities.

B. METHOD

The way to understand the object and answer the problem formulation is by using methods. The method used must be precise and in accordance with the characteristics of the object of study and the nature of the research. So, this study uses a qualitative descriptive method, namely the data obtained will be described to understand and know the phenomena in the study. This method aims to understand the underlying meaning of human behavior.

C. RESULT AND DISCUSSION

One of the most extensive reflections of pinball simulations is that companies have at least partially lost control of their marketing activities. Losing dominance in anything other than branding, where companies try to manage consumer reactions according to the ball regarding brands in a way that suits their goals, doesn't really matter. Gensler (Gensler et al., 2013) argues that companies should accept these changing game rules and act together with active consumers rather than creating their own brand stories. Old games, where stories became the basis for brands to create meaning, shifted to new pinball games, and an emerging infrastructure where consumers also participated in story development. Among these requirements, which are essential for successful branding in the era of social media, interactive communication plays a major role in the creation of an effective brand story development process.

Companies should pay special attention to watching excessive amounts of multimedia content from consumers (Gensler et al., 2013). This task does not consist of setting up a brand-new ball like in Tilt, and requires very close monitoring of the line the ball follows. In addition to measuring the volume of social communication, managers must also monitor the content and sensitivity of communications to allow them to detect trends and crises as quickly as possible (Schweidel & Moe, 2012). Although the dominant approach appears to use quantitative measures, including artificial intelligence, ethnography may be a promising alternative for understanding changing brand awareness and image (Kozinets, 2002).

The second important challenge in brand management during this pinball period is the ability to move from self-employed content creators to developing brand stories to moderators acting in collaboration (Godes et al., 2005).

Such moderation needs to be mastered, as it is a challenging process, as it requires a balance between stimulating customer brand loyalty on the one hand, and directing that loyalty in a direction that is compatible with the company's interests. While being too restrictive can reduce loyalty, not being limiting enough can lead to inconsistencies and, as a result, confusing brand stories. This collaboration is a new area for brand managers, and there is little general information on managing the moderation process. A strong example of effective moderation is the "Old Spice" campaign by Procter & Gamble. In this campaign, commitments are first made with provocative videos for outdated brands, and then these commitments are incorporated into a 'reaction campaign' process, in which 186 videos are filmed, each responding to a fan's Twitter or Facebook comment (Kalamut, 2010).

The biggest threat managers associate with social media is a situation where an increase in negative comments turns into a crisis that threatens brands. Because there are millions of consumers who can share their negative experiences and attitudes towards products and services, such social media crises can occur at any time, but their size and impact varies widely. Many crises have been widely heard, as singer Dave Carroll wrote in his song "Pieces of United Guitars", which went viral as a result of his lack of service with United Airlines. In another example, as a result of sponsoring an association by Turkcell in 2016, the association was hit by the crisis as a brand sponsor and the wrong approach taken in dealing with negative posts directed at it on social media lost reputation and money. Not responding to the reaction,

Turkcell made a statement that would not please its users, saying "We support education, not any foundation" for ten days to the ongoing negative reaction in the media. up to 181.7 million TL (www.bloomberght.com). 673 thousand subscribers changed channels to other operators (www.teknoyo.com). Istanbul Anadolu 16 Civil Court of First Instance rejected the lawsuit filed by Turkcell against the tweet (www.ilerihaber.org). Users who didn't want Turkcell to sponsor the foundation started the petition and collected signatures from 56,435 people (change.org). Another example is that Doğadan Çay's green tea ad "what women want", which was broadcast on YouTube in 2015, received a good response on the grounds that it led to gender discrimination. Over the growth of a sudden reaction in the medium with the sauce. Comments made on social media for our campaign video, which we are preparing to announce our new product, greatly disappointed us. We would like to sincerely state that we are not leaving for the stated purpose. For this reason, we tell you that we understand the sensitivity of our valued consumers and that we have removed our campaign videos and are trying to reduce the impact of the crisis by using good faith and apology strategies on social media.

Once the crisis begins to develop, an effective strategic reaction requires the integration of brand management and individual customer management (Gensler et al., 2013). Although communication has a strong potential to defuse a crisis, it can also escalate problems. When Nestlé was criticized by its users for its use of palm oil, the company responded by saying 'we set the rules on our own site' and removed important posts. Such authoritative communication styles have neglected the shared creativity and interactive nature of the pinball machine environment and hence deepened it rather than providing solutions to crises. Since consumer voices usually do not contain the public features and clutter of the current environment before the tilt table era, researchers working on complaint management (Stauss & Seidel, 2004) can be used in social media research.

The pinball analogy also refers to a radical change in customer relationship management. For example, if social media influencers are used successfully, they could work in a way that helps companies get high scores from the marketing slope game. The term "social CRM" is used for the management of customer relationships in a pinball environment, and it allows social media relationships to be managed at the individual consumer level (Malthouse et al., 2013). It is not easy to engage in such potentially valuable interactions with consumers because many brands and companies are trying to reach consumers' limited time, interest and emotional resources. Therefore, companies need to learn what kind of social CRM what that will lead to consumer engagement.

Company revenue is determined as a result of activities surrounding direct selling transactions. Apart from building brands and managing long-term relationships, Yadav et al. (2013) argue that the answer is closely related to the developing social commerce concept. The authors define social trading as "the activities related to the exchange that take place on or under the influence of individual social networks in a computer-driven social environment" and highlight different aspects (consumer purchasing decisions). In short, the transformation of social networks into new digital shopping centers competently adds a contextual factor to social commerce. Studies have shown that social effects affect important success measures such as customer loyalty (Haenlein, 2013; Nitzan & Libai, 2011). The impact of knowledge-oriented social trading increases with the cellular component of word-of-mouth transmission, particularly social knowledge.

Changes in marketing strategies and actions in the new pinball machine environment suggest that new types of information must be gathered to guide a firm's grip on the market. New information is needed to evaluate marketing performance in such a way that elements of

a new paradigm such as the bond between customers and their active role in the market can be identified.

The influence of social media on consumer engagement occurs in the framework of content created by consumers and social roles and consumer interactions (Peters et al., 2013). In today's network economy, people who can reach and actively influence thousands or even millions of people with their status updates or tweets can have a much stronger impact on a company's future than many buyers, even if they have never purchased a company's product. For example, American Airlines opened the Admirals Club lounge in March 2013 for opinion leaders regardless of whether they are airline customers (Hoang, 2013). With an increasing number of such examples, businesses aim to enter the minds of consumers and be remembered during decision making and to build emotional bonds.

For businesses, it is not enough just to open accounts on social networks and communicate with their customers through these accounts. The use of social media is indispensable for businesses in the new marketing game to be aware of what consumers are talking about on social networks about their brands and to act against negative comments if necessary. Today's consumers conduct online research on a product, service or brand before making a purchase decision. Recent studies show that social media changes the decision-making process of consumer purchasing behavior (Constantinides & Stagno, 2011: 20).

Social media platforms are places where consumers can easily express and even visualize their thoughts by bringing communication between consumers and businesses to the digital world. Thanks to social media, consumers who develop interactive dialogue with each other (Keskin and Baş, 2016: 55) can collect information about products, services or brands, and conduct research on their quality and price. The fact that consumers start to show their buying behavior by evaluating their past complaints, satisfaction and dissatisfaction shows how effective social media activities are in creating loyalty for consumers (Hacıfendioğlu, 2014: 61).

To take advantage of social media in customer relationship management, business has started to work together with agencies that will guide social media activity (Malthouse et al., 2013). Turkey came into view in the social media and viral marketing sector during a period in which the work carried out by professional agencies in this direction corresponds to the mid-2010s. For example, Social Famous Influencia is one of the first agencies in this field in Turkey Marketing Ajansınınl Chairman Bahadır Egypt, the new rules created by the agency's social media began to shift to digital advertising space must be followed (Merten, 2018). In another example, CCMediahouse Influencer Marketing Agency defines itself as a 'new generation media company' (Mert, 2018).

Kotler's (2018) description of marketing as "not a short-term selling effort, but a long-term investment effort" is an introduction to today's new marketing approach. The use of smart phones and devices with Web 3.0 and web systems has led consumers to reach social platforms more quickly and processes such as content creation and sharing (Karahasan, 2012: 66).

Neti, (2011: 3-4) Stating that social media marketing is a strategic and methodological process used to determine business impact, Neti sees this process as an element that enhances the reputation and value of a business brand in the community of potential customers, followers, or supporters. Digital marketing experts see Generation Z, born in 2000 and later, as the most effective among social media users, and perceive the social platforms they are entering as "impressive marketing opportunities" (Young, 2017). This generation, also called digital natives, uses social information very well and engages in interactions at the highest level. In addition, a new strategy must be developed to allow the use of social media to other generations that cannot be reached through social media, thereby enabling businesses that want to reach that generation / generation to access and provide information more easily.

In addition, information, comments and images shared on social media networks such as Twitter, YouTube, LinkedIn and Instagram are examples of marketing advice for users. In addition, websites such as Trip Advisor, where consumer comments and evaluations were made, emerged as a tool to help the new marketing that helps consumers make informed decisions in the marketing process. A consumer presence on social media will support businesses in achieving their goals of communicating with their target audience at the lowest cost, providing after-sales support, solving problems, receiving feedback and informing about new products.

Digital marketing activities, whose importance is increasing day by day, will be indispensable for both businesses and consumers in the future. Consumers will make choices by researching a business's presence in the digital environment, and writing a co-branded story with the business. Businesses will evaluate consumer buying behavior through social platforms. Businesses today need to develop competitive and innovative strategies and adapt quickly in order to exist in the market.

D. CONCLUSION

As a result of the important changes brought about by social media, the marketing world is experiencing a need to shift from bowling to tilt. In this study, important reflections of this required transition are addressed by including increasing consumer power, co-creation of brand stories, new social CRM, the discovery of social commerce, the need for new metrics, and the organizational adaptation required in a world of tilt games. The reflection of the paradigm shift from bowling to pinball is a broad field not only for marketing managers and companies but also for the marketing discipline itself. Researchers from all areas of the marketing discipline need to understand the implications and implications of the new paradigm in order to stay in touch with the market.

The growth rate of social media tools such as Twitter, Facebook and LinkedIn has introduced the world to the new media era and has changed the communication strategy in many ways. Businesses around the world are using well-planned social media strategies to increase their brand value. Research shows that there is a statistically positive relationship between business brand value and the number of followers on social media (Uyar et al., 2018). It can also provide an early warning of a possible decline in the value of a company as the number of social media followers decreases. At this point, businesses should pay attention to this platform.

One of the most important benefits that digital marketing activities will provide to reach many businesses more quickly is that they can promote and sell their product or service. In addition, they can perform customer analysis quickly and take quicker action on negatives. In the case of consumers, social media allows them to contact businesses whenever they want, convey their requests and complaints, and be involved in the product or service development process

REFERENCES

1. Constantinides, E., & Stagno, M. Z., (2011). Potential of the Social-Media as Instruments of Higher Education Marketing: A Segmentation Study. *Journal of Marketing for Higher Education*, 21(1), 7-24.
2. Gensler, S., Völckner, F., Liu-Thompkins, & ve Wiertz, C., (2013). Managing Brands in the Social Media Environment. *Journal of Interactive Marketing*, 27, 4, 242-56.
3. Godes, D., Mayzlin, D., Chen, Y., Das, S., Dellarocas, C., Pfeiffer, B., Libai, B., Sen, S., Shi, M., & ve Verlegh, P., (2005). The Firm's Management of Social Interactions. *Marketing Letters*, 16, 3-4, 415-28.

4. Hacıefendioğlu, Ş. (2014). Sosyal Medyanın Marka Bağlılığına Etkisi Üzerine Bir Araştırma. *Kocaeli Üniversitesi Sosyal Bilimler Dergisi*, C. 2, S. 28, 59-70.
5. Haenlein, M. (2013). Social Interactions in Customer Churn Decisions: The Impact of Relationship Directionality. *International Journal of Research in Marketing*, 30(3), 236-48.
6. Hennig-Thurau, T., Malthouse, E. C., Friege, C., Gensler, S., Lobschat, L., Rangaswamy, A. ve Skiera, B. (2010). The Impact of New Media on Customer Relationships. *Journal of Service Research*, 13, 3, 311-30.
7. Hoang, D. (2013). American Airlines ‘Admirals Club Welcomes Klout Users in Nearly 40 Locations, <http://blog.klout.com/2013/05/american-airlines-klout/>
8. Kalamut, A. (2010). *Old Spice Video: Case Study*. <http://www.youtube.com/watch?v=Kg0booW1uOQ&feature=playerembedded>
9. Karahasan, F. (2012). *Taşlar Yerinden Oynarken Dijital Pazarlamanın Kuralları*. İstanbul: Doğan Kitap Yayınları.
10. Keskin, S. ve Baş, M. (2015). Sosyal Medyanın Tüketici Davranışları Üzerine Etkisinin Belirlenmesi, *Gazi Üniversitesi İ.İ.B.F. Dergisi*, 17(3), 51- 69.
11. Kotler, P. T., ve Armstrong, G. (2018). *Principles of Marketing*. UK: Pearson.
12. Kozinets, R. V., (2002). The Field Behind the Screen: Using Netnography for Marketing Research in Online Communities, *Journal of Marketing Research*, 39(1), 61-72.
13. Labrecque, L. I., Esche, J., Mathwick, C., Novak, T. P., ve Hofacker, C. F., (2013). Consumer Power: Evolution in the Digital Age, *Journal of Interactive Marketing*, 27(4), 257-69.
14. Malthouse, E., C., Haenlein, M., Skiera, B., Wege, E., ve Zhang, M., (2013). Managing Customer Relationships in the Social Media Era: Introducing the Social CRM House, *Journal of Interactive Marketing*, 27(4), 270-80.
15. Mert, Y. L., (2018). Dijital Pazarlama Ekseninde Influencer Marketing Uygulamaları, *Gümüşhane Üniversitesi İletişim Fakültesi Elektronik Dergisi*, 6, 2.
16. Neti, S., (2011). Social Media and Its Role in Marketing, *International Journal of Enterprise Computing and Business Systems*, 1 (2), p.1-15.
17. Nitzan, I. ve Libai, B., (2011). Social Effects on Customer Retention, *Journal of Marketing*, 75, 6, Kasım, 24-38.
18. Peters, K., Chen, Y., Kaplan, A. M., Ognibeni, B., ve Pauwels, K., (2013). Social Media Metrics. A Framework and Guidelines for Managing Social-Media, *Journal of Interactive Marketing*, 27(4), 281–98.
19. Schweidel, D. A. ve Moe, W. W., (2012). *The Perils of Selective Listening in Social Media Monitoring: Sentiment and Venue Choice in Social-Media Posting Behavior*. Working Papers, Yazılı Hali, http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1874892
20. Stauss, B., & Wolfgang, S., (2004). *Complaint Management: The Heart of CRM*. US: Thompson / South-Western.
21. Uyar, K., Oralhan, B. & Bayırbaş, V., (2018). Marka Değeri En Yüksek 100 Türk Markasının Sosyal Medya Kullanımları Üzerine Bir İnceleme, *Erciyes İletişim Dergisi*, 6, 1, 287-306.
22. Yadav, M., Valck, K., Hennig-Thurau, T., Hoffman, D. L., & Spann, M., (2013). Social Commerce: A Contingency Framework for Assessing Marketing Potential, *Journal of Interactive Marketing*, 27, 4, 311-23.
23. Young, K., (2017). *Why Influencer Marketing Works for Generation Z*. <https://wearesocial.com/blog/2017/05/influencer-marketing-works-generation-z>, Erişim Tarihi: 29.5.2019.