

Social Media trends: An Analysis

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Abstract:

Social Media has emerged as a most influential type of advertising that no one can deny its power. Main stream media also seemed influenced and affected by social media. It has less media waste and more effective to grab its target audience. Its works wonders as its works as direct advertising. This investigation is about how social media is taking turns and twists to grab its market as far as possible. Future of advertising lies in it. Our youth is addicted to social media so as our marketeers. It also provides aid in growing SMEs especially during COVID times. Advertisements are delivered directly to viewers over the internet through streaming video, showing posts and so on. In this investigation i will talk about different currently running trends and analyse their performance. Social Media is working with arti2icial intelligence, collecting information about consumer interests and activities to become more appropriate to advertise relevant product /service to one. Social Media is space to provide fun, activity, entertainment, knowledge and now even recruitment opportunities to an individual. It's not merely connecting individuals but institutions as well. It's forming different communities; this is also source of raising simple people's voice. Social Media has even proved to be effective in political image building. This investigation will take you to the variant colours of social media.

Keywords: Social media, Artificial intelligence, Media waste, image building

Introduction

Media is a source of communication of message and social media is a new member of its family. It was initially started for the purpose of connecting people or personal networking but now it has spread its wings to advertising and mass connectivity. Message communicated through social media is become more powerful and targeted. Social media has more choices in ways of communication and message formation.

Social Media has various platforms like Facebook, Instagram, LinkedIn, Twitter, Youtube, Snapchat, Tiktok etc. Everyone has their own interest to use any particular platform or to use multiple at a time. Facebook initially formed only for close connection but now it has spread itself to community groups, gaming, in-stream advertisements which allows many small businesses to promote their product or services in low cost and even job hunting is also made possible on Facebook via its new feature. Instagram supports sharing of videos and photos where many bloggers seems to be hired for promotion of several products. LinkedIn is a platform for professionals seeking jobs but many companies seems doing their promotion by sharing their work culture. Political leaders and public figures share their statements through Twitter. While Youtube and Tiktok is famous amongst youngsters to share videos and acquiring fame through it. WhatsApp is utilised by the producers nowadays to get direct feedback or complaints. Moreover Flickr and Tumbler are completely died which were once rising in the sky of social media.

There are several methods on social media to communicate message which are known as social media trends. Several advertisers has reached to the community groups of social media and provoke people in writing their stories utilising their slogan. Some deliver their message directly to viewers over the internet through streaming video services which is over the top advertising (OTT) other reached their

Consumers through short video advertisements. Some reached consumers to interact through their photos and videos which are created by customers which is user generated content (UGC), some created contests in exchange of giveaways, influencer marketing is also in trend these days where brands hire anyone renowned on social media to promote their brand in their video.

Many renowned brands seemed to follow current trend of social media. Sunsilk utilising their slogan for recent campaign #shanseshine and Diamond foam utilised their slogan #diamonjaisarishta started campaign and provoke people to write their stories on a social media group of women named Soul sisters. Nido provoke many mothers to take photos of their kids and share on a local group mommy has solution. A lot of videos containing brands promotions could be witnessed on social media. GulAhmed a renowned clothing brand took services of Junaid Akram for influencer marketing and so on. Marketers have been taking notice and are using the tailored social networking forums to reach consumers in a more personalized way (Wright, et.al, 2010, p77)

Social media also gives freedom to connect through several ways and through several types of messages which could be communicated, either its video message, post containing picture with caption, audience interactive contests, cinema graph etc. Many producers have created their mobile applications to connect directly to the consumers which fulfil the purpose is to shape business with mobile users as the priority specifically, a mobile-first strategy. It also gives advantage to raise budget while campaign is running anytime in between. With Google Analytics and the insights tools offered by most social media channels, you can check on your campaigns at any time. (Julie Cave, 2016).

Social media is benefited by artificial intelligence as well. Advertisers can choose their audience by demographic, behavioural and psychographic interests. Marketers have

freedom to choose any city and any particular area of the city to market their product. They can reach out to the people who have interests accordingly and they could be their potential customers and build a perfect STP model for their brand with zero or minimum media waste which is lacking in print and electronic media and cause media waste hence increase budget of advertising. Small and Medium industries are benefited by social media in reaching their target audience with a minimum budget. It helps them grow especially during COVID times social media emerged and shines to show its ability.

Literature Review

Social media advertising engagement plays a key role in learning how advertising on social media works. (Hilde A, et.al, 2018). Hide and his fellows in their research highlight the importance of understanding different platforms of social media and their trends to be more precise to get effective results of marketing. Social media has penetrated parts of the business world at a tremendous speed. (Barnes, Mattson, 2009). As many of the renowned brands already started following different trends to reach and engage their prospective customers. The weightage of customer engagement has further increased due to the emergence of digital media. Customers have found it more easy and convenient to interact digitally with the brands. Customers not only participate through such platforms, but they also utilize such platforms to co- produce the products according to their needs and wants, which in turn improves their relationship. Digital media is more of an interactive platform by nature, which allows more room for the customers to engage, and at the same time it also helps companies to focus on a customer-centric approach (Kazmi, et.al, 2018).

The emergence of social networking media, such as Facebook and Twitter, has opened the door to a million

possibilities for marketers. The ability for these social media to segment the market automatically is one reason why they are so effective. (Wright, et.al, 2010). The rise in social media advertising also marks a continued trend by marketers to establish more intimate relationships with their customers. (Wright, et.al, 2010, p76). With the use of social media networks. In fact, interaction is encouraged. Traditional marketing methods don't allow for audience interaction. You can encourage your prospects, clients and followers to take action, visit your website, read about your products and services, rate them buy them and provide feedback which is visible to your market. (Julie Cave, 2016).For example Sweston watches started a recent contest to tag people with certain name to win a gift hamper which was also utilised by Habit in the past to create brand awareness. This new medium and especially electronic word-of-mouth (eWOM) has brought challenges and opportunity to the marketer. (Jalees, et.al, 2015). Digital marketing gives viewers a chance to share the content of the product or services to others. Using digital media, one can easily transfer and get information about the characteristics of the product or services to others. (Yasmin, et.al, 2015).

Significance of the Study

World has been reduced to a global village by the invention of internet so as the social media has even reduced the distances. Marketeers have also taken its benefit and devised ways to promote their product through different ways called social media trends. Purpose of this investigation is how effective different social media tools are in marketing. This investigation is important for marketers to determine which tools are more effective to engage consumers and which social media trend is more popular amongst people

that could help them to generate far running results so that their tiring efforts not to get distracted but to be focused according to their goals.

Objectives of Study

Objective of this research is to determine:

1. Effectiveness of social media trends in grabbing target audience.
2. Which social media platform is more effective for advertising
3. To examine currently running trends of social media.

Research Questions

RQ₁. Is there any impact of different social media trends on people?

RQ₂. Are social media trends successful in communicating message of advertisers?

RQ₃. Are social media trends successful in engaging people?

RQ₄. Are social media tools effective?

Methodology

Research Design

This study was descriptive in nature, and survey method was used to identify whether people are taking interest in evolving trends of social media or how far it can generate focused goals. The researcher adopted survey approach for data collection. For the said purpose a structured questionnaire is 2loated towards social media users.

Survey allows the researcher to analyse information quantitatively as this research is using survey technique, so quantitative research method is used as it focus on numbers.

Population and Sampling

The population representing this research is based on 150 individuals from different occupational background who use Social media. The process of data collection and analysis has been made simple where the questionnaire spread through Google forms. Once the data has been gathered, these are to be tabulated and presented in graphical form.

Data Analysis

Figure No: 1

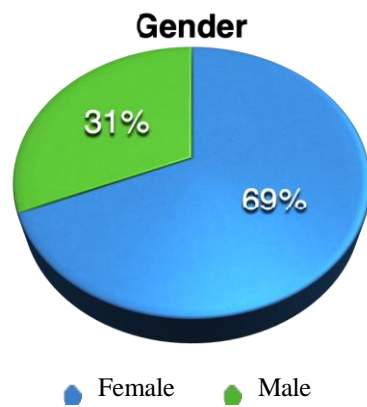
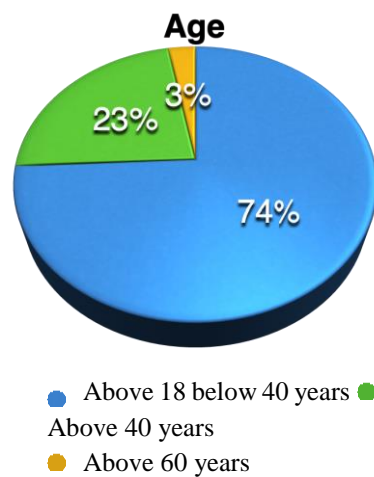
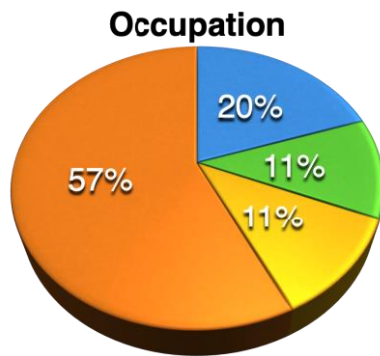


Figure No: 2



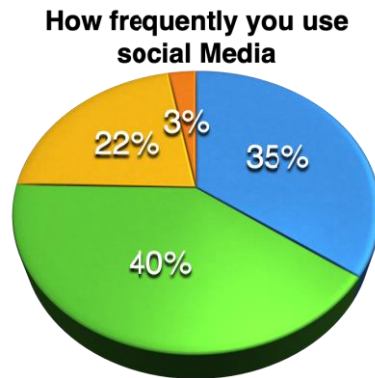
Data has been collected from the people of various age groups and occupational backgrounds. Figure No: 4 shows that social media is deeply penetrated in our lives that 40% spend 4-5 hours daily watching social media, 35% watch it daily 1-2 hours and 22% spend 6-8 hours daily watching social media.

Figure No: 3



- Student
- Businessperson
- Housewife
- Employee

Figure No: 4



- Daily 1-2 hours
- Daily 4-5 hours
- Daily 6-8 hours weekly

Figure No: 5

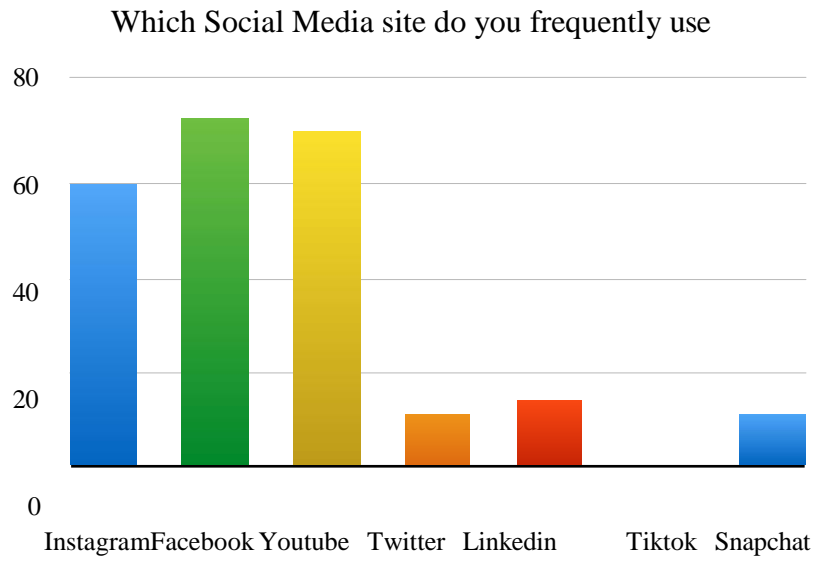


Figure No: 6

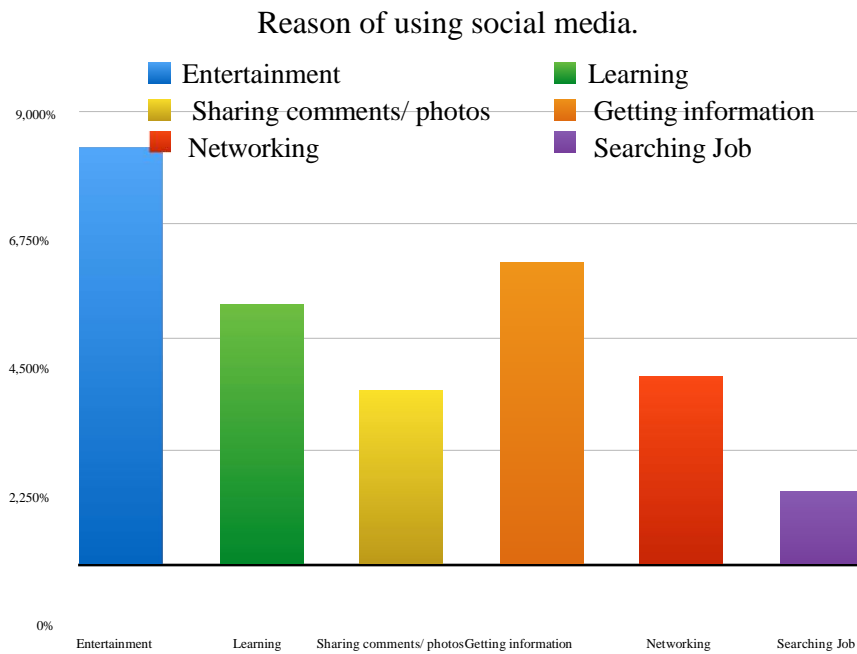


Figure no 5 shows that traditional social media platforms like Facebook, Instagram and Youtube are more popular amongst people. Some other platforms like Twitter, Linkedin and Snapchat are successful to some extent in making their way. According to Figure no 6, people have found their own way of using social media and it's providing various possibilities to people with variable interests. 83% use social media for entertainment, 51% for learning, 34% for sharing photos and comments, 60% for getting information, 37% for networking and 14% use it for searching jobs.

Figure No: 7

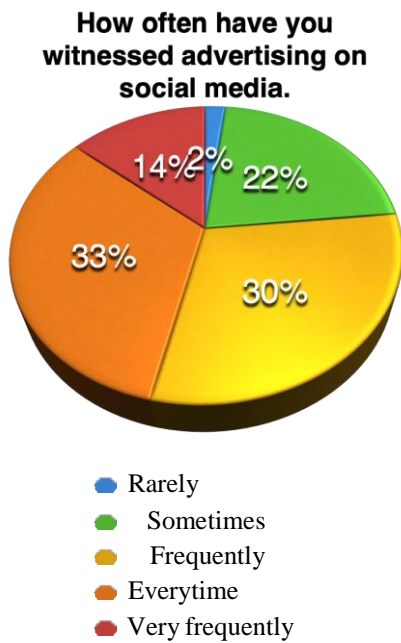


Figure No: 8

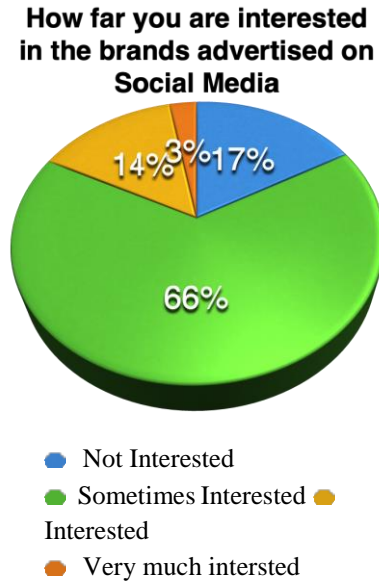
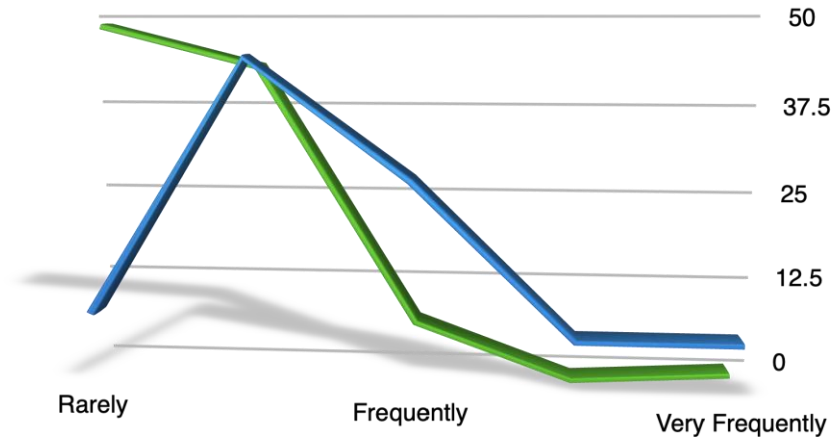


Figure No: 9

■ How many times did you get advertisement on social media related to the product you are talking about. How often do
■ you buy products by watching its advertisement on Social Media



According to figure no 7 & 8 artificial intelligence is benefitting marketers and 83% people are interested in the advertisements they are watching on social media. In figure no 9 we can find out that people are also frequent in buying products. 52% people oftenly buy products seen via social media advertisements which shows that social media is successful in achieving goals and grabbing target audience.

Figure No: 10

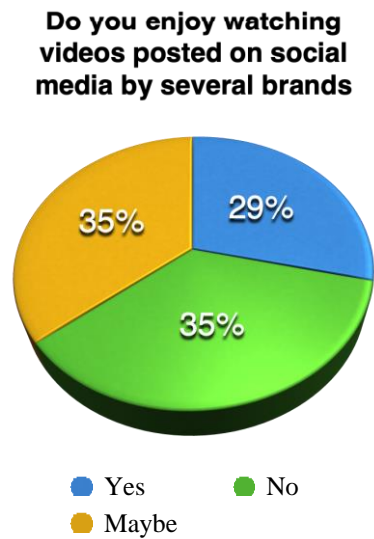
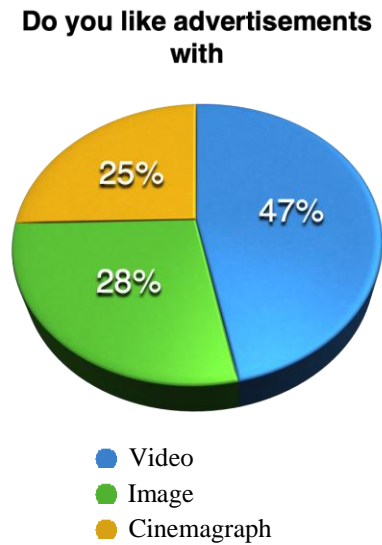


Figure No: 11



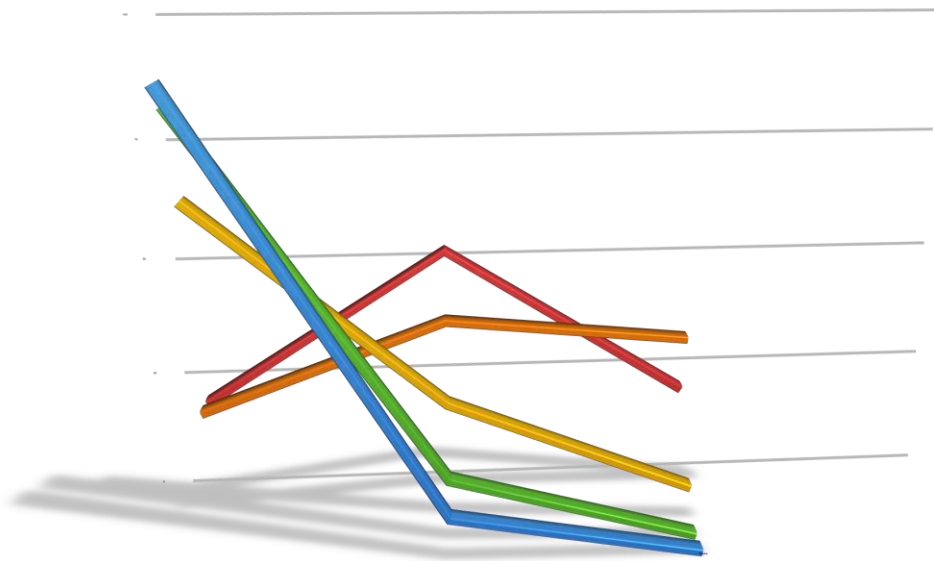
According to figure no 6, 82% people are using social media for entertainment so the marketers are successful to entertain through video advertisements as in figure no 10 65% people enjoy watching videos posted by producers. Trend of short video ads is much liked but advertisements with cinema graph and image are also popular.

Table No: 1

	Yes	No	Maybe
Have you posted your photo wearing or utilizing	8.8	91.2	0
Have you participated in any trend of writing story	13.5	86.5	0
Do you read or get interested in	41.7	58.3	0
Have you tagged anyone asked by some	29.7	64.9	5.4
Will you participate in any trend of posting photo or writing story	41.2	23.5	35.3
Are you interested in sale offers or price reduction	53.8	23.1	23.1
Have you participated in any social	18.2	72.7	9.1
Have you ever received any gift by a brand social	8.8	91.2	0

Figure No: 12

- Have you posted your photo wearing or utilising particular brand in their contest Have you
- participated in any trend of writing story utilising the slogan of any brand. Have you tagged
- anyone asked by some brand to get gifts
- Will you participate in any trend of posting photo or writing story if you get loyalty points to be redeemed Are you
- interested in sale offers or price reduction code offered via social media



When people were asked in a survey whether they are interested in the social media trend of posting their stories or pictures they were least interested but when they were asked if they would be interested if given for sure incentives 35% showed their interest and 41% said yes to participate.

Which show that marketers can get long time impact if they offer some incentives. According to Table no 1 people have rejected traditional contests as shown in figure no 13

Figure No: 13

- Have you participated in any social media contest
- Have you ever received any gift by a brand social media contest

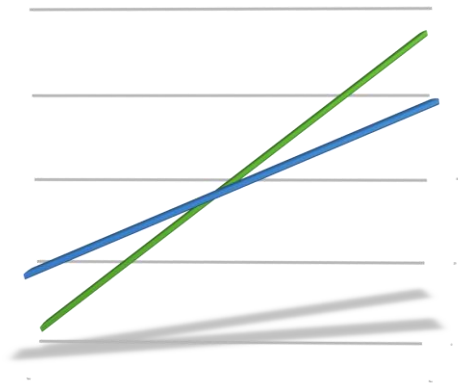


Figure No: 14

Do you read or get interested in reading such stories

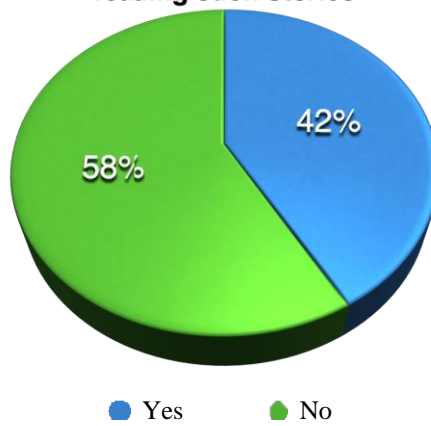


Figure no 14 shows that people are interested in reading others stories/ experiences shared utilising slogans of brands which is a sign that this trend has penetrated to create far running impact on people which can further be enhanced by offering incentives according to figure no 12.

Figure No: 15

Have you ever contacted any brand/seller/company via WhatsApp for a complaint/feedback

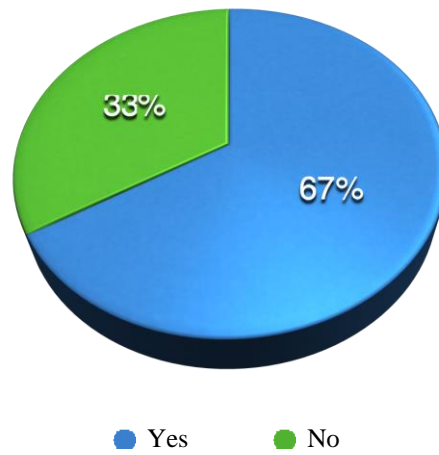
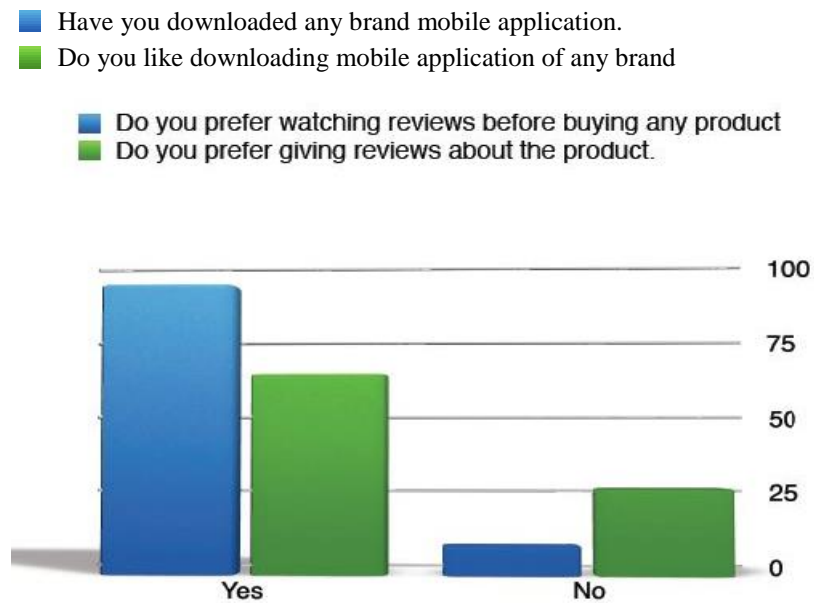


Figure No: 16



WhatsApp which is a popular social media platform is nowadays used by producers to get direct feedback of the product. Figure no 15 proves that 66% people used whatsapp to get connected with the producers. Figure no 16 reveals that 91% people like to read reviews and others experience of the product and 60% are adamant to write reviews for the product. This trend could get a good number of consumers to the advertisers by getting positive reviews by the consumers.

Figure No:17

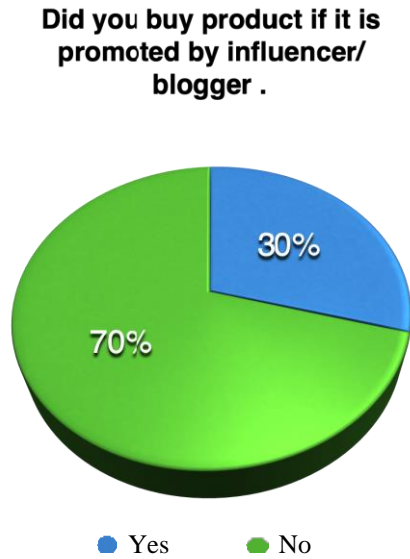
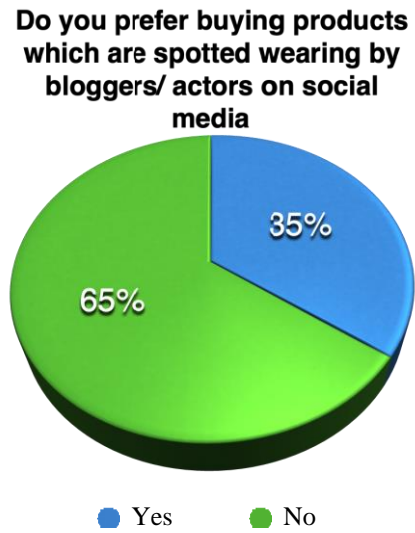
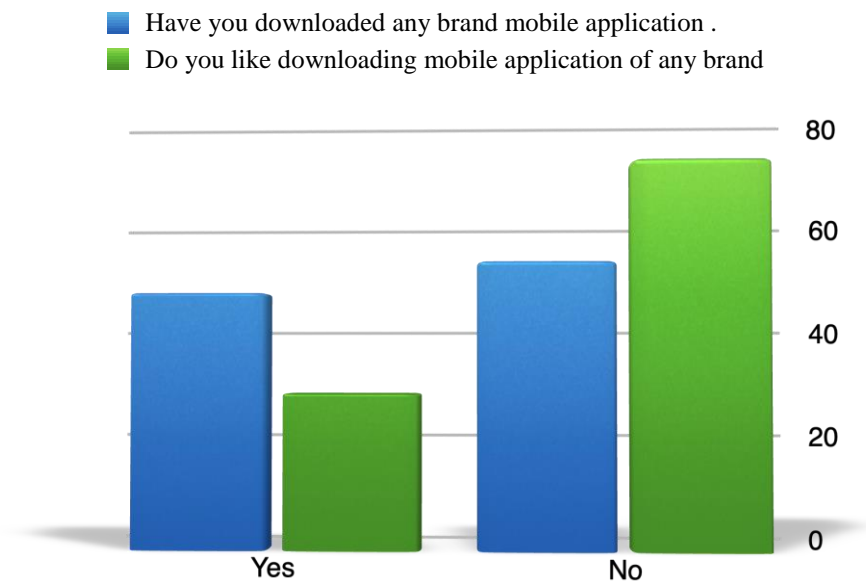


Figure No:18



Influencer marketing which is a new currently running trend on social media has made its way up to 35%, 70% people are not influenced yet but this trend has more way to get in. This is also a way of getting people's trust about the product and new products can get more benefit out of this trend.

Figure No: 19



As we see many brands like McDonalds, Satrangi etc has launched their individual mobile application to offer mobile-2irst-advertising which is accepted by 47% consumers.

Conclusion

Social Media is a challenging platform for the advertisers it provides a number of opportunities to engage consumers and to target right audience but on the other way it’s also important for the marketeers to understand its trends and to make a right strategy accordingly. Social Media trends have penetrated to a large extent but marketeers needs to focus on offering incentives to get more engagement of audience as most of the people spend 4-5 hours and up to 7 hours daily using social media. This study has contributed valuable information and insight of the social media trends.

This study reveals that Facebook, Instagram and Youtube are most popular social media platforms and people are entertained and interested in watching in stream advertisements with videos, cinema graph and images on social media. 65% people enjoy watching videos posted by producers.. 83% people are interested in the advertisements they are watching on social media. 52% people frequent in buying products seen on social media advertisements. People are least interested in the trend of user generated content but 70% showed interest if given incentives as people have rejected traditional contests. 67% respondents have contacted producers to give direct feedback while up to 90% read reviews before buying and 63% give reviews about products. Influencer marketing and mobile first advertising has flourished up to 30% and 40% respectively. This shows that current social media trends are vastly pacing in the marketing world but still more way to go.

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