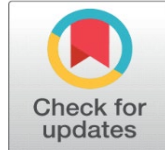


AN ANALYSIS OF IMPACT OF SOCIAL MEDIA MARKETING WITHIN THE FRAMEWORK OF CAUSE-BASED MARKETING

¹ Soaeb Mohammed Modasiya , ²Dr. Riddhi Ambavale 

¹ Research scholar, Rai University, Saroda, Dholka

² Associate Professor, Rai School of Management Studies, Rai University- Saroda, Dholka



Corresponding Author

Soaeb Mohammed Modasiya,
modasiyasoaeb@gmail.com

DOI
[10.29121/shodhkosh.v5.i6.2024.2605](https://doi.org/10.29121/shodhkosh.v5.i6.2024.2605)

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Copyright: © 2024 The Author(s). This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

With the license CC-BY, authors retain the copyright, allowing anyone to download, reuse, re-print, modify, distribute, and/or copy their contribution. The work must be properly attributed to its author.



ABSTRACT

Social media marketing is the utilization of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization's stakeholder. Marketers and consumers are at present extending their communication through a dynamic new media called the social network. This is the latest development in advertising products and communicating with consumers. Social media is one of the fastest-growing, which encompasses enormous spontaneous brainstorming among its network members for developing an opinion. Actually, this robust social media platform has created an exemplary scope for any brand to advertise its product through exposure, attention and perception; to develop opinions; and to create values. The use of traditional one-way communication to promote consumer perception and boost favourable attitudes towards product value has been dramatically losing its persuasive influence due to the overarching appeal of Facebook as a method of connection for peers. Now product judgement, evaluation and perception and the final attitude development processes have been drastically aligned with a new pattern of multidimensional communications where consumers are more interested in and find more credibility through pursuing and streamlining peer opinions instead of getting traditional marketing advertisements. Cause marketing creates a context for social activism by inducing pro social behaviour in consumers; however, not all consumers find every social issue relevant to their interests, values and goals. Marketers use messaging strategies to convey the importance of a social issue and make it seem relevant enough to motivate consumers to behave in a desirable way. In this era, social media platform can be integrated into the cause marketing strategy. This new technology sets out new mechanisms and communication tools that companies, governments and anyone who wants to engage in cause marketing can rely on to interact and engage with actual and potential customers.

Keywords: social media marketing, cause marketing, dynamic media.

1. INTRODUCTION

Using social media to commercially promote a process or event and attract potential consumers online is known as social media marketing (SMM). The use of social media platforms such as Snap chat, Twitter, Pinterest, WhatsApp, Instagram and Facebook has increased significantly over the last decade. People use these platforms to communicate with each other, and well-known brands use them to sell their products. Thanks to social networking sites, social activity has been brought from the real world to the virtual world. Messages are sent in real time, so people can exchange and share information. As a result, companies see social media platforms as an important tool for success in online marketplaces. With the immense rise in community websites, a lot of organizations have started to find the best ways to utilize these sites in creating strong relationships and communications with users to enable friendly and close relationships to create online brand communities. Social media marketing efficiently fosters communications between customers and

marketers, besides enabling activities that enhance brand awareness. For that reason, SMM remains to be considered as a new marketing strategy, but how it impacts intentions is limited. But, to date, a lot of research on SMM is focused on consumer's behaviour, creative strategies, content analysis and the benefits of user-generated content, and their relevance to creating virtual brand communities

New channels of communication have been created, and there have been tremendous changes in how people interact because of the internet developing various applications and tools over time. Companies now have a new avenue for brand marketing due to the widespread use of smartphones and the internet, with most people now relying on social media brands. Customers are interested not only in purchasing goods and services, but also in building valuable experiences and strong relationships with other customers and professionals. Therefore, if a brand's customers are part of its online community, it will have more cohesion between them that will impact its market. Therefore, it is the company's responsibility to identify the methods or factors that encourage customers to participate in this community's choices

Most of the fastest-growing companies are eagerly striving to promote product attention and exposure to gain a favourable perception through viral marketing on social networks; marketers of these companies have acknowledged that social media space is the fundamental hub they now consider when generating initial consciousness about the existence of a product and the motivation to use it. Facebook users now number almost 1.6 billion individuals, and nearly 60% of them use the social network to view product advertisements (Hampton et al., 2011). According to Kim and KO (2012), 70% of the active users of social networks visit social media sites for product information before buying a product. Facebook has opened up an excellent platform for marketers to increase their product promotion through viral marketing that is viewed by more than one billion connected consumers (Schulze et al., 2014).

Cause-related marketing is the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives

By this definition, CRM is not limited to any particular industry segment or branch. And in fact, over the next few years, well-known companies of all sizes have focused on various CRM campaigns in ways to save resources. Notable examples include Starbucks, the Coca-Cola scholarship program to award 4,444 students with sustainable scholarships, or the Procter & Gamble campaign called "Open Mind" to help children with special needs. I have. CRM activities have penetrated into other areas such as sports. Working with NIKE and Lance Armstrong's live strong Foundation This example also assumes the potential risks that exist in the enterprise. If the bad headline) is related to the campaign

Cause marketing creates a context for social activism by inducing pro social behaviour in consumers; however, not all consumers find every social issue relevant to their interests, values and goals. Marketers use messaging strategies to convey the importance of a social issue and make it seem relevant enough to motivate consumers to behave in a desirable way. This research examines the effects of message framing in cause marketing campaigns by identifying the role that positive and negative framing play in influencing consumer response based on the degree of relevance they have towards the cause. An experiment using fictitious brands in a cause marketing campaign revealed that framing and relevance have an impact on consumer response to such campaigns, in that negatively framed messages served as an effective cue to influence attitude and participation intention. Consumers who found the issue to be highly personally relevant had more favourable attitudes and participation intentions than those for whom the cause was not personally relevant. The interaction between the message frame and the cause relevance was thought to be that negative framing affected consumers' willingness to participate, which they thought was less relevant to social issues, and more relevant to social issues. Among consumers, message frames have shown that they did not affect behavioural intent.

Contrary to popular belief, cause marketing is not a phenomenon of the 21st century. The earliest example dates back to 1976, when Marriott partnered with the March of the Dimes. This is a non-profit organization specializing in the prevention of birth defects in babies. The NGO wanted to raise money, and Marriott wanted to promote a new family entertainment facility called Great America in Santa Clara, California. As a result, the situation was mutually beneficial for both parties. By the end of the campaign, the March of Dimes had received a total of \$ 2.5 million in donations, with 2.2 million people attending the opening ceremony of Great America. Cause marketing, defined as a form of corporate

social responsibility (CSR), refers to any effort in which a company's advertising campaign has the dual purpose of improving society and increasing profitability. In emerging markets such as India (67%), China (68%) and Brazil (76%), consumers are "very likely" to switch brands in favor of brands that support good reason. And which brands don't want to increase their penetration into these markets

2. LITERATURE REVIEW

MS Mredu Goyal (2021) examined that factors which are Engagement on social media sites, Trust on brand, and Performance expectancy have a significant relation with purchase intention. Thus these factors will assist marketers increasing purchase intention

Poornima (2018) the present study found several important features of social marketing activities such as entertainment, customisation, interaction, word-of-mouth and trend which influence customer relationships. Customer relationships, in turn, induce purchase and loyalty intentions in customer's minds

Shweta Sharma (2014) concluded that there is significant positive relationship of perceived interactivity and perceived usefulness of SMPs with consumer engagement on social media. However, there is no significant relationship between perceived ease of use of SMPs and consumer's engagement on social media

Castro novo and Huang (2012) maintain that marketing strategies involving marketing intelligence, promotions, public relations, product and customer management, and marketing communications should begin exploring and leveraging social media, not only because there is a growing interest among consumers in Internet usage, but also due to the fact that consumers consider information shared on social media as more reliable than information issued directly by firms

According to Curran et al. (2011), social media sites such as Facebook are better than other advertising avenues because it stores information on all its users thus ensuring marketing reaches a retailer's specific target market. Social media sites are a great stage for retailers to create an experience and retailers can use information stored on social media sites to improve user experience with their brand

Sinclair and Vogus (2011) determined that large companies are regarding social media sites as strategic tools and some businesses are even hiring employees to oversee their social media pages. "Consumers are no longer passive receivers of marketing messages; instead, they are using Facebook, YouTube, and Twitter to voice their opinions-both positive and negative

Mangold and Faulds (2009), concluded that social media enables firms to communicate with their customers and also allows customers to communicate with each other. Communications between firms and their customers help build brand loyalty beyond traditional methods

According to Weinberg (2009), the main advantage of social media marketing is cost-related. The financial barriers to social media marketing are quite low compared to others. The majority of social media sites are free to access, create profile and post information. Whereas traditional marketing campaigns can cost millions of dollars, many social media tools are free even for business use

Hill, Provost, and Volinsky's (2006) research establishes that a firm can benefit from social networks to predict the likelihood of purchase intention. This can be done by taking into account a firm's choice of network (i.e. Facebook, Instagram, Interest etc.) and by examining that network's data

Brands that successfully leveraged cause marketing

A). Gillette's "We Believe: The Best Men Can Be"

In the wake of the #MeToo movement of 2019, Gillette made waves by changing its tagline from "The best a man can get" to "The best men can be". This digital ad challenged the 'boys will be boys' narrative that Gillette had long endorsed in its previous communications.

The result: the film got more than 4 million views on YouTube in less than 48 hours and their announcement tweet achieved 228 thousand retweets. Some loyalists boycotted the brand, while others pledging loyalty to it overnight.

B) Cause marketing by TOMS

Cause marketing can take the 'You Engage, We'll give' route where brands promise to donate a certain amount per purchase or engagement to non-profits, e.g. the #Without Shoes campaign by TOMS in 2015.

All that consumers had to do was Instagram a photo of their bare feet with the hashtag #Without Shoes and in turn, TOMS would give a pair of new shoes to kids in need for every photo. This campaign saw the participation of people from across 30 countries and resulted in 2, 96,243 children receiving a new pair of TOMS Giving Shoes.

The result: Not only did TOMS manage to drive massive engagement and create a community driven by the will to do good, this campaign also helped in value creation for the brand.

C) Melbourne Metro's Dumb Way to Die campaign

Melbourne Metro wanted to deliver the common message of being safe around trains. And instead of going the straight-forward and boring route, they did something fun and engaging. Their Dumb Ways to Die campaign used a funny video and a hilarious song to deliver a very strong message: getting hit by a train is one of the dumbest ways to die.

The result: It was viewed 2.5 million times within 48 hours of release on YouTube and 4.7 million times within 72 hours. Within two weeks, the video had been viewed over 30 million times.

D). Fly the New Feeling by Vistara

On its maiden flight in January, 2015, Vistara Airlines gave the same experience to 12 underprivileged children of the Salaam Baalak Foundation and caught their reactions on camera. Conceptualised by Ogilvy, this ad won the brand many praises.

E). Lifebuoy's Help a Child Reach

In rural India, many kids die before the age of 5 due to poor hand hygiene of the caregivers. Lifebuoy identified one such village where children contract preventable infections like diarrhoea and decided to conduct a real-life experiment. The objective was to raise awareness around hand hygiene.

The result: The village saw an overwhelming drop of diarrhoea incidences from 35 % to 5 % after the release of the video. This campaign ranked #4 in the 'Warc 100: The world's best marketing campaigns' in 2015.

F) Tata Tea's Jaago Re

Tata Tea teamed up with NGO Janaagraha to urge the Indian youth to exercise their voting rights.

The result: Conceptualised by Lowe Lintas, the impact of this campaign was huge – both on the social front as well as the business front. 6 lakh Indians registered to vote via the jaagore website.

Advantages that brand may have if they use social media for cause marketing

It's evident through various research that customers now expect brands to have a purpose. There has to be something behind a brand that a consumer can believe in. Taking a stand on social issues is an effective way to demonstrate what your brand believes in and can reap rewards in these ways

- ❖ Boost your following especially amongst Gen Z & Millennials
- ❖ Increase revenue
- ❖ Gain trust and brand loyalty
- ❖ Raise brand awareness
- ❖ Use your social media reach for good

When should Brand take a stand on social issues?

Taking a stand on social issues can have great benefits for your brand. But beware: the social issue that brand advocate must be something brand genuinely cares about. Transparency and trust are paramount to customers - 60% turn to brands they believe in. So if it turns out your stance was only to gain followers, you run the risk of damaging your reputation and bottom line. Just think Pepsi and Kendall Jenner! Choosing the right issues is crucial to your success. Here are a few things to consider before clicking 'post' on your social feed

Ways Brands Can Take on Social Issues on Social Media

1. Make sure you have a link to the cause



2. Brand or company culture aligns with the cause

1. Don't get caught out by talking about an issue that's not reflected in your own company or exclude a segment of society in your social community management.

3. Brand or company have a track record on the topic

Maybe there's a topic or issue that you have been focusing on for years. For example, Dove's approach to digital marketing through their Real Beauty campaign has made the brand synonymous with highlighting and appreciating real women and leaving retouching at the door. This campaign was so successful that in the first 10 years, profits jumped from \$2.5 billion to \$4 billion.

4. Brand's unique position will help you stand out from the crowd

During Covid-19 a lot of brands took to social media to empathize with customers. However, this backfired for many as a Kantar Covid-19 study found that 74% of people believe that brands should not exploit the pandemic to promote a brand. So don't adopt a cut and paste message just because others are. Take a stand by using your unique perspective and voice to stand out from the noise.

5. Consider the risks vs. the rewards

When brands take a stand on issues using social media, the top three reactions of consumers were positive, ranging from intrigued to impressed and engaged. This trumped negative emotions and shows the power of speaking out to drive positive engagement leading to brand loyalty and inevitably sales.



6. Not taking a stand on a key issue could be detrimental

Sometimes there are issues that are so significant, a brand ignoring them can be seen as a negative. Global movements such as #MeToo and #BlackLivesMatter had such an impact on society they infiltrated culture and media. Choosing to not acknowledge them may demonstrate a brand's lack of interest in issues that matter.

Recommendation and conclusion

Consumers gain a new role with social media. Consumers are becoming "content creators" and, thus, functional consumers instead of just consuming, as in the past. Social media applications or tools that facilitate this are blogs, micro blogging applications (such as Twitter), social networking sites (such as Facebook), podcasts, and video and photo sharing sites (such as YouTube and snapchat). Given this reality, it is useful for companies, especially marketers, to integrate social media into marketing and their marketing strategies Social media is the modern tool for marketers who try every means to get their message out to their target markets.

The medium has many advantages and disadvantages based on their firm, and many companies still struggle to find the right way to use it. The average business owners or marketers do not fully understand the risks and challenges in it. The field is still so fresh that many new things can be explored about it.

Whether you're a B2B company or a B2C company, Governments or NGO cause marketing, if implemented well, is a sure shot way of gaining customer engagement, awareness, and publicity.

Ways to use social media for cause marketing

1. Listen to your customers
2. Do your research
3. Choose the right platform
4. be clear with your message
5. be well-prepared & trained

As demonstrated in examples, Cause marketing can be successfully carried out through social media, which includes content, images, promotions, discounts, and influencers.

Brands, governments, NGOs, enterprises cannot ignore the impact of social media cause marketing

ACKNOWLEDGEMENTS

Authors are thankful to the healthcare practitioners working in GMC, Srinagar who helped directly or indirectly in the collection of data during the field work.

CONFLICT OF INTEREST

The authors declare no conflict of interest between them.

REFERENCES

Clodagh O'Brien Digital management and leadership

Radhika for red bangle 8 brands that leveraged cause marketing to go viral and gain popularity

- Tracy L. Tuten & Michael R. Solomon - Social Media Marketing 3e sage publication
- A Study of Effectiveness of social media marketing strategies in Rajasthan” MS Mredu Goyal, university of Rajasthan
- “Impact of social media marketing on relationship marketing and customer intentions” University of madras,
- Castro novo, C., & Huang, L. (2012). Social media in an alternative marketing communication model. Journal of Marketing Development and Competitiveness
- Sinclair, Jollean K. and Clinton E. Vogus. 2011. “Adoption of social networking sites: an exploratory adaptive structuration perspective for global organizations.” Information Technology Management
- Curran, Kevin, Sarah Graham, and Christopher Temple. 2011. “Advertising on Facebook.” International Journal of E-Business Development
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. Business Horizons
- Weinberg, T. (2009). “The new community rules: Marketing on the social Web”. Sebastopol, CA: O’Reilly Media Inc
- Hill, Shawndra, Foster Provost, and Chirs Volinsky. 2006. “Network Based Marketing: Identifying Likely Adaptors via Consumer Networks.” Statistical Science