SOCIAL MEDIA STRATEGY ON E- BRAND TRUST: AN EMPIRICAL REVIEW

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ABSTRACT

Social media has been amazingly successful in terms of adoption and usage levels. They lead to a paradigm shift in the way people connect and communicate with each other, how to express and share ideas, and even how to interact with products, brands, and organizations. In addition, social networks have become an important consumer knowledge network. Social media, especially Facebook and Twitter, are important platforms for building relationships with consumers and for consumers to obtain information about brands and their products. E - WOW has grown at an extraordinary rate over the past couple of decades, creating multiple opportunities for marketing in online settings. The explosion of social media helps customers become more empowered and engaged in their brand interactions while also providing them with new tools in their search, evaluation, choice, and purchase of marketing offerings. Consumers trust the information published by the brand and the information published by other consumers online. The future of social media is also seen as a marketing tool. Consequently, these developments are influencing marketing practices, both strategically, and tactically. This setup has been able to communicate the best experience possessed of a brand to consumers so that they are able to recall the brand in a long time which led to the formation of trust, satisfaction, and loyalty towards the brand. This research aims to analyze the effect of social media marketing activities on E-brand Trust. The paper followed a deductive approach and attempted to review current scholarly social media marketing literature and research, including its beginnings, current usage, benefits and downsides, and best practices. Further examinations to uncover the vital job of social media, inside a digitalized business period. As a result of the comprehensive analysis, it undoubtedly displays that social media is a significant power in the present marketing scene, especially on E Brand Trust.

Keywords: E brand Trust, E- WOM, Internet, Social Media Marketing

1. INTRODUCTION

The boom in technology blasts in recent years has driven many numbers of organizations to fall back on online media as an interactive platform empowering successful advertising. At first, web-based media was just seen as a chance to stay connected with loved ones. Social media empowers interactive correspondence with a wide scope of individuals to send messages, feeling, and emotions (Hossain and Sakib, 2016). Because of the simplicity of sharing and accessing data, collaborating,

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and producing content on the web (Hajli, 2014). Individuals give very nearly 33% of their time connecting to online web-based media (Lang, 2010). Further, web-based media provides the capacity to connect with similar individuals and organizations through different virtual communities (Hagel and Armstrong, 1997; Wellman and Gulia, 2018). Therefore, researchers and industry advisors urge firms to engage in and acquire from participation in social media (Kaplan and Haenlein, 2010).

Building and keeping up the brand trust has been the focal topic of research for marketers for a very long time. (Bennett and Rundle-Thiele, 2002; Chaudhuri and Holbrook, 2001; Oliver, 1999). In the effort to advance brand trust, advertisers have used different platforms and means, for example, marketing mix variables, internet marketing, and social media marketing (Keller et al. 2011). However, numerous examinations (e.g., Edelman, 2010; Kietzmann et al. 2011) have lamented that advertisers don't appear to appreciate and use online media's full effect. While firms may have joined social media to expand brand trust and secure more clients, the question actually still stays on the best way to construct brand trust through online media (Godey, 2016). An understanding of how the various components of social media marketing (SMM) impact brand trust is significant from a strategic point of view. Further, research looking at the impacts of social media marketing from the viewpoint of branding literature is as yet exploratory and needs empirical evidence (Hollebeek et al, 2014).

The utilization of web-based social networking is developing among individuals in Sri Lanka and Facebook has turned into the most famous and engaging social media platform when promoting consumer products (Thuseethan and Kuhanesan, 2014). The absolute populace in Sri Lanka is 20.86 million and there are 6.26 million dynamic Web users and 4.9 million dynamic social media users. When considering the utilization investigation of Facebook can see that there are 4.9 million months to month dynamic clients and 86% of them get to through cell phones. It was additionally recorded that 49% of Facebook clients use it daily. Insights further show that 30% of Facebook profiles belong to females while staying 70% are male (Simon, 2019). Further, according to (Global stats, 2019) the social media stats as of June 2019 hold 82.06% of Facebook users, which is comparatively the most popular social media platform used by Sri Lankan internet users. A quarter of online social media users follow their favorite product or brand on their social network. Among them, 80% of them follow the company or brand pages on Facebook. Therefore, having a presence on Facebook makes brands discoverable and connected (Perera, 2019).

1.1. Purpose of the Study

The purpose of this paper is to provide an insight that shows how the SMM elements such as awareness, engagement, Drive traffic, advocates and fans, and sharing voice will influence brand trust which has been neglected in previous studies (Laroche et al. 2012). Explanation of this study will contribute theoretically to the literature on the antecedents of brand trust.

From a practice perspective, this study will enable marketing managers to use social media as a tool for building brand trust.

Accordingly, attempt to further investigate how empirical evidence is found, discussing the role of social media marketing with special reference to the emergence of online technology and its influence upon E Brand Trust is significant. The Paper followed a deductive approach and this paper attempts to review current scholarly social media marketing literature and research, including its beginnings, current usage, benefits and downsides, and best practices.

It attempted to review empirical thoughts as organized content on how Social Media Marketing is becoming the latest and most popular trend as a digital platform for social interaction between virtual communities in different faces. Finally, this paper attempts to conclude the main remarks whilst proposing key insights for the future research directions

2. LITERATURE REVIEW

2.1. The Internet and Word of Mouth

As presented by Cohen (2008), consumers in today's world are the proactive buyer and these buyers in the online market may provide valuable marketing information and cultural information, etc. As described by Brown (2007), Specially in the virtual marketing environment, formal and informal collaboration between business firms and consumers is considered a critical determinant of virtual competitiveness. To understand consumer behavior in the virtual market, an understanding of consumer purchase decisions is crucial (Peppard and Butler, 1998). Senecal and Nantel (2004), consumers are influenced in their online purchases by online recommendations whereas millions of other user's motivations and experiences are following many others (Brown, 2007). eWOM a term for electronic word of mouth (Woerndl, 2008) is more effective than other traditional/conventional sources of recommendations in online purchasing. Therefore, eWOM can be considered the dominant channel for online marketing which has a significant influence on the final purchasing decision of products. This started with the birth of social media networks. Growing social media enables consumers to interact with each other to share their perceptions and opinions on brand trust (Gruen, 2005).

Via web-based media platforms, existing customers can discuss their brand experience, influencing other possible clients. Meanwhile, organizations can listen in on these public remarks and recalibrate their online media advertising procedures likewise. (Clark and Melancon, 2013; Meiners, 2017). Subsequently, electronic word of mouth higher affects web-based media marketing because it can contact more individuals in online settings and impact their future choices or judgments identified with different brands, compared with traditional collaborations between individuals. Utilizing the premises of a secondary report for looking at research patterns identified with online media promotion, (Clark and Melancon, 2013; Meiners, 2017) tracked down that online media stages lead to a more extraordinary and broad effect of WOM contrasted with traditional advertising instruments. Also, Hudson, (2015) exhibits the worth and relevancy of brand

relationship quality for social media marketing and assists with distinguishing how this concept is connected to other behavioral results, like WOM.

On the other side, Agichtein, 2008; Stephen and Galak, 2012, based their eye-tracking examination to study advertising adequacy dependent on empirical data and to examine banner blindness and found that Facebook advertisements enrolled lower thought for purchasing, contrasted with eWOM from friends on this web-based media platform. In light of this discovery, advertisers should focus on animating interactivity and eWOM by receiving a proactive endorsement of sharing (as promoted posts or advertising campaigns via online media) content made by purchasers (also known as client-created content). Different sorts of content and marketing communication that is made, created furthermore, and shared via online media by consumers and customers of a brand or organization would then be able to be re-purposed also, changed into advertising efforts (Saravanakumar and Sugantha-Lakshami, 2012)

2.2. Social Media Marketing (SMM)

Past literature shows promoting through social media is the most recent and well-known trend in the market. Traditional promoting tools, for example, TV, papers, and magazines have been over the top expensive and cover a limited focused market. The traditional marketing methodologies depended on focusing on specific markets exclusively. Indeed, even now it is hard for organizations to target and market their products and services to the huge geographical situation through a single campaign, for example, covering the whole of Asia through one newspaper promotion; because every country in Asia watches similar TV channels (Evans, 2012). Based on a greater understanding of social media networking has completely changed that approach in marketing (Saravanakumar and Sugantha-Lakshami, 2012). Social media marketing has the capacity to empower the organization by capturing the feedback, comments, and suggestions from their clients through online blogs, pictures, and evaluations and improve their products and services, thereby the clients' needs could be tended to satisfy in a progressive and a proactive way. Along these lines, it is understood that marketing and advertising have completely changed because of social media (Hajir, 2012).

As proposed by Kaplan and Haenlein (2010), social media is based on applications that are available on the Internet and allow the developing, consuming, and sharing User Generated Content. These applications have created many opportunities for anyone to create personalized content, share it, and exchange ideas in interactive frameworks, that take different forms, from blogs, wikis, microblogging, and general social networking website. Also, from a general perspective, Filo (2015) explained the concept of 'social media by focusing on its interactivity and co-creation of user-generated content in the relationships established between organizations and individuals.

Atanassova and Clark, 2015, showed that brands can make a strong impact on consumers using social media. According to Trusov (2009), social media networking platforms allow users to connect with other users and also enable them

to attract first-time customers for their business. Golden (2011) presented a few characteristics of social media such as tone, conversation, validation, reach, control, etc. As a whole, social media enables marketers to accelerate brand promotion and strengthen customer-brand relationships and build brand trust significantly.

Social media marketing is a recent fad and a quickly growing way by which organizations are connecting with targeted clients without any problem. Online media marketing can be essentially characterized as the utilization of web-based media channels to promote the organization and its products (Mohammadian and Mohammadreza, 2012). This sort of marketing can be considered as a subset of online marketing activities that complete traditional web-based procedures, for example, email bulletins and online advertising campaigns (Yuksel, Milne, and Miller, 2016). By urging clients to spread messages to individual contacts, online media marketing has infused another term of exponential dissemination and trust into mass communication and mass advertising (Hafele, 2011). With this new methodology of effort and marketing, new instruments are being created and expanded thusly for organizations. Social Media Marketers are presently going better and more viable knowledge through the introduction of logical applications by social network site platforms (Hafele, 2011).

2.3. Empirical overview of E-Brand trust

Finally, building trust in a computerized world is challenging. Digital innovation and its segment parts imply it cuts over national and sectorial guidelines and legislation. This makes distinguishing the correct reactions troublesome, always developing products and services obscure traditional limits (Hess et al. 2016). For organizations, an excitement to tune in and a more in-depth understanding of the significant interest side elements should help manage an expansion in the degrees of trust consumers place in business. This may help stay away from things like backlashes against changes to unexpected changes to terms and conditions, prominent features about smart toys that release children's private discussions, or what's been portrayed as an almost 200 million in number blacklist of publicizing on the web through advertisement blockers (Zinder and Yunatova, 2016).

Trust is the focal point of the online environment (Gommans, 2001; Tanrikulu and Celilbatur, 2013), and one of the strategies is to use trust in the internet business (Corbitt et al. 2003). Trust may provide a stimulus to purchase via the internet (Mukherjee and Nath, 2007). Confidence in the online environment likewise diminishes the uncertainty of vulnerability and risk and impacts different practices, for example, data sharing (McKnight et al. 2002). At first, trust tends to occur between people (Solomon and Flores, 2001). Nonetheless, in the online commerce environment, individuals can trust the tools or qualities of the online environment. Gommans et al. (2001) express that in the online environment in general, we can't feel, contact, and see salespeople. Trust in the online climate emerges when an individual has a decent experience while utilizing the web, design website, information, nation of beginning, testimony, and security (Ha, 2004; Ruparelia, 2010)