International Academic Institute for Science and Technology

International Academic Journal of Business Management
Vol. 4, No. 2, 2017, pp. 237-241.

ISSN 2454-2768

International Academic Journal of Business Management

www.iaiest.com

The impact of social networks on advertising and marketing, with an emphasis on price cuts

Mojtaba Ramazani[a], Mehdi Taghavi[b], Soheila Niknafs[c]

[a]*Department of Management, Tabriz branch, Islamic Azad Univercity, Tabriz, Iran.*
[b]*Phd Candidate of Management, Tabriz branch, Islamic Azad Univercity, Tabriz, Iran.*
[c]*Phd Candidate of Management, Bonab branch, Islamic Azad Univercity, Bonab, Iran.*

Abstract

It has always been the process of technological change in the mass media, changes in the quality and manner of advertising, and these changes have gradually created a widespread space for the better supply of goods by manufacturers and ease of access to goods for consumers. . In the present era, Internet connectivity is increasingly linked to instant messaging and social networking applications that are expanding and speeding up and accessing them faster. These new ways of riding on new platforms and mobile phones are compatible with newer versions of other software. So, using this space (the Internet), many of the cost of advertising is saved and the marketing of the products is well provided and provided with the lowest price of the desired consumer product.

Keywords: social networks, internet, social marketing

Introduction:

The recent decades of mass communication have led to the emergence of a phenomenon that, in the current era, has sparked a spectacular mankind, introducing concepts such as marketing, information technology, information explosion, information society, etc. into language vocabulary treasures and The literature of every nation. In the last three decades, the world has seen tremendous developments in the field of mass media, and these developments have increased the capacity of data transfer both in terms of both the volume of information and the speed of data transfer. Time is the time of the moment.

Today, the Internet has become a powerful media outlet for the advertising industry. Due to the many features and advantages the internet has in comparison with traditional media, internet advertising has witnessed a lot of growth over recent years. The growth of advertising on the Internet than advertising in the traditional media has been much more rapid, because after 38 years since the advent of radio, the

number of users reached 50 million. Television became 13 years after the emergence of this limit, but the Internet has only reached this quadrant by four years (Golchin Far, Bakhtaei, 2005).
In the 2000s, social networks saw massive changes in the business sector, with Google becoming the first and most up-to-date page, followed by Facebook as the second-tier social dialect in the world in recent years (Alexa, 2011) One of the main characteristics of social networks is the visit of consumers from the communities that are not necessarily interested in or loyal to the brand, and generally visitors are wandering around these pages (Scooby and Soniz, 2009).
In the definition of (Golchin Far and Bakhtaei, 2005), internet advertising refers to the use of the Internet as a channel and a means of communication for the promotion of the web, as well as the display of trade names, slogans and advertising images on Internet surfing sites, It helps to realize the goals of advertising, another definition of internet advertising. This kind of advertisement is popular online advertising, which is a Advertising used to express the purpose of sending a business message to attract customers of the Internet and the global network.
At the moment, the most important part of internet advertising is ethics, which is also a set of rules and regulations that are designed to monitor advertising activities, personal sales, sales promotion, direct marketing, public relations, and the like. Obviously, the discipline, coherence and comprehensiveness of these laws varies from country to country, and as the marketing and advertising history is somewhere higher, the likelihood of improved and improved laws and regulations will increase there (Fruzanfar, 2009: 169).
People spend more than a third of their waking hours on social media (Lang, 2010). Facebook is one of the hallmarks of social media, which has more than 800 million users. The unique aspect of social media, and its enormous popularity, revolutionized advertising methods and marketing promotion (Hanna, Rohm and Crittenden, 2011). To understand social networks as one of the most important means of marketing, it is necessary to identify the various aspects of these networks. Understanding social networks is not possible except through the definition of Web 2.0. Social networks are able to change the behavior of individuals, organizations, and institutions, due to the relatively high amount of time they spend throughout the day with these networks (Valck, Bruggen, Wierenga, 2009).

Importance of information in advertising and marketing

Schiller (1981) argues that what is now called the information society is the processing, processing, and transfer of a great deal of data on a variety of personal, social, commercial, economic and military issues. Trade organizations have always been dependent on information to keep their lives alive, with the bulk of this information being used to provide better goods and create a suitable market for sales. In other words, information and advertising as the two basic principles of commerce and business have always been the requirements of each other. Guillain Dyer believes: Information is the main element of advertising.
The Advertising tool has been used for various purposes since the advent of human societies, such as:
- Selling goods and services by commercial companies
- Finding the workforce and hiring people
- Information to the public by governments
- Information on public services, by public service providers
- Introducing books, travel services or training courses
- Introducing financial services or recreational services
- Introduction of goods and services
- Purchase and sale of personal goods by individuals

And ... All uses of advertising have a common feature that is a feature of the transmission of a message, sometimes a commercial message, sometimes about the introduction of public services, sometimes in line with the business goals of companies and sometimes also for personal purposes (Farabi 2007: 20).

Advertising is a complex one, because many advertisers try to reach different customers with different goals and methods, and the role of ethics in some types of advertising is more intense, as summarized below:
- Political Advertising
- Interactive Advertising
- Advertising information
- Advertising

Coordination between the two processes of message creation and media planning can provide the necessary conditions for increasing the effectiveness of a Advertising program. The stage in which the message is important is the content of the message, which the communicator has to incorporate into the message an appeal to help it create the desired response in a potential customer (Fruzanfar, 2009: 73).

National Strategies for Information Technology

Essentially, the need for a national IT strategy is due to three factors: First, information technology is itself a strategic industry and one of the most profitable industries in the world. Second, information technology is a generic and key technology and is applicable to all industries and services in the world. Third, information technology is a basic infrastructure that enables all companies and institutions and businesses to share in the use of human knowledge as well as its transfer.

Change values and attitudes

Although the information itself can be considered an advertisement, it should be noted that in each advertisement, the content of the information somehow affects the attitudes and values of the audience. This effect is made in two ways:

Firstly, supplying information in the form of specific advertisements can bring new values to society, thus creating a new trend and diminishing the existing values of society.

Secondly, advertising is a mirror of the values of society and reflects the ideas, tendencies and attitudes of the people of the community.

The role of the Internet in marketing and advertising

Since the Internet is very new, research on it is also very new. Few studies in studies have shown that, just as people are able to create a very good and solid social information in urban context, they are able to use this new phenomenon, called the Internet, globally. Also create.

Business on the Internet has some specific features, including the following:
- Reduced resource prices to buy
- Increase purchasing power
- Manufacturers Guide
- Quick purchase of some goods
- Increase profit rates
- Lack of time limit
- Awareness of new goods internationally

In the present era, new methods in the Internet are expanding at a faster rate, with faster access and faster access. These new ways of riding on new platforms and mobile phones are compatible with newer versions of other software. Therefore, the rules of easy access and convenient use are strictly enforced. Amazon claims that it does not just sell online, and they are thinking of something beyond that, which is actually creating value for the customer and building an experience that is better and more appealing every day. They also pay attention to the access rule and have reached world renown. In other words, the size of the Amazon store is as large as the number of Web pages associated with this brand, multiplied by the number of users. This means that the physical selling point has become virtual sales.

Customer satisfaction and customer participation are also used as tools that can promote breast breeding and make happy customers a safe and reliable amount. McDonald's name is "Customer-generated Advertising".
Stew Almond's also believes that creating value for the customer will make him a lifelong supporter. Given these issues in the past, while there were still few people who had access to news sources and advertised them to a few people around them, this kind of targeting was of little use. But today, with the advent of diverse and fast communication tools, we see that a happy customer can easily attract more customers to their brand by sending a hashtag, tweet, or insert a comment on a website. This has led the world to be likened to a village known to one of the villagers easily and as soon as possible to make everyone aware.

Discussion and conclusion:

The fascinating landscape and Internet specialization have provoked experts and practitioners to devise appropriate strategies to reduce constraints and enhance other Internet capabilities, and it is hoped that in the near future there will be many effective ways to exchange goods between the Internet. Manufacturers and consumers. Given that every day, marketing and sales through the Internet are expanding and increasing, and in some way, a fully competitive market relations, it can be expected that the price of the products offered is at its lowest and with Lower margins are being sold. In the present study, two factors are important for the proper advertisement of the Internet: first, the cost and second, the satisfaction of the customer that the realization of these two factors is not possible together. For example, superconductive advertising has a high popularity among users; this type of advertising, due to features such as dynamic displays, will cost a lot for the advertiser of goods and services that the advertiser will not have to avoid due to the need to obtain customer satisfaction. In order to deal with this dilemma, advertising attraction should increase so that, due to the attractiveness of advertising, customers will buy more advertised product, and due to customer satisfaction with that product, the purchase of the product will increase exponentially with recourse and compensate for advertising costs. And also by introducing the site to other users The company will be profitable. This profitability is conditional on internet advertisers complying with ethical principles and not deceiving their customers for the promotion of their products and services.
On this basis, several practical suggestions are presented:
- Increase the transparency of social networking communities in order to increase the confidence and confidence of customers in this way and increase the quality of their relationships. Loyal customers from brands and companies want more trust.
- Marketing managers are trying to provide more and more interesting services to customers. The better the client's mentality than the brand and the benefits it gains, the organization gains more. Profitability is achieved through loyal and loyal customers.
- More sales, increasing profits, attracting more customers and ... are the goals that can easily be realized through social networks, therefore, it is suggested that considering the sales volume increase and the cost of the product to be somehow produced The mass is reduced, so it will be sold with a minimum margin of profit, so consumer satisfaction will increase and the market will also justify the producer, and the reason for this is the same as saying: more sales, lower prices and more profit.

References:

Hanna, R., Rohm, A., & Crittenden, V. L. (2011). We're all connected: The power of the social media ecosystem. Business Horizons, 54, 265-273. http://dx.doi.org/10.1016/j.bushor.2011.01.007

De Valck, K., Van Bruggen, G.H. & Wierenga, B. (2009). Virtual communities: A marketing perspective. Decision Support Systems, 47(3), 185–203.

Golchin Farh, Shadi, Bakhtiy, Amir, (2005). The Internet, an effective tool for serving ads, the third international management conference

Furunfar Ali (2009). Principles and techniques of Advertising, publication of Jahad university, Tehran Branch

Webster, Frank (2001). Theories of the Information Society, translation of the old Isma'il, Tehran: Qassid Serra

Farabi, E.D. (2007). How to make successful advertising? (Marketing in Action), Golchin Farr, Shadi, Bakhtiy, Amir, Industrial Management Organization.

Lang, B. (2010, September 20). Ipsos OTX study: People spend more than half their day consuming media. Retrieved from http://www.thewrap.com/node/21005.

Alexa (2011, December). Statistics Summary for facebook.com. http://www. alexa. com/siteinfo/facebook.com, Retrieved 26.12.11.