

Social Trends and Consumerism

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Introduction

Marketing has expanded beyond the scope of main stream marketing outlets by utilizing social networking sites. Social networking has allowed businesses to communicate with other businesses as well as making it easier for businesses to get in contact with their customers and vice versa. With the help of social media networking small businesses have also had the opportunity to grow.

This essay explores how social media can be used in conjunction with the four p's, product, price, promotion and place. Businesses use platforms such as Facebook, Twitter and Instagram to promote their products and services.

Social media has also created a way for news to spread and go viral over a short period of time. Whether it's a business owner is advertising their service or a new product or a non-profit charity that needs attention about holding a fundraiser, using social media is the best way forward as millions and thousands of people can hear and see it. Social media can be used to get a company's brand for free as well as paying a fee to make s Citation Needed ercial stands out.

Product

Consumers are less likely to visit local businesses to purchase products or service that they need bec Grammar to the internet, enabling them to see what kind of product and service is available, along with a range of options. They can shop globally and are most likely to find a product and service best suited for them from anywhere around the world.

For example, Amazon is known to be one the biggest online retail companies that trade and sell to most parts of the world, this makes it convenient for consumers as they can almost find anything they are looking for. The company lets other businesses sell through them. As there are a numerous businesses selling through Amazon, there will always be competition amongst themselves, as Amazon also sell their own products.

If a customer purchases a product from a seller like Amazon and they are satisfied with it then they would tell people about it and are most likely to make a purchase again. However if after receiving the product the customers not happy with it, due to it being of poor quality or product misrepresentation, then this would put the seller in a bad position as the customer would not only make a complaint but provide negative feedback on the service or product, affecting future revenue, as these reviews will be read by potential consumers.

Place

Businesses today need to make sure where their product and services should be driven towards, but also need to know where the target market is, & the different types of communication methods that they should use. Another thing they need to know is how they will engage with online activity, such as social media platform or the format type for consumer personal devices.

Placement should be viewed as presence and by providing an online presence it will get consumers to use their service, which includes all sorts of digital elements working together, such as social media & business websites. Citation Needed

For example a lot of food chain businesses have Deliveroo, an app founded by Will Shu in 2013 which allows customers to pay and order food from local restaurants through the Deliveroo website and app. The Citation Needed app is easy to use and is available on various devices. However, the problem with Deliveroo is that the hours are flexible which means the riders get to choose how many delivers they want to make. If a customer wanted to order food and there's no riders available, the customer would feel dissatisfaction and might not want to use the service again, leading to a loss in revenue for the platform and the business participant(s). (Google)

A potential solution could be that Deliveroo could ensure that their riders have a fixed amount of delivers that they should carry out as it can help improve their service making them more available and meeting the customer's needs.

Promotion

This is where the business needs to have a good online marketing strategy which involves having web pages, blogs, email and social media to have the connection with the right people at the right time. Social media plays a big part in a digital marketing strategy, not just by advertising through different types of platforms but also connecting with the market to improve relationships and have a product or service that makes the name for the business.

This should ensure that the business speaks for itself and makes consumers wanting to find out more. For example, BMW sent over 1000 customised text messages to customers for winter tyres, based on the model of their car. This resulted in a 30% conversion rate for BMW. (Google)

Persil was another company that benefited from this. They ran their *Be Mighty* campaign, allowing parents to create tailored stories for their children. This campaign captured more than 140,000 unique users for the detergent giant. This just shows that targeting the market group is really important, but the timing also has to be right to ensure businesses get the results they want. (Google)

Price

Building customer relationships and improving customer experience can often increase the willingness for a customer to pay for goods or services. Other things need to be taken into consideration other than just the price as it will relate to whether the consumer makes a purchase or not. Customers will make the decision to buy, not just based on the price, but also convenience and delivery time.

For example, there could be two sellers on eBay that sell the same products from the same place and for the same price but one of them could charge the customer for delivery whereas the other seller might not. So, the customer is most likely to make a purchase from the seller that doesn't charge.

Amazon have lockers throughout the UK that provide self-service delivery location which allows their customers to collect their parcels. This is convenient as customers don't have to worry about not being home and missing their parcel. The customer will receive an e-mail notifying them with a pick-up code along with the opening times and address to their choice of location. It's really easy and simple to use, all they have to do is follow a set of instructions on the screen to gain access to their parcel. However, if there's any problems with the delivery the carrier will contact the customer.

EBay – An Example Of The 4P's

EBay has given small businesses the chance to exploit themselves offering better prices on products than other companies out there, for example a business selling performance exhausts on eBay might be selling it cheaper than some other companies. The business might offer other services like fitting. This is a good opportunity for businesses to get recognised especially if their small and wanting to grow that the products they sell are good quality and at a reasonable price.

EBay is not just for businesses to sell their products and expanding but it also gives people the opportunity to sell items which they no longer need. Anything from worn clothes too used car parts can be sold. The buyer and seller might live far away from each other making it convenient for both.

Increased news cycle speed

Social media has taken control of how news is spread, majority of news organisations now depend on social media to share and gather data. Especially Facebook and twitter, they both are becoming the face of mainstream source of breaking news. Any person that's goes anywhere today can easily record anything from local car crashes too any type of attack and share it on platforms like Facebook and Twitter, letting everyone know what's going on.

Part of the news increase is due to smartphones. A study from pew study in 2014 shows that social media is used from mobile phone user's by 40% and 28% do it daily.

For example, Ryanair is an airline company which is known for being on the platform like Facebook and twitter because of an incident that had taken place. One of the incidents where a woman named Delsie Gayle got racially abused by a man called David Mesher and someone on the flight had recorded it on their phone and uploaded onto twitter which went viral.

It is the airlines duty to act on such cases. If they hadn't, as this would affect future sales and consumer confidence in the brand.

However, because of the company addressing the issue and rectifying their mistake, this has allowed them to salvage their reputation.

Delta airlines have been known for a couple of incidents, one of those was when a YouTuber got escorted off the plane. Adam Saleh, an Arabian American youtuber, with 4.5million subscriber's boarded a plane at Heathrow airport and he was asked to leave the plane because he spoke in Arabic to his mother on the phone. A passenger boarding the same plane felt uncomfortable and started to scream, "What is he saying?"

Adam was asked to leave the plane and decided to video the whole scenario along with putting up tweets on twitter of the situation keeping his follower's updated on what was going on.

The American airline later said that they had gathered a number of statements from passengers and crew members and the decision was made to remove him due to disruptive behaviour. The airline say they did this to ensure safety to their passengers and employees.

However, the youtubers followers became aware of his situation, within 3hours of the video being posted over 120,000 retweets were made, with the hashtag #BoycottDelta as well as hitting five million views on Facebook. As the explanation required big following, this could have been a potentially large loss for the airline. (BBC)

This isn't the first time the airline has been looked at for these types of incidents as the airline has already been accused for racism in the past. A black doctor was left annoyed as her credentials were questioned when she was willing to help a passenger that was unresponsive on the US flight. Dr Tamika, an obstetrician- gynaeco Citation Needed the flight when a man sitting a couple of rows behind her required immediate care as he became unresponsive.

The doctor was trying to offer help but one of Delta airways crew members repeatedly ignored her offer to help the passenger. Despite Dr Tamika telling the flight attendant that she was a physician the flight attendant kept asking other passengers on board if there was a doctor available and was eventually overlooked for a white male passenger that claimed to be a doctor.

Dr Tamika took her experience with the airline and posted it on Facebook and her post had been shared more than 35,000 times. After delta had investigated the incident the flight attendant had apologised, and she was offered sky miles which she declined. (BBC)

This has been the second occasion where the airline has been called out for treating a person with different skin colour and someone who speaks are different language. This is no good for the company, as they will have less people flying with them as well as giving the company a bad name.

Conclusion

Marketing is mainly done through social networking or social media whether it's business to business or to the consumers. Social networking has allowed businesses to have a better communication with other businesses and their customers, it has also given small businesses the opp good explanation as they use platforms such as Facebook, Twitter and

Instagram to promote their products and services. Today because of social media news spreads in no time and goes viral, whether it's an owner of a business advertising their service or a new product. Businesses can use social media free of charge to promote their service, using social media is the quickest way for a business to stand out as thousands and millions of people use these platforms on a daily basis. When customers use services and are happy with it they spread the word and continue to use the service. However if customers have a bad experience with a service they are very less likely to use the service again and would tell friends and family about it, to take things further negative feedback would be left for others to review and taken onto social media. Things like this have a big impact on the businesses and can result in not making good sales. This can be a major disadvantages to a small business. For example, a small business selling their products through eBay already faces challenges because there might be other businesses selling the same products as them with no comparison in price, a customer could make a purchase and if the products faulty or poor quality then they will leave a negative review which other customers could see preventing them from making a purchase. The same applies to well-known companies, people are always on social media showing others where they go or what kind of purchases they make. For example people that vlog share their experiences with their followers letting them know if it was good or bad which has an impact on products and services. Adam Saleh a youtuber had a bad experience with Delta Airways which he shared with his viewers and it ended up going viral, Delta Airways have been accused of racism before and this doesn't look good for the company as people wouldn't want to use their service. It is really important for businesses to have a good online strategy which involves having social media and web pages so that they have that connection at the right time with the right people. A big part of digital marketing is run through social media, by engaging with the market to improve relationships and have a product or service that makes the name for the business, not just by advertising through different platforms.

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Social Trends and Consumerism

GRADEMARK REPORT

FINAL GRADE

30/100

GENERAL COMMENTS

Instructor

Engagement with literature

Little or no evidence of reading or reliance on appropriate sources. Specifically, no evidence of specific Marketing texts. Referencing not in required Harvard format

Knowledge and Understanding

Basic understanding demonstrated but not sufficient

Cognitive and Intellectual Skills

Some evidence of critical analysis but arguments are weak and not supported by any evidence. Largely descriptive work. This work should have expanded on concepts such as how social networking provides free advertising and provides a platform for small businesses but also has challenges such as peer reviews etc. This was touched on but not analysed in any depth or supported by reliable evidence.

Practical Skills

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good explanation

good explanation

Additional Comment

This could have been explored more in the main body of the assignment

PAGE 5



Comment 1

This could have been explore more in the main body of the assignment



Good point

Good point

PAGE 6
