Impact of social media on new product

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1. **Introduction**

One of the best inventions that have come out of the twenty-first century has notably been the rise of social media. Social media has become a mean for sharing thoughts and perspectives of people regarding a specific thing with the whole community. It has also lead to greater connectivity between people by removing the constraints that used to plague the different forms of communication in times of old. Furthermore, it has also provided tools and a platform for sharing multimedia content and also provided such interfaces that are easy to use and understand. Over the years social media has become a powerful tool for improving the relationship between new products and consumers. Companies have used social media to create strategies regarding customer demands, their likes and their dislikes. Social media has greatly influenced the world in the business sense as well and this effect can be seen in small MNC’s to large corporations. In accordance with different resources and even common observations, it is found that there are different facts and figures that are responsible for directing marketing or consumer behaviour. Under the impact of social media, it is highlighted that the relationship between different brands and the attitude of consumers have changed over the course of time. It is found that companies and brands are using social media as one of the marketing strategies that can help them get more customers.

Moreover, this platform act as a platform that helps an organization to build its marketing portfolio in the long run, taking into account that the same product is used for the justification of the unsatisfactory response about the product. It is asserted that when a consumer buys a product online, feedback is taken which is then posted, it acts as a guideline for the other people such as consumers and audience to know if the product is good or not. There are a lot of people who made their decisions according to the responses that they get when they visit online or media profile of the brand. Moreover, it is highlighted that the same approach is used for knowing the negative approach of the people and consumers towards the products because it is found that there are a lot of people who do not prefer a brand because of the negative reviews. companies use social media to market their product, brands and services directly to their customers.

In a nutshell, social media is playing a central role in guiding and bringing people on the same platform of understanding and analyzing a brand from a different point of view that can guide either a positive or negative attitude towards that product. It is also asserted that social media is given specific significance in the justification of the facts that can help to increases consumer behaviour. The purpose of this piece of writing is to provide a literature review regarding the different literature out there regarding the effect that social media has on a new product.

1. **Search Method**

For new product introductions, social media can be powerful and a promising tool. Social media can help in broadening the reach and increase the rate of diffusion of information regarding the new product. This would be done through the facilitation of social interaction and spreading of word of mouth online. In order to analyse the impact of social media on new product I used ProQuest database. This database is used for searching journal articles and other information sources that are directed by sociological approach. My search terms were, “Social media”, “marketing”, “product” and “launching”. The research was limited to research papers and journal articles. As a result of search, 102 articles were collected and after analysis 6 were chosen that were directly related to the research problem.

1. **Literature Review**

**3.1 Discussion and Limitations**

The different researcher has conducted different platforms of research to know the impact that is caused by social media in the marketing of the new product. According to the research conducted by Baum, (2019), the main point was to analyses the impact of social media on the success of any new product. According to the results that were found by surveys, it was highlighted that social media campaigns can play a central role in guiding behaviour towards a specific product. The prime focus was the advertisement of the brand on social media by displaying the major products and determine what are the possible impact that can be calculated by the use of product on the other audience such as the advertisement of some high-quality binoculars. Research such as by Baum, (2019), determined the reaction of people in terms of product launch. He asserts that the articles and things that are sold by Apple and Samsung have got more value as compared to other brands because these brands are already famous for their products. This publicity has imparted a profile that has facilitated the purchasing of these article in a positive and quicker way, leaving behind a positive approach towards the market. it has been seen that social media helps in reaching a targeted population of every kind. One of the most obvious positive point of social media in the marketing of a new product is that it is one of the fastest and cheapest sources of introducing new products in the market. It is found that people are more active on social sites than another media source. There are various ideas that marketing managers could use for introducing a new product in the market. For each kind of audience, market managers could find different sites. Social media helps in making a product popular if it is benefitting people. Social media has been a trendsetter as well and help people so that they could easily search a product and information related to it. On the other, there are some analysts who believe that there are drastic negative impacts of social media on the product marketing, as on social sites it becomes easy for people to share their view regarding a product.

The research conducted by **(Souiden, et, al, 2018)** and his fellow colleagues highlighted the analytical approach towards marketing that signifies the role of social media that has changed in the past few years. It is asserted that there have been a lot of changes in the perception of product over time. In the past, perception towards product was not the result of assertions and recommendations but people used to experience the products themselves. In past, amount, type of company and the reputation was the deciding factors that could help people build an idea about product but now, people make decision in a relative manner. All decisions are guided by the approach towards recommendation and positive connotations that are made by the superior or elite people. Almost all those products are sold out and preferred that are either bragged on social media websites or people are made to address the positive side in form of positive feedback from those who have used. In order to view this ideology critically, the data collected and reviewed from 12 articles addressed the changes that have been brought over time, in terms of access to social media because in early times people were not having more access towards the social media so there was a less trend. Today, this trend is emphasized by the ease of approach towards purchasing on social media.

Lippizzi is another researcher who investigated the impact of social media on the product launching and marketing. She used social media for experimentation taking into account that the research was completely directed by the data that was retrieved from twitter. As twitter is a comparatively old social media platform, she used it to check how decisions making and product launching can be enhanced and diminished by the used of social media websites. She used twitter streams to select data that was then analysed through qualitative approach so that she can get a deeper understanding of the underlying role of social media in marketing paradigms.

**(Harb, et, al., 2019)** used social media’s one of the features in order to define how social media has impacted the launching and marketing of the pricy. Although he used surrey techniques, he analyses the event pages that are created of the launching of nay of the product. It is highlighted that much like other marketing trends, one of the trends that are incorporated in that of creating event pages. It is an exegetical and exaggerated approach that is used nowadays in order to approach customers as it is used as a highlight. He determined the response of people by using the different platform of data collected and survey information. **Kijpokin** also used the same technique but the subject was to define the oversell approach towards the utilization of product as well as the perception of people towards any kind of product taking into account that people find it as one of the most effective ways of getting an insight and developing opinion toward the product.

**EGilana** analysed the approach towards the role of social media in product launching by using a comparative approach. He collected different research approaches that can be used to undergo comparative and systematic analysis and employed them in studying the impact that is caused but social media on the use and launching of the product. He used collection of approaches in order to know the subject, taking into account that he used different tools such as meta-analysis and systematic review so that he can get a deep insight into other impact and it was found that there are a direct impact of social media marketing strategies and the way people use social media to know about different products. He used systematic approach to incorporate scientific understanding and meta-analysis to undergo an analysis of cognition that is set by experiences and exposure so that he can get a solid idea about the impact of social media in terms of marketing.

* 1. **Critiques**

Consideration the work of **Baum**, it could be noticed that he only supported those tactics that would promote brands already having popular products. His study did not promote brands that are new in market. **Souiden**, in his study article mentioned approaches that are used by the brands who wants to do best marketing but did not focused on the fact that people who does not have access to media would have both positive and negative perception about a product. **Harb** in his study, promoted way of collecting response of people about a product but forget to mention limitations as people who even did not used the product may also comment about product. **Kijpokin**, in his work did not mention how reliable is the social media that people use for making an opinion before buying a product**. EGilana**, used various approaches so it becomes difficult to say that which of these approaches have positive effects and which approaches are responsible for negative impact.

1. **Methodology**

**4.1 Method Description**

There are different types of research methods that are used by the researchers in order to evaluate different research topic, taking into account the underlying context. It is asserted that, most the social spectra-oriented topics are followed by qualitative research which is used to analyse the quality of the content and on this basis, decision are made regarding the research topic. In the research of topic regarding the impact of social media on products, qualitative research is used. I used 6 articles and all of them are evaluated by using qualitative sources of information taking into account that it was companies by different types of surveys and systematic reviews that could help to get an insight into the facts and figures that are either in favour or against the central topic of research.

However, all 6-researcher used qualitative approach in their own way, taking into account the measure of convenience they had while conducting the research. **Daniela** conducted her resaerch by using suvey method. He collected data by generating a survey campaign on social media where everyone was eligible to participate. Researcher used the data collected from people who took part in survey to know the impact of social media in attracting people to buy binoculars. However, **Lippizi** conducted qualitative research by using a twitter stream. It is more like an analytical approach to understand the public point of view. Twitter stream was more like an observational study which was analyzed by the researcher. **Souiden** conducted research by using qualitative method, taking into account that researcher conducted an analysis of the articles and the researches that were posted earlier regarding the subject matter. However, this research was limited by different constraints such as publishing of articles as well as the time in which article was published. This research adhered to the quality of information within the articles. **Harb** conducted qualitative research by developing questionnaires. These questioners Qualtrics and the research was based on TPB, taking into account that the stance of information was guided by the follow up of the pages that were made of social media for the networking of product were also used. The data collected was afterwards analysed by using techniques of qualitative research methods.

**Kijpokin** also conducted qualitative research but his methodology was confined to the analysis of business and professional applications. These applications were assessed in connection to the approach of people, because social apps are only famous when they have large customer value. He analyzed the value and the viewers of applications to determine the approach of people towards new product.

**Gilania** also used qualitative research, his research methodology was similar to the systematic review and its analysis, but the only difference is, he confined his research to different dimensions such as number of articles and the time frame. The collected information was then analysed qualitatively to proceed for the results.

**4.2 Comparison (features and techniques of the authors)**

**Daniela et al (2018)**, worked on the same premise and focused their research study on the impact of social media and its campaigns on the success of a new product. The form of the methodology chosen for this topic is in qualitative form. The data is collected using a survey and behavioural data. This survey is conducted on the basis of a social media campaign in progress. This is campaign was focused on promoting and introducing high-end binoculars. In this research, they used the behavioural data and the survey data that they had accumulated in order to analyze the impact social media can have on a new product. The limitation of this research was the lack of restrictions in data.

Authors such as **Lipizzi, et al (2015)**, conducted qualitative research focused on finding out how customers are to react to a certain product launch. The data for this research was taken from twitter and generally focused on the early reactions consumers had regarding two new products sold by Apple and Samsung. The data was more specifically collected by the streams that were generated on twitter around the seventy-two-hour window encapsulating both product launches. Furthermore, the conversational analysis of the twitter streams by forming maps. These maps were further interpreted by the use of semantic and topological metrics in order to compare the different responses gathered in twitter feeds. The limitation of this research was lack of content centered information.

According to (**Souiden, et, al, 2018)** the idea of the impact of social media on product and services is determined by using qualitative research. In this research, information was collected by using 12 articles, theta was selected after several rounds of information. He used this method to get a deeper insight into the impact that is caused by social media in the product. The choice of articles is highly dependent on factors such as time and place that has played a direct role in maintaining the authenticity of research. It is found that the author limited his research to the places such as Marrakech and Morocco and the time was limited to April 2017. Moreover, the topics of the article were also oriented to the topic because he aimed at a highly content-oriented choice of articles and contents. The limitation of this research was the quantitative representation of data that would have added to the quality of research.

**(Harb, et, al., 2019)** and his colleagues conducted a research in order to understand that social media as a tool of marketing as a significant event, in order to conduct this research, the approach utilized was quantitative research method taking into account that it was facilitated by the used of online surveys. These questionnaires were distributed on Qualtrics and the research was based on TPB. The research was considered by the followers of events pages that are created on Instagram, Facebook and twitter. The limitation of this research was the quantitative representation of data that would have added to the quality of research.

**Kijpokin** conducted research in terms of professional and business applications adhering to the social media platform. This research was conducted by using qualitative research taking into account that the centre of research was directed to defined and pinout the relationship that exist between digital age and the promotion of product. He used this research without any limitation to content or time frame because it was a qualitative research taking into account that diverse opinion and diverse sources of information was used to find out positive and adequate results that can help to get a deep insight into the topic and the other relevant features. The only limitation in this research was the lack of any restriction or constraint in research.

**(Gilania, et, al., 2019)** conducted research in order to find out the impact of social media on decision making. In accordance with the readers, he used qualitative research that was guided by using bibliometric analysis methods along with the review of papers that were published between 2008 till 2019. This research was highly selective in its content taking into account that there were about 1159 articles. He chooses only 733 articles in total and used them to proceed with the systematic review and meta-analysis taking into account the identification of the role of social media. Moreover, this research also included survey sections in which different people were surveyed in terms of the collaboration that exist between countries. This collaboration was centred on the role of social media and the aspects that have brought countries as well as the products that are either popularized and de-popularized by the use of social media. It would not be wrong to say that the researchers conducted research by using qualitative approach taking into account that it is one of the most used approach for the analyses of research topics in the social spectrum. There is no apparent limitation in this research.

**4.3 Viewpoint and methodology Comparison**

In this research, only qualitative research method was used so it cannot be inter-compared. However, all the researchers believe that social media has a direct and positive impact on new product launching as it creates business paradigms and hype up the customers. In this instance many researchers looked at the different aspects of how social media has been used over the years to influence the response regarding new product launch. It is more added, Baum has described the role of social media in terms of different campaigns that are used to launch a product. He addressed the sociological viewpoint. However, Gilani asserted that social media can play a major role in decision making because today, our decisions are the product of audience. Harb has described social media as a tool that can help to enhance the market value of a product. Kijpokin, highlighted that social media has played a central role in businesses such as launch events. Through their research they clearly state the importance social media holds regarding any new product in the market.

1. **Conclusion**

Taking a look at the above the discussion, it could be concluded that with the advancement of time, technology is influencing all the fields of life. At present, social media is the latest form of the technology that revolutionized all the areas of life i.e. business and communication etc. considering the research of the various experts, it has been witnessed that there are two kinds of impacts that social media cast on the product. There are some researchers who claim that social media is an important source through which targeted audience could be approached easily. This fact cannot be denied that most of the people make up their mind about a product by taking a look at the reviews being given on social sites. People could share their reviews easily that may cast negative impacts on the popularity of new products.

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