

## МЕТОДОЛОГИЧЕСКИ БЕЛЕЖКИ ЗА ЕФЕКТА НА МЕДИИТЕ ВЪРХУ МАРКЕТИНГА. КАЗУСЪТ НА РЕПУБЛИКА ЛИВАН

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***Резюме:** Тази статия изследва ефекта на социалните медии върху маркетинга, по-специално в Република Ливан. Целта е да се фокусира върху методологическите бележки като се вземе предвид текущото икономическо и финансово състояние на страната. Това е необходимо, защото всички текущи ситуации, през които преминава една страна, могат да повлияят негативно или положително на всеки проект.*

***Ключови думи:** Социална медия, методология, кибертормоз*

## METHODOLOGICAL NOTES ON THE EFFECT OF MEDIA ON MARKETING. CASE STUDY OF THE LEBANESE REPUBLIC

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***Resume:** This paper studies the effect of social media on marketing, specifically among the Lebanese republic. The aim of it is to focus on the methodological notes, while taking into consideration the current economic and financial situation of the country. Since, all current situations that any country passes through, may affect negatively or positively among any project.*

***Key words:** Social media, methodology, cyber bullying.*

## **INTRODUCTION**

Nowadays, social media is taking a lot of space and attention to people, which makes businesses try hard, to combine it with their marketing strategies, in order to reach the largest number of people spreading around social networking sites. Social media has become the most influential and important virtual space where the platform is not only used for social networking but is also a great way of digitally advertising your brand and your products. Social media allows you to reach, nurture, and engage with your target audience-no matter their location. It generates brand awareness, leads, sales, and revenue, and it also grow your brand's reputation, and build community, that's why it is very important to explore the effects of social media among marketing.

Social media, on the other hand, has some bad effects on the businesses such as negative customer reviews:

- Direct effect on our brand image;
- sharing posts with negative feedback;
- losing followers;
- have no control over what people say;
- can't delete comments (appear untruthful and shady)

Also, social media is costly investments that may not always work as planned:

- Some costly campaigns might not work.
- Mistakes published on social media are not easy to be erased.
- And the most unethical problem social media may face is cyber bullying.

Cyber bullying includes sending, posting, or sharing negative, harmful, false, or mean content about someone else. It can include sharing personal or private information about someone else causing embarrassment or humiliation. Some cyber bullying crosses the line into unlawful or criminal behavior.

## **A VARIANT OF DATA COLLECTION METHODOLOGY**

This part of the paper describes the methodology of the study. The thesis is based on information collected from primary and secondary sources. After the detailed study, an attempt has been made to present comprehensive analysis of effect of media on marketing.

The main reason for this study is to bring out some results that show how social media, affects our minds, cultures, careers, targets, products, companies, incomes, and our whole life in general.

Mainly, research objectives are (1) to understand the effect of social media on marketing, (2) to explore the role of social media on the buying process of individuals and organizations, and (3) to assess the benefits of social media in the return of investment.

The main research question arises as follow: What is the impact and effect of social media on marketing, and how it increases some company's sales and vision.

The Tasks of this study could be as follows:

1. To what extent social media effects marketing?
2. What is the role of social media on the purchase decision?
3. How social media effects on the return of investment?

The methodology could include research built on mixed methods, between quantitative and qualitative methods.

It is recommended to use surveys, and questionnaires which are the main tools for collecting data. It could be a questionnaire of 5-points scales, closed-ended and open-ended questions.

Another data collection tool, are the case studies, which are usually in-depth description of a process, experience, or structure at a single institution.

In-Depth interviews also took place during this research. Interviews could be divided into two categories, individuals (one-on-one) and groups (focus

groups). And the data is gathered in an audio recording, video recording, and written notes.

The results are connected with some expected hypothesis like as:

H1: Social media can affect marketing

H2: There is a relation between social media and the buying decision process

H3: There is a link between social media and the return of investment

It is expected to have 2 sets of respondents:

1<sup>st</sup> set: the consumers or the receivers of the social media in general

2<sup>nd</sup> set: company CEOs

We will observe how each individual will analyze the effect of social media from his/her own point of view, and from his/her own post.

It is important to know, that the results will be an outcome of a questionnaire that will be conducted while the revolution in Lebanon is at its height, where people seek to communicate their voices within any means.

## **SUBSTANTIVE ISSUES AND ASPECTS OF THE METHODOLOGY**

### What is Social Media?

Social media is a group of internet based applications that were built on the ideological and technological foundations of Web 2.0, that allow for the creation and exchange of user-generated contents (Kaplan and Haenlein, 2005). According to Cooke and Buckley (2007), the key understanding of social media is basically derived from user-generated content itself that blurred the distinction between consumers and marketers. This has resulted in social media being utilized by consumers on their own initiative instead of it being promoted and encouraged. It facilitates co-creation of content, context and

connection and for multiple communications and is described as a social trend in which consumers used social media technology to acquire information from one another (Bernoff and Li, 2008) and drives its success (Kaplan and Haenlein, 2005).

Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more.

Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time. Many people define social media as apps on their smartphone or tablet, but the truth is, this communication tool started with computers. This misconception stems from the fact that most social media users access their tools via apps.

The ability to share photos, opinions, events, etc. in real-time has transformed the way we live and, also, the way we do business. Retailers who use social media as an integral part of their marketing strategy usually see measurable results. But the key to successful social media is not to treat it as an extra appendage but to treat it with the same care, respect, and attention you do all of your marketing efforts. (Mathew Hudson, May 08,2019).

Social media is computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. By design, social media is internet-based and gives users quick electronic communication of content. Content includes personal information, documents, videos, and photos. Users engage with social media via computer, tablet or smartphone via web-based software or web application, often utilizing it for messaging. (Maya E. Dollarhide, May 2, 2019 - Social media is a term used to describe a variety of Web-based platforms, applications and technologies that

enable people to socially interact with one another online. Some examples of social media sites and applications includes Facebook, YouTube, Twitter, Dig, Blogs, and other sites that have content based on user participation and user generated content (UGC) (Vangie Beal, 2020).

### **Characteristics of Social Media:**

Several aspects of social media help to explain its massive popularity and widespread use. One of these aspects is the availability of social media to make you spread all what you need, to inform others about, in a very short time, and to a very large number of people. Such platforms, as Facebook, allow you to share your ideas, thoughts, and also make conversations, along with your posted posts on your page.

One other aspect, for instance, that within few seconds, you can update your profile, and let all people interacts with your new news. Also, you can add few pictures, or videos, that may make all who are watching, involved with you. There are some platforms that rely only on videos and pictures, such as Instagram and Pinterest, and you may use these platforms, in a very easy way. All you need is to sign up, and add all information required to be added to your profile, and there you go; and here is another aspect of social media – the ease of access.

“Relatively” is a keyword there, however. In recent years, complaints of censorship from users have mushroomed in number. Conservative individuals and organizations especially have complained that their posted social media content is frequently censored by the operators of the platforms. Twitter, Google, and Facebook are all facing numerous major lawsuits filed by users that, in short, allege that their content has been heavily censored in a discriminatory manner.

## **Advantages & Disadvantages of Social Media**

Like everything in this world, social media, also, have advantages and disadvantages. It is important to focus on, and try to develop the advantages and decrease the disadvantages. Below in table 1, you can find summary of few of both, pros and cons; however, it is important to know that the development of the advantages is important, since social media make our lives easier, to make friends, foster empathy, and speedy communication, helps build relationships, and makes the whole world seem smaller.

On the other hand, it is very essential to decrease the disadvantages, especially, regarding the way we use social media, regarding the waste of time, the cyber bullying, etc.

Table 1: Advantages & Disadvantages of the Social Media

Advantages	Disadvantages
Reach large audience	Receive negative feedback
Have direct connection with your audience	Open up the potential for embarrassment
Create organic content	Spend a lot of time on your campaigns
Have access to paid advertising services Build your own brand	Have to wait to see results
Drive traffic to your website	Social Media is addicting.
Evaluate your performance	Cyberbullying
Join social media networks for free	
Create viral content	
Uncover valuable insights Staying connected with family and friends worldwide via email, text, FaceTime, etc quick access to information and research banking and bill pay at our fingertips online learning, job skills, content discovery (YouTube) involvement in civic engagement (fundraising, social awareness, provides a voice) great marketing tools opportunities for remote employment	

## CONCLUSION

Regarding the researchers done, it is obvious that we will find that social media would be an essential component of marketing. It seems that it will affect the market in a positive way in which it will help marketers and business, especially the small ones to take off in a better and strong way. Social media can help you to interact very effectively, and you will have to spend time, effort and very little money. The effort that you do spend on it will pay off and you will see that it is well worth it in the long run.

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