

# The Impact of Social Media in Marketing Management

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## Abstract

The advent of the social media has brought about tremendous changes and advancement in the marketing process and has made it much better on the one hand and much worse on the other. However, nowadays, it has been widely accepted that social media is the next big trend in the marketing world and several studies have shown that these media or channels are often more effective than the traditional ones.

Since the turn of the century, social media has steadily emerged ahead of the mass media as the most used media. Both print circulation and TV viewership have been falling consistently over the years; for instance, TV viewership has gone down almost 50% since 2002. In contrast, social media has reported massive gains since the early days of MySpace, with social media usage among U.S. adults increasing by 800% over the past eight years (Edwards, 2013).

For marketers, this is a huge advantage because the rapid transition from mass to social media presents the opportunity to create impactful, relevant marketing messages. This data-powered personalized marketing approach is not only much more effective, but also more cost-efficient and scalable. Recently, social media has become a term synonymous with business marketing. Although still in its early stage, there is still so much to social media that businesses have yet to discover. Social Media is fast evolving as one of the most reliable ways to connect and stay informed about the most recent developments in a particular industry. It offers a platform for discussions and information sharing about anything and everything, helping users build their online identity and reputation and so much more.

This study describes the important effects that social media has on the consumers purchases of products, patronage and brand loyalty and also the limitations and challenges brought by social media into the marketing world as well as ways of managing them. The research is designed to examine the impact of social media on marketing management and to access the extent to which social media affects brand patronage. The method and procedure to be used in carrying out this research are stated in this chapter. The survey research method will be used to collect related information from customers and consumers of products and members of the public. The respondents cut across different spheres of life in order to have a representation of all shades of opinion.

**Keywords:** brand loyalty, effects of social media on business, marketing management, patronage, social media, traditional media  
**JEL:** M10, M14, M31, O32

## Introduction

Over the years, organizations have made good use of various mass media to initiate, maintain and develop contact with their customers, suppliers, distributors and other organizations. Organizations make use of a wide variety of mass media ranging from TV to radio, newspapers, magazines, bill boards to mention just a few. They use these various media to enhance their marketing campaigns, advertising, PR campaign, sales promotion and so forth; all in the bid to achieve their marketing goals and objectives. Consumers are exposed to thousands of commercials, sales and promotional messages through these media. According to Cohen (2011) of the Riverside Marketing Strategies, social media

are the platforms that enable the interactive web by engaging users to participate in, comment on and create content as means of communicating with their social graph, other users and the public. Social media has the following characteristics:

- Encompasses wide variety of content formats including text, video, photographs, audio, PDF and PowerPoint. Many social media make use of these options by allowing more than one content alternative.
- Allows interactions to cross one or more platforms through social sharing, email and feeds.
- Involves different levels of engagement by participants

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who can create, comment or lurk on social media networks.

- Facilitates enhanced speed and breadth of information dissemination.
- Provides for one to one, one to many, and many to many communications.
- Enables communication to take place in real time or asynchronously over time.
- Is device indifferent. It can take place via a computer (including laptops and net-books), tablets (including iPads, iTouch and others) and mobile phones (particularly smart phones).
- Extends engagement by creating real-time online events, extending online interactions offline, or augmenting live events online.

Today, definitions of the social media are relative, for individuals, it is a way to connect and share contents with friends and like-minded people, for business, it is a way to tap into what people are saying about your brand, product and or your services, participate in the conversation, be open to new ideas and then use these insights to make better business decisions (Folkow, 2013).

Social media is a reflection of conversations happening every day, whether at the supermarket, a bar, the train, the water cooler or the playground. It just allows for those conversations to reach a broader audience due to digital being a megaphone for scale (Hofstetter, 2013).

Most organizations approach social media wrong. They ask "who should own it?" as if it were simply another channel like email or search. Social media is not one thing. It is five distinct things (Kleinsberg, 2011).

1. It is a strategic tool for uncovering business insights.
2. It is managing the influencers who are driving the conversation around your brand.
3. It is marketing that provides value and turns customers into evangelists.
4. It is a critical component customer care.
5. It is transforming your organization to meet the transparency and humanity customers now expect of brands.

Social media is digital, content-based communications based on the interactions enabled by a plethora of web technologies (Rebecca, 2009). Social media is a collection of online platforms and tools that people use to share content, profiles, opinions, insights, experiences, perspectives and media itself, facilitating conversations and interactions online between groups of people.

What is common to all of these definitions are the fact that:

- Social Media is the platform/tools.
- Social Networking is the act of connecting on social media platforms.

As a marketing tool, social media enables marketers to

reach more prospects at lower cost than using traditional media like the TV, radio, newspaper and magazines. The social media can also be used to place adverts, sell ideas, and feed consumers back on their responses to the companies' products.

## **Social media enhancing the right of freedom of speech: The case of the Arab spring**

With the growing number of international, self-described (both non-for-profit and for-profit) organizations such as Facebook, Wikipedia, WikiLeaks and more, much of the information provided is now often opinionated and biased, nonetheless, truthful. Ultimately, public information supplied by social networking websites has played an important role during modern-day activism, specifically as it pertains to the Arab Spring. In Arab countries, many activists who played crucial roles in the Arab Spring used social networking as a key tool in expressing their thoughts concerning unjust acts committed by the government.

Being capable of sharing an immense amount of uncensored and accurate information throughout social networking sites has contributed to the cause of many Arab Spring activists. Through social networking sites, Arab Spring activists have not only gained the power to overthrow powerful dictatorship, but also helped Arab civilians become aware of the underground communities that exist and are made up of their brothers, and others willing to listen to their stories (Saleem, 2012).

### **Objectives of the study**

Since the social media are online technologies and practice that people use to share content, insights, experiences, perspectives, ideas, and media themselves, this study will identify and highlight the impacts of social media on consumers purchases, patronage and brand loyalty; this is because in the social media world, markets have become conversations and the social media are the online platforms and locations that provide a way for people to participate in these conversations and express their feelings freely about products they have used or get information about products they wish to purchase.

Furthermore, this study aims at providing basic understanding on the impact of social media on marketing and whether it has so far been of benefit to organizations in helping them achieve their marketing goals as well as its effect on consumer patronage and brand loyalty.

### **Statement of a problem**

- Problem of managing and influencing customer's conversation on the social media to the advantage of the organization.

- Problem of evaluation as to whether social media has actually performed up to expectation towards the achieving of organization's marketing goals and objectives by ensuring brand patronage and loyalty.

The study also enhances understanding on the effects of social media on consumers and their decision in choosing the products to purchase.

### **Research questions**

Questions to be examined in this study are:

1. Is the use of social media effective towards achieving marketing goals?
2. What role does social media play in making sales as well as gaining and retaining patronage?
3. What value have you experienced through social media marketing?

### **The main stages of the development of social media**

Social media are the online technologies and practices that people use to share content, opinions, insights, experiences, perspectives, and media themselves. They are media for social interaction. You can tell social software because it is no fun to use by yourself – an account with no friends connected has no value (Howard, 2011). The term social media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue. They can be defined as a group of Internet-based applications that build on the ideological and technological foundations of the so-called Web 2.0, and that allow the creation and exchange of user-generated content. Enabled by ubiquitously accessible and scalable communication techniques, social media substantially change the way of communicating among organizations, communities, as well as individuals and can take on many different forms, including magazines, Internet forums, weblogs, micro-blogging, wikis, podcasts, photographs or pictures, videos, rating, social bookmarking and social networking.

Social media describes internet-based applications that help consumers to share opinions, insights, experiences, and perspectives (Kaplan & Haenlein, 2009). According to Kaplan and Haenlein (2009), social media allow internet users to create content about almost anything including

organizations, products and brands. As such social media constitutes a conduit through which consumers can engage in electronic word of mouth (eWOM). According to Mangold and Faulds (2009), social media encompasses a variety of online information-sharing platforms such as social networking sites (e.g. Facebook, MySpace, and Friendster), creativity works-sharing sites (e.g. You Tube and Flickr), collaborative websites (e.g. Wikipedia) and micro blogging sites (e.g. twitter). Of the different types of social media, social networking sites (SNSs) have emerged as the most important tools for interacting and socializing. SNSs have also emerged as a major channel for brand-related consumer-to consumer conversations.

Social media usage has also generated much research interest in recent years. Past research indicates that social media usage varies across different demographic groups. Young generation, mostly college and university students are the most active users of social media, the majority of students use SNSs for social reasons rather than for academic purposes. Research also indicates that usage of social media differs from one national context to another depending on the level of development of internet infrastructure among others. In general, developing countries have been found to be lagging behind developed economies in terms of internet infrastructure development.

Social media has become an integral part of modern society. There are general social networks with user bases larger than the population of most countries. There are niche sites for virtually every special interest out there. There are sites to share photos, videos, status updates, sites for meeting new people and sites to connect with old friends. It seems there are social solutions to just about every need. The major advances on the social media in early 2000s like Friendster, Hi5, LinkedIn, and Myspace brought some huge developments in social networking and social media. Facebook which was conceived in 2004 became the most popular social networking site allowing users to post photos, videos and otherwise customize their profile content, if not the design. Now, we have many other social networking sites with similar features to the Facebook like Flickr, YouTube, Two and so forth.

Social media technologies take on many different forms including magazines, Internet forums, weblogs, social blogs, micro-blogging, wikis, social networks, podcasts, photographs or pictures, video, rating and social bookmarking. Technologies include blogging, picture-sharing, blogs, wall-posting, music-sharing, crowd sourcing and voice over IP, to name a few. Social network aggregation can integrate many of the platforms in use. There are six types of social media: Social Networks (the most popular are Facebook and LinkedIn), Bookmarking Sites (the most popular are Deli-

cious and Stumble Upon), Social News (the most popular are Digg and Reddit), Media Sharing (the most popular are YouTube and Flickr), Micro-blogging (the most popular is Twitter), Blog Comments and Forums (there are many popular blogs and forums).

However, while these are the 6 different types of social media, there can be overlap among the various services. For instance, Facebook has micro-blogging features with their "status update". Also, Flickr and YouTube have comment systems similar to that of blogs.

## Distinction between social media and other traditional media

Social media are distinct from industrial or traditional media such as newspapers, television, and film as they are comparatively inexpensive and accessible. They enable anyone (even private individuals) to publish or access information. Industrial media generally require significant resources to publish information as in most cases the articles go through many revisions before being published.

One characteristic shared by both social and industrial media is the capability to reach small or large audiences; for example, either a blog post or a television show may reach no people or millions of people. Some of the properties that help describe the differences between social and industrial media are (Hausman, 2012):

**Quality:** In industrial (traditional) publishing mediated by a publisher the typical range of quality is substantially narrower than in niche, unmediated markets. The main challenge posed by content in social media sites is the fact that the distribution of quality has high variance: from very high-quality items to low-quality, sometimes abusive content.

**Reach:** Both industrial and social media technologies provide scale and are capable of reaching a global audience. Industrial media, however, typically use a centralized framework for organization, production, and dissemination, whereas social media are by their very nature more decentralized, less hierarchical, and distinguished by multiple points of production and utility.

**Frequency:** The number of times that an advertisement is displayed on social media platforms.

**Accessibility:** The means of production for industrial media are typically government and/or corporate (privately owned); social media tools are generally available to the public at little or no cost.

**Usability:** Industrial media production typically requires specialized skills and training. Conversely, most social media production requires only modest reinterpretation of existing skills; in theory, anyone with access can operate the

means of social media production.

**Immediacy:** The time lag between communications produced by industrial media can be long (days, weeks, or even months) compared to social media (which can be capable of virtually instantaneous responses).

## Costs

These three media avenues have very different costs. TV is traditionally the most expensive medium in terms of absolute cost. Even in local markets, you can spend \$10,000 to \$25,000 at a minimum to produce a commercial. Then you would spend at least a few thousand more to buy a package of ads on a local TV channel for a month. Radio is a more affordable option for local businesses. Production usually runs a few hundred dollars, and you can buy monthly packages for as low as \$500 to \$1,000 for a couple hundred spots. Self-managed media has little to no placement costs, though you pay employees to operate your accounts. If you outsource social media, you normally pay by the hour or message quantity.

Social media, TV and radio formats provide very different opportunities for advertisers looking to get their brand and product messages to target customers. In some cases, your business might prefer a concentrated message approach that emphasizes only one of these media types. Other times, integrated approaches rely on all of these media to reach and impact customers.

## Social media marketing

Social media marketing is the process of promoting a product or service through the various social media channels. There are 2 ways to perform social media marketing campaign; the first way is free and has to do with building followers, fans, or connections by sharing useful content, running contests and generally engaging with users. The second way is through paid advertising using Facebook ads, google, or twitter promoted accounts to advertise products on services on them.

There are many advantages of using social media for promoting both online and offline products and services (Franco-Lozada, 2013). One advantage is that it is a fast way to spread the word; if you have a big fan base, you can tweet or post on Facebook and your messages will instantly go to thousands of users around the world. Social media is a trend one cannot ignore if one wants to stay close to customers and be in synch with the latest development in marketing.

It is one of the ways of interacting with followers and find out what they want. With social media customers can show



that they like a product or piece of content by voting, commenting and sharing. As a marketer, one can analyze these statistics, talk with the customers and find out how to make products, contents or services better.

Social media refers to the process of gaining traffic or attention through social media sites. Social media itself is a catch-all term for sites that may provide radically different social actions. For instance, Twitter is a social site designed to let people share short messages or “updates” with others. Facebook, in contrast is a full-blown social networking site that allows for sharing updates, photos, joining events and a variety of other activities.

Social media often feeds into the discovery of new content such as news stories, and “discovery” is a search activity. Social media can also help build links that in turn support into SEO efforts. Many people also perform searches at social media sites to find social media content. Social media platforms have benefited many businesses in many ways over the years.

In his research Sterlin (2012), he established that 91% of people have gone into a store because of an online experience.

Social media has a great effect on consumers’ behavior. Consumers spend a great deal of time researching the products and services they are interested in online before making a purchase decision. With a world of information at their fingertips, it is only wise to research purchases online, read reviews, look up prices, determine how products are supported and serviced, and more.

Matthew Peneycad (2013) showed in his research that 89% of consumers conduct their research using search engines.

Social media platforms including Facebook, Twitter, and of course, Google+ and YouTube do ranks incredibly well in search engines as well as regularly updated, properly written blog posts.

Companies have tremendous opportunities to impress information seeking consumers on their social media properties when they are conducting research for a purchase as social media properties often land on the first page of search results for businesses and brands of all sizes.

62% of consumers end up making a purchase in-store after researching it online (Peneycad, 2013).

A consumer takes time to research a product or service online, so as to make a purchase decision a purchase decision. Therefore, it is absolutely important that companies’ digital properties like website and social media are set up to guide consumers on their purchase decisions and impress them to the point of making a favorable decision.

72% of consumers trust online reviews as much as personal recommendations (Peneycad, 2013).

In other words most people trust complete strangers just as much as people they know when it comes to making a purchase decision. This is why companies are beginning to devise new strategies to make consumers leave reviews on their social media properties. Facebook, Twitter, Google+, LinkedIn, YouTube, etc., are all great places to encourage your social media audience to leave a review.

78% of consumers say that the posts made by companies on social media influence their purchases (Peneycad, 2013).

Companies now have opportunities to influence consumer purchase decisions through the content the business creates and publishes on social media.

Also, research has it that 81% of people admit that posts by their friends on social media affect their purchase decisions. This means that the content of any business publishes is almost as important as the content of trusted friends.

Furthermore, due to the fleeting nature of social media content, there is the need to refresh content streams on a regular and ongoing basis. Content needs to be seen as highly valuable by the existing and prospective consumers to ensure that when they decide to check out your business online, that they are presented with the absolute best you have to offer.

Nowadays, consumers are becoming in need of making informed purchase decisions, which means they are making use of all available sources of information, most of which are found online. Traditional advertising yields predictable results because of the decades of research reports that have been proven about its results over the years and rich history that many companies have using traditional channels to sell their brands. But consumers are increasingly dismissing traditional advertising as being untrustworthy. In fact, 75% of consumers do not accept traditional advertisements as truth (Peneycad, 2013).

Most research find that among those whose overall satisfaction with a company’s social marketing efforts is highly satisfied, more of them say their online social interaction with the company positively impacted their likelihood to purchase from that company. Basically, if people like the way you do social, they are much more likely to buy your product which means when they are dissatisfied with your social interaction it negatively impacts their likelihood to purchase from your company.

## Social media management

The key to making social media work is to provide some other type of value be it entertainment, information, support, or other types of rewards in exchange for hearing your com-

mercial message. The key is providing about more value to commercial message.

Social media is all about community. Social networks increasingly replace more traditional communities and this is what draws billions of people into social networks and convinces them to spend significant time engaging in the social network. The trick of social media marketing success is to join this community and harness its power. So, instead of disrupting the conversation, join the conversation and become an integral part of the community; someone everyone recognizes and welcomes because you share fun and interesting things with them.

Use the community. Studies and experience show people engage more when they're a part of something. So, ask the community to contribute content such as a videos or suggestions for a brand name. Create platform where anyone can join and share interesting tips, ask questions, get support for projects, and so forth.

Many businesses have invested in social media management programs and have been seeing returns for their investment in the form of branded social media channels, consistent social media content, community engagement, and increased reach of their communities. The challenge now for social media and digital agencies is to make sure that brands understand the need to keep up with the changes on social media platforms, adjusting their strategies to make sure that it stays relevant to their community, and that social media management reaches their business goals which is the main purpose of using social media (Olenski, 2013). There are various strategies that might be good to incorporate in the social media management, as follow: Collaboration and Co-Creation, Customer Service Team, Storytelling, One on one marketing (Castro, 2013).

## Effects of social media on patronage and brand loyalty

Brand loyalty, is a marketing concept that defines a consumer's commitment or propensity to repurchase or otherwise continue using the brand. This is often demonstrated by repeatedly purchasing or engaging in a product or service. It also evokes one of the most prized consumer behaviors – word of mouth (WOM).

According to social media report, carried out by Nielson and NM incite, (Nielson Social Media Report, 2012) it showed the effects of social media on brand loyalty. Social media plays an important role in how consumers discover, research, and share information about brands and products. In fact 60 percent of consumers researching products through multiple online sources learned about a specific

brand or retailer through social networking sites. Active social media users are more likely to read product reviews online, and 3 out of 5 create their own reviews of products and services. Women are more likely than men to tell others about products that they like (81% of females vs. 72% of males). Overall, consumer-generated reviews and product ratings are the most preferred sources of product information among social media users. 63% of social media users list consumers rating as their preferred source for information about products/services.

Social media also plays a key role in protecting brands: 58 percent of social media users say they write product reviews to protect others from bad experiences, and nearly 1 in 4 say they share their negative experiences to "punish companies". Many customers also use social media to engage with brands on a customer service level, with 42 percent of 18- to 34-year-olds acknowledging that they expect customer support within 12 hours of a complaint.

## Research

The data were collected through the administration of a structured questionnaire with a sample of 310 people in Georgia who were social media users. The first section captures the biographic data of the respondents while the second section seeks the opinions of the respondents on the subject matter. The results of the study showed that brand loyalty of the customers is positively affected when the brand appears on various platforms and offers applications on social media platforms. Two filter questions were employed to make sure that the respondents qualified to be included in the research. One question asked whether the respondent was using social media more than once in a week. Another question asked whether the respondent followed at least one brand on social media. If the answers to both of the questions were positive, then the respondent was given the questionnaire.

A total of 310 respondents will be selected for the purpose of this analysis. Using the random sampling method respondents were picked and they consisted of both male and female and representing the population of all age grades from young adults to middle age and aged people. The age of the sample was between 20 and 60. About 60% of them had undergraduate or graduate level of education. 80 % were still students. The elements under brand loyalty measure included intention to interact more with the brand, intention to increase sales from the brand, trust towards the brand, intention to get interactive with other brands through social media, and intention to recommend the brand to friends.

The data has been collected by questionnaires as follow:

1. Is the use of social media effective towards achieving marketing goals?

- 1.1. Which kind of media do you prefer?
- 1.2. How often do you use it?
- 1.3. Which type of information do you collect from this media?
- 1.4. Would you prefer to patronize a brand with a social media presence?
- 1.5. Would you recommend a brand which performs to your expectations on social media to your friends?

2. What role had social media played in making sales as well as gaining and retaining patronage?

- 2.1. Would you patronize a brand that has no social media content?
- 2.2. Would you check out reviews on a brand on the social media before purchasing it?
- 2.3. Does having a presence in the social media affect your patronage of a brand?
- 2.4. Does having a social media presence increase your trust in a brand?
- 2.5. Do you follow your favorite brand on your favorite social media?

3. What value have you experienced through social media marketing?

- 3.1. Do you prefer to be able to interact with your brand or not?
- 3.2. Would you be disappointed if your favorite brand has no social media presence?
- 3.3. Would you place a negative review on the social media about a brand that does not meet up to your expectations?

dia, and would definitely place a negative review on social media about brands that do not meet up to expectations. Here we can deduce that the effect of the social media on adding value to individuals about their favorite products is enormous. Customers can learn more information about products from the various reviews placed on social media about the product as well while interacting with the brand on the social media.

Based on the data analyzed in this study, it was discovered that out of the 30 respondents who correctly filled the questionnaires, there were more responses favorably disposed towards the social media. A great number of respondents have confidence and trust in products or services which have social media presence than the ones that do not.

It was revealed that social media influence the purchase decisions of consumers. This is why most people prefer to check reviews about a product on the social media before purchasing. Most customers believe that the social media is a good source of information to them where they can learn more about the good sides and the bad sides of a product and it is easily believable to them because these pieces of information is given by people like them who have used and experienced the product.

Furthermore, in spite of the fact that it was revealed that people would still purchase a product that does not have a social media presence, the study also reveals that people would still prefer to be able to interact with their favorite brands on social media. In addition, customers admit that they will paste negative reviews on the social media about product which they believed did not meet up to their expectations. Lastly, social media has helped to benefit both companies in terms of sales, gaining and retaining patronage and the consumers in terms of knowledge about products, qualities and benefits. Hence, the impacts of social media on marketing management are more positive than negative.

The summary results of the data analysis introduced at Figure 1.

## Summary

The analysis above shows that most people would like to be able to interact with their favorite brands on social me-

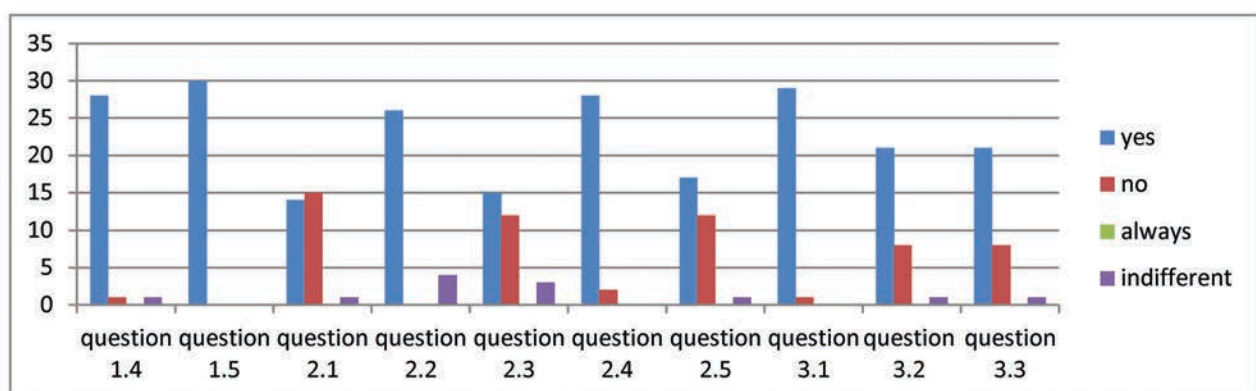


Figure 1. Data analysis.

Above is a chart representing the data collected for of the questions answered by the respondents showing the effects that social media has on their purchase decisions.

The research on this study shows that social media is a very important factor in increasing market share, gaining and retaining patronage as well as building brand image. The study also shows that social media greatly influences the respondents choice of brand purchase and brand loyalty.

Also that choosing the right social media to use determines how well the message is received. Furthermore, the fact that good and interesting content on a brands social media would catch the attention and interest of the target customers which would lead to them having a favorable disposition towards the brand.

## Conclusion

Based on the findings of the study, marketing management of companies are advised to allocate more of their budget to creating and having a consistent social media presence on the various relevant social media since it has been found to be very effective in gaining market share and retaining patronage. Also companies should create relevant social media departments who would monitor the contents of the social media for the company or alternatively, companies can employ the services of social media management consultants to oversee this work.

Since social media is a communication channel which a company uses to connect and interact with its customers, it is recommended that companies should keep their social media platforms interesting and up to date so that it does not remain dormant and boring when customers visit these platforms in order to attract them and get their attention. Having an engaged social media community increases brand awareness and preference, augments customer service and ultimately leads to an increase in sales.

Social media has the power of consumer-to-consumer conversations in the marketplace by enabling one person to communicate with literally hundreds or thousands of other consumers quickly and with relatively little effort. Managers cannot directly control these conversations. However, they can use these following methods to influence and shape these conversations in a way that will be consistent with the organization's mission and performance goals.

Provide networking platforms: Consumers like to network with people who have interests and desires that are similar to their own. Organizations can use this desire by creating communities of like-minded individuals. Communities which center on shared interests and values. For example, The Barack Obama, Hillary Clinton, and John McCain 2008 presidential

campaigns used their online presence to gather supporters together and provide information. This experience of participating with people who have the same interests in these highly anticipated events becomes memorable and is likely to be talked about for years to come. Many people will decide to talk about their experiences through social media as well as through traditional word-of-mouth.

Use blogs and other social media tools to engage customers: Consumers feel more engaged with products and organizations when they are able to submit feedback and interact with their products organization. It gives them a sense of belonging.

Provide information: Consumers are more likely to talk about companies and products when they feel they know a lot about them.

Support causes that are important to consumers: People tell others about things to which they are emotionally connected. Organizations can leverage emotional connections by embracing one or more causes that are important to their customers. For example: supporting the notion of raising funds for less privileged people in the society.

Use stories: Stories can be memorable. The more memorable they are, the more they are to be repeated. Such stories create vivid memories that are likely to be repeated in social media, as well as traditional word-of mouth.

Finally, managers should improve on the quality of their products so as to meet up with the expectations already created in the social media.

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