

## Social Media Marketing Versus Conventional Marketing In The Motor Industry

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Mustafa Kamil AL-Kanaani <sup>1</sup> , Faris Salah Najm <sup>2</sup> , Wijdan Hasan Hamoodi <sup>3</sup>

<sup>1</sup>, *Technical Institute/Al-Dour, Northern Technical University*

<sup>2,3</sup> *Administrative Technical college Northern Technical University*

*e-mail: mustafa.ky@ntu.edu.iq<sup>1</sup>, faris\_salahalazayi@ntu.edu.iq<sup>2</sup>,  
wijdanhassan@ntu.edu.iq<sup>3</sup>*

### **Abstract**

*Social media has made as the depicting plan in the most recent decade and keeps adjusting correspondence and connection between people, frameworks, government and business. Bosses and supporters are grappling with the basic effect of the quickly pushing social media on viral customer conveyed substance, and its effect on surrounding consumer affirmations and the steadily changing scenes for the creation business cases to proactively connect with associates. The effect of social media on marketing from brand building, exchanges and raising to customization and customer obligation. The ascent of the Internet and Social media specifically into the more extensive cultural setting, which happened simultaneously with the progression in and well known reception of data innovation.*

### **Introduction**

An organization is a progressively intricate test. Effective new business can prompt great returns for funding organizations. Customer needs are the beginning stage of all marketing and there are numerous meanings of marketing advanced in the writing by organizations and researchers of marketing that by and large spin around the power of customers as a feature of a trade procedure. Kotler, one of the main researchers in the marketing considerations characterized marketing as "a social and administrative procedure by which people and gatherings acquire what they need and need through making and trading items and incentive with others. Marketing is definitely not a characteristic science however is commonly portrayed in numerous literary works as a social science. A social science is a subject which is worried about human conduct which is the situation with marketing and a considerable lot of the social logical speculations and models are pertinent to marketing exercises. Gone are the days when firms work inside confined limits – today an exceptionally huge number of

firms work inside a worldwide market. As indicated by Alan Bryce (2002) in his book "Business Management for Standard Grade" The advancement made because of ICT improvement has prompted markets turning out to be more worldwide and a bigger number of organizations than any time in recent memory. The regularly expanding g pace of internet business has additionally built up the idea of globalization. Utilizing the web, organizations can set worldwide shops, whereby their items can be disseminated all through the world.

When marketing on the web, you structure sites, run show publicizing, open recordings to youtube, and push your site posting higherup in the web search tool positioning to advance and sell items. It's anything but difficult to overlook how individuals really purchase. It's anything but difficult to accept that potential customers are lonely people crouched over their computers late at night, choosing what products to add to a shopping cart – isolated from the real world and their family and friends.

Social Media alludes to substance made and devoured by ordinary individuals for one another. It incorporates the remarks an individual includes toward the finish of an article on a site, the family photo she maintains to a photograph sharing assistance, the discussions she with companions in a social system, and the blog entries she in distributes or remarks on. That every social medium, and its creation everybody on the planet a substance distributor and judge of substance. It's democratizing the web. Social Media Marketing is a procedure that utilizes social media.

Social media has developed as the characterizing pattern in the most recent decade and keeps on rebuilding correspondence and connections between people, networks, government and business. Analysts and advertisers are grappling with the significant effect of the quickly advancing social media on viral client created content, its effect on molding consumer observations and the always changing scene for creating business cases to proactively connect with partners. The expanding chances to tune in to customers on organization oversaw channels just as outsider survey destinations, including social media pages over the advanced space are joined by the difficulties of reacting, ongoing, to those discussions.

### **Background of the current Conventional marketing tools**

Conventional Marketing alludes to essential or basic marketing rules that have been being used by marketing practioners for quite a long time. It is the most unmistakable sorts of marketing standards. Conventional marketing strategies permits almost no collaboration between the medium utilized and customers, some promotional blend like print media or radio advert can be exorbitant and aftereffect of customary marketing procedure can't be effectively estimated.

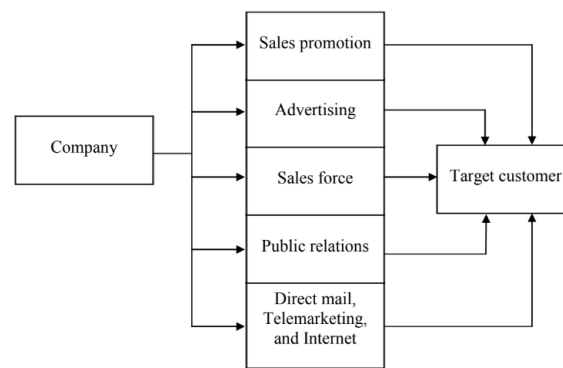


Fig 1: Marketing Mix Model

Marketing reaction models are apparatuses for accomplishing these goals. They relate factors that depict activities accessible to directors and factors that portray nature, to execution yields. Parsimony is a key goal of a model-building exertion inferring reasonability in choices to extend the quantity of logical factors incorporate into a model. As Farley et al(1998) note essentially "counting factors that have been estimated inconsistently isn't really ideal [r]educing collinearity among structure factors is the way to progress learning. Marketing exercises are under steady strain to show the advantages got from the marketing spending plan. Business are always reconsidering and reproducing marketing blend systems. A change of business targets or marketing destinations are basic motivations to reexamine a marketing blend technique. Marketing blend improvement includes relegating segments of the marketing spending plan to each marketing blend component in order to boost incomes or benefits.

Marketing correspondences configuration includes choosing (a) what to state i.e., the message procedure and afterward (b) how to state i.e., the imaginative methodology. The previous alludes to the substance of the message: expansive subject or thoughts. The last alludes to how the message is communicated; that is making an interpretation of messages into explicit correspondence. Average marketing blend models aligned utilizing disaggregate information set that the conduct of individual consumers or families is straightforwardly affected by brand marketing blend.

### **Internet marketing becoming more social media marketing:**

The web offers new chances to assemble and fortify the brand - to include some 'sizzle' to the brand. Numerous investigator see social media marketing as an approach to fabricate both the brand picture and the general organization esteem - one more advantage of advanced marketing. Social media is another reality. A great many people are interfacing with others on social media more than they do communicate on up close and personal experience. Social media can beat the imperatives of existence, therefore, bringing together individuals from different foundations and areas over the globe. Social media unites brand customers who develop a network of adherents.

Every one of these devotees moves and solidify brand steadfastness and in the process convert other network individuals into supporters. Social Media gives more prominent obtaining openings through better refined leads, directed publicizing and more extensive reach.

Social media apparatuses began to develop in the business universes, truly social media can be as consummately aligned to B2B sales as a metal roller is to its score. Social Media gives another approach to arrive at more individuals, to sharpen what we definitely know and offer it with the group of spectators in another way, to intensify what as of now are stating, to draw in and be agreeable intriguing, to be human, to have a fabulous time – thus to associate with possibilities and customers in an incredible manner . Marketing is developing at lightning speed with web composition and ease of use propels, site design improvement and pay-per-click marketing strategies, site examination, and social media activities all seeking a bustling advertiser's consideration. Marketing on the web doesn't begin or end with internet searcher rankings. Marketing we can characterize as "Giving the perfect individuals the correct message with the correct idea at the opportune time”.

Social media marketing is the way toward conveying an incentive to the consumer in online networks where they gather. Social media marketing is the absolute opposite of what may have worked previously. The world is changing and a transformation is happening and people are anticipating that organizations should carry on diversely because of this insurgency. Social media marketing is essential to the consumer since we are rapidly turning into a substance on-request society. Social collaborations are presently so significant that they are diminishing utilization of different types of advanced media and conventional media, so all organizations need to build up a technique to connect with these consumers. Web marketing is at the core of computerized business - drawing nearer to customers and understanding them better, increasing the value of items, enlarging circulation channels and boosting sales through running advanced marketing efforts utilizing advanced media channels, for example, search marketing, web based publicizing and member marketing. A site and stations on social media and other accomplice locales are ground-breaking new correspondences channels to expand mindfulness, manufacture brand, shape customer sentiment and convey exceptional offers. Conventional media are dominantly push media where the marketing message is communicated from organization to customer and different partners. During this procedure, there is restricted interaction with the customer, in spite of the fact that collaboration is energized now and again, for example, the immediate reaction advert or mail-request crusade. In computerized media it is regularly the customers who starts contact with a brand and who is looking for data or an encounter through visiting a site or organization stations. At the end of the day it is a force instrument where it is especially imperative to have great perceivability in web crawlers when customers are entering search terms important to an organization's items or administrations. Among marketing experts this ground-

breaking new way to deal with marketing is currently ordinarily known as inbound marketing (Shall and Halligan, 2009). Social media intensifies a message through remarks and sharing of social systems, essential marketing or word-of-mouth marketing.

### **Literature Review**

According to Subramanian, (2018) Publically Attention has been a significant part of marketing endeavors for quite a while. Customarily numerous organizations depended on word of mouth attention. With the appearance and multiplication of advanced media what's more, the new age of millennial, the condition is evolving. The speed of working together has expanded and customer is fretful to pause. Advertisement and Sales promotion are as yet pertinent yet the media has changed. A fulfilled customer is the best minister for a organization or Product even in the computerized period and will maybe be the same in the days to come. Generally, that even a couple of years prior, a fulfilled customer was your most logical option for further promotion by expression of mouth is as yet occurring. Be that as it may, the verbal exchange has changed to messages and pictures through the mobiles and the computerized media. The point to be seen is that the verbal exchange is as yet the best, yet in the present time of moment delight, the verbal exchange is quickened through the portable and other advanced media gadgets. The online networking is the new age 'verbal'.

According to Iankova, Severina, et al. (2018) this paper investigates the certain presumption in the developing assortment of writing that social media use is in a general sense distinctive in business-to-business (B2B) organizations than in the surviving business-to-consumer (B2C) writing. Sashi's (2012) customer commitment cycle is used to contrast hierarchical practices in connection with social media marketing in B2B, B2C, Mixed B2B/B2C and B2B2C business models. Using 449 reactions to an exploratory board based review instrument, we obviously distinguish contrasts in social media utilization and its apparent significance as a correspondences channel. Specifically we recognize particular contrasts in the connection between social media significance and the apparent viability of social media marketing crosswise over business models. Our outcomes show that B2B social media utilization is unmistakable from B2C, Mixed and B2B2C business model methodologies. Explicitly B2B hierarchical individuals see social media to have a lower generally adequacy as a channel and distinguish it as less significant for relationship arranged use than different business models.

### **Conventional Versus Social**

There is a major contrast between customary marketing and social media marketing, hence it quires extraordinary contemplations as the rebelliousness prompts injurty to notoriety or faultgure. At the point when conventional maketingcenter around singles sales, volume nadshort-time timescales, social media marketing think about customer retation, customer esteem and long-tem timescales. The principle accentuation in the ordinary makerting lies on item highlights and quality utilizing TV, radio or print as media. Against this the better approach for marketing concentrate of relationship quality and customer administration, taking favorable circumstances from social media channels.

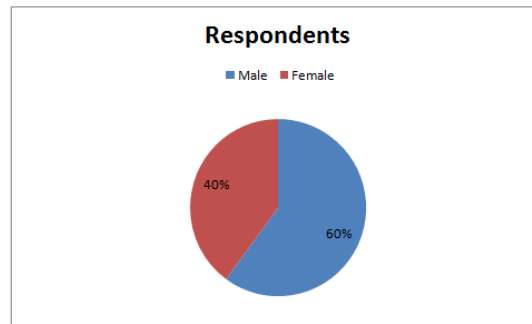
Henning Thaurgau portrays conventional marketing as a bowling match-up where the organization attempts to influence customers with its marketing exercises. On the off chance that the marketing procedure is compelling the customer purchases the item or services(Path B). Broad communications direct as mediator for the marketing content and the PR (Path C). With social media there is a central change in the hypothesis since marketing is portrayed as a Flipper game these days. The game change is that the customer doesn't just get influenced by marketing exercises yet in addition follow up on social media channels, for instance remark or assess an item, distribute possess youtube vide or share an item connect with companions. The results can be both positive and negatgive with a tremendous reach. The customers trade possess assessments with others where they have the likelihood to influence recognitions, inclinations and practices. Thefore it is unpredicable whether the marketing exertion will be profitable or not, or even whether the organization will experience the ill effects of a terrible picture or ascend to top. Once there is a huge change, conventional media catch into the game. The marketing messages swing between the two media models to build the range of the individuals. This 'Highscore' for the organization fills in insofar as long as the message is certain. Nonetheless, experience shows that particularly the antagonistic features increment the scope of individuals. Social Media offers organizations extraordinary chances to acquire solid customer devotion and grow offshoot marketing. For this reason, an organization needs to tune in to the customer first, trailed by a discussion, which must be casual, innovative, individual and real. Social media apparatuses can be applied in the generation prodcess, for instance crowdsourcing, in the statistical surveying for instance social media observing, in sales, for instance social business, or marketing correspondence for instance referral marketing.

Social media can bring an organization the ideal achievement, be that as it may, without figures it is testing the measure the arrival on speculation (ROI). Lembke(2011) center around seven key Performance Indicator(KPI) so as to quantify and control the destinations of every social medium marketing activities.

## DEMOGRAPHICS

### Gender

S No	Gender	Respondents	Percentage
1	Male	18	60
2	Female	12	40
	Total	30	



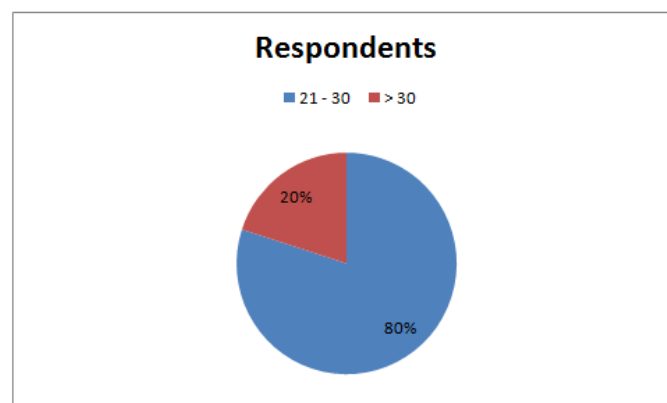
### INTERPRETATION

About 60% of the employees are male in this organization.

About 40% of the employees are female in this organization

Age

S.No	Age	Respondents	Percentage
1	21 - 30	24	80
2	> 30	6	20
	Total	30	



### INTERPRETATION

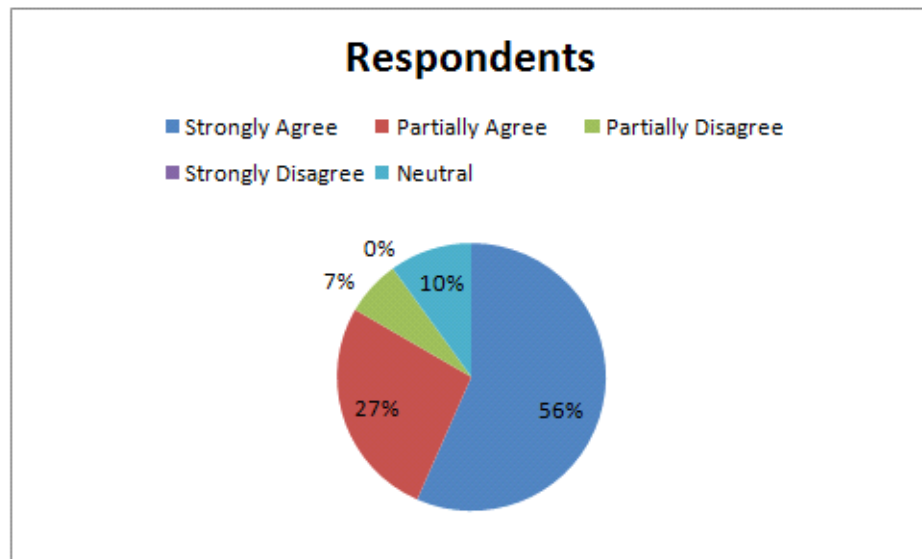
About 80% of the employees are in the age group of 21 – 30 years.

About 20% of the employees are above 30 years of age.

Q. Are you having the necessary resources to do your Job well.



S.No	Particulars	Respondents	Percentage
1	Strongly Agree	17	56.666667
2	Partially Agree	8	26.666667
3	Partially Disagree	2	6.666667
4	Strongly Disagree	0	0
5	Neutral	3	10
	Total	30	



## INTERPRETATION

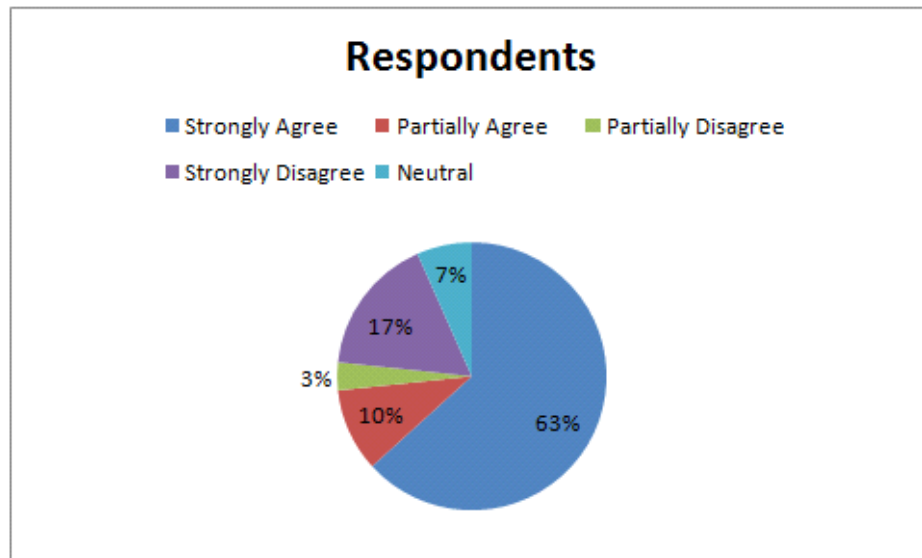
From the above data we can interpret that majority of the employee's i.e., 83.2% feel that they have the necessary resources to do their job well i.e., strongly agree and partially agree.

About 16.6% of the employees feel that they are not been provided with the necessary resources to do their job well i.e., partially disagree, strongly disagree and neutral.

**Q The necessary information systems are in place and accessible for you to get your Job done.**

S.No	Particulars	Respondents	Percentage
1	Strongly Agree	19	63.333333
2	Partially Agree	3	10
3	Partially Disagree	1	3.333333
4	Strongly Disagree	5	16.666667
5	Neutral	2	6.666667
	Total	30	



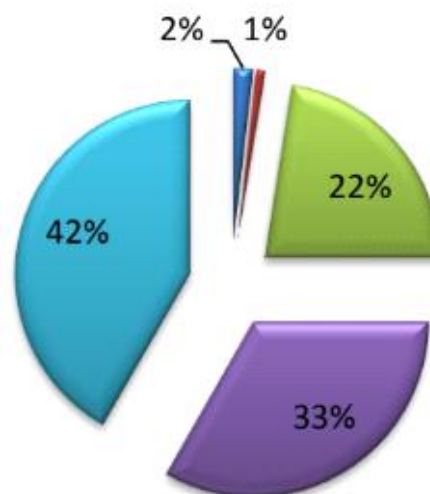


## INTERPRETATION

From the above data we can interpret that majority of the employees i.e., 73.3% feel that they are provided with necessary information required to do their job well i.e., strongly agree and partially agree.

About 26.6% of the employees feel that they are not been provided with the necessary information systems required to do their job well i.e., partially disagree, strongly disagree and neutral.

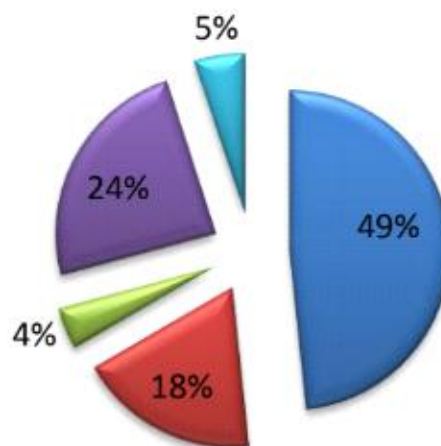
## Q How often do clients buy a car?



	Frequency	Percent
Every 6 months	2	1.8
Every 6-12 months	1	0.9
Every 1- 3 years	27	22.6
Every 3-5 years	40	34
Every 5-10 Years	50	41.78
Total	120	100

There are five sales models consolidated into the survey to choose the customers' obtaining times of vehicles, plainly the greater part of the responses procured is in the acquiring conduct of every 5-10 years (41.78%), the second most surely understood buying conduct as far as responses got is every 3-5 years (34%), after with the buying structure 1-3 years (22.6%). The paces of the last two obtaining practices are next to no (1.8% and 0.9%). The clarification being that customers would not buy new vehicles not long after the past purchase, as they will lose the extent that cash related security, portions and trade necessities.

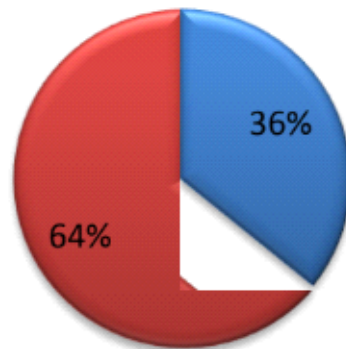
#### Individual profile for the consumer-situated social media locales



	Frequency	Percent
<u>Facebook</u>	58	48.3
<u>Twitter</u>	22	18.3
<u>Myspace</u>	5	4.2
<u>Youtube</u>	29	24.2
<u>Flickr</u>	6	5.0
Total	120	100

From the open-completed request, there is a 70% rehash of the going with on social media destinations: customers use Facebook to give their evaluations and to collect information from friends, partners and specialists about various trades they are enthusiastic about. It is trailed by watching chronicles on YouTube to get attestation of their cutting-edge trades or to take a gander at express things before the standard marketing channels are used for buying the things.

Would customers have the option to accept information they get from social frameworks organization areas for getting a vehicle? Is it suitable, successful and supportive?



	Frequency	Percent
Yes	43	35.8
NO	77	64.2
Total	12	100.00

The going with verbalization could be made: 64.2% of respondents feel that they can't acknowledge the data posted on social structures. In that capacity, 77 respondents out of 120 isn't enchanted with the data posted on social structures; just 35.8% trust data on social systems. an enormous segment of respondents utilized in this examination concentrate isn't satisfying to social structures and as such there will be no engine vehicle buys made through social systems.

**Which parts of the promotional blend will be the best to use when securing a vehicle?**

	Frequency	Perecent
Advertisement	27	22.5
Sales Promotion	22	18.3
Sales Forfce	23	19.2
Public Relation	12	10.0
Direct Mail	8	6.7
Telemarketing	6	5.0
Internet	22	18.3
Total	120	100

This is trailed by the Internet (18.3%) which plays a huge work in obtaining information by methods for Google for the best choices to get answers and information on different destinations. Web workplaces can bolster a customer finding a lot of information in a brief time allotment concerning a particular thing. The fourth channel is sales promotions (18.3%), which contain challenge games, premiums, trade shows up, etc. By then seeks after the last regular channels of promoting (10%), for instance early reports, classes, locations and valuable endowments, trailed by post office based mail (7%), for instance messages, locales and TV shopping, ultimately telemarketing (5%).

## Conclusion

There are different contraptions, and by using any of them or a mix thereof, can take the business closer to its target. This goal for the two theories of standard marketing and social media marketing is to satisfy the customer's needs. Every business ponders their advancement potential and ways to deal with collect and keep up a strong customer base. Progressing and advancing the business are the key parts to get its objectives. There are different strategies used for advancing; some of them join standard marketing similarly as the more present ones like social media marketing.

Conventioinal media is a procedure for correspondence or a kind of circulation by and large used to circle news and information. Standard procedures for marketing normally

incorporate publicizing through papers, magazines, telephone indexes, radio, in addition, TV. During this assessment where customers could fill in their overviews

with open-end questions and gave their very own inclination, a segment of the marketing frameworks they used, rose.

As demonstrated by this examination, and reliant on the surveys, one ought to truly think about regular marketing to be the most huge edge in choosing the decision to buy a vehicle. The larger part (51.7%) of the individuals won't propose Social Media marketing contraptions for purchasing a vehicle and 64.2% of the individuals showed that social media couldn't be trusted. A couple of parts of social media, for instance, Internet search, Facebook suppositions and YouTube accounts, are noteworthy for customers to look for information before making a purchase. Estimations are similarly a noteworthy perspective. People will all in all change their decisions as they get emotions and information on other social frameworks.

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