Chapter 6

Social Media as an Advertisement Tool: Strategical Need of Being More Experiential

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ABSTRACT

Daily routine and time pressure have become the reason for ignoring social media advertisements; because of thousands of messages on Internet, and social media, consumers need more reliable and differentiated messages. Today’s customer is looking for utilitarian and hedonic attributes in the content of advertisement. Otherwise they would interpret advertisements as “time loss.” In this chapter, some suggestions are offered to companies as well as to the advertising agencies who should look for a new way of attracting customers to advertisement. Experiential components are becoming more and more vital, in advertisement as well as in marketing. Feel, sense, think, act, and relate as subjects of experiential marketing can be transferred into social media advertisements and touch consumer’s heart for acquiring effective and efficient outcomes.

INTRODUCTION

The advertising landscape has changed dramatically in recent years, and nowhere is this more visible than it is online. The advertising industry has long sought to go where consumers go. Indeed the industry has followed consumers online, and even developed new forms of advertising to relate consumers in their virtual reality (Tuten, 2008, p.1)With millions of users worldwide, it raises the question of what types of people rely on these online social media tools in their interactions with others. Previous research has established three personality traits that are central to social media use: extraversion, neuroticism, and

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openness to experience (Ross et al., 2009; Zywica & Danowski, 2008; as cited in Correa, Hinsley and Zuniga, 2010, p.247). The concept of Social Media is top of the agenda for many business executives today. Decision makers, as well as consultants, try to identify ways in which firms can make profitable use of applications such as Wikipedia, YouTube, Facebook, Second Life, and Twitter (Kaplan & Haenlein, 2010, p. 59). The social media phenomenon, can now significantly impact a firm’s reputation, sales, and even survival. Yet, many executives eschew or ignore this form of media because they do not understand what it is, the various forms it can take, and how to engage with it and learn(Kietzmann, Hermkens, & Mc Charty, 2011, p. 254). Therefore we can see a new business opportunity as “social media specialists” deal and handle with the complexity of this platform.

According to Kim and Ko (2012), five constructs of perceived social media marketing activities of luxury fashion brands are entertainment, interaction, trendiness, customization, and word of mouth (p.1480). Their effects on value equity, relationship equity, and brand equity are significantly positive. According to Urry (1990, p. 248) the images, videos, and films available through the various systems provide various messages that represent destinations and serve as mediators of tourist experiences. Urry (1990) argues: “-people are tourists most of the time, whether they are literally mobile or only experience simulated mobility through the incredible fluidity of multiple signs and electronic images (as cited in Tussyadiah & Fesenmaier, 2009, p. 24).

Cultural aspects must be considered during advertising process in social media platform according to countries and local habitats of consumers as well. For example in the USA, the number of Facebook users is around 135 million people, while in Turkey, it is more than 30 million. When these two countries are compared, it is easily determined that time spent by people is different due to different cultural indicators.

Although it is clear that—for better or for worse—social media is very powerful, many executives are reluctant or unable to develop strategies and allocate resources to engage effectively with social media. Consequently, firms regularly ignore or mismanage the opportunities and threats presented by creative consumers (Berthon, Pitt, McCarthy, & Kates, 2007, as cited in Kietzmann, 2011). Providing experiential tools in social media advertisement applications and feedbacks behind this can eliminate threats. It can be understood from studies of Tussyadiah & Fesenmaier (2009) that perceived attractions, and tourists represent the informative roles of the videos for viewers at the reflective phase of experiences as a media for sharing and re-sharing experiences. Meanwhile, the category of travel stimuli represents how viewers are stimulated to have travel intention. Viewers’ comments about the quality of videos (including pictures, audio, and editing in general) do not simply express personal appreciation of the directors’ works; videos with good quality enable viewers to experience the tourist gaze with imaginative access in a more realistic sense(p.36).

It is found that individuals’ personality traits – extraversion, emotional stability and openness to experiences– play a role in the uses of interactive social media. These results are consistent with previous studies conducted by Amichai-Hamburger and Ben-Artzi (2000, 2002, 2003), who tested how personality played a role in Internet use, and with studies that examined online applications that involved some degree of social interaction (Guadagno et al., 2008; Ross et al., 2009 as cited in Correa et al, 2010). Social media, especially social network sites, provide a virtual space for people to communicate through the Internet, which also might be an important agent of consumer socialization (Köhler et al. 2011; Lueg and Finney 2007; Lueg et al. 2006; Muratore 2008; Zhang and Daugherty 2009 as cited in Wang, Yu, & Wei 2012, p. 1999). Social media provide three conditions that encourage consumer socialization among peers online. First blogs, instant messaging, and social networking sites, second, increasing numbers of consumers visit social media websites to communicate with others and find information to
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