

Role of Social Media in Lifestyle Marketing

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ABSTRACT

Purpose: Social media has become very desired between young people and lifestyle articles are marketed very effectively. The study attempts to explore the Role of social media in lifestyle marketing.

Design/methodology/approach: Exploratory research has been conducted on the basis of the existing research papers. Critical Analysis has been done on the research papers to form conclusions.

Findings: This study shows at social media is boon for Lifestyle Marketing. By being a Lifestyle Blogger, users adopt Social Media as their Platform. Lifestyle Marketing may seem new because of the emergence of social media. Social media is used to assist with being a social business. Social media has been around for quite some time and its recent contribution to everyday life is what makes it so popular over the past few years. It also shows the evolution of social media proves how Lifestyle Marketing is ever- changing in order to fit the demands of its users. Social media can help companies' market to other businesses or consumers. Some of these social platforms include Facebook, YouTube, Twitter, LinkedIn and Google. An attempt is made to draw conclusions as to how this will impact social media for businesses in the future.

Research limitations: Research has been conducted in a short span of time (1 month). And because of time constraint, limited number of previous literatures could be reviewed. Also, the conclusions of the study may change in future because of change in the dynamics of the environment.

KEYWORDS: Social media, Lifestyle Marketing, Facebook, YouTube, Twitter, LinkedIn, Google, Social networking

I. INTRODUCTION

Gone are the days when extraordinary advertising was all it took to get the consideration of customers and attract them to your stores. Today, in

every practical sense all businesses can make breathtaking advertising and purchasers are exhausted on standard advertising that continually attempts to convince them to make one thing or the other. Mind blowing marketing experts appreciate that to make their brands heard in the midst of the aggravation in the headway space, they have to get a substitute strategy. Instead of trying to convince clients why their things are the best, these advertisers make an alluring spread around their things with the target that purchasers need to purchase their things and join the brand. To make this idea logically plainly obvious, we should think for a second about the school datingscene.

From one point of view, we have the ordinary individuals who try to appeal the youths by taking them to dates, giving them sprouts, taking them to the motion pictures, and so forth. So, to speak, they gain some hard encounters convincing adolescents why they ought to go out with them. We can offset standard dealers with these ordinary individuals.

Obviously, there are the amazing individuals, similar to the school football or b-ball hotshot, or the individuals who outperform wants at another turn of events. These individuals have a manner of loftiness around them. They have the cool factor. These individuals experience no difficulty courting youths. Instead, the adolescents are genuinely trying to get the idea of these individuals, since they comprehend their affiliation will in like way make them cool. In the marketing scene, lifestyle brands are these amazing and cool individuals. Before defining what lifestyle marketing or a lifestyle brand is, we should initially get a handle on what a lifestyle is. A lifestyle is a technique for lead subject to a lot of interests, works out, examinations, points of view, opinions and different qualities that distinguish a gathering of individuals or a specific culture from different gatherings. moreover, socialrequests.

1.1 Lifestyle Marketing

Figure 1 lifestyle Marketing



Source: lifestyleMarketing.Medium.com

A lifestyle defines what individuals' character is, the way wherein they see themselves or who they appear to be and gives meaning and inspiration to their lives. Precisely when applied to marketing, lifestyle marketing changes into a marketing approach where a brand relates and encapsulates the goals, feelings, values and feel with which its objective publicize distinguishes.

In doing along these lines, lifestyle brands make the probability that the use of their things or their relationship with the brand brings individuals closer to the lifestyle they need to live. Brands that utilization the lifestyle marketing approach have appreciated that the lives of most clients are incredibly boring. You wake up, spend your entire day at work, return to invest imperativeness with your family in the evening, experience the week's end lazing around and rehash the entire routine the following week.

Notwithstanding the manner in which this is truth of life, endless us hope to continue with a substitute life, an all the all the all the more exciting life. We need to wind up being increasingly athletic, fitter, powerfully strong, increasingly insubordinate, more structure mindful, and so forth. It is this craving to continue with a substitute kind of life that lifestyle marketing experts offer to. They associate

their brands with the lifestyle which we trust in, so that by buying their things, we have the impression of being a touch of the individuals who continue with this lifestyle.

For instance, on the off chance that you wear a brand like Nike, you have an inclination that you are a touch of the games orchestrate. Right when you pass on a few vans, you relate to the skateboard subculture. Right when you drive a Harley Davidson, drive a Jeep or drink a Red Bull, you feel increasingly gutsy, regardless of whether you haven't regularly changed your reliably routine. In the event that you wear a brand like Prada, you envision an extreme and rich character.

Notwithstanding making you feel some piece of a certain lifestyle, lifestyle stamps in addition convince and inspire you to begin taking strides to begin living this kind of lifestyle. Buyers additionally recognize that by direct associating with a lifestyle brand (if all else fails by using its things), they will be seen by others as a component of the specific gathering delineated by this lifestyle.

1.2 Most lifestyle brands have standard attributes.

- They are not trying to offer to everybody. They pass on and band together with a strong point

- gathering. They comprehend this gathering quite well and see what push them.
- They have delivered a submitted and unwavering framework around the brand and its things.
 - They have set up an eager relationship with their gathering.
 - They inspire their gathering to live an unmatched or all the all the additionally exciting life. As such, they have made trust and regard for their intended interest gathering.
 - Their substance and marketing rehearse are continuously founded on their gathering instead of their things.

Figure 2 Ingredients of luxury lifestyle brands



Source: Fabrikbrands.com

1.3 APPLICATIONS OF LIFESTYLE MARKETING

The most striking businesses of the lifestyle thought, and related research have been in positioning new things, repositioning existing things, developing new thing contemplations and creating new thing openings in express zones. In line with the

thing thought picked, lifestyle investigate is utilized to pick media, plan media and movement strategies and improve the showcase of retailers. The chance of lifestyle is moreover utilized as a structure to introduce examine proposals, as it can offer backers, target group pictures passed on in a fundamental manner.

Figure3: Brand Strategy Template



Source: Brand strategy Template for PowerPoint, Slidemodel.com

Positioning of new things

Positioning includes finding the most profitable distinguishing strength for something else regarding objective: the market. Lifestyle investigate, for instance, an AIO depiction, of overwhelming clients of a given purchaser thing not just reveals to us how old they are, the spot they live and what financial gathering they have a spot with, it also notification to us what things are they inclined to purchase, what are their interests and opinions. This gives an especially rich informational combination to use in marketing choices identified with the positioning of something else. Choices regarding the particular objective gathering for which the thing ought to be pointed, the picture of the thing to be sorted out, the media vehicle and the kind of progress framework to be gotten a handle on sought after for the whole thing set to consent to a lifestyle/express styles.

Repositioning of an old/existing things

Now and then existing things may sell well underneath their forecasting potential or the affiliation may find another, powerfully profitable distinguishing strength, closer to the main market where it might now need to mastermind the thing. Repositioning is often an open door during the time spent developing new things, basically as a helpful measure. By and large in business regions where genuine improvement is high, the need, while positioning the thing for a fixed period, is to gain a solid footing in the market. In the wake of entering

the market, establishing scattering and creating a certain level of market adequacy, the producer can, by repositioning, or a development of repositioning, bring the thing closer to the main market. Lifestyle marketing strategies go far to reducing the extent of "advance affiliation" that repositioning can bring.

Developing New Product Concepts

The investigation of existing business territory bundles and the examination of their needs have ordinarily been utilized to conceptualize new thing openings. All around, area division or the standard arrangement of clients of immense gatherings, for instance, indicated youth, school youth, urban housewife, and so on were utilized to define and examine the parts. Lifestyle examines, then again, can be utilized to update divide concentrates correspondingly as market needs, mindsets of clients and non-clients, opinions identified with the use of things and the interests of target clients. , to have the choice to define the characteristics of things that may suit certain lifestyles. For instance, clients of fluoride toothpaste may have various needs. Some utilization it as a medicinal guide for oral cleanliness; others trust it should bring accommodating central points. Indeed, even among the individuals who use it as a medicine, there are two game-plans of needs, some believing that a medicine should suggest a flavor like a medicine while others ardently recognize that since fluoride toothpaste has a medicinal ingredient, it doesn't have to taste it. As you build up the chance

of another fluoride toothpaste, you will find that a far-reaching inventory of client mentalities, interests and opinions will assist you with defining the properties of the finished result, as you can define the necessities of various bits of the lifestyle. In addition, sometime later conceptualize the section on which you need to focus on the thing.

Creating Promotional Strategies

Lifestyle information is valuable for the present strategies in a few different manners. This gives the manager a basically increasingly complete profile of the kind of customer who will be at the receiving end of the correspondence. Lifestyle information proposes the style of language, method for speaking and even the intrigue that can be utilized to appear at this kind of buyer. In like manner, lifestyle information shows how the thing or administration fits into individuals' lives, their opinion of it, and how they can utilize the thing or administration to converse with others. This information can be utilized by the marketing official to pick what kind of picture they need to infuse into the thing.

The Indian marketing condition, especially for client durables, is becoming intense. As such, affiliations fathom that it is not sufficient to include the properties of their thing or relationship to the degree section or geographic estimations to win in the market. Marketing experts have gotten a handle on that buying conduct is influenced by the customer's lifestyle. Affiliations specializing in beautifying administrators, clothing, bundled sustenance, and so forth are looking for conditions in lifestyle division. Stores, particularly those selling garments, have begun to store stock that fit a specific lifestyle. The Bata North star's business revolved around the "youthful, west-orchestrated, chipper gathering" is an instance of this methodology. Besides, the way that Bata Ltd. has loosened up its thing offering to a full degree of dynamic sportswear under "Force", includes their undertaking at lifestyle marketing. The growing westernization of teenagers in our nation and the resulting change in lifestyle is subject for the dependably increasing interest for pants in the nation.

II. LITERATURE REVIEW

Lifestyle research is becoming increasingly important for marketers in today's complex and competitive environment to develop appropriate marketing strategies to stay "close to the customer." Changing demographic and sociocultural factors, and the diversification of marketers to deliver multiple products, reflect consumer choice. The

product reflects the consumer's lifestyle. In fact, consumers are looking to buy products that describe the lifestyle they are looking for. In light of these changes in consumer behavior, lifestyle analysis enables consumers to explore new aspects of how they process information, learn and experience changes in attitudes and behavior. These ideas provide marketers with an immense range of opportunities to design future marketing programs more effectively for those who most want to reach out.

2.1 Social Media in Lifestyle Marketing

Barefoot and Szabo (2010) studied that Social media marketing is another pattern and a quickly developing route for organizations to handily arrive at their objective clients. Social media marketing can be effortlessly characterized as the utilization of social media channels to advance an organization and its items. This kind of marketing can be seen as a subset of web-based marketing exercises that supplement customary electronic special systems, for example, email bulletins and internet publicizing efforts.

Hafele (2011) stated that, Social media marketing has infused another term for exponential dispersion and trust in media and marketing by urging clients to spread their messages to individual contacts. With this new effort and marketing approach, new devices for the organization are being created and expanded. Social media marketing experts are acquiring better and progressively powerful data through the presentation of investigation applications on the official social media stage.

There are a wide range of social media locales, which take a wide range of arrangements and contain various highlights. In actuality, the most well-known social systems administration site that rings a bell is Facebook. Facebook was first propelled in February 2004 and is possessed and worked by Facebook, Inc.

According to Facebook (2011), there are different types of marketing utilizing such social media. Specifically, the customary Facebook model replaces the idea of human "companions" with an unmistakable brand or item or makes a page or gathering.

As of May 2012, Facebook had in excess of 900 million dynamic clients. Clients must enroll before utilizing the site. They can make individual profiles, include others as companions and trade messages with programmed notices when their profile is refreshed. What's more, clients can join a gathering of clients with a typical intrigue. Order your companions in records as "laborers" and "dear

companions". Facebook's primary strategic to engage individuals to share the world and make it increasingly open and associated (Facebook, 2012).

Bernie Borges (2009) studied that Clients who like to "like" an item or organization report their association with their contacts' private system. This idea likewise applies to different types of social media, Twitter is a blend of micro blogging and social systems.

According to Hafele (2011), Twitter permits clients to get little updates and declarations from their preferred makers According to Borges (2009), Twitter offers clients the chance to take an interest in the trade continuously. Tweets are generally 140 characters or less and are obvious to clients' adherents.

According to Nick Hafele (2011) and Kaplan & Haenlein (2010), these two social media channels are one of the most well-known and every now and again utilized choices today, however not alone. A few channels that fall into the class of social systems have been distinguished. Cooperative tasks, for example, wikis and editable information sources, are especially moving methods for contact.

Websites kept up by people or associations are additionally every now and again utilized in marketing gatherings. Through blogging, organizations can build brand mindfulness by sharing insider data, refreshing clients on new items, and giving connects to key deals channels. Fans will be refreshed now and again with extraordinary occasions, challenges, or new brand and item supported advancements. Sites additionally make it simple to post remarks and suppositions, permitting fans and pundits to present remarks and inquiries on makers. It can likewise empower the trading of thoughts among peers, advance fair conversations among people and organizations, and improve resistance.

According to Ray et al. (2011) and Nick Hafele (2011), to amplify your odds of achievement in social media marketing, you ought to consider a social media approach. As indicated by underlines the need to broaden social media procedures to guarantee that messages contact the correct crowd.

Chi (2011) characterizes social media marketing as "giving individual channels and monetary forms to buyer brand associations, client driven systems and social communications".

2.2 Use of social media strategies in an organization.

According to Mangold and Faulds (2009), The coming of social media has upset instruments and ways to deal with speaking with clients. In this way, organizations must figure out how to utilize

social media reliably with their field-tested strategies. This is particularly valid for organizations hoping to increase an upper hand. This audit looks at the present writing concentrated on retail improvement and the utilization of social media as an augmentation of marketing procedures. Since this wonder has just evolved in the most recent decade, inquire about on social systems (1) has characterized what is clarifying the new terms and ideas that underlie, and

(2) incorporate the principle objective has been to examine the effect of mix of social systems in customer conduct. This white paper starts with a clarification of the terms that characterize social media marketing, and then four primary topics found in the ebb and flow explore study are virtual brand networks, shopper mentalities and inspirations, content produced by buyers, clients and infections. Depict publicizing. Shopper slant for marketing (CSM) is a factor that analysts consider gauging how much customers see social media marketing.

According to Lawson et al. (2001) and Mady (2011), CSM is characterized as an idea that depicts the general purchaser feeling towards marketing and markets. Singular impression of the general market assumes a significant job in whether they are happy to partake in shopper exercises (Mady 2011).

According to Parasuraman, (2000), Customers must be available to innovation for fruitful marketing efforts through social media. Customer innovation preparation is characterized as "the propensity of individuals to receive and utilize new advancements to accomplish their objectives at home and at work". Getting ready buyer innovation is significant for retailers to recall when they advertise on social media. This is on the grounds that social media marketing isn't compensated if the objective market being referred to isn't utilizing, new, or has a negative impression of social media. Examining your innovation status can assist you with deciding whether intuitive promotion marketing is proper for your retailer's objective market.

According to Pookulangara and Koesler (2011) reason that culture really influences the manner in which people perceive practices and occasions in innovation-based applications, for example, social media. This implies a person's social or ethnic birthplace impacts how social media and its substance are deciphered. "Social systems have permitted another social development that is molded by singular qualities and belief systems, yet in addition by new ceremonies and specialized devices in the Web 2.0 social space" (Pookulangara and

Koesler 2011, 352). Since social media is a combination of societies and the production of new online societies, retailers ought to know about the significance of culture when utilizing social media (Pookulangara and Koesler 2011). What's more, social foundations and conventions can impact the development of customer assessments and perspectives about brands and items.

2.3 Consumer Attitudes

As shoppers progressively make content about their brands, it is significant that retailers and advertisers become mindful of the variables that impact their perspectives and inspirations. Accordingly, the present review is exploring which parts of social systems administration destinations impact customer perspectives and inspirations.

Chu (2011) explored the connections between bunch commitment, publicizing responsiveness, and self-exposure and mental demeanor factors between Facebook bunch individuals and non-individuals identified with the Facebook brand. The review found that clients who are individuals from the Facebook bunch are bound to reveal their own information than non-individuals.

Chu (2011) has a more elevated level of gathering investment and interest in internet publicizing, as clients transparently uncover their associations with Facebook gatherings and advance brands and items by passing promotions to companions. Clarify that individual data is required. "The Facebook Group gives channels that purchasers find helpful for looking for their situation in an item class, just as for conveying viral substance about a brand to social contacts" (Chu 2011, 40).

2.4 Gaps in the existing literature

Much research has been done universally to understand the significance and need of the business related to social media. However, not enough India-centric research is available.

III. RESEARCH METHODOLOGY

3.1 Research problem

Due to the rise in the people using and adapting social media as a part of their daily life, the need arises for marketers to use this as an opportunity to use this to their benefit in order to peak their interests and target the particular market. Upon studying the previous paper on this topic it has been found that it could be understood better. The study will include the factors for increasing use of social media in different types of marketing, in general and lifestyle marketing, in particular. Therefore, this

project aims to find out the effectiveness of one of the roles of social media in lifestyle marketing.

3.2 Research Objectives

- To study the emerging marketing paradigms & strategies and their focus areas.
- To study the factors for increasing use of social media in different types of marketing, in general and lifestyle marketing, in particular.
- To study the role that social media can play in lifestyle marketing and its impact on customers' buying behavior.

3.3 Research Design

Research has been conducted in a short span of time (1 month). And because of time constraint, a limited number of research papers could be reviewed. Also, the conclusions of the study may change in the future because of change in the dynamics of the environment. Exploratory research has been used to study the role of social media in lifestyle marketing. This type of research design is used in order to have a better understanding of the problem and attain new insights on the topic without collecting the primary data.

3.4 Data Analysis

Secondary data will be collected to study and analyze the role of social media in lifestyle marketing.

3.5 Data Collection

Data gathered for this study is secondary in nature and was gathered from various sources. They are:

- Journals
- Magazines
- Books
- Articles
- Internet

IV. DATA ANALYSIS AND INTERPRETATIONS

Available research work has been analyzed and the following interpretations are given on the subjects:

4.1 BENEFITS OF SOCIAL MEDIA MARKETING

Obtaining watchwords identified with your thing or administration increases the noticeable nature of your business on list things pages. By appearing significantly more occasionally and at higher position rankings, you open your offers to an increasingly general gathering. The more analysts see your image, the more conceivable they are to learn and perhaps convert to qualified leads.

- **Increase changerates**

The regions we work for the lifestyle industry plan to empower client obligation and increase bargains change. By intentionally placing appealing CTAs on your site, the volume of leads got will begin to increase exponentially after some time.

- **No progressively intermittentbusiness**

The course into a reliable movement of income for businesses in the lifestyle industry is to have the choice to pull in past purchasers for extra business. Buyers will without a doubt continue buying your administrations or things if their shopping experience is an essential and repeatable system. Our web structures are intended to be purchaser all around masterminded, providing the best client experience.

4.2 WHY ONE SHOULD CONSIDER LIFESTYLE MARKETING

On the off chance that the achievement of brands like Apple, Vans, Red Bull and other lifestyle brands is anything to journey by, I can unhesitatingly say that lifestyle marketing is an appropriate technique to oversee marketing.

This ampleness originates from the way that profitable lifestyle brands put a colossal measure of exertion into understanding who precisely their objective clients are, what their attributes are, what they need to accomplish for the length of standard everyday presence and who they need to change into.

They handle what inspires them and inspires them for the span of standard everyday presence. They by then utilize this information to make marketing tries that interface with clients on an excited level.

There are various reasons why the lifestyle marketing approach can be extraordinary for your image.

- **Qualities and Attitudes**

Lifestyle brands comprehend that individuals' takes a shot at, including their buying conduct, are filled by their qualities and points of view.

The possibility of your thing doesn't have any kind of impact. In the event that it doesn't coordinate the qualities and viewpoints of a client, odds are they won't giggle at all of its incredible highlights or points of interest.

Take the instance of an adolescent who purchases a couple of Nike shoes. The lady surely doesn't run, they don't generally think about the shoe tracks or different characteristics that make it a superior than normal running shoe.

They may purchase the shoe since it makes her take after a functioning lady who thinks about being fit. Regardless of whether you sell a utility thing, there is a not all that terrible possibility that couple of contenders will offer close to things. The client will pick the thing that will profit them. Lifestyle brands get this and, in this way, put more exertion into deconstructing the attributes, points of view, yearnings and other client factors that influence client directly. They comprehend what inspires the client and rouses them to act.

By injecting these parts into their marketing, they have a superior possibility of convincing a client than purchase a thing than essentially focusing their marketing on thing includes.

- **Lifestyle Marketing Is More Likely to Cultivate Customer Loyalty**

The iPhone is one of the most over the top cell phones, if not the costliest.

For any circumstance, individuals experience hours waiting in lines to purchase the most recent iPhone once it dispatches, regardless of the route that there are increasingly reasonable cell phones with comparable highlights.

Each time another iPhone is prompted, different who get it do in that limit notwithstanding the past change of the telephone working impeccably.

However different brands like Samsung are trying to convince clients why they are superior to the iPhone, different iPhone clients have remained unaffected.

Different iPhone clients in like way utilize other Apple contraptions.

This is an astounding degree of trustworthiness to a brand. This kind of unwavering quality originates from the way that when they purchase an Apple thing, they comprehend they are buying in excess of a thing. They purchase a lifestyle.

Accordingly, they couldn't mind less that different

things are better, since they don't address a relative lifestyle.

In like manner, if your image is selling a lifestyle as opposed to simply selling a thing, it gets less hard to make such a degree of client duty.

- **Gives an amazing wellspring of Long-Termincome**

Different lifestyle brands advance a degree of things, instead of focusing on a certain something. For instance, Apple produces telephones, PCs, tablets, and music gadgets. Vans directs shoes, clothing and ribbon.

Urban Outfitters offers famous similarly as anxious pieces of clothing, yet additionally fun books,

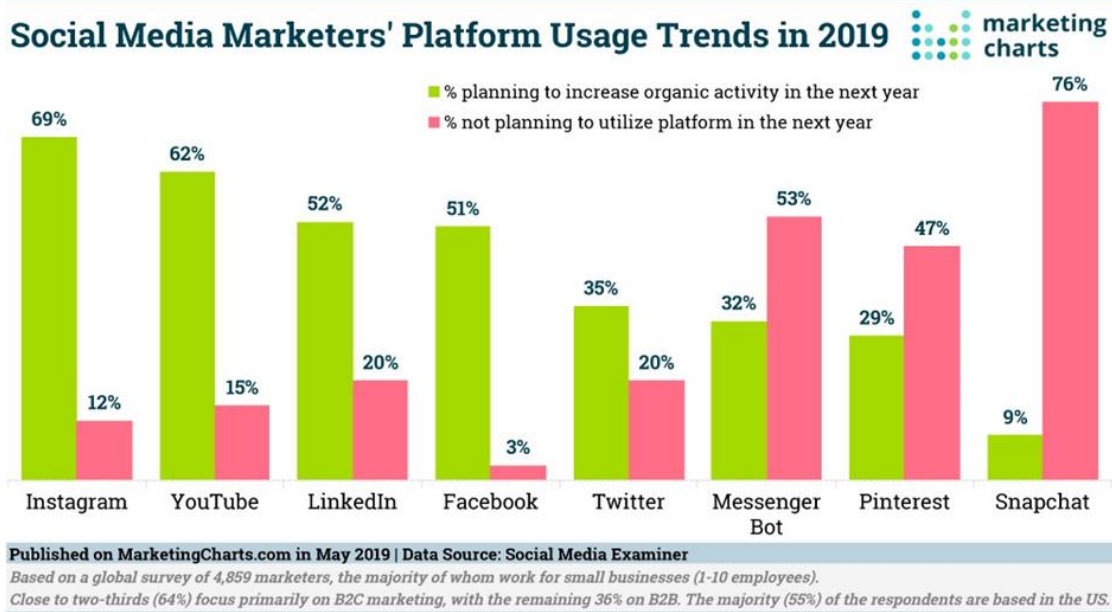
interior course of action and records.

Nike, which began as a games shoe business, loosened up to clothing, embellishments and hardware.

Since client's accessory lifestyle with the entire brand instead of a specific thing, this increases the probability that clients who purchase a thing will in the long run purchase different eventual outcomes of a relative brand. For instance, different iPhone clients comparably have a MacBook or iPad.

This not just gives an impressive wellspring of extended length income when the affiliation dispatches different things, yet what's more increases the lifetime estimation of clients.

Figure 4 Social Media Marketing Platforms usage trends in 2019



Source: Marketingcharts.com

4.3 Creates a Community around theBrand

Possibly the best bit of room of lifestyle marketing is that it makes a framework around the brand.

For instance, Nike has made a framework where individuals who wear Nike things can share their wellbeing steps.

Harley Davidson has built up an arrangement of experience bikers and even sorts out occasions and meetings to bring Harley Davidson bikers together.

Lululemon has built up a framework that requests that its clients lead solid, amazing lives. It even has free yoga classes and different occasions and merriments for its clients.

Not exclusively do these frameworks increase client steadfastness to the brand, yet individuals from these frameworks in addition go about as brand specialists, generating an immense measure of

informal marketing for thebrand.

There are a seemingly constant number of stages to examine, all with their own upsides and downsides, in any case the short answer is –multiple.

Facebook

- Facebook awards you to post an assortment of kinds of substance in one spot-photographs, links, recordings, stories, statuses, and so forth.
- You can relate from tweets and interface with different online journals and substance - all important for SEO

Connect with old clients - This is maybe the best fascination of Facebook. Around ten years back, my kin leased a country domain in the Rocky Mountains to a man named Robbie. I disregarding everything survey his name since he associated with my kin on Facebook, and they often give me trademark life recordings for lease, snow pictures for lease or records of modifies for lease shared by Robbie - who they generally talk about as an old amigo. Plainly, every time they return, they remain in Robbie's break rental, and when companions or relatives are looking for a spot to remain in the district, Robbie's rental is the fundamental spot to remain. they propose. This is an instance of social media marketing done right - positioning rental as a huge piece of a more noteworthy lifestyle and creating lasting duty with pastclients.

- Find potential clients and advance your image
- Connect with different proprietors and related businesses - The number is high. A little cross progress is an incredible system to increase traffic for both of you

Twitter

- Find potential travelers
- Connect with neighborhood businesses and media - Twitter is a shrewd and direct approach to manage join forces with different clients in your general vicinity: an invaluable strategy to profile your zone as an alluring destination.
- Frequent and sustained obligation
- Micro-blogging

YouTube

- Presentation recordings
- Establish a brand for your zone
- Publish video specialists for your domains/properties - they make a solid brand character and help develop a disposition of affirmation

Google+

- Google+ is amazingly compelling for SEO purposes
- Allows you to flow a degree of substance
- Google circles are an incredible technique to interface with different professionals

- Use Google+ records to appear at target catchphrases.
- Use 'WhatsApp' to fabricate an image of the neighborhood framework.

V. CONCLUSIONS AND RECOMMENDATIONS

The aim of this research is to find out the Role of social media in lifestyle marketing. The objectives for the research have been fulfilled, they are:

5.1 Objective wise conclusion

Objective1- To study the emerging marketing paradigms & strategies and their focus areas.

The boom in emerging markets is not only inevitable, but it has a devastating effect on marketing theory and practice as it is today. The sheer size of consumer markets such as China and India, coupled with their ambition and entrepreneurship, displaces emerging markets from the periphery to the core of global competition, from which these multinational corporations gain an advantage from home bringing. It is already happening in a variety of industries, including beer, steel, appliances, and mobile phone services. It also occurs in the consumer electronics, automotive, personal computer, and telecommunications infrastructure industries.

Objective2- To study the factors for increasing use of social media in different types of marketing, in general and lifestyle marketing, in particular.

A study that discovered the key elements of online shopping that help e-retailers promote sales, allowing shoppers to shop from home or office at any time, saving time and delivering faster. With a clear return policy, you can use a wide variety of products. brand. Most online shopping sites offer deals and discounts. People prefer timely and reasonably priced delivery of products that have access to a tracking system with free or discounted shipping options.

Objective3- To study the role that social media can play in lifestyle marketing and its impact on customers' buying behavior.

User-created content is one of the new and dynamic approaches that companies use to improve consumer interaction and brand awareness. It is based on the growing vision of consumers about the role of social networks in their personal lives. Social media tools. Recognizing this connection can play an important role in content development and building the relationship between consumers and business.

5.2 Recommendations

In view of the findings of this research, following recommendations are made for better Lifestyle Marketing by Brands:

1. Set significant social marketing objectives
2. Research your intended interest group
3. Establish your most significant measurements
4. Analyze your opposition
5. Create and clergyman connecting with content
6. Make practicality a top need
7. Assess your outcomes and enhance
8. Communicate objectives, difficulties and wins with your group

VI. LIMITATIONS AND FUTURE SCOPE OF THE RESEARCH

6.1 LIMITATIONS OF THE RESEARCH

- Time constraint was a limitation for the study as the research was done in a limited period of 1 month.
- The study is based on the data already documented, so it does not consider the recent advancements in the field that hasn't been documented.
- Scope of discussion may be limited due to insufficient experience in the field of research.

6.2 FUTURE SCOPE OF THE RESEARCH

For future researchers:

- More number of papers could be reviewed so as to get better insights on the research problem.
- Primary research could be done in order to give conclusions which can be based on a bigger amount of data.
- Study can be covered in future by understanding the specific demographic profile or target group buying behaviour of consumers in pre-purchase and post-purchase category.
- Similarly, study can be conducted into different states of India and covered cities in similar way or comparative study can be conducted in future.

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