

TECHNOLOGY ENHANCED-MARKETABILITY OF ACADEMIC PRODUCTS: THE SOCIAL MEDIA PERSPECTIVE

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ABSTRACT

Social media has enabled a new style of marketing products and services. Consumers are no longer passive but assumed active and participatory, facilitated by virtual interaction and collaboration in communities. This recent participatory culture enables the publishing and marketing of research contents to prospective buyers and obscuring the boundaries between them. The Social media has countless impacts on research content promotional activities by introducing imaginary changes in the field of marketing. Social network marketing applications help the users to possess interconnections among community members, and extensively buy research articles. This paper gives an overview of the role and benefits of the social media in marketing academic articles and its dominant influence over other marketing channels, shows the opinions of consumers on its need. The need for more social media participation and publications of research work are outlined as solutions.

Keywords: Social media, Academic products, Technology, Marketing.

INTRODUCTION

The Social media is an increasingly important part of academic life, and it is an eccentric medium for publishing and marketability of its produce compare to the traditional approaches adopted over the years. The social media in recent times has become a dependable marketing tool available on different platforms for prospective entrepreneurial academicians in reaching out to numerous patrons of their various products and services.

The consumption trends of academic products and services are really in demand by the various composite of the society because of information revolution of the present age. The products which include books, journal articles, colloquiums, scientific work, etc. are significantly in demand by numerous researchers and policymakers, including government for the successful reformation of economic, judiciary, defense policies and institutions that determines the growth and advancement of such individuals, organizations and the society at large.

Government and other organizational heads globally has identified academic research as a veritable tool in the management and development of her institutions that provides irresistible recommendations and solutions to problems and challenges faced in such areas. However, it is a worry and needs to ask, do academic contributions support or enhance governance and organizational growth and development? Does it complement or substitute private investment in research and development? Does it transfer mainly through direct contact between researchers and firms? Amongst other.



Undoubtedly, academic research resources furnish two valuable assets to society: skills and new ideas. First, creating new knowledge and providing scientific capital, secondly, disseminate this new knowledge and build human capital through their teaching. (Trusov, Bucklin & Pauwels, 2009)

Thus, the choice of Academic produce made owes mainly to the fact that it is a product that cuts across most careers, professionalism, and governance globally. Academic research resources, therefore, is one of the most highly demanded products and services and must, thus be well marketed, and the need for such products reaching the esteemed customers globally at the least possible time required, builds up to the fact of an enhancing communication and transmitting engineering tool such as the Social Media Network (SMN) is of most important.

The world has become a singular entity that is being shortened by a remarkable technological tool called the social media. The Social media was fundamentally considered a tool for socialization and entertainment for the younger generation but has today swung across professions, religious bodies and governmental agency for enhancing visualization and transmission of entities and used by people of all ages for business purposes. This trend poses both as a threat as well as an opportunity for individuals, companies, and organizations.

Consequently, social learning as an academic weapon from the social media plays a significant key role in influencing the purchasing decisions as regards research materials (produces) and marketability of such. Movies as an experience good attract a lot of comments, reviews, and opinions from consumers. The context of this, therefore, provides a platform to conduct a study of social media versus demand shift factors in the context of product sales and marketing. (Marcus, 2008)

LITERATURE REVIEW

The Social media is emerging as a foremost enabler of facilitating product consumption engagement in recent times. It does fascinate New user groups and motivates their participation in the user group their engaging new product development process, and the traditional roles of the consumer and the designers are being challenged and becoming more ambiguous. From a design perspective, social technologies present opportunities, challenges, and risks as consumers assume new roles as co-designers, co-creators, co-developers and with the utilization of 3D printing, co-producers. (Blackbox Social Media 2011 and Jones et al. 2009)

Various literature and scholarly papers on the concept of social networks reveal the unending interest in the subject. "A social network is a connectivity between individual agents where the actions of other agents within the network informs production and consumption trends." It can, therefore, be construed that human beings can connect with one another, generate and interpret information from each other. These networks are usually defined connections which could also be technologically facilitated (Facebook, Twitter, etc.). A social network, therefore, is not just a group of people one is familiar with for example friends, families and colleagues but also consist of the concept of information networks. (Granovetter, 2013).

Social media has become pivotal in the general study of social networks. Jones describes social media as a new set of online media sharing characteristics of participation, openness, conversation, community, and connectedness. Consumers can effortlessly post their views and comments through various routes (e.g., Facebook, blogs, etc.) and also read the comments of friends, family, anonymous peers or experts or share opinions and views about products or services with other potential consumers. Owing to this technologically aided mass dissemination of information with its aptness and speed, it has become apparent that the comments and views of other individuals posted through various routes can influence the choices that individuals make as regards consumption trends and purchasing decisions. (Jones et al. 2009)

Social Media and the New Market

Internet marketing or digital marketing is an exciting area to be involved with since it poses many opportunities and challenges always. Internet marketing is the achievement of marketing objectives through social media. Social media concept is one of the many aspects of the digital media technologies used in achieving marketing, social media entails the digital marketing communication channel applied in conjunction with traditional marketing communicators or used alone to inform, persuade and remind the potential and existing customers. It is a new concept or marketing media that emerge as a result of the changes in information technology. (Chaffey et al. 2009)

According to learningtreedaycare.com/11/news (2014), it is principally as a category of online media where people are talking, participating, sharing, networking, and bookmarking online. The opinion of this group reviewed all the aspects of social media as a comprehensive or integrated definition of social media. Above all, the description is compatible with the one given by Daniel (2010). They define social media as the online form of communicating to the masses which include microblogs, and social networking sites. Social media is a group of Internet-based applications that build on the ideological and technological foundation of web 2.0 and that allows the creation and exchange of user-generated content (Kaplan and Haenlein 2010).

According to progressinglenders.com, the social media is an online media platform that performs satisfaction for users and also allows users to participate in the creation or development of the content in some way. It further stated that the social media is the democratization of information, transforming people from content readers into publishers. It is the shift from a broadcast mechanism, one-to-many, and to-a-many-to-many model rotated in conversion between authors, people, and peers. Here, they described social media as a modification of the old system of one person way conveying in exchange of information.

Cubix (2004), social media is the new term for socializing online. It allows people to freely interact with each other online where ever they are and whenever they want. Blog.shrm.org defines social media as the various forms of user-generated contents and the collection of websites and applications that enable people to interact and share information online. Also, www.thebalance.com/social opined, the social media is a type of online media that expedites conversation as opposed to traditional media, which delivers content but doesn't allow

readers/viewers/listeners to participate in the creation or development of the constituents.

Belch and Belch, 2010 opined that the Social media implies to the communication/publication platform which is generated and sustained by an interpersonal interaction of individuals through the distinct tool. Social media is an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words and pictures (Dabasia, 2003). Social media are online venues, such as bloggers, social networking site, and wikis that enable people to store and share information called content such as text, pictures, videos, and links. Social media refers merely to communication/publication platforms which generated and sustained by the interpersonal interaction of individuals through the septic medium of tools. Social media is marketing tool using webs 2.0 communication technologies as a tool to that allows people to build social and business connections, share information and collaborate on projects online. Glyn, Mangold, and Franids (2010) see social media as the new hybrid element of the promotional mix business horizons.

Social media is game changing, not a closed system. Not just another media, transparent more than blogs, decentralized and real-time and measurable. Social media is a form of electronic communication (as websites for social networking and microblogging) through which users create messages and other content (Merian Webster Dictionary, 2010). Social media is types of online media that expedites conversation as opposed to traditional media, which delivers content but does not allow readers/viewers/listeners to participate in the creation or development of itselements (www.isaca.org).

Social Media Products Marketability and Related Benefits

Social media is in different forms due to the nature of its communication flexibility. Sources revealed that there are more than 50 diverse only the commonly used social media and by extension focused the literature on the core subject matter that is social networks. This work adopts the classification social media by Wascow (2008). Social media include this: social networking, social media, social reviews, media sharing, social book marketing and user-generated-content.

In social media, there are lots of benefits that could encourage organizations to utilize it. These unique benefits of social media are collated from research investigation, an ultimate list of social media marketing benefits from recent studies and experiments performed by higher institutions, research centers:

1. **Establish Trust:** People buy research articles that are rich and satisfactory. You can establish trust through social media. When people trust your research articles and perceive your product or services as useful, it indirectly influences their intent to buy. www.lyfemarketing.com
2. **Build Credibility:** In the light of establishing quality and satisfactory research articles, you also build credibility through social media marketing. With increasing amounts of consumer engagement and followers, you are more likely to influence potential buyers. In fact, research indicates that 51% of Facebook fans and 67% of Twitter followers are more likely to buy research articles from people they follow. www.blog.cmbinfo.com/www.lyfemarketing.com
3. **Enhance Research articles Image:** When people connect with your research articles on social

media, you can enhance your research articles image and tell your story.

4. Increase Research articles Recognition: Over 2.8 billion people have access to the Internet, and 74% of online adults use social media. It is imperative to increase the awareness of your product or service through social media. www.lyfemarketing.com
5. Build Research articles Equity: Large amounts of followers and interactions increase your research articles equity on social media. Research articles equity is the value of your research articles from the perception of consumers.
6. Grow a Long-Term Audience: While on the subject research articles equity, it is important to note the long-term benefit of growing established connections. The followers and fans you attract are with you forever. As they propagate, your research articles will continue to influence more users, which will encourage sales.
7. Develop Relationship Capital: Building strong and meaningful relationships is a key benefit of social media. You have access to engage and interact directly with your preferred customer to build a bond.
8. Develop a Research article Voice: Your research article can develop a better research article voice on social media with the end goal of evolving authentic communication. The overall tone and composition of your research article will be amplified with an attractive social media design, valuable content.
9. Humanizing Your Research articles: The ability to improve your research articles on social media will dramatically enhance your marketing efforts. Over 60% of people are visual learners, and through the social media, you can significantly make higher conversion rates through humanization. By this your research articles and showcasing real images of your products, you can leverage this benefit to generate more income. www.lyfemarketing.com
10. Influence Purchase Decisions: Social media marketing does not drive sales by itself. Great products drive sales. However, sales and consumer purchasing decisions can be influenced by social media marketing.
11. Reaching People with a real interest in your research article (www.facebook.com/notes)
12. Its' used is cheaper, and Geo-targeting (www.socialmediaexaminers.com)
13. Advanced and identify Audience Targeting (Followers, Keywords, and Interests)
14. Improve Sales and New Research Product Introduction and information.
15. Open Communication (Two-Way Communication) and faster than other traditional marketing and communicating channels (Radio, Commercials, etc.)
16. It is Real-Time: Your research articles can capitalize on real-time dealings and deliver a relevant message to the right person at the right time. You can shape a research articles-related message around real-time events as they happen.
17. Decrease Marketing Costs: You can decrease your marketing expenditures by using social media. You can reach 1,000 people for a fraction of the cost of television and billboards. www.lyfemarketing.com
18. Promote Testimonials and Product Reviews: A great way to establish trust on social media is by promoting product reviews and client testimonials. Buyers will do their research on their



options before purchasing a product or service. www.lyfemarketing.com

19. Develop Partnerships: Developing sound partnerships can help articles sales promotion more than you can imagine. Such products could be amplified in the marketing with social media partnerships to gain more exposure. (www.socialmediaexaminer.com)
20. Marketplace Insight: 65% of firms rated marketplace insight is a core benefit of the social media. www.adweek.com/socialtimes/market-articles

The New Market Society

Social technologies have led to the pending promise of unprecedented user participation and collective content generation, sharing and personalization. Academicians and other researchers can now expect explicit disposition of research content sourcing participation and active engagement in all stages of new academic produce content development; from its collection, verification, validation, processing, classification, aggregation, storage and retrieval, update, reproduction, transmission and marketing of such products to needed consumers. Most of the emerging participatory culture through social technologies has been observed in open-source software development, and other online media, the potential for community request of new research content development is an emerging opportunity as consumer passivity lessens and new research development relationships and product meanings expected.

Library as a collection of research content (both printable and Non-printable Materials) has been for ages where researchers approach for content collection and leasing. However, the advent of information technology in the 90th century led to the emergence and continuous exponential growth of digitally or electronically abided library/academic resources. (Parker, 2007). Libraries are both academic, private and public, etc. are some of the most active users of the social media, making production and product services more participatory, thereby allowing openness, participation and getting more prospective buyers of such products and services. Social media tools could be referred in this context for some different purposes. For example, the academic research contents and services can create a strong presence and a modern image that could appeal to less frequent users of the physical buildings such as teenagers. Academic staff and researchers can develop portal services (for example, group discussion, online interview and FAQs using blogs and wikis) and provide services and product updates on social media tools such as Twitter.

The social media sites and tools can also offer cost-effective solutions for the production of promotional and marketing of research materials available using tools or handles such as YouTube, flicks, etc. This help raises awareness of such products and services in overcoming barriers associated with traditional methods of publishing and marketability (for example, by overcoming delays linking posted information on the website of the other organization, a process that is often controlled by the IT department). Social media can also be used as a means of networking, communication, and sharing of ideas with other professional organizations and colleagues, who work in different contexts, allowing the wide-spread of such ideas and creating expanding international networks for products and services marketability. (Lake, 2013).

STATEMENT OF THE PROBLEM

The internet and its tools have become an essential component of communication across the globe between marketers, advertisers, and customers. More specifically, social media have become customers' first port of call for seeking information and eventually purchasing goods or services, whether online or offline. (www.ec.europa.eu/eurosta/statistics)

In selecting the best advertising mediums for your product can be challenging. With so many available options, such as print, radio, television commercials, and the Internet simplified social media. How do you select the best advertising and marketing mix for your product? The traditional media has created exposure for thousands of businesses for decades. With the Internet, you can take advantage of social media, content marketing, and search engine marketing. lyfemarketing.com

The academia engages in related academic activities such as teaching, lecturing, research, and development, etc. They are involved in research content collection and production of research products such as books, magazines, articles, journals, conference papers, etc. Many times, people do ask if they are consumables. Policy makers, business orator, entrepreneurs, heads of government and parastatals, organization and ministries, consume them and absorb its content and uses it as an ingredient in restructuring and managing their organization and businesses.

Academic produce is considerable mental consumables that are required to feed the mental systems of experts for the sole aim of increasing thinking data banks that could instrument policy making and take, good governance and effective leadership. Hence, there is a reasonable need for improvements and speedy advisement and marketing strategies for the marketability of such product in to break limits of time and geographical boundaries of product needs and awareness of prospective produce to prospective consumers.

Technology is identified as an enhancer of career and instrument in speeding up all processes and ensuring such procedures to meeting their objectives. Thus, how can technology enhance the marketability of academic articles? What tools does it possess and their marketing efficiencies? These remain optimal for this research work: "technological marketability of academic products; the social media perspective over the conventional bookshop and library."

RESEARCH OBJECTIVE

The objective of this study examines the significant impact of enhancing the technological marketability of Academic produce from the social media standpoint, and also quest to analyze its substantial over traditional marketability of academic products from the viewpoint of the library or data warehouse. Thus, this study will also aim at generating a broader knowledge as its contribution to existing knowledge bank on the enormous significant impact of the social media in enhancing production and sales of academic research content.

RESEARCH QUESTION

These research question aids the study and queries the role of the social media on the following: Does the social media actually advertises or publicizes academic research more than any other

marketing tools or mechanisms, and thereby having more direct relationship to researchers than any other communicating and transmitting media as relates to marketability of such products and services?

RESEARCH METHODOLOGY

The study was carried out using a survey design approach in Port Harcourt Polytechnic of Rivers State, Nigeria, and other online domains. Using direct data collection instruments such as FAQs, blogs, interview, and questionnaire, information aproposto the role of technological tools such the social media in the marketability of academic research contents (products and services), the significant impact of these social handles over the traditional method of research content marketability from the library point of view as a custodian of academic research contents. However, the size of the study was limited to 300 participants that constitute academic staff of high schools and tertiary institutions, undergraduates and other potential researchers, politicians, and managers of companies and industries.

RESULTS AND DISCUSSIONS

Table 1. Most

preferred/fastest

Variable	Respondents	
	Frequency	%
Internet	123	41.0
Direct Mail Advertising	37	12.3
Print Media	49	16.3
Outdoor Advertising	33	11.0
Film Advertising	32	10.7
Television Advertising	26	8.7
Total	300	100

marketing/advertisement medium for Academic Products

Table 1 shows the majority of most preferred and fastest marketing/advertisement is the Internet 123 (41.0%), Direct Mail Advertising 37(12.3%), and Print Media 49 (16.3%), and others follow. The Table highlights that only known andthe preferably used medium on the internet. The result is in line with international standard of measuring customer access to products globally (www.inc.com/internetmarketingscales)

Table 2. Most versatile Internet marketing tool



Variable	Respondents	
	Frequency	%
Search engine marketing	86	28.7
Social media marketing.	114	38.0
Mobile marketing	49	16.3
Email marketing	28	9.3
Chat marketing	23	7.7
Total	300	100



Table 2 demonstrates the level of versatility of one internet marketing tool over the others. According to the table, the Social media marketing is more versatile than the others from the result; 114(38.0%), closely followed by Search engine marketing with 86 (28.7%) respondents and others follows. This result agrees with EurostatStatistics Index (ESI) on social media marketing (ESI 2017, www.ec.europa.eu/Eurostat)

Table 3. Reasons for usingthe social media marketing

Variables	Respondents	
	Frequency	%
Time Saving	168	56.0
Time Consuming	132	44.0
Total	300	100
Easy to Use	202	67.3
Difficult to Use	98	32.7
Total	300	100
More Accessible	256	85.3
Less Accessible	44	14.7
Total	300	100
More Expensive	145	48.3
Less Expensive	155	51.7
Total	300	100
More Useful	290	96.7
Less Useful	10	3.3
Total	300	100

Table 3 elaborates the level of impact, significance and reasons for the choice of the social media marketing option as the best options amongst all other Internet marketing tool. From the table, the decisions of the respondents opined as thus: Time saving against consumption168 (56.0%) and 132(44.0%) respectively; easy to use against difficulty: 202(67.3%) to 98(32.7%); more and less accessibility; 256(85.3%) to 44(14.7%); expensive nature against less, 145(48.3%) to 155 (51.7%) more useful and less 290 (96.7%) to10 (3.3%) respectively. The results from the table further revealthat the social media is a preferable internet marketing tool by respondents due to their nature of being more informative, more useful, and less time-consuming.

CONCLUSION AND RECOMMENDATION

The recent dominance of online social and business activities are facts of reality from the literature. Today, 60-70% of the world’s population are involved with social media. Consequently, these tools and messaging facilities have become individual vents to the world. Apart from being interactive and entertaining, they also serve as data banks and marketing avenues for individuals and organizations. With these recent global trends, researchers and marketers need to re-strategize to ensure that decent quality research contents are within reach of all and sundry.

Marketing is only active where a large number of people pay attention. The concepts of globalization and cyber-spacing have generated huge consumer traffic on social media. Hence, social media has become the most effective forum and platform for successful marketing of



products and services. In the context of Academic produce, engaging the audience on social media sites can excellently facilitate research content marketing by creating an awareness which largely increases the fan. This approach gives the onlookers a sense of belonging and stirs up interest in the research community while marketing. That social media marketing has outpaced traditional ways of movie marketing like television and print media cannot be over-emphasized (Rotfeld, 2006). Social media remains the only platform where two-way communication is established between the consumers and the research article marketers, consequently increased sales by the multiplier effect of social marketing from social media.

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