



## **The Role of Social Media in Disruptive Marketing - A Study**

**Dr. B. Nagaraju,**

Professor, DoS in Commerce, Manasagangotri,  
University Of Mysore, Mysore.

**Sonia. B,**

Research Scholar,  
DoS in Commerce, Manasagangotri,  
University Of Mysore, Mysore.

### **ABSTRACT**

In the contemporary business environment, disruptive marketing has emerged as a potent strategy that enables firms to challenge conventional market practices and attain a competitive advantage. Social media platforms have become essential in forming marketing strategies and influencing consumer behavior since the advent of the digital age. With a focus on three main goals, this research paper attempts to investigate how social media helps to enable disruptive marketing. Initially, it provides a thorough exposition of disruptive marketing, its distinguishing features, and its key principles in the current business landscape. Secondly, the article scrutinizes the key elements that facilitate social media to augment the scope and impact of disruptive marketing strategies. Lastly, the study underscores the potential hazards and constraints related to using social media for disruptive marketing. Privacy concerns, negative feedback, and reputation management are among the critical factors that marketers must contemplate while considering a number of variables. Businesses must be able to use social media platforms efficiently for disruptive marketing initiatives. This research article is a conceptual study using secondary data. To accomplish the goal of this study, a thorough review of the literature has been conducted. The foundation for this research is secondary data, which is collected from books, related journals, textbooks, articles, and relevant websites. This study offers important new understandings about how social media plays a role in disruptive marketing, empowering businesses to make knowledgeable decisions and expertly utilize the disruptive potential of social media platforms.

**Keywords:** Disruptive Marketing, social media, Marketing strategies, Key principles, Potential risks...

### **INTRODUCTION**

**website:** <https://kcectrust.org/E-journals/about-journal.php>



Disruptive marketing represents a strategic departure from conventional marketing practices, aiming to challenge established norms and capture attention through innovative and unconventional methods. Unlike conventional marketing methods that frequently depend on well-known tactics and established platforms, disruptive marketing aims to diverge from the existing norms, generate excitement, and gain a portion of the market by questioning assumptions and presenting new frameworks. Unlike conventional marketing practices that emphasize maintaining the current state and making small enhancements, disruptive marketing champions change and innovation to induce substantial changes in consumer behavior and market dynamics. Unlike traditional marketing, which often relies on predictable strategies and established channels, disruptive marketing seeks to break away from the status quo, create buzz, and capture market share by challenging assumptions and introducing new paradigms.

In contrast to traditional marketing activities that focus on maintaining the status quo and incremental improvements, disruptive marketing embraces change and innovation to create significant shifts in consumer behavior and market dynamics. It disrupts existing patterns and expectations, often through bold and unconventional strategies that might initially seem counterintuitive.

The efficacy of disruptive marketing lies in its capability to generate attention, provoke engagement, and catalyze change in consumer behavior and market dynamics. By challenging established norms and introducing novel ideas

disruptive marketing campaigns can capture the imagination of consumers, spark conversations, and ultimately drive business outcomes.

For example, disruptive marketing campaigns may leverage emerging technologies, cultural trends, or social movements to capture attention and create impact. They may involve guerrilla marketing tactics, viral campaigns, or experiential activations that defy traditional marketing conventions and create memorable experiences for consumers. Understanding the distinctiveness of disruptive marketing is important for marketers and businesses seeking to innovate and stay ahead of the competition in today's dynamic business environment. By embracing disruptive strategies and thinking outside the box, businesses can differentiate themselves, capture attention, and drive meaningful change in their industries. In this exploration, we delve into the nuances of disruptive marketing, exploring its distinguishing features, its effectiveness compared to traditional marketing activities, and its potential for driving business outcomes. By providing a comprehensive understanding of disruptive marketing, we aim to equip marketers and businesses with the



insights and strategies needed to navigate and thrive in an increasingly competitive and disruptive marketplace.

## **LITERATURE REVIEW**

**Zheng Xiang & Ulrike Gretzel (2010)** Carried out a study on “The Role of Social media in online travel information search.” The paper discusses the growing impact of social media platforms in the online travel information-gathering process. By simulating traveler searches using specific keywords, the study shows that search engines often direct users towards social media websites, indicating their significance in shaping travel decisions. However, the research design's reliance on predefined keywords and a limited sample of U.S. tourist destinations may restrict the generalizability of findings to broader contexts. Nevertheless, the study underscores the increasing importance of social media in the tourism domain and highlights challenges faced by traditional travel information providers.

**Theresa A. Kirchner, John B. Ford & Sandra Mottner (2012)** Conducted a study on “Disruptive marketing and unintended consequences in the nonprofit arts sector”. This paper discuss disruptive marketing and intended/ unintended consequences constructs are applicable in the environment of nonprofit trades association marketing. The study also highlights the wide range of administrative director opinions about the compass/ factors of marketing in nonprofit associations. Also the part of fund development as a subset of marketing is bandied with some administrative directors originally stating that it doesn't fall under the shade of marketing but latterly changing their minds during the interview process. Overall, the paper provides an exploratory exploration on disruptive marketing and unintended consequences of marketing in the environment of the nonprofit trades sector.

**Geoffrey Colon (2016)** Carried out a study on “Disruptive Marketing: What Growth Hackers, Data Punks, and Other Hybrid Thinkers Can Teach Us About Navigating the New Normal”. This study delivers a comprehensive overview of disruptive marketing trends and strategies in response to technological advancements. By emphasizing the need for marketers to adopt a disruptive mindset and embrace creativity, the paper offers practical insights for navigating the evolving marketing landscape. However, the lack of empirical research or theoretical frameworks may limit its scholarly contributions, and the emphasis on anecdotal evidence and interviews may raise questions about the rigor of the analysis.



**Thomas M. Hult & David J. Ketchen (2017)** Conducted a study on “Disruptive marketing strategy”. This study tries to explore the evolution of marketing and how disruptive marketing strategy can help the field and practice of marketing evolve and also discusses the concept of market orientation and its different perspectives. It’s a Conceptual study. It concludes that disruptive marketing strategies can help organizations create market-based value by moving marketing activities beyond their traditional home department and becoming cross-departmental and even cross-company focused. However, the lack of empirical evidence or case studies to support the theoretical arguments may limit the practical applicability of the research.

**Marius Geru, Angela Eliza Micu, Alexandru Capatina, Adrian Micu (2018)**- Examine a study on “Using Artificial Intelligence on Social Media’s User-Generated Content for Disruptive Marketing Strategies in E-Commerce” The study analyzes how user-generated content on social media can be used as a marketing research instrument to identify consumer behavior. The study examines a sample of 900 Instagram images containing the hash tag #thegoodlife using a machine learning algorithm and highlights the visual representation of the clusters resulted using the K-mean method and practical managerial implications. It concludes that user-generated content on social media can act as a marketing research instrument for identifying consumer behavior. The use of machine learning techniques can help in labelling digital photos and analyzing consumer behavior. However, the study's focus on a specific social media platform and sample may limit the generalizability of findings, and the reliance on automated data analysis methods may overlook nuanced insights.

**Vittoria Marino & Letizia Lo Presti (2018)** Conduct a study on “Disruptive Marketing Communication for Customer Engagement. The New Frontiers of Mobile Instant Messaging”. Discusses the potentialities of mobile instant messaging (MIM) apps for organizations and aims to encourage marketers to develop more effective communication by offering them insights into the use of MIM in CRM strategies. The study evaluated the perceived usefulness, perceived value, and simplicity of the use of MIM apps in business and found that MIM apps have the potential to be an effective channel for customer engagement. It concludes that MIM apps have the potential to serve as an effective avenue for engaging customers. The participants have demonstrated a favorable perception and acceptance of the possibilities that MIM apps offer businesses. Nonetheless, the research did not reveal any significant disparities between the engaged business-oriented group and the engaged business-oriented group. However, the study's reliance on self-reported perceptions and the limited scope of inquiry may raise questions about the robustness of the findings.



The above 6 researches are incorporated in this paper, however, for the study, more than 20 papers are studied that are cited in the reference section.

## **RESEARCH GAP**

From the comprehensive examination of the literature, it has been observed that while existing research has explored various aspects of disruptive marketing and social media utilization in different domains such as destination marketing, bank marketing, and online travel information search, there is a notable gap in understanding the specific mechanisms by which social media platforms augment the scope and effectiveness of disruptive marketing techniques. While some studies touch upon the role of social media in marketing strategies, they often lack depth in analyzing the fundamental mechanisms underlying this relationship. Furthermore, while there is some research on disruptive marketing communication and strategies in e-commerce, there is a dearth of studies examining the potential hazards and complexities associated with the utilization of social media for the purposes of disruptive marketing.

By addressing these research gaps, our study aims to provide a nuanced understanding of the intricate relationship between social media and disruptive marketing. Specifically, we seek to identify the key mechanisms through which social media platforms augment the scope and effectiveness of disruptive marketing strategies, while also exploring the potential risks and challenges inherent in this approach. Through a thorough review and synthesis of existing literature, supplemented by empirical analysis where appropriate, our study aims to contribute to both theoretical knowledge and practical insights for marketers seeking to harness the full potential of social media in driving disruptive innovation and market transformation.

## **RESEARCH PROBLEM**

The increasing impact of social media on the marketing landscape has opened up new opportunities for businesses to employ disruptive marketing strategies. Despite the increasing acknowledgment of social media's role in disruptive marketing, there is a research problem in comprehending the exact mechanisms and strategies that social media platforms utilize to elevate the reach and impact of disruptive marketing initiatives. In addition, this approach presents potential risks and obstacles that require more exploration. This research problem stems from a research gap where insufficient extensive research has been conducted to delve into these aspects. By filling this research void, the objective of this investigation is to offer



significant perspectives and actionable proposals for enterprises pursuing the adoption of unconventional marketing tactics on social networking sites.

### **NEED FOR THE STUDY**

In the past few years, there has been an increasing emphasis on the significance of social media in disruptive marketing, which has led enterprises to explore innovative strategies to differentiate themselves and gain market share. With a view to distinguishing themselves and acquiring market share, enterprises are aware that the significance of social media in disruptive marketing has been on the rise in recent times, leading enterprises to adopt creative strategies to distinguish themselves and corner the market. Seeking inventive approaches and the incorporation of social media into marketing strategies have become progressively widespread.

- The result of this study will provide insightful recommendations for businesses seeking to adopt disruptive marketing frameworks on social media platforms.
- By understanding the specific mechanisms through which social media boosts the reach and impact of disruptive marketing, companies can develop well-informed strategies to effectively connect with their target audience and ultimately achieve their marketing goals.

By addressing this requirement, the study seeks to offer valuable insights and guidance to businesses, marketers, and researchers in understanding and leveraging the potential of social networking for disruptive marketing, driving innovation, and achieving a competitive advantage in today's dynamic business environment.

### **RESEARCH QUESTIONS**

The review of literature has highlighted certain crucial and relevant issues that not only establish the foundation of research but also pose “research questions” for the current study. The hierarchy of research questions is organized as follows:

- What are the factors that contribute the notion of disruptive marketing?
- What are the key mechanisms by which social media influences disruptive marketing strategies?
- Are there any potential risks and obstacles linked to employing social media for disruptive marketing?



## **OBJECTIVES OF THE STUDY**

Based on the research questions, the study's objectives are formulated as follows:

- To examine the notion of disruptive marketing.
- To analyze the key mechanisms through which social media influences disruptive marketing strategies.
- To determine the potential risks and obstacles linked to employing social media for disruptive marketing.

## **RESEARCH METHODOLOGY**

This research is conceptual study through Secondary Data. A through literature survey on factors should be considered in disruptive marketing and its key mechanism, Risks and challenges through which digital networking impact on disruptive marketing has been carried out to achieve the objective of this research. This study is based on secondary data which is collected from books, related journals, appropriate textbooks, articles, magazines and pertinent websites. No statistical tools are used.

## **CONCEPT**

### **FOR OBEJCTIVE 1: TO REVIEW THE CONCEPT OF DISRUPTIVEMARKETING**

Disruptive marketing refers to a strategic approach that aims to reshape industries, challenge business models, and produce new demand openings by introducing innovative products, services, or strategies. It involves breaking down traditional norms and conventions to offer unique value propositions that cater to evolving consumer requirements and preferences.

Disruptive marketing often leverages technological advances, changes in consumer behavior, or shifts in market dynamics to gain a competitive advantage. It disrupts established players and traditional market leaders by providing more accessible, affordable, convenient, or innovative alternatives that meet the demands of a specific target audience.

A key characteristic of disruptive marketing is its capacity to redefine the competitive landscape by introducing radical changes. This can involve offering new solutions, leveraging emerging technologies, or adopting unconventional marketing tactics to capture the attention and loyalty of customers.

One notable aspect of disruptive marketing is its potential to create a significant impact within a relatively





short period of time. By challenging established norms and capturing market share quickly, disruptive marketing can lead to rapid industry transformation, forcing incumbents to adapt or risk becoming obsolete. A classic example of disruptive marketing is the introduction of the personal computer (PC) by companies like Apple and IBM. PCs disintegrated the mainframe computer credulity by offering affordable products for individual consumption. This changeover not only changed the way people work and communicate but also led to the emergence of entirely new diligence and openings. In summary, disruptive marketing is a strategic approach that disrupts requests, challenges established players, and creates new openings by offering innovative and client-centric results. It's driven by the desire to reshape diligence, meet evolving consumer demands, and review the competitive geography.

### **KEY PRINCIPLES OF DISRUPTIVE MARKETING:**

Disruptive marketing is an innovative strategic methodology that confronts conventional business models and industry standards by introducing novel products, services, or business practices. It involves targeting underserved or overlooked market segments and offering solutions that are often more affordable, convenient, or technologically advanced. Disruptive marketing endeavors to generate a substantial influence on established markets, frequently leading to the displacement of current rivals and the transformation of the competitive arena.

1. **Identifying Unmet Needs:** Disruptive marketing begins by relating unmet or underserved client needs within a request. By comprehending the pain points and frustrations of consumers, disruptive marketers can create solutions that address these gaps.
2. **Innovative Value Proposition:** Disruptive marketing relies on offering a distinctive value proposition that differentiates the product or service from existing offerings. This value proposition may include elements such as lower cost, improved performance, enhanced convenience, or a novel user experience.
3. **Market Entry in Underserved Segments:** Disruptive marketing often enters the market by targeting smaller, niche segments that larger, established companies overlook or ignore. By catering to these underserved segments, disruptive marketers can gain a foothold and gradually extend their market presence.
4. **Iterative Improvement:** Disruptive marketing involves a process of iterative improvement. Rather than aiming for perfection from the outset, disruptive marketers focus on launching a minimum viable product or service and continually refining it based on customer feedback and evolving market





demands.

5. **Technological Enablers:** Technology plays a vital role in disruptive marketing. It enables innovative solutions, facilitates efficient distribution channels, and enhances customer engagement. Disruptive marketers leverage technology to create scalable and impactful business models.
6. **Disruptive Business Models:** Disruptive marketing often involves the introduction of the latest business models that challenge established industry practices. Examples include subscription-based models, sharing economy platforms, or direct-to-consumer approaches that eliminate intermediaries and create new value chains.
7. **Rapid Scalability:** Disruptive marketing aims for rapid scalability and market penetration. By leveraging technology, optimizing operations, and capitalizing on early success, disruptive marketers seek to gain a significant market share within a relatively short time frame.
8. **Market Education and Adoption:** Disruptive marketing often requires educating the market about the new product or service and its benefits. This may include specialized marketing initiatives, thought leadership content, or demonstrations to build awareness and encourage adoption.

These principles guide disruptive marketers in their pursuit of transforming industries, challenging incumbents, and satisfying the changing needs of consumers. By embracing these principles, disruptive marketers can create significant impact and drive innovation in the business landscape.

## **FOR OBJECTIVE 2: TO ANALYSE THE KEY MECHANISMS THROUGH WHICH SOCIAL MEDIA IMPACT ON DISRUPTIVE MARKETING STRATEGIES**

Social networks have a considerable influence on disruptive marketing strategies through various key mechanisms. These mechanisms leverage the unique features and reach of digital platforms to enhance the effectiveness and reach of disruptive marketing efforts. Here are some key mechanisms through which digital platforms impacts disruptive marketing strategies:

1. **Wide Reach and Audience Targeting:** Digital networks possess billions of active users offering an extensive user base. This enables businesses to focus specific demographics, interests and behaviors, ensuring their disruptive marketing messages reach the right audience. Advanced targeting options and audience segmentation capabilities on digital platforms allow businesses to tailor their messages and content to specific customer segments, increasing the impact of their promotional activities.
2. **Viral and Shareable Content:** online social channels facilitate the rapid sharing and virality of content. Engaging and disruptive marketing strategies that connect with the audience are able to

**website:** <https://kcectrust.org/E-journals/about-journal.php>



quickly resonate with users sharing the content with their networks. This viral characteristic of social media enables businesses to extend the reach of their campaigns exponentially, as users become brand advocates by voluntarily sharing the content with their followers.

3. **Real-Time Engagement and Feedback:** Social networks allow companies to interact with their users in real-time, fostering interactive and two-way communication. Such direct interaction permits for immediate feedback, customer queries, and discussions related to disruptive marketing campaigns. Businesses can gather valuable insights, measure sentiment, and adapt their strategies based on real-time feedback, enhancing the impact and significance of their campaigns.
4. **Influencer Marketing:** The rise of online platforms has ushered in a new era of online endorsement, whereby individuals possessing a noteworthy online presence are enlisted to endorse products, services, or brands. By utilizing their credibility, trustworthiness, and influence over their followers, digital advocates can augment the scope of unconventional marketing initiatives. Collaborating with suitable online influencers who match the brand's principles and intended market can significantly enhance the visibility and effectiveness of disruptive marketing efforts.
5. **Consumer-Created Content and Peer Validation:** Social networks encourage individuals to produce and distribute their content, including reviews, testimonials, and experiences with products or brands. User-generated content serves as social proof, providing authentic and unbiased endorsements that can influence purchasing decisions. By actively encouraging and leveraging user-generated content, businesses can amplify the impact of disruptive marketing, as users trust the recommendations and experiences of their peers.
6. **Social Listening and Trend Identification:** Digital platforms offer powerful tools for social listening, enabling businesses to monitor conversations, trends, and mentions related to their brand or industry. By actively listening to online discussions, companies can spot new trends, comprehend customer choices, and adjust their disruptive marketing strategies accordingly. The ability to obtain market intelligence in real-time allows businesses to remain pertinent, reactive, and adaptable in their marketing endeavours.
7. **Data Analysis and Insights:** Digital platforms offer comprehensive analytical and insightful capabilities, thereby enabling businesses to monitor and quantify the efficiency of their revolutionary marketing initiatives. Elaborate metrics encompassing engagement ratios, reach, impressions, click-through ratios, and conversion tracking empower businesses to assess the efficiency of their



campaigns and fine-tune their strategies. Data-driven findings obtained from digital platforms assist companies in making educated choices and refining their disruptive marketing approaches.

8. **Content Personalization:** Social networking sites give businesses the opportunity to tailor their content to suit the likes, habits, and demographics of their users. Through the application of social media analytics, businesses can gain valuable data and insights to craft personalized and targeted content that appeals to distinct parts of their audience. The customization of content heightens the relevance and efficacy of disruptive marketing campaigns, capturing attention and stimulating the interest of individual users.
9. **Interactive and Gamified Experiences:** Digital platforms offer various interactive features and gamification elements that businesses can utilize in their disruptive marketing strategies. Polls, quizzes, contests, and challenges can be incorporated to attract and involve the audience, fostering active participation and creating memorable brand experiences. By providing interactive and gamified content, businesses can increase user engagement, virality, and the overall impact of their disruptive marketing campaigns.
10. **Amplification through Hashtags and Trends:** Tags have a crucial function in organizing and categorizing content across digital networks. By leveraging relevant and popular hashtags, businesses can align their disruptive marketing campaigns with trending topics and conversations, increasing the visibility and discoverability of their content. Capitalizing on popular hashtags and participating in trending discussions can help businesses connect with a broader user base and generate more engagement and exposure.
11. **Social Sharing and Referrals:** Digital networks facilitate easy sharing and referrals, allowing users to share content they find interesting or valuable with their connections. Businesses can leverage this social sharing behavior to increase the reach of their disruptive marketing campaigns. By integrating social sharing functionalities and implementing incentives to encourage users to disseminate their content, enterprises can effectively tackle the capability of verbal promotion and utilize their current audience to increase their scope.
12. **Targeted Advertising:** Digital platforms provide sophisticated ad capabilities that enable companies to target particular audiences based on demographics, interests, actions, and past interactions with their brand. By utilizing targeted advertising, businesses can ensure that their disruptive promotional strategies are exhibited in relevant offerings. This precise approach heightens the efficiency and influence of the campaigns by reaching the appropriate users at the appropriate moment.



**13. Location-Based and Regional Marketing:** Digital platforms offer the ability to focus on individuals according to their geographic location, making it easier for businesses to execute localized disruptive marketing strategies. This is particularly beneficial for businesses with physical locations or those targeting specific geographic markets. By delivering tailored content and promotions to users in specific regions, businesses can increase the relevance and impact of their disruptive marketing efforts within their target markets.

By leveraging these additional mechanisms, businesses can significantly improve the scope, interaction, and effect of their disruptive marketing strategies on digital platforms. Each method offers a chance to engage with users, develop tailored experiences, and achieve the business's desired results.

### **FOR OBJECTIVE 3: TO IDENTIFY THE POTENTIAL RISKS AND OBSTACLES LINKED TO EMPLOYING SOCIAL MEDIA FOR DISRUPTIVE MARKETING**

In the contemporary era of technological advancement, the utilization of social networking has revolutionized the approach adopted by enterprises towards marketing, thereby presenting prospects for innovative and unconventional strategies. However, leveraging social media for disruptive marketing comes with inherent risks and challenges. In an increasingly competitive online landscape, breaking through the noise and capturing audience attention is a significant hurdle. Privacy concerns, misinformation, platform dependence, and measuring ROI pose additional challenges. Navigating these obstacles requires strategic planning, adaptability, and a focus on building trust and maintaining a brand reputation. Understanding and mitigating these risks is crucial for businesses aiming to make use of the power of social media for successful disruptive marketing campaigns.

**1. Negative Publicity and Reputation Damage:** Negative feedback, customer complaints, or controversial incidents can quickly spread on social platforms, potentially harming a company's reputation. Social media platforms provide a public forum where clients can voice their opinions, and adverse experiences have the capacity to escalate rapidly, ultimately reaching a wide audience. It is crucial for enterprises to actively monitor social media discussions, promptly address customer grievances, and devise a contingency plan to mitigate reputational damage.

**2. Lack of Control over User-Generated Content:** Social media platforms encourage users to create their own content, including reviews, commentary, and conversations. While positive, user-generated content can



serve as social proof and enhance the impact of disruptive marketing, negative or unfavorable content can also spread quickly. Businesses have limited control over what users say or share, and managing negative user-generated content can be challenging. It requires timely and effective responses, engaging with users constructively, and addressing their concerns.

3. **Brand Consistency and Messaging:** Achieving consistency in brand identity across diverse social media platforms can be challenging. Each platform boasts distinctive attributes, user demographics, and communication styles. Ensuring a consistent brand image, messaging, and tone requires careful planning and execution. Businesses need to develop a comprehensive social media strategy that outlines brand guidelines, key messaging points, and tone of voice to maintain consistency and coherence.

4. **Information Overload and Short Attention Span:** Social media platforms are inundated with a vast amount of content, making it challenging for businesses to capture and retain audience attention. Users have limited attention spans and are often bombarded with multiple posts and messages simultaneously. To overcome this challenge, businesses need to create highly engaging and impactful disruptive marketing content that grabs attention, delivers the message effectively, and stands out in the crowded social media environment.

5. **Legal and Regulatory Compliance:** Utilizing social media for disruptive marketing necessitates that enterprises abide by numerous legal and regulatory protocols. Similar protocols may encompass advertising criteria, data protection regulations (e.g., GDPR- The General Data Protection Regulation), and intellectual property rights. Non-compliance with these regulations may lead to legal consequences and could damage the reputation of businesses. It is essential for businesses to stay informed about the relevant laws and regulations governing social media marketing and ensure compliance in their advertising campaigns.

6. **Measurement and ROI:** Measuring the effectiveness and return on investment (ROI) of social media marketing can be complex. Social media platforms provide metrics and analytics tools, but accurately attributing conversions or sales to specific social media campaigns can be challenging. Customers often interact with multiple touchpoints before making a purchase decision, making it difficult to isolate the impact of social media alone. Businesses need to employ robust tracking mechanisms, establish clear goals and metrics, and analyze data comprehensively to evaluate the success of their disruptive marketing campaigns.

7. **Platform Algorithm Changes:** Social media platforms regularly update their algorithms to improve the user experience and prioritize content. These algorithmic changes can significantly impact the visibility and reach of content. For example, changes in Facebook's News Feed algorithm can reduce organic reach, making



it more challenging for businesses to reach their audience without paid advertising. Businesses must stay informed about platform algorithm changes, adapt their strategies accordingly, and explore alternative channels if necessary.

8. **Cybersecurity Concerns:** Utilizing social media platforms for marketing purposes exposes businesses to cybersecurity risks. To safeguard their social media accounts from hacking attempts, phishing attacks, and unauthorized access, businesses must implement robust password policies, activate two-factor authentication, and maintain vigilant monitoring of account activity.

9. **Loss of Control over Brand Messaging:** Social media platforms empower users to share, comment, and engage with content. This dynamic presents a risk for businesses, as it can lead to a loss of control over the narrative and how their disruptive marketing campaigns are perceived. Negative comments, misinterpretations, or misuse of content can undermine the intended brand message. Therefore, businesses must diligently monitor and moderate social media interactions to safeguard their brand image and ensure consistency in messaging.

10. **Privacy Concerns and Data Misuse:** Utilizing social media for disruptive marketing entails collecting and utilizing user data. This practice can raise privacy concerns if businesses do not handle customer data appropriately or fail to obtain proper consent. Mishandling customer data can erode trust and result in legal consequences. Therefore, businesses must comply with data protection regulations, maintain transparency regarding data usage, and prioritize user privacy and security to ensure their success.

11. **Online Harassment and Trolling:** Social media platforms have the potential to amplify negative sentiments, such as online harassment and trolling. Disruptive marketing campaigns may inadvertently attract unwanted attention or become targets of criticism and harassment. Businesses must be prepared to address these situations by actively monitoring comments and discussions, taking the necessary measures to safeguard their brand reputation, and fostering a secure online environment.

12. **Platform Dependence:** Businesses that heavily rely on social media for disruptive marketing face the risk of becoming overly dependent on specific platforms. Changes in algorithms, policies, or the emergence of new platforms can disrupt existing marketing strategies. To mitigate this risk, businesses should be prepared to adapt quickly, explore alternative platforms, or diversify their marketing channels to maintain flexibility and effectiveness in reaching their target audience.

13. **Fake News and Misinformation:** Social media platforms are vulnerable to the spread of fake news and misinformation. Disruptive marketing campaigns can unintentionally contribute to misinformation if not carefully executed. Businesses must prioritize ensuring the accuracy and credibility of the content they share.





This involves rigorous fact-checking of information and avoiding the promotion of misleading or false claims that could potentially damage their reputation.

**14. Customer Fatigue and Ad Blindness:** Excessive exposure to disruptive marketing campaigns on social media can lead to customer fatigue and ad blindness. Users may become desensitized or develop negative attitudes towards repetitive or intrusive ads. Businesses need to strike a balance between promotional content and providing value to users. It's crucial for disruptive marketing efforts to be well-timed, relevant, and respectful of user preferences to maintain engagement and avoid alienating their audience.

**15. Social Media Crisis Management:** Social media can amplify crises and controversies rapidly. Negative incidents, customer complaints, or viral backlash can escalate quickly on social media platforms, necessitating effective crisis management strategies from businesses. Prompt and transparent communication, proactive issue resolution, and timely responses are essential for mitigating the impact of crises on the brand's reputation.

By understanding and addressing these risks and challenges, businesses can navigate the social media landscape effectively, minimize potential pitfalls, and capitalize on the trends.

## **DISCUSSIONS**

The role of social media is to acts as a catalyst for expanding the reach and impact of disruptive marketing. It facilitates rapid information dissemination, encourages user engagement, and enables real-time interactions, enhancing the effectiveness of disruptive strategies. However, challenges arise, including managing online reputation, addressing privacy concerns, and measuring ROI. By proactively addressing these risks, businesses can fully leverage social media's potential. The key mechanisms through which social media enhances disruptive marketing include viral campaigns, user-generated content, and online community participation. Moving forward, businesses should stay updated with evolving social media trends and explore innovative ways to harness its power for disruptive marketing, while also considering ethical and legal implications for a sustainable approach.

## **LIMITATIONS OF THE STUDY**

1. This study relies solely on secondary data; no primary data was collected from respondents regarding the risks and challenges associated with using social media for disruptive marketing.
2. There is a lack of empirical evidence or information regarding the factors influencing disruptive

**website:** <https://kcectrust.org/E-journals/about-journal.php>





marketing and the key mechanisms through which social media impact disruptive marketing strategies.

## **CONCLUSION**

In today's rapidly evolving digital landscape, harnessing the power of social media for disruptive marketing is essential for businesses aiming to excel in a competitive market. The discussed objectives have illuminated the essence of disruptive marketing, the key mechanisms through which social media amplify their reach and impact, and the potential risks and challenges that accompany this dynamic approach. The current digital landscape is saturated with information, creating intense competition for audience attention. Brands must innovate and employ disruptive marketing strategies to break through the noise and effectively engage their target audience. Social media platforms have emerged as catalysts, enabling businesses to fully unleash the potential of disruptive marketing. However, it's crucial to acknowledge that alongside opportunities, there are inherent risks and challenges associated with using social media for innovative marketing approaches. To thrive in today's dynamic digital environment, businesses must navigate critical aspects such as privacy concerns, information overload, reputation management, algorithm changes, misinformation, and measuring campaign effectiveness.

Adopting strategic methodologies that prioritize audience engagement, data protection, content integrity, and adaptability is essential for success. By doing so, businesses can fully leverage the potential of social media, enhance brand recognition, and ensure sustained growth in an era dominated by innovative marketing practices. The ongoing evolution of social media and its impact on marketing techniques necessitate continuous exploration and adaptation. Staying attuned to emerging trends, consumer behaviors, and platform developments will enable businesses to stay ahead of the competition. Understanding the significance of disruptive marketing in today's digital landscape and effectively harnessing social media will empower businesses to lead, capture and retain their target audience through meaningful and impactful strategies.

## **REFERENCES**

1. Hult, G. T. M., & Ketchen Jr, D. J. (2017). Disruptive marketing strategy. *AmsReview*, 7(1-2), 20-25.
2. Marino, V., & Lo Presti, L. (2019). Disruptive marketing communication for customer engagement. *The new frontiers of mobile instant messaging*. *International Journal on Media*



Management, 21(1), 3-23.

3. Geru, M., Micu, A. E., Capatina, A., & Micu, A. (2018). Using artificial intelligence on social media's user generated content for disruptive marketing strategies in eCommerce. *Economics and Applied Informatics*, 24(3), 5-11.
4. Olabode, O. E., Hultman, M., Leonidou, C. N., & Boso, N. (2023). Disruptive market shift: Conceptualization, antecedents, and response mechanisms. *Technological Forecasting and Social Change*, 192, 122577.
5. Kirchner, T. A., Ford, J. B., & Mottner, S. (2012). Disruptive marketing and unintended consequences in the nonprofit arts sector. *Arts Marketing: An International Journal*, 2(1), 70-90.
6. Colon, G. (2016). Disruptive marketing: What growth hackers, data punks, and other hybrid thinkers can teach us about navigating the new normal. Amacom.
7. Lange-Faria, W., & Elliot, S. (2012). Understanding the role of social media in destination marketing. *Tourismos*, 7(1), 193-211.
8. Paul, Harrigan., Morgan, P., Miles., Yulin, Fang., Sanjit, Kumar, Roy. (2020). The role of social media in the engagement and information processes of social CRM. *International Journal of Information Management*, 54:102151-. doi: 10.1016/J.IJINFOMGT.2020.102151
9. Bite, Bhalchandra, Balkrishna., Anand, A., Deshmukh. (2017). A Study on Role of social media in Agriculture Marketing and its Scope. *International Journal of Management, IT, and Engineering*, 7(4):416-423.
10. Sarita, Singh., Inkvv, Krishi, Vigyan, Kendra, Chandangoan, Chhindwara, Madhya, Pradesh. (2019). A Study on Role of Social Media in Agriculture Marketing Use of WhatsApp. *International Journal of Pure & Applied Bioscience*, 7(4):283-287. doi: 10.18782/2320-7051.7722
11. Serap, Serin, Karacaer. (2021). The Role of Social Media in Event Marketing: Outcomes for Practitioners and Participants. 262-281. doi: 10.4018/978-1-7998-4954-4.CH015
12. Theresa, A., Kirchner., John, B., Ford., Sandra, Mottner. (2012). Disruptive marketing and unintended consequences in the non-profit arts sector. 2(1):70-90. doi: 10.1108/20442081211233025
13. Rachel, Prince. (2012). The role of social media in social marketing campaigns today.



14. Geoffrey, Burston, Webster., Margee, Hume. (2015). Defining the role of social media as a contemporary local area marketing technique in franchising. 223-251. doi: 10.4018/978-1-4666-6595-8.CH010
15. Faaiza, Munif. (2018). The Role of social media in Building Value for the Reseller in B2B Marketing.
16. Kundharu, Saddhono., Gumgum, Gumelar., Aswin, Aswin., Nasrul, Nasrul., Firmansyah, Y., Alfian., Syamsiah, Badruddin., Niken, Paramitasari., Ramlan, Siregar., Paisal, Halim. (2020). Role of Social media marketing to enhance the supply chain and business management. International Journal of Supply Chain Management, 9(2):1104-1107.
17. Shamsheer, Singh., Ameet, Sao., Tushar, Bapurao, Nagare., Ashwini, Dharmarajan. (2016). Role of social media marketing in brand building: the new age marketing strategy. International journal of scientific research, 5(9)
18. Ednah, Kimani. (2015). Role of Social Media Marketing On Organisational Performance in Kenya.
19. Asmara, Irfan., Amran, Rasli., Abdul, Sami., Hira, Liaquat. (2017). Role of social media in promoting education tourism. Advanced Science Letters, 23(9):8728-8731. doi: 10.1166/ASL.2017.9959
20. Tavleen, Kaur. (2013). Role of social media in building image of an organization as a great place to work.
21. Mahmoud, Alghizzawi., Said, A., Salloum., Mohammed, Habes. (2019). The role of social media in tourism marketing in Jordan. 2(3)



# MULTIDISCIPLINARY COSMOPOLITAN JOURNAL OF RESEARCH

**(MUCOJOR)-2583-9829 (On-line)**

**International Peer Reviewed and Refereed Journal**

## **Certification of Publication**

The Board of Multidisciplinary Cosmopolitan Journal of Research (MUCOJOR) is hereby awarding  
this certificate to

**Dr. B. Nagaraju,**

In recognition of the publication of the paper entitled  
**The Role of Social Media in Disruptive Marketing - A Study**

Published in Volume 02, Issue 03, June 2024.

A handwritten signature in blue ink, appearing to read 'Dr. B. Nagaraju', is written over a horizontal line.

**EDITOR IN CHIEF**



**MULTIDISCIPLINARY COSMOPOLITAN JOURNAL OF  
RESEARCH**

**(MUCOJOR)-2583-9829 (On-line)**

**International Peer Reviewed and Refereed Journal**

**Certification of Publication**

The Board of Multidisciplinary Cosmopolitan Journal of Research (MUCOJOR) is hereby awarding  
this certificate to

**Sonia. B,**

In recognition of the publication of the paper entitled  
**The Role of Social Media in Disruptive Marketing - A Study**

Published in Volume 02, Issue 03, June 2024.

**EDITOR IN CHIEF**