

## Digital Disruptions and its Impact on Traditional Marketing Practices

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**ABSTRACT:** The paper investigates the dynamic landscape of digital disruption and its profound impact on traditional marketing strategies. Digital disruption, characterized by the introduction of innovative digital technologies and business models, has fundamentally reshaped the marketing landscape for existing products and services. The study adopts a structured approach, comprising three core sections. The heart of this study resides in the third section, where it offers a detailed and analytical discussion of the data and observations gathered. A central focus is placed on the instrumental role of social media in relationship marketing, underlining its ability to foster a wide array of consumer-business interactions, ranging from brief exchanges to in-depth exploration of specific subjects or brands. Social media emerges as a swift and cost-effective communication channel, necessitating ongoing vigilance and agile responses from organizations. This research unequivocally underscores the indispensable role of social media in contemporary relationship marketing strategies. Furthermore, the study emphasizes the critical need for businesses to recognize and harness the power of these platforms in meeting consumer needs and cultivating connections. It advocates for further research from both user and corporate perspectives to achieve a holistic understanding of the full impact of social media in this ever-evolving marketing landscape.

**KEYWORDS:** Digital disruption, traditional marketing, merchandise and ventures, Relationship Marketing  
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### I. INTRODUCTION

Relational marketing stood out as a strong customer service. Social networks stand out as an open door for communication between individuals and essentially as a way to connect an organisation and a consumer. This topic will be chosen according to its actuality. Organisations need elective channels that reach consumers quickly and completely. Use of social networks as a method of capturing and dedicating clients. In reflecting on the growing need to separate candidates, associations seek new systems to reconcile the organisation and the consumer. Companies are increasingly stressed by the fact that customers want and seek to solve these problems through a personalized interface for the client. Social networks are a simple and extensive tool in which organisations are connected to the group of spectators. Consumers and people are gradually fulfilling all the requirements of their biological systems, which means that an increasing number of organisations are changing their business, speed and profitability to exploit the pace of their business and continue to develop their potential. Virtually all reinforcements are stacked in this direction, and the summary of “something extraordinary” is being developed. Whilst all new innovations do not change commercial or social conditions, some progress can alter the current situation, change people’s way of life and work and rebuild profitable stores (Knickrehm, et al., 2016).

It is in this fundamental way that organisations are rethinking the business world, because those who do not adjust to the risk of a developing economy become superfluous in their sector. In this sense, pioneers around the world are managing the main ramifications of these changes for their associations. In the social circle, it is considered important to adapt to the new innovations and challenges of the current financial situation. The strategy used will be illustrative, which, as Kotler (2012) suggests, “illustrates what it is, also addresses four points of view: portrait, recording, review and understanding of today’s wonders, going to work in the present”. As information gathering methods, the index of the exam book and the area in which the information accumulation instrument will be used are analysed. A non-arbitrary example will be chosen for this test and the type of non-irregular example will be the deliberate type, in which, as Pink (2016) indicates, the analyst is

interested in the delegation of population elements. Subsequently, the main objective of this article will be to understand the numerical disturbance and its effects on the usual marketing tests. To achieve this goal, the review is organised in four areas in addition to this introduction. The first includes the hypothetical institution, which is based on fundamental assumptions about marketing, relational marketing, online marketing and social networks. The strategy of the second exam. The third area is the review, which provides a systematic representation and exchange of information and data provided or analysed during the investigation. Finally, the latest completed surveys will be displayed.

## **II. LITERATURE REVIEW**

**Digital Disruption:** Digital disruption as defined by Pink, (2016) is the conversion due to digital technologies from the traditional to the recently developed technologies the value of current services and products that are being offered in the industry can be impacted by these newly developed models and technologies. According to Pink, (2016), that is the reason the term “digital disruption” is used for the advent of the transformation in the form of digital businesses or services and products, which disturbs the ongoing market and be the reason of the increasing requirement of re-evaluation.

**Disruption in Public Relations:** In its foundations, the disruption alters the action plans and the way in which people think and act. Business expects people to adapt to the best communication approaches. The disruption encourages the development of new thoughts and desires and requires that public relations specialists be creative and sophisticated. Similarly, it expects organisations to be up to date, respect current standards and be focused and attractive to their viewers. The disruption of public relations is the result of innovation, devices, computerization of procedures, social networks or innovations related to articles and services. This influences the stages of organisation, execution and processing of a communication technique. Today, we are not only talking about non-corrupt public relations (more often related to media relations). Communication procedures are incorporated; the crusades coordinate and combine several communication strategies. Today, battles combine digital and non-digital strategies, allowing you to reach objective crowds in the most ideal and conceivable way at the right time with the right substance. The meaning of progress has changed the communication sector and we are now discussing digital communication. In general, digitalisation occupies an important place in people’s lives: from mobile phones to tablets, personal computers and personal devices, to domestic partners, voice recognition structures, personal accounts and social assistance devices, etc. Not surprisingly, public relations and marketing projects have evolved. How public relations specialists talk to people (emojicons, gifs, stickers and hashtags), how we use the channels (social networks, multipurpose applications, local advertising) and how the substance is created and disseminated (huge opinion). Information on consumer behaviour and rewards, mechanization of content marketing). For example, digital disruptions make offices aware of mechanical improvements, whilst innovative services and devices take advantage of common public relations capabilities. For example, the conventional printing procedure and the media connection package are now analysed, allowing you to see brands and organisations that use virtual print rooms that offer a wide variety of multimedia features. Brands, organisations and public relations offices have begun to move in this direction.

**Impact of Digital Disruption :** According to Bughin & Van Zeebroeck, (2017), the digital disruption can be said to be an unstoppable force, and the struggle to fight is useless. However, companies may receive digital interrupts or even scheduled disruptions. Observing the ball and understanding the signs of digital interference in the industry means that the organisation can be ahead of the competitors, not against it (Hofacker & Belanche, 2016). This not only way to prevent the wave of digital destruction from interfering with business success, but also provide further growth and new opportunities. Digital clutter often means changing consumer demand, so working with trends can help meet these new needs, satisfy existing customers and allow new customers to find what they need from a company’s services or products (Yeh, & Walter, 2017).

**New Business Models are Cannibalising Traditional Enterprises :** Most organisations today know that they must embrace innovation (Kiron, et al. 2016). The question is whether or not they can put a digital business model on the market without damaging the existing business. Similarity occurs when new proposals for new products, service models or business forms reduce the value of the company’s existing assets (Baker & Hart, 2016). Assets can be in the form of fixed assets, such as equipment for producing products or services, or intangible assets, such as patented technology. In the light of new supply, the degree of similarity is usually measured by the loss of sales or market share. This loss is attributed to changes in key demand for new products or services and changes between categories (Yeh & Walter, 2017). One of the obstacles to business model innovation is the problem of managing this type of process, because companies cannot reconfigure their assets

to support new business models as a result of conflicts with existing business models (Hofacker & Belanche, 2016). Therefore, companies moving from existing business models to new models should develop strategies to manage these conflicts (Watkins, et al., 2016). The coordination process includes change management and implementation of strategic decision-making processes (Knickrehm, et al., 2016). Making strategic decisions should balance the rational image of the process, that is, decisions reflect the best interests of organisations and politicians that people seek to protect their interests and material positions. Former CEO and current Chairman of the Board of Directors of Cisco, John Chambers, predict that 40% of businesses will fall apart when they fail to complete a successful digital transformation (Yeh & Walter, 2017). These companies may be trying to keep up with insurgent companies that are introducing disruptive technologies, but they are being held back by the ease of doing business the way they have always done either because of their vehemence or because their clients are opposed to change (Kiron, et al. 2016). Amazon, from the outset, whilst still engaged in the sale of paper books, had the courage to cannibalise its products and services (Baker, & Hart, 2016). This happens when he launches the Kindle (an e-book reader) at the selling price of his physical book (Kiron, et al. 2016). In 2010, Kindle accounted for 62.8% of all e-books in the world (Drahokoupil & Fabo, 2016). Currently, Amazon is the leader in the promotion and sale of digital content in the market of electronic books in the amount of 1.6 billion dollars. This was also influenced by the release of Amazon Prime, which also influenced DVD sales. In addition, Amazon has created additional long-term bids that can be further destroyed, such as Amazon Web Services, Fire Smartphone and Amazon Prime Air (Baker & Hart, 2016). Amazon's success is mainly due to the CEO's bold leadership and innovative corporate culture, which is determined by the relatively high degree of autonomy in centralized customer placement (Drahokoupil & Fabo, 2016).

**Marketing :** Clients anticipate careful and affective management, which leads associations to conflict because they must sell, but in a climate of kinship, trust and genuine enthusiasm for the client. In any case, this does not mean that the "conclusion of the contract" with a relationship is based on the fact that the progress between the agreements and the relationship promotes discord amongst the marketing managers, who must build the relationship with a proactive company act, identify and respond to needs in a climate of authenticity and trust throughout the continuum of this relationship. In terms of professional relationships, they pursue unexpected objectives in relation to those of the community, and this statement can reduce business results (Grayson, 2007). Marketing cannot be based on the belief that business relationships can be transformed into social relationships, only through the substitution of related normative terms and practices. In addition, if quality management decides on relationship management (Venetis and Ghauri, 2004), relational marketing would not be necessary because quality support is expected to generate impacts. This shows that it is very difficult to combine techniques that go beyond utilitarian or value-based thinking in a relational marketing approach. Other related problems are that innovative disruptions produce deficiencies in the relationship between marketing management and execution and that consumers dominated by the immensity of new advances initiate methodologies to protect. Without creating purchase wishes, however, feelings of danger identified with security and opportunity in basic leadership. Customers receive hostile marketing with extensive advertising and special components.

Innovation has not yet examined the importance of the network, the estimation of dyadic cooperation. However, such cooperation does not occur in a person who is not relevant and culturally competent. Marketing must be coordinated for a specific phase of the customer network. In this sense, several examples of mechanical innovation, which are beginning to be considered (Camacho and Rodríguez, 2008), must be combined with a broader approach to the reality of the network and its level of association, without using them to strengthen the approach, approaching.

### **III. RELATIONSHIP MARKETING**

Clients anticipate careful and affective management, which leads associations to conflict because they must sell, but in a climate of kinship, trust and sincere enthusiasm for the client. . In any case, this does not mean replacing the "conclusion of the company" with a relationship, since the change between the business and the relationship is progressing in the cacophony of marketing managers, who must build the relationship in terms of proactive action, recognition and recognition. Respond to needs in a climate of trust throughout the continuum of this relationship. On the contrary, in terms of professional relations, they look for unexpected purposes compared to those of the company and this conflict can reduce the final result of the company (Grayson, 2007). Marketing cannot be based on the belief that business relationships can be transformed into social relationships, only through the substitution of related normative terms and practices. In addition, if quality management decides on the capacity of relationship management (Venetis and Ghauri, 2004), at this stage relational marketing would not be necessary because the quality of care is expected to generate impacts. This shows that it is very difficult

to merge systems that go beyond utilitarian or value-based thinking in a relational marketing approach. Other related problems are the lack of a relationship between marketing management and execution and consumers, dominated by the magnitude of the new improvements, are initiating techniques to protect themselves. Without creating purchase wishes, however, feelings of danger identified with protection and opportunity in basic leadership. Customers receive hostile marketing with extensive publicity and limited time factors. Progress has not yet examined the importance of the network and the estimation of dyadic cooperation. However, this connection does not occur with a person outside of any relevant relationship with the problem encountered and the cultural qualities. Marketing must be coordinated for a specific phase of the customer network. In this sense, several examples of mechanical progress, which are beginning to be considered, must be combined with a greater awareness of the reality of the network and its level of association, without using them to support surface development and continuous focus based on values. Relationship, to limit the use of the media.

#### **IV. ONLINE MARKETING**

Internet marketing has essentially been described as “achieving marketing destinations through the application of digital advances”. Digital marketing consists of using advances to help marketing drills improve customer information by coordinating their needs. In the created world, organisations have understood the meaning of digital marketing. For organisations to be effective, they need to integrate with traditional online techniques to better meet customer needs. The introduction of new advances has opened new doors for advertisers to manage their sites and reach their commercial destinations. Online promotion is an innovative marketing tool to structure brands and increase traffic, allowing organisations to grow. Eager to provide results and estimate revenue from business expenses, digital marketing is the cheapest way to estimate the return on investment from promotions. Today, dark advertising and marketing methods offer a digital marketing approach. In addition, it is so incredible that it can help restore the economy and open huge doors for governments to work progressively competently. Singapore companies have tried to make digital marketing devices attractive and useful for achieving results. Even more critical, the development of digital marketing is due to the rapid progress of progress and the changing elements of the business sector. Internet is the most important asset for organisations. Providers who do not use the Internet in their corporate marketing procedures will be hampered by the fact that the Internet is changing brands, evaluating, disseminating and promoting technology.

**Consumer Behaviour:** Online consumer behaviour has become a region in the development of exploration, with an increasing number of productions every year. Exploration articles appear in various journals and meeting minutes in the areas of data structures, marketing, frameworks and brain research. The investigation of these documents shows that most scientists formulate hypotheses about traditional consumer behaviour, such as social learning. A thorough review of the wording reveals that much of the consumer behaviour assumption has been applied to online surveys on consumer behaviour. In any case, the application is not as simple as obtaining the segments and applying them. There are still great contrasts between disconnected and online consumer behaviour that justify a different conceptualization. For example, Vijayasathy (2014) coordinated the explicit elements of the Web (online shopping help) under the planned activity assumption (TRA) to clarify the behaviour of online consumers. Tune and Zahedi (2011), based on the Organised Behaviour Hypothesis (APB) model, examined the effects of the web page plan on the selection of purchases on the Internet. In addition, an online consumer survey found that distributed surveys were very extensive and that reviews were often divided into conflicting results and probably without many previous reviews. They have endeavoured to conduct a systematic audit and establish a survey system for this important research territory. In this sense, the objectives of this survey are: (1) conduct a complete and accurate audit of online consumer behaviour, (2) distinguish significant developments that are explicit for the online acquisition scenario, (3) propose a corporation Society-based that updates our understanding of the fundamental elements of online consumer behaviour and (4) provides titles for future research here.

**Social Media :** Kotler, (2012) defines social media as “Internet sites built for enabling collaborative content creation, social interaction, and sharing of information in various formats “. Included in these categories are social networks, blogs, collaborative sites and various other site templates covering communication, relationship, collaboration, multimedia and entertainment. A survey conducted by the “We Are Social international agency”, published in January 2016 revealed that 46% of the world’s population uses the Internet and that 31% of active users of social media. These numbers increase when only in the UK, where 58% are Internet users and 49% are social media users. The research also points out that 78% of internet users access the network every day. Table 1 presents the most relevant social media descriptions for the research.

Social media	Description
Blog	Web pages where different contents are regularly published, such as texts, images, music, or videos, both being able to be dedicated to a specific subject like be quite general in scope.
Facebook	The social network where users create profiles that contain photos and lists of interests personal messages, exchanging private and public messages with each other, and friends.
Google+	Social network and identity service maintained by Google Inc., built to add Google services.
Instagram	An online social network for sharing photos and videos amongst its users, which allows applying digital filters and share them.
LinkedIn	The social network of businesses. It is comparable to networks of relationships and is mainly used by professionals.
Pinterest	Social sharing photo network. It resembles a framework of inspirations, where users can share and manage themed images.
Tumblr	Miniblog in which users can publish texts, images, videos, photos.
Twitter	Social network and server for microblogging, which allows users to send and receive personal updates of other contacts, in texts of up to 140 characters.
YouTube	Website sharing videos uploaded by users over the internet.

Table 1: Description of the main social media

The access to sharing of information along with creating is provided by social media for people and by people themselves, making the customer a producer and consumer of this information. These media are open to the public, who can read, listen to or view content and interact with people who created it. According to the author, due to its open and collaborative nature, most of the content generated by members remains stored and available to other members. For Lamberton & Stephen, (2016), blogs can be divided into personal, professional and business. Personal blogs may be a way of understanding consumer behaviour, have little impact on digital marketing. In this sense, the most relevant are the professionals and the business. "Professional blogs are blogs of people or groups who speak on various subjects, who have an interest in developing a large audience to later explore the blog commercially".

There are numerous examples of successful bloggers and more and more people are willing to invest his time and talent in publishing blogs. And as there is more and more demand for information, there will always be a market for professional blogs that have good content. Vargo & Lusch, (2016) also emphasises that professional bloggers develop, in general, a good understanding of the functioning of the Internet and how to promote the blog. The professional blogger also knows how to write very well and in an accessible way to consumers. As discussed by Berman, (2016), another type of blog is the business, which "emerges as a way for the company to relate to the community through knowledge, divulging useful information related to the business". In general, the business blog creates a community and, in addition to providing information, they can be collected through the comments inserted in the blog by the readers. Although it is the simplest and most direct way to produce some kind of content in the Internet text is not the only means. In 2005 was born YouTube, which allows the viewers to save videos and published on the Internet. According to the author, just like blogs, YouTube allowed consumers to express themselves on any topic, but videos.

Considering that, the human being is basically visual, this form of media people who are now accessing and producing content. According to Berman, (2016), social networks are created by the relationship of the people and groups that participate, thus creating a huge network of dissemination of information transmitting messages that are of collective interest. For Berman, (2016), social media channels are a platform that seek to attract people at one point who can, in addition, to expose user's data like videos and photos, cooperate with other members. In this way, Berman, (2016) states that social media has great power which can contribute both to the construction and destruction of a brand, product or advertising campaign. Current consumers are the experiences of other consumers with whom social media.

**Relationship Marketing and Social Media :** The sustainable and efficient use of the Internet as an essential channel requires a consolidated field of different marketing trials. To begin with, given the intelligent idea of the channel, the Internet makes intuitive, large-scale, synchronic or diachronic, individualized and personalized relationships (intuitive marketing) possible. Associations that focus on dialogue and open listening can

appreciate the constant improvement of their databases (database marketing) and then, based on the data collected, focus on their group of viewers and modify their future messages (marketing). direct) and explore different elements (content, sound, video and image) that require little or no effort. These messages, as well as many activities to share and develop the brand community or its products / services with its crowds, will foster a feeling of closeness between the brand and the customer (affecting the reliability of the brand). In addition, they also allow the brand to immediately distinguish and control the circumstances of emergency or dissatisfaction, moving away from the informal and negative strategy (WOM) (social strategy).

The observation that the destination of marketing trips is linked to the development of ICTs has aroused the enthusiasm of researchers in general, who seek to clarify this harmonious relationship and present new marketing ideas. In 2001, Coviello, Milley and Marcolin added a fifth component to the hypothetical order of perfectly approved marketing trials (value-based marketing, database marketing, collaborative marketing and systems marketing), conducted by Contemporary Marketing. Practices of the 1997 review meeting the idea presented was e-Marketing (eM), characterized by the use of the Internet and other intuitive advances to make and facilitate exchanges between an organisation and its customers. The allocation of eM has been used intentionally to maintain a strategic distance from the term “intelligent” to avoid confusion with the idea of communication marketing. EM incorporates and builds on intuitive advances in customer relationship management, the commercial movement, research, surveys and organisation.

Using the phrases of Reedy, Schull and Zimmerman: “These are generally online or electronic exercises that encourage the creation and marketing of items or services that meet the needs and desires of the buyer. It improves the overall marketing program, therefore, reinforces the company aims in the online business. The idea of eM is combined with the act of various types of marketing, such as database marketing, systems administration and communication marketing. According to Rublescki (2009), Electronic Marketing Several divisions have made progress to clarify this, such as: digital marketing, digital marketing, communication and web marketing, the Web (marketing in areas such as Rublescki, 2009) and “coordinated marketing”. Some even proposed replacing the word marketing with “marketing” to reflect the use of long-range ICT in contemporary market practice “Relational Marketing” (CRM) It is another idea that The consolidation of social marketing and the use of a new d innovations CRM is characterized by “a combination of procedural utilities, individuals, tasks and marketing assets and data applications enabled by innovation”. Although it is regularly confused with relational marketing, CRM is only committed to customer relationship management, whilst relational marketing can be applied to all partners.

## **V. RESEARCH METHOD**

The purpose of the project is to carry out diagnostic research, exploring the environment. The descriptive method will be used which, according to Woods, et al. (2016), “outlines what it is - it also addresses four aspects: description, recording, analysis, and interpretation of current phenomena, aiming at their functioning in the present”. For Kemp, et al. (2018) descriptive research is the “simple description of a phenomenon”.

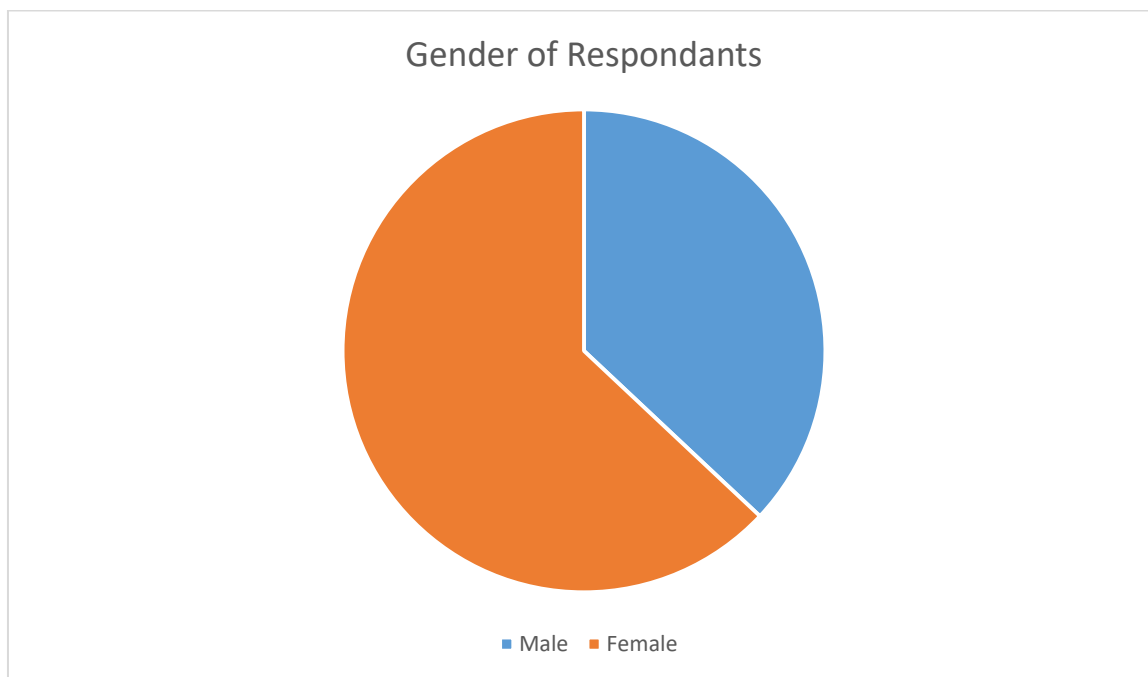
**Description of Data Collection Techniques:** In order to meet the proposed method, procedures of data collection will be a bibliographic research and field research. According to Kemp, et al. (2018), the bibliographic research “covers all bibliographies already made public in relation to the subject of study”, its purpose is to place the researcher in contact with everything that has been proposed on a certain subject. Kemp, et al. (2018) state that the field research “is the one used in order to achieve information and/or knowledge about a problem”. For Kemp, et al. (2018), the field research consists of observation of facts and phenomena as they occur spontaneously, in the collection of data related to them and in the variables to analyse them.

**THE DESCRIPTION OF THE TARGET AUDIENCE :** For the development of field research, the target audience consists of social media users, with the accomplishment of a sample that reached a total of thirty participants.

**Field Survey Delineation:** As a data collection tool, the adopted strategy will be a non-random sample that will be taking into account the impossibility of a survey with the entire population of users of social media. The type of non-random sample selected will be the intentional one that, according to Kemp, et al. (2018), the researcher is interested in elements representative of the population. The instrument of data collection will be a structured and not disguised questionnaire. The model of the applied questionnaire is found in the appendix of this research. The questionnaire contains closed-ended questions, also called dichotomous, with pre- and multiple-

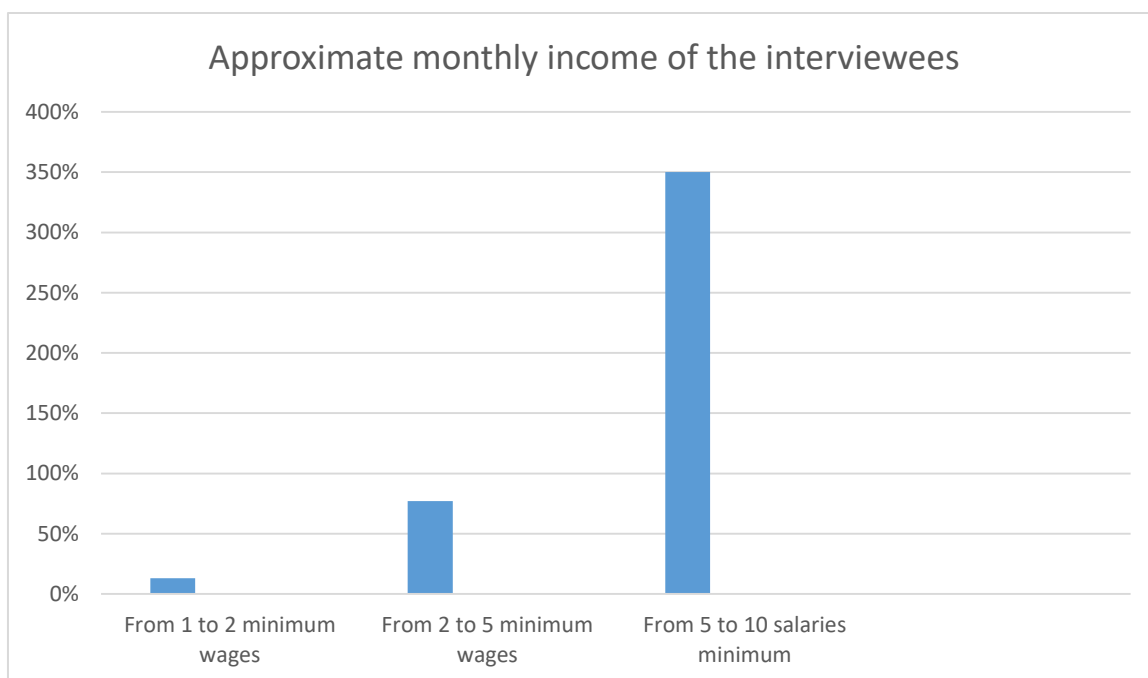
choice questions that can be defined as questions, where the respondent can indicate one or more of the options available.

**Description of the Audience :** The target audience to be surveyed in the field survey will constitute in its totality by social media users, considering the type of sample selected, in this if intentional. A total of thirty users of social media will be consulted. Graphics 1 to 3 describes the socioeconomic profile of the interviewees. Graph 1 deals with the gender of interviewees, who in this case will be represented mostly by the female 63% in the survey.



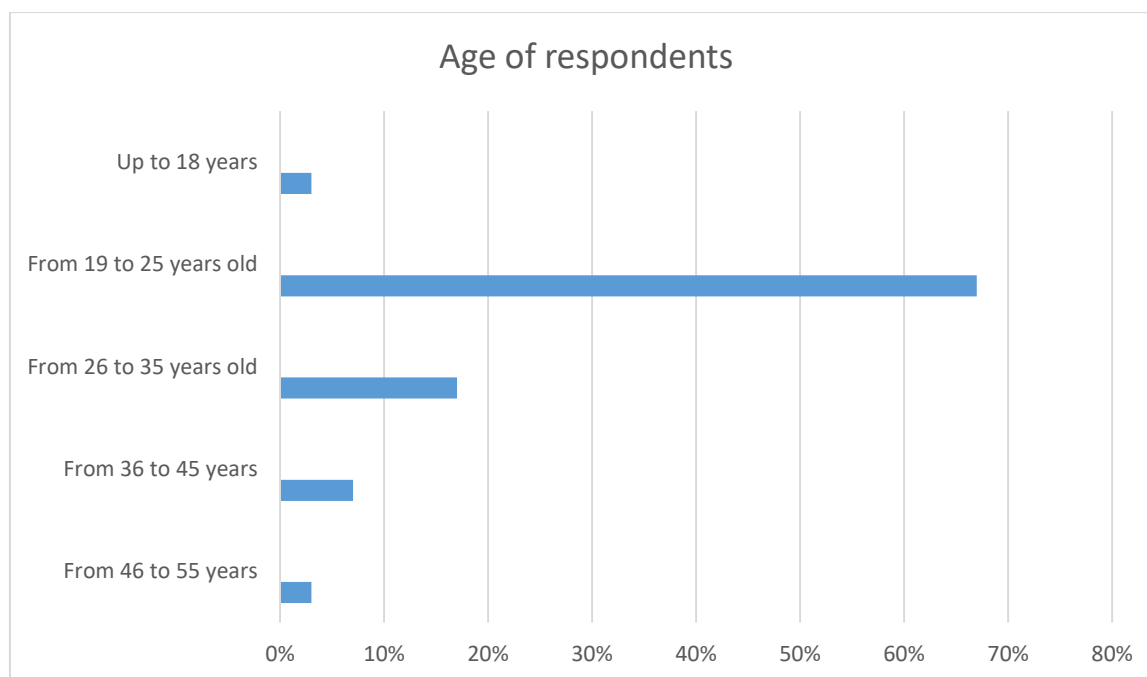
Graph 1: Gender of respondents

Graph 2 represents the approximate monthly income of the participants. It is noted that in the total income will be distributed in only 3 options, and the majority, 77%, has an income from 2 to 5 minimum wages.



Graph 2: Approximate monthly income of the interviewees

Graph 3 describes the age group of the interviewees, in which the majority, 67%, is between 19 and 25 years. It is noticed, however, that there will be a distribution between 5 tracks showing that the use of social media is not exclusively for young people.



Graph 3: Age of respondents

**Analysis of Results :** The stats will describe the user profile of social media and whether it maintains some kind of relationship with a company or brand through them. Considering that the interviewees accessed social media, they will be asked which services / social media they access most, and in this case, there may be more than one answer. YouTube, a video sharing site, is most likely to be chosen by all, reinforcing statement of Kotler, (2012) that, due to the visual being a human being, YouTube has quickly conquered people. Another important fact is that, in second and third place, the most chosen options for respondents are most likely to network social, which are identified mainly by their relationship.

The frequency of social media access by interviewees will be analysed in the study. It will be noticed that the answers are likely to be only between two options, which in this case are the ones that higher frequency of access as according to Vargo & Lusch, (2016) the majority of people access social media daily, a number that parallels the research presented by the agency, “We Are Social, which noted that 78% of Internet users use the network every day”. The frequent use of social media highlights its importance in marketing of the organisations, as Lambertson & Stephen, (2016) points out, the massive use of the Internet over other means has increased the critical census and the search for consumers. Therefore, companies are increasingly inserted in this medium. A graph will be presented in which the answers of respondents when asked which reasons lead them to access social media will be shown. An important point that stands out is that a large part, 70%, uses these media to complain about products or services and that 57% of respondents use to search for products and services. These data stand out, as stated by Chaffey & Ellis-Chadwick, (2019), the importance of knowing and monitoring social media, since they can be positive, giving visibility to the products or services in searches carried out by users, or may be negative if there is no interaction with users or even a quick response to the consumer dissatisfaction.

The general objective of this article will be to present the importance of social media in relationship marketing, it is necessary to understand how consumers react to social media in relation to companies. A representation will be provided that will correspond to the percentage of respondents who have some kind of relationship with a company or brand in social media. The respondents answering affirmatively being in majority is anticipated, confirming what Kotler, (2012) said when the consumer of this type of media is always in search of interaction with brands and companies. In order to know the relationship between the interviewees and a brand or company by social media, those who answer yes to the reason(s) will lead them to maintain that relationship. It is important to note that 33% of people consider the exclusive content made available by the brand or company, referring blogs or videos that are great for the dissemination of content.



After knowing the profile of the relationship between the consumer and the company, this study will intend to understand the behaviour of the consumer in social media before and after the acquisition of a product or service. It will be verified that before acquiring a product or service, whether the respondents seek social media with the intention of obtaining opinions from other consumers or even influencers, such as bloggers. In this case, according to Kotler, (2012), how social media is open and collaborative, its content is almost always in its entirety, available to the consumer. It is important, therefore, that companies should enter into a strategy to attract consumers by this means. Already after acquiring a product or service, the people do not use social media. This is important because, as Acquier, et al. (2017) pointed out, when a company opens a channel of relationship with the client, which was once only a complaint it could be an idea of improvement.

Considering the information presented, it will be possible to verify that there are users of social media, both by gender, social class, and age group. That shows the great spread of these media amongst the population and, consequently, between consumers in general. It is also worth noting the preference of users for a relationship, such as social networks and content media. Another important point is the frequency of users' use of the media, a point that converges with other researches carried out with the same objective. The reasons that drive users to use them, though diverse, demonstrate a tendency to expose their thoughts, feelings, needs, desires, basic concepts associated with marketing. Finally, considering the relationship of users with companies through social media, the survey will prove sufficient to show that most of them are related to companies and that amongst the main reasons there is a need for feedback.

## **VI. CONCLUSION**

This research paper has provided valuable insights into the profound effects of digital disruption on traditional marketing practices. Through a comprehensive exploration of theoretical foundations, methodological approaches, and data analysis, this study has underscored the importance of adapting to the evolving digital landscape. Specifically, it has highlighted the pivotal role of social media in contemporary relationship marketing strategies.

The findings of this research emphasize that businesses can no longer afford to rely solely on conventional marketing methods. The advent of digital disruption has necessitated a shift towards more agile and responsive approaches. Social media, as demonstrated in this study, has emerged as a potent tool for fostering meaningful connections between businesses and consumers. Its ability to facilitate quick interactions and in-depth exploration of brands or subjects makes it an invaluable channel for modern marketing efforts.

Furthermore, this research serves as a reminder of the dynamic nature of social media, requiring organizations to remain vigilant and adaptable. In a landscape where trends and consumer preferences can change rapidly, businesses must continuously refine their strategies to stay relevant and competitive.

In essence, this study contributes to our understanding of how digital disruption is reshaping the marketing landscape. It serves as a call to action for businesses to embrace the opportunities presented by social media and other digital innovations. To thrive in the era of digital disruption, organizations must recognize the need for constant evolution and prioritize the cultivation of strong relationships with their customers through these digital channels. This research, therefore, provides a valuable roadmap for businesses seeking to navigate the ever-changing terrain of modern marketing.

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