

SOCIAL MEDIA FOR COMPETITIVE AND QUALITY GROWTH: A CONTENT ANALYSIS OF SOCIAL MEDIA TO SUPPORT PRODUCTS OR SERVICES CONTINUOUS IMPROVEMENTS.

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Abstract: This article's premise is to address the relevance and influence of information contained in social media in the relationship between company and customer. As well as, evidence how this available information can assist in capturing the voice of the customer to improve products and services. It is a quantitative analysis, which database was obtained through research with sample, where it was possible to show how consumers relate to these communication channels and how this data can bring information that until then would be ignored. This work aims to show that the monitoring of social media can bring benefits in business strategies and add competitive advantage and differential in the company's objectives.

Key words: social media; companies; social networks; customers; benchmarking.

MÍDIAS SOCIAIS PARA O DESENVOLVIMENTO COMPETITIVO E MELHORIA DE QUALIDADE: UMA ANÁLISE DE CONTÉUDO DE MÍDIAS SOCIAIS PARA PROJETOS DE PRODUTOS OU SERVIÇOS

Resumo: Este artigo tem como premissa abordar a relevância e influência das informações contidas em mídias sociais no relacionamento empresa e cliente. Assim como, evidenciar como essas informações disponíveis podem auxiliar na captura da voz do cliente para melhoria de produtos e serviços. Trata-se de uma análise quantitativa, cuja base de dados foi obtida através de dados de pesquisa em uma amostra, onde foi possível evidenciar como os consumidores se relacionam nesses canais de comunicação e como esses dados podem trazer informações que até então seriam desprezadas ou ignoradas. Esse trabalho visa evidenciar que o monitoramento das mídias sociais podem trazer benefícios nas estratégias de negócios e agregar vantagem competitiva e diferencial nos objetivos da empresa.

Palavras-Chave: mídias sociais; empresas; redes sociais; clientes; benchmarking.

1. INTRODUCTION

The information available on the internet and on social media shows to be relevant to customers, when it comes to the perception of some products and the company's image towards the market. Furthermore, they are extremely significant resources for marketing teams as they have a great influence on the directional to be taken due to the high number of active users on these social networks. The use of information online, either through Instagram, Facebook, Twitter or Google+ as benchmarking is a practical and agile alternative to observe actions and products of the main competitors, identify business opportunities, and receive alerts of problems of the brands and their respective products and services [1].

Due to the increasing amount of internet access by Brazilians and the increased use, mainly, of social networking sites, companies need to review their communication strategies through these channels. Using social media data is not an simple task and may require new ways of thinking, but the potential gains are far from negligible [2].

Over the years, information coming from social media has gained notoriety for defining companies' competitive strategies, in addition to becoming a practical and easily accessible tool to leverage results and improve the vision of products and services to customers [3].

In the corporate world, it is common all activities to be carried out by a group of employees, whether internal or external, to cover all the variables involved, whether related to finance, advertising or human resources. With the expansion of social media, it is extremely necessary to create tools that enable the dissemination of working models for this universe [4].

In the early 2000s, information from online social networks was seen only as a conceptual alternative for scholars and professionals of marketing, however over time it has been found that the performance and information from this network are relevant to all levels of the organization. What became evident is that the treatment that companies must give to this data can bring contributions to the market, help in monitoring customers, and capture trends and opportunities for advances and business development. Although it is common to correlate social media with fads, since some companies understand that the current models of relationship with the client, already meet the external demand, the social media data has a particularity, it happens from the outside to the inside [3].

2. BIBLIOGRAPHIC REVIEW

2.1 Marketing and its relationship strategies

The set of activities that aims at meeting the needs of the customer and improving the relationship or after-marketing, includes several marketing activities designed to address customers in post-sale situations. The relationship with customers focused on retaining and attracting potential buyers, seeking to guarantee a perfect partnership between customers and suppliers [5].

Organizations submit to the interests of customers and seek to do their best to reach them and achieve customer loyalty. In this context, relationship marketing involves the steps taken by companies to get to know and better serve their consumers and, consequently, ensure competitive advantage and gain relevance in the market [6].

A consumer satisfied by his experience with the company, confirms his contentment when promoting the perception of quality of the product. And when the company makes this relationship direct and accessible, the customer becomes even more active and a complaint or constructive criticism becomes an opportunity for improvement [8].

"Relationship marketing is based on the premise that customers are important and need to receive ongoing attention". In this way, salespeople must know them and be ready to serve them in countless ways, which consists of a strategy that aims to actively build lasting relationships between the company and its customers". The objective is to retain the consumer through trust and credibility, in addition to this client becoming a promoter in the brand [6].

2.2 Online consumer attraction strategy.

The means of interaction, between customer and company are constantly changing, which significantly affects the relationship between brand and consumers. It is important for quality and marketing teams to identify mechanisms for attracting and engaging with customers, in addition to the public's perception of product or service improvement [5].

As a way of innovating and obtaining information quickly and in a practical way, corporations are directing their research resources and understanding the customer's voice with direct channel approaches. Some companies, for example, already use information from social networks, surveys in online communities or create blogs with the intent of engaging customers to give feedback at any time on a more personal and interactive level about products or services in order to identify opportunities for improvement or even understand expectations and define new business strategies [6].

Online marketing, for example, is used by companies with the objective of maximizing the sale of products and services, but also to develop a direct and interactive relationship channel with customers" [6]. Some benefits are relevant when deciding to use market research and online marketing. First, multi-level companies can afford their costs. Second, there is no space restriction for advertising as compared to other channels. Third, quick and practical access in collecting and obtaining information and feedbacks. Fourth, product consultation and purchase can be done with greater privacy and speed [5].

Social media are classified as "sites on the Internet designed with the objective of enabling the development of content in a shared and cooperative way, facilitating social interaction and information sharing in various ways". Social networks, blogs, websites and other social platforms are part of this category [7].

2.3 Quality Improvement

The corporate strategy with a focus on improving the quality of products and services is a winning methodology to achieve success in the competitive market. This mind-set emerged when companies realized that the key to efficiency is related to greater robustness in quality policies, including the creation of process and product maximization projects to improve indicators and solve chronic problems [9].

The focus on quality at all levels of the company is essential to survive and obtain a competitive advantage, especially when breaking the paradigm that quality control is not an activity of the quality control department only, but a responsibility of

all branches of the company, and that needs to be aligned with the corporate objective [10].

2.4 Product Development

The product development process has become an important methodology for designing and ensuring competitive relevance, especially for some sectors of the industry, where this discipline is a technique of strategic factor and crucial for profitability. In this way, a robust product development process is an important corporate and governance tool that ensures product management, reducing implementation risks and increasing the possibilities for assertiveness in the market [11].

There are still some distinct conditions, all of which refer to profitability of the business. Ultimately, they are used to measure performance and evaluate the progress of a task in product development: product quality, product cost, development time, cost and learning [12].

In corporations, decision making must be linked to business objectives and strategies, including product development projects. These projects need to show the path and the strategic perspectives of the companies' business. Another important point is that product development contributes to the definition of strategies and definition of the responsibility of senior management in relation to project management. The most relevant and value-added execution by the board and management must occur in the first phases of the project development process, that is, in the planning process, when most of the main future problems can be identified in advance and proposal of solutions implemented with low cost impact on the products [13].

3. METHODOLOGY

This article was conducted using bibliographic studies of an exploratory, quantitative nature and descriptive tools, applying techniques of document analysis and research through forms with closed questions and directed to a random sample.

As a survey strategy, the Google Forms form was used to collect information in a practical and efficient way, in which it was possible to do a survey and analysis of data, as well as to measure opinions, sensations, habits and attitudes of the research model defined for this study.

Following the quantitative point of view, a research or study obtains academic validity, only when it opens the prospect of classifying, measuring, tabulating or testing a hypothesis, following all these methodologies and structuring data in its results it is possible to specify attributes and qualify an investigation [14].

The scientific research process is a systematic and formalized methodology for the development of a research model. With the primary focus of research, evaluate and find explanations through the application of technological procedures [15].

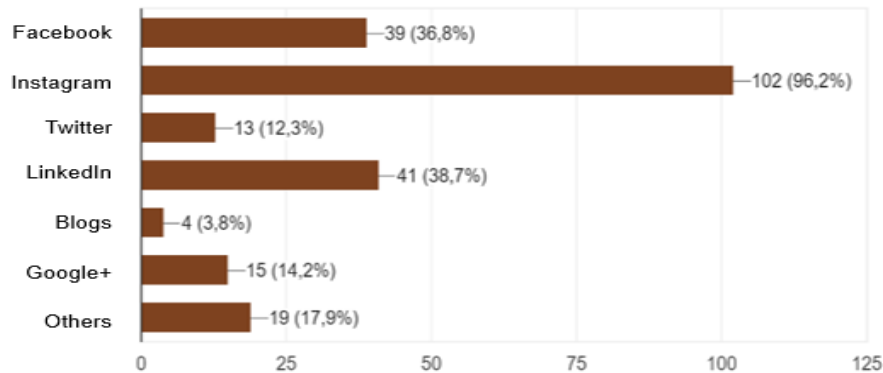
4. RESULTS AND DISCUSSION

Using social networks as a tool for data collection and the development of competitive strategies, it is appropriate to state that it is increasingly evident that information from virtual social networks attracts a significant number of users, which reinforces the relevance and audience of that channel, in the exchange of communication. In this context, it is important to emphasize that the results obtained

are rich sources of feedbacks, exposing the relationship between corporations and customers, in addition to bringing a competitive advantage to understand the voice and needs of the customers, allowing them to progressively feel as protagonists in directing actions to improve quality and the development of new products [3].

Observing data published in Graph 1, where users of social media were approached, and data collection was done through questionnaires with closed questions of multiple choices with predetermined options. The group was composed of 100 intentionally selected users to obtain representative elements of the population [16].

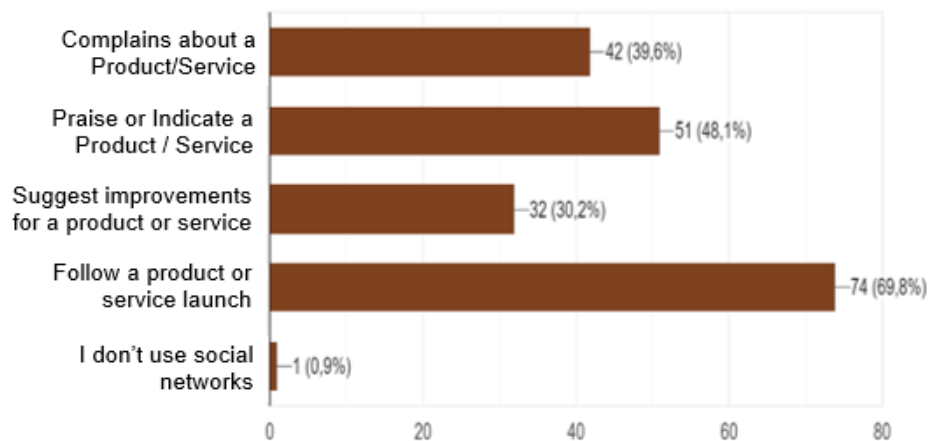
Graph 1 shows the profile of social networks most accessed by users.



Graph 1: Social media accessed by respondents.

Source: Research prepared by the author

Graph 2 describes the objective of the customers when maintaining relationships with companies through social media.



Graph 2: Use of social media after purchasing a product or service

Source: Research prepared by the author

The way customers are using online platforms reinforces the relevance of monitoring and digital marketing. An important and very prominent matter is that a large part of consumers. 48.1%, use these social media to indicate products or services to other potential customers, as well as 39.6% of the customers questioned in the survey responded that they use social media to complain about products or services and 30.2% of the interviewees use social media to criticize and suggest improvements to products and services [16].

The data from this research show the importance of monitoring social media and being active in it, since the extraction of information contained in this platform can bring competitive advantage, giving visibility to products or services, in addition to enabling data collection that can be essential to understand the customer experience by means of feedbacks obtained through surveys of users, buyers and potential customers. On the other hand, this digital marketing strategy can bring negative consequences if the relationship with customers is ignored or discouraged, such as, when the customer does not receive a quick and satisfactory response to their dissatisfaction, for example [8].

5. CONCLUSION

The focus of this work was to present and understand the relevance of data contained in social media for the company's relationship with its consumers. The research methodology used in this article was quantitative in nature, seeking contributions through field research on the subject addressed in this study.

Basic concepts of the themes related to the central question were highlighted in the bibliographic review. It was possible to verify that the interaction in the communication process within social media changed the way companies relate to their customers, transforming this process and bringing new perspectives in addition to interactivity and active participation.

It is worth mentioning that companies that have been using information from social media and evaluate the voice of the customer in this digital medium in a clear and fast way, are able to attract attention and interest for their products and services, since the capture of this type of information happens in an agile and spontaneous way, generating greater interactivity and allowing the creation of open and closed groups of communication, collaboration and personal contact, to maximize online connections.

Thus, social networks can play an important role in data management, as it is possible to obtain information from users and their preferences and opinions, which can work as information filter, making it possible to act or access feedbacks from a specific area of interest.

Finally, the results observed in this article indicate the potentiality of monitoring the information contained in social media, since, according to survey data gathered for this work, most customers use these sites to complain, refer or praise a business model. Thereby, it can be verified that these media will have relevance to become a means of obtaining pertinent information for the business and a basis for the creation of meaningful strategies for companies that seek to attract and retain customers, in addition to obtaining a competitive advantage.

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