

THE IMPACT OF SOCIAL MEDIA ON BUSINESS GROWTH AND PERFORMANCE IN INDIA

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DOI: 10.5958/2249-7307.2021.00074.8

ABSTRACT

Until the late 1990's the only type of media known to companies were television, newspapers and radio, but in the early 2000s, a revolution in media was seen and the world was exposed to Social Media. Social Media is a much like any other form of media is a medium used for communication but at the bigger scale for social engagement utilizing highly accessible and scalable communication methods. Social media has a good effect and a positive influence on the business as well as the consumers. Social media is becoming an important tool for marketers, which is at a very minimal cost. In today's' situation customers evaluate a business depending on their online presence, therefore organizations may innovate and concurrently build a strong social presented by constantly responding to their customers' wants and concerns. Internationally, businesses have embraced Social Media as an important tool for their marketing strategy; but the same is not adopted in India to a great degree. What are the advantages of Social media? What are the examples of Social media? This research explains the advantages, effect and significance of Social Media on company performance and growth.

KEYWORDS: *Brand Awareness, Growth, Influence, Performance, Social Media.*

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