

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

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### **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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### **1. INTRODUCTION**

You may plead for attention from the media. You may annoy them one at a time to get attention (sales). Or you may gain attention by producing something interesting and useful and then putting it online for free.”The New Rules of Marketing and PR. Until the late 1990's the only type of media known to companies were television, newspapers and radio, however in the early 2000s, a revolution in media was witnessed and the world was exposed to Social Media. Social Media is a just like any other kind of media is a tool used for communication but at the bigger scale for social engagement utilizing highly accessible sand scalable communication methods. According to Ann Handley – Marketing Profs, Author with C.C. Chapman of Content Rules, “Social media is an ever-growing and changing collection of online tools and toys, platforms and apps that enable all of us to connect with and share information. Increasingly, it's both the connecting tissue and neurological net of the Web”

According to New York University professor of marketing and Red Envelope founder Scott Galloway, premium companies are increasingly building relationships via Facebook, user feedback and consummating the purchase online. But whereas the top companies are

developing complete strategies in this area, research indicates that few corporate executives have social media presence—say, a Facebook or LinkedIn page—and that those who do don't utilize it wisely. Today's leaders must embrace social media for three reasons. First, they offer a low-cost, highly accessible platform on which a personal brand can be created, and also conveys our identity inside and outside the business. Second, they enable to interact quickly and simultaneously with colleagues, workers, customers, and the broader public—in order to leverage relationships, show dedication to a cause, and exhibit a capacity for reflection. Third, they give us a chance to learn from immediate information and unvarnished feedback [1], [2].

The confluence of these elements, far from leading to the death of brand management, will in many instances lead to an expanded role for brand management. Report on the use of social media by brands and retailers in the U.S. It says that low to high brands and merchants are embracing social media and use it in increasing sales and brand recognition.

Users of the globe unite! The difficulties and possibilities of social media indicate that the idea of Social Media is top of the agenda for many company leaders today. Decision makers, as well as consultants, attempt to discover methods in which companies can make lucrative use of apps such as Wikipedia, YouTube, Facebook, Second Life, and Twitter. Yet despite this interest, there appears to be very little grasp of what the term Social Media actually implies; this essay attempts to provide some clarity. It starts by defining the idea of Social Media, and explore how it varies from similar concepts such as Web 2.0 and User Generated Content. Based on this definition, it then provides a classification of Social Media which groups applications currently subsumed under the generalized term into more specific categories by characteristic: collaborative projects, blogs, content communities, social networking sites, virtual game worlds, and virtual social worlds [3]–[5].

Internet links the globe and makes communication extremely fast and easy. The same approach applied for business, making customers, inventors, suppliers and everyone who is involved with the company connected. This research helps comprehend Social media as a medium to Link Company with world and its beneficial outcomes on performance and development.

Through the increased visibility on social media, it draws traffic into the business. This in turn transforms the prospective consumers to real customers. Therefore, boosting sales. According to Brian Solis some notable examples of Social Media are Facebook is a famous free social networking website that allows registered users to build profiles, post pictures and video, send messages and stay in contact with friends, family and coworkers. According to data from the Nielsen Group, Internet users inside the United States spend more time on Facebook than any other website.

1. Twitter is a free micro blogging website that enables registered members to broadcast brief messages called tweets. Twitter members may broadcast tweets and follow other users' tweets by utilizing various platforms and devices.
2. Google+ (pronounced Google plus) is Google's social networking initiative, intended to mimic the way people interact offline more closely than is the case with existing social networking platforms. The project's tagline is "Real-life sharing rethought for the web."
3. Wikipedia is a free, open content online encyclopedia created through the joint work of a community of users known as Wikipedia's. Anyone registered on the site can create an article for publication; registration is not required to modify articles. Wikipedia was established in January of 2001.

4. LinkedIn is a social networking platform developed specifically for the business sector. The aim of the site is to allow registered users to create and record networks of people they know and trust professionally.

Pinterest is a social creation website for sharing and categorizing pictures discovered online. Pinterest needs brief descriptions but the primary emphasis of the site is visual. Clicking on an image will take you to the original source, thus, for example, if you click on a photo of a pair of shoes, you might be brought to a site where you can buy them. An image of blueberry pancakes may lead you to the recipe; a picture of a quirky birdhouse might take you to the directions. Social media is creating a significant cultural shift as businesses are utilizing social media in innovation, customer's service, brand building, information technology, etc. With the aid of Social media companies may attract new prospects and reinvent their business strategy and consequently observe earnings and sales like never before.

## 2. DISCUSSION

According to University of Communications and Marketing, South Florida, Social media is an internet-based method of communication. Social networking systems enable users to conduct discussions, share information and produce online content. There are numerous kinds of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Social media is used all over the globe to establish relationships and exchange information.

In a personal front social Media enables users to connect with friends and family, on a professional front, social media lets users communicate with professionals from the company. Social media also enables users respond to customer requirements and comments at the earliest. Social networking has created opportunities for marketers that did not exist previously or were too complex. Social media is a powerful tool at the fingertips of marketers and they can share a piece of content with the globe in seconds[1], [2], [4].

Social media is extremely essential for the business as it helps Showcase the company's brand and build a brand image by managing a strong social media presence. By constantly updating information about the business and its social events, potential consumers are sublimely on the lookout for the organization. Social media contributes to enormous exposure owing to its worldwide access, sharing possibilities, and large number of everyday users. It delivers immediate information in the digital marketplace, therefore giving businesses the opportunity to promote their goods, extending beyond distance. Statistics have shown that participating in social media networks even 2-3 times per week may substantially boost online presence in both the conventional and digital market sector, while companies are establishing new connections beyond the four walls of your workplace.

Social media platforms are proactive instruments when it comes to increasing business credibility. By closely communicating with consumers on a social media level, the business become a trusted source of information which makes it a wonderful asset when building corporate awareness and brand credibility. Social media can be a wonderful source of customer service, transforming negative client's experience into a good result for your business. Social media enables business to get customize their goods to their consumers. With greater responsiveness to customer feedback prospective consumers are more likely to become potential customers since the business is ready to tailor and answer to their particular needs and expectations.

Traditional means of marketing included print media, social media and broadcast media. This has its own disadvantages. Television advertisements, pamphlets, direct mail and email no

longer appear to \shave the same effect as they used to. One of the main drawbacks was that they had the same advertising approach or the same campaign repeated over many years. Businesses utilizing social media as a way to promote their goods enable innovation and creativity. Social media enables the business to have a strong online presence by constantly reaching out to their consumers and also providing excellent service. Companies may use fresh new approach to all their product innovation and boost awareness among their target audience. Social media may also assist to improve brand perception by conveying key principles to a broader audience[3], [4], [6].

This, in turn, gives up the chance to initiate conversations, grow business relationships and extend the online community to win new followers and prospective consumers. Social media requires originality and creativity in every press release the business needs to produce. Firms also need to keep up with other companies to combat competition and respond to the demanding customers' requirements and desires. In order to stand out from competitors, businesses must listen and learn from their customers to map their requirements against what else is going on in the social media arena. Efforts must be made to go beyond what is currently existent and translate their business goals in to existing and unique social media activity[7].

Dynamically utilizing social media is one of the simplest methods to reach a wide client base and get the business or brand name in the heads of current or prospective customers. Not only can an already established network assist to generate new contacts, it will also help to strengthen relationships that have been made[8]–[11].

### 3. CONCLUSION

Many businesses are utilizing Social media as well as conventional form of media to promote their goods and to have a stronger contact with their consumers. Via Social Media, one is able to reach out to more customers and cater to their particular requirements better. Companies can also develop their brand image through social media. Social media is an effective tool in conducting business nowadays and pulls forth innovative strategies out of businesses that used to be extremely boring. The aforementioned research also concludes that social media has a positive impact on company and its development and performance. Companies that are at maturity stage in the product lifecycle may embrace social media to prolong their company survival, if they fail to do so, they are definitely going downhill in the future years.

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