

SOCIAL MEDIA AND BUSINESS

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ABSTRACT

Social media is a powerful revolution that has changed our lives all round; It has changed the way we socialize our businesses, engage in political affairs, build businesses and recruit jobs. It has attracted a large number of users more than 3.5 billion users worldwide. Today's generation is most attracted to social media. In today's time, social media has become a part of every person's life, most of the people spend more and more of their time on social media but is excessive use of social media, right? Are we wasting our precious time on social media too? In today's time, social media is being used extensively by the younger generation and children. Today, most of the youth want themselves to be famous and social media is the only means by which a person can expose himself like by putting his videos on social sites from his latest pictures and most important for them to get more and more likes. And getting comments means to say that why are we living in false pretense? But it is important for the young generation to understand that they are the future of the country, this is the time to make a career, false appearances and false pride never take a person forward. Similarly, children are also highly influenced by social media, social media has taken away children's childhood, today's children prefer online games by leaving courtyard games, but social media affects children the most, most children spend more and more time on social spend on the media and often it has an impact on children both mentally and physically. "We cannot ignore the fact that social media is present in our lives today. One of the biggest elements. We can get any information, anywhere in the world and can also talk to anyone in the corner at high speed. Youth is the future of our nation; they can make or break an economy. Social media is one of the most attractive elements present in this life today. Social media is having a great impact on youth. Because they are the ones who are most active on social networking sites. This is having a great impact on the youth, because they are the ones who are on social networking sites and are most active." – 3.

Keywords: .

INTRODUCTION

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we socialize our businesses, engage in political affairs, build businesses and recruit jobs. It has attracted a large number of users more than 3.5 billion users worldwide. Today's generation is most attracted to social media. In today's time, social media has become a part of every person's life, most of the people spend more and more of their time on social media but is excessive use of social media, right? Are we wasting our precious time on social media too? In today's time, social media is being used extensively by the younger generation and children. Today, most of the youth want themselves to be famous and social media is the only means by which a person can expose himself like by putting his videos on social sites from his latest pictures and most important for them to get more and more likes. And getting comments means to say that why are we living in false pretense? But it is important for the young generation to understand that they are the future of the country, this is the time to make a career, false appearances and false pride never take a person forward. Similarly, children are also highly influenced by social media, social media has taken away children's childhood, today's children prefer online games by leaving courtyard games, but social media affects children the most, most children spend more and more time on social spend on the media and often it has an impact on children both mentally and physically. "We cannot ignore the fact that social media is present in our lives today. One of the biggest elements. We can get any information, anywhere in the world and can also talk to anyone in the corner at high speed. Youth is the future of our nation; they can make or break an economy. Social media is one of the most attractive elements present in this life today. Social media is having a great impact on youth. Because they are the ones who are most active on social networking sites. This is having a great impact on the youth, because they are the ones who are on social networking sites and are most active." – 3

Social media includes the use of the Internet. Through this internet service, any business house can float their product details. These details can be searched by everyone using the Internet service and who have access to these sites. Immediately people read the content and come back with their comments. Home businesses can come to find out the feedback or discussion their product has created. This helps them to revise the details, if not many positive responses. This happens quickly with the help of social media as the response is instant. There will be no need to fill out lengthy feedback forms or mention comments. Everything is spreading so fast on social media. The main concern of any business house or new venture is to promote or publicize its business among the general public so that more and more people can know about it. It becomes more important to promote which is unique and different, so that people are attracted towards it and do not miss out on buying. In order to compete in today's business climate, the company has to leverage sites like Facebook, Twitter, and Instagram to keep up with the ongoing trend. This includes creating new advantages ahead of the competition. "The number of adults using social media daily was 7% in 2005. Only 10 years later, that number is 69%. Social media use on mobile devices is still seeing as much as 30% growth every year in some areas. [social media management](#) is now critical to maintain company growth." - 4

The smartest aspect of social media intervention in business is resulting in a loyal, and regular, customer relationship. All the personal details of the customer are fed into the computer and whatever latest the company has to offer; it reaches the customer instantly through mail or SMS. Along with this, the customer gets some reward points on any particular purchase. These reward points can be accumulated and redeemed at a later date. Online platforms are a less expensive way

for businesses to advertise their offerings on a real-time basis and attract more customers. This has made it easier for businesses to reach a wider customer base and improve customer loyalty through various programs. Using social media for business is extremely beneficial. Its effective use helps in reducing the overall marketing cost. Online success comes with effective use of social media. With social media, you can organize potential customers and grow your business. Recently Social Media Examiners surveyed over 3,000 respondents to understand the importance of social media marketing. “89% of the respondents said that social media marketing has boosted business. 64% of respondents saw an increase in lead generation and 62% of respondents said their use of social media in the search engine category of their sites had improved significantly over the past two years or so.” – 5

REVIEW OF LITERATURE

A Study on Consumer Perception Engagement Pattern and Level of Influence Towards Digital Social Media Marketing with Special Reference to Coimbatore City- AMUTHA PV-2020
The social media are increasingly accepted by and large among the consumers as a tool for decision making. The social media has achieved the status of true and factual information sharing media. As the social media strongly allow for deeper interaction between the companies and the consumers the importance is very much deserving. The purchase intention, motivation, actual purchase has been determined through social media now days. It will last for long. The usage of social media platforms by the companies are also growing at a faster phase as it has attained the status of trust connecting the business goals, reviews of the product, and connectivity between the consumer and the business holders.

Effectiveness of Social Networking in Designing and Implementing Marketing Strategies- PRABNOOR KAUR- 2019
The upcoming trends of online networking have caught the consideration of many industries researchers and Marketers. People are now more concerned about the virtual presence then real presence due to increase usage pattern of people in Digital media. Due to scarcity of time and Resources people want to get their work done in less time and more comfort. With the changing inclination of people towards virtual world that is social networking, in context of marketing there lies a huge scope for a marketer to build the brand image using these social networking sites where people discuss about brands and products in real time and creating a brand image in minds of the target consumer becomes easy. **Social Media as a Tool for Talent Acquisition A Study in Selected IT and ITES Companies-Sharma Lavina-2019**
The study was conducted to answer the research question on the relationship between the quality factors of social networking sites and the user engagement. It also aimed at understanding the relationship between the user engagement and the intention of the user to apply for jobs. The results of the study conclude that Information Quality and the Site Popularity had a strong influence on the user engagement. The job aspirants look for information which is important and relevant to them. The engagement of the user on a particular Social Networking System is found to be more if the users get information about the company, profile and the realistic requirement of the job. The study emphasises the need by the organisation to give information about the jobs so that the aspirants can make decision on what kind of jobs they will like to go for and what does the job has for them.

Millennial Consumer Perception on online Shopping-Meera V-2019
The internet has moved ahead to play a significant role in the consumer decision-making process. The Internet has also changed

the way people consume products and our means of satisfying the demands for our comfort. The Internet has made it easier for us to buy the goods. Moreover, a product which communicates feelings and emotions connects the Indian consumers. Considering above mentioned, this study aimed to study the millennial consumers feeling of online shopping. As the results reveals, the millennial consumers eager to spend considerable time online for shopping and buying online make them proud to a great extent. Finally, as the internet penetration and inexpensive data availability for the Indian millennial, online shopping will have manifold increase and the consumer buying behaviour change accordingly.

CONCLUSION:

This study has revealed the fact that social media is beneficial for business, but its benefits aren't equally available to every business and they know the art of conveying products to target customers more effectively. Talking about the effect of social media, it has proved to be positive in many ways, it is also a medium of education for the students, which means any student can get many types of knowledge through it, while it is also beneficial for the job and business people. The study also revealed that it is easier and more effective to deliver information about your products and services to the youth who are more connected to social media than other mediums, in a blink of an eye, in the amount of time that information related to products and services through social media millions can be reached. Today many people are doing business with the help of social media. Social media is a medium through which we can easily get any kind of information whether it is related to education, or to start something new related to business. With the growing times business have been heavily influenced by social media – from marketing to interacting with customers on a timely basis. A business that has embraced the use of social media has a definite edge over its competitors. Online platforms are a less expensive way for businesses to advertise their offerings on a real-time basis and attract more customers. This has made it easier for businesses to reach a wider customer base and improve customer loyalty through various programs. With the rapid and steady growth of social media across the globe, business is getting an opportunity to expand its wings tremendously. Checking out the latest products on the market made easy with just a click of a button! The main concern here is to be able to maintain the quality of the product, thus carrying the legacy of a good business house. Customer retention is also important in the highly competitive business world. So, for satisfactory growth, it is important to use social media regularly and effectively. Also, it is clear from the study that services and products are useful, dissemination of information of their merit to one large section of the world can bring miraculous change in business. In this way we can conclude that better social media strategy and better social media with use of technology can provide more profit and the business of youth related service or products can be of good benefit. But the only reason condition is that the information given on social media should be logically interesting and based on truth because this media is full of lies and proving oneself right among them isn't less than a big challenge.

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