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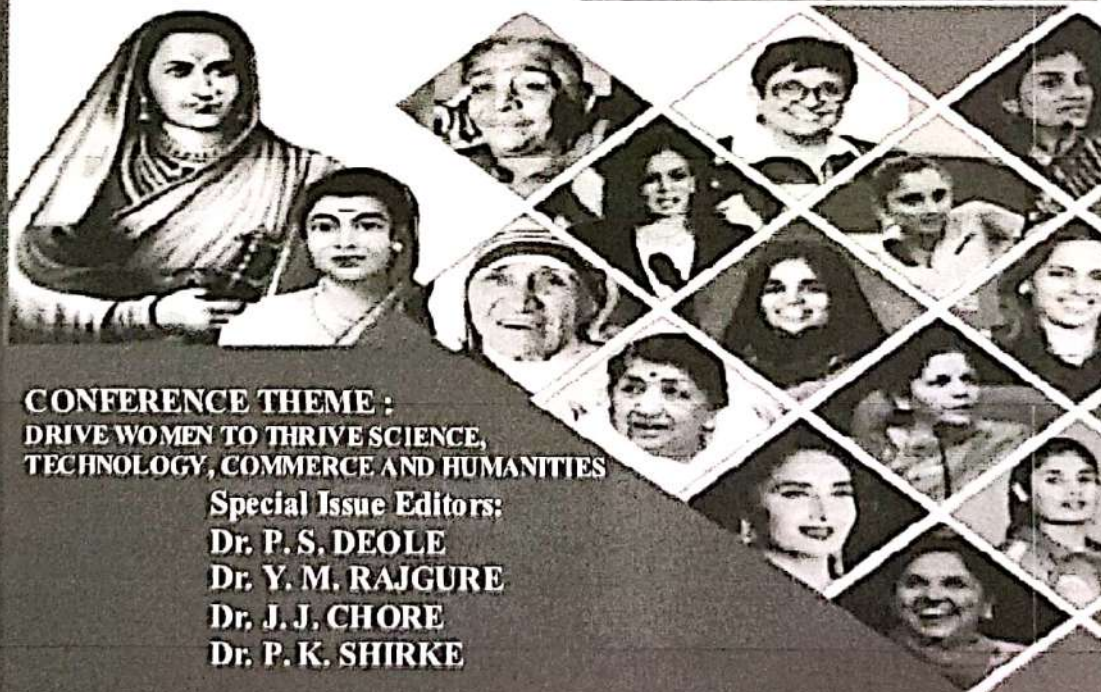
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QUEENS OF ERA – 2021

23rd March 2021



CONFERENCE THEME :
DRIVE WOMEN TO THRIVE SCIENCE,
TECHNOLOGY, COMMERCE AND HUMANITIES

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IMPACT OF SOCIAL MEDIA ON E-COMMERCE

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Abstract:

Social network has gained remarkable attention in the last decade and as the evolution take place, accessing social network sites such as Twitter, Facebook, LinkedIn, Instagram and YouTube have become very affordable. As a large population uses one or the other social networking site, it has become very convenient for companies to reach their consumers through these sites. The main objective of this project is to identify the role of social media marketing strategy and evaluate its importance over traditional marketing strategy in building brand names and consumer behavior. In this paper we cover all aspects of social media with its positive and negative effect.

Keywords: social media, impact of social media, business,

Introduction:

Nowadays, we are in 21st century and people do not find time to come & interact with each other. Social media helps in connecting themselves with social networking sites through which now people can stay far and yet remain connected. Social media plays a vital role in transforming people's life style. Social media includes social networking sites and blogs where people can easily connect with each other. Social media the businesses can connect with their targeted customers for free; the only cost is energy and time. Through Facebook, Twitter, LinkedIn or any other social site you can lower your marketing cost to a significant level.

Business can be promoted through various social networking sites. Many of the organization promote their business by giving advertisement on the social media in order to attract maximum users or customers. Customers can connect and interact with business on a more personal level by using social media. If an organization has established a brand, social media may help this organization to develop the existing brand and give the business a voice. With the help of social media organization can make their strategy to promote their organization.



Concept of Social media:

The term “Social Media” has been derived from the words, “Social” and “Media” which are discussed as follows: Social: the term ‘Social’ refers to interacting with other people for exchange of information characterized by the friendly companionship or relations. Media: the term ‘Media’ refers to the instrument of the communication such as radios, television, newspapers, magazines, internet etc. that reach people widely.

Social networking sites like Twitter, Facebook, Google Plus, YouTube, Pinterest and blogs allow individual followers to “retweet” or “repost” comments made by the product being promoted. By repeating the message, all of the users’ connections are able to see the message, therefore reaching more people. Social networking sites act as word of mouth. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company.

Objectives of the Study:

The following are the important objectives of the study:

- To the Impact of Social Media on Business.
- To the Effect of social media on various business areas business.
- To distinguish the negative and useful outcomes of social media on business.

Research Methodology:

The existing study is only based on secondary data collected through literature survey, journals, newspapers, websites and published articles relating to this particular topic. This study also takes place to understand the how Social media can be an essential tool for reach out to consumers and determine the impact it has on consumers.

Impact of social media on various areas:

• **Business:**

Business can be promoted through various social networking sites. Many of the organization promote their business by giving advertisement on the social media in order to attract maximum users or customers. Customers can connect and interact with business on a more personal level by using social media. If an organization has established a brand, social media may help this organization to develop the existing brand and give the business a voice. With the help of social media organization can make their strategy to promote their organization.

Both existing and emerging businesses are now aggressively using social networking sites to promote their products, services, and gain invaluable feedback from their customers.



In fact, for businesses, interaction via social network has almost become a de-facto standard for assessing their customer service. It has now become a common to see small or home based businesses that operate solely through their Facebook accounts.

- **Marketing and advertising:** With the advent of social media, marketing and advertising strategies have transformed themselves from industries reliant on mass market channels such as television, radios to the social platform. All the major brands and organizations today boasts of having large fan base and followers on all major social media platforms like Facebook, Twitter, YouTube, Instagram etc. Social media platforms are not only cost effective but also increase the proximity between the producer and consumer.
- **Recruitment:** LinkedIn has considerably transformed how HR professionals look for and thus recruit potential employees. However, there are arguments about privacy violation; LinkedIn has undoubtedly facilitated career advancements, recruitment and professional networking to great extent.

Impact of social media in India:

If a question ascends why this media is becoming so widespread in India, it is because of interaction, live chat, status appraises, image as well as video sharing are few examples for popularity of social media. More over multiple roles played by social media beyond its core role of mere communicating information are another aspect of its popularity.

Positive impact of Social Media on Business:

As the technology is growing the social media has become the routine for each and every person, peoples are seen addicted with these technology every day. With different fields its impact is different on people.

1. Social Media helps to better understand their audience by their likes and dislikes. It helps the business for promotional activities.
2. Many companies are using Social media as well as traditional form of media to market their products and to have a better connect with their customers.
3. Social networking sites helps to make new customers by providing useful facilities.
4. Companies can also build their brand image via social media.
5. Social Media helps to enhance market insight and stretch out beyond your rivals with online networking.
6. Social Media betters comprehend their group of onlookers by their preferences. It also helps to increase awareness among brands and reach with little to no budget.



7. It helps the business for special exercises.
8. Helps to improve showcase knowledge and extend past your opponents with internet organizing.

Negative impact of Social Media on Business:

1. In business filed social media is not entirely risk free because many of the fans and followers are free to post their opinion on a particular organization; the negative comment can lead the organization to failure.
2. Many of the large organization have fallen victim to the hackers.
3. The wrong online brand strategy can doom a company, and put at a huge viral social disadvantage
4. Getting involved with Social Media is very time consuming. As an organization you should assign a person to always bolster your pages and profile with significant substance.
5. Most companies have difficulty measuring the results of social media advertising.
6. The wrong online brand technique can fate an organization, and put at an enormous viral social inconvenience.
7. Getting required with Social Media is exceptionally tedious. As an association you ought to relegate a man to dependably support your pages and profile with critical substance.

Social media such as Facebook, blogs, YouTube have become major sources of hiring. LinkedIn is another similar source used by recruiters, and about 80 percent of companies use it for the recruiting process. Social media has also become one of the easiest ways to improve productivity and to generate a natural interest in the work carried out by the employees. Using these media, companies can track employee's creativity and enthusiasm.

Conclusion:

Business uses social media to enhance an organization's performance in various ways such as to accomplish business objectives, increasing annual sales of the organization. Use of social media is beneficial but should be used in a limited way without getting addicted. Social media is an effective tool in doing business today and brings out innovative strategies out of companies that used to be very monotonous. The above study also determines that social media has a positive impact on business and its growth and performance. Companies that are



at maturity stage in the product lifecycle can adopt social media to extend their business survival, if they fail to do so, they are undoubtedly going downhill in the coming years.

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