

## **A study of the impact of Social Media on Business**

### **Abstract**

This research will examine the impact of social media on Business especially on Indian businessman. Social media is a good platform to show the business among the people. This study will show that most of the youths are taking lots of interest on social media websites. This research will examine the various facts about the businesses that how they will sell their products on social media. Now a day, social websites are a good platform to show their business and today's youth will more attracted. They spend lot of time on these types of websites. At last this survey is totally depends upon the respondents' answers.

**Keywords:** Social media, Social Networking, Twitter, Facebook.

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## **Introduction**

Social media are computer-mediated tools that allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks. Online networking may be characterized as "a bunch of Internet-based requisitions that expand on those ideological boundary and innovative establishments from claiming Web 2. 0, Furthermore that permit the formation What's more return about user-generated substance. " Furthermore, Online networking rely on upon versatile and web-based advances should make Exceedingly intelligent media platforms through which people and groups share, co-create, discuss, What's more change user-generated content. They present significant What's more pervasive progressions on correspondence the middle of businesses, organizations, communities, and people. These progressions would those centering of the rising field for techno self investigations. Online networking need aid unique in relation to customary alternately mechanical networking clinched alongside a number ways, including quality, reach, frequency, usability, immediacy, Furthermore permalloy. Online networking works to a dialogic transmission system, (many wellsprings to Numerous receivers). This may be as opposed should universal networking that works under a monologic transmission model (one hotspot excessively huge numbers receivers).

In the same way that those web need changed the best approach to purchase music, c vacations, and examination school projects, it need additionally influenced how they associate socially. Through the utilization for social media, kin might return photographs What's more videos, stake news stories, post their Considerations for blogs, and take an interest done internet dialogs. Online networking additionally permit individuals, companies, organizations, governments, and parliamentarians will connect for huge amounts about individuals. In conjunction with those expansion previously, on the web activity, there are worries around those routes done which those personal u8information that is imparted by online networking clients might a chance to be gathered What's more investigated.

### **Social Media Websites:**

1. Facebook
2. Twitter
3. You tube
4. Linked In

## **Literatures Review**

Guy (2011) kept tabs on the utilization of Online networking. Eventually Tom's perusing understudies of color toward a few verifiably bootleg schools (HBCs), An number that is underrepresented in the expositive expression. Those principal contemplate queried 261 college scholars in regards their particular utilization of long range interpersonal communication locales. Eighty-seven percent of the investigation members surveyed news person Hosting subscribed on whichever Facebook or Myspace same time just 13% said they partake ahead Web destinations Similarly as bloggers. People were also approached with report card their recurrence about use with particular internet exercises identifying with social 5 Guy: the utilization for Online networking distributed by UKnowledge, 2012 systems administration.

Chen Also Bryer (2012) recorded those recognitions What's more encounters in regards to Online networking of 57 teaching staff starting with 28 Europe, hypothetical orders had more distinction than difficult work, and speculative chemistry was crosswise over the united states. The Outcomes demonstrated 100% utilization of Online networking Possibly to personal, academic, research, alternately professional purposes, for those larger part utilizing Facebook for personage correspondence and LinkedIn to expert associations. Further examining in regards to Online networking utilization for academic act uncovered that exercises were outlined Similarly as informal, open, Furthermore self-regulated reinforcements on classroom educating support. That is, cooperation On such exercises might have been a alternative and 7 Guy: the utilization about Online networking distributed by UKnowledge, 2012 the utilization for accepted appraisal (e. G. Quizzes, tests) might have been absent. Significant issues prohibiting further utilization of Online networking for academic act perspective to time imperatives and employees workloads, digital security What's more protection issues, cyberbullying, Furthermore evaluation methodologies.

## **Objectives**

- ❖ To analyze the impact of social media on business.
- ❖ To analyze the reason of attraction of business towards social media.
- ❖ To analyze the benefits of social media for business.

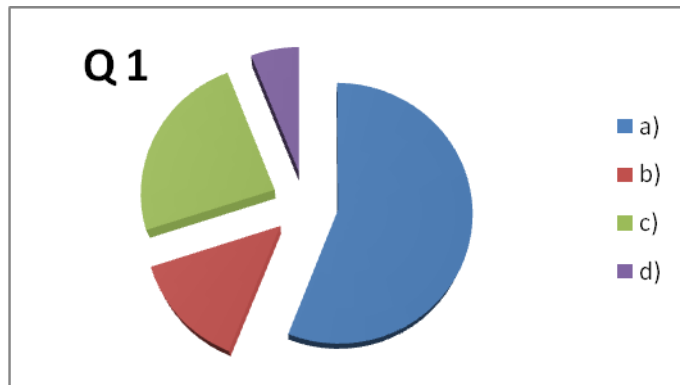
## **Research Methodology**

Data type	Primary data (Survey) / Secondary data
Sampling Unit	Businessman
Sampling Type	Random and Convenient Sampling
Sample Size	100
Research tool	Questionnaire
Type of Research	Descriptive/ Conclusive Research Design
Data Collection Method	Survey
Area	Moradabad

## **Result Analysis**

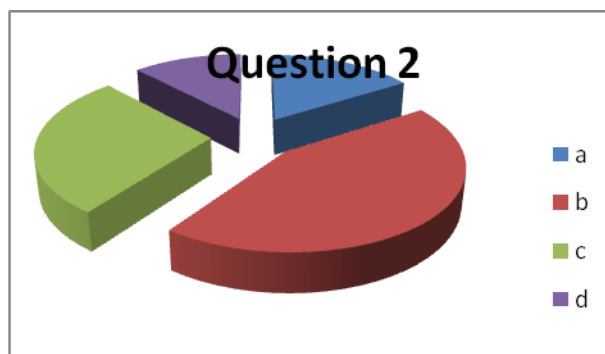
Q 1. Commonly used social networking site by the respondents:

S. No.	Options given	Percentage
a	Facebook	56
b	Twitter	14
c	Youtube	24
d	Linked In	6



Q2 : Frequency of visits to social networking sites

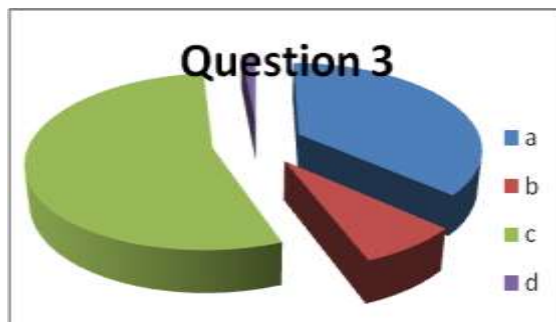
S.no	Options given	Percentage
A	Once in a day	16
B	Twice/ thrice a day	44
C	Every hour	28
D	Every few minutes	12



Q3. Time spent on social networking sites

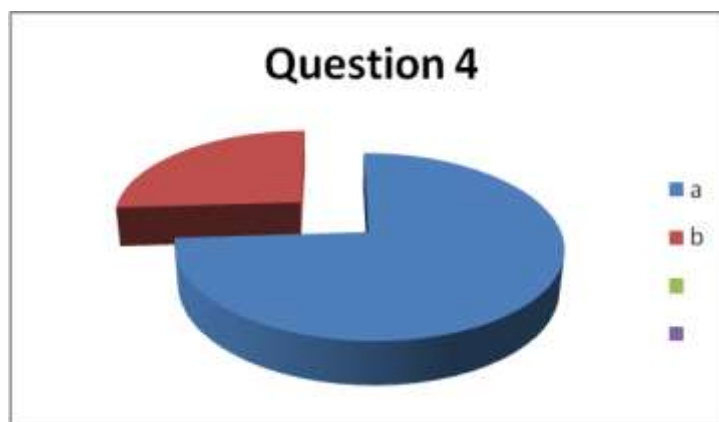
S.No.	Options given	Percentage
a	Less than one hour	29
b	Few minutes	6

C	More than one hour less than three	43
d	More than four hour	22



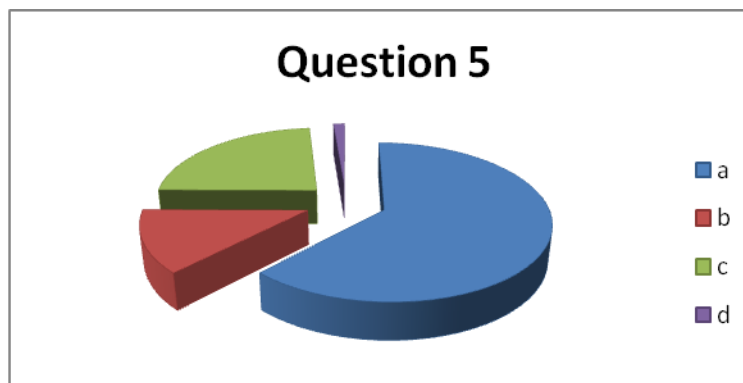
Q 4. Name and photos used on social networking sites of your business products

S.No.	Options given	Percentage
A	Real	94
B	Fake	06



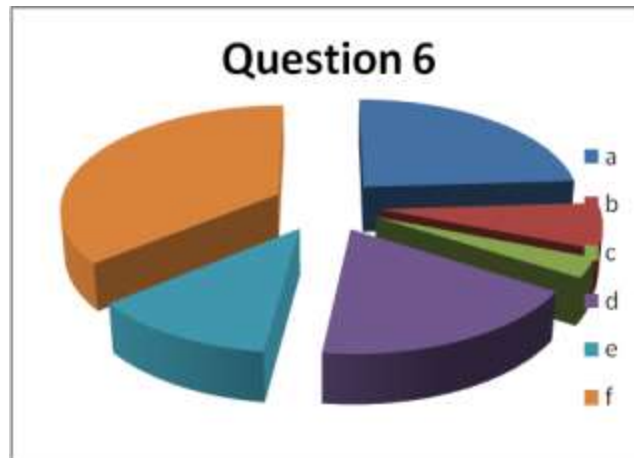
Q5.Opinion about social networking sites.

S.No.	Options given	Percentage
a	Helpful for easy communication	58
b	Easy for communicating with many customers	12
C	Easy for contacting old & new customers	22
d	Useful for advertisement communication	8



Q 6. Purpose of using social networking sites

S.No.	Options given	Percentage
a	Friendly communication	24
b	Advertisement	7
C	to discuss new ideas	3
d	To publish new products	18
E	To discuss social issues and events	12
F	To sale of products	36



Q 7. In general, how satisfied you are with the outcome of your work/proffession in refer to social networking sites.

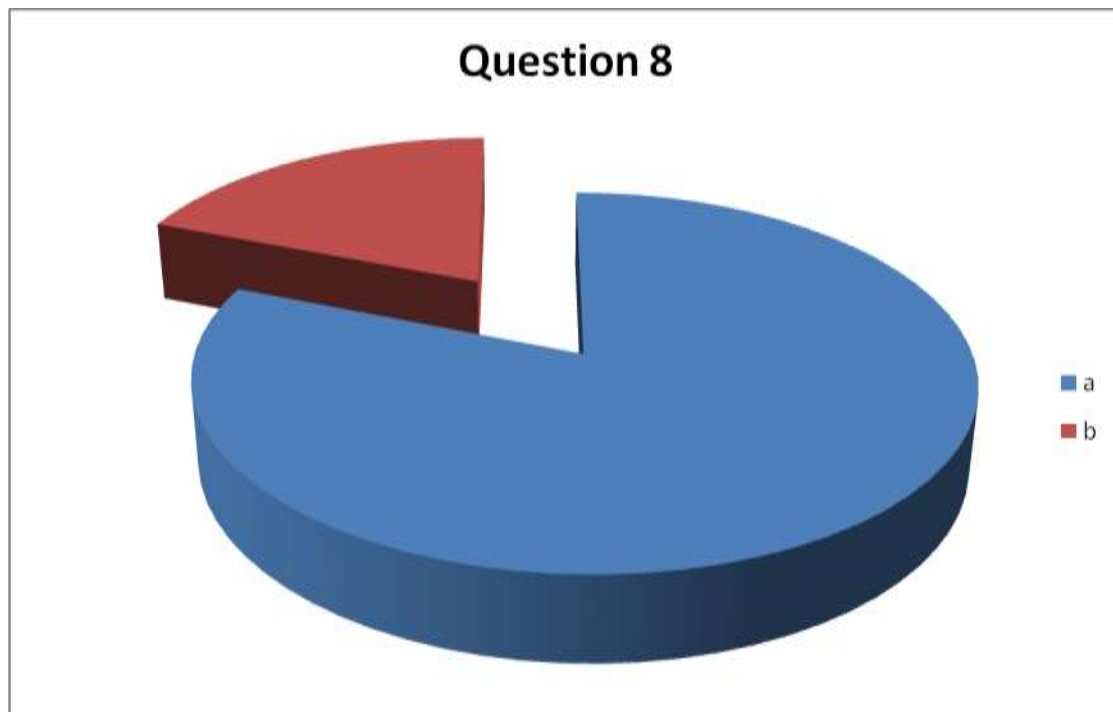
S.No.	Options given	Percentage
a	Very satisfied	23
b	Somewhat satisfied	37
C	Neither satisfied nor dissatisfied	22
d	Somewhat dissatisfied	10
E	Very dissatisfied	8





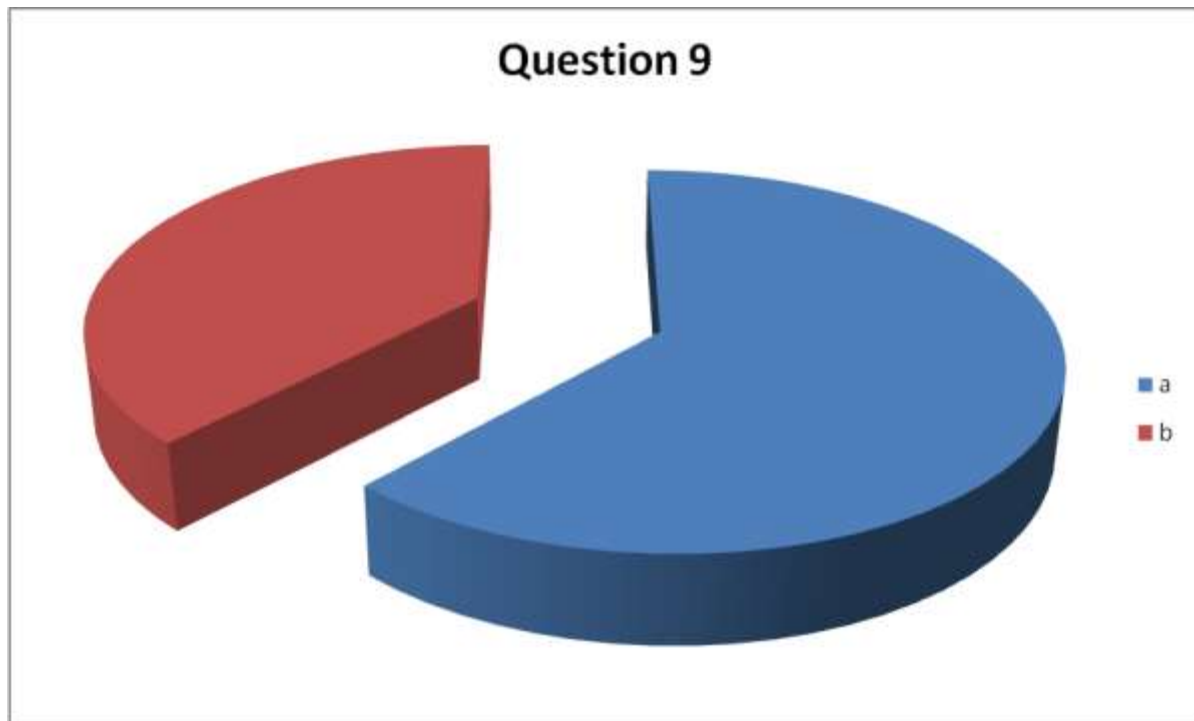
Q 8. Do you feel if you were to not participate in social networking sites you would be missing out?

S.No.	Options given	Percentage
a	Yes	81
b	No	19



Q 9. Is social media information collected being converted to effective data?

S.No.	Options given	Percentage
a	Yes	62
b	no	38



## **Conclusion**

From the following data, it will clearly show that most of the person will taking some interest in social media for their business. This research clearly shows that youngsters are taking interests in purchasing of products through social media especially on twitter and facebook.

## **Webliography**

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- [www.wikipedia.com](http://www.wikipedia.com)
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- [www.twitter.com](http://www.twitter.com)