

To Study on Social Media Performance on Retailers Business In Tiruchirappalli Region

Dr.VM.Anitha Rajathi¹, T. Dinesh Prabakar²

²Dept of Management Studies

¹Assistant Professor, Dept of Management Studies

^{1,2} Anna University (BIT- Campus), Tiruchirappalli , Tamil Nadu, India.

Abstract- Social media was a completely new thing four years ago, many people did not know what social media was and the effect it would have on all in our lives. It was an exciting interactive medium which suddenly took the world by storm to such an extent that it became something that no business, small or large, local or global, could afford to ignore. Nowadays, there are more than number of billion users active on Facebook alone, presently the world's maximum popular social network. Twitter, LinkedIn, Google+ and many other social media sites have hundreds of millions of active users as well. Social Media has relevance not only for regular internet users, but business as well. Social media signifies to the means of communications between people in which they gathering public news awareness, share, and exchange information and ideas in cybernetic communities and networks. Conventionally, a small business would grow their relationships by successful from door-to-door to increase consciousness and raise their brand. How fast they achieve this depends on their budget and time available to their business.

Keywords- Social media, effectiveness, small business, interactions, internet users.

I. INTRODUCTION

Social media marketing is the newest "buzz" in advertising. India is maybe amid the first advocates of social media marketing. Nowadays, the organizational origin has changed the social cause as corporations seek to include with their viewers via the online stages. Online manifestation is a must for today's businesses. They are consistently split on the efficiency of social media for enticing new customers and attractive existing customers. Furthermore, social media be contingent on mobile technologies and web-based (blogs, pages etc.) technologies to produce extremely interactive platforms through which persons and communities share, co-creativities, discussions, and modified user-generated content. They introduce extensive and prevalent changes to communication between organizations, societies, and persons. Common businesses that are functioned from home are occupation businesses, where over-all administrative everyday

jobs are done at home, with work existence completed at several sites. Examples include helpers, painters, event decoration, plumbers and electricians. Many micro-businesses are household functioned. Family members will generally have ownership of the business and play a significant role in its day-to-day operations. Many publicly-listed companies and franchises started from the humble beginnings of a family-operated business. Some common examples of household businesses include bakery, restaurants, café shops, florists, designers, event management and so on.

Social Media Websites:

1. Social networking sites- Face book, Google Plus, Cafe Mom, Gather, Fit sugar
2. Interact by adding friends, commenting on profiles, joining groups and having discussions.
3. Micro-blogging sites- Twitter, Tumbler, Prosperous
4. Publishing tools- Word Press, Blogger, Square space
5. Rating/Review sites- Amazon ratings, Angie's List
6. Photo sharing sites- Flickr, Instagram, Pinterest
7. Video sharing sites- YouTube, Vimeo, Viddler
8. Personal broadcasting tools- Blog Talk radio, Ustream, Live stream
9. Location based services- Check-ins, Facebook Places, Foursquare, Yelp
10. Social bookmarking and news aggregation- Digg, Delicious
11. Searching through websites bookmarked by other people.
12. Group buying- Groupon, Living Social, Crowdsavings

Popular Social Media Tools and Platforms:

Blogs: A platform for casual dialogue and discussions on a specific topic or opinion.

Facebook: The world's largest social network, Users create a personal profile, add other users as friends, and exchange messages, including status updates. Brands create pages and Facebook users can "like" brands' pages.

Twitter: A social networking/micro-blogging platform that allows groups and individuals to stay connected through the exchange of short status messages (140 character limit).

YouTube & Vimeo: Video hosting and watching websites.

Flickr: An image and video hosting website and online community. Photos can be shared on Facebook and Twitter and other social networking sites.

Instagram: A free photo and video sharing app that allows users to apply digital filters, frames and special effects to their photos and then share them on a variety of social networking sites.

LinkedIn Groups: A place where groups of professionals with similar areas of interest can share and participate in a conversations happening in their fields.

Pinterest is a social curation website for sharing and categorizing images found online. Pinterest requires brief descriptions but the main focus of the site is visual. An image of blueberry pancakes might take you to the recipe; a picture of a whimsical birdhouse might take you to the instructions.

Social Media and Small Businesses

Social Media Is Changing the Traditional methods of Presence. The traditional techniques of marketing using print and electronic media along with Internet marketing and lead generation were used to drive traffic to a business and its website. As search engine algorithms evolve, website owners have to stay on their toes to make sure their website is constantly updated with relevant and current information to prevent being devalued in search results. Today, social media like, Facebook pages, Twitter accounts, and YouTube channels are being seen as sites in their own right to mark the presence.

Social Media Allows Businesses to Crowd-source Ideas

Before you launch a new product or service, one would like to have some ideas about what people think about it. So by engaging with prospects and customers via social media, one can actually ask the fans and followers what colors they prefer or what types of features they want. Thus one can involve consumers in valuable free market research, by asking their opinions and can help establish credibility by showing that Page | 32 their opinions matter. After seeing their ideas becoming a reality, business has more than likely just increased their customer base.

Social Media Allows to Keep An Eye On Competition

Businesses are changing marketing strategies based on information they find in social media feeds from their competitors. By keeping an eye on competitors, their strengths and weaknesses can determine their marketing efforts. This gathered information helps to implement things that might be needed to improve such as social media campaigns, contests, giveaways or types of content the followers may be responding to the most.

Social Media Allows Business to Be More Transparent

The process of taking a prospect to the point of becoming a customer has slowed down somewhat due to consumers' awareness. People want to buy from those companies who have established credibility and who seem to be totally transparent in their advertising campaigns. Social media is changing peoples' opinions of businesses. By providing messages that are open, transparent, and helpful, social audiences will learn that your business cares about its customers and potential customers. One can position their company as a valuable resource by simply sharing information like advice, tips, or just answering questions about the industry.

II. REVIEW OF LITERATURE

Andreas Kaplan and Michael Haenlein define social media as "a group of Internetbased applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content. Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals. Social media differ from traditional or industrial media in many ways, including quality, reach, frequency, usability, immediacy, and permanence. There are many effects that stem from internet usage.

According to Nielsen, internet users continue to spend more time with social media sites than any other type of site. Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media.

Joe Cothrel – Lithium Technologies, Social media broadly defined consists of any online platform or channel for

user generated content. By this definition, for example, WordPress, Sharepoint, and Lithium qualify as social media, as do YouTube, Facebook and Twitter. Social media more narrowly defined includes only channels for user-generated content, as distinguished from platforms, which are referred to as social technologies. By this definition, for example, YouTube, Facebook, and Twitter are social media, and WordPress, Sharepoint and Lithium are social technologies.

Gini Dietrich – Arment Dietrich, Social media allows us to network, to find people with like interests, and to meet people who can become friends or customers. It flattens out the world and gives us access to people we never would have been able to meet otherwise.

Bryan Eisenberg, All the traditional media print, broadcast, search, and so on provide platforms for delivery of ads near and around relevant content. Social media are platforms for interaction and relationships, not content and ads. This is quite similar to what Ted McConnell, General Manager-Interactive Marketing and Innovation at Procter & Gamble Co. likes to say about social media.

Sally Falkow, Markets have become conversations. Social media are the online platforms and locations that provide a way for people to participate in these conversations. For individuals it is a way to connect and share content with Page | 45 friends and like-minded people. For businesses it's a way to tap into what people are saying about your brand, your product and/or your service, participate in the conversations, be open to new ideas and then use these insights to make better business decisions.

Dr. Augustine Fou Social media is people's conversations and actions online that can be mined by advertisers for insights but not coerced to pass along marketing messages. It's the new form of media that does not exist until it happens and that cannot be bought by advertisers to carry their messages.

III. CONCLUSION

Social media marketing is important because it aligns with the way consumers make purchasing decisions. Study indicates that increasing numbers of consumers are using internet services and research to carry out preliminary product and price research before making final decisions. Social media marketing enables to build relations with customers and prospects through regular, low-cost personalized communication, reflecting the move away from mass marketing. Thus it can be concluded: Social Media has become an important part of our lives. All businesses big or

small, one man or large scale organizations are using the power of Facebook, Twitter etc. to engage with their customers, its impact is unprecedented.

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