

**IMPACT OF SOCIAL MEDIA MARKETING ON SMALL AND MEDIUM SCALE
BUSINESS PERFORMANCE**

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ABSTRACT:

The issue involved in this research, was to recognize the strategies that help small and medium business through the use of social media to associate with purchasers, as there is an absence of utilization of these methods in establishments in an effective manner. The aim of this research is to assess the impact of social media on small businesses performance, also, to determine the social media strategies and applications impact in small and medium business. The significance of this research is imperative to think about the effect of social action on the exhibition. Under present social media condition, it is vital for small organizations to comprehend the methodologies of utilizing LinkedIn, Face Book, Twitter. The examination pursued the spellbinding investigative technique, by connecting the factors hypothetically and through the survey to deliver ends and proposals valuable in the field of logical research and independent company action. One of the fundamental discoveries of this research is that the analysis of the field study shows a positive relation between the applied work and small business. The usage of social media prompts the development of small business. This exploratory proposal concentrates on expanding the utilization of social media and its application in the business.

KEYWORDS: *Social Media Marketing, Communication, Small and medium business.*

INTRODUCTION:

Social media performs a fundamental job of marketing and creating association with clients. With constrained hindrance to passage, small businesses are starting to utilize social media as a methodology to reach out to individuals. Numerous business battles to utilize online networking as a mean and have no strategy going into it. Earlier, there were a couple of choices for social media, and before, every social stage had been characterized by its very own particular worth, which include, organizations could simply fly in and post whatever, at any point of time. The universe of business via social media was scanty, and the capacity of organizations to interface with their intended interest group was unmatchable. Social media is currently a significant piece of an inbound promoting procedure. Making important substance and positioning admirably for

it, is a certain something, yet sharing that substance out to the ideal individuals and getting those individuals that are keen on your image, item, or administration back to your site is another. Thus, without a fundamental comprehension of the benefits of social media and how to utilize it to draw in clients, countless opportunities are missed. This research is means to secure an underlying comprehension of how small businesses perceive, by utilizing social media to develop their business.

OBJECTIVES OF THE STUDY:

- To identify social media application impact on small and medium business.
- To determine the impact of social media strategies on small and medium business performance.
- To evaluate the overall impact on small and medium business performance.

REVIEW OF LITERATURE:

1. A STUDY ON EFFECT OF SOCIAL MEDIA ON SMALL AND MEDIUM BUSINESS:

(1)Lakshmi.V, Assistant Professor (2)Afraa Mahboob, Research Scholars (3)Ankita Choudhary, Research Scholar. Department of Commerce and Management Acharya Institute of Graduate Studies Bangalore- 560107

Abstract: The present paper briefly provides a literature based review of how the social media affects small and medium sized enterprises in the present scenario. Usage by small and middle-sized businesses is gaining prominence. The present paper sought to establish how the social media is influencing the small and medium-sized businesses in the region, in general, as established by recent empirical research and theoretical scholarship. According to the review, there is unique relationship between the social media and SMEs in social, political, religious or cultural and economic spheres. This relationship has enabled the social media to uniquely impact on the market in such areas as offering (a) a marketing platform for the Information Age, (b) an avenue and forum for increased sales, (c) an innovative edge for SMEs to reduce expenditure/cost and increase profitability, and (d) a benchmark of direct client communication of modern PR.

2. EFFECTIVENESS OF SOCIAL MEDIA MARKETING ON OF MICRO AND SMALL BUSINESSES:

Submitted by SHILPA H. CHHEDA (Enrolment No. DYP-M.Phil-11001)

Abstract: The research report on, "Impact of Social Media Marketing on performance of micro and small businesses" is to study how Micro and Small businesses can leverage social media to penetrate their markets, reach their customers and develop relationships in a personal and direct manner that can catapult their brand and raise their awareness as successfully as any large business. The report also discloses the influence of social media on consumers' online buying decisions.

**3. SOCIAL MEDIA MARKETING IN SMALL BUSINESS: A CASE STUDY
BY SARAH LANNE COX**

ABSTRACT: In today's social media driven environment, it is essential that small businesses understand Facebook, Twitter, and the strategies behind using social media for growing their business. Unfortunately, many small businesses do not have a strategy when they begin using social media. The purpose of this study is to understand how the owner of a small business, recognized for using social media to grow the business, uses social media to engage consumers. A case study is presented, followed by an in-depth interview with the small business owner, and accompanied by an analysis of the business's Facebook and Twitter posts. The results of the case study reveal the different strategies the owner uses to build and maintain relationships with consumers. The study concludes with a discussion of the lessons learned from the research: networking and creating relationships with other businesses, increases brand exposure; focusing more on relationships than sales, increases sales; interesting content promotes interaction; and one main barrier to entry is a learning curve.

STATEMENT OF PROBLEM:

The primary issue of this research, is to recognize the impact of techniques adopted that guide small and medium business utilization of social media to associate with shoppers. The project deals with two explicit points that are, once in a while examined together: #Small and medium business promoting technique and social media. Most of the research examines social networking methodology in association and investigates the procedure in same. The shortcoming of such is that those equivalent strategies don't really work for small business. This research focuses at a small and medium business perceived for its achievement of utilizing

social media. This research focuses on the impact that the social media strategy leaves on small and medium business.

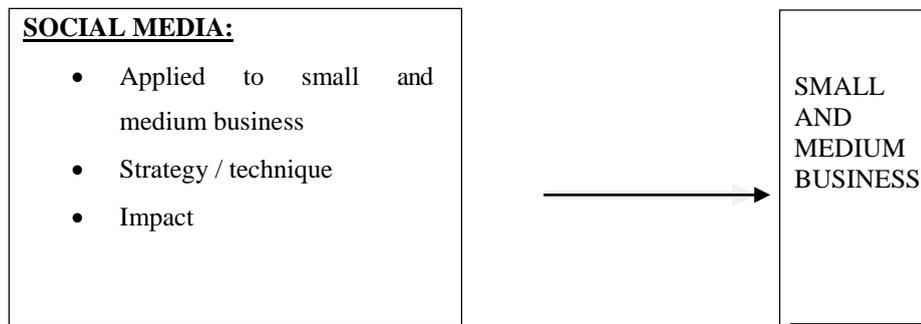
SIGNIFICANCE OF STUDY:

The significance of this research is to look at the impact of social media on small and medium scale business execution. In the present, social networking driven condition, it is basic that small and medium business comprehend Facebook, twitter, and the techniques behind utilizing social media for developing their business. Unfortunately, numerous business don't have a methodology when they start utilizing online networking. The goals of this research is to incorporate the accompanying: #To determine how effective is the employee preparation towards social media ready, #To determine employee's interest in small and medium business social media campaign activities, #To distinguish how ceaseless improvement of small and medium business strategies has improved client care. The investigation uncovers the various strategies that proprietor uses to fabricate and keep up association with purchasers. Social media gives organizations the chance to draw in and communicate with shoppers to make enduring connections. The outcomes picked up from this research gives an underlying comprehension of how small and medium business utilize social media to connect with clients and construct long haul connections, which enables the business to develop.

RESEARCH METHODOLOGY:

As per the proposed model (Figure 1) of this research, it conceptualizes the relationship among Social Media and Small and medium Business; the dependant variable is Small and medium business. While, the Independent variable is social media and its components i.e.,: Applied to Small and medium business, Strategy and Impact. Relationship marketing, also called one-to-one marketing, focuses on setting up a learning association with every client, instead of a predominant spotlight on sales. It is concerned with offering some benefit to both the business and the clients. Small and medium business, often have the benefit of knowing their clients on a personal level. Such connections bring about higher client loyalty and more elevated levels of consumer satisfaction. Small and medium business, in addition, can rapidly respond to client needs.

Figure 1: Model reflecting the relationship between the study variables:



SAMPLE AND DATA COLLECTION:

Purposive and convenient sampling methods were conducted in this study. Also, both quantitative and qualitative study was performed.

The companies selected are: (i) **Mynd solutions, Location: Gurgaon in Haryana;** (ii) **SL Packaging, Location: Kolkata;** (iii) **DFM Foods, Location: Delhi;** (iv) **Chem Process system, Location: Sanand, Gujarat;** (v) **Emmbi Polyarns, Location: Mumbai, Maharashtra.**

Sample size: A 60 set of questionnaires were distributed to the above sample selected companies employees using the convenience method.

The questionnaire consisted of 3 sections: (i) Demographic information; (ii) Social media (independent variable); (iii) Small and medium business(dependant variable).

However, only 45 (75%) set of questionnaires were successfully collected and completely answered.

DATA ANALYSIS:

HYPOTHESIS:

Based on Deductive method of data analysis,(that is, the movement from a general level to a more specific one. A deductive approach is where, the researcher studies what others have done, reads existing theories of phenomenon i.e., the study being conducted on, and then tests hypotheses that emerge from those theories). The following hypothesis was raised and tested using specific statistical tests.

H₁: There is a positive significant relationship between social media applied and small and medium business.

H₂: There is a positive significant relationship between social media strategy and small and medium business.

H₃: There is a positive significant relationship between social media impact and small and medium business.

Data was collected manually and then analyzed using SPSS, **Multiple Regression Analysis** was used to find the relationship between the variables.

RESULTS:

Table (1) shows the result of Multiple regression analysis between Strategy, Impact and Applied business. It is observed that the most important variable was Strategy, which has the highest Beta Value (.525) and T-value (4.022) this result shows a positive relationship between strategy and small and medium business.

The second most important variable was Impact, which has the Beta value of (.176) and T-value(.826) while this relation also proved a positive relationship between social media impact and small and medium business.

TABLE (1): MULTIPLE REGRESSION ANALYSIS

Model	Beta	Std. Error	T	Sig.
Applied business	.099	.178	6.87	.496
Strategy	.525	.135	4.02	.000
Impact	.176	.213	8.26	.499

OVERALL HYPOTHESIS:

Table (2) summarizes the results of all hypothesis of this research. The acceptance rule of factors (P-value < .05), the significant value(P-value < .05), further confirms that the variable is suitable and significant in relation to the dependant variable. (95% confidence level, 5% sig level)

TABLE (2): OVERALL HYPOTHESIS

No.	Hypothesis	T-value	P-value	Result
1.	There is a positive significant relationship between social media applied and small and medium business.	6.87	0.496	Reject
2.	There is a positive significant relationship between social media strategy and small and medium business	4.02	0.000	Accept

3.	There is a positive significant relationship between social media impact and small and medium business.	8.26	0.499	Reject
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CONCLUSION:

This research started with the major inquiry of how small and medium business utilizes social media to draw in buyers. Information from the investigation was introduced. The research shows that from the earliest starting point, the member perceived social media significance and used it as well as could be expected. Despite the fact that the member had taken a promoting class that secured on social media advertising systems, the member still needed to figure out how to utilize it and battle in the first place. The research represents the decisions a business has been choosing as to how to draw in purchasers and argues for why every procedure ought to be utilized. The research also proposed that frequently businesses don't have a strategy when they start utilizing social media. This can possibly end in wasted time and exertion. It is significant for organizations to perceive what they need to accomplish by utilizing social media. Organizations must be active participants on channels and to do so they ought to have some information on the most proficient method to utilize them, including strategies for engaging the crowd.

SUGGESSTIONS:

- Business should adopt a strategy to provide their audiences with critiques that provides appropriate information to the consumers about products and services in the local market.
- Improving social media by creating different programs about what consumer wants and personal needs.
- Make social media usage supervised by critiques to give exact information which consumer's wants.
- Providing genuine information and creating well informed consumer society.
- Social media is able to level the small ones with the big ones. They compete as if they were equal.

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