IMPACT OF SOCIAL MEDIA ON SOCIETY AND BUSINESS

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Acknowledgment

On the priority basis I like to show my heartfelt gratitude toward my professor for the continuous direction; I personally believe that without the professor, I might not be able to understand the key concept of this study. However, under the supervision of the professor, I have clearly understood the key concepts and notions which can also contribute to my future career development as well as growth. I would like to show my thankfulness to my parents and friends for their mutual understanding and for supporting me emotionally for the completion of this study in an effective manner. Lastly, I would like to express my thankfulness toward god for always showing me the right path and bettering my career scope for me.

Abstract

Social media (SM) was defined as a means of communication between people in which they are capable of sharing, making and exchanging ideas and information in networks. The aim of the study was to explore the impact of social media on society and its implications for management. Social media was a significant influencer, but it also comes with a negative effect on the business. Social media influence consumer behaviour by gaining their trust, suggesting relevant goods and services, and offering personalized experiences. Working on consumer-brand relationship theory, a clear and seamless relationship was created among customers and the brand resulting in the brand becoming more human to consumers and help in obtaining higher value. For the current study, an inductive approach was employed to determine social media's impact on business and society. In the present study, the grounded approach was chosen. The Primary data collection technique was considered in the study for determining the use of social media.

The interview of 10 business managers was taken for supporting the supports qualitative analysis that allow exploring patterns and themes. It was also found that Social media was generally considered for promotion of the product at global level. Social media impacts the business in a negative manner by making the contribution to fake news related to brand reputation or its services. It has also been evaluated that the positive effect of social media was it supports sharing the compulsory evidence with customers, which helps them to feel more valuable and provides a personalized experience to them. It was recommended that supporting social causes can also be considered as one of the techniques in which the social media channel used can be improved within the business. It was also recommended that the brand focus on online surveys; this way, it can help the customers to express their viewpoint related to services.

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Chapter 1: Introduction

1.1 Subject of study

The social media (SM) defined as a means of communication between people in which they are capable of sharing, making and exchanging ideas and information in networks. In current times, the majority of people are active on several social media platforms. Most companies also choose to make usages of SM in order to share details regarding the goods and services to the customers as well as market the products (Olanrewaju, *et al.* 2020). From consideration of SM, the organization easily communicates with the customers and receives feedback from them regarding products and services. For every business, investing in the SM is beneficial for the companies because it helps in promoting the content, faster communication with the customers and earns higher profitability.

In addition to this, SM has a significant impact on the business. Facebook, Instagram, Twitter, YouTube and LinkedIn are the crucial SM platforms which are used by firms in order to connect and communicate with customers. SM helps companies to increase brand awareness. SM helps in providing updated details in context to the goods and services to the consumers,that ultimately upsurges the brand visibility (Appel, *et al.* 2020). With the help of social media, companies are increasing their new advertising to new individuals and increasing the recognition of the brand. SM also assists businesses in increasing brand loyalty and customer engagement. Higher customer satisfaction, building a loyal customer base and strong retention are the significant goals of the business. All these goals are easily achieved through SM because companies are capable of effectively communicating with their customers and prospects.

Through SM, companies are capable of answering inquiries and solving their challenges relevant to products and services from which they probable to make purchases also retain the business, which results in increased brand loyalty. SM has a positive impact on organizations because it helps create the brand image within the market (Pourkhani, *et al.* 2019). Being active on several SM platforms provides an opportunity for organizations to demonstrate a streamlined and reliable image across all touchpoints. SM also helps the business to create efficient marketing from which they are aware of the uses and features of products as well as influencing them to make the purchase and stay with the brand. By using several SM platforms, the firms are able to gain a competitive advantage over the competitors within the target market. In the

companies SM also helps in decisive the behaviour of the customers also make effective decisions.

Apart from this, social media can also be advantageous for the society. SM helps people to connect, communicate and deepen their relationships through networks. Social media helps protect the environment in the community with the help of the latest and updated technology. It also facilitates digital education to the student from which they are capable of building their successful career (Damota and Uninversity, 2019). SM helps in connecting geographical gaps and also linking people from different corners of the world. SM also helps society in promoting empathy. It helps foster resilience, creativity, and personal growth and reduces stress. SM also helps the security agencies and government to discover and seize the criminals in order to fight crime.

1.2 Rationale of topic

The current study focused on exploring the impact of social media on society and its implication on management as well. The study covers a broader scope for the investigation purpose where the effect of social media on both society and company is to be elaborated. This is due to the fact that social media is a widely used and accepted medium where people interact with each other directly while sitting in any part of the world (Chen and Lin, 2019). From SM, society is intended to become a more miniature world where communication and interactions are becoming accessible. It could be stated that SM has both positive and negative effects of social media on business. This helps the company to identify the need and want of customers so that they can be fulfilled to achieve the overall goal.

Thus, the behaviour of customers can also be determined, which helps in making decisions for the upcoming targets and goals. However, there is the burden of social media on the promotion team of the business, where they are intended to always create something new and creative (Ebrahim, 2020). The power of modifying the decision is shifted towards customers when the company is selling only customer-centric products and services. Thereis a chance of creating misleading and harmful comments on the brand by the competitors and customers as well.It is essential for the business to identify the positive and negative influence of social media for tracking down importance of the same. SM channels involve X (formerly known as Twitter), Facebook, WhatsApp, Snapchat, Instagram and YouTube, where the companies market products

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to customers (Cheung, Pires, and Rosenberger III, 2019). The topic is also essential to study due to the fact that it helps to know the popularity of social media.

According to the statistics, 73% of marketers think that social media used in marketing will be very effective for their business in 2023. 54% of the customers search on SM for the purchase of any goods or service (MAHONEY, 2023). Although the influence of SM on business is not interpreted overnight, it needs to build a presence over a period of time so that return on investment can be taken into consideration. The use of social media for marketing purposes also allows the company to increase the chance of personalisation, generating more loyalty, increasing collaboration with partners, and adding credibility, and business becomes Omni-present as well (Di Domenico*et al*. 2021).

1.3 Aim and objectives

Aim

Explore the impact of social media on society and its implications for management

Research objectives:

- Examine the negative and positive effects of social media on businesses.
- Analysing influence on consumer behaviour and decision-making processes.
- Identify effective management with strategies to leverage social media to improve brand visibility and customer engagement.

1.4 Research questions

1. How has social media transformed business operations and management practices?

2. What are the adverse effects of social media on business?

3. What are the positive impacts of social media on business?

4. How do social media influence decision-making and consumer behaviour?

5. What strategies can businesses adapt effectively to utilise social media marketing?

1.5 Brief outline

Introduction is the beginning chapter, which provides a clear idea about the subject of research and the reason why it is worth studying. In this section, a brief outline of what needs to be done is also presented.

A literature review provides a clear and balanced picture of the published documents which are relevant to the topic. There is a need to synthesise the literature by extracting the key themes and

debates as well. The link between the data which is collected and the objective of the study in this section needs to be clearly laid down.

Methodology explains what the researcher actually did to achieve the aim and objective by providing a detailed description of each. The things which are to be involved are philosophical position, nature of study, the selected population, methods used to collect data and technique for analysing it.

Results and discussion present the facts and findings in a systematic manner by using charts so that they represent the information collected. This chapter involves the verbatim quotes which are generated by the interviewees during process of collecting data. Then, discussion also presented for checking whether the questions mentioned above are answered or not.

The conclusion is the part where, rather than making judgements, the researcher sums up the whole research by understanding the link between what was collected and what needs to be collected.

Chapter 2: Literature Review

2.1 Introduction

Social media is the communicating technology which enables formation or information distribution from the internet. It is basically the means of interaction with other people by virtual networks and connections (Olanrewaju, *et al.* 2020). This literature review evaluates understanding and information of the specific subject, and it also includes critical evaluation of the material. This study is grounded on classifying the concept of social media, its effect on the business and how it influences the decision or behavior of customers. It also reflects the effective management with adequate strategies for leveraging SM to improve the brand reputation and customer engagement along with the theories and model.

2.2 Concept of social media

Social media is generally understood as platform for interaction between numbers of people where these individual creates, shares and exchange significant data or information within virtual communities or networks. Ortiz-Ospina and Roser, (2023) states that social media is all about community, conversation and connecting with users along with developing strong relationships. It is merely not a broadcast channel and a marketing tool. But this platform also involves authenticity, open dialogue and honesty, which are its crucial parts. Social media not only allows people to hear but it also develops the sense to make a valid response. It is compelling, relevant, engaging and valuable for people and users.
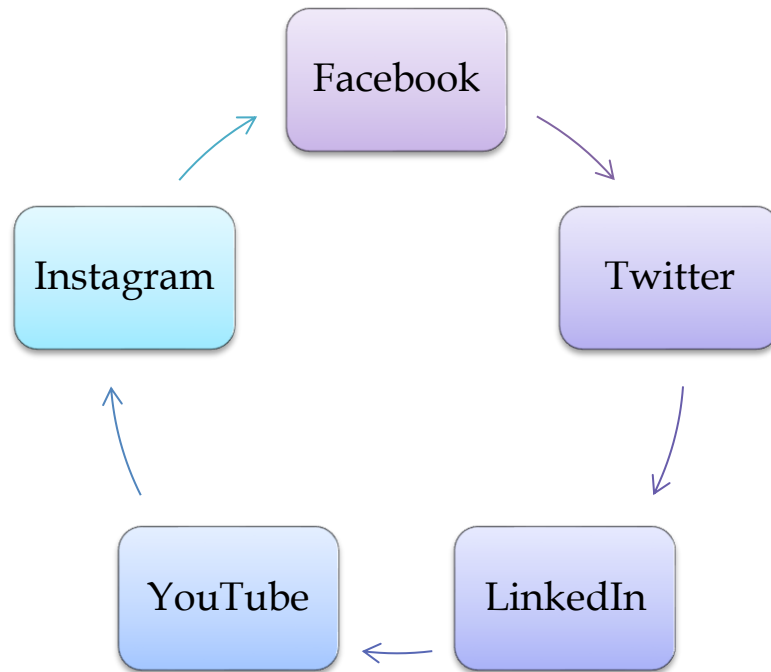
Figure 1: Types of Social media platforms

(Source: Created by the author)

Some various tools and platforms take place in the SM, such as blogs, Facebook, YouTube, LinkedIn and Twitter, Instagram. These all tools are easier to access and build a new communication landscape along with the tremendous opportunities. Auxier and Anderson, (2021) criticized that social networks and any other online media are the crucial tools which enable successful engagement or building two way interaction, but the provided nature of this real-time interaction in which potential risks are also associated with social media in case of inappropriate uses.

The purpose of social media is to engage or communicate with multiple audiences, and this account should be utilized in both converse and listening. It is a web-oriented technology for facilitating social interaction among the large groups of people by the same kind of networks. This is interactive technology which facilitates all creation or shares of details, opinion, thoughts also any additional procedures through the manifestation by computer-generated systems and groups (Appel, *et al.* 2020). In a business-related circumstance, SM is generally used to market products, connect for customers, promoting of brands and foster new businesses. This platform

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motivates feedback taking and makes it more accessible for the customer to share experiences within the company.

2.3 Negative and positive effects of social media on businesses

Social media have the impending to impact business in both manners, positive and negative. If the brand manager and small business owner at this time, social media will be an excellent platform for the company to meet all customers; for the individual, this platform seems like an addiction that can cause discomfort if it is not adequately addressed. Cinelli, *et al.* (2021) asserts that SM is a important innovation which changes communication method also interaction capabilities, and this platform has a substantial impact on the business as well, such as helping in keeping updated with the marketplace changes. People and customers can communicate anytime through the comfort and flexibility, it is a platform for huge advertising for brands, this helps in building connections and great relationships with several people and easier access to the expected information about goods and services.

Building
connections   Flexibility

Strong
connectivity   Cyberbullying

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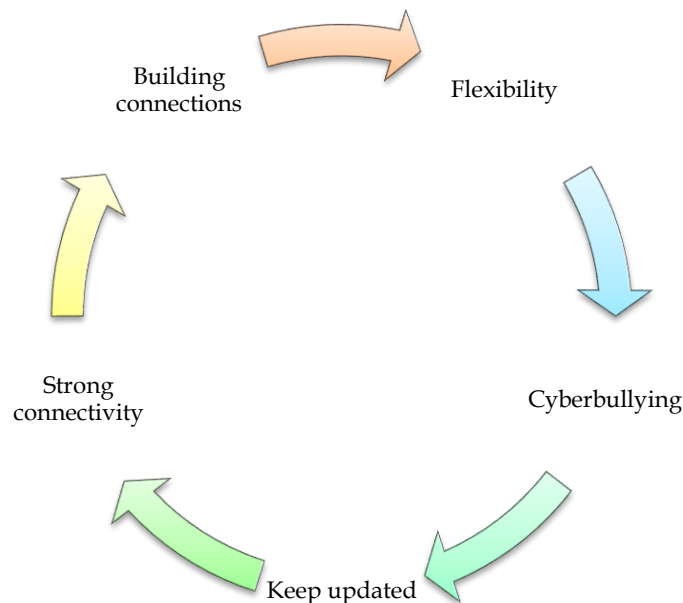**Figure 2: Positive and Negative things about social media platform**

(Source: Created by the author)

Li, Larimo and Leonidou, (2021) cited that social media is a significant influencer, but it also comes with a negative effect on the business. It affects social and emotional connections, decreases speedy-witted skill; it causes distress to the customer's feelings. Along with this, it is

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presented physically but not mentally; it lacks understanding or thoughtfulness and has an absence of absoluteness. Other than this, business majorly suffers from cyberbullying to customers, and hacking of data and confidential information, which distract the mind of seller and facilitates laziness to customers.

There is a high possibility of issues in managing relationships and cheating. Even after several consequences, the use of SM is aggregate with time because of its associated benefits to the business, such as developing strong connectivity with customers and sellers and providing countless links to users (Olanrewaju, *et al.* 2020). The education regarding SM is commendable, which remains beneficial for a business to attract a large base of potential buyers; it provides detailed information quickly at once and keeps its buyers constantly updated.

2.4 Influence of social media on consumer behavior and decision-making processes

Social media is considered a vital function which helps the business to reach customers and improve their sales. According to Cheung, *et al.* (2020), SM has a foremost effect on the customer behaviour also their decision-making process. Social media encourage customers to make purchases of particular products, which influence their decision-making process. Social media enables the consumer to explore more about a particular product or service and understand its key features. These kinds of practices promote and encourage the customers to make the purchase decision. Voramontri, and Klieb, (2019) has critically stated that to gain the attention of customers, it is fundamental for companies to have an existence on SM because it supports higher satisfaction of the consumers. With this, SM has a major influence on the consumers' behaviour through which it enables the consumer to gather all the information regarding the goods and make the decision to buy.

Levy, (2021) has stated that social media algorithms help customer to see the content in which they are more interested, and this kind of practice influence the consumer behaviour toward the brands or its products. It has determine that usage of SM support offers the target customers more enjoyable user experiences because they mainly discover the posts that are useful and catered to them. Chen, and Lin, (2019) have opposed that if the brands do not have a stronger social media presence, then there are possibilities that it might have a negative impact on the engagement of the customers and less loyalty for the brand. Such practices might affect the overall sales and the profitability of the business in a complex environment. Thus, the consideration of social media platforms in an operative manner can influence customer

behaviour toward goods and services and result in longer-term engagement. Social media influence consumer behavior by gaining their trust, suggesting relevant goods and services, and offering personalized experiences.

2.5 Effective management with strategies to leverage social media to improve brand visibility and customer engagement

A management strategy at the fundamental level is a discipline which entails of general activities such as planning, forming, and recruitment, leading and supervisory. As per the views of Jamil, *et al.* (2022), working on these management strategies provides business control with direction to accomplish the set goals. Along with this, being consistent is crucial and posting relatable social media content increases engagement with the customers. One of the effective management strategies for the business is to create a schedule that outlines when to post and considers the type of content along with its frequency of posting among the target audience.

It is evaluated by Haudi, *et al.* (2022), effective management strategy can also use software like SocialPilot and Hootsuite as it can provide automated posting according to the content calendar; this makes it easier for the marketing team to not engage in manually uploading each post. However, it is also crucial for the marketing team of the business to remember consistency goes beyond just making regular posts; there is also a consistent need to build the brand's messages across all social networks. One of the best ways through which a business can organically grow social media reach is to interact with influencers and their followers.

Yonata, Koho and Cahyon, (2022), stated that the use of influencer marketing is also handy as it creates brand visibility, and once visibility is created, it automatically helps the brand create an authentic relationship with consumers. The reason why businesses must use influencer marketing to leverage brand presence on social media is that influencers have dedicated followers, which means they trust what is being recommended to them. Analyse and optimise is a trusted content marketing metric and proven strategy in order to enhance customer engagement (Khan, 2022). Building an effective platform filters influencers and creates engagement rates, which allows having business growth.

2.6 Theories of Social Media

To improve sales and promotion, business uses different theories of social media like consumer-brand relationship theory, the four Ps of marketing, the Social Capital Theory, etc. Working on consumer-brand relationship theory, a clear and seamless relationship is created among

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customers and the brand resulting in the brand becoming more human to consumers and help in obtaining higher value and meaning of the brand in the competitive marketplace. As per the view of Lim and Rasul, (2022), establishing an understanding of this theory enables brands to create loyal customers, and once the brand is able to have loyal customers, they become brand advocates in the future.

The brand establishes relationships with consumers by building engagement with them through having in-person interactions with existing brand audiences and potential ones. In this case, there are chances of increasing satisfaction of the customers once the brand is able to engage in creating satisfaction among customers, and chances of improving retention rates are enhanced. Zarei, Farjoo and BagheriGarabollagh, (2022), stated when brands are able to exchange thoughts, it eventually helps them to create communal relations, which leads to maintaining brand loyalty. Using social media theory, brands know how to engage with consumers and create value among them.

However, it is argued if a customer finds social media posts and content irrelevant to them, there are chances that they do not engage with the brand. This means brand satisfaction is also zero. Along with this, customers are also unable to change bad perceptions regarding the brand. To eradicate the negative impact and work towards building something good out of social media, brands also use the Social Capital Theory. As per the views of Ghorbanzadeh and Rahehagh, (2021), if a brand works with social capital theory, which is proven as one of the most famous and excellent theories of social media, there are relationships created among like-minded people, resulting in individuals becoming valuable assets.

The aim of social capital theory is to exchange shared resources and information, which further helps in enhancing the efficiency and productivity of the brand effortlessly. The justification is this social media theory is proven as functional during the time of launching new products and services. When relationships are built between customers and brands regarding what they offer and clear communication, it automatically leads to creating excellence for the brand and allowing social media content to reach out to new audiences.

2.7 Research gap

The above section analyses gaps which were identified from the already collected data. One of which is a lack of knowledge about efficient supervision with approaches to leverage SM to improve company visibility and customer engagement. There are many researches which track

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down the importance of social media on businesses; however, there are few which talk about the effective management techniques with the use of which social media could improve brand visibility within the market. Thus, this was adequately addressed in the above section by providing support and justification from the side of existing authors. There is a need to analyse different effective strategies through the use of which company is able to improve its brand visibility in the market against the competitors. The theories of social media were also involved in the current section, which talks about its use in improving customer engagement with business.

2.8 Conclusion

It is concluded from the above that social media is an excellent platform for communication, but the usage of SM bring positive and negative effect on businesses; like it help in sharing information, increase the brand reputation, higher customer interaction, more promotion but at the same time it cause hacking, cyber bullying and distractions. Social media platform influences the behavior of customer and mindset to make repeated purchase. Effective management of this platform with strong and adequate strategies leverages the ability to improve the brand image, its visibility and leads to higher customer engagement.

Chapter 3: Research Methodology

3.1 Introduction

Research methodology means the part of the study in which specific techniques and procedures are selected for assessing and analysing information matching with the objectives of the study (Pandey and Pandey, 2021). The methodology aims to enhance the reliability and validity of the study by generating logical data. This section focuses on the research methodology chosen to identify the impact of social media on society and business.

3.2 Philosophy

Research philosophy is defined as the overall framework guiding researchers in systematically conducting a study (Mishra and Alok, 2022). Interpretivism research philosophy is selected for analysing the specific events in society occurring due to social media usage. This philosophy is based on the assumption that reality-based conclusions are subjective and multiple. The reason for considering this particular philosophy is to understand the unique behaviour of individuals in society and businesses. Moreover, data is expressed through words by integrating the active participation of humans, supporting the qualitative nature of the study. The researcher also analyses society's beliefs, values and norms, forming quality outcomes by offering the study a contextual base guiding the research decisions and reflecting in the process of study.

3.3 Approach

The approach of research is the procedure and plan selected for collecting, analysing and evaluating data (Patel and Patel, 2019). For the current study, an inductive approach is employed to determine social media's impact on business and society. The primary benefit of selecting an inductive approach is that it allows the researcher to work on a number of probabilities, beginning with a specific inference or observation. The primary purpose of including an inductive approach is to formulate a unique theory and idea. It provides a holistic view by taking broader data from multiple sources rather than focusing on single hypotheses or theories. It improved the understanding of the complex phenomenon of the study in the most logical way. Besides, the idea is useful for solving real-life problems by identifying patterns and trends within the variable of study.

3.4 Strategy

The research strategy is the plan or activity setting out the direction of research by integrating different element (HR and Aithal, 2022). In the present study, the grounded approach is chosen to discover data in a systematic manner and analyse it by using comparative analysis. This strategy is mainly helpful for collecting data through real-world settings and generating new discoveries. In the current research, data is grouped into categories, themes and concepts by a consistent approach of collecting data through multiple sources. It supports qualitative methodology and acts as the process for discovering data collection in a real-world setting. The method of data collection is streamlined, ensuring sound findings and the legitimacy of the drawn conclusion. Moreover, it makes the overall process manageable, effective and smooth, advancing conceptual analysis of the theoretical data collected in the study.

3.5 Choice

Mono method of choice, the researcher is selected focusing either on quantitative or qualitative gathering of data (Wohlin and Runeson, 2021). In the study, qualitative data is generated through multiple sources to ensure high accuracy in the conclusion drawn. The information in this choice technique cannot be expressed in numbers and is shared through visualisation tools such as timelines, graphs, databases, and infographics and concept maps. By selecting this form of data, a detailed, more profound and holistic understanding of social media concepts in the context of society and business is obtained. The data collected from the participant's explored stories, feelings, perspectives and the behaviour of humans in society in the context of social media.

3.6 Time horizon

The time horizon in the research refers to the period invested by the researcher in the collection of data (Djafar*et al*. 2021). Cross-sectional analysis is considered in the study, which simply means collecting data at a single point in time from a large population. This analysis captures broader data containing multiple variables of the study. It is a relatively cheaper mechanism when compared to other time horizons, allowing individuals to compare and contrast different demographics involved in the study. It is also a great way to prove or disprove the assumption of the researcher in a single snapshot. The study of the relationship between independent and dependent variables is done through a cross-sectional time horizon, leading to quality evidence supporting the conclusion of the study.

3.7 Data collection

Data collection is the process of assembling the required information in the study (Rafsanjani *et al.* 2020). Primary data collection technique is considered in the study for determining the use of social media and its impact on society and business. The reason to consider the primary data collection technique is to extract up-to-date information from the original sources, leading to better accuracy. Furthermore, primary data allows higher control in systematically resolving issues of research. The highly authentic and explicit information is extracted to generate results which are highly reliable. More specifically, primary data is ideal for the current study as it acts on events and monitors the process of determining the impact of social media on businesses and consumers.

3.8 Sampling

Sampling simply determines the group or population from which data is collected within the research (Pandey and Pandey, 2021). The semi-structured interview is selected for the present study. This semi-structured interview basically refers to the combination of pre-determined open-ended questions in which participants are encouraged to share their detailed experiences. The diverse participants are selected to ensure that broader viewpoints are gathered in making the comprehensive presentation of data, leading to accurate results. The interview technique supports qualitative analysis by allowing exploring patterns and themes.

3.9 Data analysis

Data analysis refers to the procedure by which raw information is converted into valuable decisions for the research (KANG and Hwang, 2021). Qualitative data analysis technique is considered in order to interpret data findings by applying conceptual tools and methods defining the impact of social media on society and business. Thematic analysis is further evaluated for describing and illustrating abstract data into the logical findings of the study. This data analysis technique presents data in visualisation tools such as timelines, graphs, databases, and infographics and concept maps. Theoretical results are generated based on reality assumptions. The probability of different results is further calculated, generating logical conclusions.

3.10 Ethical issues

For the current research, primary users' informed consent is obtained to take relevant data into the study. The anonymity and privacy of the research participants are upheld in the study.

Confidentiality of generated data is maintained throughout the study. With this, respect, integrity and acknowledgement are given to the participants in the study.

3.11 Reliability and validity

The study has taken the correct tools and technologies, which align with the overall goal of the study. The use of biased or not-precise information is rejected in the study for maintaining consistent quality of the findings. Thoroughly reliable, authentic and original data from primary sources are considered to generate logical conclusions.

3.12 Limitation of study

The study's major limitation is the high cost of collecting primary data through original sources. Low budget and limited time availability is a barrier to collecting a more comprehensive range of data from multiple sources. The data generated can be biased and inaccurate, not presenting appropriate results of the study.

3.13 Conclusion

From the discussion above, it can be concluded that the researcher uses interpretivism philosophy, inductive approach, grounded theory, primary data and qualitative data analysis to define social media's impact on businesses and society. The primary data is generated through interviews by taking answers through open-ended questions and providing detail responses.

Chapter 4: Findings and Analysis

4.1 Introduction

In terms of the research study, the findings are considered as the process of systematically applying the logical as well as statistical methods for describing and illustrating the data that has been collected. The findings allow the evaluation and analysis of the data and help to extract the key information. This chapter will include a discussion of the data which has been collected through the primary method, such as interview analysis of 10 business managers.

4.2 Analysis

4.2.1 How has social media been used within your company, and what are the channels used?

SM has been used within the business with the aim of targeting potential customers and engaging them for a longer period. The determination of social media is to make direct communication with customers and improve sales and products (Li, Larimo, and Leonidou, 2021).

However, through the interview analysis, it has been identify that one of the interviewee has stated that "*Social media is generally considered for promotion of the product at global level*". From this, it has been scrutinized that the company make use of SM only with the motive of promoting the product. This method also supports improving the brand reputation and competitiveness as compared to other competitors in the marketplace. Social media provide the opportunity to connect with people at the global level without any kind of restriction and understand their key interests. This kind of practice supports the company in holding the attention of the right customers and enhancing sales. On the other hand, out of the 10 business managers, one of the interviewee has also said that "*Facebook, WhatsApp, Snapchat, Instagram and YouTube are some of the channels used by the company*". The company is making use of Facebook, Instagram and WhatsApp to target customers at the global level and learn about their actual needs and demands. Channels such as Facebook help to connect with a wider audience, and features of communication allow positive interactions.

4.2.2 How social media help a company to transform its operations?

SM helps the company in multiple ways, such as reaching the target audience, developing awareness related to the brand and driving traffic to the websites. However, through the interview analysis, it has been found that one of the interviewee has reacted that "*Social media help to transform the operation by building the customer loyalty and opening the multiple areas*

for the investment". From this statement, it has been resolute that SM plays a very important part in the company because by building customer loyalty, the brand can ensure a higher level of productivity, which has a direct influence on the overall operational process. The company operation is transformed through social media as it helps to collect feedback, opinion and suggestions from the customer, and accordingly, the businesses implements the change and transform the overall operation process (Wibowo, *et al.* 2020).

In addition to this, SM is likewise assisting the company in gaining in-depth insight and making variations in the product and service as per the demand of the market. It has been stated by another interviewee that "*If the feedback or the suggestion of the customers are not considered, then it might have a negative influence on brand profit as well as its operations*." Through this, it can be evaluated that feedback or suggestions from social media are fundamental to consider, as it mainly deliberate on making the changes as per market demand and ensures positive growth in a complex business environment.

4.2.3 Why is there a need to involve social media in the identification of consumer behaviour?

Social media needs to be involved in the identification of consumer behaviour because this platform helps to make better decisions and improve the service quality for the customers (Ebrahim, 2020). It has also been noted that SM is a dynamic foundation of social proof, which is also a vital consideration while making decisions related to purchases. Out of a total number of interviewee, one reacted, "*Social media help the company to gain customer trust and influence their behaviour toward products and services*".

From this, it can be evaluated that social media needs to be improved because it allows the business to gain the trust of the customers by making regular interactions with them in the ways of chats or new deals. This kind of practice is generally important for the business as it allows an understanding of the actual need of customers and their behaviour toward the brand and its services. The other interviewee said, "*By monitoring the social media conversation about the brand, the business can learn about what customers actually like and dislike*". This also emphasises that there is a need to involve social media in the identification of customer behaviour because it results in understanding the perspective and needs and ensures continuous improvement of the company's services and goods.

4.2.4 How does social media impact business in both a positive and negative manner?

Social media influence the business in both positive and negative manner; in the circumstance of positive impact, social media helps the company to enhance brand awareness, and it allows it to connect with a larger audience. According to Zollo, *et al.* (2020), the key motivation behind the usage of social media is to hold attention of target customers and make sure that they are highly satisfied with services.

The interviewee in the interview also reacted that "*Social media impacts the business in a negative manner by making the contribution to fake news related to brand reputation or its services.*" From this, it has been understood that due to a lack of proper management of social media accounts, businesses might undergo hate in the way of separating the fake news and so on. This kind of practice might have a direct impact on business growth and development. Jacobson, *et al.* (2020) has stated that SM can be considered the key to success for companies because it enables them to make a direct bond and stronger relationship with the ideas customers. The interviewee has stated that "*The positive impact of social media on the business is it supports sharing the required information with customers, which helps them to feel more valuable and provide a personalized experience to them*". This also indicates that social media help the company to exchange the required detail and make sure their customer feel valuable. The reason for that is when the customer is valued, and then in that case, they are more likely to engage with the brand for longer terms and improve competitiveness.

4.2.5 How does social media impact consumer behaviour and the decision-making process?

Social media influence customers by understanding their behaviour toward the brand products or services, and this results in influencing their purchase decision. From the interview analysis, it has been identified that one of the interviewee has said that "*Consumer behaviour can easily be influenced by the attractive and innovative content.*" From this statement, it has been found that if the brand is more toward introducing engaging and attractive content, then there are possibilities that it might impact consumer behaviour and the decision-making process. For instance, the customers make the decision by learning about the brands and their product quality. Thus, in that case, social media enables the customer to get access to such information and change their behaviour toward the company product and services. Cheung, *et al.* (2020) has said that if the customers are not highly satisfied with the business, then in that case, it might have a direct influence on the brand sales as well as profitability.

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With this, one of the interviewee has also reacted that "*Motivation factors has the major impact on the decision-making process of customers*." SM supports the company to develop content which motivates the customers to purchase it. This can be only supported if the customer gets the personalized experience. Thus, social media helps the company to provide customers with personalized services and motivates them to make regular purchases of the brand products. It has been critically stated by Cheung, *et al.* (2019) that not only consumer behaviour but social media also impacted the decision-making process.

4.2.6 How your company is using different social media channels in identifying consumer behaviour?

The company is making use of different social media channels like Instagram, Facebook, Twitter and WhatsApp to identify the behaviour of the customers. As per Chen, and Lin, (2019) views, the different channels allow the business to understand the actual demand and introduce the product as per the need of the situation. However, in the interview analysis, one of the interviewee reacted that "*Instagram algorithm allows understanding customer interest* '. From this statement, Instagram has a direct impact on customer behaviour because it supports innovative and unique content which directly engages the customer according to their preferences. An algorithm enables the business to learn about the pattern of purchasing, and this kind of practice mainly results in identifying the behaviour of the consumers. It has been critically stated by Dwivedi, *et al.* (2021) that Facebook also helps to identify consumer behaviour from social influence. Another interviewee responded that "*Facebook platform encourages sharing the opinions, experiences and suggestion for further improvements*." Thus, it has been determined that with the use of social media platforms like Facebook, the selected organization is learning about the experiences and suggestions of customers and introducing products accordingly, which has a direct impact on consumer behaviour.

4.2.7 Why is social media important to improve customer experience in the current business scenario?

In the current business scenario, SM plays an important role in improving the experiences of customers due to the fact that it helps to understand ongoing trends and engage new customers accordingly. Shareef, *et al.* (2019) has said that social media is one of the quickest ways to get connected with customers and build long-term connections. The interviewee responded, "*Social media is vital because it enhances the market reach and reduces the overall cost of marketing*."

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This emphasized that social media is important because it better reaches customers and makes them feel respected and valuable in the current business scenario. It has been opposed by Di Domenico, *et al.* (2021) that there are possibilities that the brand might have selected the wrong channel for promotion and increasing reach to customers. As per the interviewee, "*Social media is important as it offers customers a reliable and convenient manner to get in touch with the company.*" Thus, in current times, social media plays a very important role because it supports the company in offering customers quick and helpful replies, which also improves loyalty and satisfaction. Some of the benefits that are associated with the use of social media are it tends to boost brand awareness, increase revenues, improve SEO and also better the services for the customers.

4.2.8 What strategies are your businesses adapting effectively to utilise social media marketing?

It is quite fundamental for the business to adopt and implement several strategies for making effective use of social media marketing because it improves the business function and services for the customers in the complex business environment (Jin, Muqaddam, and Ryu, 2019). With this, in the interview analysis, one of the interviewee stated that "*Setting SMART goal can be one of effective way for the utilization of the social media marketing*". By setting the smart goal, the company and management can learn and understand the measurable outcomes. This can result in achieving the marketing goals in a more consistent and reliable manner. The interviewee also responded that, "*Foster transparency can also be one of the effective strategies for businesses to adopt social media marketing in a more effective manner.*" The rationale for that is by fostering transparency, the company can ensure clear communication with customers. The transparency mainly resulted in building trust with the customer and also providing them with the required information that also contributed to an effective decision-making process. Transparency can also outcome in making a stronger bond with customers, supporting better sales and improving brand image in complex business environments.

4.3 Conclusion

From the above, it can be concluded that social media has been used within the business with the aim of targeting potential customers and engaging them for a longer period of time. However, from the above, it can also be concluded that the company is making use of Facebook, Instagram and WhatsApp to target customers at the global level and learn about their actual needs and

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demands. The company's operation is transformed through social media as it helps to collect feedback, opinions and suggestions from the customer. It has also been summarized that the key motivation behind the use of social media is to hold the attention of target customers and make sure that they are highly satisfied with their services. It is also concluded that social media enable the customer to get access to information and change their behaviour toward the company's product.

Chapter 5: Conclusion and Recommendations

5.1 Conclusion

Social media could be defined as a means of communication among people in which they are more capable of sharing, exchanging and developing new ideas in the network. Businesses make use of SM to share details about their services to customers as well as promote their products at the global level.

All the objective of the study has been achieved fruitfully, as the very first objective of the study was to examine the negative and the positive effect of social media on business. However, it can be concluded that social media have both positive and negative impacts on the business. The reason for that is social media is a significant innovation that changes the method of communication and improves the engagement of the customers. Social media allow the business to make an expressive bond with the target consumers and ensure the continuous growth of the company. However, the negative impact of social media includes the concern of bullying the customer and hacking of the data that might affect the overall satisfaction of the customers. It has also been analysed that the positive effect of social media is that it supports sharing the compulsory evidence with customers, which helps them to feel more valuable and provides a personalized experience to them. This kind of practice motivated the customer to stay engaged with the brand for the long term, which also contributed to higher profitability. But, social media also has a negative impact on the brand. It might support fake news, which has a direct impact on the satisfaction of the target customers. Through this, it can also be determined that the use of social media include the positive and negative aspect related to the brand growth.

On the other hand, the second objective of the study was to analyse the influence on consumer behaviour and the decision-making process. However, it can be concluded that social media has a major influence on consumer behaviour and the decision-making process. Social media motivate consumers to make the purchase decision related to specific products. Social media also allows customers to explore more and make the right decisions. It has also been determined that social media has a major influence on customer behaviour, as from this, customers are able to gather all the required details and better their decision-making process. It has also been analyzed and evaluated that algorithm also assist the consumer in viewing the content in which they are more interested, and this kind of activity in terms of the business improve consumer behaviour

and their decision-making process. It has also been determined that Motivation factors have a major impact on the decision-making process of customers. This is because this allows the brand to create the motive for the customers to make the decision of the purchase related to the particular brand. This kind of activity helps customer feels more valuable to the brands and ensures a longer-term connection.

In addition to this, the third objective of the study was to identify effective management with strategies to leverage social media to improve brand visibility and customer engagement. However, it can also be concluded that working with different strategies helps the company control the process and achieve the desired goals of marketing. It has also been analysed and evaluated that effective management strategies for the business is to develop the proper schedule for the posting of the content on the channel, which contributes to targeting the customers in a better manner. Along with this, for effective management of the strategy, the use of software such as Social Pilot and others like HootSuite can be done. This is because it provided the automated posting as per the content calendar. This kind of practice makes it easier for the marketing team to not engage in the manual uploading of the different posts. Another way which can be considered to leverage social media to improve brand visibility and customer engagement is to focus on the organically growing social media reach. This practice supports interaction with the influencers as well as their followers. It has also been identified that influencer marketing is one of the ways in which brand visibility can be promoted.

5.2 Recommendations

Some of the ways are recommended below in which the use of social media channels can be improved within the company.

- It can be recommended that for improving the use of the social media channel, the company can look forward to understanding the current trends in the market. This can help the marketing team to develop the content strategy as per the demand and hold the attention of the target customers (Lina, and Setiyanto, 2021).

- It can also be recommended that supporting social causes can also be considered as one of the ways in which the social media channel used can be improved within the business. This can help the company to raise awareness related to its action. It has also been noted

that when brands lean toward social concern, then, in that case, the customers are more likely to be engaged with them.

- It can also be recommended that the brand focus on online surveys; this way, it can help the customers to express their viewpoint related to services and the goods of the company. Through the online survey, the brand can make the change in its marketing function accordingly and also make sure that organizational goals and objectives related to marketing are achieved successfully (Zollo, *et al.* 2020).

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Appendix

1. Interview questions

1. How is social media been used within your company and what are the channels used?

2. How social media helps company to transform its operations?

3. Why there is need to involve social media into the identification of consumer behaviour?

4. How social media impacts business in both positive and negative manner?

5. How social media impact the consumer behaviour and decision making process?

6. How your company is using different social media channels in identifying the consumer behaviour?

7. Why social media is important to improve customer experience in current business scenario?

8. What strategies are your businesses adapting effectively to utilise social media marketing?