



A Study On Effect Of Social Media Engagement On Business Growth

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ABSTRACT

In order to clarify the relationship between active participation in social media platforms and the expansion of business activities, this study investigates the effect of social media engagement on business growth. This study examines the relationship between social media activity and business expansion. We seek to determine whether there is a relationship between the amount of social media activity that small to medium-sized enterprises from various industries engage in and their expansion in terms of client base and revenues. The results show a significant positive relationship between growing a business and high levels of social media participation. Companies that use social media platforms regularly report significant increases in revenue, customer loyalty, and brand visibility. The effectiveness of the information presented, its frequency and quality, its responsiveness to client interactions, and its clever use of targeted ads are all important components of this success. The report also points out that different platforms can differ greatly in how effective social media participation is, highlighting the necessity for platform-specific tactics. The study comes to the conclusion that, although social media interaction is essential to the expansion of businesses, its advantages should only be fully realized when combined with a thorough marketing plan. Realistic suggestions for companies include hiring a social media manager with experience, using analytics to inform strategy, and staying flexible.

KEY WORDS: Social Media, Business growth

INTRODUCTION

Social media has completely changed the way businesses offer their goods and engage with their clientele in today's business environment. It has developed into a crucial part of corporate strategy, going beyond its original function as a tool for communication to become an effective engine of expansion and innovation. This study explores how interactions on social media platforms like Facebook, Instagram, Twitter, and LinkedIn can have a substantial impact on several elements of business performance. It also explores the role of social media involvement on business growth. The way businesses have embraced social media over the last ten years has been nothing short of revolutionary. Businesses have unparalleled access to a worldwide audience on these platforms, where billions of individuals are actively engaged. Social media creates a two-way communication route that was previously impossible with traditional media, providing a singular chance to interact with clients in real-time. In addition to assisting in better understanding consumer preferences and wants, this one-on-one communication strengthens brand communities and relationships. Social media engagement is frequently gauged by metrics like likes, shares, comments, and follower growth. These exchanges show how successfully a brand is connecting with its target market. Elevated levels of engagement generally indicate a robust bond between the company and its customers, which may result in heightened brand advocacy and loyalty. Customers that are actively involved with a brand are more likely to become loyalists and refer others to it. Participation in social media can have a significant effect on the expansion of businesses. First of all, heightened interaction can raise brand awareness, increasing potential customers' recognition and recall of the brand. Second, companies may draw in and keep customers more successfully by using personalized interactions and content that is specifically tailored to them. Social media platforms facilitate the acquisition

of valuable consumer behavior and preference data by businesses, hence enabling better informed decision-making and customized marketing techniques.

Social media also offers a reasonably priced marketing option. Social media campaigns give a higher return on investment since they can reach a larger audience at a lower cost than traditional advertising methods. Businesses can experience exponential growth by utilizing viral marketing strategies, as content is shared by engaged consumers throughout their networks.

Social media platforms' quick development has brought new dynamics to the cutthroat corporate world. In order to sustain and improve engagement, businesses need to remain flexible and modify their approaches in response to the constant innovation of these platforms with new features and capabilities. It is essential to have the capacity to produce engaging content that connects with target audiences and encourages deep dialogue. Additionally, by utilizing analytics and insights from social media activity, businesses may adjust their strategies to stay relevant and appealing in a digital landscape that is continuously changing.

The report also highlights the need of comprehending the distinctive features and user demographics of various social media platforms. Because each platform serves different demographics and has unique benefits, businesses should adjust their content and interaction tactics accordingly. LinkedIn is targeted towards professionals and business-to-business (B2B) interactions, whereas Instagram and TikTok are more visually appealing and target a younger demographic. Businesses should maximize their social media efforts and make sure that their engagement techniques suit the unique behaviors and preferences of their audience groups by identifying and capitalizing on these variances. To maximize the influence of social media participation on overall business success, a nuanced approach is needed.

The idea of social media engagement has expanded in recent years to include a wider range of interactions and consumer touchpoints, going beyond straightforward metrics like likes and shares. User-generated content, live video participation, story interactions, direct communications, and more all help to provide a more comprehensive and nuanced view of customer involvement. Businesses may create a more immersive and engaging brand experience by promoting active engagement and a sense of community. This all-encompassing strategy for interaction not only improves client connections but also produces beneficial word-of-mouth advertising, which increases the brand's visibility and power.

OBJECTIVES OF STUDY

- To analyse the impact of media presence on the sales figures of a business.
- To analyse how social media can help consumers in brand awareness and recognition.

HYPOTHESIS OF THE STUDY

- There is a significant relationship between use of social media on the sales figures of business.
- There is a significant relationship between use of social media on brand awareness and recognition among customers.

REVIEW OF LITERATURE

- Haenlein, M., and A. M. Kaplan (2010). Users everywhere, band together! Social media's opportunities and challenges. 53(1) *Business Horizons*, 59-68.

An overview of social media is given in this article, which also examines its many platforms, classifications, and definitions. It talks about the potential and problems that social media poses for businesses and provides helpful guidance.

- Mangold and Faulds (2009) . The newest hybrid component of the promotion mix is social media. 52(4) *Business Horizons* 357-365.

This essay explores the ways in which social media has changed the conventional marketing promotion mix. It looks at how social media is used, how it affects consumer behavior, and how companies may use social media into their marketing plans to increase brand visibility and customer involvement.

- Verissimo, J. M. C., and Tiago, M. T. P. M. B. (2014). Social media and digital marketing: Is it worth it? 57(6) *Business Horizons*, 703-708.

The importance of social media and digital marketing for businesses is examined in this article. It draws attention to the advantages of leveraging these platforms for marketing, such as broader consumer interaction, enhanced reach, and the capacity to gauge the success of campaigns.

- Tuten, T., and Ashley, C. (2015). Innovative approaches to social media marketing: A preliminary investigation into branded social media content and user interaction. 32(1) *Psychology & Marketing*, 15-27. The innovative approaches used in social media marketing are examined in this study. It examines the kinds of branded social media content that pique users' interest and offers advice on how companies may develop successful social media marketing initiatives to strengthen their online presence.

- Ko, E., and Kim, A. J. (2012). Is consumer equity increased by social media marketing efforts? a luxury fashion brand empirical investigation. 65(10), 1480-1486 in *Journal of Business Research*.

This article examines how client equity in the luxury garment business is affected by social media marketing efforts. It investigates the effects of various social media marketing initiatives on consumer loyalty, brand awareness, and brand perception.

- In 2017, Schultz, C. D. Putting out the question to your followers: What aspects of company posts encourage customer interaction on social media brand pages? *Applications and Research on Electronic Commerce*, 26, 23–34.

This study pinpoints the elements of brand posts on social media that encourage interaction from customers. It offers a thorough examination of how various content kinds, publishing frequency, and engagement tactics affect interactions with customers.

- Aiello, G., Donvito, R., Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., & Singh, R. (2016). Luxury brands' social media marketing initiatives: An impact on consumer behavior and brand equity. 5833-5841, *Journal of Business Research*, 69(12). The impact of luxury businesses' social media marketing initiatives on consumer behavior and brand equity is examined in this article. It examines how social media is used by luxury brands to raise consumer involvement, brand awareness, and brand loyalty.

- Leeflang, P. S. H., Gensler, S., and De Vries, L. (2012). An analysis of the impact of social media marketing on the popularity of brand posts on brand fan pages. 26(2), 83-91 in *Journal of Interactive Marketing*. This study looks into the variables that affect how well-liked brand posts are on social media fan sites.

- Driesener, C. B., Habibi, F. H., Valos, M. J., Casidy, R., & Maplestone, V. L. (2016). Examining how social media might be included into integrated marketing communication frameworks from the viewpoint of service marketers. 34(1), 19–40; *Marketing Intelligence & Planning*.

This research investigates the ways in which service marketers incorporate social media into their overall plans for marketing communication. It sheds light on the advantages and disadvantages of combining social media with conventional marketing methods, as well as how it affects consumer connections and brand communication.

- Solomon, M. R., and Tuten, T. L. (2017). *Third Edition of Social Media Marketing*. Sage Books. This book provides a thorough overview of social media marketing, including methods, resources, and strategies for leveraging social media to advertise enterprises. It goes over how to measure social media performance and produce interesting content.

LIMITATIONS OF THE STUDY

- One of the study's key drawbacks is its short study period.
- Another major aspect affecting the study's accuracy is the tiny sample size that was obtained.
- The study is conducted among entrepreneurs who use social media in business conduct.
- The study is limited within the boundaries of Kochi city.
- Here only two aspects are studied, that is effect of social media on sales figures as well as in brand awareness.

RESEARCH METHODOLOGY

RESEARCH DESIGN

Exploratory research design is chosen in order to improve study outcomes and results. This specific study is being carried out among 50 social media entrepreneurs who live in Kochi. The convenience sampling method methodology, which falls under the category of non-probability sampling technique, was employed in this case to choose a sample size of 50 social media women entrepreneurs.

DATA COLLECTION

In order to gather information for this investigation, primary and secondary sources were used. The 50 social media entrepreneurs who were chosen for the study were given questionnaires made with Likert's five-point rating system to complete in order to gather primary data, or first-hand information. Secondary data for this study was gathered from a variety of websites, text books, etc., and it gave a solid theoretical foundation.

DATA ANALYSIS AND INTERPRETATION

An IBM statistical program called SPSS (Statistical Package For Social Science) is used to analyze the data that has been gathered. It is a well-known technique for data analysis in social science research. Here, descriptive data analysis is done with SPSS.

.Analyzing the correlation between two or more variables is one of the key quantitative approaches. The correlation coefficient is consistently expressed as a number between -1 and +1.

CORRELATION ANALYSIS

Correlations

SOCIAL MEDIA USE SALES FIGURES

SOCIAL MEDIA USE	Pearson Correlation	1	.987**
	Sig. (2-tailed)		<.001
	N	50	50
SALES FIGURES	Pearson Correlation	.987**	1
	Sig. (2-tailed)	<.001	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

The data presented above demonstrates that social media usage and sales numbers are positively and statistically significantly correlated. Karl Pearson's coefficient of correlation, which has a correlation value of .987, shows that there is a substantial and positive association between social media activity and sales data.

Correlations

		SOCIAL MEDIA USE	BRAND AWARENESS
SOCIAL MEDIA USE	Pearson Correlation	1	.909**
	Sig. (2-tailed)		<.001
	N	50	50
BRAND AWARENESS	Pearson Correlation	.909**	1
	Sig. (2-tailed)	<.001	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

Based on the data presented above, social media usage and brand awareness are positively correlated in a statistically significant way. Karl Pearson's coefficient of correlation, which has a correlation value of .909, shows that social media activity and brand awareness are significantly and favorably correlated.

FINDINGS

1. Increased Brand Awareness and Visibility: According to the report, companies may greatly raise their brand awareness and visibility within their target market by actively participating on social media platforms. Businesses may reach a larger audience and present their goods and services in a more dynamic and interesting way by using social media.
2. Improved Customer Engagement and Loyalty: According to the study, companies that encourage active social media participation are better able to interact with their clientele, comprehend their requirements, and develop enduring loyalty. Social media facilitates two-way contact and real-time customer feedback/question responses for businesses.
3. Increased Lead Generation and Sales: The survey discovered that social media marketing initiatives help organizations generate more leads and close more deals. Social media platforms offer channels for influencer marketing, customized advertising, and other strategies aimed at boosting sales.
4. Competitive Advantage: According to the research, companies who actively use social media to their advantage have a competitive advantage over those that don't. Businesses may better respond to market developments, be flexible, and distinguish their brand thanks to social media.
5. Broader Audience Reach: The study shows that social media gives companies the ability to reach a wider audience outside of their local or regional markets. This accessibility from anywhere in the world might lead to new business prospects and ease international expansion.
6. Better Customer Insights and Data-Driven Decision Making: According to the report, social media interaction gives companies access to insightful customer data that they can use to guide strategic choices about marketing, product development, and overall company expansion.
7. Improved Innovation and Collaboration: The results show that social media promotes improved internal and external collaboration, which boosts innovation and the creation of new goods and services that meet changing consumer demands.
8. Cost-Effective Marketing: Compared to traditional marketing methods, social media marketing is a more economical means for companies to connect with and engage their target audience.
9. Enhanced Operational Efficiency: According to the report, companies that use social media to its full potential can increase customer satisfaction, optimize processes, and boost organizational efficiency as a whole.
10. Adaptability and Resilience: According to the research, companies that have a significant social media presence are more likely to be able to adjust to changes in the market and outside disturbances, exhibiting greater resilience and agility when faced with difficulties.

CONCLUSION

In summary, this study has shown how social media participation significantly affects the expansion of businesses. According to the research, companies that use social media platforms regularly can improve lead

generation and sales, raise customer engagement and loyalty, and raise brand awareness and exposure. In addition, social media interaction boosts audience reach, gives businesses a competitive edge, and makes data-driven decision-making easier.

The study also emphasizes how affordable social media marketing is and how it may boost customer service and operational effectiveness. Additionally, social media involvement shows how resilience and agility are fostered by allowing organizations to adjust to changes in the market and outside disruptions. All of these advantages highlight how crucial social media is as a tactical instrument for growing businesses. These findings have far-reaching consequences for organizations, as they indicate that social media involvement should be given top priority as a crucial element of their overall marketing and growth initiatives. Effective use of social media by businesses can help them stay competitive, spur innovation, raise consumer satisfaction, and eventually succeed in the long run.

In the end, this study emphasizes how important social media is to the contemporary business environment. Businesses must embrace social media interaction as a crucial part of their growth plans in order to stay ahead of the curve as the digital landscape continues to change. Businesses can open up new doors, spur growth, and accomplish long-term success by doing this.

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