



EVALUATING THE IMPACT OF SOCIAL MEDIA ON BUSINESS PERFORMANCE

Abhay Saxena

RESEARCH SCHOLAR

abhay.saxena15@gmail.com

Dr. Bhaskar Nalla

Associate Professor

Faculty of Management Studies and Economics

P.K. University, Shivpuri- Madhya Pradesh

DECLARATION: I AS AN AUTHOR OF THIS PAPER /ARTICLE, HERE BY DECLARE THAT THE PAPER SUBMITTED BY ME FOR PUBLICATION IN THE JOURNAL IS COMPLETELY MY OWN GENUINE PAPER. IF ANY ISSUE REGARDING COPYRIGHT/PATENT/OTHER REAL AUTHOR ARISES, THE PUBLISHER WILL NOT BE LEGALLY RESPONSIBLE. IF ANY OF SUCH MATTERS OCCUR PUBLISHER MAY REMOVE MY CONTENT FROM THE JOURNAL WEBSITE. FOR THE REASON OF CONTENT AMENDMENT /OR ANY TECHNICAL ISSUE WITH NO VISIBILITY ON WEBSITE /UPDATES, I HAVE RESUBMITTED THIS PAPER FOR THE PUBLICATION.FOR ANY PUBLICATION MATTERS OR ANY INFORMATION INTENTIONALLY HIDDEN BY ME OR OTHERWISE, I SHALL BE LEGALLY RESPONSIBLE. (COMPLETE DECLARATION OF THE AUTHOR AT THE LAST PAGE OF THIS PAPER/ARTICLE

ABSTRACT

This study looks into how social media affects a number of business outcomes, such as lead generation, website traffic, customer communication, and brand awareness. To determine how social media impacts these factors and the related management issues, a structured survey of firms was used to gather data for a quantitative research methodology. Based on the data, it can be concluded that social media improves consumer communication and website traffic significantly. Specifically, 70.7% of respondents reported improved interaction, and 55% reported higher web visits. Only 35.3% and 5% of respondents, respectively, acknowledged the impact on lead generation and client loyalty, indicating a less pronounced influence. Two of the biggest issues noted are time consumption and the pressure to provide original content, which impact 55% and 35.3% of firms, respectively. In spite of these challenges, social media is still seen by 70.7% of companies as a complete tool for enhancing entire business success, including revenue growth and brand recognition. The report emphasizes that although social media has many advantages, firms need to overcome major managerial obstacles in order to take full advantage of it.

Keywords: Social Media, Business Performance, Customer Communication, Marketing Challenges, Brand Awareness, Return On Investment (Roi), Lead Generation



1. INTRODUCTION

The regular routines of billions of individuals currently include utilizing the Web, social media, versatile applications, and other computerized correspondence innovation. Grown-up Web use, for example, is as of now at 87%, and it is nearer to 100 percent for specific segment gatherings, like people with higher earnings and instructive levels. The up and coming age of mass consumers, the youthful, have correspondingly significant levels. Furthermore, individuals are involving the Web for expanded timeframes. For example, grown-ups in the UK presently spend a normal of 20.5 hours seven days on the web, dramatically increasing over the past decade. A part of this increment is worked with by social media: Facebook alone right now flaunts north of 1 billion everyday dynamic clients, and multiple billion individuals use it internationally. Most organizations have observed that social media is a valuable device for propelling their marketing targets and plans, especially with regards to consumer inclusion, CRM, and correspondences. Social media, for example, can purposely improve two-way contact among organizations and consumers, subsequently encouraging a more noteworthy customer-association relationship. Social media can in any case show content that has been delivered verbally, graphically, or literarily — or by joining text, visual, and verbal substance. Organizations have been energetically anticipating the use of social media in numerous settings to improve various features of their consumer cooperations, including making data recovery simpler, advancing, upgrading client buy conduct, etc. On social media, individuals are posting an ever-increasing number of pictures of themselves. They do this for various reasons, including their situation as consumers, which incorporates exploring things, buying and utilizing them, and offering their encounters to other people. Because of this basic shift, advertisers are utilizing advanced marketing stages all the more habitually. Actually, computerized media will represent almost 33% of overall publicizing spending by 2017. Consumer marketing will subsequently focus on the computerized space proceeding, especially on social media and cell phones. Accordingly, considering and appreciating consumer conduct in the computerized circle is fundamental for consumer research. This has been what is going on throughout the previous decade, and hardships with computerized consumer conduct have been the subject of expanded research. Obviously, more examination is as yet being done and finding as its would prefer into the writing — particularly considering the unique idea of social media and

portable settings where customers interface with organizations and each other. With an end goal to spike extra relevant review, this article plans to give an outline of the latest headways on these points in the psychology and consumer conduct writing.

2. LITERATURE REVIEW

Tajvidi, R., & Karami, A. (2021) offered a fresh viewpoint on how social media use affects SMEs. This research aims to examine the impact of social media on the performance of firms in the Indian hotel industry, with a focus on the mediating function of marketing capabilities. A structural equation modeling approach has been used in this study to analyze the data. A mail overview was utilized to assemble study information from an example of 384 Indian lodgings. The information investigation's discoveries show areas of strength for an ideal relationship between's social media use and business achievement. The outcomes, in any case, showed that the connection between social media use and business execution is well and impressively mediated by marketing abilities, including marking and development.

Dwivedi, Y. K., et.al., (2023) gave a careful assessment of how business-to-business (B2B) associations utilize social media. Social media is a vital part of firms' computerized change. The ongoing review centers around different social media topics, including social media impacts, tools, utilization, reception of social media use and its hindrances, social media strategies, and checking the adequacy of social media use. Through examination, weight investigation, and conversation of the main discoveries from past social media research, this study offers a valuable blend of the relevant writing on social media in a business-to-business setting. The review's determinations can act as a valuable system for social media instruction for the two scholastics and experts.

Castillo López, A., et.al., (2021) One of the most problematic innovations for executing an organization's computerized business change objectives is social systems administration, as per research. Does an organization's social media mastery influence its ability to find and utilize information? How does ability in business examination squeeze into this situation? These are creative exploration issues that they examine both hypothetically and tentatively. As per our recommended concentrate on model, business examination ability plays a positive building up

capability in the impact of social media on information investigation, while social media limit encourages the development of information investigation and information double-dealing. Utilizing PLS course demonstrating on an optional dataset from an example of US ventures, they observationally tried the proposed research model. The observational examination showed that social media capability is decidedly related to both information double-dealing and investigation, however that the relationship is more grounded for information investigation. Still up in the air in the wake of assessing eight other options/contending models and leading a power test. Additionally, the relationship between social media limit and information investigation is decidedly directed by business examination ability. The ideas of social media ability and business examination ability are presented, created, and operationalized in this review, which advances IS research. Moreover, it offers hypothetical help for and experimental proof of the basic job that social media capacity plays in the revelation of new data, while business examination ability assumes a reciprocal part. Likewise, our investigation offers senior chief's various significant action items and proposes intriguing bearings for future IS research.

Syaifullah, J., et.al., (2021) looked to examine the effect of social media marketing on MSMEs' (micro, small, and medium-sized enterprises) execution during the Coronavirus flare-up. Structural Equation Modelling (SEM) in light of Fractional Least Square is the scientific tool utilized in this quantitative exploration strategy. MSMEs that utilization social media for marketing made up the example in this review, which utilized purposive testing as its examining method. WhatsApp, Instagram, and Facebook are the social media stages used. There were 254 MSMEs in the review's example pool. Overviews directed online were used to get information. As per the exploration discoveries, saw utility, similarity, and usability all affect the reception of social media marketing. The review's discoveries show that MSMEs perform better when they utilize social media for marketing, especially with regards to supporting deals, customer relations, efficiency, and imagination. This suggests that MSMEs would perform better the better social media marketing the board is finished. The Cap and UTAUT hypotheses, as well as their ramifications for social media marketing for MSMEs in non-industrial countries adapting to the Coronavirus pandemic, give the hypothetical establishment to this review.

Hanaysha, J. R. (2022) purposed of this study was to investigate what four parts of social media marketing meant for customers' choices to purchase cheap food. It likewise looked to discover whether brand trust goes about as a mediator in their association. A quantitative web-based study was utilized to gather the vital information from customers of different cheap food bistros in the Unified Bedouin Emirates. Following the procurement of the planned responses, AMOS 21 structural equation demonstrating was utilized to inspect the information. The discoveries upheld the significance of brand trust in impacting consumer decision. Most importantly, the outcomes exhibited that intelligence, saw pertinence, and education all decidedly impact buying choices. Notwithstanding, it was found that diversion unimportantly affected purchasing choices. The discoveries additionally shown that the connection between only two attributes of social media marketing — intuitiveness and education — and customer decision to purchase is mediated by brand trust. Considering the scarcity of earlier investigations of this sort led in the Middle Easterner world, this paper hypothetically propels the ongoing writing by looking at the mediating job of brand trust among the four qualities of social media marketing and buy choice with new exact experiences from the Assembled Bedouin Emirates.

3. RESEARCH METHODOLOGY

3.1. Research Design

This study examines how social media affects different business outcomes using a quantitative research design. In order to comprehend how social media affects elements like website traffic, lead generation, and customer communication—as well as to recognize the difficulties businesses encounter in managing social media and the advantages, they believe it offers—descriptive analysis is the main focus.

3.2. Data Collection

A structured survey that was sent to a sample of businesses was used to gather data. The poll gathered comprehensive data on the ways in which social media impacts many business outcomes, such as enhanced customer communication, lead creation, and website traffic. It also evaluated the perceived advantages of social media, such as increased brand exposure and sales, and addressed

the difficulties associated with managing social media, such as content production and time consumption.

3.3. Data Analysis

Frequencies and percentages were determined for every response category in the survey using descriptive statistics. This method made it possible to clearly comprehend how social media affects business outcomes, the main difficulties that companies face, and the advantages that they see. Tables 1 through 3 illustrate the different effects of social media on company outcomes, managerial difficulties, and perceived advantages, respectively.

4. DATA ANALYSIS

The table 1 shows how social media affects different business outcomes. For 70.7% of respondents, customer and audience communication is positively changed, which is the most notable result. Fifty-five percent of firms report higher website traffic, demonstrating the impact of social media on internet visits. 35.3% of organizations are impacted by lead generation and consumer behavior data, demonstrating the importance of these sources for attracting new customers and learning valuable insights. But only 5% of companies say social media has improved customer loyalty, and 20.7% say it has had no effect at all. This implies that social media has a less significant role in lead generation and loyalty development, even while it effectively increases communication and website traffic.

Table 1. Social Media's Effect on Business Results

Impact	Percentage
Increased website traffic	55%
Lead generation	35.30%
Customer and audience communication	70.70%
Data on consumer behavior	35.30%
Customer loyalty	5%
None	20.70%

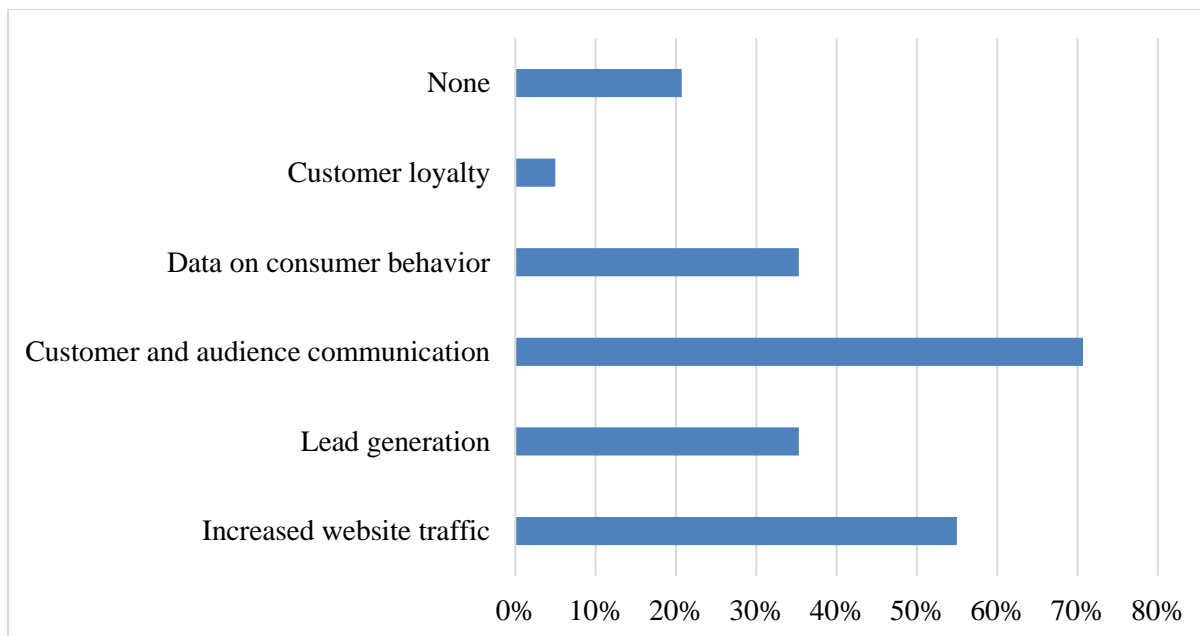


Figure 1: Graphical Representation of Social Media's Effect on Business Results

The information in this table 2 illustrates the many social media management problems that organizations encounter. The pressure to consistently produce original content is the biggest obstacle, according to 55% of respondents. Another significant problem that affects 35.3% of firms is time consumption. Additional obstacles that affect 20.7% of organizations include poor press, unfavorable comments, and trouble tracking return on investment. Furthermore, 20.7% of participants mentioned no notable difficulties. Overall, the results indicate that while time management and content development are major difficulties, a significant number of organizations also struggle with issues linked to public perception and return on investment measurement.

Table 2. The Difficulties of Managing Social Media

Challenge	Percentage
Bad publicity	20.70%
Negative feedback	20.70%
Pressure of constantly creating unique content	55.00%

Time consuming	35.30%
Hard to track ROI	20.70%
None	20.70%

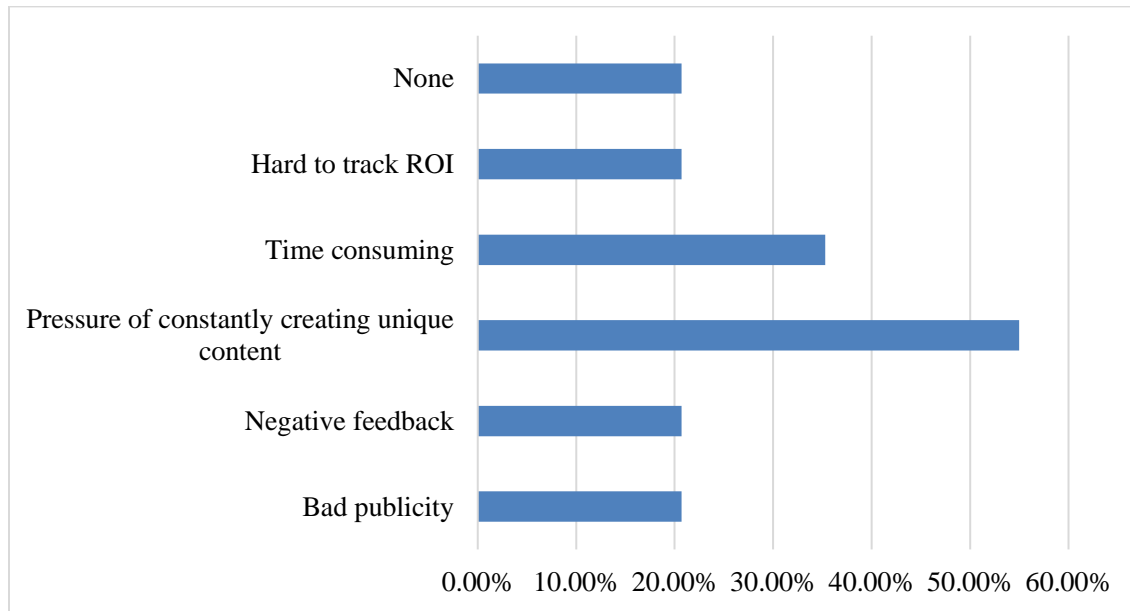


Figure 2: Graphical Representation of the Difficulties of Managing Social Media

The respondents' perceptions on social media's advantages for businesses are displayed in the table 3. Significantly, 55% of respondents think social media most successfully boosts revenue, while 35.30% agree that it's good for fostering customer relationships and raising brand awareness. Interestingly, 70.70% of respondents say social media helps with all of these advantages together. On the other hand, 20.70% of respondents do not believe that social media offers any advantages, suggesting that a minority of people do not think social media can improve their organization. Most people see social media as an all-inclusive tool that can improve many facets of business performance.

Table 3. Businesses' Benefits from Social Media

Benefit	Percentage
Increase brand awareness	35.30%
Increase sales	55.00%
Build customer relationship	35.30%
All of the above	70.70%
None	20.70%

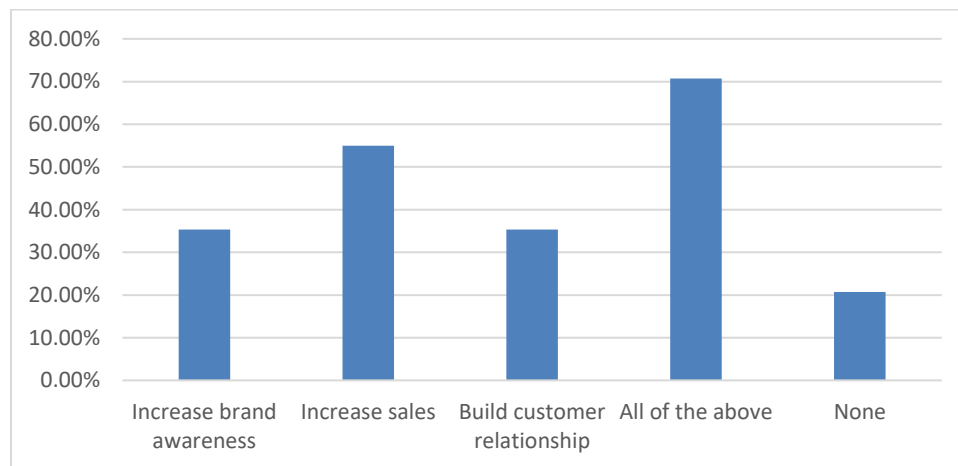


Figure 3: Graphical Representation of Businesses' Benefits from Social Media

5. CONCLUSION

The study emphasizes the complex effects of social media on company results, showing that although social media greatly improves website traffic and customer communication, its influence on lead creation and customer loyalty is less noticeable. The vast majority of companies believe social media is good for boosting sales and building brand awareness, and many see it as an all-around tool that improves many facets of company performance. On the other hand, difficulties with public perception and monitoring return on investment are common, as is the demand to provide fresh material and time consumption. In summary, the study highlights that although social media presents notable benefits in relation to exposure and engagement, companies must overcome considerable management obstacles in order to fully realize the potential of social media.

REFERENCES

1. Tümer, M., Aghaei, I., Öney, E., & Eddine, Y. N. (2019). *The impact of traditional and social media marketing on customers' brand trust and purchase intentions in the Turkish airline market. Journal of Research in Emerging Markets, 1*(4), 55-68.
2. Iankova, S., Davies, I., Archer-Brown, C., Marder, B., & Yau, A. (2019). *A comparison of social media marketing between B2B, B2C and mixed business models. Industrial Marketing Management, 81*, 169-179.
3. Walter, N., Brooks, J. J., Saucier, C. J., & Suresh, S. (2021). *Evaluating the impact of attempts to correct health misinformation on social media: A meta-analysis. Health communication, 36*(13), 1776-1784.
4. Tajvidi, R., & Karami, A. (2021). *The effect of social media on firm performance. Computers in Human Behavior, 115*, 105174.
5. Dwivedi, Y. K., Ismagilova, E., Rana, N. P., & Raman, R. (2023). *Social media adoption, usage and impact in business-to-business (B2B) context: A state-of-the-art literature review. Information Systems Frontiers, 1-23*.
6. Castillo López, A., Llorens Montes, F. J., & Braojos Gómez, J. (2021, September). *Impact of social media on the firm's knowledge exploration and knowledge exploitation: The role of business analytics talent. Association for Information Systems*.
7. Syaifullah, J., Syaifudin, M., Sukendar, M. U., & Junaedi, J. (2021). *Social media marketing and business performance of MSMEs during the COVID-19 pandemic. The Journal of Asian Finance, Economics and Business, 8*(2), 523-531.
8. Hanaysha, J. R. (2022). *Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. International Journal of Information Management Data Insights, 2*(2), 100102.
9. Muninger, M. I., Hammedi, W., & Mahr, D. (2019). *The value of social media for innovation: A capability perspective. Journal of Business Research, 95*, 116-127.
10. Dabbous, A., & Barakat, K. A. (2020). *Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. Journal of retailing and consumer services, 53*, 101966.

11. Hollebeek, L. D. (2019). *Developing business customer engagement through social media engagement-platforms: An integrative SD logic/RBV-informed model. Industrial Marketing Management*, 81, 89-98.
12. Chen, S. C., & Lin, C. P. (2019). *Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. Technological forecasting and social change*, 140, 22-32.
13. Pop, R. A., Săplăcan, Z., Dabija, D. C., & Alt, M. A. (2022). *The impact of social media influencers on travel decisions: The role of trust in consumer decision journey. Current Issues in Tourism*, 25(5), 823-843.
14. Wu, Q., Yan, D., & Umair, M. (2023). *Assessing the role of competitive intelligence and practices of dynamic capabilities in business accommodation of SMEs. Economic Analysis and Policy*, 77, 1103-1114.
15. Ghasemaghaei, M., & Calic, G. (2020). *Assessing the impact of big data on firm innovation performance: Big data is not always better data. Journal of business research*, 108, 147-162.

Author's Declaration

I as an author of the above research paper/article, here by, declare that the content of this paper is prepared by me and if any person having copyright issue or patent or anything otherwise related to the content, I shall always be legally responsible for any issue. For the reason of invisibility of my research paper on the website /amendments /updates, I have resubmitted my paper for publication on the same date. If any data or information given by me is not correct, I shall always be legally responsible. With my whole responsibility legally and formally have intimated the publisher (Publisher) that my paper has been checked by my guide (if any) or expert to make it sure that paper is technically right and there is no unaccepted plagiarism and hentriacontane is genuinely mine. If any issue arises related to Plagiarism/ Guide Name/ Educational Qualification /Designation /Address of my university/ college/institution/ Structure or Formatting/ Resubmission /Submission /Copyright /Patent /Submission for any higher degree or Job/Primary Data/Secondary Data Issues. I will be solely/entirely responsible for any legal issues. I have been informed that the most of the data from the website is invisible or shuffled or vanished from the database due to some technical fault or hacking and therefore the process of resubmission is there for the scholars/students who finds trouble in getting their



paper on the website. At the time of resubmission of my paper I take all the legal and formal responsibilities, If I hide or do not submit the copy of my original documents (Andhra/Driving License/Any Identity Proof and Photo) in spite of demand from the publisher then my paper maybe rejected or removed from the website anytime and may not be consider for verification. I accept the fact that as the content of this paper and the resubmission legal responsibilities and reasons are only mine then the Publisher (Airo International Journal/Airo National Research Journal) is never responsible. I also declare that if publisher finds Any complication or error or anything hidden or implemented otherwise, my paper maybe removed from the website or the watermark of remark/actuality maybe mentioned on my paper. Even if anything is found illegal publisher may also take legal action against me.

Abhay Saxena

Dr. Bhaskar Nalla
