

A STUDY ON THE USAGE OF SOCIAL MEDIA PLATFORMS BY SMALL BUSINESS FIRMS TO BUILD A BRAND AND CREATE AWARENESS

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

S. V. MULLAINAYAKI

Register No. 39410128



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

April - 2021



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Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600 119
www.sathyabama.ac.in**

SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **S.V.MULLAINAYAKI (39410128)** who have done the project entitled **“A study on the usage of social media platforms by small business firms to build a brand and create awareness”** under my supervision from January 2021 to March 2021.

Dr. TR. KALAI LAKSHMI, M.A., M.B.A., M.Phil., Ph.D.,
Internal Guide

Dr. BHUVANESWARI G.
Dean – School of Business Administration

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I, **S. V. MULLAINAYAKI (Register No. 39410128)**, hereby declare that the Project Report entitled **“A study on the usage of social media platforms by small business firms to build a brand and create awareness”** done by me under the guidance of **Dr. TR. KALAI LAKSHMI M.A., M.B.A., M.Phil., Ph.D.**, is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

S. V. MULLAINAYAKI

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ABSTRACT

Businesses are well known for experimenting several marketing strategies to enhance their brand awareness among their customers, to promote their products and services, to generate sales and leads, to attract new customers, and to retain the regular customers, etc. In recent years, social media has emerged as an interesting opportunity for businesses to use it as an advertising platform for their business promotions, developing a brand awareness, educating masses about their products and their features. Social media networks like Facebook, Instagram, LinkedIn and Twitter have become strategic components of marketing. Social media platforms have proved a boon especially for startups and small business firms having restricted budgets for marketing. Despite easy accessibility of social media platforms, startups fail to maximize their potential in favor of their businesses. The study shows that social media networks can provide a long-term growth to startups, Small and medium business firms.

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LIST OF ABBREVIATIONS

ROI	Return on Investment
BRIC	Brazil, India, Russia And China
FGC	Firm Generated Content
e-WOM	Electronic Word of Mouth Communication
SME	Small and Medium Enterprise
SPSS	Statistical Package for the Social Sciences
KPI	Key Performance Indicator
SMM	Social Media Marketing
B2B	Business to Business
B2C	Business to Customers
C2B	Customers to Business
C2C	Customers to Customers

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CHAPTER 1

INTRODUCTION

1.1. INTRODUCTION

Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more.

Billions of people around the world use social media to share information and make connections. On a personal level, social media allows you to communicate with friends and family, learn new things, develop your interests, and be entertained. On a professional level, you can use social media to broaden your knowledge in a particular field and build your professional network by connecting with other professionals in your industry. At the company level, social media allows you to have a conversation with your audience, gain customer feedback, and elevate your brand.

1.2. INDUSTRY PROFILE

In the global advertising and marketing consultancy industry, part of the much broader business services sector, operations management represents the leading segment, accounting for close to 30% of the overall market. The Americas holds over 50% of total market share.

The rapid expansion of the global social media sphere has been changing the landscape of the marketing industry over recent years. Industry players are eager to avail of social media as a marketing channel to take advantage of access to an almost limitless potential customer base. The medium also allows companies to gather information vital to product development, gain insight into customer motivation, better understand the purchasing process and facilitate consumer feedback.

1.2.1. Marketing Industry Key Market Segments

Social media marketing is highly effective due to its scope and capacity to engage consumers. Data monitor estimates close to 40% of consumers would be interested in receiving product information through social media channels. Inbound marketing engages the consumer more, encouraging them to research companies and products of their own initiative. Obstacles to social media within the financial services industry concern regulation and ROI. The latter is a problem that can be solved through best practice guidelines and proper regulation through this medium.

Social media platforms such as Twitter, YouTube and Facebook are proving to be increasingly attractive marketing channels for the pharmaceuticals industry. According to research from Markets and Markets, pharmaceutical companies use these platforms not only for retailing purposes, but also to strengthen consumer relationships and streamline brand management using market intelligence gleaned by examining user-generated content.

The rise of social media across the BRIC countries (Brazil, India, Russia and China) makes it an ideal channel for marketing. BRIC data notes companies are increasingly incorporating social media into their selling strategies. Social media marketing is used to develop products for specific consumer groups, survey brand image perception and launch new products on the market. Accessing customers through social media can prove difficult due to industry fragmentation, underdeveloped mobile infrastructure and relatively lower literacy rates.

1.2.2. Digital Marketing Industry in India

Digital Marketing industry in India is spread to almost all the business sectors. Some of the applications of Internet Marketing are shopping and order tracking, online banking, payment systems and content management.

The power of digital marketing allows geophysical barriers to disappear making all consumers and businesses on earth potential customers and suppliers. It is known for its ability to allow business to communicate and form a transaction anywhere and anytime.

Digital Marketing industry in India is a booming career today. In a country with a rapid growth economy, it is expected to have a very high significant growth in Digital marketing career. The growth in the digital marketing trends is making a very substantial impact on marketing and advertisement.

Today, digital marketing industry in India is growing at its peak, and is still continuous. Many factors are responsible for this growth. The revolution is from the communication industries. Low cost of handset is now available making it possible for India to have about 600 million internet users which ultimately creates a fascinating business opportunity to sell to a growing population.

Moreover, the development in the digital marketing industry in India evident in the marketing shift from anonymity to identity. Interaction on the Internet now looks more physical as opposed to the anonymity of identity in the past. Also, marketing information's is moving along in the same line with entertainment. People of India needed an exciting spirit always. This targets their interest into the marketing information.

Several factors have been found to contribute to the growth of digital marketing in India. Before now, internet usage was only meant for the wealthy. There is now a great change in the lifestyle of the middle class. The Very majority now have access to the internet in India & are looking forward to online advertising India. Internet and 3G penetration revolutionized the marketing scenario for both consumers and the marketers. It was discovered that changes in lifestyle and standard of living had increased the level of consumption, quality and also the pattern of consumption. The quality of use in the urban centers of India is on a high side. This is because majority doesn't have time for shopping. Apart from struggles to earn money, people want some other things to be done at their own convenience.

The digital advertising industry has seen a growth at Rs.13,683 crores by the end of 2019, up at a rate of 26% as compared to 2018 which was at Rs.10,859 crores. With the increased Government impetus on Digital and relaxed economic policies, the growth trajectory is expected to bounce back to 27- 28% year-over-year to reach Rs.17,377 crore by the end of 2020 and Rs.28,249 crores by 2022. The digital media industry is expected to grow at a Compound annual growth rate of 27.42% to cross Rs. 50,000 crore and have an industry size of Rs.58,550 crore by the end of 2025.

1.2.3. Ad Spends on Digital Media in India

Social Media has remained one of the strongest digital ad platforms and has been consistently successful in increasing consumer engagement for brands. This has been a constant trend in many of the developing nations where Social Media has grown by leaps and bounds despite low Internet penetration. In India, this increased Social media usage can be attributed largely to the falling cost of data usage. On an average, Indians spend 2.4 hours on Social Media, which is at par with the global average. Given the high time spent, Social Media takes the lion's share of 28% (Rs.3,835 crore) on all ad spends on Digital, and has grown by 24% over the last year.

1.2.4. Indian Government Promotes Digital India

From 69 million online shoppers in 2016 and more than 100 million in 2017, India has seen a stark rise in the internet population. Ever since the launch of Digital India in 2015 as an initiative to improve online infrastructure and digital empowerment, there has been mushrooming of a complete market of start-ups, services and more than connect people globally! It has resulted in a rise of active internet users, mobile connections, social media traffic and more.

1.2.5. Social Media Marketing

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements. The major social media platforms are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.

Your unique content should be tailored to the specific platform it's being shared on to help you boost conversions and increase brand awareness. Social media marketing is all about meeting your target audience and customers where they are and as they socially interact with each other and your brand.

While social media marketing as a whole is incredibly valuable and beneficial to your business growth, your strategy will differ based on which social networks your audience spends their time on.

1.2.6. Overview of Social Media Marketing

Social media marketing first started with publishing. Businesses were sharing their content on social media to generate traffic to their websites and, sales. But social media has matured far beyond being just a place to broadcast content.

Nowadays, businesses use social media in a myriad of different ways. For example, a business that is concerned about what people are saying about its brand would monitor social media conversations and response to relevant mentions (social media listening and engagement). A business that wants to understand how it's performing on social media would analyze its reach, engagement, and sales on social media with an analytics tool (social media analytics). A business that wants to reach a specific set of audience at scale would run highly-targeted social media ads (social media advertising). As a whole, these are often also known as social media management.

Social media may take the form of a variety of tech-enabled activities. These activities include photo sharing, blogging, social gaming, social networks, video sharing, business networks, virtual worlds, reviews, and much more. Even governments and politicians utilize social media to engage with constituents and voters.

For individuals, social media is used to keep in touch with friends and extended family. Some people will use various social media applications to network career opportunities, find people across the globe with like-minded interests, and share their thoughts, feelings, insights, and emotions. Those who engage in these activities are part of a virtual social network.

For businesses, social media is an indispensable tool. Companies use the platform to find and engage with customers, drive sales through advertising and promotion, gauge consumer trends, and offering customer service or support.

1.3. NEED FOR STUDY

This study was based on the acknowledgment of the growing importance of Internet marketing, the important role that social media platforms play in the marketing and sales process, and the access to a large-scale market that is never as open or as complicated. The purpose of this study is to evaluate how effectively small business firms use the social media platforms as part of their marketing strategy to build and create brand awareness.

1.4. SCOPE OF THE STUDY

- This research analyses how social media platforms are used to create brand awareness.
- This study analyses the importance of social media platforms for businesses.
- This research provides insights on Social media marketing strategies and tools used by the research participants.
- The goals of businesses in regard to their use of social media marketing.
- The metrics that participants used to determine the effectiveness of their social media marketing campaigns.
- The challenges faced by the firms in social media marketing.

1.5. OBJECTIVE OF THE STUDY

1.5.1. Primary Objective:

- To examine the social media marketing strategy used by the small business firms to create brand awareness.

1.5.2. Secondary Objectives:

- To analyze the firm's understanding of social media platforms.
- To analyze how companies engage with their customer to build relationship.
- To study the importance of social media marketing in business's growth.
- To Identify the challenges faced in social media marketing by the firms.

- To study how effective the firms are at implementing social media marketing strategies.

1.6. LIMITATIONS OF THE STUDY

- There were restrictions in the time available to conduct the research, which, in turn, meant that the number of respondents had to be kept relatively small.
- The present research was conducted using a small sample size of 176 respondents. Therefore, the sample does not represent the majority of the population
- The geographical location was specific to Chennai, Kanchipuram and Tiruvallur; the results might not be indicative of issues experienced in other regions in India and the rest of the world.

CHAPTER 2

REVIEW OF LITERATURE

Ahmed et. al., (2019), states that social media networks have emerged as an engaging tool to influence consumers and become a way of life for them especially; the younger segment. The results of the study confirm that perceived social media marketing activities play a vital role in building brand loyalty. The study also attests the positive relationship of brand consciousness and brand loyalty. It is quite simple to understand that consumers who turn out to be aware and conscious through social media branding programs, will be more loyal to the brand they like and admire.

Poulis et. al., (2019), The findings indicate that FGC has a positive impact on brand awareness, brand loyalty, e-WOM and purchase intention. Furthermore, the results reveal that a link exists between consumer e-WOM behaviour and brand awareness and loyalty. This study also demonstrates that company communication through Facebook and Instagram has a positive effect on consumer purchase intention. The results of this research also demonstrate that brand awareness and loyalty have a positive effect on the consumer purchase intention. By creating brand awareness, consumers may build brand loyalty through familiarity with a product and prior positive experiences with it.

Irene Michel (2018), states that neglecting the use of social media in their marketing strategies has become a major business risk for small firms, now that consumers are likely to look online when considering product or service purchases.

Bilgin (2018), the analysis results have shown that social media marketing activities have a significant effect on consumers' brand awareness, brand image and brand loyalty. Furthermore, the effect that social media marketing activities have on customers is mostly appears in brand awareness. In other words, social media marketing activities are significant awareness tools in terms of reminding consumers and staying in their minds.

Rochelle Shivon (2018), In this qualitative multiple case study explores the Social media marketing strategies small business retailers use to engage customers. This study suggested the positive relationship between social media marketing and customer engagement.

Tanha (2018), Social media has allowed firms to interact with the consumers in a timely and cost-effective manner than the traditional marketing tools. Social media is relevant to all kinds of firms (small, medium and large) looking to engage with the consumers. But companies need to come up with creative ways to gain the attention of the buyers. It is not wise for the company to choose all the channels of the social media to market their products or services. Companies should prefer channels that are compatible with their brand goals so that their chances of achieving the goals are high.

Daemi (2018), The implementation of competitive advantage theory as the conceptual framework for this study provided a greater understanding of effective Internet marketing strategies for online fashion jewellery business owners to increase sales, attract new customers, retain existing customers, and stay ahead of their competitors. The successful online fashion jewellery business owners participating in this study focused on six principal areas regarding effective Internet marketing strategies: Internet marketing strategies, social media marketing strategies, market research and retargeting strategies, brand building strategies, e-mail marketing strategies, and marketing strategies for customer relationship management.

Ismail, A.R. (2017), The findings of this study confirmed that perceived social media marketing activities will assist marketers in conceiving brand loyalty, brand consciousness and value consciousness. The study concluded that perceived social media marketing activities is effective tool developing relationship with customers, and building brand loyalty within the social media-based brand community.

Ezeife (2017), The findings from this study reinforced that social media provides companies with innovative ways to market their products and services to consumers to increase sales. Marketing software platforms such as Hootsuite, Salesforce, and HubSpot, provide paid services to help markets measure early social media engagement to final sale. This will allow marketers to determine which social media platforms or campaigns yield the highest return and make adjustments for less successful campaigns.

Virtanen et. al., (2017), the findings imply that marketing managers have to carefully consider which metrics they should monitor in social media marketing, taking into account the differences between platforms. The endorsing behaviour varies across platforms because of the differences in user interfaces and the differences in the kind of social behaviour that is the primary behaviour. The findings show that the practice of following is the most effective when the purpose is to gain followers on Instagram. The practices of liking and commenting are less effective; the study did not find a significant relationship between the number of followers gained and the company's efforts of liking and commenting on potential customers' posts. Thus, the practices of liking and commenting on customers' posts may be more relevant for other purposes, such as interacting with existing customers and strengthening the company's relationships with them. In addition, commenting is time consuming, which calls for the reconsideration of its use as a marketing practice.

Musa et al., (2016), This paper demonstrated that social media marketing practices elements could influence the online organizational performances. In order to effectively improve organizational performance, SMEs should develop their social media marketing strategies to support the implementation of social media marketing practices. An efficient implementation of social media marketing practice will assist organization to increase the product sale, and then the objective of the organization can be achieved.

Gholston et. al., (2016), this study suggests that without a definite strategy, social media marketing can result in wasted time and effort on the small business. This is the reason why the same business needs to determine what goals they would like to achieve by using social media. It simply does not come down to just creating a social media account, posting to it and checking it weekly. In order to determine how a small business known for using social media to build their business to gain customer attention; the small businesses must actively participate, have the knowledge needed to run their social media pages and develop a strategy which engages their audience. Brand exposure is increased when a small business networks and creates relations.

Syrdal (2016), This research also provides further support that brand attachment and content authenticity drive engagement with social media content. Additionally, It found that organizational image is directly impacted by the level of engagement constituents experience while consuming an organization's social media content.

Gholston et. al., (2015), Effective relationships are built when the business understands their customers' needs. Social media marketing helps companies achieve this understanding. The customer is the foundation of the business. Social networking allows for small businesses to have various opportunities build closer profitable customer relationships. However, all social media outlets are not the same and only work for certain marketing strategies as compared to others.

Broekemier et. al., (2015), More than half (54.3%) of the eighty-one B2B companies included in the sample used social media for business purposes. The majority of them used LinkedIn (86.4%). Companies tended to use more than one social media platform; the most popular combinations were LinkedIn and Facebook (70%). It appears that small B2B firms do not fully recognize the benefits of social media in enhancing their brands, increasing awareness, and most importantly, the low costs and barriers to embrace social media.

Jones et. al., (2015), Benefits from the use of websites and social media sites include an increase in awareness and inquiries, enhanced relationships with customers, an increase in the number of new customers, enhanced ability to reach customers on a global scale, and co-promotion of local businesses that enhance the image of small businesses in the region. This research demonstrates that the web and social media represent a potential vehicle to help small businesses create better brand awareness, better relationships with customers, and increase sales via these mechanisms. These small business managers understand the important role of the internet and social media. Maintaining a web and social media presence takes both time and knowledge. All of these managers have limited resources in terms of staff and money, and their own time is scarce.

Wagner (2015), This study uncovered three themes through data analysis and they were as follows community management, engagement, and reputation management. Social media managers should treat follower's comments as individuals and an opportunity to improve service recovery. Organizations could benefit by creating a strategy to improve service recovery and maintaining customer relationships and, therefore, creating a competitive advantage.

Balteş (2015), content marketing is the present and especially the future of digital marketing and inherently to marketing in general. Therefore, a digital marketing strategy cannot be successful without having a quality content marketing. In this context, companies need to conduct extensive research on the target in order to create the content marketing that meets their interest. The main role played by content marketing is to inform and educate audiences in order to develop a privileged relationship with them and to determine brand loyalty.

Tsimonis et. al, (2014), By taking advantage of the daily and direct communication offered by social media, managers keep users and potential customers close to the brand name and have the great opportunity of turning a simple user into a fan and a loyal customer. Interviewed executives said that one of their basic motivations for

getting involved with social media is to increase brand awareness. As more social media are attracting internet users, firms should consider expanding their presence to several social networks.

Nguyen, C. (2014), The survey results show a high level of awareness that social media technology plays an important and growing role in organizational learning, and a widespread belief that the proper use of social media tools enhances the learning environment and improves productivity. Key benefit factors identified included: Increased speed of information dissemination, Improved collaboration, Reduced costs, Sharing of best practices, and Improved learner-user performance.

Alameddine (2013), Prior to presenting each of the specific findings, it is important to note that the use of social media marketing varies from company to company and is closely tied to the companies' objectives. The participants believed that social media helped them to engage with both existing clients and potential ones. This process of engaging with customers in the social media arena has enabled the participants to become successful in developing creative marketing strategies.

Pravin Kuhikar (2013), concludes that to be successful in values-driven era companies need participation and collaborative marketing. Since Social media allows the creation and sharing of content generated by users, it is future marketing tool in values-driven marketing. Indian marketers can effectively use Social media to market their products and services with the various marketing, advertising and promotion tools available with social networking sites and blogs. Thus, Social media is a future marketing tool for Indian marketers and will provide competitive advantage to Indian Marketers in future.

Pravin Kuhikar (2013), Facebook page provides an excellent marketing opportunity for businesses, organisations and brands to share their information to the consumers on Facebook and to make a connection with them as Facebook. Majority of the Organisations and brands in developed countries are already using

Facebook Pages for marketing. Facebook marketing using Pages is in nascent stage in India. But, some of the popular brands in India have already started Facebook marketing using pages.

Hansson et. al., (2013), Consumers consider the optimal company profile to be an active profile. Each activity should have a clear purpose and be useful to members. The company should be committed to sending out new and timely information, and must not be seen as bombarding the consumer with spam. Contests should have rewards that are perceived as being valuable. The company is best advised to create a company profile where the design is in line with the company's overall profile, in the form of pictures and statements (consistent with overall marketing communication). The site has to be an active profile, where the company is seen as being involved and providing up-to-date information about technological developments.

Killekar et. al., (2013), Through these various tools of Social Media Analytics businesses are trying to develop meaningful and actionable insights which would eventually lead to a long-term Digital Marketing strategy for the firm. Since businesses are laying primary emphasis on Facebook hence this strategy will be formulated on the basis of analysis of past content on their Facebook page.

Patrick et. al., (2012), states that although tools have been developed to minimize time commitments and learning curves, entrepreneurs should still proceed with caution when implementing social media marketing campaigns. They must keep in mind that social media are not a one-size-fits-all kind of marketing. An outdated Twitter feed or stagnant Facebook page can be detrimental to the overall marketing brand of a small business. Social media must still be implemented with a content and marketing strategy that first and foremost builds upon the existing brand of the company.

Irene (2012), This study's finding showed that companies enhance their corporate reputation and recognition of the trademarks through social networks. Moreover, firms interact with the audience by building trusting relationships between organizations and consumers. The social media integrates the business world and becoming a working tool that works in relation to traditional communication channels. Business executives believe that companies representing required adapting to the changing environment, developing a strategy that includes their presence in social media.

Dekay, S.H. (2012), The study concludes that large corporations do not generally approach negative comments as public relations opportunities, but prefer to censor, or ignore, critical feedback. Majority of sampled corporations is uncomfortable with negative fan postings and has not developed a strategy for dealing with these challenges.

Carl J. Case et. al., (2011), Results indicate that Twitter microblogging has been implemented at the majority of the Fortune 50 firms. Several Fortune 50 firms are either doubtful regarding microblogging and/or have not found a reason to implement. While news is the most common usage type, other uses such as service and marketing/promotions have the greatest potential for growth. The nature of Twitter's real-time communication could be used, for example, to quickly resolve customer problems and spur impulse purchases.

Lacho (2010), Social networking is a fast-growing phenomenon in both the business and social sectors of the U.S. economy. It provides an electronic way of person-to-person networking, especially through Facebook and LinkedIn. Social networking is a new weapon in the arsenal of promotion weapons at the disposal of the small business owner. The owners of small businesses must be made aware of the value of social networking in promoting their businesses especially Facebook and LinkedIn. The advantages, disadvantages, and guidelines for use need to be understood.

CHAPTER 3

RESEARCH METHODOLOGY

3.1. RESEARCH DESIGN

Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set up their studies up for success.

3.1.1. Descriptive Research Design

In a descriptive design, a researcher is solely interested in describing the situation or case under their research study. It is a theory-based design method which is created by gathering, analysing, and presenting collected data. This allows a researcher to provide insights into the why and how of research. Descriptive design helps others better understand the need for the research.

3.2. SAMPLING TECHNIQUE

3.2.1. Convenience Sampling Method

Convenience sampling is a method adopted by researcher where they collect market research data from a conveniently available pool of respondents. It is the most commonly used sampling technique as it's incredibly prompt, uncomplicated, and economical.

3.3. SOURCES OF DATA

3.3.1. Primary Data

Primary data is a type of data that is collected by researcher directly from main sources through interviews, surveys, experiments, etc.

3.3.1.1 Questionnaire

The research questionnaire attempted to record the responses of the respondents mainly on the key deliverables, derived from the survey conducted, and a few questions have been included to measure the usage of various social media platforms, Important Key performance indicators, to gain insight into their social media strategy.

3.3.2. Secondary Data Sources

Secondary data refers to data that was collected by someone other than the user. Common sources of secondary data for Journal, Books, Websites, organisational records and data that was originally collected for other research purposes.

3.4. STRUCTURE OF QUESTIONNAIRE

A questionnaire is a research instrument that consists of a set of questions or other types of prompts that aims to collect information from a respondent. A research questionnaire is typically a mix of close-ended questions and open-ended questions. Open-ended, long-form questions offer the respondent the ability to elaborate on their thoughts. Close ended questions are defined as question types that ask respondents to choose from a distinct set of pre-defined responses.

3.5. SAMPLE SIZE

Sample size is a count of the individual samples or observation in any statistical settings such as a scientific experiment or a public opinion survey. The sample size for this research study is 176 collected from Chennai, Kanchipuram and Tiruvallur districts.

3.6. PERIOD OF STUDY

The period of study is 3 months which is from January 2021 to March 2021.

3.7. ANALYTICAL TOOLS

The analytical tools used are SPSS for testing the hypothesis, Chi-Square test in SPSS tool and ANOVA in SPSS tool.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1. PERCENTAGE ANALYSIS

Table 4.1.1: District of The Company's Location

S. No.	Districts	No. of Respondents	Percentage
1	Chennai	158	89.77%
2	Kanchipuram	9	5.11%
3	Tiruvallur	9	5.11%
	Total	176	100

Source: Primary data

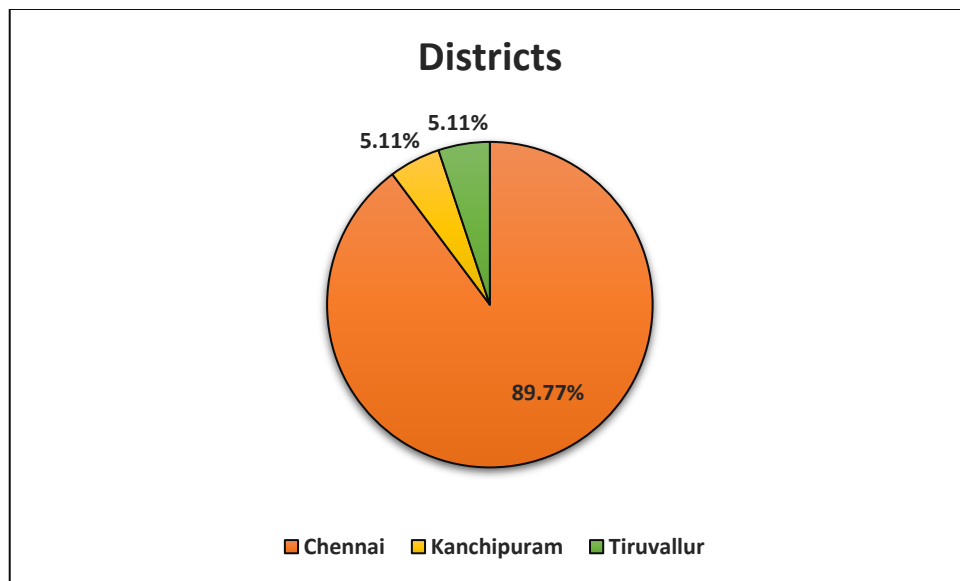


Chart 4.1.1: Districts of the company's location

INTERPRETATION:

From the above table it is interpreted that the number of companies from Chennai is 89.77%, both Kanchipuram and Tiruvallur is 5.11%.

INFERENCE:

Majority (89.77%) of the companies are from Chennai.

Table 4.1.2: Age of the Firm

S. No.	Firm's Age	No. of Respondents	Percentage
1	Below 5 years	125	71.02%
2	6-10 years	29	16.48%
3	11-15 years	12	6.82%
4	16-25 years	6	3.41%
5	Above 25 years	4	2.27%
	Total	176	100

Source: Primary data

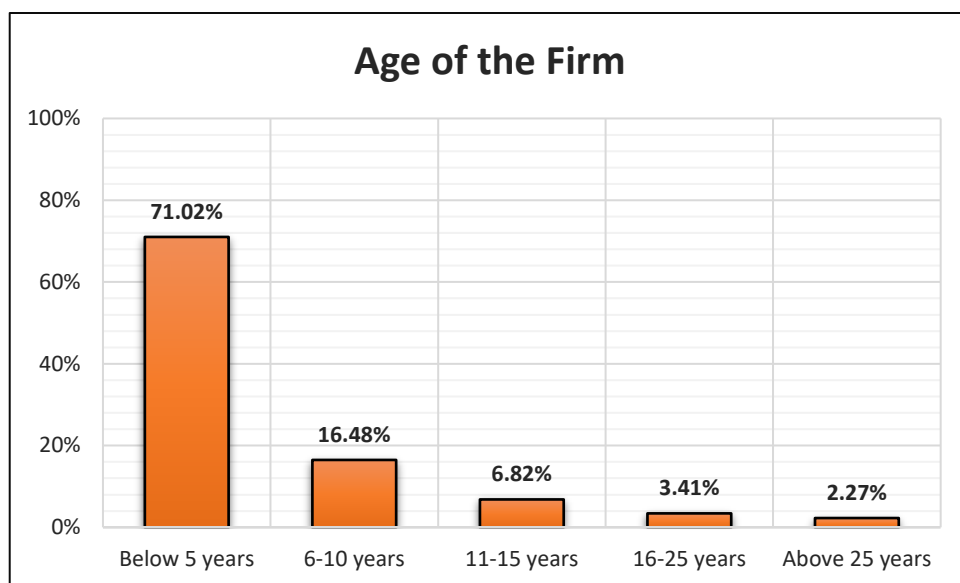


Chart 4.1.2: Age of the Firm

INTERPRETATION:

From the above table it is interpreted that the 71.02% of the firms are less than 5 years old, 16.48% are between 6-10 years old, 6.82% are between 11-15 years old, 3.41% are between 16-25 years old and 2.27% firms are older than 25 years.

INFERENCE:

Majority (71.02%) of the Firms are less than 5 years old.

Table 4.1.3: Total Number of Employees Working in the Company

S. No.	No. of Employees	No. of Respondents	Percentage
1	Below 25 employees	133	75.57%
2	26-50 employees	20	11.36%
3	51-75 employees	8	4.55%
4	76-100 employees	2	1.14%
5	Above 100 employees	13	7.39%
	Total	176	100

Source: Primary data

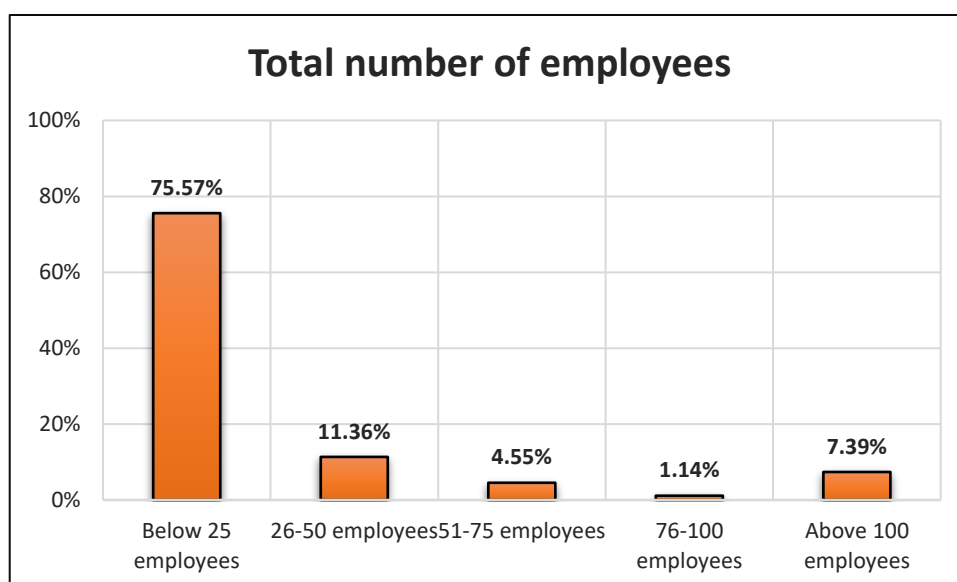


Chart 4.1.3: Total Number of Employees Working in the Company

INTERPRETATION:

From the above table it is interpreted that 75.57% of the companies have less than 25 employees, 11.36% have between 26-50 employees, 4.55% have between 51-75 employees, 1.14% have between 76-100 employees and 7.39% of the companies have more than 100 employees.

INFERENCE:

Majority (75.57%) of the companies have less than 25 employees.

Table 4.1.4: Company's Business Model

S. No.	Business Model	No. of Respondents	Percentage
1	B2C	75	42.61%
2	B2B	96	54.55%
3	C2B	1	0.57%
4	C2C	4	2.27%
	Total	176	100

Source: Primary data

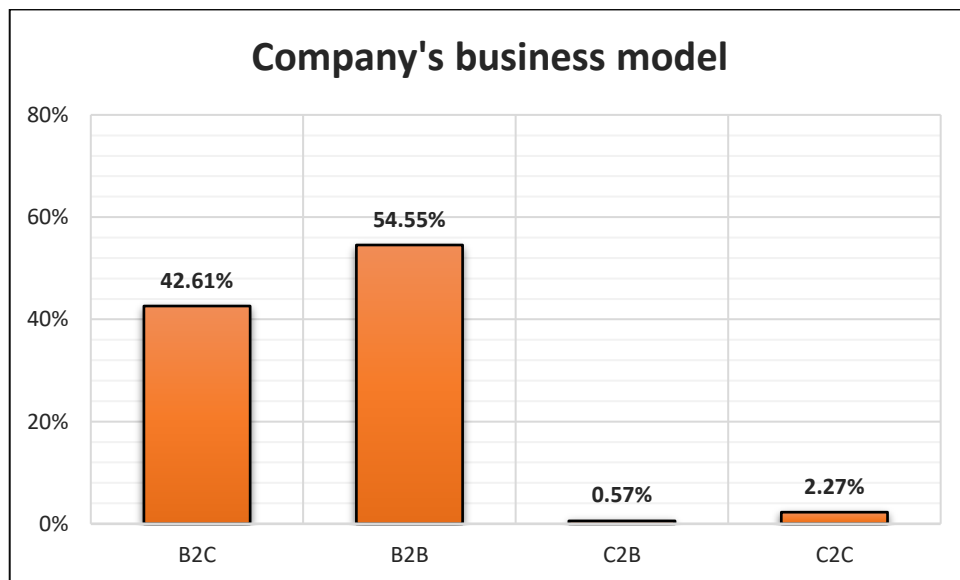


Chart 4.1.4: Company's Business Model

INTERPRETATION:

From the above table it is interpreted that 42.61% of the business uses B2C business model, 54.55% uses B2B business model, 0.57% uses C2B business model and 2.27% uses C2C business model.

INFERENCE:

Majority (54.55%) of the business uses B2B business model.

Table 4.1.5: Primary Industry of the Business

S. No.	Primary Industry	No. of Respondents	Percentage
1	Agriculture	7	3.98%
2	Business Services	37	21.02%
3	Construction	3	1.70%
4	Manufacturing	11	6.25%
5	Energy Industry	3	1.70%
6	Finance and Insurance	3	1.70%
7	FMCG Industry	4	2.27%
8	Advertising and Marketing	4	2.27%
9	Media and Entertainment	8	4.55%
10	Information Technology and Communication	33	18.75%
11	Retail Industry	9	5.11%
12	Education	31	17.61%
13	Food and Hospitality	6	3.41%
14	Health Services	3	1.70%
15	Real Estate and Housing	6	3.41%
16	Transportation	1	0.57%
17	Other Services	7	3.98%
	Total	176	100

Source: Primary data

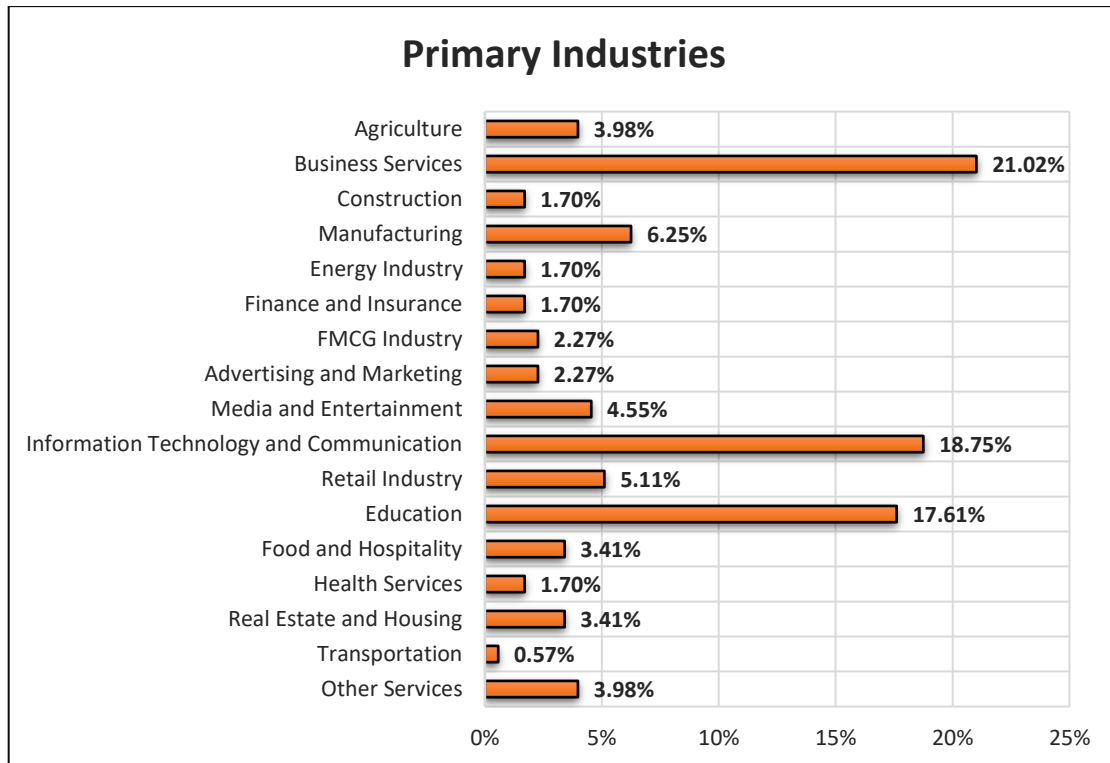


Chart 4.1.5: Primary Industry of the Business

INTERPRETATION:

From the above table it is interpreted that 3.98% of the business falls under the Agriculture industry for their primary industry, 21.02% comes under Business services industry, 1.70% comes under Construction industry, 6.25% comes under Manufacturing industry, 1.70% comes under Energy industry, 1.70% comes under Finance and Insurance industry, 2.27% comes under FMCG industry, 2.27% comes under Advertising and Marketing industry, 4.55% comes under Media and Entertainment industry, 18.75% comes under Information Technology and Communication industry, 5.11% comes under Retail industry, 17.61% comes under Education industry, 3.41% comes under Food and Hospitality industry, 1.70% comes under Health industry, 3.41% comes under Real Estate industry, 0.57% comes under Transportation Industry and 3.98% falls under Other services category.

INFERENCE:

Majority (21.02%) of the business comes under the business services industry.

4.1.6: Rank of the Social Media Platform as Per the Business Preference

Table 4.1.6.1: Facebook's Ranking

S. No.	Facebook's Rank	No. of Respondents	Percentage
1	Rank 1	39	22.16%
2	Rank 2	60	34.09%
3	Rank 3	28	15.91%
4	Rank 4	28	15.91%
5	Rank 5	10	5.68%
6	Rank 6	7	3.98%
7	Rank 7	4	2.27%
	Total	176	100

Source: Primary data

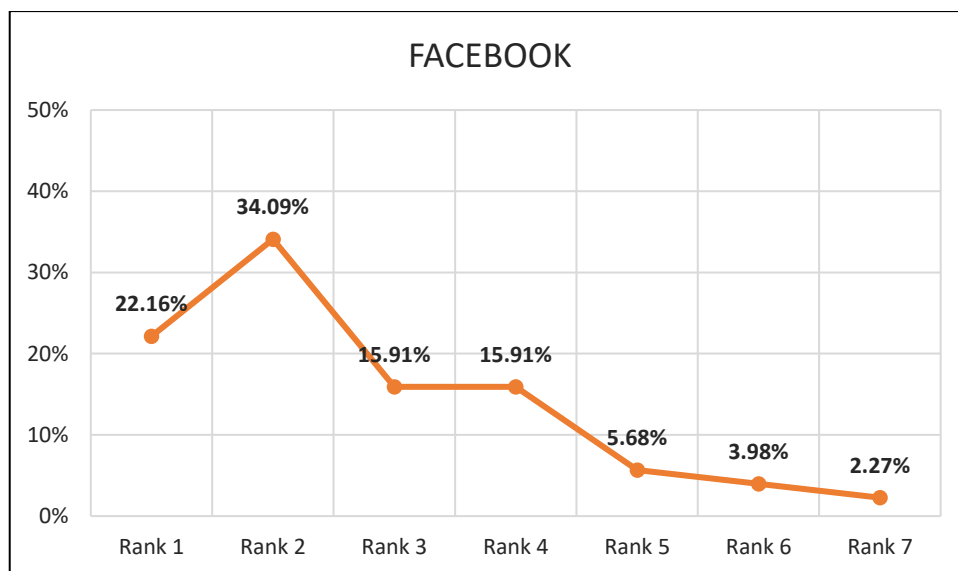


Chart 4.1.6.1: Facebook's Ranking

INTERPRETATION:

From the above table it is interpreted that 22.16% of the respondents have given 1st rank to Facebook, 34.09% have given 2nd rank, 15.91% have given 3rd rank, 15.91% have given 4th rank, 5.68% have given 5th rank, 3.98% have given 6th rank and, 2.27% have given 7th rank.

INFERENCE:

Majority (22.16%) of the respondents have ranked Facebook in 2nd Rank.

Table 4.1.6.2: Instagram's Ranking

S. No.	Instagram's Rank	No. of Respondents	Percentage
1	Rank 1	40	22.73%
2	Rank 2	36	20.45%
3	Rank 3	31	17.61%
4	Rank 4	33	18.75%
5	Rank 5	21	11.93%
6	Rank 6	10	5.68%
7	Rank 7	5	2.84%
	Total	176	100

Source: Primary data

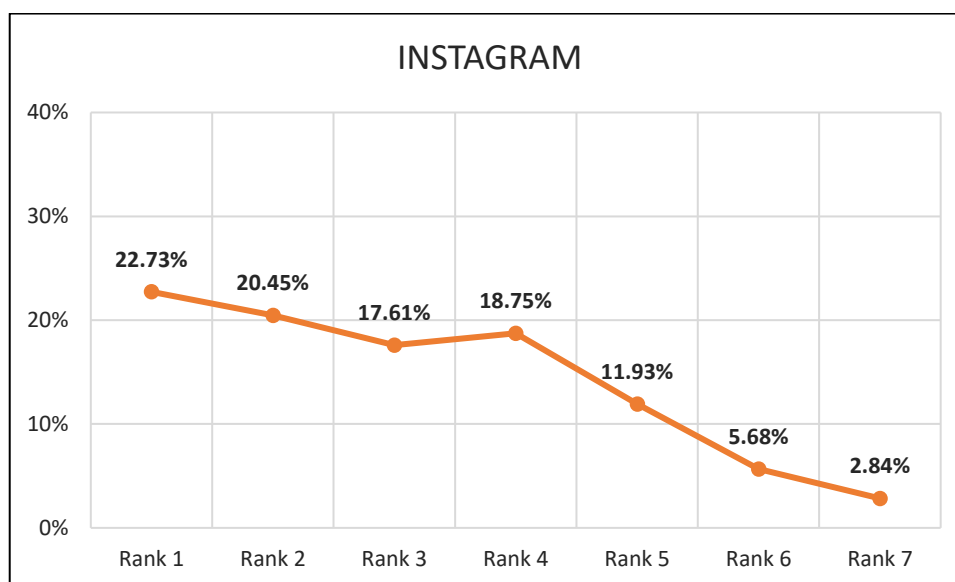


Chart 4.1.6.2: Instagram's Ranking

INTERPRETATION:

From the above table it is interpreted that 22.73% of the respondents have given Instagram 1st rank, 20.45% have given 2nd rank, 17.61% have given 3rd rank, 18.75% have given 4th rank, 11.93% have given 5th rank, 5.68% have given 6th rank and, 2.84% have given 7th rank.

INFERENCE:

Majority (22.73%) of the respondents have ranked Instagram in 1st Rank.

Table 4.1.6.3: YouTube's Ranking

S. No.	YouTube's Rank	No. of Respondents	Percentage
1	Rank 1	16	9.09%
2	Rank 2	27	15.34%
3	Rank 3	46	26.14%
4	Rank 4	43	24.43%
5	Rank 5	21	11.93%
6	Rank 6	13	7.39%
7	Rank 7	10	5.68%
	Total	176	100

Source: Primary data

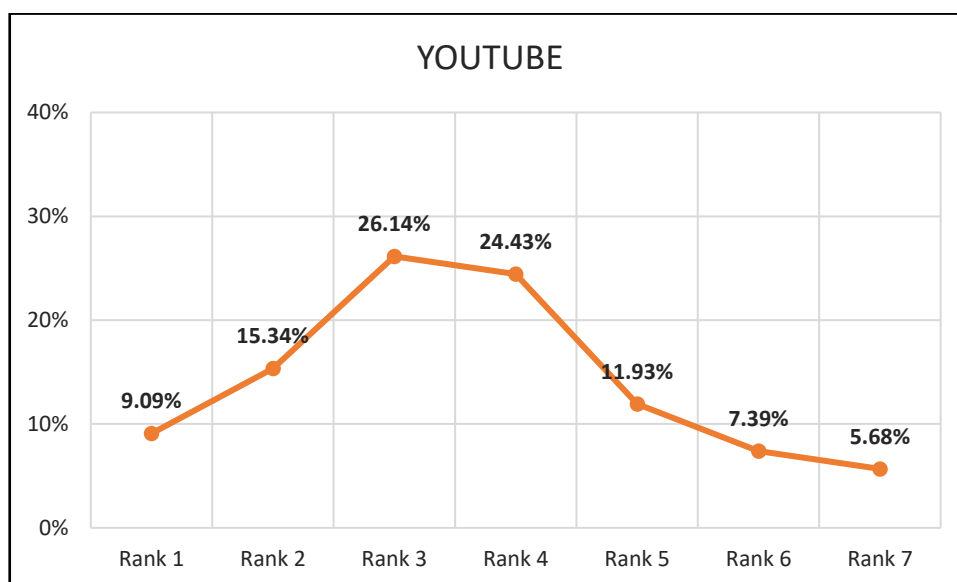


Chart 4.1.6.3: YouTube's Ranking

INTERPRETATION:

From the above table it is interpreted that 9.09% of the respondents have given YouTube 1st rank, 15.34% have given 2nd rank, 26.14% have given 3rd rank, 24.43% have given 4th rank, 11.93% have given 5th rank, 7.39% have given 6th rank and, 5.68% have given 7th rank.

INFERENCE:

Majority (26.14%) of the respondents have ranked YouTube in 3rd Rank.

Table 4.1.6.4: Twitter's Ranking

S. No.	Twitter's Rank	No. of Respondents	Percentage
1	Rank 1	3	1.70%
2	Rank 2	16	9.09%
3	Rank 3	31	17.61%
4	Rank 4	35	19.89%
5	Rank 5	56	31.82%
6	Rank 6	23	13.07%
7	Rank 7	12	6.82%
	Total	176	100

Source: Primary data

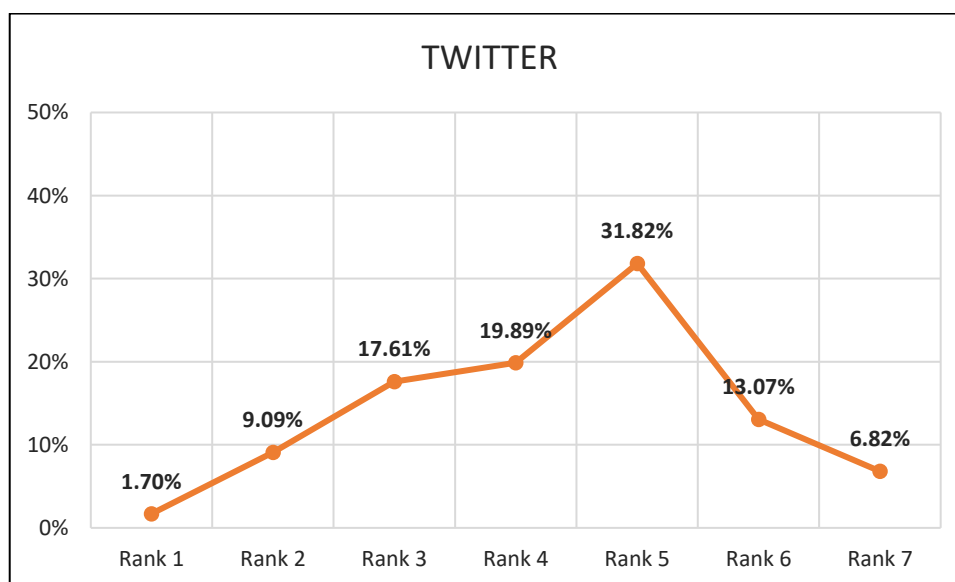


Chart 4.1.6.4: Twitter's Ranking

INTERPRETATION:

From the above table it is interpreted that 1.70% of the respondents have given Twitter 1st rank, 9.09% have given 2nd rank, 17.61% have given 3rd rank, 19.89% have given 4th rank, 31.82% have given 5th rank, 13.07% have given 6th rank and, 6.82% have given 7th rank.

INFERENCE:

Majority (31.82%) of the respondents have ranked Twitter in 5th rank.

Table 4.1.6.5: LinkedIn's Ranking

S. No.	LinkedIn's Rank	No. of Respondents	Percentage
1	Rank 1	73	41.48%
2	Rank 2	28	15.91%
3	Rank 3	32	18.18%
4	Rank 4	18	10.23%
5	Rank 5	10	5.68%
6	Rank 6	6	3.41%
7	Rank 7	9	5.11%
	Total	176	100

Source: Primary data

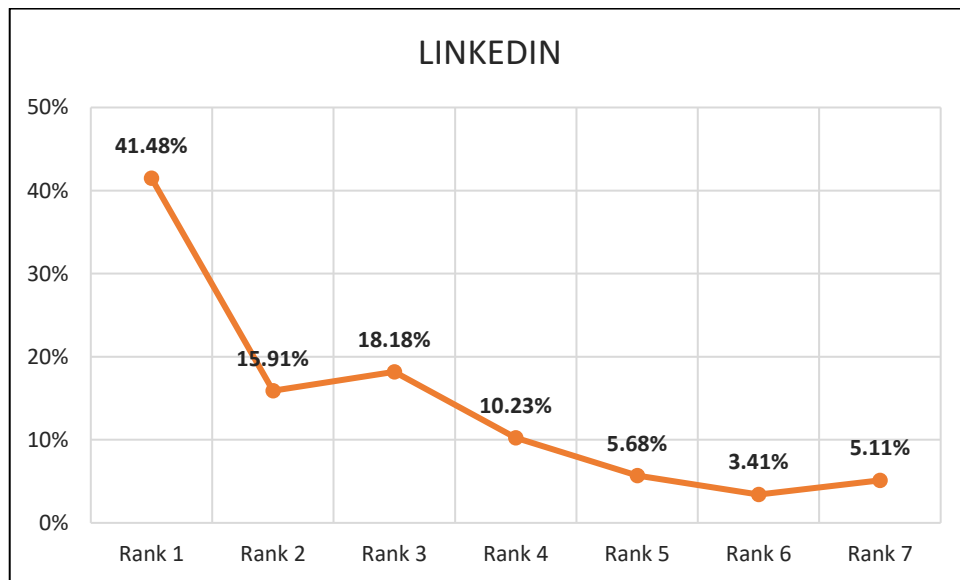


Chart 4.1.6.5: LinkedIn's Ranking

INTERPRETATION:

From the above table it is interpreted that 41.48% of the respondents have given LinkedIn 1st rank, 15.91% have given 2nd rank, 18.18% have given 3rd rank, 10.23% have given 4th rank, 5.68% have given 5th rank, 3.41% have given 6th rank and, 5.11% have given 7th rank.

INFERENCE:

Majority (41.48%) of the respondents have ranked LinkedIn in 1st rank.

Table 4.1.6.6: Pinterest's Ranking

S. No.	Pinterest's Rank	No. of Respondents	Percentage
1	Rank 1	3	1.70%
2	Rank 2	4	2.27%
3	Rank 3	2	1.14%
4	Rank 4	15	8.52%
5	Rank 5	34	19.32%
6	Rank 6	66	37.50%
7	Rank 7	52	29.55%
	Total	176	100

Source: Primary data

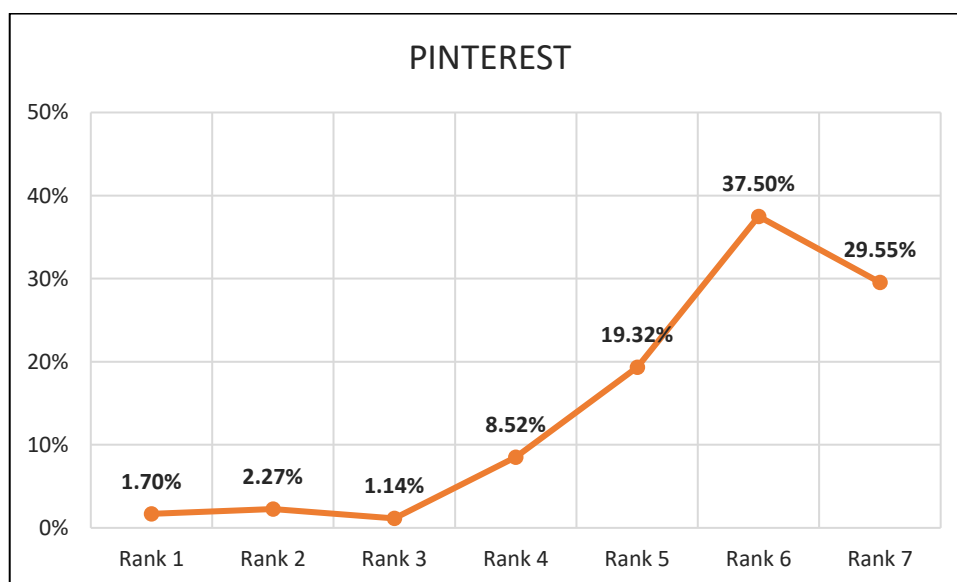


Chart 4.1.6.6: Pinterest's Ranking

INTERPRETATION:

From the above table it is interpreted that 1.70% of the respondents have given Pinterest 1st rank, 2.27% have given 2nd rank, 1.14% have given 3rd rank, 8.52% have given 4th rank, 19.32% have given 5th rank, 37.50% have given 6th rank and, 29.55% have given 7th rank.

INFERENCE:

Majority (37.50%) of the respondents have ranked Pinterest in 6th rank.

Table 4.1.6.7: Snapchat's Ranking

S. No.	Snapchat's Rank	No. of Respondents	Percentage
1	Rank 1	2	1.14%
2	Rank 2	5	2.84%
3	Rank 3	6	3.41%
4	Rank 4	4	2.27%
5	Rank 5	24	13.64%
6	Rank 6	51	28.98%
7	Rank 7	84	47.73%
	Total	176	100

Source: Primary data

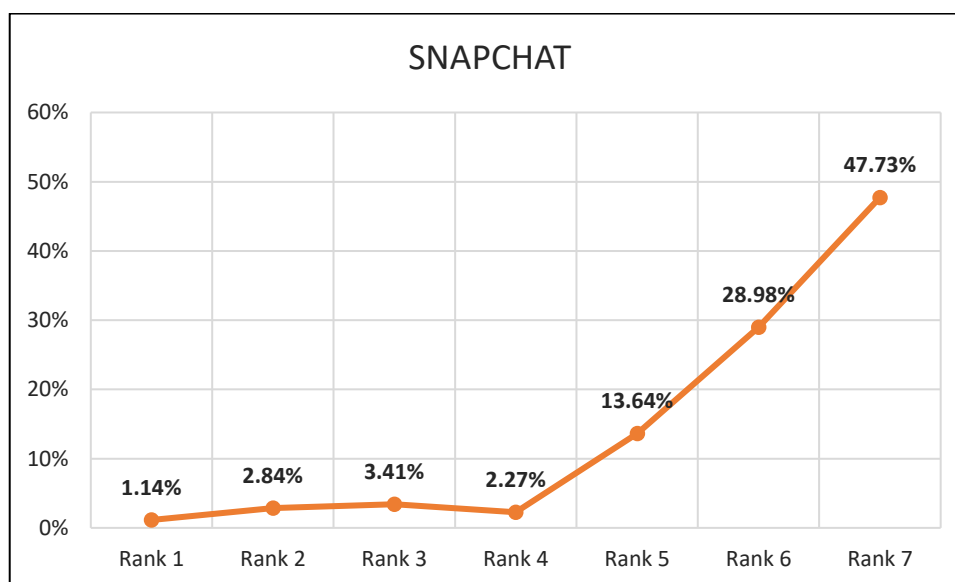


Chart 4.1.6.7: Snapchat's Ranking

INTERPRETATION:

From the above table it is interpreted that 1.14% of the respondents have given Snapchat 1st rank, 2.84% have given 2nd rank, 3.41% have given 3rd rank, 2.27% have given 4th rank, 13.64% have given 5th rank, 28.98% have given 6th rank and, 47.73% have given 7th rank.

INFERENCE:

Majority (47.73%) of the respondents have ranked Snapchat in 7th rank.

Table 4.1.6.8: Rank of the Social Media Platforms

S. No.	Social Media Platforms	Score	Rank
1	Facebook	5.3	2
2	Instagram	4.95	3
3	YouTube	4.4	4
4	Twitter	3.63	5
5	LinkedIn	5.47	1
6	Pinterest	2.28	6
7	Snapchat	1.98	7

Source: Primary data

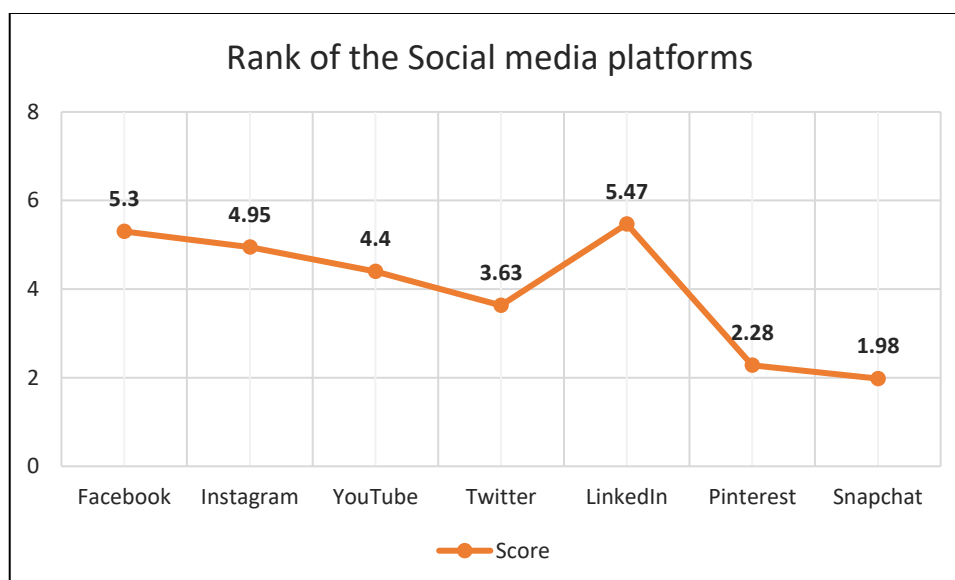


Chart 4.1.6.8: Rank of the Social Media Platforms

INTERPRETATION:

From the above table it is interpreted that LinkedIn is ranked in 1st place, Facebook is ranked in 2nd place, Instagram is ranked in 3rd place, YouTube is ranked in 4th place, Twitter is ranked in 5th place, Pinterest is ranked in 6th place and, Snapchat is ranked 7th in place.

INFERENCE:

Majority (Score: 5.47) of the respondent have ranked LinkedIn in 1st place.

Table 4.1.7: Social Media Sites Used for the Business

S. No.	Social Media Sites	No. of Respondents	Percentage
1	Facebook	153	86.93%
2	Instagram	134	76.14%
3	YouTube	106	60.23%
4	Twitter	80	45.45%
5	LinkedIn	156	88.64%
6	Pinterest	26	14.77%
7	Snapchat	6	3.41%
8	Other	14	7.95%

Source: Primary data

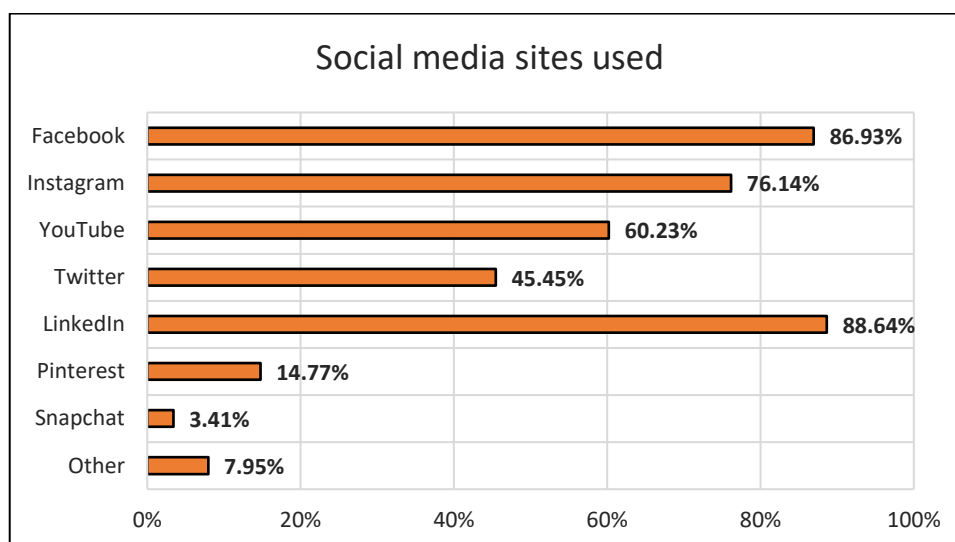


Chart 4.1.7: Social Media Sites Used for the Business

INTERPRETATION:

From the above table it is interpreted that 86.93% of the business uses Facebook, 76.14% uses Instagram, 60.23% uses YouTube, 45.45% uses Twitter, 88.64% uses LinkedIn, 14.77% uses Pinterest, 3.41% uses Snapchat and, 7.95% uses other sites.

INFERENCE:

Majority (88.64%) of the respondents have selected LinkedIn platform for their business preference.

4.1.8: Need for Social Media Presence for the Business

Table 4.1.8.1: To Create Brand Awareness

S. No.	Brand Awareness	No. of Respondents	Percentage
1	Strongly agree	139	78.98%
2	Agree	32	18.18%
3	Neutral	4	2.27%
4	Disagree	0	0.00%
5	Strongly disagree	1	0.57%
	Total	176	100

Source: Primary data

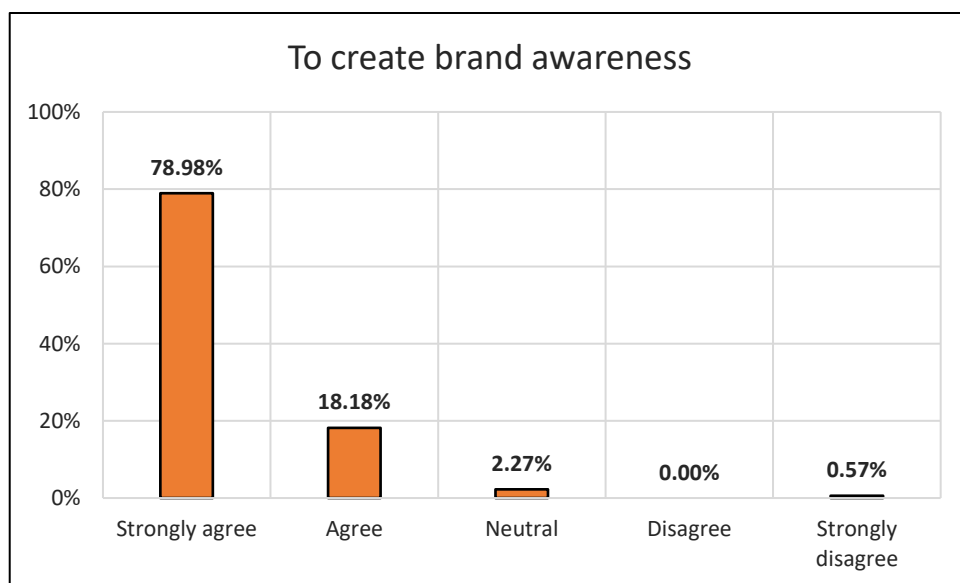


Chart 4.1.8.1: To Create Brand Awareness

INTERPRETATION:

From the above table it is interpreted that 78.98% businesses Strongly agrees that they need social media presence to create brand awareness, 18.18% says Agree, 2.27% says Neutral, and 0.57% says that they Strongly disagree.

INFERENCE:

Majority (78.98%) of the businesses strongly agrees that they need social media presence to create brand awareness.

Table 4.1.8.2: To Attract New Customers

S. No.	New Customers	No. of Respondents	Percentage
1	Strongly agree	108	61.36%
2	Agree	55	31.25%
3	Neutral	10	5.68%
4	Disagree	1	0.57%
5	Strongly disagree	2	1.14%
	Total	176	100

Source: Primary data

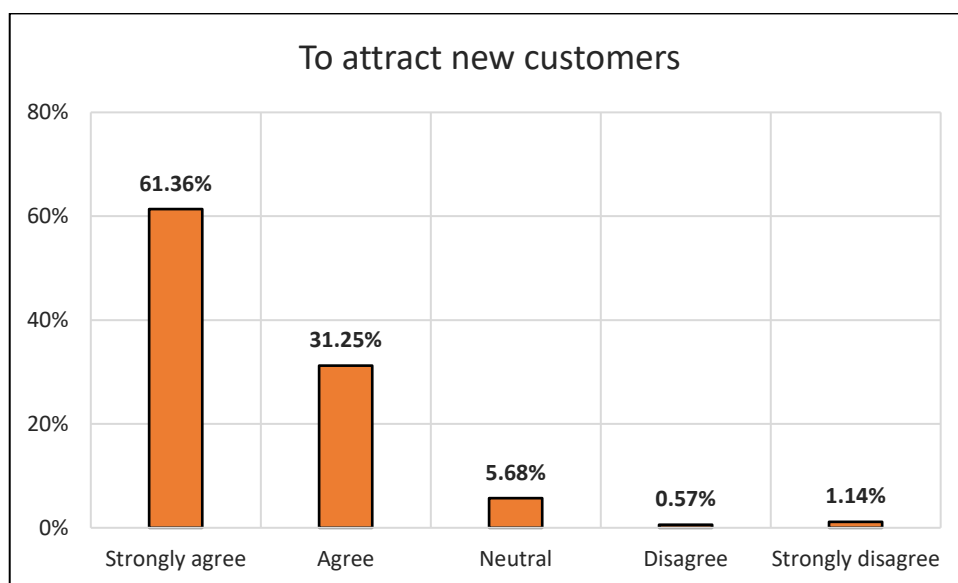


Chart 4.1.8.2: To Attract New Customers

INTERPRETATION:

From the above table it is interpreted that 61.36% businesses Strongly agrees that they need social media presence to attract new customers, 31.25% says Agree, 5.68% says Neutral, 0.57% says Disagree and, 1.14% says that they Strongly disagree.

INFERENCE:

Majority (61.36%) of the businesses strongly agrees that they need social media presence to attract new customers.

Table 4.1.8.3: To Promote Product and Services

S. No.	Promote Product & Services	No. of Respondents	Percentage
1	Strongly agree	111	63.07%
2	Agree	52	29.55%
3	Neutral	12	6.82%
4	Disagree	1	0.57%
5	Strongly disagree	0	0.00%
	Total	176	100

Source: Primary data

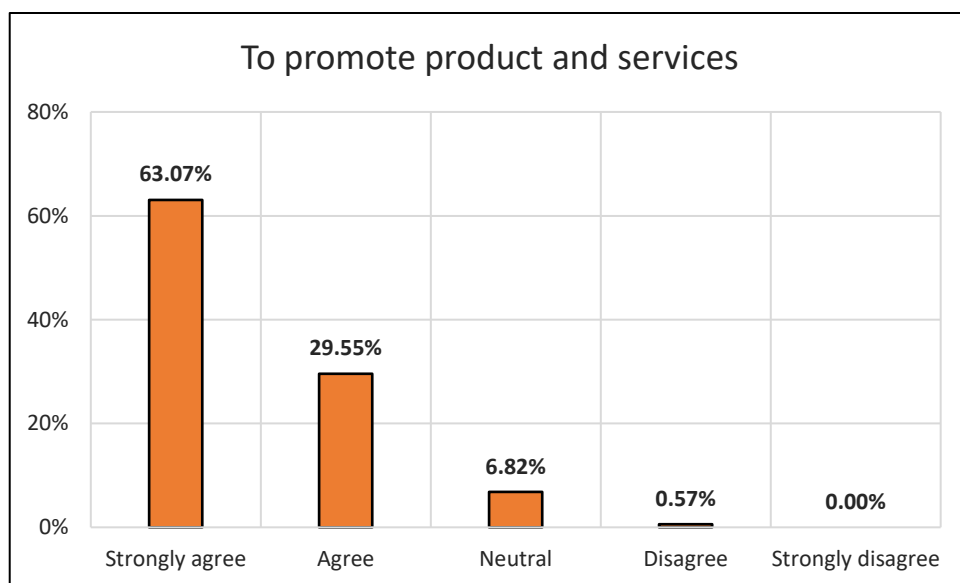


Chart 4.1.8.3: To promote product and services

INTERPRETATION:

From the above table it is interpreted that 63.07% businesses Strongly agrees that they need social media presence to promote product and services, 29.55% says Agree, 6.82% says Neutral and, 0.57% says Disagree.

INFERENCE:

Majority (63.07%) of the businesses strongly agrees that they need social media presence to promote product and services.

Table 4.1.8.4: To Generate Sales and Leads

S. No.	Generate Sales and Leads	No. of Respondents	Percentage
1	Strongly agree	100	56.82%
2	Agree	56	31.82%
3	Neutral	19	10.80%
4	Disagree	0	0.00%
5	Strongly disagree	1	0.57%
	Total	176	100

Source: Primary data

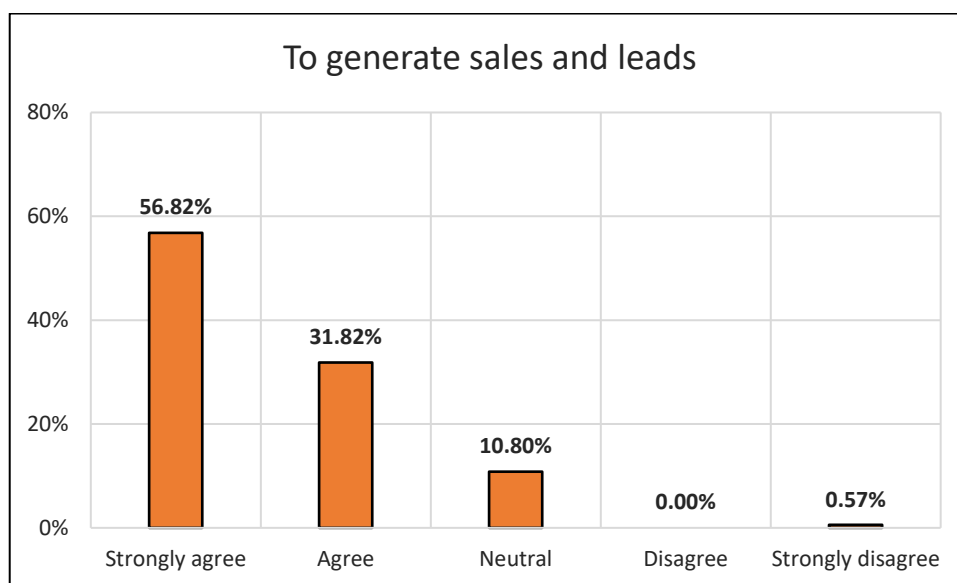


Chart 4.1.8.4: To Generate Sales and Leads

INTERPRETATION:

From the above table it is interpreted that 56.82% businesses Strongly agrees that they need social media presence to generate sales and leads, 31.82% says Agree, 10.80% says Neutral, and 0.57% says that they Strongly disagree.

INFERENCE:

Majority (56.82%) of the businesses strongly agrees that they need social media presence to generate sales and leads.

Table 4.1.8.5: To Build Community and Customer Loyalty

S. No.	Community and Loyalty	No. of Respondents	Percentage
1	Strongly agree	85	48.30%
2	Agree	58	32.95%
3	Neutral	29	16.48%
4	Disagree	2	1.14%
5	Strongly disagree	2	1.14%
	Total	176	100

Source: Primary data

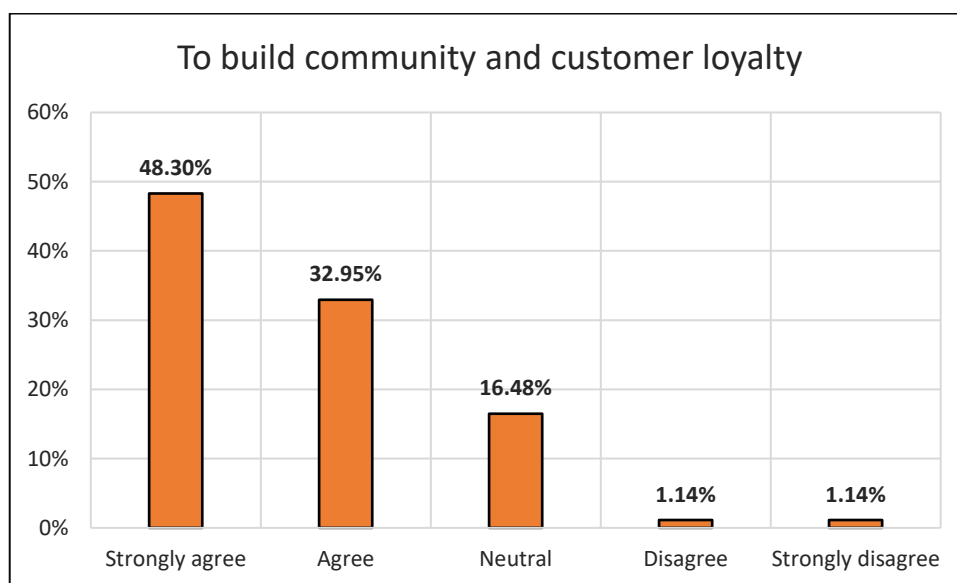


Chart 4.1.8.5: To Build Community and Customer Loyalty

INTERPRETATION:

From the above table it is interpreted that 48.30% businesses Strongly agrees that they need social media presence to build community and customer loyalty, 32.95% says Agree, 16.48% says Neutral, 1.14% says Disagree and, 1.14% says that they Strongly disagree.

INFERENCE:

Majority (48.30%) of the businesses strongly agrees that they need social media presence to build community and customer loyalty.

Table 4.1.8.6: To Connect with the Target Audience

S. No.	Target Audience	No. of Respondents	Percentage
1	Strongly agree	110	62.50%
2	Agree	52	29.55%
3	Neutral	13	7.39%
4	Disagree	0	0.00%
5	Strongly disagree	1	0.57%
	Total	176	100

Source: Primary data

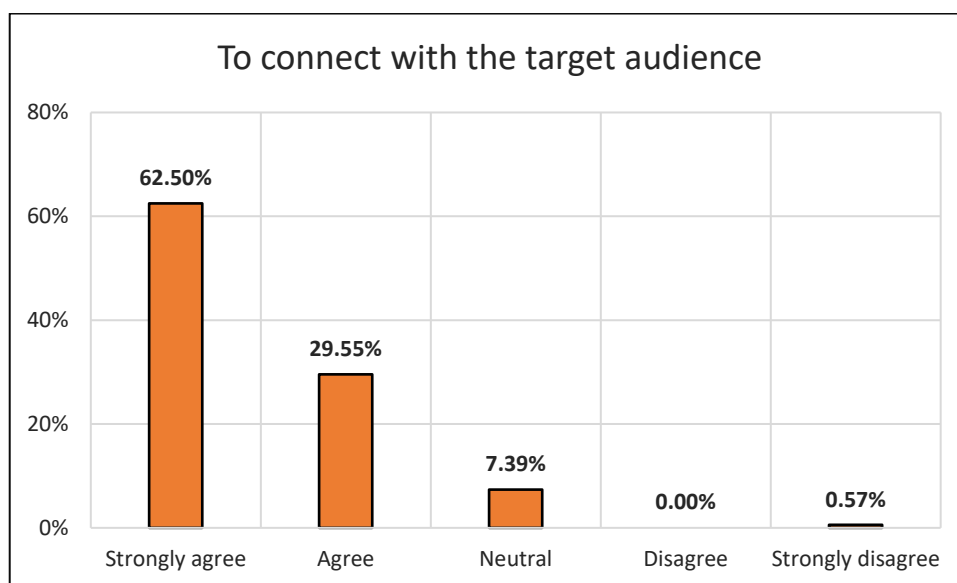


Chart 4.1.8.6: To Connect with the Target Audience

INTERPRETATION:

From the above table it is interpreted that 62.50% businesses Strongly agrees that they need social media presence to connect with the target audience, 29.55% says Agree, 7.39% says Neutral, and 0.57% says that they Strongly disagree.

INFERENCE:

Majority (62.50%) of the businesses strongly agrees that they need social media presence to connect with the target audience.

Table 4.1.8.7: To Increase Website Traffic

S. No.	Increase Website Traffic	No. of Respondents	Percentage
1	Strongly agree	82	46.59%
2	Agree	59	33.52%
3	Neutral	25	14.20%
4	Disagree	10	5.68%
5	Strongly disagree	0	0.00%
	Total	176	100

Source: Primary data

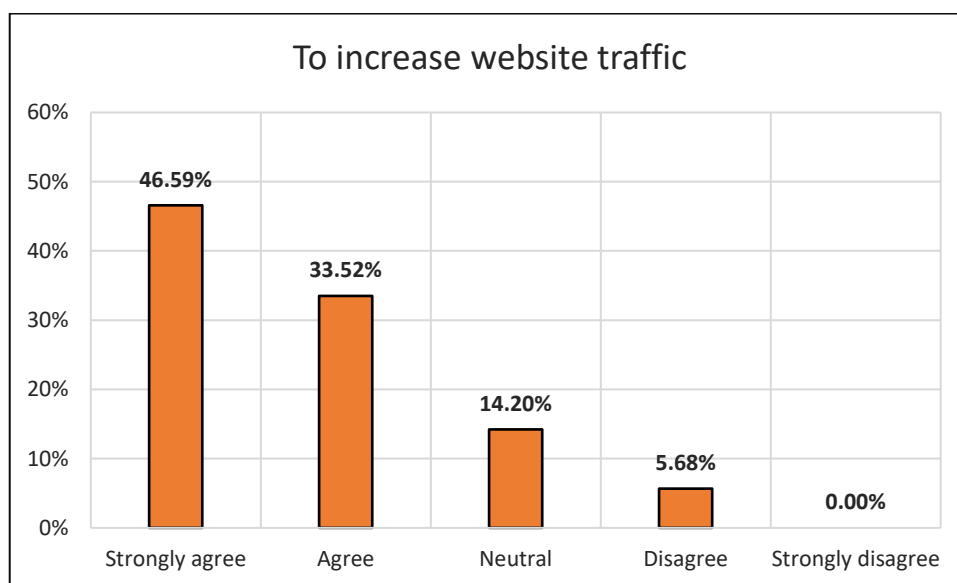


Chart 4.1.8.7: To Increase Website Traffic

INTERPRETATION:

From the above table it is interpreted that 46.59% businesses Strongly agrees that they need social media presence to increase website traffic, 33.52% says Agree, 14.20% says Neutral and, 5.68% says Disagree.

INFERENCE:

Majority (46.59%) of the businesses strongly agrees that they need social media presence to increase website traffic.

Table 4.1.8.8: To Provide Customer Service

S. No.	Customer Service	No. of Respondents	Percentage
1	Strongly agree	52	29.55%
2	Agree	56	31.82%
3	Neutral	51	28.98%
4	Disagree	13	7.39%
5	Strongly disagree	4	2.27%
	Total	176	100

Source: Primary data

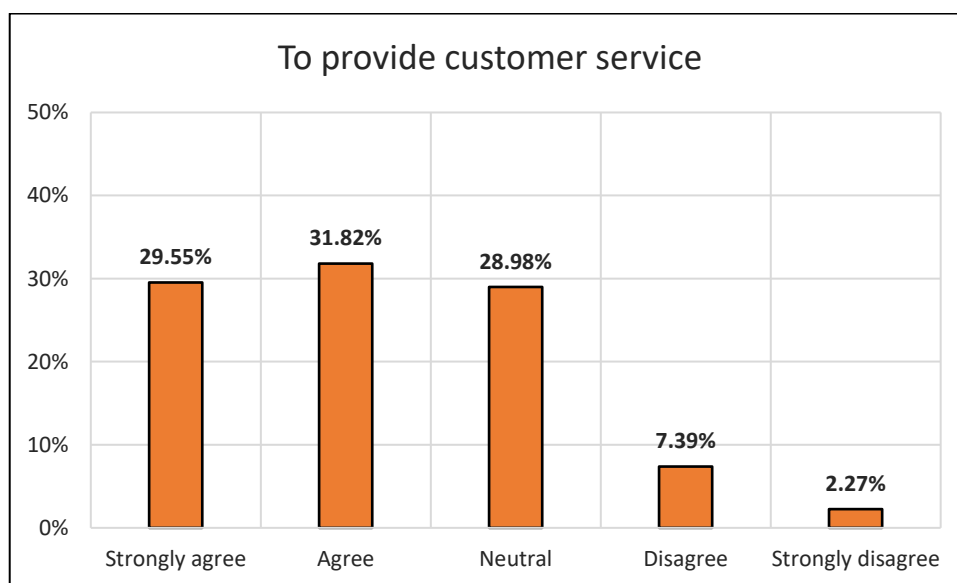


Chart 4.1.8.8: To Provide Customer Service

INTERPRETATION:

From the above table it is interpreted that 29.55% businesses Strongly agrees that they need social media presence to provide customer service, 31.82% says Agree, 28.98% says Neutral, 7.39% says Disagree and, 2.27% says that they Strongly disagree.

INFERENCE:

Majority (31.82%) of the businesses Agrees that they need social media presence to provide customer service.

Table 4.1.9: Importance of Social Media Advertisement

S. No.	Social Media Ad	No. of Respondents	Percentage
1	Extremely important	74	42.05%
2	Very important	64	36.36%
3	Somewhat important	30	17.05%
4	Not so important	6	3.41%
5	Not at all important	2	1.14%
	Total	176	100

Source: Primary data

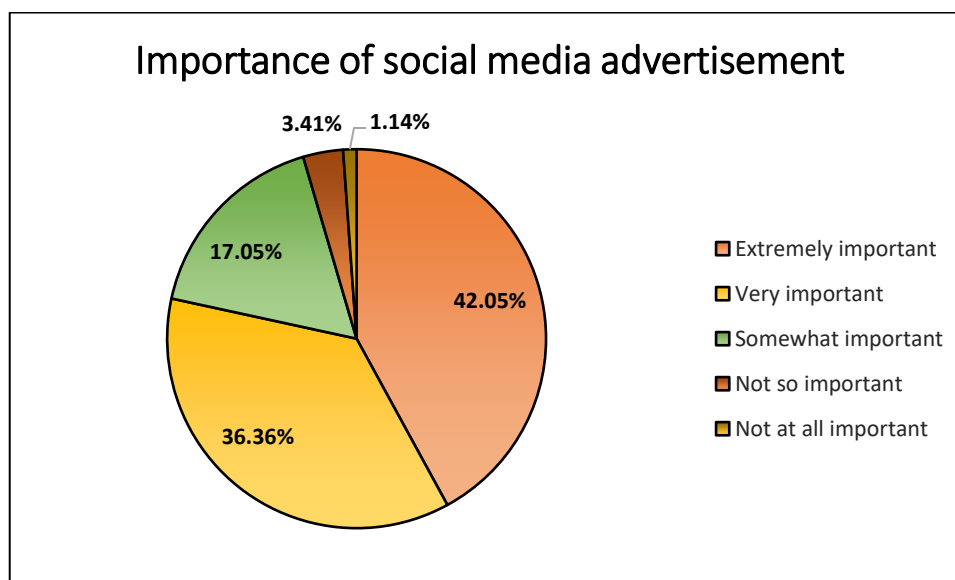


Chart 4.1.9: Importance of Social Media Advertisement

INTERPRETATION:

From the above table it is interpreted that 42.05% of the businesses says that social media advertisement is extremely important, 36.36% says Very important, 17.05% says Somewhat important, 3.41% says Not so important and, 1.14 % says Not at all important.

INFERENCE: Majority (42.05%) of the businesses agrees that social media advertisement is extremely important for their business.

Table 4.1.10: Monthly Ad Budget

S. No.	Ad Budget	No. of Respondents	Percentage
1	Below rs.5,000	58	32.95%
2	Rs.5,000-rs.10,000	32	18.18%
3	Rs.10,000-rs.25,000	25	14.20%
4	Above rs.25,000	23	13.07%
5	Prefer not to mention	38	21.59%
	Total	176	100

Source: Primary data

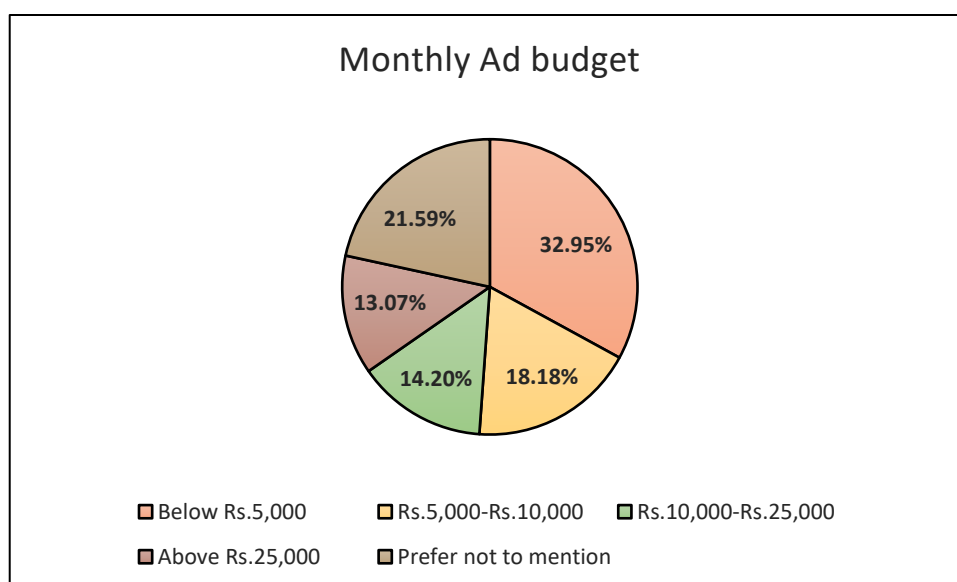


Chart 4.1.10: Monthly Ad Budget

INTERPRETATION:

From the above table it is interpreted that 32.95% businesses spends below Rs.5,000 for their monthly ad budget, 18.18% spends between Rs.5,000-Rs.10,000, 14.20% spends between Rs.10,000-Rs.25,000, 13.07% spends more than Rs.25,000 and 21.59% preferred not to mention their ad budget.

INFERENCE:

Majority (32.95%) of the businesses spends below Rs.5000 for monthly ad budget.

Table 4.1.11: Resource Used for Social Media Marketing

S. No.	Resources	No. of Respondents	Percentage
1	In-house staff	127	72.16%
2	Freelancer or consultant	54	30.68%
3	Social media management tools	46	26.14%
4	Digital marketing or social media marketing agency	43	24.43%
5	Other	6	3.41%

Source: Primary data

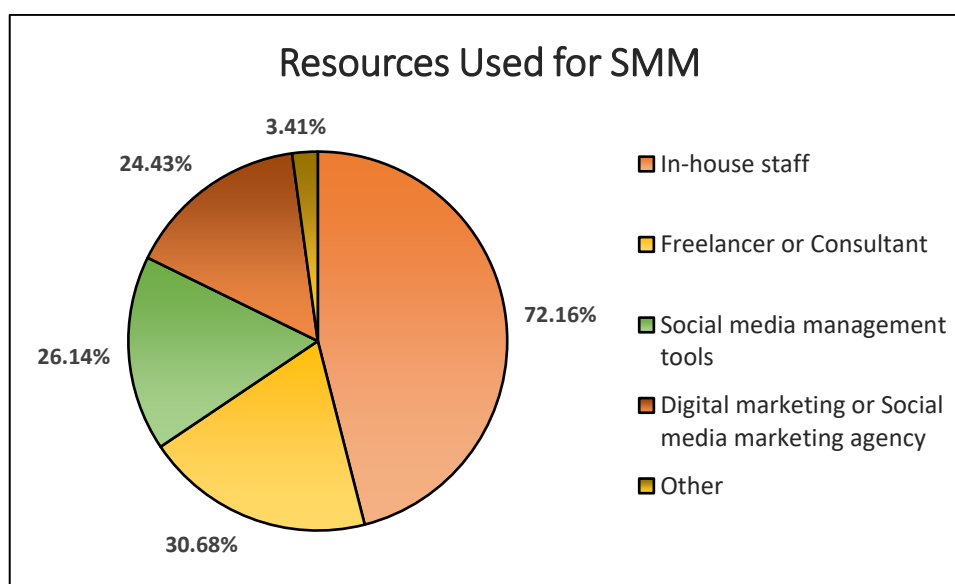


Chart 4.1.11: Resource Used for Social Media Marketing

INTERPRETATION:

From the above table it is interpreted that 72.16% of the businesses use In-house staff, 30.68% uses Freelancer/consultant, 26.14% uses social media management tools, 24.43% uses Digital marketing/Social media marketing agencies and 3.41% uses other resources.

INFERENCE:

Majority (72.16%) of the business uses In-house staff.

Table 4.1.12: Type of Content shared on Social Media

S. No.	Content shared	No. of Respondents	Percentage
1	Image/Infographics	163	92.61%
2	Offers/Promotions	76	43.18%
3	Reviews	63	35.80%
4	Videos	105	59.66%
5	Blog post	93	52.84%
6	Research/Data	63	35.80%

Source: Primary data

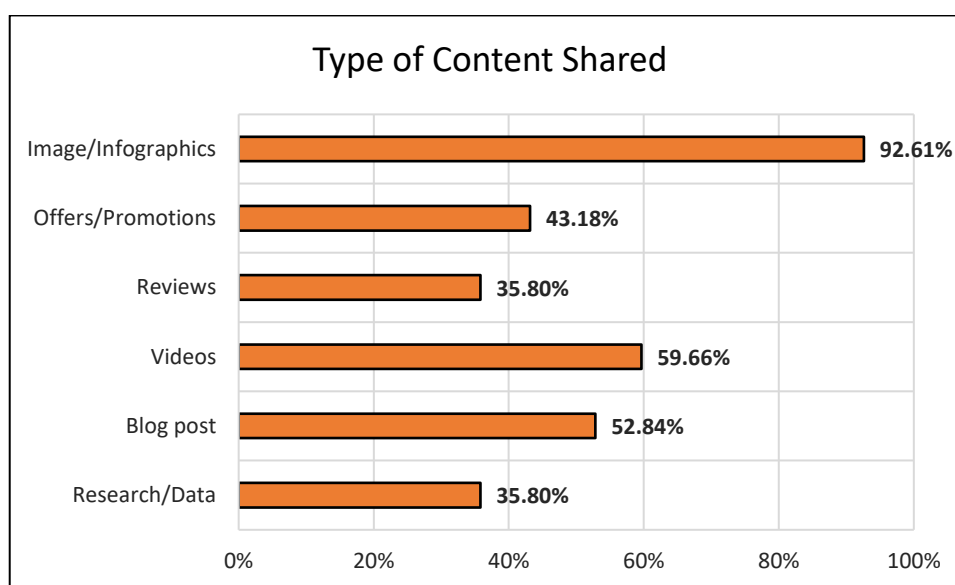


Chart 4.1.12: Type of Content Shared on Social Media

INTERPRETATION:

From the above table it is interpreted that 92.61% of the businesses shares Image/Infographic contents on social media, 43.18% shares Offers/Promotions related contents, 35.80% shares reviews, 59.66% shares video contents, 52.84% shares Blog post, and 35.80% shares Research/Data.

INFERENCE:

Majority (92.61%) of the businesses shares Image/Infographic contents on social media platforms.

Table 4.1.13: Type of Content

S. No.	Content	No. of Respondents	Percentage
1	Organic content	102	57.95%
2	Both organic and paid content	74	42.05%
	Total	176	100

Source: Primary data

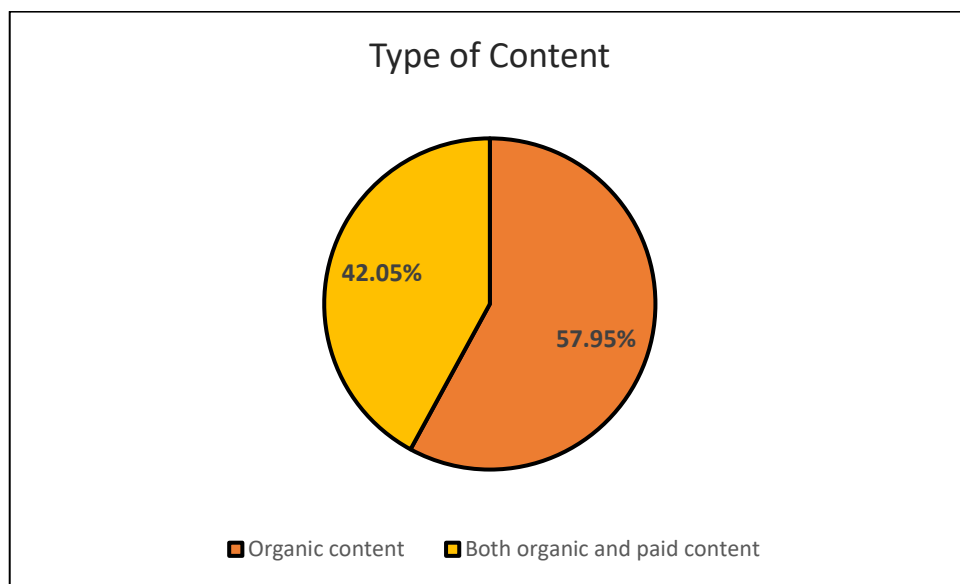


Chart 4.1.13: Type of Content

INTERPRETATION:

From the above table it is interpreted that 57.95% of the businesses post only organic contents on social media, and 42.05% businesses posts both organic and paid contents on social media.

INFERENCE:

Majority (57.95%) of the business posts only organic contents on social media platforms.

4.1.14: Frequency of Sharing Content on Social Media Sites

Table 4.1.14.1: Frequency of Sharing Content on Facebook

S. No.	Facebook	No. of Respondents	Percentage
1	Once a day	42	23.86%
2	Multiple times per day	20	11.36%
3	Weekly	58	32.95%
4	Monthly	17	9.66%
5	Inconsistently	26	14.77%
6	Never post	13	7.39%
	Total	176	100

Source: Primary data

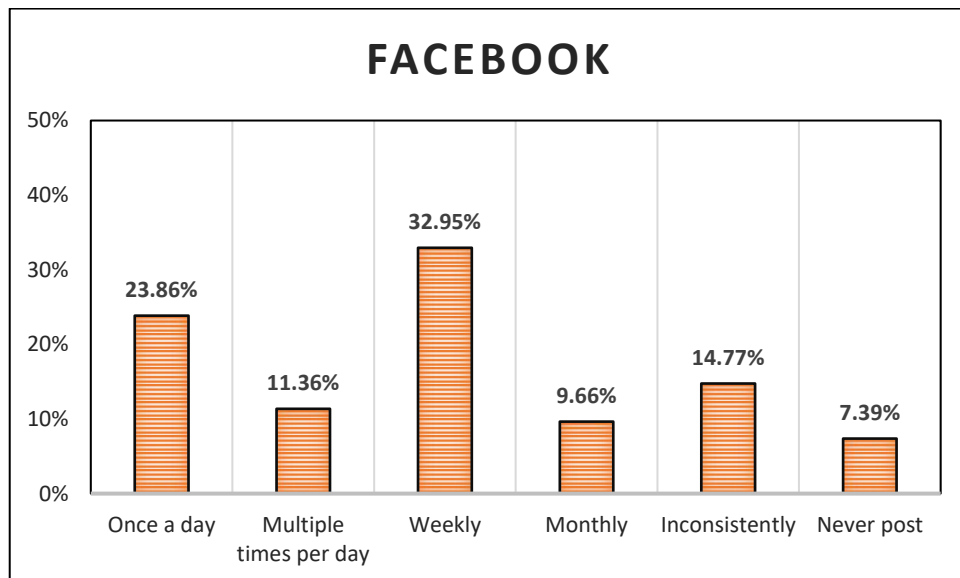


Chart 4.1.14.1: Frequency of Sharing Content on Facebook

INTERPRETATION:

From the above table it is interpreted that 23.86% posts once a day on Facebook, 11.36% says Multiple times per day, 32.95% says weekly, 9.66% says Monthly, 14.77% says Inconsistently and, 7.39% says that they Never post on Facebook.

INFERENCE:

Majority (32.95%) of the respondents says that they post weekly on Facebook.

Table 4.1.14.2: Frequency of Sharing Content on Instagram

S. No.	Instagram	No. of Respondents	Percentage
1	Once a day	39	22.16%
2	Multiple times per day	20	11.36%
3	Weekly	54	30.68%
4	Monthly	14	7.95%
5	Inconsistently	25	14.20%
6	Never post	24	13.64%
	Total	176	100

Source: Primary data

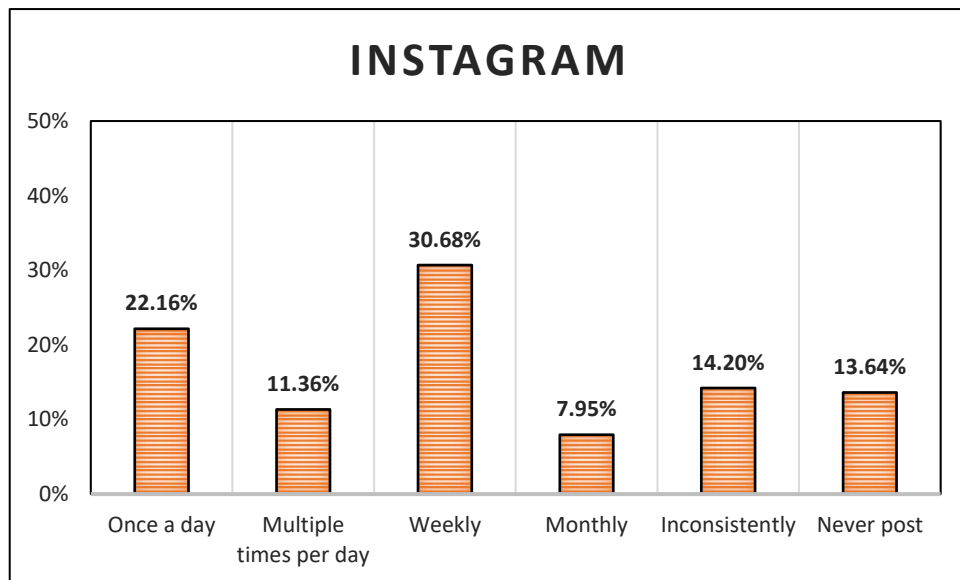


Chart 4.1.14.2: Frequency of Sharing Content on Instagram

INTERPRETATION:

From the above table it is interpreted that 22.16% posts once a day on Instagram, 11.36% says Multiple times per day, 30.68% says weekly, 7.95% says Monthly, 14.20% says Inconsistently and, 13.64% says that they Never post on Instagram.

INFERENCE:

Majority (30.68%) of the respondents says that they post weekly on Instagram.

Table 4.1.14.3: Frequency of Sharing Content on YouTube

S. No.	YouTube	No. of Respondents	Percentage
1	Once a day	11	6.25%
2	Multiple times per day	6	3.41%
3	Weekly	37	21.02%
4	Monthly	31	17.61%
5	Inconsistently	45	25.57%
6	Never post	46	26.14%
	Total	176	100

Source: Primary data

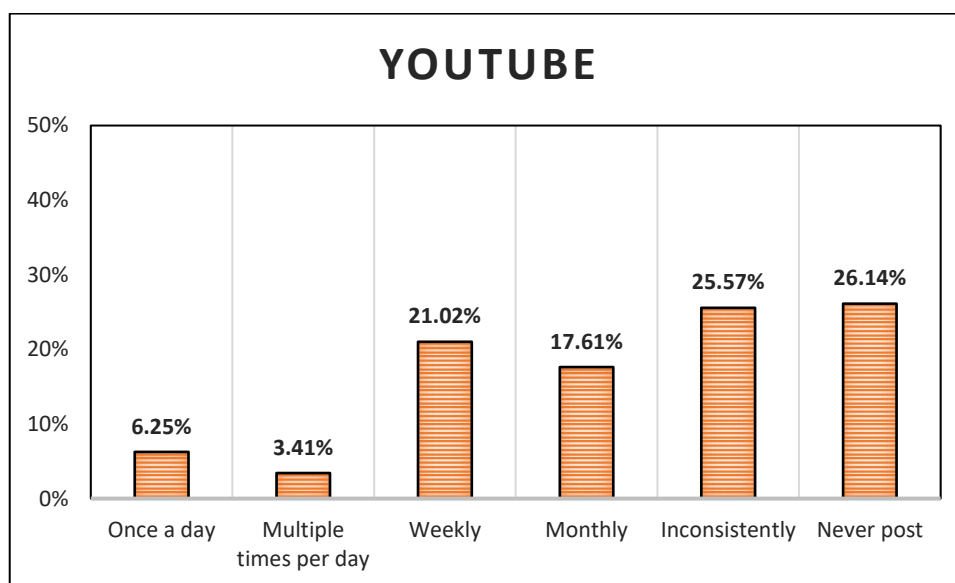


Chart 4.1.14.3: Frequency of Sharing Content on YouTube

INTERPRETATION:

From the above table it is interpreted that 6.25% posts once a day on YouTube, 3.41% says Multiple times per day, 21.02% says weekly, 17.61% says Monthly, 25.57% says Inconsistently and, 26.14% says that they Never post on YouTube.

INFERENCE:

Majority (26.14%) of the respondents says that they never post on YouTube.

Table 4.1.14.4: Frequency of Sharing Content on Twitter

S. No.	Twitter	No. of Respondents	Percentage
1	Once a day	23	13.07%
2	Multiple times per day	10	5.68%
3	Weekly	32	18.18%
4	Monthly	22	12.50%
5	Inconsistently	32	18.18%
6	Never post	57	32.39%
	Total	176	100

Source: Primary data

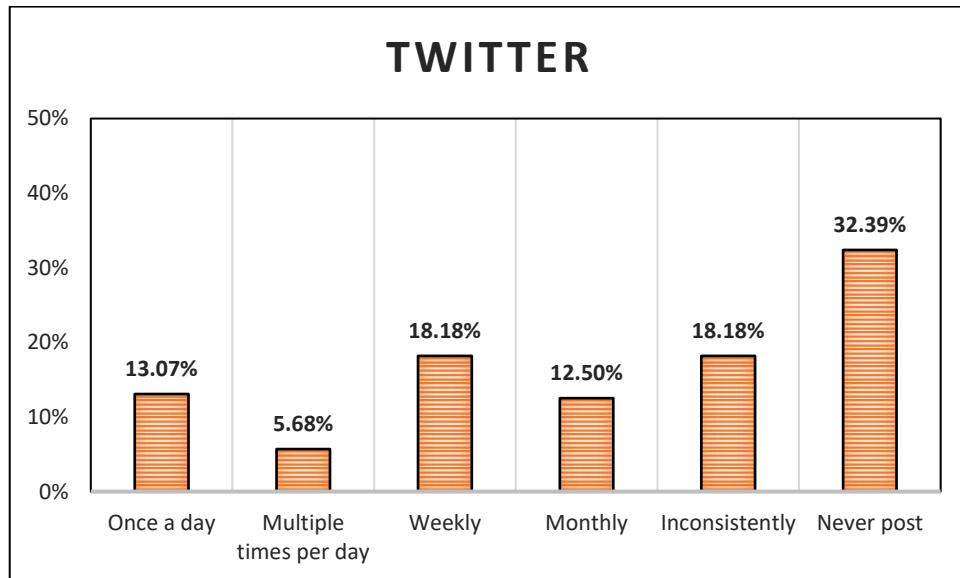


Chart 4.1.14.4: Frequency of Sharing Content on Twitter

INTERPRETATION:

From the above table it is interpreted that 13.07% posts once a day on Twitter, 5.68% says Multiple times per day, 18.18% says weekly, 12.50% says Monthly, 18.18% says Inconsistently and, 32.39% says that they Never post on Twitter.

INFERENCE:

Majority (32.39%) of the respondents says that they never post on Twitter.

Table 4.1.14.5: Frequency of Sharing Content on LinkedIn

S. No.	LinkedIn	No. of Respondents	Percentage
1	Once a day	30	17.05%
2	Multiple times per day	19	10.80%
3	Weekly	57	32.39%
4	Monthly	29	16.48%
5	Inconsistently	26	14.77%
6	Never post	15	8.52%
	Total	176	100

Source: Primary data

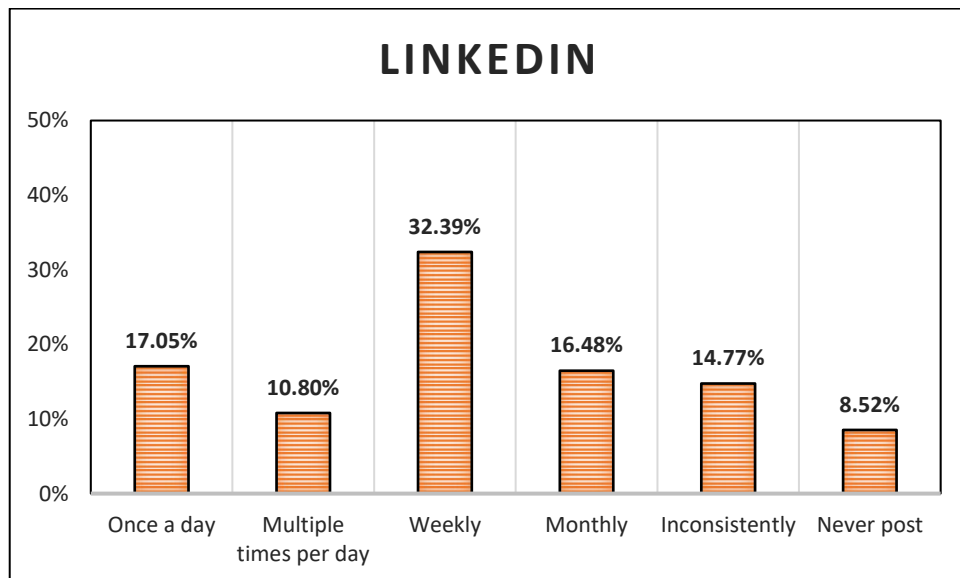


Chart 4.1.14.5: Frequency of Sharing Content on LinkedIn

INTERPRETATION:

From the above table it is interpreted that 17.05% posts once a day on LinkedIn, 10.80% says Multiple times per day, 32.39% says weekly, 16.48% says Monthly, 14.77% says Inconsistently and, 8.52% says that they Never post on LinkedIn.

INFERENCE:

Majority (32.39%) of the respondents says that they post weekly on LinkedIn.

Table 4.1.14.6: Frequency of Sharing Content on Pinterest

S. No.	Pinterest	No. of Respondents	Percentage
1	Once a day	4	2.27%
2	Multiple times per day	5	2.84%
3	Weekly	12	6.82%
4	Monthly	16	9.09%
5	Inconsistently	16	9.09%
6	Never post	123	69.89%
	Total	176	100

Source: Primary data

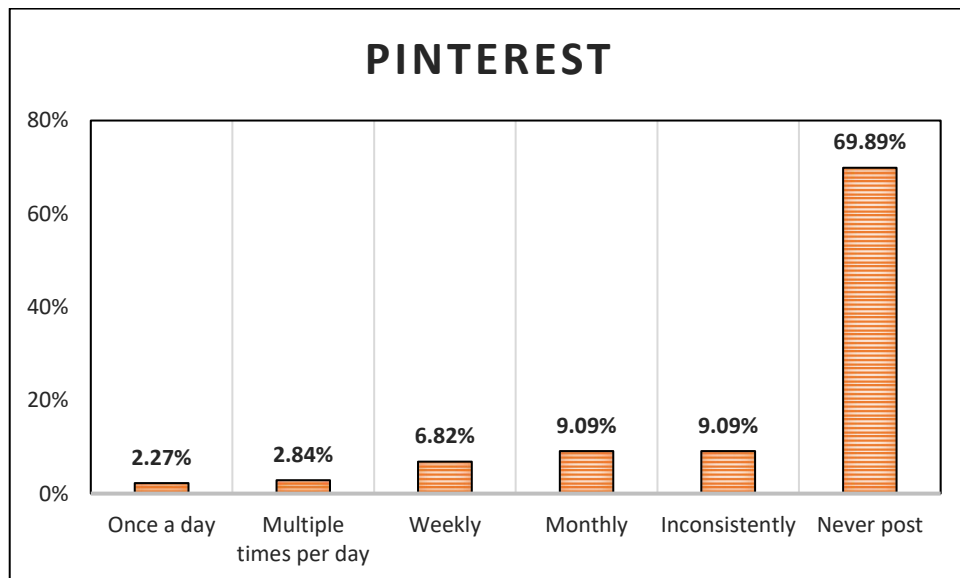


Chart 4.1.14.6: Frequency of sharing content on Pinterest

INTERPRETATION:

From the above table it is interpreted that 2.27% posts once a day on Pinterest, 2.84% says Multiple times per day, 6.82% says weekly, 9.09% says Monthly, 9.09% says Inconsistently and 69.89% says that they Never post on Pinterest.

INFERENCE:

Majority (69.89%) of the respondents says that they never post on Pinterest.

Table 4.1.14.7: Frequency of Sharing Content on Snapchat

S. No.	Snapchat	No. of Respondents	Percentage
1	Once a day	1	0.57%
2	Multiple times per day	2	1.14%
3	Weekly	8	4.55%
4	Monthly	8	4.55%
5	Inconsistently	11	6.25%
6	Never post	146	82.95%
	Total	176	100

Source: Primary data

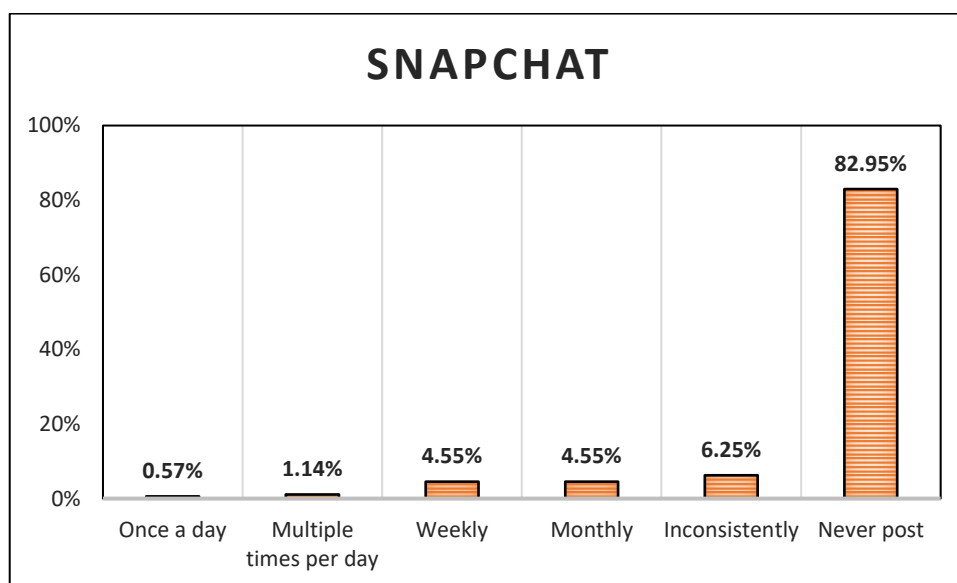


Chart 4.1.14.7: Frequency of sharing content on Snapchat

INTERPRETATION:

From the above table it is interpreted that 0.57% posts once a day on Snapchat, 1.14% says Multiple times per day, 4.55% says weekly, 4.55% says Monthly, 6.25% says Inconsistently and 82.95% says that they Never post on Snapchat.

INFERENCE:

Majority (82.95%) of the respondents says that they never post on Snapchat.

Table 4.1.15: Frequency of Content Auditing for Social Media Posts

S. No.	Content Auditing Frequency	No. of Respondents	Percentage
1	Daily	15	8.52%
2	Weekly	54	30.68%
3	Monthly	55	31.25%
4	Yearly	9	5.11%
5	Never	43	24.43%
	Total	176	100

Source: Primary data

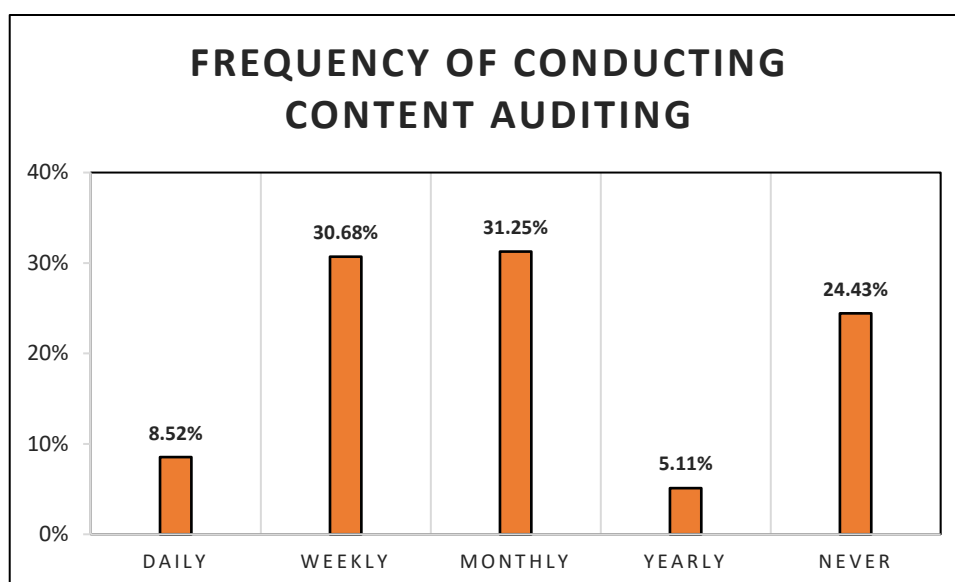


Chart 4.1.15: Frequency of Content Auditing for Social Media Posts

INTERPRETATION:

From the above table it is interpreted that 8.52% says that they conduct content auditing daily, 30.68% says weekly, 31.25% says Monthly, 5.11% says yearly and 24.43% says that they never conduct content auditing.

INFERENCE:

Majority (31.25%) of the respondents says that they conduct content auditing monthly.

Table 4.1.16: Time Taken to Respond to Comments and Messages

S. No.	Response time	No. of Respondents	Percentage
1	Less than 5 hours	84	47.73%
2	Within 24 hours	65	36.93%
3	Within 3 days	15	8.52%
4	Within a week	11	6.25%
5	Never replies to comments and messages	1	0.57%
	Total	176	100

Source: Primary data

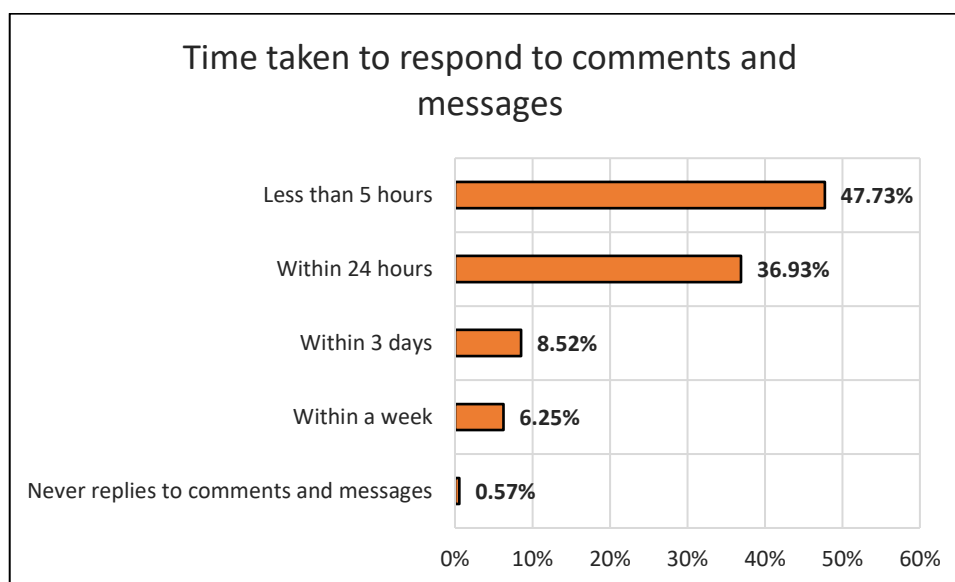


Chart 4.1.16: Time Taken to Respond to Comments and Messages

INTERPRETATION:

From the above table it is interpreted that 47.73% of the business takes less than 5 hours to respond to comments and messages, 36.93% says within 24 hours, 8.25% says within 3 days, 6.25% says within a week and, 0.57% says that they never respond.

INFERENCE:

Majority (31.25%) of the respondents says that they respond within less than 5 hours.

Table 4.1.17: Response to Criticism on Social Media Sites

S. No.	Response to Criticism	No. of Respondents	Percentage
1	Acknowledge	67	38.07%
2	Apologize (If appropriate)	62	35.23%
3	Solve in a private conversation	30	17.05%
4	Delete negative comments	6	3.41%
5	Do not react	11	6.25%
	Total	176	100

Source: Primary data

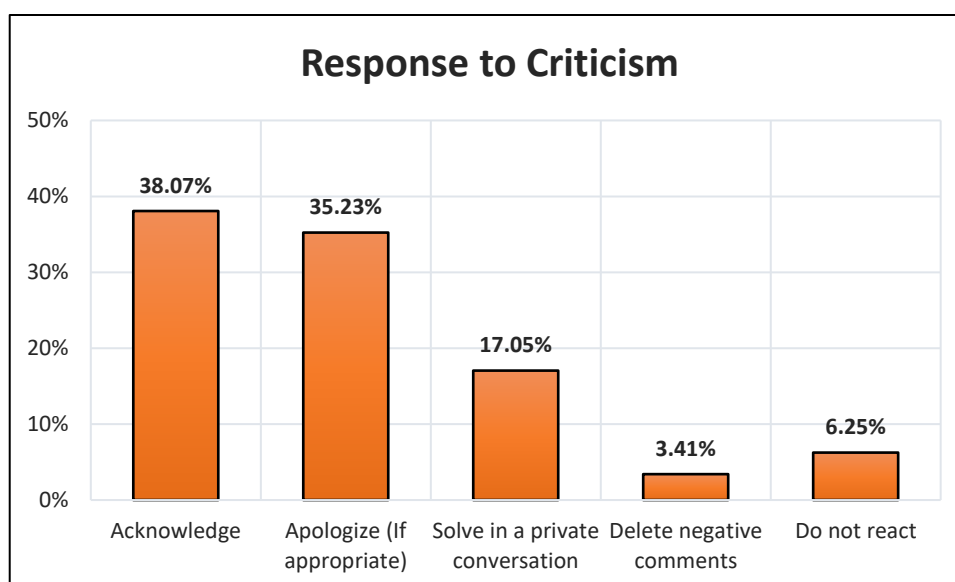


Chart 4.1.17: Response to Criticism on Social Media Sites

INTERPRETATION:

From the above table it is interpreted that 38.07% of the business Acknowledge to criticism, 35.23% says apologize (If appropriate), 17.05% says Solve in a private conversation, 3.41% says that they delete the negative comments, and 6.25% says that they do not react to criticism.

INFERENCE:

Majority (38.07%) of the respondents says that they acknowledge to criticism.

Table 4.1.18: Social Media Management Tools Used

S. No.	Social Media Tools	No. of Respondents	Percentage
1	Buffer	5	2.84%
2	Hootsuite	19	10.80%
3	Sprout social	1	0.57%
4	Zoho social	17	9.66%
5	Sendible	5	2.84%
6	Other	4	2.27%
7	None	125	71.02%
	Total	176	100

Source: Primary data

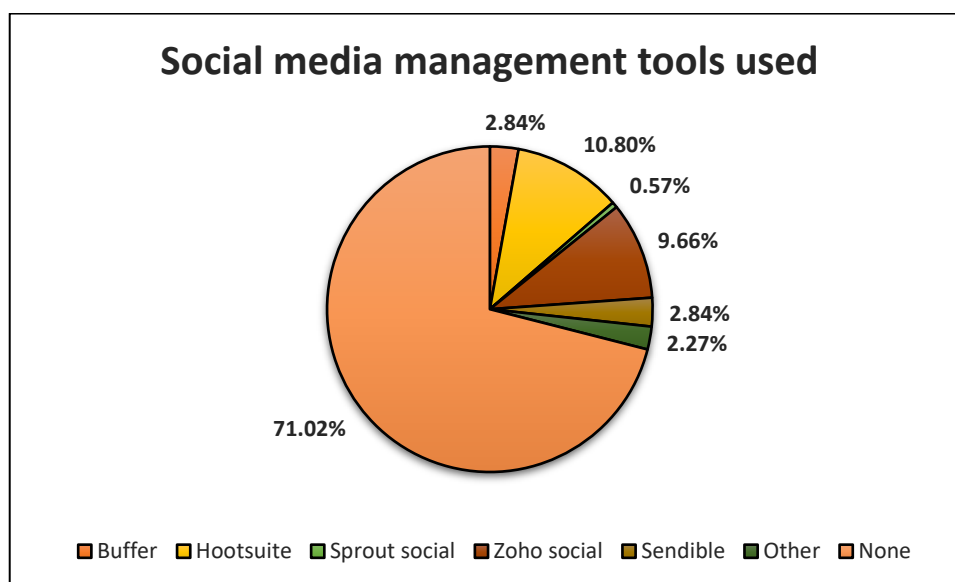


Chart 4.1.18: Social Media Management Tools Used

INTERPRETATION:

From the above table it is interpreted that 2.84% of business uses Buffer, 10.80% uses Hootsuite, 0.57% uses Sprout social, 9.66% uses Zoho social, 2.84% uses Sendible, 2.27% uses other social media management tools, and 71.02% do not use any tools.

INFERENCE:

Majority (71.02%) of the business do not use any social media management tool.

4.1.19: Important KPI Metrics in Social Media for the Business

Table 4.1.19.1: KPI – Audience Growth

S. No.	Audience Growth	No. of Respondents	Percentage
1	Extremely important	86	48.86%
2	Very important	64	36.36%
3	Somewhat important	21	11.93%
4	Not so important	4	2.27%
5	Not at all important	1	0.57%
	Total	176	100

Source: Primary data

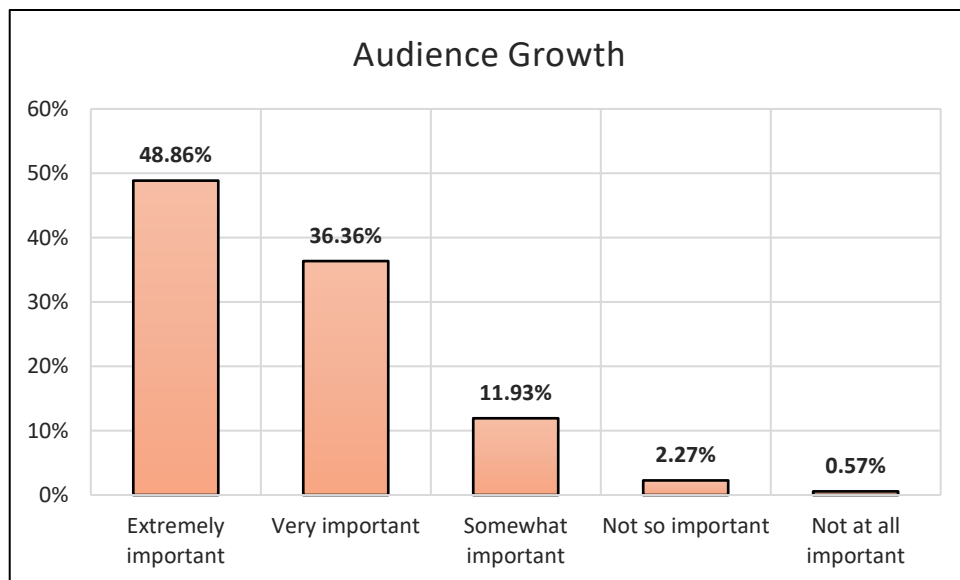


Chart 4.1.19.1: Audience Growth

INTERPRETATION:

From the above table it is interpreted that 48.86% of the businesses says that Audience growth is extremely important, 36.36% says Very important, 11.93% says Somewhat important, 2.27% says Not so important and, 0.57% says Not at all important.

INFERENCE:

Majority (48.86%) of the businesses says that Audience growth is extremely important for their business.

Table 4.1.19.2: KPI – Clicks to Website

S. No.	Website Clicks	No. of Respondents	Percentage
1	Extremely important	70	39.77%
2	Very important	64	36.36%
3	Somewhat important	29	16.48%
4	Not so important	9	5.11%
5	Not at all important	4	2.27%
	Total	176	100

Source: Primary data

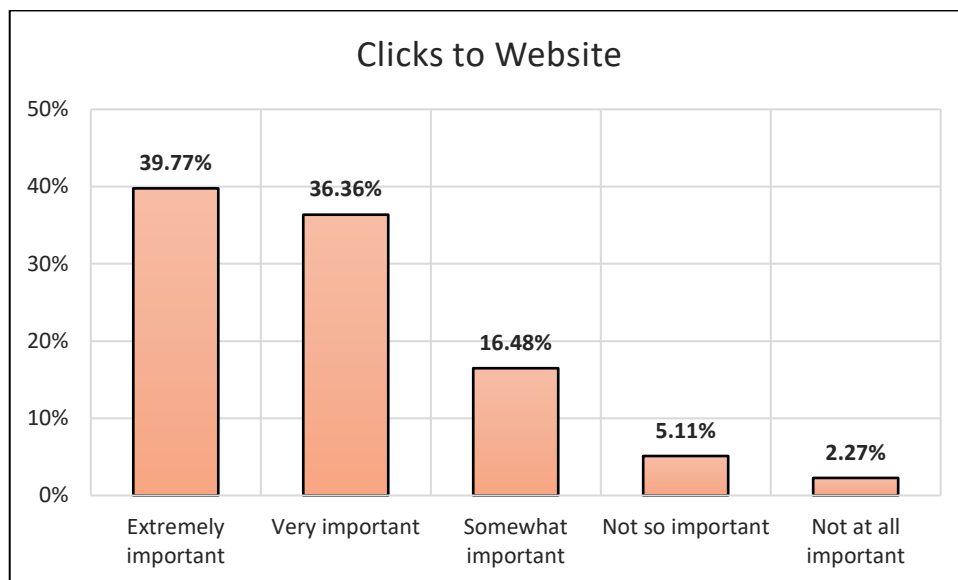


Chart 4.1.19.2: Clicks to Website

INTERPRETATION:

From the above table it is interpreted that 39.77% of the businesses says that Clicks to Website is extremely important, 36.36% says Very important, 16.48% says Somewhat important, 5.11% says Not so important and, 2.27% says Not at all important.

INFERENCE:

Majority (39.77%) of the businesses says that Clicks to Website is extremely important for their business.

Table 4.1.19.3: KPI – Engagement (Likes, Shares, mentions, views)

S. No.	Engagement	No. of Respondents	Percentage
1	Extremely important	67	38.07%
2	Very important	68	38.64%
3	Somewhat important	33	18.75%
4	Not so important	6	3.41%
5	Not at all important	2	1.14%
	Total	176	100

Source: Primary data

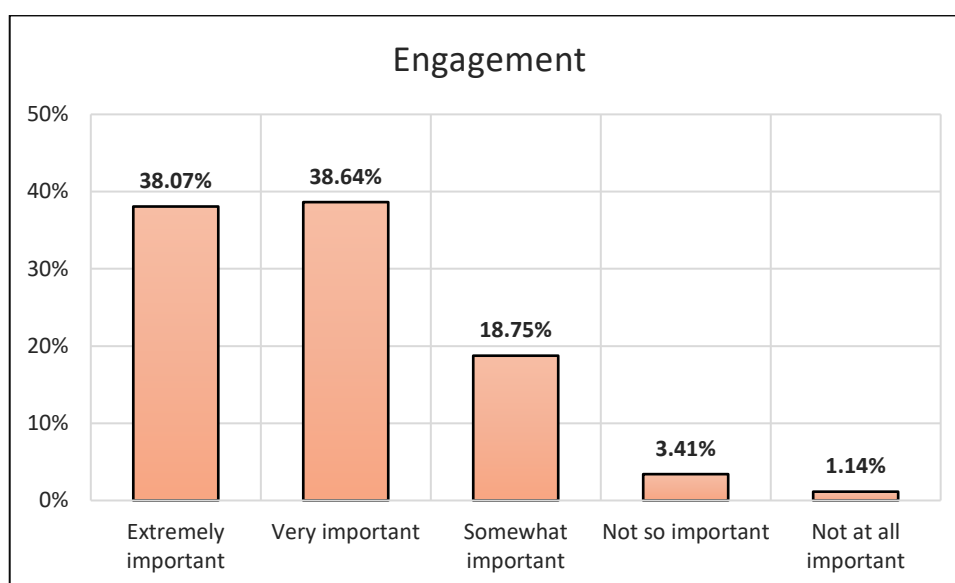


Chart 4.1.19.3: Engagement (Likes, Shares, mentions, views)

INTERPRETATION:

From the above table it is interpreted that 38.07% of the businesses says that Engagement is extremely important, 38.64% says Very important, 18.75% says Somewhat important, 3.41% says Not so important and, 1.14% says Not at all important.

INFERENCE:

Majority (38.64%) of the businesses says that Engagement is very important for their business.

Table 4.1.19.4: KPI – Conversions

S. No.	Conversions	No. of Respondents	Percentage
1	Extremely important	87	49.43%
2	Very important	56	31.82%
3	Somewhat important	28	15.91%
4	Not so important	2	1.14%
5	Not at all important	3	1.70%
	Total	176	100

Source: Primary data

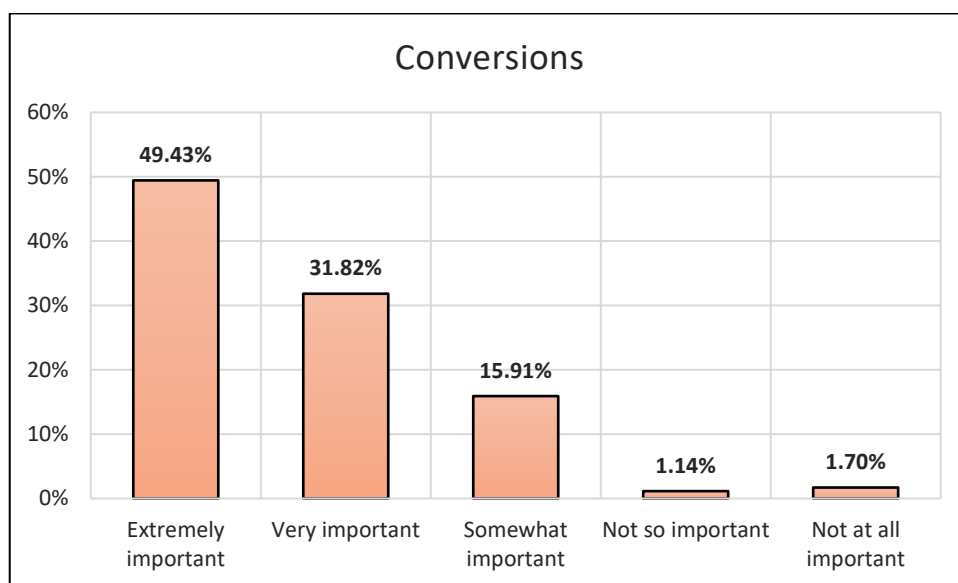


Chart 4.1.19.4: Conversions

INTERPRETATION:

From the above table it is interpreted that 49.43% of the businesses says that Conversions is extremely important, 31.82% says Very important, 15.91% says Somewhat important, 1.14% says Not so important and, 1.70% says Not at all important.

INFERENCE:

Majority (49.43%) of the businesses says that Conversions is extremely important for their business.

Table 4.1.19.5: KPI – Return on Investment

S. No.	ROI	No. of Respondents	Percentage
1	Extremely important	79	44.89%
2	Very important	58	32.95%
3	Somewhat important	28	15.91%
4	Not so important	7	3.98%
5	Not at all important	4	2.27%
	Total	176	100

Source: Primary data

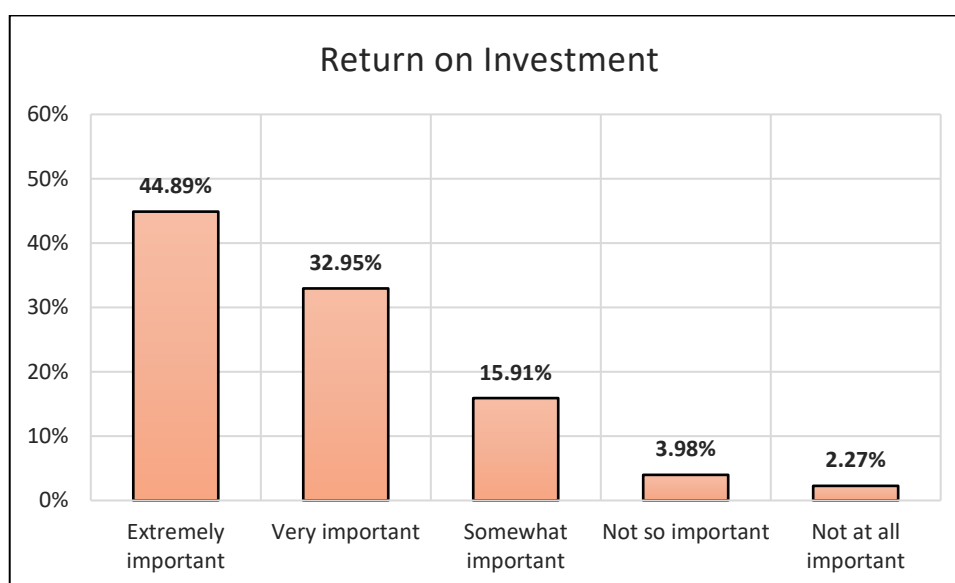


Chart 4.1.19.5: Return on Investment

INTERPRETATION:

From the above table it is interpreted that 44.89% of the businesses says that Return on Investment is extremely important, 32.95% says Very important, 15.91% says Somewhat important, 3.98% says Not so important and, 2.27% says Not at all important.

INFERENCE:

Majority (44.89%) of the businesses says that Return on Investment is extremely important for their business.

Table 4.1.19.6: KPI – Number of Posts

S. No.	Number of Posts	No. of Respondents	Percentage
1	Extremely important	42	23.86%
2	Very important	60	34.09%
3	Somewhat important	50	28.41%
4	Not so important	20	11.36%
5	Not at all important	4	2.27%
	Total	176	100

Source: Primary data

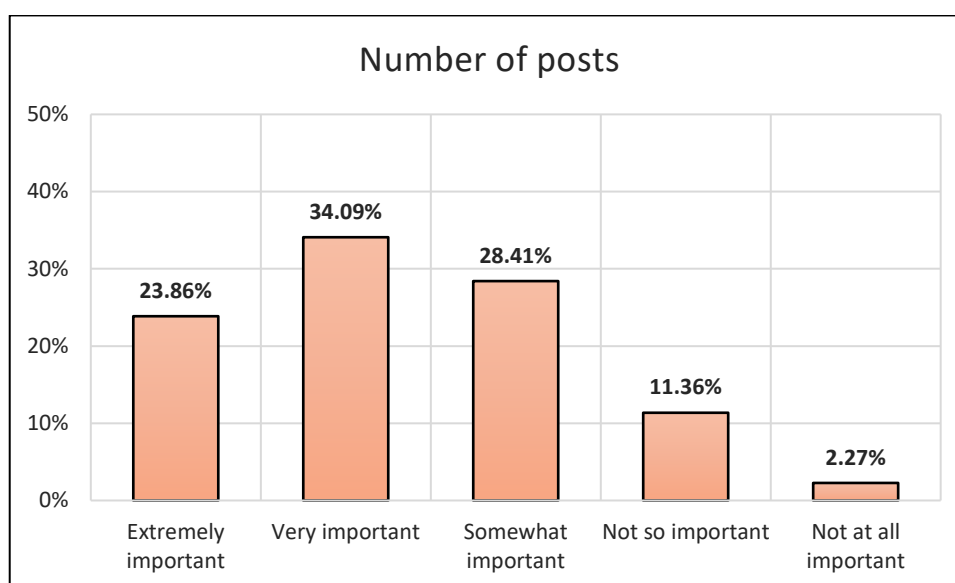


Chart 4.1.19.6: Number of Posts

INTERPRETATION:

From the above table it is interpreted that 23.86% of the businesses says that Number of posts is extremely important, 34.09% says Very important, 28.41% says Somewhat important, 11.36% says Not so important and, 2.27% says Not at all important.

INFERENCE:

Majority (34.09%) of the businesses says that Number of posts is very important for their business.

Table 4.1.20: Challenges in Social Media Marketing

S. No.	Challenges	No. of Respondents	Percentage
1	Knowing what to say	61	34.66%
2	Finding the time to do it	65	36.93%
3	Getting noticed	65	36.93%
4	Getting results	73	41.48%
5	Measuring results	63	35.80%
6	Social media policy	34	19.32%
7	Other	8	4.55%
	Total	176	100

Source: Primary data

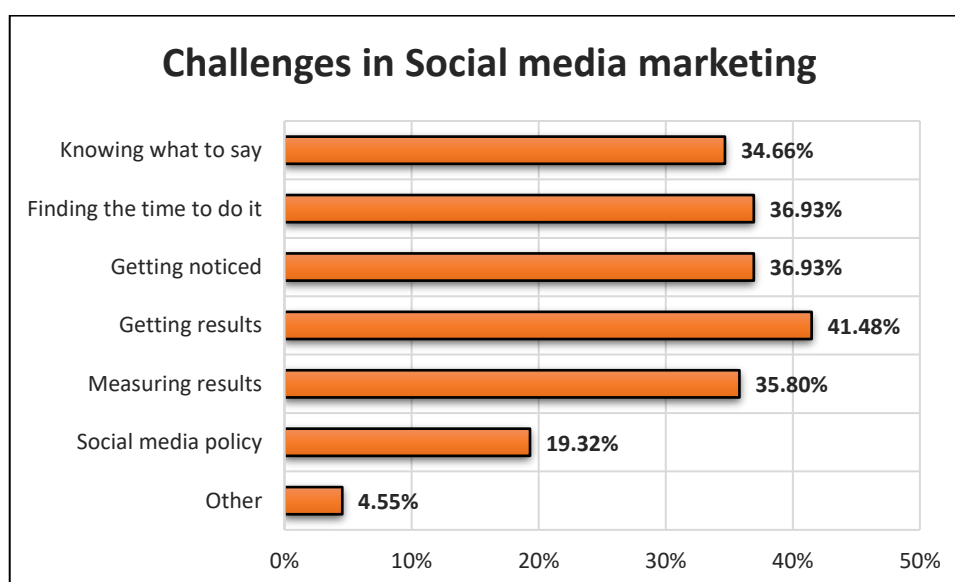


Chart 4.1.20: Challenges in Social Media Marketing

INTERPRETATION:

From the above table it is interpreted that 34.66% says knowing what to say in social media is their hardest challenge, 36.93% says finding the time to implement, 36.93% says getting noticed, 41.48% says getting results, 35.80% says measuring results, 19.32% says social media policies and 4.55% says other challenges.

INFERENCE:

Majority (41.48%) of the businesses says getting result is their hardest challenge.

Table 4.1.21: Effectiveness at Implementing SMM Strategies

S. No.	SMM Strategies	No. of Respondents	Percentage
1	Extremely effective	35	19.89%
2	Very effective	54	30.68%
3	Somewhat effective	69	39.20%
4	Not so effective	16	9.09%
5	Not at all effective	2	1.14%
	Total	176	100

Source: Primary data

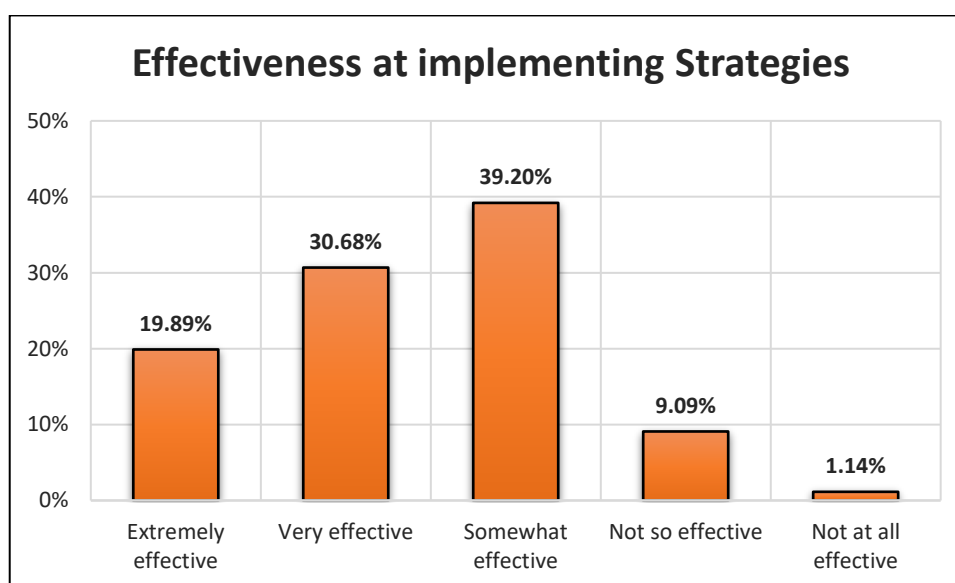


Chart 4.1.21: Effectiveness at Implementing SMM strategies

INTERPRETATION:

From the above table it is interpreted that 19.89% of the business says that they are extremely effective at implementing social media marketing strategies, 30.68% says very effective, 39.20% says somewhat effective, 9.09% says not so effective and, 1.14% says not at all effective.

INFERENCE:

Majority (39.20%) of the businesses says that they are Somewhat effective at implementing social media marketing strategies

4.2. Chi-square

Table 4.2.1: Table showing the association between the total number of employees working and the effectiveness at implementing social media marketing strategies

Null Hypothesis (H0) – There is no association between the total number of employees working and the effectiveness at implementing social media marketing strategies

Alternative Hypothesis (H1) - There is association between the total number of employees working and the effectiveness at implementing social media marketing strategies

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Total number of employees working * Effectiveness at implementing social media marketing strategies	176	100.0%	0	0.0%	176	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	27.655 ^a	16	.035
Likelihood Ratio	25.617	16	.060
N of Valid Cases	176		
a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .02.			

Source: Primary data

INTERPRETATION:

Since p-value is less than 0.05, we accept the alternate hypothesis (H1) and reject the null hypothesis (H0). Therefore, there is an association between the total number of employees working and the effectiveness at implementing social media marketing strategies.

Table 4.2.2: Table showing the association between the age of the business firm and the importance of social media advertisement

Null Hypothesis (H0) – There is no association between the age of the business firm and the importance of social media advertisement.

Alternative Hypothesis (H1) – There is association between the age of the business firm and the importance of social media advertisement.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
How old is your business? * How important is social media advertisement for your business?	176	100.0%	0	0.0%	176	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	26.974 ^a	16	.042
Likelihood Ratio	25.987	16	.054
Linear-by-Linear Association	5.258	1	.022
N of Valid Cases	176		
a. 19 cells (76.0%) have expected count less than 5. The minimum expected count is .05.			

Source: Primary data

INTERPRETATION:

Since p-value is less than 0.05, we accept the alternate hypothesis (H1) and reject the null hypothesis (H0). Therefore, there is an association between the age of the business firm and the importance of social media advertisement.

4.3. ANOVA

Table 4.3.1: Table showing the association between the age of the business firm and Engagement as their important KPI metric.

Null Hypothesis (H0) – There is no statistically significant relationship between the age of the business firm and Engagement as their important KPI metric.

Alternate Hypothesis (H1) – There is statistically significant relationship between the age of the business firm and Engagement as their important KPI metric

Descriptives								
How old is your business?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Extremely important	67	4.42	1.183	.144	4.13	4.71	1	5
Not at all important	2	5.00	.000	.000	5.00	5.00	5	5
Not so important	6	2.67	1.862	.760	.71	4.62	1	5
Somewhat important	33	4.48	.906	.158	4.16	4.81	2	5
Very important	68	4.15	1.319	.160	3.83	4.47	1	5
Total	176	4.27	1.249	.094	4.09	4.46	1	5

ANOVA					
How old is your business?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20.505	4	5.126	3.473	.009
Within Groups	252.404	171	1.476		
Total	272.909	175			

Source: Primary data

INTERPRETATION:

Significance level **0.009**, which is below 0.05 therefore, there is a statistically significant relationship between the age of the business firm and Engagement as their important KPI metric.

CHAPTER 5

5.1. FINDINGS

- 1) Majority (89.77%) of the companies are from Chennai.
- 2) Majority (71.02%) of the companies are less than 5 years old.
- 3) Majority (75.57%) of the companies have less than 25 employees.
- 4) Majority (54.55%) of the business uses B2B business model.
- 5) Majority (21.02%) of the business comes under the business services industry.
- 6) Majority (41.48%) of the respondents have ranked LinkedIn in 1st place.
- 7) Majority (34.09%) of the respondents have ranked Facebook in 2nd place.
- 8) Majority (26.14%) of the respondents have ranked YouTube in 3rd place.
- 9) Majority (24.43%) of the respondents have ranked YouTube in 4th place.
- 10) Majority (31.82%) of the respondents have ranked Twitter in 5th place.
- 11) Majority (37.50%) of the respondents have ranked Pinterest in 6th place.
- 12) Majority (47.73%) of the respondents have ranked Snapchat in 7th place.
- 13) Majority (Score: 5.47) of the respondent have ranked LinkedIn in 1st place.
- 14) Majority (88.64%) of the respondents have selected LinkedIn platform for their business preference.
- 15) Majority (78.98%) of the businesses strongly agrees that they need social media presence to create brand awareness.
- 16) Majority (61.36%) of the businesses strongly agrees that they need social media presence to attract new customers.
- 17) Majority (63.07%) of the businesses strongly agrees that they need social media presence to promote product and services.
- 18) Majority (56.82%) of the businesses strongly agrees that they need social media presence to generate sales and leads.
- 19) Majority (48.30%) of the businesses strongly agrees that they need social media presence to build community and customer loyalty.
- 20) Majority (62.50%) of the businesses strongly agrees that they need social media presence to connect with the target audience.
- 21) Majority (46.59%) of the businesses strongly agrees that they need social media presence to increase website traffic.

- 22) Majority (31.82%) of the businesses Agrees that they need social media presence to provide customer service.
- 23) Majority (42.05%) of the businesses agrees that social media advertisement is extremely important for their business.
- 24) Majority (32.95%) of the businesses spends below Rs.5000 for monthly ad budget.
- 25) Majority (72.16%) of the business uses In-house staff.
- 26) Majority (92.61%) of the businesses shares Image/Infographic contents on social media platforms.
- 27) Majority (57.95%) of the business posts only organic contents on social media platforms.
- 28) Majority (32.95%) of the respondents says that they post weekly on Facebook.
- 29) Majority (30.68%) of the respondents says that they post weekly on Instagram.
- 30) Majority (26.14%) of the respondents says that they never post on YouTube.
- 31) Majority (32.39%) of the respondents says that they never post on Twitter.
- 32) Majority (32.39%) of the respondents says that they post weekly on LinkedIn.
- 33) Majority (69.89%) of the respondents says that they never post on Pinterest.
- 34) Majority (82.95%) of the respondents says that they never post on Snapchat.
- 35) Majority (31.25%) of the respondents says that they conduct content auditing monthly.
- 36) Majority (31.25%) of the respondents says that they respond within less than 5 hours.
- 37) Majority (38.07%) of the respondents says that they acknowledge to criticism.
- 38) Majority (71.02%) of the business do not use any social media management tool.
- 39) Majority (48.86%) of the businesses says that Audience growth is extremely important for their business.
- 40) Majority (39.77%) of the businesses says that Clicks to Website is extremely important for their business.
- 41) Majority (38.64%) of the businesses says that Engagement is Very important for their business.

- 42) Majority (49.43%) of the businesses says that Conversions is extremely important for their business.
- 43) Majority (44.89%) of the businesses says that Return on Investment is extremely important for their business.
- 44) Majority (34.09%) of the businesses says that Number of posts is very important for their business.
- 45) Majority (41.48%) of the businesses says getting result is their hardest challenge.
- 46) Majority (39.20%) of the businesses says that they are Somewhat effective at implementing social media marketing strategies.
- 47) There is an association between the total number of employees working and the effectiveness at implementing social media marketing strategies.
- 48) There is an association between the age of the business firm and the importance of social media advertisement.
- 49) There is a statistically significant relationship between the age of the business firm and Engagement as their important KPI metric.

5.2. SUGGESTION

- The firms should research and determine which social media platforms are the most effective for their business. Instead of having presence in all social media platforms, they should choose platforms where their target audience are active.
- When a small business places its priorities into building relationships instead of focusing on sales, sales will increase.
- If a business does not find time to implement social media activities, it is recommended to use social media management tool where they can schedule the content to be posted.
- To measure the performance of a post or campaign, they can learn social media analytics.
- If a business is unfamiliar with social media marketing, it is suggested to consult a social media marketer or digital marketing agencies.

5.3. CONCLUSION

This research study took an in-depth look at how small business firms use social media marketing as part of their marketing strategy to create and build brand awareness. This study confirms that the presence of a company in the social media is primarily to create brand awareness, to promote their product and services, to connect with their target audience and to provide customer service.

The small business firms have begun to understand the role and potential of social media marketing, and it seems to have begun to incorporate as a useful and creative tool for business promotion and to achieve various business goals.

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QUESTIONNAIRE

1. Name and Address of your company

2. District of your company's location

- Chennai
- Kanchipuram
- Tiruvallur

3. How old is your business?

- Below 5 years
- 6-10 years
- 11-15 years
- 16-25 years
- Above 25 years

4. Total number of employees working in your company

- Below 25 employees
- 26-50 employees
- 51-75 employees
- 76-100 employees
- Above 100 employees

5. Select your company's business model

- B2C
- B2B
- C2B
- C2C

6. Select your business's primary industry

- Agriculture
- Business Services
- Construction
- Manufacturing
- Energy Industry
- Finance and Insurance
- FMCG Industry
- Advertising and Marketing
- Media and Entertainment
- Information Technology and Communication
- Retail Industry
- Education
- Food and Hospitality
- Health Services
- Real Estate and Housing
- Transportation
- Other Services

7. Rank the following social media platforms as per your preference for your business

Social media platforms	Rank
Facebook	
Instagram	
YouTube	
LinkedIn	
Twitter	
Pinterest	
Snapchat	

8. Select the following social media sites you have been using for your business

- Facebook
- Instagram
- YouTube
- Twitter
- LinkedIn
- Pinterest
- Snapchat
- Other

9. Why do you need a social media presence for your business?

No.	Factors	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1.	To create brand awareness					
2.	To attract new customers					
3.	To promote product and services					
4.	To generate sales and leads					
5.	To build community and customer loyalty					
6.	To connect with the target audience					
7.	To increase website traffic					
8.	To provide customer service					

10. How important is social media advertisement for your business?

- Extremely important
- Very important
- Somewhat important
- Not so important
- Not at all important

11. What is your monthly budget in ad spent?

- Below Rs.5,000
- Rs.5,000-Rs.10,000
- Rs.10,000-Rs.25,000
- Above Rs.25,000
- Prefer not to mention

12. Which resource of social media marketing your business uses?

- In-house staff
- Freelancer or Consultant
- Social media management tools
- Digital marketing or Social media marketing agency
- Other

13. Which type of content your business posts on social media

- Image/Infographics
- Offers/Promotions
- Reviews
- Videos
- Blog post
- Research/Data

14. Select the type of content your business posts on social media sites

- Organic content
- Both organic and paid content

15. How often does your company share content on social media sites?

No.	Platforms	Once a day	Multiple times per day	Weekly	Monthly	Inconsistently	Never post
1.	Facebook						
2.	Instagram						
3.	YouTube						
4.	Twitter						
5.	LinkedIn						
6.	Pinterest						
7.	Snapchat						

16. How often your company conducts content auditing for social media posts?

- Daily
- Weekly
- Monthly
- Yearly
- Never

17. How long does it take for your business to respond to comments and messages?

- Less than 5 hours
- Within 24 hours
- Within 3 days
- Within a week
- Never replies to comments and messages

18. How your company reacts to criticism on social media sites?

- Acknowledge
- Apologize (If appropriate)
- Solve in a private conversation
- Delete negative comments
- Do not react

19. Does your business use any of the following social media management tools?

- Buffer
- Hootsuite
- Sprout social
- Zoho social
- Sendible
- Other
- None

20. Most important KPI metrics in social media for your business?

No.	Factors	Extremely important	Very important	Somewhat important	Not so important	Not at all important
1.	Audience growth					
2.	Clicks to website					
3.	Engagement (Likes, Shares, mentions, views)					
4.	Conversions					
5.	Return on investment					
6.	Number of posts					

21. Which of the following aspects of marketing your business via social media do you find hardest?

- Knowing what to say
- Finding the time to do it
- Getting noticed
- Getting results

- Measuring results
- Social media policy
- Other

22. According to you, how effective is your company at implementing social media marketing strategies?

- Extremely effective
- Very effective
- Somewhat effective
- Not so effective
- Not at all effective

23. Give your suggestion to promote the usage of social media platforms to promote small businesses.

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RANKING OF SOCIAL MEDIA PLATFORMS BY B2B AND B2C FIRMS

¹Ms. S. V. Mullainayaki and ²Dr. TR. Kalai Lakshmi

¹Student, School of Business Administration,

²Assistant Professor, School of Business Administration,

Sathyabama Institute of Science and Technology, Chennai, Tamil Nadu, India.

ABSTRACT:

Businesses have social media presence on at least one social media platform to promote their business. This study determines the preferred social media platforms of Business-to-Business (B2B) and Business-to-Consumer (B2C) firms (N=171) for their business. The data for this study is collected from small and medium business owners. This research study indicates that the majority of the firms prefer LinkedIn in the first place.

Keywords: Social Media Platforms, B2B, B2C, Marketing, Social Media Marketing, LinkedIn

1. INTRODUCTION:

As mobile and internet usage increased in India, the usage of social media platforms is also increased exceptionally. Nowadays, no matter which industry or what size the business is, every business uses social media platforms to achieve various marketing goals of their business. There are wide varieties of social media platforms available to choose from, but there are many challenges in having a social media

presence on all social media platforms. Businesses should carefully assess which social media is used the most by their target audience. Spending time and effort to maintain social media presence where your audience is absent will not drive any positive impact on the business goal. Thus, businesses should have social media presence where they can reach their target audience instead of being on all the social networking platforms.

2. LITERATURE REVIEW:

For small business firms, having social media presence on multiple platforms can be very challenging due to limited time and resources. But businesses can take advantage of these limited resources by choosing the right social media platform which aligns with their company's strategic goals (Brooks et al., 2014).

A study with a sample size of 515 (N=515) revealed that 79% of the respondents use LinkedIn and 74% uses Facebook for their business. This shows that the majority of the businesses have a

presence on LinkedIn (Webb, Susan & Roberts, Sherry, 2016).

A recent study investigated the adoption of social media by small businesses and found that small businesses which adopt social media marketing are likely to discontinue when benefits such as new customers and increased revenue are not attained by the efforts taken. When positive results such as gaining new customers, increased return on investment, and accomplishing a business goal, the small businesses continue to adopt social media marketing (Wu He et al., 2017).

The company should prefer social media channel which is compatible with the brand's goal and must choose a goal that is practical and achievable. The company should conduct research to identify its target audience in social media based on the user's age, gender, location, etc to create an organized information for future purposes (Tanha, 2018).

3. RESEARCH OBJECTIVE:

The primary objective of this research study is to identify the preference of social media platforms by B2B and B2C business firms for their business.

4. RESEARCH METHODOLOGY:

This research study used a quantitative descriptive research method. The convenience sampling method was adopted and data is collected through an online survey with closed-ended questions. The samples (N=171) were collected from small and medium businesses from Chennai, Kanchipuram, and Tiruvallur districts. The seven most popular social media platforms taken for this study are Facebook, Instagram, YouTube, Twitter, LinkedIn, Pinterest, and Snapchat. Respondents were asked to rank these seven social media platforms according to their business preference. The average rank for each social media platform is calculated and the social media platform with the highest average rank is given the first rank.

5. DATA ANALYSIS:

Table 1: Sample's Characteristics

	<i>n</i>	%
<i>Districts (n=171)</i>		
Chennai	155	90.6
Kanchipuram	8	4.7
Tiruvallur	8	4.7
<i>Business model (n=171)</i>		
B2B	96	56.1
B2C	75	43.9

Table 2: Facebook's Rank

Rank	<i>n</i>	%
Rank 1	39	22.8
Rank 2	58	33.9
Rank 3	26	15.2
Rank 4	27	15.8
Rank 5	10	5.8
Rank 6	7	4.1
Rank 7	4	2.3
Total	171	100

From the above table it is observed that, 22.8% of the respondents have ranked Facebook at 1st place, 33.9% have ranked at 2nd place, 15.2% have ranked at 3rd place, 15.8% have ranked at 4th place, 5.8% have ranked at 5th place, 4.1% have ranked at 6th place and 2.3% of the respondents have ranked at 7th place for their business preference.

Table 3: Instagram's Rank

Rank	<i>n</i>	%
Rank 1	37	21.6
Rank 2	35	20.5
Rank 3	30	17.5
Rank 4	33	19.3
Rank 5	21	12.3
Rank 6	10	5.8
Rank 7	5	2.9
Total	171	100

From the above table it is observed that, 21.6% of the respondents have ranked Instagram at 1st place, 20.5% have ranked at 2nd place, 17.5% have ranked at 3rd place, 19.3% have ranked at 4th place, 12.3% have ranked at 5th place, 5.8% have ranked at 6th place and 2.9% of the respondents have ranked at 7th place for their business preference.

Table 4: YouTube's Rank

Rank	<i>n</i>	%
Rank 1	16	9.4
Rank 2	25	14.6
Rank 3	46	26.9
Rank 4	40	23.4
Rank 5	21	12.3
Rank 6	13	7.6
Rank 7	10	5.8
Total	171	100

From the above table it is observed that, 9.4% of the respondents have ranked YouTube at 1st place, 14.6% have ranked at 2nd place, 26.9% have ranked at 3rd place, 23.4% have ranked at 4th place, 12.3% have ranked at 5th place, 7.6% have ranked at 6th place and 5.8% of the respondents have ranked at 7th place for their business preference.

Table 5: Twitter's Rank

Rank	<i>n</i>	%
Rank 1	3	1.8
Rank 2	16	9.4
Rank 3	31	18.1
Rank 4	35	20.5
Rank 5	54	31.6
Rank 6	21	12.3
Rank 7	11	6.4
Total	171	100

From the above table it is observed that, 1.8% of the respondents have ranked Twitter at 1st place, 9.4% have ranked at 2nd place, 18.1% have ranked at 3rd place, 20.5% have ranked at 4th place, 31.6% have ranked at 5th place, 12.3% have ranked at 6th place and 6.4% of the respondents have ranked at 7th place for their business preference.

Table 6: LinkedIn's Rank

Rank	<i>n</i>	%
Rank 1	71	41.5
Rank 2	28	16.4
Rank 3	30	17.5
Rank 4	18	10.5
Rank 5	10	5.8
Rank 6	6	3.5
Rank 7	8	4.7
Total	171	100

From the above table it is observed that, 41.5% of the respondents have ranked LinkedIn at 1st place, 16.4% have ranked at 2nd place, 17.5% have ranked at 3rd place, 10.5% have ranked at 4th place, 5.8% have ranked at 5th place, 3.5% have ranked at 6th place and 4.7% of the respondents have ranked at 7th place for their business preference.

Table 7: Pinterest's Rank

Rank	<i>n</i>	%
Rank 1	3	1.8
Rank 2	4	2.3
Rank 3	2	1.2
Rank 4	14	8.2
Rank 5	34	19.9
Rank 6	64	37.4
Rank 7	50	29.2
Total	171	100

From the above table it is observed that, 1.8% of the respondents have ranked Pinterest at 1st place, 2.3% have ranked at 2nd place, 1.2% have ranked at 3rd place, 8.2% have ranked at 4th place, 19.9% have ranked at 5th place, 37.4% have ranked at 6th place and 29.2% of the respondents have ranked at 7th place for their business preference.

Table 8: Snapchat's Rank

Rank	<i>n</i>	%
Rank 1	2	1.2
Rank 2	5	2.9
Rank 3	6	3.5
Rank 4	4	2.3
Rank 5	21	12.3
Rank 6	50	29.2
Rank 7	83	48.5
Total	171	100

From the above table it is observed that, 1.2% of the respondents have ranked Snapchat at 1st place, 2.9% have ranked at 2nd place, 3.5% have ranked at 3rd place, 2.3% have ranked at 4th place, 12.3% have ranked at 5th place, 29.2% have ranked at 6th place and 48.5% of the respondents have ranked at 7th place for their business preference.

Table 9: Average Rank score

Social Media Sites	Average	Rank
Facebook	5.3	2
Instagram	4.9	3
YouTube	4.4	4
Twitter	3.7	5
LinkedIn	5.5	1
Pinterest	2.3	6
Snapchat	2.0	7

From the above table, it is observed that LinkedIn is given 1st rank with the

highest score of 5.5, Facebook is given 2nd rank with a score of 5.3, Instagram is given 3rd rank with a score of 4.9, YouTube is given 4th rank with a score of 4.4, Twitter is given 5th rank with a score of 3.7, Pinterest is given 6th with a score of 2.3, and Snapchat is given 7th rank with a score 2.0.

To calculate average rank score:

$$= \frac{x_1w_1 + x_2w_2 + x_3w_3 + \dots + x_nw_n}{\text{Total response count}}$$

w = Weight of ranked position

x = Response count for answer choice

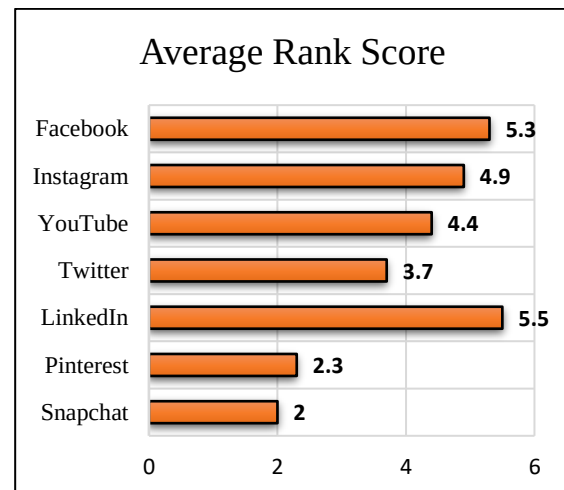


Fig.1 Average rank score of the social media platforms.

The majority of the respondents have ranked LinkedIn at 1st place for their business preference.

5.1 Cross-Tabulation:

- To determine the relationship between firm's business model and its preference for LinkedIn platform.

Null Hypothesis (**H0**) – There's no significant relationship between firm's business model and their preference for LinkedIn platform.

Alternate Hypothesis (**H1**) - There's a significant relationship between firm's business model and their preference for LinkedIn platform.

Table 10: Relationship between firm's business model and its preference for LinkedIn platform.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	29.958a	6	.000
Likelihood Ratio	31.453	6	.000
Linear-by-Linear Association	24.666	1	.000
N of Valid Cases	171		
a. 5 cells (35.7%) have expected count less than 5. The minimum expected count is 2.63.			

Since p value (**p = 0.000040**) is less than 0.05, we reject null hypothesis (H0) and accept the alternate hypothesis (H1). Therefore, there's a significant relationship

between firm's business model and their preference for LinkedIn platform.

- ii. To determine the relationship between firm's business model and its preference for Instagram platform.

Null Hypothesis (**H0**) – There's no significant relationship between firm's business model and their preference for Instagram platform.

Alternate Hypothesis (**H1**) - There's a significant relationship between firm's business model and their preference for Instagram platform.

Table 11: Relationship between firm's business model and its preference for Instagram platform.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.577 ^a	6	.024
Likelihood Ratio	14.815	6	.022
Linear-by-Linear Association	9.395	1	.002
N of Valid Cases	171		
a. 3 cells (21.4%) have expected count less than 5. The minimum expected count is 2.19.			

Since p value ($p = 0.024$) is less than 0.05, we reject null hypothesis (H_0) and accept the alternate hypothesis (H_1). Therefore, there's a significant relationship between firm's business model and their preference for Instagram platform.

6. CONCLUSION:

This research study found that LinkedIn is the most preferred social media platform by both the B2B and B2C firms. But there's no huge difference between Facebook and LinkedIn's average rank score, which shows that both the platforms are more or less equally preferred by the respondent firms. Pinterest and Snapchat are ranked at the last two places, which shows that they are the least preferred social media platforms for the respondent firms.

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