



## A STUDY ON ROLE AND IMPACT OF SOCIAL MEDIA: AN INDIAN PERSPECTIVE

**Dr. Chanduji P. Thakor**

Faculty - S. K. School of Business Management, Hemchandracharya North Gujarat University, Patan-384265

**ABSTRACT**

Social media is a controversy topic in today's society. Social media makes human interaction much more convenient and much faster than real life human interaction, it makes globalization a reality, it gives a chance for introverted people to express themselves, and it also benefit develop international relationships whether its business or social. It is the change in consumers' behavior that is changing the role of social media in India. With time, use of social media has seen a drastic change from just used for fun to fun plus knowledge and marketing. For business purposes, Facebook is the most important social media platform as there is customers' engagement, followed by Twitter, YouTube and blogging. Social media is used by brands to build communities for interaction and spreading news. Social media are computer mediated technologies that facilitate the creation and sharing of information and ideas via virtual communities and networks. Users typically access social media service via web-based technologies on their personal computers or smart-phones. Users can create highly interactive platforms through which individuals, communities and organizers can share, co-create, discuss and modify content posted online. It changes the way individuals and large organizations communicate.

**KEYWORDS** : Social Media Types, Overview of Social Media, Roles of Social Media

**1.1 INTRODUCTION**

The Oxford dictionary characterizes the term as "sites and applications that empower clients to make and offer content or to take an interest in social system administration". Social media is an attentive piece of the new age society. The best way to define social media will be to separate it from newspapers and the audio-visual medium of television or radio. It is a group of online communication channels devoted to information, connection, substance, and coordinated effort. Sites and applications committed to discussions, micro-blogging, social system administration, social bookmarking, social curation and wikis are among the distinctive social media. According to Forbes, there are about 1 billion social media accounts all over the world, these accounts make almost all of the countries of the world connected with each other.

**1.2 DEFINITION**

"Social media is correspondence channels or apparatuses used to store, total, impart, talk about or convey data inside online groups. The focus is on cooperation and connections, not the all-important dollar." (Angie Schottmuller – Interactive Artisan)

**1.3 GLOBAL SCENARIO**

Over the last decade, social media has evolved from being a mere platform to a part and parcel of the everyday life of users. Social media marketing is rapidly gaining popularity primarily due to the increasing active participation of social media users. Several figures indicate that Facebook had 1.79 billion monthly active users as of third quarter of 2016. Businesses today are using social networking sites such as Facebook and Twitter to exhibit their brands/products, to build brand image, and expand their client base. This market intelligence report presents the growth prospects of the global social networking market for the forecast period from 2016 to 2024.

**2. LITERATURE REVIEW**

According to Mangold and Faulds (2009), social media enables firms to communicate with their customers and also allows customers to communicate with each other. Communications between firms and their customers help build brand loyalty beyond traditional methods (Jackson, 2011; Kaplan & Haenlein, 2010), which concede to the promotion of products and services as well as the setting up of online communities of brand followers (Kaplan & Haenlein, 2010).

Kaplan and Haenlein (2010, 61) define social media as "a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content."

Sinclair and Vogus (2011, 294) cite O'Reilly's (2005) definition: "social media is a broad term that describes software tools that create user generated content that can be shared." However, there are some basic features necessary for a website to meet the requirements as a social network website: the site must contain user profiles, content, a method that permits users to connect with each other and post comments on each other's pages, and join virtual groups based on common interests such as fashion or politics.

**3. THEORITICAL BACKGROUND****3.1 What is Social Media?**

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, micro blogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media.

**3.2 MAJOR SOCIAL NETWORKING SITES**

**1. Facebook:** This is easily the largest social networking site in the world and one of the most widely used. Facebook apps to sell online and you can even market or promote your business, brand and products by using paid Facebook ads. Number of active users per month: 1.59 billion approximately

**2. WhatsApp:** It arrived on the scene much later than Facebook, but has been able to capture the imagination of millions of people across the world by giving them the ability to communicate and share instantly with individuals and groups. Number of active users per month: 1 billion approximately.

**3. QQ:** Tencent QQ (more popularly known as QQ) is an instant messaging (chat-based) social media platform. Number of active users per month: 853 million approximately

**4. WeChat:** This is an all-in-one communications app for messaging and calling (similar to WhatsApp) that enables you to connect with the people of your choice. It was also developed by Tencent in China and can easily work alongside QQ. Number of active users per month: 697 million approximately

**5. Instagram:** Instagram was launched as a unique social networking platform that was completely based on sharing photos and videos. It is now part of the Facebook empire. Number of active users per month: 400 million approximately

**6. Twitter:** This social networking site enables you to post short text messages (called tweets), containing a limited number of characters

(up to 140), to convey your message to the world. Number of active users per month: 320 million approximately

**7. Google+:** Owned by the tech giant Alphabet (Google), this interest-based social networking platform enables you to stay in touch with people by sharing messages, photos, videos, useful links to sites and so on. Number of active users: 300 million approximately.

#### 4. RESEARCH METHODOLOGY

##### 4.1 RESEARCH OBJECTIVES

1. To identify the various social media platforms used by Businesses and Individuals.
2. To understand the aspects of social media platforms.
3. To study the impact of social media on Business and society.

##### 4.2 SIGNIFICANCE OF STUDY

The social media have practically buried the physical and social gaps. They are also considered as horizontal media of communication. They provide the benefits of participatory democracy and development in modern society. The Business and Society have also joined the 'cyber world' mainly to multiply transactions and engineer the support of various sources.

##### 4.3 DATA COLLECTION

The data collected for this research paper are from Secondary Sources like Published Research Paper, Published Business Report, Various social Media Networking sites, Referred journals etc.

#### 5. ROLES OF SOCIAL MEDIA

**5.1 Social Media in Indian Politics:** Social media is not only confined to you and me but to politicians as well. Through different activities politics and politicians in India have brought social media into the limelight. It is expected that social media will play a huge role and influence the coming general elections to a great extent. A few examples: All the recent lectures by Gujarat chief minister Narendra Modi got huge social media attention.

**5.2 Social Media and Business:** Role of social media in business and consumer market in India cannot be undermined. It is the change in consumers' behavior that is changing the role of social media in India. 95.7% of organizations in India use social media to build communities, 76.1% for highlighting brand news, platform specific parameters such as number of likes, share, comments, people taking about the company are considered by 81% of the organizations to measure their success. Social media interaction provides useful information about the behavior of the customers to the organization on regular basis.

**5.3 Social Media and Recruitment:** Social media and recruitment go hand in hand with social media becoming an integral part of recruiting firms. These firms are using LinkedIn, Facebook and Twitter to find new employees and skills. So, gone are the days when for employment recruiters as well as employees used to rely on employment exchange and classified ads in the newspaper.

**5.4 Social Media and Sponsorship:** Social media is also playing an active role in the Indian Premier League (IPL) by providing up to date and live information on sites like Facebook, Twitter, Google+ and Youtube. Teams are in constant touch with their fans through social media and there is great interaction.

**5.5 Social Media and Society:** Social media platforms provided Indians with a platform to raise their voice against injustice and inequality. People from the underprivileged society have always been suppressed by the upper class. Such oppressed people are now taking up their cases to social media to let the world know of the adversities done to them. A few decades ago, if a farmer died due to non-repayment of loans, only the family mourned for the loss.

**5.6 Social Media and Culture:** Social media has made the world a

small space by allowing mass cultural exchange and intercultural communication. Such cultural mergers have proved to be ruinous for the Indian society. India being a secular country is a home for the people of various religious and cultural beliefs. When these beliefs clash the consequences are unpleasant.

**5.7 Social Media and Technology:** Social media are computer mediated technologies that facilitate the creation and sharing of information and ideas via virtual communities and networks. Users typically access social media service via web-based technologies on their personal computers or smart-phones. Users can create highly interactive platforms through which individuals, communities and organizers can share, co-create, discuss and modify content posted online.

**5.8 Social Media and Youth:** Nowadays social media has become a new set of cool tools for involving young peoples. Many young people's day to day life are woven by the social media Youngsters are in conversation and communication with their friends and groups by using different media and devices every day. In past years it was seen that youngsters are in touch with only friends and their groups in schools and colleges. But nowadays youngsters are in contact not only with known friends but also with unknown people through social networking sites, instant messaging etc.

##### 5.9 Negative Impact of Social Media

Social media has various negative impacts like privacy issues, information overloads and internet fraud. Researchers have found that hyper-networking leads to negative health behavior leading to laziness, obesity, depression, drug abuse, isolation or in the worst cases it may even lead to suicide. Kidnapping, murder, robbery can be easily done by sharing details on social media.

#### CONCLUSION

As the technology is growing the social media has become the routine for each and every person, peoples are seen addicted with these technology every day. With different fields its impact is different on people. Social media has increased the quality and rate of collaboration for students. Social media has various merits but it also has some demerits which affect people negatively. False information can lead the education system to failure, in an organization wrong advertisement will affect the productivity, social media can abuse the society by invading on people's privacy, some useless blogs can influence youth that can become violent and can take some inappropriate actions. Use of social media is beneficial but should be used in a limited way without getting addicted.

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