

# MASS COMMUNICATION AND SOCIAL MEDIA

Prof.(Dr.) Sachin Batra  
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## CHAPTER 1

### EFFECT OF ADVERTISEMENT ON CONSUMER BEHAVIOR

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#### ABSTRACT:

This research investigated the consequences of advertising on university students' consumer conduct (N = 160). For testing the effects of advertisements a conscience questionnaire has been used. The study included students from universities (University of Sargodha). They were constant in age (18-25). Six brands have been selected as the FMCG system as well as their promotional inquiries have been made significant. The results have been used and submitted in tabular, bar graph & pie chart type for the formulation of a Chi-square, frequency & binomial test analysis. The findings show that advertising convinces the customer to purchase the commodity at least for some time. As opposed to the keyword/title, the paradigm used in advertisements affected customers more. The findings have also shown that customer opinions (friends, neighbors, comparison group) consider ads to be a credible source of information relative to others. An income group can be influenced by advertisements, but the costly product and repeating advertising does not impact the buying attitude. Lux was the top brand and Safeguard is its second favorite brand. The appeal & model used for particular brand announcements affected customers.

#### KEYWORDS:

Advertising Effects, Advertisement, Consumer, Consumer Behavior, Influence, University Students.

#### INTRODUCTION

Mass communication has an influence across the globe with ads, newspapers, the Internet, music, movies, videos, magazines, films, and pictures. In these media, advertisement has a permanent influence on the mind of the audience, considering the wider exposure [1]. The primary source of contact between the manufacturer and the customer is advertisement. Advertising is among the 4Ps of a promotional mix that includes the Product, Price, Place of operation, and Promotion.

Publicity is an advertising technique that offers an effective tool for generating product recognition in the interests of the customer. Mass communication techniques used by advertisers are advertisement, sales promotion & public relations. Mass media advertising affects the viewer, but TV has a wide scope and is the most dominant platform. The nature of individual behavior, lifestyle, and culture of the country can be influenced by publicity [2]. Through investing in promotional activities, the company may boost its product image to compete in a consumer market dominated by publicity [3]. The advertiser's primary objective is to meet customers and influence their sensitivity, attitude, and purchasing behavior. Their main concern is just to keep people involved with their product with marketing spending. You must also consider how customer behavior affects you. Publicity can contribute to a customer's brand choice [4]. It affects the actions of consumers. The effect of ads on brands also shifts the memory of people. Product memories consist of all those connections which in the mind of consumers have to do with a brand name. This brand recognition affects the appraisal, assessment, and final procurement [5]. Consumer behavior

for successful ads must be examined to see why, under such conditions, people are conducting themselves in particular. And also knowing factors influencing consumer behavior, in particular the physical, psychological and social aspects.

Advertising often produces advertising that connects customers emotionally. In addition, a clear brand indication and category-dependent processing are given by constructive emotional calls [6]. The impact and values in this category can be converted into the goal itself by a good categorization. Within the category. Consumers are seeking, as thousands of items face them or may reposition their memories to a brand image or impression of new products, to class the strong brand also with current memory. They may therefore identify the latest details in their memories in particular as brand or shore. In advertising the goods in some companies don't assign importance and this adversely affects their production regarding product sales. Others are using various advertisement media such as TV, the Internet, paper, billboards, magazine, etc). Companies use much of the budget to advertise their product/services through promotional policies. These promotional tactics impact the actions of consumers [4].

Nobody can today avoid the large reach of media newspapers, TV, commercials, videos, movies, banners, films, magazines, the Internet, etc. The promotion is characterized by its continued influence upon the mind of the observer, although the impact is more general, from the entire marketing resources. In essence, advertising is a sales promotional tool that contains the 4Ps of that same marketing mix and goods, prices, places, and advertising. Now a day's publicity is a perfect source to promote the company in the industry. The advertising impact accelerates annually. Using ads to create a positive picture of the product for the customer. Publicity is becoming an important topic and Kotler emphasized that advertising's appeal is the key concept behind an ad but that it attracts public interest. The messages could now be transmitted in the first 20th century through various media types, including newspapers, radio, newspapers, direct mail, mail order, public displays, etc.

Customer persuasion to buy goods and services now plays a key role. But at the other hand, the advertising costs of most businesses are exceptional relative to other operations. Each organization wants to reach the optimum market share throughout the present day. Every business uses numerous ways for all of this, to draw consumers from various market segments or to become successful in the industry. A business should advertise its products throughout this demanding environment so that growing interest is expressed in its products by customers. Marketing processes in today's business world are focused on the relationship between a brand and the customer. Advertising is a common tool in handling the high-speed technological advances and marketing shifts in today's market competition, yet this tool deals with the comparative analysis & redesign of procedures and functions within and outside the company. Businesses should choose the strongest targeted publicity in the marketing process, taking advantage of research, experience, and knowledge in the right and effective methods to encourage customer tendency towards online transactions.

Marketing is the implementation of all required activities to assess the requirements and desires of markets, schedule the supply of goods, effectively pass ownership for products, ensure their physical delivery, and promote the whole marketing process. It is indeed a form in which market-making forces work wherein the real flow of goods affects exchanges in titles. Publicity is a means of communication that allows a certain set of people to take on new steps. Advertising is regarded as a significant or important factor for advertisers and competitive companies' economic growth [7]. Advertisement is typically paid for by certain sponsors and can be obtained by various conventional media, including TV, commercial radio, external advertising, newspapers, magazine mail, and modern media, including blogs,

websites, or text messages. In addition, innovations and improvements in technology have made ads more popular and efficient[8]. Early advertisers presumed that advertisement is quite effective, "that the expected and convincing aims of "the early bullet and the hypodermic needle" communications models are achieved, which have led to its very earliest conception of the effects of communications "whose meanings tell who with what impact"[9].

Egyptians also applied ads to Papyrus with the most ancient kind of advertising, like wall messages, banners, signboards & outdoor advertising. Throughout the ancient culture in Greece as well as the Romans and also in India, the practice of paintings on the walls and walls is still evident in several areas of the world[10]. Modern publicity is established throughout the early 20th century centuries with the advent of mass manufacturing. The concept of radio ads prevailed, influenced by tv ads. After the success in print advertising. In the early 1950s, the Du Mont Television Network initiated the trend of giving advertisements. With the advent of the 21<sup>st</sup> century online advertising has prevailed in the world market and consumer community as well. Now advertising has proved its effects and impact on consumers' buying behaviors and marketers' needs all over the world. After 1920, advertising became a source of guidance for consumers, which was considering not only a source of guidance for buying but also in matters of social roles, improvement in dressing sense, style, and development of taste of good foods[11].

The influence of advertisement in literature over its efficacy was always given too much attention to customers who buy conduct and space [12]. Consumers who purchase behavior are most frequently affected by customer satisfaction or dislike concerning advertised products [13]. Equally, Allen. et al.[14] argue that the emotional reaction generated after an advertisement affects the customer conduct of the advertised product. In Gorn's 1982 terms, consumer conduct in respect of a commodity is completely addictive without any evaluation of the nature of the product. In addition, there has always been debate about advertising's effect on consumer purchasing patterns and habits [15]. Often the ads exaggerate more about the advantages of the product so tactfully that buyers are psychologically convinced by exposure and want to purchase the product they advertise [16]. In certain people's opinion, the majority of customers now reject ads as advertising is irritating and deceptive [17]. Psychologically, sociologically, aesthetically, and politically, commercials have been targeted. What is the meaning of advertising from the point of view of a typical layman? Some commentators also condemn and believe exposure is extremely detrimental to society's social behavior[18]. But publicity defenders still argue strongly in favor of the underlying purpose of ads to market the goods and not their effect on society's cultural values.

The possible impact of ads can be decreased if the user recognizes the purpose of advertising. The effect of TV ads makes it possible for customers for using cognitive defense, for example, to generate counterarguments or reasons [19]. Likewise, understanding the fake psychological effect of commercials helps them to stop ads or to split through zapping for a channel because it was often seen that Zap was at just as much for the majority of the audience as it was on common programs during advertising [20]. Advertising has been the most effective and efficient source for convincing and influencing the customer [21]. Therefore, it is a very important topic to analyze the effect of ads on consumers' shopping patterns from the user's or buyer's viewpoint. In addition, from its advertiser's viewpoint, it would affect the effect and quality of its advertising. Similarly, George [22] said that conflicts always seem to be present about the influence of publicity. Advertising is charged with manipulating personal anxieties & emotions by stressing the material nature of life or misunderstanding human or ethical standards in children. Aaker, Batra & Myers [23] have

argued that advertisement has detrimental effects on social beliefs or lifestyles. Although Bryant & Zelman [24] Claimed that there was a high likelihood that advertisers had little to do with media options early on now and had less to do with communications than clearly. Besides that, Kotwal et al.[25] argue that TV & advertising now are considered integral parts of the modern age or proved to be a perfect combination together. Many empirical studies have shown that publicitarian advertising has an important role in introducing the latest brand and also in helping to purchase a new product. Most viewers of TV ads claim that advertising has always pressured them to purchase a product that they watched throughout the advertising. Because of the heavy power of ads, marketers' moral obligation in marketing their goods is to use the Ethical code. The objective of ads should not be to challenge and intimidate the customer, but to forcefully purchase the product. Proper and productive publicity still allows businesses and advertisers to enhance their brand awareness and market share[26]. Indeed, successful advertisement is another name for customer persuasion and love or hate of a specific product or publicity [27]. A variety of advertisement variables make a major contribution to influencing the purchasing behavior of customers. Like similarity, brand image, conviction, supporting celebrity, product details, entertainment, etc.

Although Halley & Balldinger[28] notes that entertainment and knowledge about such products provided in ads are among the key reasons for the resemblance of an advertised product. In reality, entertainment allows the audience to engage in the advertising and the product so it is clear if the publicity provider can build a positive awareness of the brand through entertainment & details, the viewer or the customer can be easily implicated [29], thus influencing the purchasing behavior of consumers. Some consumers attach importance to the quality of products while some consumers were reassured by correct communication strategies and certain mitigating factors. This similarity created throughout the type of information & entertainment as well as the engagement of the audience by the marketers is earlier a solid cause for consumer intention [16].

The desire and dislike for the product brand are really important for the effect of ads, as it often persuades the customer to purchase the advertised product. In consumers' purchasing behavior, the price and quality of a product brand are also quite important. Another important factor is authoritative which, thanks to imagination, brand awareness and to some degree, can be taken into advertising. Branding or celebrity support is often considered a crucial element in successful publicity [30]. Therefore, celebrity help is undoubtedly the main way to create a brand image by developing personalities. Efficient and perfect advertising means having loyal consumers by creating a positive brand identity, strong convictions and a good publicity endorsement. These all factors contribute to the effect of publicity on the purchasing behavior of customers. Throughout the presence of every one of them, of course, many other considerations, including service and product quality, also influence the purchasing behavior.

In Pakistan, the cosmetics industry has developed steadily in recent years. While local products in Pakistan have lower demand than international brands. The increasing amount of cosmetic items is because the attention from which they obtain information is bombarded so this motivates them to buy it. The cosmetics industry is closely connected to the fashion industry, as customers have a good awareness of their looks and the movement towards fashion at some times. The people's attempt to look good although to be socially acceptable has a significant impact on the purchase of cosmetics. This basic research focuses on ads and different publicity expenditures on different customer purchase factors. Consumer purchasing behavior is primarily influenced by some factors like cultural, family, and brand images. Brand recognition, on the other hand, also encourages the consumer to purchase a product. As a result, cosmetics firms are focusing on product ads. In the study, more factors were

highlighted, which also affect consumers' buying behavior like lifestyles, buying power, technologies, traditional culture, or revenue. Advertisers spend a great deal when selling their advertisements to concentrate their attention on such factors such that the consumers can have an impact on advertising. This analysis also sheds light on consumers' purchasing behavior. Brand expectations and purchasing habits typically differ between individuals. It is therefore necessary to identify changes in consumer behavior.

Advertising allows the company to sensitise its clients and advertising ingredients to influence customers' expectations, both positively and negatively. The standard of the goods can be viewed by people by collecting information that is normally obtained in advertising. Market purchase decision is influenced by the expectations of quality, product recognition and consumer opinion. This study explores these factors objectively, which form the actions of the purchaser and offers an in-depth insight into the role of advertising as a consumer. Therefore, celebrity help is undoubtedly the main way to create a brand image by developing personalities. Efficient and perfect advertising means having loyal consumers by creating a positive brand identity, strong convictions and a good publicity endorsement. These all factors contribute to the effect of publicity on the purchasing behavior of customers. Throughout the presence of every one of them, of course, many other considerations, including service and product quality, also influence purchasing behavior.

### **LITERATURE REVIEW**

In our everyday life, we are all subjected to commercials. The shapes and functions are disputed and appreciated. Some see attention as a mirror, as well as a cultural creator. And when new sounds & icons are introduced to our future through ads, his words and pictures represent the present as well as the past. Others argue that advertisement is simply an economic practice for sales. Many marketers and agencies consider ads to be "magic on the market". Concepts of advertisement indicate that shifts throughout the way advertising is viewed have happened only with time. But amid all these changes, advertising has still been an incredibly significant organization that has dominated our lives since before the dawn of time [31]. Advertising is also a way to improve revenue productivity and retain low sales costs. The advertiser needs to be certain that the commercial identifies himself, his shop, and his items, and that he profits even though it is difficult for him to offer the message personally. And because the public must also be transmitted by newspapers, magazines, TV, radio, billboard, and other mass media. For the place or time that uses for an advert, an advertiser should pay the owner of these newspapers. The publicity has changed its shape from medieval city criers to the Internet and multimedia advertisements of the mid-twentieth century [32]. The 'hierarchy of results' approach implies that the attitude of an individual about the product and the attitude of a person to purchase the product are incidental to changes. The designs of advertising indicate that to be successful, each convincing communication must take its audience through several stages.

Four classes can be categorized into theoretical formulas for ads. These four basic divisions consist of pressure reaction theories, successful theories of learning, low-involvement theory, and theories of dissent reduction. Publicity is complicated since several different advertisers are seeking to target a wide range of markets and customers. There are, therefore, many different types of ads to address all kinds of customers. There is not only one ad advertising is indeed a wide and diverse industry and then all kinds of ads need innovative, original messages which are strategically sound & well-developed [33]. The six fundamental principles with which advertising campaigns were focused are accepted by researchers: securing attention, generating interest, cultivating and maintaining that interest, establishing desire, encouraging action, and building goodwill [34]. The next significant factor is media selection

after selecting an acceptable approach and assessing advertisement goals. Media seems to be the vehicle used only for message delivery. Some big advertising tools include newspapers, magazines, radio, TV, direct mail or mail order, outside door displays, and transport [35].

## METHODOLOGY

### *Design*

The design of the present study was completed in two categories:

1. First: In the survey group of students (N = 30, boys n = 15, girls n = 15) of a University in Sargodha, the questions were piloted & distributed as per the drop-out form. The method was to provide the students eager to complete the questionnaire with instructions. Data from the pilot study were analyzed and findings were drawn up.
2. Second: For the collection of data, the sample N = 160 has been used. N = 80 boys, as well as n = 80 girls students, gathered data. The surveys were distributed by the drop-out process. The procedure is to provide some guidance for eager students to improve and complete the questionnaire. It was analyzed using SPSS upon data collection.

### *Sample*

This study involves a group of 160 students (N=160) chosen by a convenient sampling method from the University in Sargodha. Boys (n = 80) & girls (n = 80) participated in the survey. Age levels between 18 and 25 years were constant. Both of them were electronic publicity viewers.

### *Instrument*

The research aimed mainly at evaluating the efficacy of advertising for University Sargodha students. For this reason, the Malik (1999) research brochure was introduced as a method for data collection, consisting of a qualitative data sheet or self-explanatory questionnaires.

A self-explaining questionnaire of 25 item answers including the instructions is adopted for such a review. Info on the marketed brand as well as its consumption process included the questionnaire items. Question No 1 about the father's income was composed of categories I two-response. The average income exceeds 15,000 and the low income exceeds 15,000. Question 2: Six brand names and one group of "any other" were part of the soap brand. Questionnaire items No. 3-20 had categories I for 3 responses. E Primarily, rarely and never, whilst items No. 21 to 25 had two types of responses i.e. Yes, no, yes. E.The coding technique was that the questions with high acceptability for advertising were high and those with lower acceptability are low were highly acceptable. Some questions were thus marked in such a negative way. Question No coding schemes 11, 17, 19, and 20 with answer classes of 0, 1, or 2, but coding schemes No 3-10 and 12-18 with response classes of "essentially," "in one instance," and "never" with scores of 2, 1, and 0, was allocated to Question No 11. Questions 21-25 stay in the category "yes" and "no" with 1 and 0 ratings. The total scale range was 0–41.

### *Data Collection and Analysis*

The details of 30 students of Sargodha University were analyzed on the "Publicity Effects" scale. The very first step has been the secrecy of a scale, as well as the accuracy of the method by the content or validity of the building.

Content relevance was the measure of the impact of the publicity used in the research. The validity including its scale was strong since the effectiveness of the advertising was calculated for each object. Every item has a direct link with the specific brand ads. The papers asked about the effective advertising elements. The products assessed various aspects of advertising of a specific brand, which could affect customers. If a method is not efficient, material validity is also lacking (Heiman, 1995)[36]. The satisfactory reliability demonstrated the importance of the measurement because the measurement would not be true in content if the reliability was not relevant. Each item in the scale has the objective of measuring advertising efficiency. Each item was based on various publicity theories such as stress response theory, active advertisement theory, or Krugman's theory with low participation (1965). The measure used for the analysis was therefore found to be content valid. Personality, title, and appeal have been the three key items in advertising that the viewers would affect. Results from Table 1 showed that nearly 43-82 percent of the respondents were convinced to buy the product due to advertising (see Table 1).

**Table 1: Persuasion frequencies and percentages due to advertising (N = 160)**

Response Category	Frequency	Percentage
Mostly persuaded	65	43%
Sometime persuaded	68	39%
Never persuaded	27	18%
<b>Total</b>	160	100%

Table 2 showed that 28 percent of responders were mostly affected by the call and 49 percent by an appeal, while 23 percent were uninfluenced by an appeal used for the publication. In other words, the publicity had a greater impact on consumer behavior. To find out how successful the weather is, however, motivates people to buy the product at once instead more analyses have not been made (see Table 2).

**Table 2: Frequency and effect of appeal in consumer ads (N=160).**

Response category	Frequency	Percentage
Mostly persuaded	42	27%
Sometime persuaded	79	49%
Never persuaded	39	24%
<b>Total</b>	160	100%

Table 3 clearly shows that there was a nonsignificant association between the efficacy of the call and the purchasing of the commodity { $\chi^2(2) = 2.804, p=n.s$ } (see Table 3).

**Table 3: Appeal Efficiency and Purchasing Habits Relationship (N = 160)**

Immediate purchase	Mostly	Sometimes	Never	Total	X2
Yes	11	15	5	31	2.803

No	31	59	34	124	
<b>Total</b>	47	73	40	160	

Personality has been the third most compelling aspect of ads. The effect of the personalities used in businesses was also investigated and the results showed from the above table that perhaps the personality used mainly influenced 38 percent of customer's relevant brand ads. However, 26 percent of users were not affected by their personality in ads (see Table 4).

**Table 4: Personality frequency & effect percentage (N = 160)**

<b>Response category</b>	<b>Frequency</b>	<b>Percentage</b>
Mostly	58	35%
Sometime	60	38%
Never	42	27%
<b>Total</b>	160	100%

## **RESULT AND DISCUSSION**

The aim of this study was just to determine the consumer behavior effects of ads. On the test sample, our research also identified the predictive validity of the "advertising effects" scale. Seeing the internal accuracy of the scale, its reliability evaluation of the metric was determined. The Alpha rate coefficients were significant. The content was correct on our scale. It was first and foremost valid. Both scale objects were linked to advertising. From a glance, it's very clear how every item in scale asked as to its efficacy in terms of various aspects and advertising components. The products measured the publicity impact of the various soap brands. The scale included questions on the performance of advertising elements. The commission found that perhaps this scale reached or did not meet the study's objectives during the adaptation of such a scale. While this test fulfilled our goals, also it proved true. The scale was accurate because of its adequate trustworthiness and Heiman's (1995) guarantee that a test would be true if effective.

Mostly based on the previous analysis, the measure of the "Ad Effects" used for the study was also shown to be accurate. The research "advertising effects on consumer behavior" was carried out using this size by (Nazir) [37]. The results of the study demonstrated that it was calculated by this scale. (Malik) [38]. Also performed a related study on the use of this scale or obtained important results on women students. In short, a reliability and validity indicator has been the scale of "Publicity Effects."

## **CONCLUSION**

Although environmental concerns are relevant in decision-making as well as the acquisition of knowledge, the Brand Ad is by far the most reliable and accurate source. Leaders of opinion (models) act as the knowledge agent, making ads reliable. All these concerns, including the appealing personality, keyword/source or information source, have suggested that the effect of advertising on the user is positive. Buyers want fresh and new products, but marketers and advertisers have only invented new advertisements to draw attention to meet their needs. The advertising of a company in particular will have all the characteristics of a

successful ad to become more productive or influential in such a positive way. It has been concluded in short that the appeal of ads is positively linked to their quality. They found that upon this basis for the values, interpretation, and knowledge of these things, people are attitudes toward objects. As per the expressive value feature (Herek) [39], Lux was favored by consumers who clarified that consumers bought the specific brand and it seemed to be satisfactory for them.

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## CHAPTER 2

### SOCIAL MEDIA AND ITS IMPACT ON YOUNG GENERATION IN INDIA

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#### ABSTRACT:

The interaction between groups or individuals in which they produce, share, and occasionally trade ideas, photographs, videos, and other media through the Internet and in virtual communities is referred to as social media. It also evaluates how young people utilize social media in their daily lives and their impacts on young people as regards education, entertainment, career possibilities, communication, skill enhancement, and online purchasing. For the majority of Indian young, social media is becoming an integral part of their daily lives. The majority of Internet usage is now directed to social media sites. Without question, social media has its benefits, but excessive usage of social media is impacting youth's lifestyles. Furthermore, data suggest that social media addiction leads to increasing health problems and behavioral changes. The majority of past research on this topic has been focused on foreign countries. It Covers every aspect of social media, including its positive and bad impacts, in this study. The focus is on a specific field such as health, business, education, society, and youth. The goal of this research in the future is to raise awareness about the dangers of excessive use of social media and how it affects youth, as well as to protect young people from the effects of social media.

#### KEYWORDS:

Health, Networking, Social Media, Social Networking Site, Website, Youth.

### 1. INTRODUCTION

A social media platform is an online platform that users use to create social networks or relationships with others that have similar personal or professional interests, hobbies, backgrounds, or real-life connections. Social networks have a tremendous influence on young people. It's becoming obvious that social media has become an integral component of people's life. Many teenagers check Tweets and status updates from their friends and family on their laptops, tablet computers, and smartphones[1]. People are being forced to embrace various lifestyles as a result of technological advancements. Social networking platforms can help young individuals improve their social skills. Social media is a type of web-based data transmission. Users can conduct discussions, exchange information, and produce online content on social networking sites. Blogs, microblogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and other kinds of social media are among them. Hundreds of millions of individuals use social media to exchange knowledge and create relationships all around the world. Individually, social media allows us to interact with friends and family, learn new things, pursue our passions, and be entertained[2], [3].

On a professional level, we may use social media to improve or widen our expertise in a certain sector and to build our professional network by interacting with other industry professionals. At the company level, social media helps us to engage with our audience, get feedback from customers, and enhance our brand. Social media is a unique concept with

limitless potential. Many companies are utilizing social media to improve their processes as a result of their growth. We can market or communicate more effectively with the help of social networking. Similarly, individuals do not need to rely on the media or television to receive their daily dose of news; anything can be found on a social networking site. People may trace or obtain information from anywhere on the planet[4], [5].

There are about 50 social networking sites that are used by millions of people all over the world. Facebook, Instagram, Twitter, YouTube, Google+, and other mobile programs such as WhatsApp, WeChat, Telegram, Snapchat, and TikTok have all made their mark on the world in various ways. People's lifestyles are being changed as a result of social media. It is used for transferring information, teaching and learning, communication and interaction, commercial operations, advertisements, knowledge exploration, and entertainment, among other things. We can obtain any information and news from anywhere in the world these days. We can communicate and view a person face to face via video calling, as well as a group of people via video conferencing, regardless of where they are located. Communication barriers were broken down thanks to social media. It also assists us in the development of public and social relationships. Every individual has a unique perspective on social media and its applications. It all relies on how a person understands things[6], [7].

### *1.1. Commonly Used Social Media Websites:*

#### *1.1.1. Facebook:*

This is the Internet's most popular social media network, both in terms of overall users and brand awareness. Since its inception on February 4, 2004, Facebook has grown to over 1.59 billion monthly active users, making it one of the most effective platforms for connecting people from all over the world with your business. More than 1 million small and medium-sized enterprises utilize the site to market their business, which is unsurprising.

#### *1.1.2. Twitter:*

We may believe that limiting our posts to 140 characters is no way to promote our business, but we will be surprised to learn that this social media platform has over 320 million monthly active users who can make use of the 140-character limit to communicate information. [3] Businesses may use Twitter to connect with potential customers, answer inquiries, and provide the latest news while also targeting advertisements to specific audiences. Twitter was started on March 21, 2006, in San Francisco, California, and is headquartered there.

#### *1.1.3. Google:*

Google is one of the most widely used social networking platforms nowadays. It is a must-have tool for any small business because of its SEO worth. Google+ was launched on December 15, 2011, and it has since grown to become one of the most popular social media platforms, with 418 million active users as of December 2015.

#### *1.1.4. Instagram:*

Instagram is a visual social media platform. Facebook owns the site, which has more than 400 million active users. It is used by a large number of its clients to submit information on travel, fashion, food, craftsmanship, and other similar topics. The stage is also known for its incredible channels, as well as video and image-modifying features. Approximately 95% of Instagram users also have a Facebook account.

### 1.1.5. *Snapchat:*

When Reggie Brown, Evan Spiegel, and Bobby Murphy were undergraduates at Stanford University, they created Snapchat, an image-sharing application training item. The application was officially launched in September 2011, and in a short period of time, it has racked up a massive user base, with a daily average of 100 million active users as of May 2015. Snapchat is used by almost 18% of clients across all social media platforms?

### 1.1.6. *WhatsApp:*

WhatsApp Messenger is a cross-platform instant messaging app for phones, tablets, and computers. To transmit photos, texts, documents, audio, and video messages to other users who have the app loaded on their devices, the software requires an Internet connection. WhatsApp Inc. was founded in January 2010 and was bought by Facebook on February 19, 2014 for \$19.3 billion. Today, over 1 billion people utilize the service to communicate with their friends, family, and even clients.

## 1.2. *Impact of Social Media on Business:*

Social media is the newest buzzword in marketing, including businesses, associations, and brands that use it to spread news, influence partners, form relationships, and form groups. Businesses use web-based social networking to improve their organization's performance in a variety of ways, such as achieving corporate goals and increasing annual offerings. Web-based social networking has the benefit of serving as a communication platform that fosters two-way contact between a company and its stockholders. Different long-distance informal communication destinations might help to grow business. A significant portion of the company promotes its business by promoting it on social media to attract the most customers. Clients may use Internet networking to connect and engage with businesses on a more personal basis. Many companies may create a plan to promote their business by utilizing social media.

## 1.3. *Impact of Social Media on Medical as well as Health:*

Health Care Professionals may use social media to provide information and encourage healthy habits, connect with the public, and educate and interact with patients, students, and coworkers. HCPs may utilize social media to enhance health outcomes, build a professional network, raise personal awareness of news and discoveries, encourage patients, and give community health information. Physicians regularly use Internet services to read news items, listen to experts, study medical breakthroughs, discuss patient concerns with peers, and network. They can address practice management issues, make recommendations, distribute their findings, promote their practices, or participate in health advocacy[8]–[10]. A huge number of doctors utilize social media to communicate directly with patients to improve clinical treatment. It is undeniable that social media has a significant influence on healthcare systems, and that this impact is felt in both developed and poor countries.

## 1.4. *Impact of Social Media on Society:*

Our culture has been greatly influenced by social media. Many social media sites are among the most popular on the Internet. Some social media platforms have revolutionized the way individuals interact and socialize online. People can use social networking sites to reconnect with old friends, coworkers, and acquaintances. It also allows individuals to create new acquaintances and exchange stuff such as photographs, audio, and videos. Social media also affects society's way of life.

### 1.5. *Impact of Social Media on Education:*

Social networking tools also enable people to share their views with others, allowing a guy on one side of the world to communicate and trade ideas with a man on the other. Students may readily interact or share information via social media sites such as Facebook, Orkut, and Instagram, among others.

The study focuses on the impact of social media on young people. Section 1 contains the introduction to the paper, Section 2 contains the literature review of the previous studies and Section 3 contains the research methodology used which has other sub-section like Design, Sample, Instruments, data collection, and data analysis. Section 4 contains the Result and discussion last section consists of the conclusion of the studies.

## 2. LITERATURE REVIEW

*Akashdeep Bhardwaj et al.* Discussed the Impact of Social Networking on Indian Youth - A Survey [11]. Among the younger age, there has been an increased use of social networking in India. Without Facebook, YouTube, Instagram, WhatsApp, LinkedIn, or Twitter accounts and online handles, life cannot be envisaged today. In the modern world. The use of social media has had a positive impact on society. With the help of the Internet and any easily accessible social sites and apps, users can also talk and engage with one another, as well as create, modify, and share new types of textual, visual, and audio material. It has a significant impact on our lives because it contributes significantly to all aspects of life, including politics, the economy, and education.

*Mrs. Vishranti Raut et al.* Explained the Use of Social Media in Education: Positive and Negative Impact on the Students [12]. In recent years, the use of social media has increased rapidly. Not only does the workforce utilize it, but also the usage of social media by the students is growing significantly or it is possible to state in education society. The use of social media has had a positive impact on society. With the help of the Internet and any easily accessible social sites and apps, users can also talk and engage with one another, as well as create, modify, and share new types of textual, visual, and audio material. It has a significant impact on our lives because it contributes significantly to all aspects of life, including politics, the economy, and education.

*Ms. P. Chitra* study on "New media and society: A Study on the impact of social networking sites on Indian youth". Many who have Internet connections in schools, homes, and workplaces utilize the Internet only for sending and receiving mail. Friends and coworkers aren't the only ones who receive emails [1]. Everywhere you look on the Internet, you'll find email addresses. Foreigners were able to communicate more easily as a result of this. Chatting is one of the most popular Internet activities, with people chatting with people all over the world. The introduction of social networking sites has made communication easier. Users can connect with current friends, reconnect with former friends, or make real-life friends through similar interests or groups through online friend networks and group memberships through social networking. In addition to essential social links, social networking users may participate in groups and forums to discuss their interests with other members of the group.

In this paper, it looks at a variety of social networking sites, as well as different areas (such as business and commerce, education, health and medical education, and so on) where social media is widely used these days, as well as the positive and negative aspects of it, as well as guidelines for dealing with the negative effects of social media on society.

### 3. METHODOLOGY

#### 3.1. Design:

This research was conducted through an online survey of Indian citizens from various states, educational levels, age groups, etc. Survey research is one of the most important areas of measurement in applied social research. The broad area of survey research encompasses any measurement procedures that involve asking questions of the respondents. The design of this research deals with the impact of social media on the youth of India.

#### 3.2. Sample:

Survey questionnaires are used to complete the data collection and processing. These questionnaires were created to obtain relevant information on people from various parts of India. Questionnaires are a low-cost approach to collecting information from a large number of people. All of the information was gathered from a secondary source, such as a website with an online survey form. The data was evaluated using an online survey that was done using Google online forms. The poll invited 100 participants from various parts of India, as well as from various backgrounds and sectors, to fill out questionnaires.

#### 3.3. Instruments:

In this section, the researcher gathers data as well as reasons for the impact of social media on the young. The information was obtained through a questionnaire from multiple individuals from various parts of India, as well as their opinions on the influence of social media and its use. The following questions help to pilot the report and factors have been enhanced to guarantee their validity and estimation. This research has been framed through these research questions which are provided below:

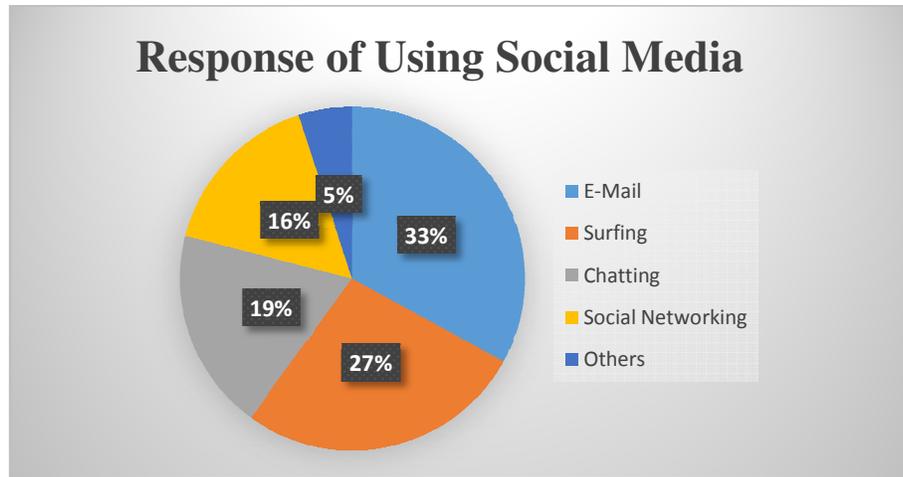
- 1) How does social media impact on the business?
- 2) How does social media impact on Social Media on Medical as well as Health?
- 3) How does an Indian adult use social media?
- 4) How to find out the benefits of social media networks?
- 5) How to determine the positive as well as negative impact of social media on the youth?
- 6) What are the Positive Impacts of social media?
- 7) Is social media responsible for not giving time to their friends and family?
- 8) How does social media affect the study of students?
- 9) How overuse of social media is responsible for the health of individuals?
- 10) Is social media more expensive to use?
- 11) How does social media impact different age groups?

#### 3.4. Data Collection:

The data collection is displayed in Figures, which show the data in various stages. The information was gathered from a variety of people with various backgrounds and various locations in India. Also, consider their thoughts on the impact of social media on India's youth. The formulated data is presented in the tables below.

##### 3.4.1. Data based on the Purpose of using social media:

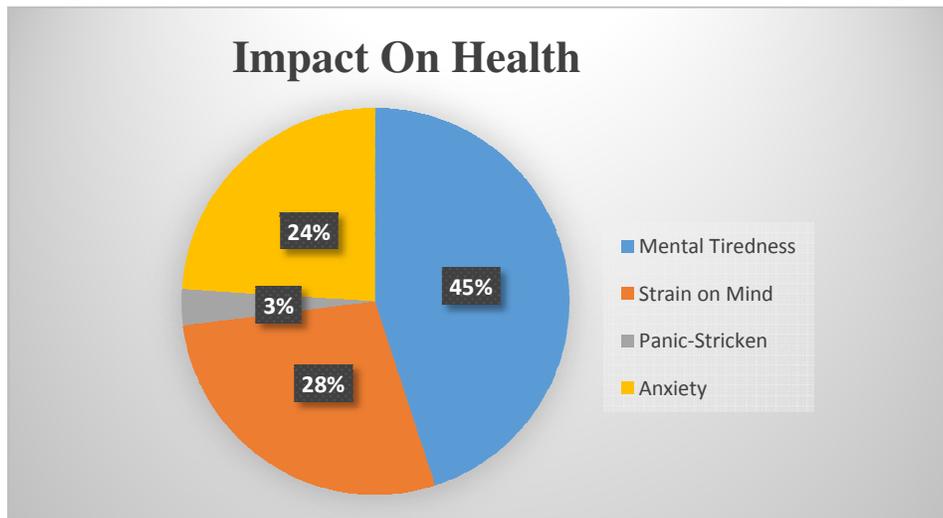
Figure 1 represents the responses to using Social Media. The use of social media depends on the various factor peoples are used for E-mail, Surfing, Chatting, etc. The below-given data shows that the majority of people used social media for E-mail as well as for Surfing.



**Figure 1: The above Graph shows the data based on the response to using social media.**

*3.4.2. Impact of Social Media on Health:*

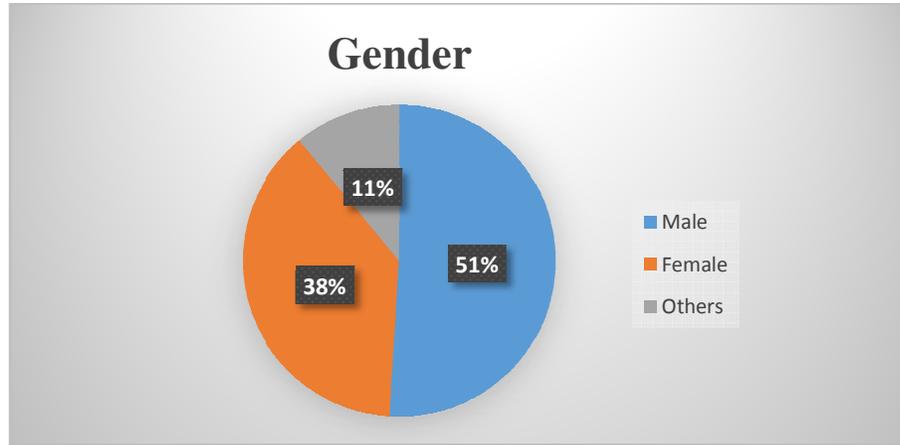
According to this Figure 2 teens who spend more than three hours each day on social media are twice as likely to have bad health. Mental exhaustion, tension, and worry are just a few of the detrimental mental health impacts. Excessive usage of social media can lead to obesity, poor vision, joint problems, and other physical ailments.



**Figure 2: The Above Graph Shows the Impact of Social Media on Health.**

*3.4.3. Social Media Users based on Gender:*

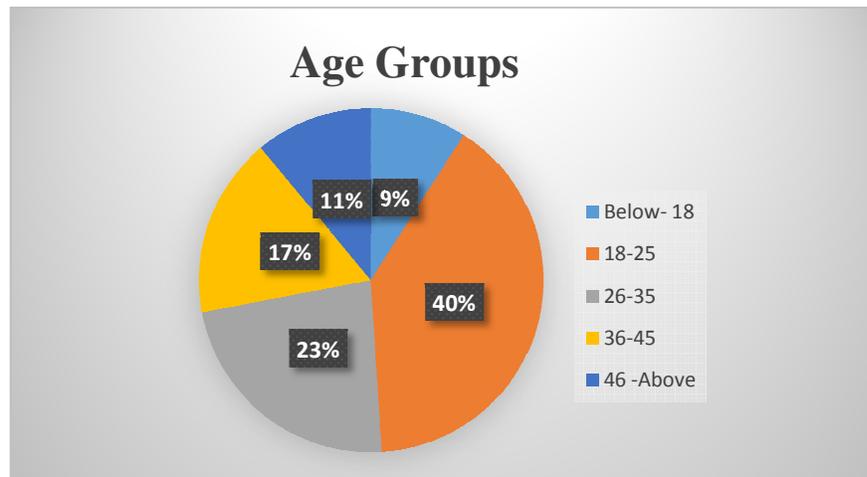
Figure 3 is Based on the Gender of the respondents i.e. Male, Female, and Others. The use of social media is classified based on Gender. It shows that the majority of the Male respondents used social media and after that on second the Female used social media sites.



**Figure 3: Illustrates the Classification of data based on the Gender of the respondents.**

3.4.4. *Social Media Users based on Age:*

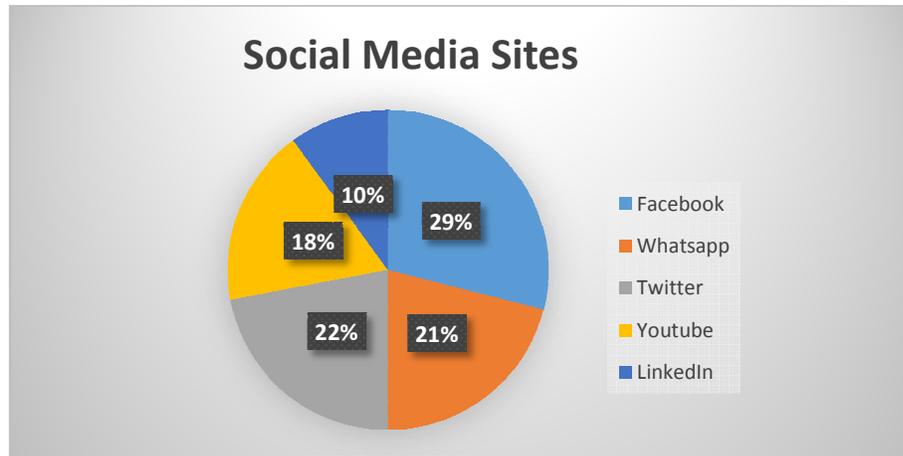
Figure 4 represents the data on the Age Groups of the respondents. The Age group is classified into five parts Age below 18 years, between 18-25, lies between 26-35, Age Groups between 36-45, and above 46 years Age Groups. The majority of the respondents belong to Age Groups 18 to 25 years.



**Figure 4: The Graph illustrates the classification of data based on the Age Groups of the respondents.**

3.4.5. *Social Networking sites:*

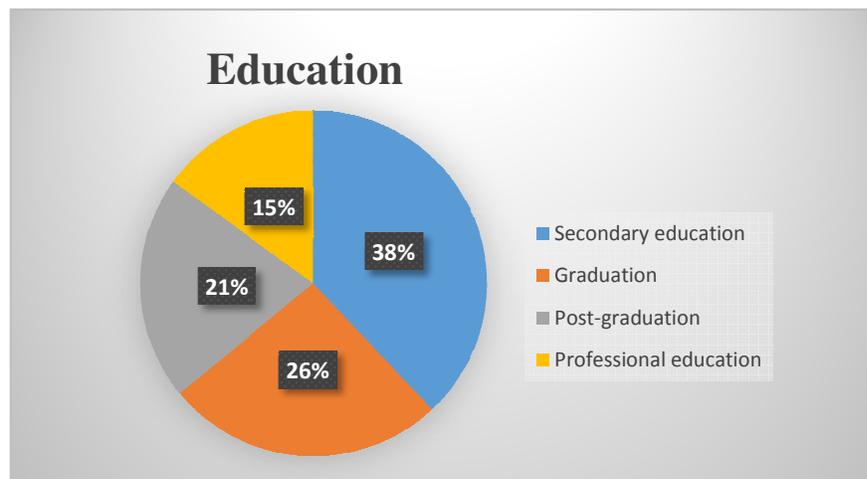
Figure 5 represents the data on the uses of social media sites. There are various social media sites are available today such as Facebook, WhatsApp, Twitter, YouTube, etc. Many people are active on social media on different platforms. The majority of the respondents use Facebook (Social Media Sites).



**Figure 5: The Graph illustrates the classification of data based on Social media sites.**

3.4.6. Educational Qualification:

Figure 6 represent the Educational Qualification of the respondents. Educational Qualifications are such as respondents who have done Secondary Education, Graduation, Post- Graduation, and Professional Education. The majority of the respondents belong to Secondary education those are using Social Media Sites.



**Figure 6: The above Figure Illustrates the Educational Qualification of the respondents.**

3.5. Data Analysis:

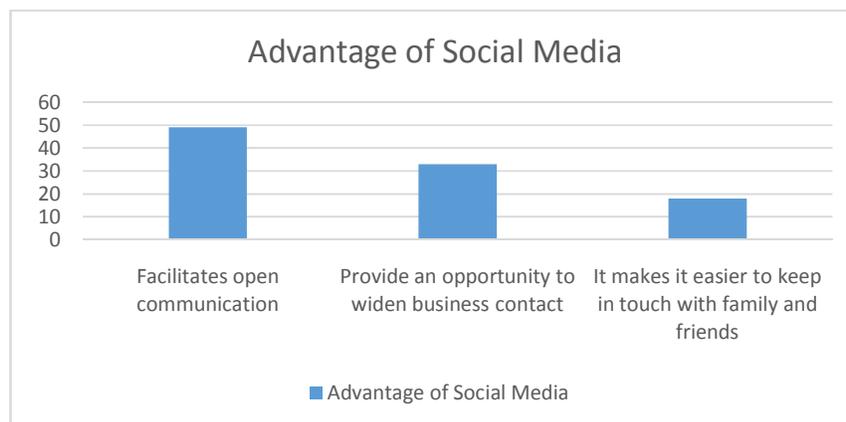
The issue of the paper, and for sampling, a Google form survey was conducted to analyze the data. This will give three different data which represent the Impact of Social media on youth in India. After analyzing the results and important to find the outputs of that how the impact of Social media on the youth of India. Analysis based on the major advantage as good disadvantages of social networks. From Figure 1 out of 100 percent, 33% are using E-mail, 27% are surfing, 19 % used social media for chatting, 16% use social networking as well as 5% used another site. Figure 2 explain the Impact of social media on health, in which 45% of respondent suffer from mental tiredness, 28% suffer from the strain on the mind, 24 % are

Panic Stricken and 3 % suffer from Anxiety. Figure 3 concludes that 51 % of users are male, 38 % are female and 11 % belong to other categories. Figure 4 represents that 40 % of users belong to age groups 18-25 years, 23% belong to 26-35 years, 17 % belong to 36-45 years, and 9% are belongs to age 46 years and above. Figure 5 represents that 29 % of respondents use Facebook, 21 % WhatsApp, 22 % Twitter, 18 use YouTube, and 10% are using LinkedIn. From Figure 6 out of 100 percent 38 % of respondents have completed Secondary Education, 26% completed Graduation, 21% have completed Post-Graduation, and 15 % belongs to professional education

**4. RESULT AND DISCUSSION**

From the above study, it can be seen that the impact of social media on the youth in India after analyzing the different results based on various data. The online survey was done by google forms which is divided into 11 different types of questions and based on these questions different data will be collected and according to data analysis will be done. The research looked into the reasons why people use social media, with an emphasis on the distinctions between males and females. Individuals' social network utilization goals were grouped under the use, and access of social networks in the everyday lives of adults in India using explanatory factor analysis. Instead of doing something helpful with their time, today's youth waste a lot of it on social media. Parents are unable to spend time with their children because they are too busy with their daily duties. As a result, youth are addicted to social media by uploading images and speaking excessively. The use of social media by today's youngsters helps them escape monotony. As technology advances, web-based social networking has become the norm for every single person, family, and group. For students, online networking has improved the quality and speed of coordinated efforts. Corporations employ Internet networking to improve an organization's performance in a variety of ways, such as meeting business goals and increasing the company's annual offerings.

Figure 7 shows the main benefits and drawbacks of social networks Social networks make it simpler to remain in touch with family and friends facilitating open communication, expanding business contacts, and facilitating open communication. All of these benefits have a beneficial influence on society, boosting the economy and encouraging love and closeness among friends and family.



**Figure 7: The above Graph Illustrates the classification of data based on the Advantage of Social Media.**

## 5. CONCLUSION

The outcomes of the study show that social media sites and apps have a significant impact on young people's daily life. The majority of young people, according to the research, use social media to post images and videos to receive likes and comments; they also use social media to send greeting messages. Young people spend over three hours every day on social media platforms, diverting their attention away from their duties and jobs. As we all know, the nation's pillars are its youth. However, we can see that they were wasting their time by engaging in non-productive activities on social media networks. Today's teenagers are becoming increasingly addicted to social media networks. It also explores the impact of social media on education. Students are known to use social networking sites and programs to share academic knowledge. Because of technological advancements, such as smart cell phones and mobile data, even primary school students are now utilizing social media. As a result, in addition to its benefits, these students may be willing to disclose its drawbacks.

They have been observed posting personal information on social networking sites and applications without understanding or reviewing their privacy rules. It is well recognized that children waste valuable time, which can lead to health problems due to restless nights. When sharing information on social media, cultural and religious values must be considered, and no one should be harmed. Parents are often said to be unaware of their children's activity on social networking sites and applications. It is advised that parents monitor their children's social media activity regularly. Our young are affected by social media in both positive and bad ways. Youths must understand why they are using social media and how long they will be online, and how it will benefit their personal and social networking goals.

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## CHAPTER 3

### A REVIEW ON MASS MEDIA AND ITS INFLUENCE ON BEHAVIOR

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#### **ABSTRACT:**

The highly developed and complicated technology has evolved in tandem with the present world style, which has introduced humans to a broad range of communication instruments, as well as communications today. The term "mass media" refers to a method of concurrently disseminating information to the general public all over the world. Modernization makes it easier for individuals to go about their everyday lives in the current era of globalization. This complexity, on the other hand, has both good and bad implications for the user. The misuse of this facility will become a threat, perhaps contributing to social issues. The purpose of this paper is to examine the role of the media in the development of a student's personality. The writing approach is qualitative, and it is based on past studies and research conducted through papers, journals, and books relating to the effect of the media. The literature approach is the basic foundation of this paper, which evaluates literature from both local and Western researchers inductively and deductively until a firm conclusion in recognizing mass media effects on student behavior can be reached.

#### **KEYWORDS:**

Behavior, Communication, Influence, Mass Media, Media Effect.

#### **1. INTRODUCTION**

Teenage lives are believed to be influenced by mass media such as printed media, electronic media, and the Internet (cyber media). Many terrorism activities have been aired on electronic media such as television and video. The majority of teenagers like watching television and are influenced by antagonistic characters in the shows they watch[1]. There was a significant advance in broadcasting technology from the end of the nineteenth century to the end of the twentieth century, which transformed the sector into a key medium for disseminating information. The evolution in sophistication is critical in supporting communication activities or processes so that information may be created at a faster and more efficient rate. Communication activities, on the other hand, began to shift in the twenty-first century. To obtain information, users prefer to utilize the Internet service. This technology enables quick data transmission while also conserving time. Furthermore, accessing the Internet allows for greater information intake[2]. A vast range of global information is accessible over the Internet, including news, sending and receiving electronic mail, shopping, entertainment, viewing, and more.

The development of computer systems and the Internet has increased the usage of information and communication technology, consequently expanding the space available to obtain knowledge as a result of this technological exposure. Due to limits in offering their viewpoint or independent views on news broadcasts, the media operated as a barrier for users for some reason. The mainstream media, on the other hand, appears to be the platform for consumers to freely express their thoughts and communicate internationally[3]. While social media is an Internet-based application that is based on Web 2.0 philosophy and technology and allows for the production and exchange of the most regularly used social media by

people all over the world. Many items, such as Facebook, Twitter, Blogger, and Pinterest, may now channel more interactive, rapid, and engaging historical knowledge thanks to the application of digitising technology via popular websites and social networks[4]. Furthermore, more easily available information with more flexible storage space can boost the supply and utilisation of evidence. The evolution of technology, or the structural and technological communication revolution, resulted in a shift in the form of communication. This is also a result of the growth of mass media, which is increasing year after year[5]. From ancient times to the era of literacy, the printing era, and the electronic era, each was marked by a distinct mode of communication, whether written, oral, printed, or transmitted by telecommunications that had a significant impact on society as a whole. Human communication has progressed to the fifth phase, which focuses on interactive communication via Internet-based and computer technologies, ushering in the second media era. As a method of mass communication, the media plays an important role in societal transformation.

### *1.1 Mass Media:*

A route, medium, utility, equipment, or instrument utilized in mass communication is known as mass media. Printed, electronic, and cyber media are all part of the mass media. Printed media includes newspapers, periodicals, books, pamphlets, billboards, and other technical instruments that use the sense of sight to convey a message[6]. Radio and recorded programs employ the sense of hearing, but television shows, motion pictures, and video recordings use both the senses of hearing and vision. In the meantime, online media (also known as cybermedia) is a type of Internet-based mass media. Mass media are often cited as sources of cultural development, not just in terms of art and symbolism, but also in terms of the evolution of settings, fashion, lifestyle, and conventions[7].

### *1.2 Mass Communication Media:*

As a communication instrument, mass communication media is used to transmit information and data to the rest of the world, either directly or indirectly. The phenomena of globalization, or the endless globe, is an unavoidable consequence of the world's modernity. Whether or whether it is a commonplace of living, the period of globalization has the ability to shape human civilization. The term "mass media" refers to a tool for disseminating information to the general public as well as the world of communication technologies[8]. There are three types of communication media. The first is interpersonal communication media, which includes text, images, voice, music, animation, and video. Second, there are storage mediums such as books and papers, cameras, recorders, and projectors, as well as video recording devices. Then there are transmission media, which include communication, broadcasting, and network media.

### *1.3 The Media Role Formation of the Characteristics and Behavior:*

The emergence of mass media has both good and bad implications for community development. As one of the impacts of media influence on the system of values, attitudes, and behaviors of individuals, mass media plays a part in developing cultural homogeneity. The effect and impact of media may be evident on a small scale (person) and a large scale (society) level, as well as the diffusion of specific influences sooner or later[9]. The media is a tool that may be used to excite and affect the attitudes and actions of individuals and communities in all areas of life. It also aids in the formation of a nation's identity and culture, as well as its general growth. Television, VCDs, periodicals, tale books, radio, mobile phones, the Internet, and other media provide a variety of social and cultural services.

The mass media is a range of social, cultural, personality development, and empowerment of individuals, whether positive or bad, in addition to an information conduit for amusement and education. However, the negative effect of the mass media, which includes both print and electronic media, is indirectly affecting community behavior and is a source of teenage misbehavior and bad behavior[10]. When the mass media can propagate and implant moral principles such as loving one's neighbor, respecting the rights of other communities, and assessing a high moral standard, it is regarded to play a constructive impact. The media, as a medium for disseminating information, is one of the most powerful social factors in molding a society's attitudes and social standards. The mass media may set a good example for altering societal behavior. The negative consequences of the broadcasts and shows that are seen have the potential to mold the community's negative mindset[11]. As a result of Western modernity, broadcasting stories, and outdoor play can influence local culture and values, which is far from in opposition to the value of the East. Print and electronic media are the most frequently utilized forms of mass media by people of all ages. The Internet is a phenomenon that has swept across the community as a result of global advancement. Internet services are misused to get access to undesirable websites, such as pornographic websites[12]. Pornography is an issue that has a significant influence on the future survival of the younger generation. Teenagers that engage in excessive browsing have been badly influenced by online or offline gaming. Adolescents in Malaysia are classified as mass media consumers who are unable to ignore the effects of media, particularly on cognitive, functional, and behavioral outcomes.

#### *1.4 The Effect of Education on Uses of the Media:*

Because we know that people with different levels of education prioritize different demands, it's important to consider if an educational level is linked to distinct media usage habits. Even if our examination of media use is limited to those people who have a particular need, people with various levels of education may assess the media's usefulness concerning the same need differently. According to an analysis of media preferences by educational level, printed media (books and newspapers) gain relevance as education increases, whereas electronic media lose prominence[13]. The opposite is true for the less educated, who find electronic and visual media to be more useful in meeting their demands. Television, in particular, serves not just personal-affective wants, as we've seen, but also cognitive needs like the need to learn about society and the world. In that respect, television is a "quick way of reading."

However, it's more relevant for our purposes to see if the relative usefulness of the media for a specific demand differs by educational level. There are much fewer differences between educational groupings here. The three educational groups gave nearly similar rankings in six of the fourteen categories of requirements; for example, in needs related to knowing or feeling confident in affairs of state, the media rankings for all groups were newspaper, radio, television, books, and films. The media was evaluated similarly by the three educational categories for five other need clusters. The substantial disparity in priority ascribed to television and books, as well as the three remaining clusters for which there was a low degree of concordance, illustrates the differences in the value assigned to television and books, as previously stated[14]. With higher education, television becomes less useful, but books become more useful.

### *1.5 The Role and Influence of Mass Media:*

Written, televised, or spoken communication that reaches a large audience is referred to as mass media. Television, radio, advertising, movies, the Internet, newspapers, magazines, and so on are all examples of this.

The mass media, particularly in America, is a powerful force in modern civilization. This is referred to by sociologists as a mediated culture, in which the media both reflects and generates the society. People and communities are continuously assaulted with messages from a variety of sources, including television, billboards, and publications, to mention a few. Not only do these communications sell items, but they also encourage moods, attitudes, and a sense of what is and isn't significant. People could not become famous without the capacity of movies, publications, and news media to reach people over thousands of miles. In reality, in the past, only politicians and corporate leaders, as well as a few legendary felons, were well-known[15]. Actors, musicians, and other social elites have just recently become superstars or "stars."

There hasn't always been this amount of media saturation. Television, for example, used to be dominated by three networks, public broadcasting, and a few local independent stations in the 1960s and 1970s. These networks largely targeted two-parent, middle-class families with their content. Even still, several middle-class families did not have access to a television. Even the poorest of houses now have a television, and most middle-class homes have numerous TVs. Not only has accessibility improved, but programming has become more diversified, with shows catering to people of different ages, economic levels, ethnicities, and perspectives. Television is the major focus of most mass media conversations due to its vast availability and exposure. As more companies and families "sign on," the Internet's importance has grown enormously in recent years. Although television and the Internet have dominated the mainstream media, movies, and magazines, particularly those that line the aisles at grocery checkout stands as well as other types of media, play a significant influence in culture[16].

This contentious issue has been contested by legislators, media executives, local school administrators, and sociologists alike. While perspectives differ on the quantity and type of effect the media has, everyone agrees that it is an inextricable aspect of modern culture. The limited effects hypothesis, the dominant class theory, and the culturalist theory are the three primary sociological theories on the impact of media. The difficulty is exacerbated by the question of sponsorship. The majority of media is financed by advertising revenue. Networks aim their content at the broadest possible audience since the larger the appeal, the larger the potential purchasing audience and the simpler it is for advertisers to sell air time. As a result, news organizations may avoid reporting on bad stories concerning firms (particularly parent corporations) that fund major ad campaigns in their newspaper or on their television stations.

Television networks that get millions of dollars in advertising from Nike and other textile manufacturers were sluggish to air reports on their news broadcasts regarding suspected human rights breaches committed by these firms in other nations. A similar problem has been seen at the municipal level when city newspapers will not give new automobiles lousy ratings or carry stories about selling a home without an agent since auto and real estate advertising provides the majority of their revenue. This impact is felt in programming as well. Christy, a short-run drama with evident religious themes, was canceled by a network in the 1990s because, although being extremely popular and liked in rural America, the program did not perform well among the young city people who marketers were targeting in commercials[17].

Critics of the notion argue that local management of news media is mainly outside the reach of huge corporate headquarters overseas and that the quality of news is dependent on skilled journalists. They argue that people who are less powerful and have less control over the media have benefited from full media attention and subsequent support. They cite a variety of environmental concerns, as well as the anti-nuclear movement, the anti-Vietnam movement, and the pro-Gulf War movement, as examples. While most people believe that the media is controlled by a corporate elite, some contend that the media is controlled by a politically "liberal" elite. They argue that because journalists are more educated than the general public, they have more liberal political views, consider themselves "left of center," and are more likely to vote Democratic. They go on to provide instances from the media, as well as the statistical fact that conservative pundits and politicians are more frequently labeled "conservative" than liberals." The terminology used in the media can also be instructive. The labels "arch" and "ultra" conservative is often used in the media, yet "arch" and "ultra" liberal are rarely used. Those who say that the media is controlled by a political elite also point out that the environmental, anti-nuclear, and anti-Vietnam movements all favor liberal political agendas. Conservative political concerns have mostly gone unnoticed by the media, or have been met with opposition. The Strategic Arms Initiative of the Reagan administration in the 1980s is cited by supporters of this viewpoint. The military program was rapidly dubbed "Star Wars" by the media, associating it with a costly dream. The public was not on board, and the initiative received no financing or congressional backing. People engage with media to build their meanings out of the visuals and information they get, according to the culturalist idea, which was established in the 1980s and 1990s. Audiences, according to this view, have an active rather than passive role in connection to mass media. One line of inquiry focuses on viewers and how they engage with media, while the other line of inquiry focuses on individuals who create media, particularly news[16].

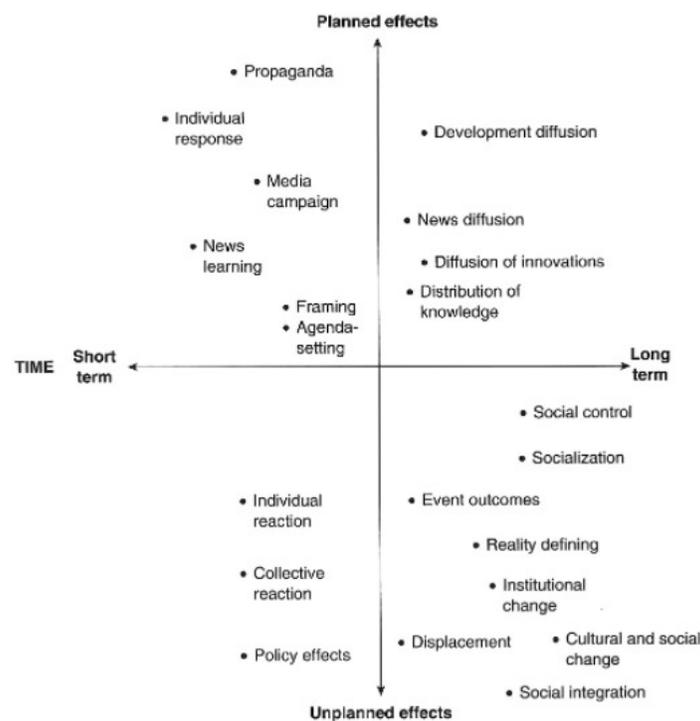
Theorists underline that viewers pick what to watch from a broad variety of alternatives, how much to watch, and have the option of using the mute button or the VCR remote to bypass programs chosen by the network or cable station. Sociologists' studies of the media run parallel to linguistics' text reading and interpretation research (people who study language). When people encounter material, whether written text or media visuals and messages, they interpret it based on their knowledge and experience, according to both sets of academics. As a result, when researchers question different groups to explain the meaning of a song or film, the interpretations vary greatly depending on age, gender, color, ethnicity, and religious background. Media influence and media impacts are issues in media studies, mass communication, media psychology, communication theory, and sociology that deal with the effects of mass media and media culture on individual or audience views, attitudes, and behavior. Mass media, whether written, broadcast or spoken, reaches a huge audience. The function and impact of mass media in molding modern culture are fundamental questions in cultural research. The impact of the media on many elements of human life, including voting, individual perspectives and beliefs, and skewing a person's understanding of a topic owing to misleading information, may all be attributed to the influence of the media. The total impact of the media has grown dramatically over the years and will continue to grow as the media develops. The media has a significant impact on children's emotional development. As a result, doctors must talk to parents about their children's media exposure and offer advice on age-appropriate media use, including television, radio, music, video games, and the Internet.

With new types of journalism, new media formats, new media markets, new methods of addressing media markets, and new media technology, media criticism typically evolves and grows in power during periods of media transition[10]. The real power exerted by a media message, resulting in either a change or reinforcement of audience or individual views, is

known as media influence. Media impacts are observable consequences of media influence or a media message. Many elements, including audience demographics and psychological qualities, influence whether a media message affects any of its audience members. These consequences might be beneficial or negative, immediate or gradual, short-term or long-term. Some media messages reinforce an existing viewpoint, but not all impacts result in change. Researchers look for changes in cognition, belief systems, and attitudes, as well as emotional, physiological, and behavioral consequences, in people who have been exposed to media.

## 2. DISCUSSION

In most nations, the mass media is a primary source of information for the majority of the population. It can influence public opinion and assure popular support for specific leaders and ideas. As a result, politicians and other interested parties frequently have motivations to sway the media in their favor whenever they have the opportunity. The primary purpose of this study is to provide an overview of the data on the impact of mass media on people's behavior, particularly in the political realm. We shall, however, analyze evidence of media capture and the impact of captured media since the dominance of mass media offers incentives for politicians and other agents to influence media coverage. The latest economic literature on the influence of mass media is reviewed in this Opuscle. We begin by providing a quick overview of the theoretical framework for analyzing the impact of mass media. We next go through the difficulties of quantifying media effects and look at studies that measure media influence in a variety of situations. Finally, we'll discuss the evidence supporting media capture as well as its limitations. Figure 1 shows McQuail's typology for media effects that will be planned and unplanned effects.



**Figure 1: McQuail's typology for media effects that will be planned and unplanned effects[1].**

➤ *Media Effect:*

It's critical to have a comprehensive view of media effects to comprehend the media's tremendously vast spectrum of impact, as well as to appreciate the genuinely diverse variety of effects research generated by media academics. When individuals consider media effects in their everyday lives, however, they usually confine their thoughts to unpleasant things that happen to other people as a result of consuming too much "poor" content. People think, for example, that media violence creates aggressiveness that sexual portrayals in media tales lead to dangerous sexual activities, and that foul language leads to coarse expression in the community. These ideas are frequently expressed in public opinion polls. These are hot themes among media effect researchers. Because this sort of public opinion and study is so common, many people believe that media impacts are mostly negative behaviors that appear shortly after exposure to certain media messages. This approach is a good place to start when thinking about media influences, but we need to broaden our thinking. Let's look at the important topics we need to address when considering a thorough conception of media effects to start this trend toward a larger viewpoint.

*2.1 Functions of Mass Communication:*

There isn't a single reason for mass communication. With its development, more and more applications have emerged, and the role it plays in our lives has grown significantly. Wright identifies seven roles of mass communication that provide light on its significance in our daily lives.

- *Surveillance:* The first role of mass communication is to provide eyes and ears for persons seeking world information. The major sources for finding out what's happening around you are the Internet, TV, and newspapers. For news and information about our everyday lives, society relies on mass communication; it provides the weather, current events, celebrity gossip, and even game start times.
- *Correlation:* The term "correlation" refers to how the media provides facts that we use to navigate the world. The information we obtain from the media is not impartial or unbiased. "It must be true if it's on the Internet," people say cynically. However, we do not believe that people in previous generations would have automatically assumed it "had to be real" because it was broadcast on the radio.
- *Sensationalization:* In the news industry, there is an ancient adage that "if it bleeds, it leads," which exemplifies the concept of sensationalization. When the media promotes the most exciting themes to titillate customers, this is known as sensationalization. "Media managers think in terms of customers rather than citizens," Elliot notes. Good journalism sells, but regrettably, so does poor journalism. Bad journalism, on the other hand, is cheaper and easier to produce: pieces that merely repeat official statements or reinforce what the audience wants to hear rather than providing independent reporting."
- *Entertainment:* Media sites like People Magazine and TMZ, as well as entertainment blogs like Perez Hilton, bring us up to speed on our favorite celebrities' everyday activities. Daily, we utilize technology to watch sports, go to the movies, play video games, see YouTube videos, and listen to iPods. The majority of public communication entertains as well as informs. People frequently turn to the media during their free time to escape monotony and the routine of their daily life. Authors rely on media to transport us to places we couldn't otherwise afford to see or dream, to educate us about culture, and to make us laugh, ponder, or weep. Through the media

we consume, entertainment may have the secondary impact of offering camaraderie or catharsis.

- *Transmission:* The mass media serves as a conduit for the transmission of cultural norms, values, regulations, and habits. Consider how you learned about the latest fashion or music trends. In the process of socialization, the mass media plays an important role. We search for role models who can demonstrate proper cultural standards, but all too frequently, we fail to recognize when they are acting inappropriately or stereotypically. Mainstream culture begins to shop, dress, smell, move, and speak in the manner of the individual in the music video, commercial, or film.
- *Mobilization:* During times of disaster, mass media serves to mobilize people. Consider the bombing at the Boston Marathon. Regardless of your connection to the tragedy, Americans as a whole were shaken by the attack, and many watched the news until the culprits were apprehended. We may collectively see the same events taking place in real-time someplace else thanks to fast access to media and information, mobilizing a vast number of people around a single event. The Internet's proactivity is shown by the online community Reddit.com. While the FBI investigated the incident, the Reddit community posted images of witnesses and attempted to identify the perpetrators. People had the impression that they were making a difference.
- *Validation:* Individuals, groups, organizations, and goods use mass media to affirm their position and standards. Validation of certain individuals or groups helps to reinforce social standards. The media legitimizes certain cultural standards while downplaying variances and deviations from them. A significant deal of criticism is directed at how certain groups are promoted and others are ignored in the media.

This Opuscle summarises current empirical research on the influence of the media in affecting political, social, and economic results. Empirical evidence suggests that the media has a significant impact on a variety of outcomes, including political outcomes like electoral support and participation in political protests, social outcomes like education and fertility decisions, and financial outcomes like stock returns and corporate governance performance. Special interest groups have a tremendous motive to try to use the media's power to their advantage. There is ample evidence of media monopolization by private special interests, such as marketers, as well as governments and politicians. Market forces that incentivize the media to present true information, as well as audience reaction, restrict media capture. Audiences are more inclined to disregard information from biased sources and turn to alternate sources of information. Future research might go into several areas, as we see it. First, the processes for persuasion are still unknown, and investigating impact heterogeneity is critical to our knowledge of media effects. New, more thorough "big" data is now available, allowing researchers to accomplish what the earlier literature couldn't. Second, little is known about the influence of new technologies, such as the Internet and social media, on people's and media outlets' behavior. Finally, the role of the media under autocracies, aside from propaganda, is unclear and warrants further research.

### 3. CONCLUSION

In today's world, the mass media network is one of the most important platforms for information transmission and communication convenience in shaping, reinforcing, and maintaining global social relationships. However, via changes in attitude and conduct, the media can have a detrimental influence on certain youngsters, particularly high school pupils.

The transformation in the twenty-first-century educational system is comprehensive, emphasizing computer skills, and the Internet is highly encouraging. However, some youngsters are abusing these resources by visiting websites that are inappropriate for learning and teaching. The mass media should serve as a source of information for society, particularly youth. In truth, the population unwittingly enjoys the effect of mass media entertainment over the range of learning and education available. Some of the displays provided are incompatible with Eastern and Islamic principles. Sexually explicit elements can also be found in the media and pornographic publications on the Internet. As a result of the impact, an immoral and destructive adolescent emerges.

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## CHAPTER 4

### OVERVIEW OF SOCIAL MEDIA IN SOCIETY

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#### **ABSTRACT:**

Social media provides a forum for people all over the world to communicate their concerns and thoughts. Before learning about the many facets of social media, users must first understand what social media is. The interaction between groups or people in which they generate, share, and occasionally trade ideas, photographs, videos, and other material through the Internet and in virtual communities is referred to as social media. Children are growing up in a world of mobile devices and interactive social networking sites like Twitter, MySpace, and Facebook, as well as Orkut, which has made social media a major part of their lives. The way young people interact with their parents and friends, as well as how they utilize technology, is changing as a result of social media. Social networking has two distinct consequences. On the other side, social media sites may be very useful tools for professionals. They do so by supporting young professionals in marketing their abilities and looking for business possibilities. Social networking platforms may also be utilized to effectively network. On the negative side, there are several hazards linked with online communities on the Internet. One of the dangers is cyberbullying, which is defined as harassment carried out via the use of modern technology. We address every facet of social media, including its good and bad repercussions, in this study. The focus is on a certain area, such as health, business, education, society, or youth. Throughout this paper, we will discuss how these media will have a wide impact on society.

#### **KEYWORDS:**

Connections, Platform, Social Media, Society, Website.

#### **1. INTRODUCTION**

A social media platform is an online platform that users use to create social networks or relationships with others that have similar personal or professional interests, hobbies, backgrounds, or real-life connections. Social media has a major influence on young people[1]. It's becoming evident that social media has become an integral component of people's life. Many teenagers check Tweets and status updates from their colleagues and family on their laptops, tablet computers, and smartphones. People are being driven to embrace alternative lifestyles as a result of technological advancements. Social networking platforms may help young individuals improve their social skills. Social media is a kind of data communication that takes place through the Internet[2].

Users may hold discussions, exchange information, and produce online content on social networking sites. Blogs, microblogs, wikis, social networking websites, photo-sharing sites, instant chat, video-sharing sites, podcasts, widgets, virtual worlds, and other types of social media exist. Hundreds of millions of individuals use social media to exchange knowledge and build relationships all around the globe[3]. On a personal level, social media allows us to contact friends and family, learn new things, pursue our passions, and be amused. On a professional level, we may utilize social media to grow or widen our expertise in a certain subject, as well as develop our professional network by engaging with other industry experts.

At the company level, social media helps us to engage with our audience, get feedback from customers, and enhance our brand[4]. Social media is an original concept with tremendous potential for growth. Many firms are using social media to improve their procedures as a result of its growth. We can market or communicate more effectively with the help of social networking. Similarly, individuals do not need to depend on the media or television to receive their daily dose of the news; anything can be found on a social networking site. People can monitor or get data from anywhere on the planet[5].

As we all know, social media can have a significant influence on our society. Some social media sites have altered the way people communicate and socialize on the Internet. Individuals may reconnect with former friends, lovers, and matches using person-to-person communication sites. Individuals may reconnect with past companions, lovers, and mates using person-to-person contact sites. It also encourages people to make new friends and to exchange stuff, like photographs, sounds, and recordings, with them. Furthermore, web-based social networking alters society's lifestyle[6].

### *1.1 Positive effect of social media on society:*

Connectivity is the first and most important advantage of social media. People from all around the world can communicate with one another. Regardless matter where you are or what religion you practice. The allure of social media is that it allows you to connect with anybody to learn and share your ideas[7].

- *Help:* You may share your problems with the community for support and energy. Regardless of whether you need financial assistance or counsel, you may obtain it from the organization with which you are affiliated[8].
- *Updates and Information:*The fundamental advantage of web-based social networking is that it allows you to keep up with the most current events on the globe. The majority of the time, television and print media are one-sided and do not convey the true message. You may receive the facts and real data by performing some research with the use of web-based social networking[9].
- *Demonstrating Kindness and Empathy:* People often disclose personal or difficult information on the Internet. When you connect, you may demonstrate empathy by sending messages and making comments that support and encourage others. Demonstrate to your friends (and even strangers) that you care about their predicament and understand their perspective. Seeing others persevere in the face of adversity may be motivating and open our eyes to new possibilities[10].
- *Providing Assistance:*You may use social media to promote a cause you care about or to show your support for those who do. You may also provide and get support for your work, whether it's establishing a new company, sharing photos, or composing poems. Connect with people in your field and share what you've learned [11].
- *More Effective Communication:*New subjects are often brought up on social media. While many talks (or disputes) may seem to be overly divided and contentious, they may bring up essential issues to address with people you care about. To participate in debates, learn, and develop, you may also join groups for certain interests or industries.
- *Informing Others:* On social media, news from almost anywhere in the globe may spread like wildfire. While this might be frustrating at times, it can also help us stay on top of crucial occurrences. If you need to spread the news about anything quickly, this may be a huge help. For example, if someone in a small town lost

their dog, they may use social media to spread the word. Everyone in the vicinity may keep a lookout and immediately report any new information[12].

- *For the Sake of Brands:* Social media marketing should be used by both B2C and B2B companies. Various platforms, such as Facebook, LinkedIn, Tik Tok, and Instagram, are meant to assist businesses in rapidly expanding. Investing in social media as a company has several benefits.
- *Starting a Company:* You may utilize social media to generate an engaged audience as a new firm looking to spread the word about its amazing goods. Share useful material and develop a brand voice that is appealing to your target audience. More established firms may also use social media to expand and sell via marketing and advertising.
- *Delegation of Authority:* You'll begin to establish trust and authority by sharing expert information and developing connections with people and other companies on social media. More and more people will learn about your fantastic company and content.
- *Increasing Website Traffic:* If increasing inbound traffic is one of your social media objectives, you may provide useful material and promote to direct people to your website. You can increase traffic, leads, and revenue by providing more useful content. You may execute advertising campaigns that target your present audience or others who have similar aims.
- *Education and Learning:* We don't only mean high school and college students when we say, students. A student might be anybody. With all of the online courses, information, and free webinars available today, we have no limit to our education. Students may use social media to discover mentors and training programs to acquire new skills and get closer to their long-term professional aspirations. It's also a wonderful location for companies to promote their products, services, and software. You can discover fantastic videos to develop your talents for free on YouTube. When it comes to online learning options nowadays, the sky is the limit. Figure 1 Representation of the positive effect of social media.



**Figure 1: Diagrammatic Representation of the positive effect of social media.**

### 1.2 Social Media's Negative Impact on Society:

- *Cyber Harassment:* According to a PewCenter.org survey, the majority of teenagers have been victims of cyberbullying in the past. Because anybody can produce a fake record and do anything without being caught, it has become quite simple for anyone to scare on the Internet. Dangers, threatening messages, and pieces of gossip may be conveyed to the broader population to cause difficulty and unrest.
- *Hacking:* On the Internet, personal information and security may be hacked and shared. In the past, several Twitter and Facebook accounts were hacked, and the program released things that altered people's lives.
- *Addiction:* The addictive aspect of Internet networking is terrible and may wreak havoc on people's lives. It may also waste people's time that might be better spent on more productive chores and activities.
- *Fraud and Scams:* There are many examples of persons who have used Internet networking to conduct fraud and scams.
- *Unhealthy sleep patterns:* Investing too long hours on social media may contribute to poor sleep, in addition to raising the incidence of worry and despair. Increasing your usage of social media has been proven in several studies to have a detrimental impact on your sleep quality. Reduce the amount of time you spend on social media if you feel your sleep habits have become erratic, resulting in a decrease in productivity. This is particularly true if you're using your phone in bed. It's all too simple to convince yourself you'll check your Facebook alerts for five minutes, only to discover an hour later that you've been idly scrolling through Twitter stuff you don't care about. Don't allow social media algorithms to rob you of your rest.



**Figure 2: Diagrammatic Representation of social media's negative impact on society**

### 1.3 Famous social media sites:

- *Facebook:* In terms of overall number of users and brand awareness, this is the biggest social media network on the Internet. Since its inception on February 4, 2004, Facebook has grown to over 1.59 billion monthly active users, making it one of the most effective platforms for connecting individuals from all over the globe with your

company. Over 1 million small and medium-sized enterprises utilize the site to market their company, which is unsurprising.

- *Twitter:* We may believe that limiting our postings to 140 characters is an ineffective strategy to promote our company, but we will be surprised to learn that this social media platform has over 320 million monthly active users who can make use of the 140-character restriction to communicate information. Businesses may use Twitter to communicate with potential customers, answer inquiries, and provide the latest news while also using tailored advertisements to reach particular audiences. Twitter's headquarters are in San Francisco, California, where it was created on March 21, 2006.
- *Google Plus:* In current days, Google+ is one of the most popular social networking networks. It is a must-have tool for every small company because of its SEO worth alone. Google+ was launched on December 15, 2011, and by December 2015, it has grown to 418 million active users, making it one of the most popular social media platforms.
- *YouTube:* On February 14, 2005, three former PayPal employees founded YouTube, the world's largest and most well-known video-based Internet networking platform. Google eventually bought it for \$1.65 billion in November 2006. YouTube is the second most popular Internet search engine behind Google, with over 1 billion monthly visitors.
- *Instagram:* Instagram is a social media platform that allows you to share photos and videos. Facebook owns the website, which has over 400 million active users. Many of its customers use it to share information on travel, fashion, food, craftsmanship, and other related topics. [2] The stage is also known for its unique channels, as well as video and photo-altering features. Approximately 95% of Instagram users are also Facebook users.
- *Tumblr:* Tumblr is one of the most difficult-to-use social media platforms, but it's also one of the most intriguing. The platform supports a variety of post types, including citation, chat, video, and image posts, as well as sound postings, so you're never limited in what you may offer. [4] Reblogging, which is more like retweeting than Twitter, is quick and easy. David Karp founded the long-distance informal conversation network in February 2007, and it now has over 200 million users.
- *Reedit:* This is a social news and excitement organizing platform where registered users may upload material, such as coordinate relationships and content postings. Customers may also vote items up or down to determine their rank on the site's pages. The best categorization or principal page is populated by entries with the most votes.
- *WhatsApp:* WhatsApp Messenger is a cross-platform instant messaging app for mobile phones, computers, and tablets. To transmit photographs, texts, documents, audio, and video messages to other users who have the app installed on their devices, this program requires an Internet connection. [5] WhatsApp Inc. was founded in January 2010 and bought by Facebook for \$19.3 billion on February 19, 2014. Today, over 1 billion people utilize the service to communicate with their friends, family, and even customers.
- *Snapchat:* When Reggie Brown, Evan Spiegel, and Bobby Murphy were undergraduates at Stanford University, they created Snapchat, an image-sharing application training item. The application was officially launched in September 2011, and in a short period of time, it has accumulated a massive following, with an average of 100 million daily active customers as of May 2015. Snapchat is used by more than 18% of all social media clients?

- *BizSugar*: BizSugar is a stage and specialty asset for entrepreneurs, company visionaries, and directors to communicate with one another. DBH Communications, Inc., a producer of award-winning business publications, created the site in 2007, and Small Business Trends LLC acquired it in 2009. Clients may use the platform to share recordings, essays, blog posts, and podcasts, among other things. It also allows users to read and vote on entries submitted by other people.
- *Delicious*: In 2003, Peter Gadjokov and Joshua Schachter founded this site, which Yahoo acquired in 2005. Delicious claimed to have bookmarked 180 million URLs and had more than 5.3 million users by the end of 2008. Delicious Media announced in January that it had acquired the administration.

#### *1.4 Effect of social media on business:*

Social media is the newest buzzword in marketing, including businesses, organizations, and brands that use it to spread news, influence partners, form relationships, and form groups. Businesses use web-based social networking to improve their organization's performance in a variety of ways, such as achieving corporate goals and increasing annual offerings. Web-based social networking has the benefit of serving as a communication platform that enables two-way contact between a company and its stockholders. Different long-distance informal communication destinations may be used to develop business. A significant portion of the company promotes its business by promoting it on social media to attract the most customers. Clients may use Internet networking to connect and cooperate with businesses on a more personal basis. Many firms may create a plan to promote their business by using social media.

#### *1.5 Positive effect of social media on business:*

- i. It is easier to comprehend the needs of customers while using social media.
- ii. Social media aids in the promotion of a company all over the world.
- iii. Through standard connection and favorable client advantage, Social Media helps to develop deals and maintain client relationships.
- iv. Customers may have a lot of fun with social media.
- v. You may learn a lot about your competition by using social media monitoring.
- vi. Sharing materials about the business is quicker and simpler with the aid of social media.
- vii. By offering a variety of services, social networking sites aid in the acquisition of new clients.
- viii. With online networking, you may have a better understanding of the industry and go out beyond your competitors.
- ix. It also aids in raising client awareness for a better knowledge of items.

#### *1.6 Negative effect of social media on business:*

- i. In business, Social Media isn't completely risk-free since a large number of followers and supporters are permitted to publish their feelings about a certain organization; a bad comment might lead to disappointment for the organization.
- ii. Negative consumer feedback is detrimental.
- iii. It takes a lot of time.
- iv. The Internet is becoming more congested, making it difficult to correct a mistake committed on social media.
- v. Many of the major organizations have fallen prey to the programs.

- vi. The improper online brand strategy may doom a company and put it at risk of a massive viral social backlash.
- vii. It takes a lot of time to become involved with social media. As a business, you should select someone to consistently update your pages and profile with relevant content.
- viii. Most businesses have trouble determining the impact of web-based social networking marketing.

### *1.7 Effect of social media on Healthcare:*

Health Care Professionals may use social media to disseminate information and encourage healthy habits, connect with the public, and educate and communicate with patients, students, and coworkers. HCPs may utilize social media to enhance health outcomes, build a professional network, raise personal knowledge of news and discoveries, inspire patients, and give community health information.

Physicians routinely use Internet services to read news stories, listen to experts, study medical developments, discuss patient concerns with colleagues, and network. They may brainstorm and exchange ideas, talk about practice management issues, refer patients, distribute research, promote their practices, and participate in health advocacy [4]. A substantial number of doctors utilize social media to communicate directly with patients to improve clinical treatment. It is undeniable that social media has a significant influence on healthcare systems, and that this impact is felt in both developed and poor countries [5]. Healthcare consultants help a greater number of people get better treatment, while clients may utilize it to empower themselves, their families, and their communities.

## **2. DISCUSSION**

Social media began as a means to connect with friends and family, but it was quickly embraced by companies looking to reach out to consumers through a popular new communication tool. The capacity to connect and exchange information with everyone on the planet, or with a large number of people at once, is the power of social media. Globally, there are greater than 3.8 million social media users. New social media applications like Tik Tok and Clubhouse appear every year, joining the ranks of major social networks like Facebook, YouTube, Twitter, and Instagram. The number of people using social media in the United States is expected to reach 257 million by 2023. Users of social media are, on average, younger, according to the Pew Research Center. Nearly 90% of respondents between the age of 18 and 29 utilized social media in some form or another. Furthermore, these consumers are more educated and rich, with an annual income of over \$75,000.

Social media may take the shape of a wide range of technologically enhanced activities. Photo sharing, blogging, social gaming, social networks, video sharing, business networks, virtual worlds, reviews, and other activities are among them. Even governments and politicians use social media to communicate with voters and constituents. Individuals utilize social media to communicate with their friends and extended family. Some individuals will use social media tools to network for job prospects, locate others with similar interests all around the world, and express their ideas, feelings, insights, and emotions. Participants in these activities form a virtual social network. Social networking is a must-have tool for companies. Companies utilize the platform to identify and communicate with consumers, increase sales via advertising and marketing, monitor consumer trends, and provide customer care or support.

The importance of social media in assisting companies cannot be overstated. It enhances consumer connection and allows for the integration of social interactions on e-commerce

platforms. Its capacity to gather data allows it to concentrate on marketing and market research. It aids in the promotion of goods and services by allowing targeted, timely, and exclusive promotions and coupons to be sent to potential consumers. Furthermore, via social media-linked loyalty programs, social media may aid in the development of client connections.

### 3. CONCLUSION

As technology advances, web-based social networking has become the norm for every single person, family, and organization. For students, online networking has improved the quality and speed of coordinated efforts. Business uses online networking to improve an organization's performance in a variety of ways, such as meeting business goals and expanding the company's annual offerings. Every day, young people come into touch with various media. Social media offers many advantages, but it also has certain drawbacks that harm people. False data can lead to disappointment in the training framework; in organizations, the wrong promotion can affect productivity; online networking can abuse the general public by compromising individuals' security; and some useless websites can influence youth, causing them to become savage and engage in a few inappropriate activities. Last, but not least, all people are encouraged to embrace the great parts of social media while avoiding the harmful ones to reap the advantages of these new and growing technologies.

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## CHAPTER 5

### EFFECT OF E-COMMERCE ON WORLDWIDE TRADE AND EMPLOYMENT

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#### **ABSTRACT:**

Electronic commerce (E-commerce) is a business strategy that enables consumers and businesses to purchase and sell products and services through the Internet. E-commerce may be done on computers, tablets, smartphones, and other smart devices, and it operates in four key market categories. E-commerce transactions may be used to buy almost any commodity or service conceivable, including books, music, aircraft tickets, and financial services like stock trading and online banking. As a result, it is regarded as a highly disruptive technology. The goal of this research is to find out how e-commerce affects international trade and jobs. All nations profit from electronic trade on a macroeconomic level. In the near term, the profits are expected to be concentrated in wealthy nations, while emerging countries will benefit more in the long run. E-commerce will boost the amount of international trade. Knowledge spillovers will help nations that are exposed to exports from high economies. Furthermore, it is projected that electronic commerce would both generate and destroy employment.

#### **KEYWORDS:**

Companies, consumer E-Commerce, Online, Transactions.

### 1. INTRODUCTION

Electronic commerce (E-Commerce) provides both emerging and established nations with unparalleled prospects[1]. The profits will most likely be concentrated in wealthy nations in the near term while emerging countries will benefit more in the long run. In the near term, poor nations lack the required infrastructure to fully use the Internet. However, in the long term, they will be able to leapfrog over some of the phases in the evolution of information technology that industrialized nations have had to go through. International trade has benefited from technological advancements[2]. Millions of people throughout the globe use the Internet for everything from research to online shopping. Almost every company is being impacted by the Internet. The market capacity, to create, or otherwise execute routine business tasks is one of the many applications of the Internet by businesses. As a result, many businesses are turning to the Internet for a variety of tasks. One effect of e-commerce is to increase competition, resulting in reduced costs and more options for customers[3].

E-commerce is described as the use of the Internet to undertake national or international commercial transactions. E-commerce has evolved to play two important roles: first, as a more efficient and productive conduit and aggregator of data, and 2nd, as a potential method for the replacement of many financial actions once conducted within a company venture by those that can be performed by outside suppliers competing against one another[4]. The Internet is drastically extending cross-border e-commerce potential for business-to-business

and business-to-consumer transactions[5]. The Internet, in particular for business-to-consumer transactions, opens the door to a possible transformation in global world trade: the individualization of trade. It allows customers to trade directly with a foreign vendor without having to go to the seller's country[6]. The Internet enables retailers to place their storefronts in front of customers all over the globe in the form of Web sites. Technology has opened up the consumer market to previously unseen levels[7].

By redefining how back-end operations product design and development, sourcing, manufacturing, inventory, transportation, aftersales service support, and even marketing are handled, the Internet and e-commerce are changing the way businesses function[8]. The Internet and e-commerce change the roles and connections of different players in this process, encouraging new supply networks, services, and business models. Efficiency gains, higher asset utilization, quicker time to market, shorter overall order fulfillment timelines, and improved customer service are the end outcomes[9].

The significance of e-commerce growth may be measured in numbers. Global e-commerce was valued at more than \$150 billion in 1999. Around 80% of such transactions were between two businesses[10]. Even though the United States and Canada dominate the globe in e-commerce expenditure, other nations are growing in purchasing online, according to Inc. Magazine. Global e-commerce expenditure is expected to grow by more than 90% by 2014. Latin America is likely to account for a significant share of that increase, with online spending predicted to more than double. If these estimates are correct, yearly e-commerce expenditure in billions for 2014 will be as follows: North America \$202.8; Western Europe \$166.5; AsiaPacific \$93.2; Latin America \$27.1; Eastern Europe & Russia \$27.0; Australia \$4.9; Africa & the Middle East \$3.0.

The number of Internet users has likewise surpassed two billion and is continuing to rise. The impact of e-commerce is far-reaching. It is primarily utilized as a trade mechanism in which buyers and sellers may agree on a fair market price. For example, eBay is the world's biggest online marketplace, with over 90 million active members worldwide, where almost anybody can buy and sell virtually anything. E-Bay, which was founded in 1995, brings together a broad and enthusiastic ecosystem of personal purchasers and vendors, as well as small companies.

### *1.1 Benefit of E-commerce in an economy:*

The economic advantages of e-commerce are divided into three categories: businesses, pricing, and productivity. Companies have been forced to rethink and adapt their supply chain strategy due to a mix of technical and commercial pressures. Firms have sought better coordination and cooperation across supply chain partners to wring out inefficiencies that may occur inside corporate transactions to remain competitive. Many of the transactions may be completed outside of the company, using electronic marketplaces. As a result, the Internet and its applications have aided in the process of improving supply chain management efficiency. Furthermore, ICTs enable businesses to locate the marketplace for the input they need for manufacturing, as well as significantly lower the cost of acquiring and processing data on the pricing and input characteristics of various products and services. Furthermore, information and communication technology make it simpler to integrate and operate distant processes without incurring exorbitant expenditures. Better ICTs allow optimal operations to be set up in low-cost local regions and nations where the outsourced work has a competitive advantage. As a result, e-commerce helps corporations attempt to divide and spin-off every imaginable function in the manufacturing process to organizations outside the company.

The empirical data on pricing is contradictory. According to several of the early research, the prices of items sold via the Internet were on average greater than those acquired through conventional stores. In a more recent survey, however, pricing for books and CDs on the Internet was found to be roughly 10% cheaper on average than conventional stores in the United States. The evidence on demand sensitivity to price is equally inconsistent, with some studies indicating a low price elasticity of demand and others indicating a high price elasticity of demand.

Evidence from nations where info and telecom technologies are widely used shows significant productivity gains. ICTs contributed about 0.2 and 0.5 percent per year to economic development in nine OECD nations during the last two decades, according to a study. This contribution increased to 0.3 to 0.9 percent every year in the second part of the 1990s. The United States had the most significant effects, followed by Australia, Finland, and Canada. According to another estimate, the expansion of B2B e-commerce would boost GDP by 5% in the long term. Furthermore, it has been suggested that Internet-related technology might speed up financial transactions, raising the question of how interest rates should be established and if the short end of the interest rate setting should become shorter, i.e. time units smaller than a day. Furthermore, some research suggests that information and communication technology had a significant role in boosting labor and capital efficiency in the United States.

Most crucially, productivity rose not just in information and communication technology-producing sectors, but also in non-information and communication-technology-producing ones [18]. Users of these technologies, in other words, profited from greater productivity. Furthermore, the evidence suggests that employees in the United States may have profited from higher productivity brought on by e-commerce and ICTs.

### *1.1 Types of E-Commerce:*

- *Business to consumer (B2C):* Businesses that sell to consumers are known as B2C. Because the B2C model is the most frequent business model, it encompasses a wide range of options. Any purchase you make as a customer at an online business – think clothing, home necessities, and entertainment is a B2C transaction. A B2C purchase has a much shorter decision-making process than a B2B purchase, especially for lower-value items. Consider this: deciding on a new pair of tennis shoes is a lot simpler than vetting and purchasing a new email service supplier or food caterer for your organization. Because of the shorter sales cycle, B2C companies spend less money on marketing to generate a sale, but they also have a lower average order value and fewer recurring purchases than B2B companies. And B2C doesn't only refer to items; it also refers to services. B2C entrepreneurs have taken use of technologies such as mobile applications, native advertising, and retargeting to promote directly to their consumers while also making their lives simpler. Consumers may quickly connect with local lawn mowing businesses, garden and patio professionals, or snow removal pros using an app like Lawn Guru, for example. Housecall Pro's plumbing software app also allows home service firms to manage personnel routes, text consumers, and take credit card payments while on the move, which benefits both the consumer and the company.
- *Business-to-business (B2B):* A firm selling its goods or service to other businesses in a B2B business model. The buyer is sometimes the ultimate user, although most of the time the purchaser resells to the customer. B2B transactions have a longer selling cycle, but greater order values and more repeat orders. Recent B2B innovators have carved out a niche for themselves by eschewing catalogs and order sheets in favor of

e-commerce sites and better-specialized market targeting. Millennials will account for over half of B2B purchasers in 2020, nearly twice the number in 2012. B2B selling in the Internet realm is growing increasingly significant as younger generations reach the age of completing commercial transactions.

- *Consumer to business (C2B)*: C2B firms enable people to offer products and services to corporations. In this e-commerce approach, a website may enable clients to post tasks they need to be done and have firms compete for the job. Affiliate marketing services are also classified as B2B. By assisting companies in hiring freelancers, Elance (now Upwork) was an early developer of this concept. The competitive advantage of the C2B e-commerce business lies in the price of products and services. This strategy allows customers the opportunity to choose their pricing or have firms compete directly for their business. Recently, this approach has been creatively utilized to link businesses with social media influencers to sell their goods.
- *Consumer-to-consumer (C2C)*: A consumer-to-consumer (C2C) company, often known as an online marketplace, links customers to trade products and services and makes revenue by paying transaction or listing fees. In the early days of the Internet, companies such as Craigslist and eBay popularized this concept. C2C firms gain from the self-propelled expansion of enthusiastic buyers and sellers, but product assurance and technological management are significant challenges.

### 1.3 E-commerce and International Trade

Using electronic tools and the Internet to initiate and conduct commerce may make the process quicker, faster, and less costly. When it comes to obtaining information across national boundaries, collecting data is an expensive endeavor. These expenses might be so enormous that they operate as a significant trade barrier. Finding the correct supplier, defining the product's needs and quality, negotiating the price, scheduling delivery, and promoting the product are all time-consuming tasks. A variety of these operations may be carried out via the Internet and e-commerce software without the customer and vendor being in close physical contact. In this regard, the Internet is expected to boost commerce in the same manner that previous trade obstacles have been removed. As a result, the amount of international commerce is expected to rise [3].

The Internet, particularly when structured via electronic marketplaces through e-commerce apps, lowers information costs and enables buyers and suppliers to be linked and interact electronically, lessening the need for physical proximity and conventional business networks [3]. According to research, the expansion of global markets through the Internet reduces the importance of historical ties, implying that nations with the fewest previous trade relations have the most benefit from the Internet, particularly developing countries. According to a 1998 study of 15 poor and middle-income nations' businesses, these countries' businesses utilize search engines to investigate market prospects.

However, the type of the product will determine whether e-commerce promotes international trade. On the one hand, a variety of things that formerly needed physical delivery may now be provided to customers in digital form over a network. Media products such as literature, video, and computer software are examples of these. However, since the majority of commodities traded worldwide are not delivered in digital form, transportation costs will continue to be a significant factor. In this sense, global commerce in digital media items was about US\$44 billion in 1996, accounting for less than 1% of overall global trade. Digital media items accounted for less than 2% of overall commerce in most nations. The pace of increase in digital media product trade is significant and exceeds the average rate of growth

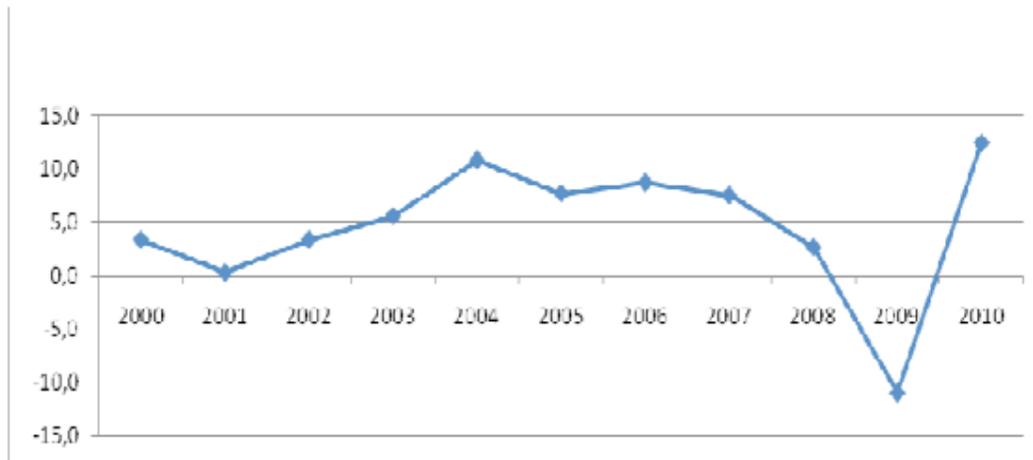
in overall commerce: between 1990 and 1996, trade for digital media goods grew at a rate of roughly 10%, 1.5 times faster than the total global merchandise trade.

E-commerce will have a huge influence on service trade as well. The capacity of e-commerce and information technology to turn non-tradable services into tradable services is the most significant development in service trade. Research and development, computing, stock administration, product control, finance, personnel management, marketing, advertising, and distribution are all examples of non-tradable activities that will be exchanged via the usage of e-commerce. All that is necessary is proper interaction between buyer and seller in terms of quality, timeliness, and pricing. Electronic methods will increasingly be used to conduct international cross-border commerce in a broad variety of services, including financial, legal, telecommunications, and bespoke software.

It's easy to conceive of the Internet as another sort of trade liberalization since it essentially opens previously closed markets. A technological innovation decreases transaction costs and delivers significantly more advantages than trade liberalization's triangle efficiency improvements. Indeed, in many service industries, the reduction in costs boosts the potential advantages of trade liberalization. The potential for international outsourcing is growing as communication costs continue to plummet. As a consequence, management and manufacturing operations will be outsourced more often. Certain industries and activities throughout the globe are more vulnerable to e-commerce growth than others. In this regard, efforts have been made to identify businesses or industries that may be more vulnerable to the impacts of e-commerce and technological advances.

For example, an index of Internet intensiveness was developed based on criteria that weighted the influence of cost savings, gains in productivity, industry preparedness, and product suitability to e-commerce. Electronic components, food, medicines, and forest/paper products are the most Internet-heavy industries, according to the findings based on information from the United States and Europe. These similar sectors and businesses are anticipated to be impacted by e-commerce via outsourcing in other locations. Transnational firms, on the other hand, seem to be the most active consumers of Internet trade, according to recent findings. A developing country's potential gains from international e-commerce stem from a decrease in the cost of imports as well as an increase in the price paid for exports. Even if a nation does not export services, it might profit from service imports by paying for them in products.

Even if the nation does not instantly export the services sold over the Internet, lower availability of medical, engineering, and structural services, long-distance learning, and lower transaction costs may provide advantages. Several recent research has demonstrated that commerce encourages people to utilize the Internet. According to one study, the degree to which a great nation is integrated into the global economy influences its access to IT: countries with more contact with the outside world, whether through trade, tourism, or geographic location, are extra likely to be advanced in electronic technology than other countries. Another research claims that nations that allow high-income OECD economies to import their goods would gain from knowledge spillovers and so be more inclined to embrace new technology. The following graph and table depict global commerce volume and Internet use growth. Figure 1 shows that, although global trade volume varied between 2000 and 2010, it remained positive until 2008. It fell after 2008 as a result of the global financial crisis but then began to rise again. Between 2000 and 2010, global Internet use rose across all areas.



**Figure 1: Diagrammatic Representation of World Trade Volume, 2000-2010, annual percent change[11].**

#### 1.4 Employment and e-commerce:

The influence of e-commerce on employment and pay will be the consequence of a complex collection of interconnected dynamics as it grows. Electronic commerce is predicted to produce and eliminate employment both directly and indirectly. Jobs in information-related goods and services, entertainment, software, and digital products, for example, will be created. Increased demand and productivity will result in indirect employment creation. When e-commerce replaces conventional business practices, jobs will be destroyed. Retail, postal, and travel agency employees are the ones most likely to be impacted, according to early findings. The consequences, however, will not be consistent across nations, regions, sectors, or skill groups [3]. Employment in ICT-related industries and banking, business, and commerce-related industries account for around one-third and one-fourth of total employment in the United States and the Europe Union, respectively. More crucially, they were responsible for 28% and 35% of employment creation in 1993-96.

E-commerce will influence the demand for particular skills in addition to net job increases and losses. According to the research, ICTs and e-commerce need a whole new set of abilities, as responsibility and decision-making become increasingly data-driven. This "skilled-bias technological transformation" creates a need for people with the skills and abilities to handle not just information technology, but also enormous amounts of data regarding consumer expectations and manufacturing processes. Indeed, early results from research show that new technology will raise demand for high-skilled individuals to operate them, as well as for new managers to make decisions in more information-intensive firms.

Some studies believe that the rising need for high-skill professionals, with more administrative and executive duties and a larger need for specialized skills, would lead to a worsening of income inequality. According to evidence from the United States, demand has changed away from low- and middle-wage vocations and skills and toward highly compensated positions and activities that need particular aptitude, training, or managerial ability. A large part of the shift in labor demand may be explained by skill-biased technological development. Low-pay, low-skill manufacturing did not see the same wage gains as IT-intensive, high-productivity growth sectors. As a result, real wages increased in IT-intensive businesses, where salaries were already quite high, but remained unchanged in IT-poor industries, which were facing workforce cutbacks and already employed low-wage

employees. Developing nations with a large pool of trained workers and capabilities of operating on or around the cutting edge of computer technology are best positioned to gain from e-commerce via export growth. This notion is best illustrated by the instance of India, which is currently reaping significant benefits from e-exports.

In France, Germany, Italy, and the United Kingdom, a consultancy company calculated the multiplier impacts of e-commerce on employment. Three types of economic effects were acquired using the input-output structure and methodology: direct effects generated by e-commerce revenues in the directly involved businesses, indirect impacts generated by inter-industry links, and 2nd order effects determined using the basic Keynesian income controller from the value-added generated in the first-order round. Except for Germany, the data show that indirect and second-order impacts for employment needs are strong enough to offset direct job losses (assuming a 100 percent replacement rate of e-commerce with conventional sectors). This also underlines e-commerce's ability to produce employment in the future. Their calculations also reveal that e-commerce enterprises that depend on labor-intensive middlemen would destroy a higher percentage of direct employment.

## 2. DISCUSSION

The word "e-commerce" refers to a business strategy that enables businesses and people to purchase and sell products and services through the Internet. Laptops, pads, phones, and similar smart gadgets may be used to perform e-commerce in four primary market categories. E-commerce transactions allow you to buy almost any product or service you can think of, including books, music, airline tickets, and financial services like stock investing and online banking. As a result, it's seen as a game-changing technology. People's shopping habits and how they consume goods and services have altered thanks to e-commerce. People are increasingly using their computers and smart devices to place orders for things that may be delivered to their homes quickly and effortlessly. As a result, the retail environment has been turned upside down. Amazon and Alibaba have risen to prominence, compelling established merchants to alter their business practices. That isn't all, though. Individual merchants, not to be outdone, have become more involved in e-commerce transactions via their websites. And digital markets like eBay or Etsy act as marketplaces, bringing together a large number of customers and sellers to do business.

In 1994, the first online purchase was made. Phil Brandenberger spent \$12.48 on the Internet to purchase Sting's *Ten Summoners' Tales*. This purchase created history, signaling to the rest of the world that the "Internet is open" to e-commerce transactions. Because it was the first time encryption technology was utilized to facilitate an online transaction. Since then, e-commerce has continued to rise at a breakneck pace. In the mid-to-late 1990s, the development of e-commerce behemoths like Amazon and Alibaba altered the retail landscape. They notably benefited from worldwide Internet penetration and banking system digitization, which resulted in a drop in revenues for many brick-and-mortar firms. The retail workforce has moved as e-commerce has grown. According to the United States Bureau of Labor Statistics (BLS), jobs in the e-commerce industry grew by 80% between 1997 and 2016. The Bureau of Labor Statistics predicts that by 2026, the quantity of e-commerce employment in the US will have increased to 450,000. Taking everything into consideration, it's evident that the extremely aggressive structure of e-commerce will continue to impact consumer behavior and change the retail business. Many knowledgeable entrepreneurs find starting an Internet company to be an appealing concept these days, but before getting into this fast-paced field, they must first master the ropes.

### 3. CONCLUSION

The Internet will encourage international commerce in the same way that previous trade obstacles have been removed. As a result, e-commerce will boost the amount of international trade. Knowledge spillovers will help nations that are exposed to imports from high-income economies. E-commerce has the potential to have a substantial influence on service trade. Furthermore, electronic commerce is predicted to both directly and indirectly generate new employment as well as eliminate existing positions. In the information and communication technology industry, new employment will be created directly, as well as indirectly via higher demand and productivity. The net job gains and losses would be determined by the demand for certain skills.

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## CHAPTER 6

### EFFECT OF COVID-19 ON SMALL ENTERPRISES THAT ARE E-COMMERCE ADOPTERS AND NON-ADOPTERS

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#### ABSTRACT:

Researchers have stressed the importance of e-commerce in boosting the performance of small businesses. However, data on the usage of e-commerce by small businesses, as well as e-commerce adapters and non-adapters dealing with COVID-19(Coronavirus), is lacking. As a result, the goal of this research is to see whether there are any disparities in the effect of COVID-19 on revenue between small businesses that use e-commerce and those that don't. The influence of limits on community activities, the desire to use e-commerce and the forms of help needed by small businesses as a result of the pandemic were also investigated in this research. Data was gathered using an online questionnaire survey of small businesses in the culinary industry (1,024 small enterprises in Indonesia). Descriptive analysis, cross-tabulation, and the Mann-Whitney test were used to assess the data. In comparison to e-commerce adopters, non-adoption of e-commerce led small businesses to incur a drop in revenue, which was exacerbated owing to limits on community activities. As a result, small businesses have been encouraged to utilize e-commerce to combat this negative. Finally, both e-commerce adapters and non-adapters need working cash support as a result of the epidemic. This research has important consequences for how small businesses and governments might profit from e-commerce in the face of major disruptions like the COVID-19 epidemic.

#### KEYWORDS:

Adopters, Businesses, COVID-19(Coronavirus), E-Commerce, Small Enterprises.

#### 1. INTRODUCTION

SMEs are critical to the economies of developing countries like Indonesia, especially in terms of job formation, joblessness decrease, and GDP-added value. According to the Ministry of Cooperatives and Small and Medium-Sized Enterprises of the Republic of Indonesia, by 2020, the nation is expected to have 64 million MSME participants, providing 61 percent of GDP and 97 percent of employment. Similarly, with an estimated 185 million Internet users, Indonesia is the fourth-largest nation in the world[1]. One of the reasons the country's e-commerce business has grown to become the biggest in Southeast Asia, representing over half of the region's overall market size, is the sheer size of the market paired with a high degree of digital literacy among its consumers[2]. The trend toward e-commerce was reinforced even more during the pandemic, with the nation emerging as one of the region's most active users of technology, with the highest levels of mobile e-commerce and e-commerce adoption, reaching 78 percent in October 2020[3].

The spread of COVID-19 has brought about a transformation in people's lives. Lockdowns, self-isolation, and social distance were among the measures to be implemented, all of which have a significant influence on digital media consumption to keep people employed, amused, socially connected, and in contact with friends and family[4]. For people to connect, digital channels were the ideal alternative. The epidemic has brought to light the critical necessity to

connect digital functions inside and between nations, and digital platforms have provided solutions to a variety of issues. In a crisis, technology has shown to be a beneficial and vital tool. In this context, technology has a significant impact on individuals' life, providing access to E-learning tools, online digital networks for meetings, entertainment platforms, social media, e-commerce, the healthcare sector, and Internet data[5].

E-commerce platforms were primarily used to deliver essentials such as groceries, masks, sanitizers, and many crucial commodities to customers' doorsteps[6]. E-commerce platforms, which are utilized for the purchasing and selling of goods and services, were primarily used to deliver essentials such as groceries, masks, sanitizers, and other essential commodities. The use of machine learning and artificial intelligence (ML and AI) technologies resulted in the creation of slots for product delivery zones and the mapping of routes for quick and safe product delivery[7]. Aside from providing secure shopping and access to critical items in the COVID-19 lockdown scenario, E-commerce is also recognized for benefiting farmers by building blockchain technology, which allows them to sell their goods directly to wholesale purchasers, bypassing middlemen[8].

This has aided the farmers' financial growth while also decreasing waste. With the increased COVID-19 prevalence, individuals are eager to explore new online purchasing choices for essential/non-essential goods and services from a safety standpoint. The only worry is the support for enforcing social distance norms owing to the low quantity of physical contact required while maintaining security and safety standards. For online transactions, the majority of individuals have turned to digital wallets. A small number of consumers are still hesitant to utilize digital wallets to send money. E-commerce, according to industry experts, is the finest support system available to individuals in cities that have been placed under lockdown to combat the epidemic. E-commerce faces several hurdles, which the authors believe will allow it to reach its full potential throughout the epidemic and beyond. With the positive aspects of digital use, there are also some drawbacks to digital consumption.

Our freedom of mobility, as well as the food and items we order, have been seriously harmed by apps linked to eating, shopping, and travel. The shutdown has had a significant impact on production, transportation, and distribution. Individuals are extra involved in video chats, online learning, and video conferencing tools, which require high Internet speed [8]. There is an impact on the speed of the web information being supplied due to the elevated demand in usage as people are more engaged in video chats, web learning, and video conferencing techniques, which require high Internet speed.

E-commerce businesses confront several issues, including decreased sales of non-essential goods and a significant increase in the amount spent on marketing, both conventional and digital. The authors of this paper attempted to determine which digital platforms were utilized throughout the lockdown period, as well as if they felt secure purchasing things via e-commerce platforms owing to safety concerns. The authors ran a brief survey and received 200 replies, allowing them to analyze which platforms were favored throughout the COVID-19 lockdown phase, as well as which items were purchased utilizing E-commerce platforms during various lockdown stages.

### *1.1 Advantages of E-Commerce:*

- i. *Low Initial Investment:* One of the most significant advantages of beginning an e-commerce firm is the lesser financial investment required. If you want to start an e-commerce business, you don't need to spend money on physical storefronts or equipment; all you need are great items and creative ideas. You may sell your things online by creating a valuable website that allows your buyers to find your stuff.

- ii. *Time Income Potential:* You may be accessible to your consumers 24 hours a day, seven days a week. As a result, buyers may purchase things from anywhere in the globe at any time. You might attract customers that work night shifts or don't have time to go shopping. You may sell your things and make money in this manner without having to worry about the passage of time.
- iii. *Ability to Process Large Numbers of Orders:* Customers may purchase things from e-commerce enterprises at any time and have them delivered on time. A huge number of orders may be accepted and processed by an e-commerce firm. You may greatly improve your quantity of sales and money in this manner.
- iv. *Able to Sell On a Global Scale:* The greatest strategy to attract clients from all around the globe is to sell online. Customers from all over the world desire to send presents or other items to their loved ones on important occasions such as Valentine's Day, birthdays, and anniversaries. As a result, e-commerce enterprises may assist people in delivering Valentine's Day presents to their loved ones over the Internet.
- v. *It's Easy to Show Products:* The ability to offer items to clients in a more convenient manner is a huge advantage for commerce businesses. Customers will have an easier time finding the greatest items online as a result of this. As a result, shoppers may choose items based on their preferences as shown in Figure 1.
- vi. *Obtain Customer Information Quickly:* You may simply get consumer information from an e-commerce firm by requesting them to login to your website. The biggest benefit is that you can simply engage with your consumers and learn about their preferences. You may also use their feedback to make the necessary improvements to your company.
- vii. *Easily Expand Your Business:* E-commerce blogging may help you increase organic traffic and revenue for your e-commerce store. You may create movies, write blogs for your website, and write papers to promote your company across several platforms. As a result, you can market your items and increase traffic without having to invest a lot of money.



**Figure 1: Diagrammatic Representation of Advantages of E-Commerce.**

## 2. LITERATURE REVIEW

B. Galhotra and A. Dewan[9]Discuss thatelectronic commerce platforms are facing a lot of challenges due to the COVID-19 pandemic worldwide. COVID-19 has impacted customer shopping trends on many digital platforms. The pandemic has affected customer behavior, the number of sales, and the overall supply chain drastically. People tend to feel treacherous while buying online which has led to major variations in the number of orders of various categories of goods like grocery, healthcare, luxury, fashion, etc. In India particularly, four lockdown phases have been observed as of now with varying trends in customer behavior while buying online. In this paper, a systematic analysis has been conducted on various categories of goods and chattels sold on numerous digital platforms during the COVID-19 pandemic in the lockdown phases. The analysis mainly focuses on the impact of the COVID-19 pandemic on businesses observing the change in customer buying trends secondly, a careful analysis has been conducted on the customer feedback based on many parameters like the usage, performance, security, usefulness, satisfaction factors, etc. of the digital platforms in the lockdown phases.

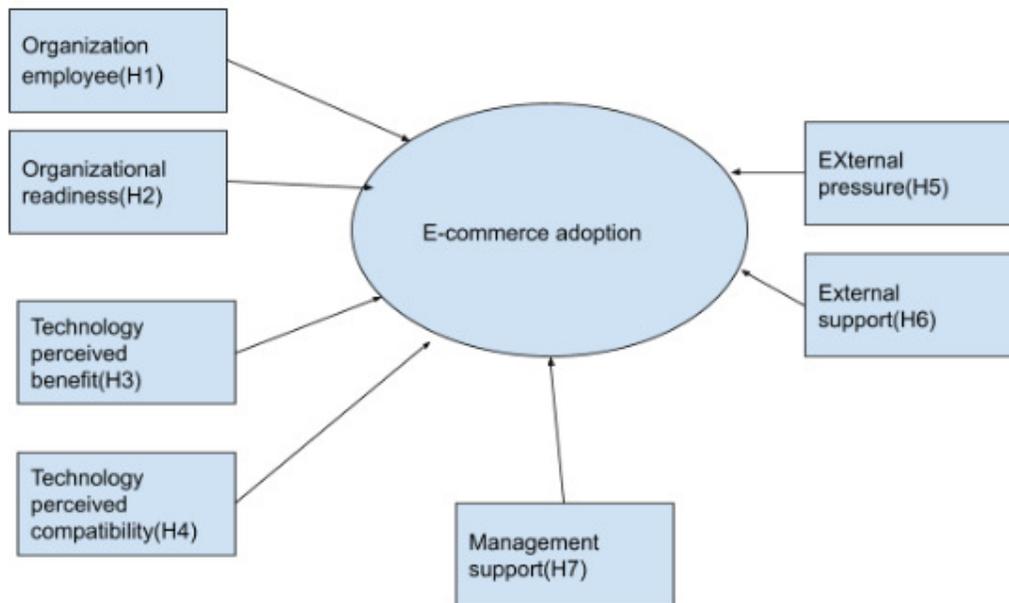
R. Villa and A. Monzón[10]Discuss thatCOVID-19 has resulted in a significant shift in urban mobility as well as an unparalleled surge in e-commerce all through the globe. In this setting, urban logistics is critical to the sustainability triple bottom line. The current document establishes a holistic view of the problem with the goal of I measuring and comparing traffic generated in the Madrid Central area (low-emission zone) before and after the pandemic, and (ii) quantifying e-commerce orders placed by citizens, as well as the Light Commercial Vehicles (LCV) required to deliver these parcels, and calculating their environmental impact. According to the findings, road traffic in Madrid Central reduced by almost 2/3 compared to typical levels, and by 1/2 in the case of LCVs. In terms of e-commerce, the quantity of packages shipped has increased by a factor of two. This resulted in a rise in the number of LVCs devoted to package deliveries in the central area, as well as increased pollution, but to a smaller degree than e-commerce expansion. The post-Covid problem for urban logistics is balancing increased mobility inside major cities with the enormous amounts of e-commerce deliveries requested by inhabitants.

I. T. Priambodo et al.[11] Discusses that the COVID-19 epidemic has thrown the international economy into disarray. The purpose of this research is to give an examination of Indonesia's creative e-commerce preparedness. Data was gathered from a variety of sources that might reflect Indonesia's Creative Industry. By employing the cluster random sampling technique to collect questionnaires from 383 company owners, the quantitative method was used as a study strategy. Based on the findings of the study and discussion, it is determined that in times of uncertainty, such as the COVID-19 pandemic, E-Commerce Readiness is critical. In a dynamic business climate, a company's or firm's degree of preparation will decide its continuity and sustainability. Technology Readiness, Organizational Readiness, and Climate Readiness may all be used to assess E-Commerce readiness. In making judgments concerning the introduction or enhancement of E-Commerce during the epidemic time, not all views are taken into account. Environmental Constraints drive organizations to embrace E-Commerce and take it to the next level, whereas Technology Readiness is considered as having the greatest influence on a company's capacity to manage volatility. Organizational preparedness, on the other hand, has no bearing on a firm's E-Commerce readiness since the organization does not evaluate this factor.

## 3. METHODOLOGY

*3.1 Research design:* In this study, we consider the 7 hypotheses as shown in Figure 2.

- i. H1: Organizational workers have a beneficial impact on Vietnamese SMEs' use of E-commerce.
- ii. H2: Organizational preparedness has a beneficial impact on Vietnamese SMEs' adoption of E-commerce.
- iii. H3: The perceived advantages of technology have a beneficial impact on the adoption of E-commerce by Vietnamese SMEs.
- iv. H4: The perceived compatibility of technology has a beneficial impact on the adoption of E-commerce by Vietnamese SMEs.
- v. H5: External pressure has a good impact on Vietnamese SMEs' adoption of E-commerce.
- vi. H6: External help has a favorable impact on Vietnamese SMEs' adoption of E-commerce.
- vii. H7: Management assistance has a good impact on Vietnamese SMEs' adoption of E-commerce.



**Figure 2: Diagrammatic Representation of the block diagram of the study**

3.2 Data collection:

Table 1, Table 2 and Table 3 are representing the data collected from the respondents.

**Table 1: Represent the category of Profile of respondents.**

Categories	E-commerce adopters	Non-E-commerce adopters	All respondents
Male	203(19.8%)	227(22.2%)	430(42%)
female	322(31.4%)	272(26.6%)	594(58%)
Age			
<20	35(3.4%)	13(1.3%)	48(4.7%)
20-30	321(31.1%)	150(14.65)	471(46%)

31-40	120(11.7%)	121(11.8)	241(23.5%)
41-50	36(3.5%)	151(14.7%)	187(18.3%)
>50	13(1.3%)	64(6.3%)	77(7.5%)

**Table 2: Represent the distribution of decrease in income of small enterprises**

Category of respondents	Is the COVID - 19 reducing income	Distribution of decreased income					Total
		None	<10%	10%<25%	25%<50%	>50%	
Adopters of E-Commerce	Yes	0	187	170	74	13	444
	No	0	152	187	83	17	81
Non-Adopters of E-Commerce	Yes	0	152	187	83	17	439
	No	60	0	0	0	0	60
All Respondents	Yes	0	339	357	157	30	883
	No	141	0	0	0	0	141

**Table 3: Represent the Types of assistance required due to the COVID-19 pandemic**

Category of respondents	Ease of loan application administration	Working capital assistance	Electricity bill reduction	Ease of loan application administration	Tax rate reduction	Loan restructuring	Others
Adopters of e-commerce	46	277	95	46	36	28	43
	4.5%	27.1%	9.3%	4.5%	3.5%	2.7%	4.2%
NON – adopters of e-commerce	32	279	87	32	35	31	35
	3.1%	27.2%	8.5%	3.1%	3.4%	3.0%	3.4%
All respondents	78	556	182	78	71	59%	78
	7.6%	54.3%	17.8%	7.6%	6.9	5.8%	7.65

*3.3 Data analysis:*

We used Google Forms to create an online survey to find out the impact of the COVID-19 pandemic on the performance of small enterprises that are e-commerce adopters and non-adopters. A total of 1,024 respondents, comprising 594 (58%) females and 430 (42%) males, participated in this survey in terms of age small enterprises used e-commerce 20-30 years old are 31%, 21 – 40 years old 11.7%, 41-50-year-old are 3.5%, more than 50 year old are 1.35 and less than 20 year old are 3.4%. Also, we find that decrease in income of less than 10% is a total of 187 respondents, 10% <25% are 170 respondents, 25% <50% are 74 respondents, and more than than 50 % 13 respondents.

### 3.4 Instrument used:

Google Forms: Google Forms is a questionnaire administration program that comes as part of Google's free, web-based Google Docs Editors package. Google Docs, Google Sheets, Google Slides, Google Drawings, Google Sites, and Google Keep are all part of the service. Only a web application is provided for Google Forms.

## 4. RESULT AND DISCUSSION

The responders are small business owners. This poll included a total of 1,024 participants, with 594 (58%) females and 430 (42%) men participating. Furthermore, small businesses that utilize e-commerce are run by people between the ages of 20 and 30. (31 percent or 321 respondents). Those who do not utilize e-commerce, on the other hand, are between the ages of 41 and 50. (14.7 percent). In terms of educational background, 257 (25.1%) and 228 (28.1%) of the owners of small businesses that utilize e-commerce and those who do not were found to be educated, respectively.

inequalities in revenue distribution between e-commerce adopters and non-adopters in small businesses. According to the findings, 883 of the total 1,024 respondents (or 86.2 percent) reported a drop in income as a consequence of the pandemic, while only 13.8 percent claimed otherwise. A total of 357 people, or 34.9 percent of the respondents, reported a drop in income of 10 to 25%. Furthermore, e-commerce adapters have a larger chance of experiencing a drop than non-adopters. E-commerce use was 34.9 percent, 14.1 percent, and 2.5 percent among small businesses with revenue decreases of 10 to 25 percent, 25 to 50 percent, and > 50 percent, respectively. Meanwhile, non-adopters of e-commerce in small businesses who saw a 10–25 percent, 25–50 percent, and > 50 percent drop in revenue were 37.5 percent, 16.6 percent, and 3.4 percent, respectively. Furthermore, the number of e-adopters that did not see a drop in income during the COVID-19 epidemic was higher than the number of non-adopters.

## 5. CONCLUSION

This research looks at the various effects of the pandemic on revenue earned by both e-commerce adopters and non-adopters. The influence of limits on community activities, the desire to embrace e-commerce, and the forms of help needed as a result of the COVID-19 epidemic were all investigated. The data for this research came from an online questionnaire survey of Indonesian gastronomic small businesses conducted in 2021. The survey used descriptive analysis to reveal the most basic elements of the data, such as frequency. In addition, cross-tabulation was used in this investigation. The Mann-Whitney test was also used. It was observed that, in comparison to e-commerce adopters, non-adoption of e-commerce caused small businesses to endure a massive drop in revenue owing to the COVID-19 epidemic. Second, limits imposed on community activities harmed small businesses that had not yet implemented e-commerce. Finally, the pandemic's negative effect prompted small businesses to embrace e-commerce.

Finally, both e-commerce adopters and non-adopters need significant working capital help. This research has several relevant policy consequences. First, these results seem to assist small business owners in better understanding the potential advantages of e-commerce, especially in light of the COVID-19 epidemic and restrictions on communal activities. Second, these findings offer the government more concrete objectives for encouraging small businesses to include e-commerce in their operations. Finally, the data reveal that both adopters and non-adopters of e-commerce need operating cash. Because it only includes small businesses, this research has certain sample constraints. Furthermore, it solely focuses

on small businesses in the culinary industry. As a result, future research will need to go further into different industries.

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## CHAPTER 7

### ROLE AND INFLUENCE OF MASS MEDIA

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#### ABSTRACT:

The media is a reflection of our society, depicting what and how society functions. The sole medium that aids in informing people is media, whether it is written, electronic, or on the web. It also aids in entertaining the audience, as well as educating and informing them about current events. The media has evolved into our society's voice. A variety of media platforms have beautifully stirred the minds of the young generation and other segments of our society. The purpose of this research is to examine the function of the media and its efficacy in influencing individuals. The study's major goals are to look into the role of the media in informing people about devaluation and its consequences. The findings will aid in understanding the role of the media in sharing information on key problems and how individuals learn about current events.

#### KEYWORDS:

Communication, Influence, Media, Mass Communication, Mass Media.

#### 1. INTRODUCTION

Written, televised, or spoken communication that reaches a large audience is referred to as mass media. Television, radio, advertising, movies, the Internet, newspapers, magazines, and so on are all examples of this. The mass media, particularly in America, is a powerful force in modern civilization. This is referred to as a mediated culture, in which the media both reflects and generates the society [1]. People and communities are continuously assaulted with messages from a variety of sources, including television, billboards, and publications, to mention a few. Not only do these communications sell items, but they also encourage moods, attitudes, and a sense of what is and isn't significant [2]. People could not become famous without the capacity of movies, publications, and news media to reach people over thousands of miles. In reality, in the past, only politicians and corporate leaders, as well as a few legendary felons, were well-known. Actors, musicians, and other social elites have just recently become superstars or "stars."

There hasn't always been this amount of media saturation. Television, for example, used to be dominated by three networks, public broadcasting, and a few local independent stations in the 1960s and 1970s. These networks largely targeted two-parent, middle-class families with their content. Even still, several middle-class families did not have access to a television [3]. Even the poorest of houses now have a television, and most middle-class homes have numerous TVs. Not only has accessibility improved, but programming has become more diversified, with shows catering to people of different ages, economic levels, ethnicities, and perspectives. Television is the major focus of most mass media conversations due to its vast availability and exposure. As more companies and families "sign on," the Internet's importance has grown enormously in recent years [4]. Despite the dominance of television and the Internet in the mainstream media, movies, and magazines particularly those lining the

aisles at grocery checkout stands as well as other types of media, play a significant influence in culture.

### *1.1 Functions of Mass Communication:*

There isn't a single reason for mass communication. With its development, more and more applications have emerged, and the role it plays in our lives has grown significantly. Wright identifies seven roles of mass communication that provide light on its significance in our daily lives [5].

- *Surveillance:* The first role of mass communication is to provide eyes and ears for persons seeking world information. The major sources for finding out what's happening around you are the Internet, TV, and newspapers. For news and information about our everyday lives, society relies on mass communication; it provides the weather, current events, celebrity gossip, and even game start times. Do you recall the bombing at the Boston Marathon in 2013? What source did you use to learn about it? Instant access to information is now possible thanks to the Internet and smartphones [6]. By providing notifications to cellphones with the newest headlines, news apps have made mass communication surveillance readily available.
- *Correlation:* The term "correlation" refers to how the media provides facts that we use to navigate the world. The information we obtain from the media is not impartial or unbiased. "It must be true if it's on the Internet," people say cynically. However, we do not believe that people in previous generations would have automatically assumed it "had to be real" because it was broadcast on the radio [7]. This comment raises the question of media credibility. Is it possible to consume information without questioning its motivations and agenda? The information utilized in the media is chosen, organized, interpreted, edited, and critiqued by someone. If you ask anyone who works on a big reality television program if what we see is a realistic picture of what happens in real life, they will almost certainly say no.
- *Sensationalization:* In the news industry, there is an ancient adage that "if it bleeds, it leads," which exemplifies the concept of sensationalization. When the media promotes the most exciting themes to titillate customers, this is known as sensationalization. "Media managers think in terms of customers rather than citizens," Elliot notes. Good journalism sells, but regrettably, so does poor journalism [8]. Bad journalism, on the other hand, is less expensive and easier to produce: pieces that merely repeat official statements or reinforce what the public wants to hear rather than providing independent reporting."
- *Entertainment:* Media sites like People Magazine and TMZ, as well as entertainment blogs like Perez Hilton, bring us up to speed on our favorite celebrities' everyday activities. Daily, we utilize technology to watch sports, go to the movies, play video games, see YouTube videos, and listen to iPods. The majority of public communication entertains as well as informs [9]. People frequently turn to the media during their free time to escape monotony and the routine of their daily life. We rely on media to transport us to places we couldn't otherwise afford to see or dream of, to educate us about culture, and to make us laugh, ponder, or weep. Companionship and/or catharsis can be obtained as a side effect of entertainment.
- *Transmission:* The mass media serves as a conduit for the transmission of cultural norms, values, regulations, and habits. Consider how you learned about the latest fashion or music trends. In the process of socialization, the mass media plays an

important role. We search for role models who can demonstrate proper cultural standards, but all too frequently, we fail to recognize when they are acting inappropriately or stereotypically. Mainstream culture begins to shop, dress, smell, move, and speak in the manner of the individual in the music video, commercial, or film [10]. Why would soft drink corporations pay celebrities like Kim Kardashian and Taylor Swift millions of dollars to promote their products? Have you ever purchased a pair of shoes or altered your haircut as a result of something you saw in the news? Culture, age, media style, and other cultural factors impact how we learn and understand our culture through mass communication [11].

- *Mobilization:* During times of disaster, mass media serves to mobilize people. Consider the bombing at the Boston Marathon. Regardless of your connection to the tragedy, Americans as a whole were shaken by the attack, and many watched the news until the culprits were apprehended [12]. The author may collectively see the same events taking place in real-time somewhere else thanks to fast access to media and information, mobilizing a vast number of people around a single event. The Internet's proactivity is shown by the online community Reddit.com. While the FBI investigated the incident, the Reddit community posted images of witnesses and attempted to identify the perpetrators. People had the impression that they were making a difference.
- *Validation:* Individuals, groups, organizations, and goods use mass media to affirm their position and standards [13]. Validation of certain individuals or groups helps to reinforce social standards. Who are the main characters in the majority of television dramas and sitcoms? What is the majority of the stars' gender and ethnicity? Who are the actors who play criminals or individuals who are deemed odd, and what gender and race are they? The media legitimizes certain cultural standards while downplaying variances and deviations from them. A significant deal of criticism is directed at how certain groups are promoted and others are ignored in the media [14].

The word "social change" refers to the shifts that occur in human interactions and interrelationships. Social change is defined as any change that fundamentally modifies the existing form of social connections, hence modifying the social structure in some way. It encompasses changes to the society's structure and activities. The word "mass media" refers to the employment of technology media such as radio and television, cinema, the press, and advertising to disseminate information, ideas, and amusement [15]. They coexist with vital traditional media including folk music and dance, theatre, puppetry, and so on. Because it communicates to a vast number of people, all of them are referred to be mass media. The mass media has ushered in a digital revolution, in which a society swiftly changes in numerous forms and modes, such as sociocultural, psychological, economic, and political, before its conventional way of communication. It is a social transformation agent [16].

In India, mass media was introduced as part of the Westernization process. The mass media is a tool that can swiftly and broadly disseminate the necessary knowledge and attitudes. David Lerner refers to the media as a "mobile multiplier. The sort of media a society uses has a considerably greater impact on it than the substance or messages it transmits. He goes on to suggest that electronic media tends to create a global village in which people from all over the world watch significant events develop and hence engage in them as a group. The author has seen a convergence in the creation, distribution, and consumption of information [17]. Newspapers can now be read online, mobile phone usage is on the rise, and digital television with satellite broadcasting services provides viewers with an unparalleled range of options. The Internet, with the advancement of technologies such as voice recognition, broadband

transmission, webcasting, and cable links, threatens to obliterate the distinction between conventional media and be the primary conduit for delivering information, entertainment, advertising, and commerce to media audiences [18].

The media and society are inextricably linked. These days, the media's widespread influence on society is plain to discern. Our society, how it functions, and what it entails are reflected in the media. Our civilization has seen a growth in people's opinions and ideas as technical advancements have occurred. Every technology, from the printing press to the most recent cellphones, has been embraced by our culture [19]. People used to communicate via drawing and print formats in the past, but as technology evolved, the medium got more complex. People today may access any information available on the Internet with a single click. Various types of media assist in informing, educating, and entertaining our society. Print media includes newspapers, books, periodicals, and other publications. One of the most often utilized forms of mass communication is the electronic means of disseminating information. Listeners and viewers are not only kept up to date, but they also have a better grasp of current events thanks to radio and television. Radio, being an audio medium, aids in the dissemination of information to all corners of our country. Radio has also played an important role in fostering creativity [20].

This audio medium's influence is not confined to metropolitan regions; it has reached out to even the most distant parts of our country. The audio medium of mass communication provides greater benefits to persons living in rural areas of the country. The radio programs cater to the interests of the rural segment, which includes small-scale enterprises, farming, forestry, and fisheries, among other things, and have aided rural people in their day-to-day lives. In terms of reach, though, television is the second most popular media. When visuals and sounds are merged, they aid in comprehension and give up-to-date information [21]. This method of mass communication is used to explore and broadcast news from all around the country. Television was first introduced in our nation for educational purposes. However, as time passed, the goal of teaching people shifted to that of disseminating knowledge and entertaining the public.

Today Television has been ingrained in our daily lives. It includes daily soaps, news, movies, reality shows, sports, weather forecasts, religious programming, and music, among other things. These days, social media is one of the most popular and widely used forms of communication. Social media has brought individuals from all over the world together on one platform to share their feelings, thoughts, emotions, knowledge, and so much more. Numerous social networking services, such as Facebook, WhatsApp, Instagram, Twitter, LinkedIn, Google +, and others, allow people to communicate their ideas, opinions, and thoughts on a single platform. The growth of science and technology has brought the globe closer together. People no longer have to wait for information to be disseminated; instead, every social media user has become an independent source of knowledge. The everyday news and opinions that a social media user encounters cover a wide range of topics. These themes or issues are connected to what is going on in our immediate environment. People may like it, express their sentiments with emoticons, and even leave a remark. Social media platforms serve as a cover for several useful services that make our lives simpler. Tagging friends, location sharing, photo, and video uploads, message chatting, video conferencing, and searching for friends are just a few of the features that have made our lives easier.

In the Indian economy, demonetization is having a detrimental impact on a variety of industries. Short-run consequences account for the majority of the negative outcomes. When the new currency notes are extensively used in the economy, all of these impacts are eliminated. People, on the other side, are having difficulties exchanging money notes. Even

though individuals are confronted with such a difficulty, they are willing to tolerate it for the sake of the economy's benefit. If the government is successful in resolving all of the issues and downsides related to demonetization, it would be a successful economic revolution in India, and we may look forward to a brighter tomorrow with a corruption-free India [22]. The government enacted several restrictions, which were disseminated through the different media available to us. Information on many changes to the issue was widely disseminated through various media outlets. Panel discussions, chat shows, interviews, and vox-pops were some of the ways that the public learned about the Note-Ban problem. The first medium to trend the news of the note ban among Indian citizens was electronic media.

Throughout this electronic means of mass communication, people were kept up to date every minute. The media covered not just the views of well-known leaders, but also the problems of ordinary people. The term "mass media" has a fairly broad definition. Its footprints may be found in newspapers, television, and social media. Almost every country's whole population is dependent on and influenced by the media. The effect is not always favorable, but it does hurt people's thinking, particularly young ones. The term "objectifying" refers to the process of defining an ideal person based on physical qualities. Our mind is forced to believe that there is a flawless person because of the overwhelming attention on beauty, which is incorrect. A person's looks should not define him or her. This has resulted from events such as product advertising by beautiful models, beauty pageants, gym promotions, and cosmetic surgery promotions[23].

In the field of public health, the media plays an important role. However, how they matter is frequently a point of contention. The way the media is used is determined by how we conceive the nature of public health crises and, as a result, their solutions, which are frequently contentious. If public health issues are mostly attributed to personal behaviors stemming from a lack of awareness, the media play an important role in delivering the appropriate information to the right people in the right way at the right time to encourage personal change. If, on either hand, public medical problems are seen as being largely caused by income disparity as a result of how we use politics and government to organize our society, then mainstream press matters even though they can be an engine for continuing to increase civic engagement participation as well as social capital to promote social change. Of course, media have a role in both of these areas, as well as others.

The basic point of this study is that, in light of recent breakthroughs in social epidemiology, political science, sociology, and mass communication, mass media methods for promoting public health need to be rethought. The implications of these findings for social capital and population health are particularly important. Traditional behavioral-oriented media initiatives, while important, have shown to be ineffective in changing behavior and improving health. While there are many reasons for these disappointing results, one reason could be that these campaigns failed to adequately integrate fundamental public health values such as social justice, involvement, and social change, which have become increasingly important as research on the relationship between social and health inequality grows.

Understanding public health as a consequence of social and political structures rather than solely human habits is gaining traction in research. This is not to suggest that personal responsibility and individual acts are unimportant; rather, it is to underline that conduct is intricately related to a wider social, political, and economic context. Attempting to solve public health problems without considering the context in which they occur would ultimately result in restricted solutions at best. The diversity of chances for people to engage in the community's life may be a significant aspect of that context. Participation in civic life is likely to be a key trait of socially and economically thriving communities. As a result, rather

than focusing just on knowledge for personal transformation, future media techniques must include skill development for involvement in the social change process. This paper examines how civic or public journalism, media advocacy, and photovoice are particularly well adapted to this role. This study lays out a framework for comprehending the role of the media in achieving public health and social objectives. It briefly discusses the implications of recent social epidemiological and political science research for developing mass media interventions, the limitations of previous public health efforts to use mass strategies, and the prospects for a new public health engagement and participation media.

## 2. DISCUSSION

The mass media is essentially a current awareness service, educating people about current events and human activities, as well as major natural phenomena and other topics of public interest. It covers practically any topic imaginable, and it is aimed at a broad audience, regardless of their experience or knowledge. Scholars, laypeople, professionals, scientists, artists, musicians, and any other group of people can find something of interest in the media. It has a significant impact on human existence. In a democratic system, the Fourth Estate is the mass media, which forms, affects, and indirectly directs public events. Even though the media has no constitutional authority to manage a state's affairs, it is a potent tool for shaping public opinion on any subject of concern in democratic administration, and it plays a substantial role in determining acceptable public policy. The term "media" refers not only to the physical means by which information is communicated but also to the many channels, both print and non-print, via which news and information are distributed to people.

### *2.1 The Role of the Media:*

If social capital is the glue that holds communities together while dealing with common concerns, the glue's bonding power mustn't be dissolved by the media. Unfortunately, television, like other forms of mass communication, has the potential to deplete rather than strengthen or nourish social capital. Asserts that there has been a considerable reduction in social capital in the United States, with television bearing a big share of the responsibility. Both of these statements have been contested, with some stating that, far from falling, social capital is being created at unprecedented levels, and others disputing the importance of television as a crucial component.

However, for the sake of this study, I'm interested in seeing if social capital is linked to public health indicators, and if the media has an impact on civic involvement from a public health standpoint. Lower levels of group membership and civic trust, two crucial components of social capital, are linked to television viewership. This happens because time spent watching television takes away time that could be spent on civic-related activities. Greater television consumption may also contribute to increased pessimism and cynicism about the world.

He said that heavy viewers' perceptions of the world are skewed by television. These avid watchers, for example, have low social trust and are less tolerant of reciprocity standards. Heavier viewers are more likely than lighter viewers to feel that most individuals "cannot be trusted" and are "just looking out for themselves." Furthermore, as compared to lighter viewers, they are more likely to exaggerate their odds of becoming a victim of crime or violence, feel their area is unsafe, and believe crime is on the rise despite the realities. Television "facts" are used to make decisions about the actual world. Heavier viewers, predictably, are more prone to express "doom and estrangement." "Express a heightened sensation of living in a dangerous, distrustful, and alienating environment." As a result, not only do individuals have less time to participate in civic activities, but their degree of dread, mistrust, and alienation also makes it difficult to do so.

Putnam also brings up the question of television's influence in promoting apathy. Indeed, Postman claims that television, like the rest of the media, creates an information glut that trivializes public debate, diverts attention away from important concerns, and makes the populace passive. The issue of passivity leads us to consider the structure and function of the mass media as a whole. Before the widespread use of television, he expressed concern that the mass media stifled social development and contributed to a society that was "politically indifferent and passive." They were afraid, like Postman, that the deluge of information from a mass media driven by business rather than public interest would "narcotize rather than excite the average reader or listener." Picks up on this topic, arguing that the goal of the media is to reduce rather than enhance awareness about social concerns.

Local television is people's major source of news, however, newspaper reading is more closely linked to voting. Journalism has been chastised for contributing to the trivialization of public debate and the alienation of citizens from the political process in general. Part of the reason for this is that the news fragments problems, making it difficult to see the links between them. Argues that episodic television news presents social concerns in tangible, individual, human stories that emphasize personal responsibility rather than social accountability. As a result, rather than holding public authorities or institutions accountable, viewers are more inclined to "blame the victim" for the problem's origin and remedy. "Because television news fails to activate and may even depress public attributions of responsibility," he argues, "it tends to hide the linkages between social issues and political leaders' acts or inactions." Episodic framing obstructs electoral accountability by weakening these links."

Most recently, he claimed that the United States media system "undermines all three of the relevant conditions for self-government by its very character." These requirements include a lack of severe financial disparities, a sense of community and acceptance of the concept that one's well-being is related to the well-being of the greater community, and an effective political communication system that involves individuals. He claims that corporate consolidation, agglomeration, and hypercommercialism generate a depoliticized, passive population that is mostly cynical and indifferent as a result of the mainstream media.

To summarise, the mass media may harm the formation and preservation of social capital in the United States. The media's relationship with people as customers or citizens is a key question. Media will contribute nothing to attempts to generate social capital if they are just considered as demographics who are more or less inclined to purchase certain sorts of products. If, on the other hand, the media treats individuals as citizens who are valued for their potential engagement, the media may help increase social capital significantly. Another crucial problem is how individuals interact with the media.

Mass communication's ten significant determinations are deliberated below:

#### 1. *Inform People:*

The most basic goal of mass communication is to convey information to a large number of individuals. Education, weather, sports, products and services, public holidays, festivals, amusement, and entertainment are all topics covered by mass communication.

#### 2. *Build Public Opinion:*

The creation of public opinion on any national or worldwide topic is another essential goal of mass communication. The mass media tries to shape public opinion by giving its viewers a

genuine image of the world, leaders' actions, government programs, and so on. Special stories, editorials, and comments are also used by the media to try to shape public opinion.

### *3. Persuade:*

People are persuaded to modify their ideas, opinions, attitudes, and thinking about a variety of subjects through mass media, such as smoking, voting, religious convictions, giving, dowry culture, and so on.

### *4. Circulate Government Policies:*

Another goal of mass communication is to publicize and disseminate government policies and initiatives. Such rules may be immediately brought to the public's attention through the media.

### *5. Disseminate Health and Education Programs:*

Vaccination, sanitation, birth control, open education, mass education, and other health and educational programs are implemented by the government. Radio, television, films, newspapers, and other forms of mass media are used to distribute and execute these health and education initiatives.

### *6. Provide Pleasure and Entertainment:*

The media are tremendous providers of entertainment and enjoyment. Almost all forms of mainstream media include an element of amusement. Television and radio broadcast a variety of programs for the enjoyment and amusement of the general public. Newspapers and magazines provide pieces on literary and cultural events, sports, and tales, among other things, that give readers amusement.

### *7. Establish Social Contact and Linkage*

In addition, mass communication aims to build and sustain social interaction and connectivity among different races, tribes, or groups. By broadcasting messages of common knowledge and experience, the mass media foster social engagement and connectivity.

### *8. Help in Facing Disaster and Calamity:*

Mass communication also tries to raise public understanding of how to respond with bravery and energy to natural and man-made calamities such as floods, earthquakes, war, riots, and so on. Instructions, tactics, and programs are disseminated through the media so that individuals can prepare in advance.

### *9. Highlight Diplomatic Role:*

Every country seeks to emphasize its diplomatic role in global peacekeeping and development efforts in this uni-global environment. A diplomatic position like this may be easily communicated and publicized through the media.

### *10. Promote Political Ideologies:*

The media is used by political parties to promote their beliefs, agendas, projects, and manifestos. They strive to sway public opinion in their favor by using the media.

### 3. CONCLUSION

To summarise, the roles of mass communication are not only relevant but also critical. Because of the Internet, the functions are being amplified, paving the path for advancement and expanding their importance in society. The media serves as an informer, an educator, a form of entertainment, and an opinion influencer, all of which contribute to the well-being of society. With present media ownership posing a genuine danger and calling into question the function of the media, media users must assess who they can trust now. Political concerns are heavily reliant on the media since it highlights what is essential and is extremely persuasive, hence it serves as a means of influencing media consumers' political mindsets. With the mainstream continually bombarding society with pro-government concerns, media consumers are looking for a different point of view, and are turning to alternative media to get it. Given how closely the media and politics are intertwined, public ideas and comments must be heard to build a democracy that is "for the people, by the people, and of the people," as Abraham Lincoln put it.

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## CHAPTER 8

### ADVERTISING AND MARKETING METHODS FOR ACTIVATING THE DIGITALLY DEVELOPMENT: RECOGNIZING INTERNET MARKETING

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#### ABSTRACT:

This research looks at current and future digital advertising. The facts are based on recent investigations and current developments in the business world. In this research, the author discussed the secondary source, and the research is taken from previous scientific literature and online sources. The author developed a methodological approach a door-to-door survey of people and asked consumers a series of questions on the core advertisement and how they behave in it as part of this study. Various publications, research, reports, periodicals, newspapers, Internet sites, and online content have all been investigated. The results show authors are seeing a big trend toward digitalization in India. Consumers are browsing and seeking so much on the Internet to find the best deal from merchants throughout India, as opposed to old or traditional methods. Digital marketing is inexpensive and has a large commercial impact. The author concludes that discovering digital network sites a company's primary audience utilizes, according to study findings, is another critical element in ensuring that digital shopping is successful. The future potential of this paper is the effectiveness of Digital advertising in various enterprises may be evaluated. The study might be broadened to look at other sorts of organizations' online marketing strategies.

#### KEYWORDS:

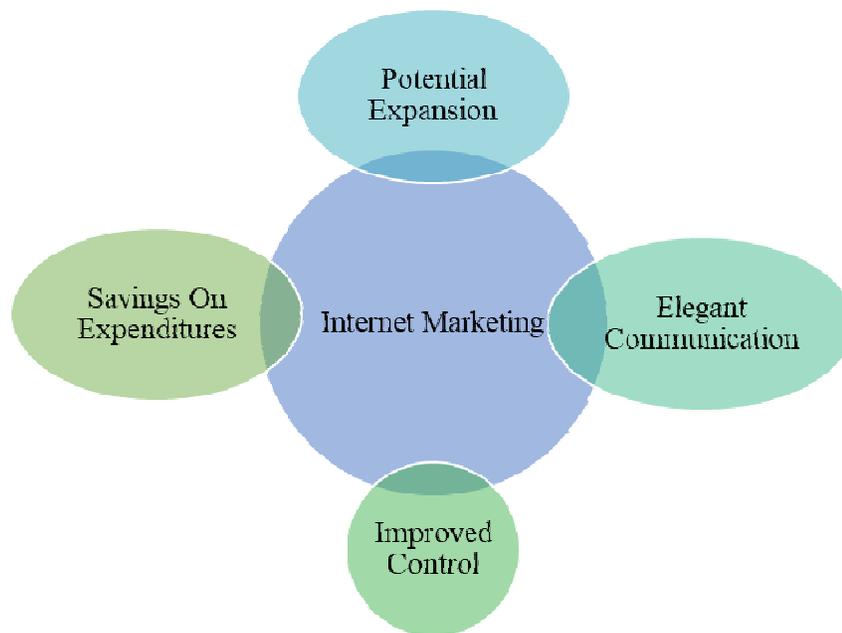
Digital Marketing, Internet, Marketing, Social, Social Media.

### 1. INTRODUCTION

In a world where over 30 million Americans use activity regularly, every reputable company should be aware of at least the core concepts of digital marketing. Simply described, digital marketing is the promotion of products via the computer or other types of electronic media. According to the Marketing Communications Institute, "digital advertising and through use of digital platforms to promote goods and/or products to specific customers and businesses [1]–[3]. Every day, people interact with digital content. Traditional marketing strategies will be phased out shortly and the Internet market will take over completely. Digital marketing has several advantages. Content advertising is more costly than digital marketing [4]–[6]. The term "Google AdWords" refers to a series of approaches and strategies for using the Internet to promote companies and services. Because there are more channels and marketing strategies available online than there are in traditional corporate marketing, online marketing includes a greater range of promotional elements. Some of the benefits of Internet marketing include the ones listed below:

- i. Customer service has improved.
- ii. The advantage in the marketplace.

Internet advertising, online marketing, and digital marketing are terms used to describe online marketing. Social media marketing (SMM), search engine optimization (SEO), pay-per-click advertising (PPC), and search engine marketing are some of the fields (SEM) [7]–[9]. Customer relationship management (CRM) systems as well as client knowledge are taken care of by effective Internet company strategies. Internet marketing elevates business growth to a whole new level while traditional marketing connects businesses with qualified potential clients. This even aids in the creation of a business's web business over the World Wide Web, which benefits brand awareness. Figure 1 discloses the different benefits of Internet marketing.



**Figure 1: Illustrates the different benefits of Internet marketing.**

Sales promotion merges the website's creative and technological capabilities, such as development, construction, commerce, and advertisements, with only a specific focus on core business models:

- i. E-commerce.
- ii. Websites that generate leads.
- iii. Affiliate marketing is a kind of marketing where you make money
- iv. Social media.
- v. Local search.

Smaller businesses may enhance their reach by spending, Investing a little quantity of cash on promotion rather than a large quantity [10]–[12],[13], [14].

#### *1.1. Analytics:*

Without the use of extra resources, effective statistical findings can be obtained. Many content providers have their research tools, which consolidate and examine all facts in one place. This allows for more usable information and data-driven results [15], [16]. Pay-per-click brand image, campaign management, interstitial adverts and advertisements, digital advertising, and met inquiry embedding are examples of commercial methods (like Google Maps) [17]–[19].

### *1.2.Targeting Certain Demographics:*

Online socioeconomic management of customers may be significantly more successful than offline socioeconomic management of customers. Businesses may improve their advertising over time, gain a better understanding of their customer base, and provide special incentives to particular groups when combined with the improved analytics capabilities mentioned above. The absence of inherent value is the most significant drawback of digital advertising, as customers are also unable to evaluate or try on products before purchasing them. The answer to avoiding buyer anxiety is to offer extensive return policies. In recent years, digital marketing has outsold conventional advertising and is still a fast-growing business [20], [21].

## **2. LITERATURE REVIEW**

R. Langan et al. in their research embellished that recent technological advancements have had an impact on practically every aspect of marketing. In this research, the authors conducted a systematic investigation, and Langan et al. used a variety of approaches, including marketing data and door-to-door surveys, to obtain the necessary information. Langan et al. applied a methodology in which they stated that marketing education has changed in response to changing capabilities and practices. To determine how content marketing training has been included in the marketing degree curriculum, the present research analyses all 629 undergraduate marketing programs in the United States. According to the findings, most business schools offer a wide range of digital marketing courses, albeit enrollment varies by institution type. Langan et al. observed that with many institutions offering specialized choices, content marketing courses, in particular analytics, are rapidly becoming necessary for marketing degrees. Based on these findings, the authors provide a framework of stages for marketing programs to embrace an email marketing focus. The author draws the following conclusion: As a whole, technology is developing quickly, and marketing is becoming increasingly significant [22].

Saura and Jose Ramon in their research illustrate that the usage in the last decade, the use of machine learning and data science in the email marketing ecosystem has exploded, enabling the speedier outcome and the extraction of useful insights and information from massive databases. Saura and Jose Ramon applied a methodology in which they stated that despite these advances, there is a paucity of knowledge on how to enhance data Sciences administration in digital marketing. The results show to remedy this gap in the literature, the present study will examine various techniques of analysis, uses, and evaluation methods based on Information Sciences as used in digital marketing methodologies and tactics. The author concludes that a thorough evaluation of the important scientific contributions made in this field thus far is conducted. Author's research concludes that marketing is going to be an x-factor in a different kind of business and it will affect an individual whole life scenario through it [23].

D. Harryhausen et al. in their research embellished that digitalization has transformed organizations during the previous two decades, not only consumer industrial marketing has flourished. Harryhausen et al. applied a methodology in which they stated that university professors and practitioners alike of consumer markets are keen to know more about how customer engagement knowledge and practice have been built and organized. The results show the authors employ the resource-based perspective technique in an organizational generational setting and perform a systematic review of 129 publications in a two-decade research project to uncover various digital marketing competencies in industrial enterprises connections, media websites, technical encounters, and digitalization are the four topics that emerge from this investigation. The author concludes that present and future marketing

abilities are required by industrial enterprises. The author of this study stresses two marketing skill gaps, suggesting a large difference between industrial enterprises' digital marketing revolutions and the intellectual expertise that drives them. Herhausen et al. presents a study review of studies on content marketing skills based on these findings [24].

In this research, the author elaborates on the current study that will analyze various approaches of analysis, usage, and evaluation methods based on Information Sciences as employed in digital marketing methodologies and tactics to fill this vacuum in the literature. The author concludes that a thorough assessment of the significant scientific contributions made in this subject to date has been carried out. According to the author's study, marketing will be an x-factor in a variety of businesses, and it will have an impact on an individual's whole life situation.

#### *Research Questions:*

- i. How digital marketing is helping the modern business?
- ii. How marketing can be a boom for society?
- iii. How the management of the marketing is effective?

### **3. METHODOLOGY**

#### *3.1.Design*

This is survey-based research in which the author did a door-to-door survey of diverse persons in the Delhi and NCR region and asked several questions. This survey's data is further studied, and it comprises 200 people from nearby locations such as Noida, Gurgaon, and South Delhi. The data is examined and obtained in a manner that reduces the chances of making a mistake.

#### *3.2.Sample And Instruments*

This research uses a door-to-door survey to ask participants questions about their desire for digital marketing, how digital platforms are helping individuals' businesses, and how things are going with digital assets. As we all know, running ads for businesses is one of the best ways to get the ideal clients and leads for individuals, and people can also make better marketing decisions as a result of that.

#### *3.3.Data Collection:*

In this research, all the data was collected from the door-to-door survey and several kinds of questions were asked like what is the most difficult component of digital marketing for you and how do you create better marketing decisions with the effect of what criteria you use to run digital advertising each month.

- i. What category would you put yourself in?
- ii. Where do you work your magic and manage your digital advertising campaigns?
- iii. Which platform(s) do you use to build and manage digital advertising campaigns?
- iv. What is it about the platform(s) you use that appeals to you (i.e. why do you use it)?
- v. What aspect of digital marketing do you find the most difficult?
- vi. What criteria do you use to make better marketing decisions?
- vii. Every month, how often do you or your business run digital ads?
- viii. How much money do you spend on advertising every month?

3.4.Data Analysis:

All of the data is efficiently gathered and analyzed, reducing the odds of inaccuracy. The author created many types of pie charts for this data. Figure 2 shows the individual category that people are assumed to be in. Figure 3 shows the many digital advertising campaigns that a person might use for marketing. Figure 4 shows the many types of platforms available for advertising campaigns Figure 5 depicts the many aspects of digital marketing as well as the major challenges that people face. Figure 6 shows the number of campaigns that are run and used by individuals. Figure 7 This graph depicts the amount of money spent on advertising every month.

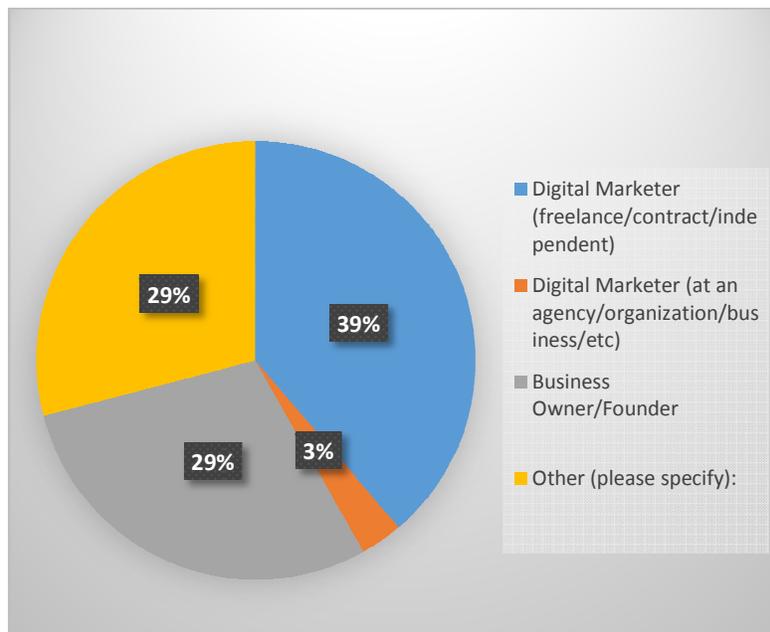
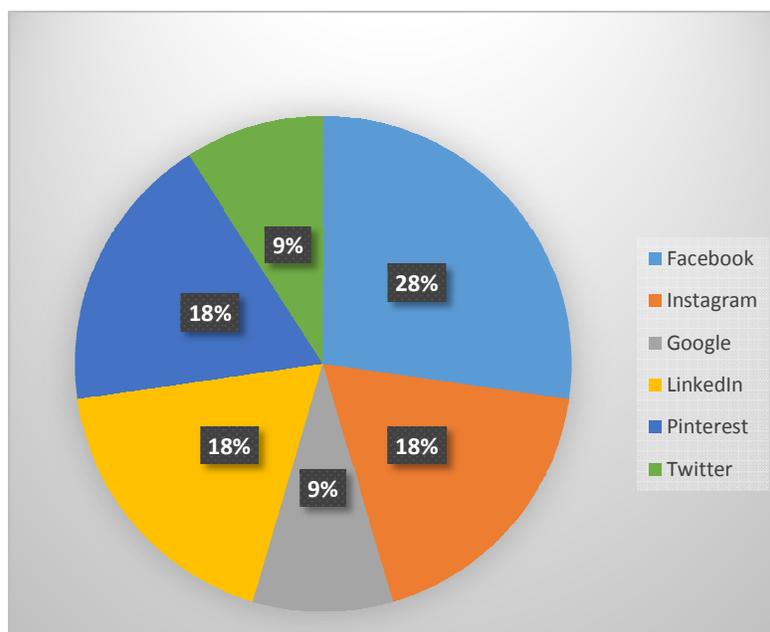
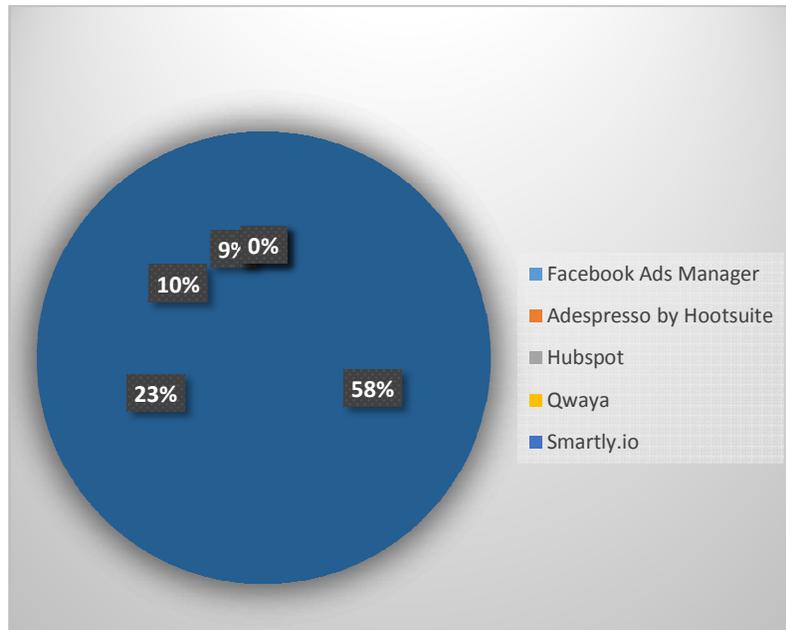


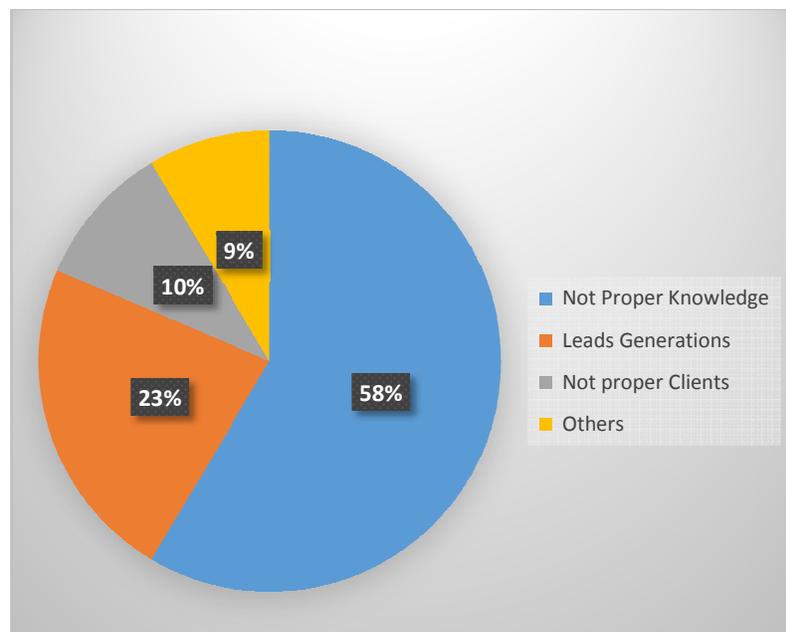
Figure 2: Illustrates the individual category in which people are supposed to be.



**Figure 3: Discloses the different digital advertising campaigns that an individual is using for marketing.**



**Figure 4: Illustrates a different kind of platform for the advertising campaign model.**



**Figure 5: Shows the different aspects of digital marketing and the major difficulties faced by the people.**

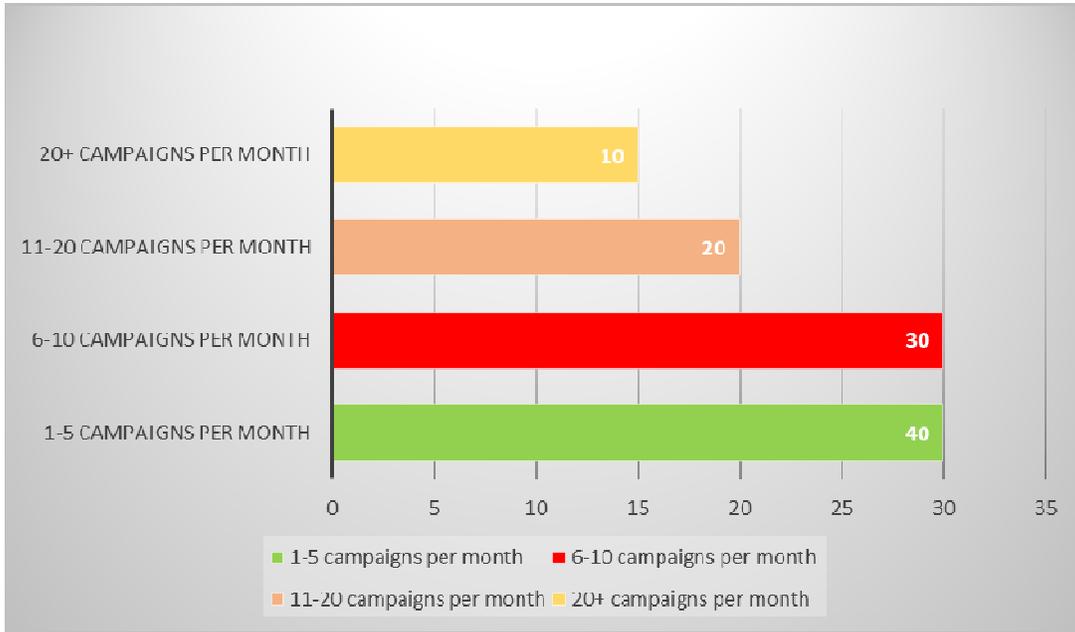


Figure 6: Illustrates the number of campaigns that are run and used by the individuals.

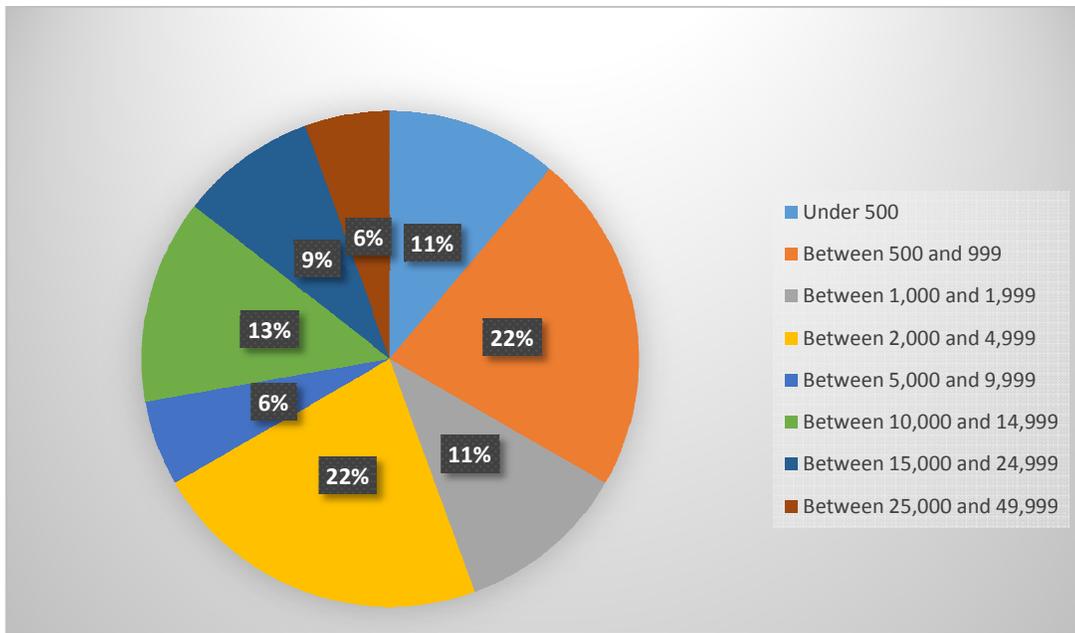


Figure 7: Illustrates the monthly basis of the money that is going on spending advertising.

#### 4. RESULTS AND DISCUSSION

Figure 2 discloses that nearly 39% of people work as freelancers, contract workers, and other types of workers, while 3% work in a well-organized digital marketing team, 29% own their firm and are the founders, and the remaining 29% work in their respective sectors. Figure 3 shows the exact percentage of people who advertise on various domains, such as 28 percent of people who advertise on Facebook, 18 percent of people who advertise on LinkedIn, and the rest, nearly 18 percent of people who advertise on Instagram, and 9 percent of people who advertise on Google AdSense. Figure 4 elaborates that Nearly 58 percent of

users use Facebook Ads Manager to manage their campaigns, while 23 percent use Hootsuite, 9 percent use Qwaya, and 10% use Hubspot. Figure 5 embellishes that 58 percent of respondents believe they lack sufficient expertise in digital marketing, while 23% believe that generating leads is a challenging process, 10% believe they lack proper clients and 9% believe they have other challenges. Figure 6 illustrates that every month, 40% of people run approximately 1-5 campaigns, 30% run approximately 6-10 campaigns, 20% run approximately 11-20 campaigns, and 10% run approximately 20 + campaigns. Figure 7 discloses that around 11% of individuals spend around 500 rupees on advertising, while almost 22% spend between 2000 and 5000 rupees. Around 22% of people also spend 500-1000 rupees on advertising, and 13% spend between 10000 and 15000 rupees. Nearly 6% of people spend between 5000 and 24999 rupees.

## 5. CONCLUSION

The author of this paper is seeing a big trend toward digitalization in India. Rather than using old or conventional ways, consumers are increasingly using the Internet to discover the greatest bargain from vendors throughout India. Search engine optimization (SEO) and search engine marketing are examples of user experiences (SEM), copywriting, consumer promotions, select, e-commerce branding, efforts to strengthen, and Facebook ads, Twitter and Facebook utilization, email lead generation, online ads, e-books, magnetic disks, but rather contests, should all be unbelievably important to organizations, as we discovered throughout this study. Major firms, according to reports, consider social media networks as strategic processes, with some even employing employees to monitor their social media presence. According to the report, media should be regarded as an essential factor of a company's entire marketing strategy and therefore shouldn't be ignored.

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## CHAPTER 9

### TENDENCIES OF TEENAGERS TO USE SOCIAL MEDIA PLATFORMS IN THEIR SOCIAL LIFE

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#### ABSTRACT:

Social media refers to a type of app and sites such as “WhatsApp, Facebook, LinkedIn, Twitter, YouTube”, and others that allow individuals to share content and celebrate large events that occur in their communities. Now a day’s social media play a big role in teenager’s social life. To understand this role, the author performs this research. This study aims to find the role of social media on teenagers’ social life in Delhi. In this research data is collected from an online survey of 150 respondents of which most of the respondents have students. According to finding a maximum number of people have faced headache problems in excess use of social media platforms, a maximum number of people between the age group of 20-30 years have used social media platforms at late night, out of 150 respondents, 47 respondents have used social media platform for net suffering purpose and a maximum number of people using social media platform just after wake up. In the future, this research will help to identify the role of social networks in teenager’s social lives.

#### KEYWORDS:

Facebook, Social Life, Social Media, Teenagers, YouTube.

#### 1. INTRODUCTION

WhatsApp, Facebook, Twitter, LinkedIn, and YouTube, many others, are examples of social networking applications and websites that enable people to exchange knowledge and commemorate major occasions in their community [1]. Social media platforms improve prospects for learning other languages by allowing for more engagement and interaction. The globe has become a worldwide community since the introduction of social media [2]. Users may interact with others in seconds, share their opinions, and make comments on a variety of topics and concerns via social media stages [3]. Social networking has a variety of consequences on the lives of younger people, many of which are beneficial to their social life and others which are harmful[4]. Social networking may seem to be nothing more than a new set of fun instruments for interacting with teenagers [5].

The bulk of young people of all ages is increasingly moving away from electronic channels like TV and music and toward social networking [6]. Social networking has a huge influence on youngsters since the youthful population is fast turning to it. This social media craze has sparked a slew of queries regarding its societal implications [7]. While it is commonly accepted that social media has an impact on people's lifestyles, determining the nature of these impacts in every community and nation, particularly among younger individuals, is still a work in progress [8].

##### *1.1 Role of Social Media on Teenagers' social life:*

- i. People in today's generation regard social media so highly that it has become of top importance to them. They are hooked to social network sites and ignore everything else in their lives, including families, sports, and education [8].

- ii. On social networking platforms, we can simply view people's digital side. This means we can simply view the side of things they want us to see. Several individuals try to present to others a version of themselves that they are not [9].
- iii. Bullying is a regular occurrence amongst teens, and it is to a certain extent tolerated. Cyberbullying, on the opposite hand, has a major influence, because it may appear on anyone's news and spread quickly [10].
- iv. It assistances in the improvement of interpersonal services, and the greatest part is that it has the potential to contribute to the construction of numerous relationships. Young people like meeting new people and understanding as much as they can about them. Because of social media, all of this is possible [11].
- v. Many younger folks are more vulnerable to the effects. They might feel pressured to change their outward appearances to compete with the next individual they encounter on social media.
- vi. Social websites save you up to date on important happenings across the world as well as in your local neighborhood. Knowing anything with a simple finger touch is a great benefit [12].

In this research, the author performed an online survey at different locations in Delhi in which 150 respondents took participated. In the online survey, several questions were asked to the respondents regarding the role of social media platforms in teenagers' social life to provide relevant information. This research consists of 5 sections, out of which section 1 discusses the introduction part, section 2 discusses the literature part, section 3 discussed the methodology part, section 4 consists of the result and discussion part and section 5 discussed the conclusion of the study.

## 2. LITERATURE REVIEW

A. Hassan and M. Daniyal stated that because the cartoon network is a 24-hour channel, youngsters spend most of their free time watching them. It not only entices youngsters with its content, but it also instills in them certain beneficial and harmful behaviors. When children watch cartoons, one of the most powerful effects on them is violence. The author tried to find the impact of cartoon networks on school children's behavior. In this research data was collected from 300 respondents. The author discovers that Cartoon Network has a significant influence on school-aged children, as seen by their living style, clothing, aggressive and violent conduct, and vocabulary [13]. V. Kumar et al. mentioned that WhatsApp, Facebook, Twitter, LinkedIn, and YouTube, many others, are examples of social media applications and websites that allow people to share news and commemorate major events in their community. This study's goal is to find the impact of social networking sites on childhood. In this research data has been collected from 50 respondents. As a result, the author concludes that young people must comprehend why they are utilizing social media, how long they would be online, and how it would profit their individual and cultural networking goals [14].

G. Shabir<sup>1</sup> et al. stated that youths must understand why they are accessing social media and how it will improve their individual and social connecting goals, as well as how long they would be online. In this research, the author was trying to find the effect of social media on childhood in Bahawalpur City. In this research data was collected from 300 respondents. As a result, the author finds that Anti-religious posts and links on social media encourage immoral photographs, images, and video clips amongst youths, while anti-religious posts and links foster enmity among members of various groups [15]. Negative usage of social media is damaging ties between nations; yet, social networking sites are playing an increasingly significant part in raising political awareness among the young [16].

After analyzing the different types of research papers which is already presented the impact of social media on childhood life. The author found that all the research emphasizes the positive effect of social media on youth life but no one can highlight the role of social media on youth life. In this study, the author emphasizes the role of social media on teenagers' social life and how much time individuals spent on the social media platform per day.

*Research Questions:*

1. What is the role of social media on teenager 'social life'?
2. What kind of health problems are faced by excessive use of social media?

### 3. METHODOLOGY

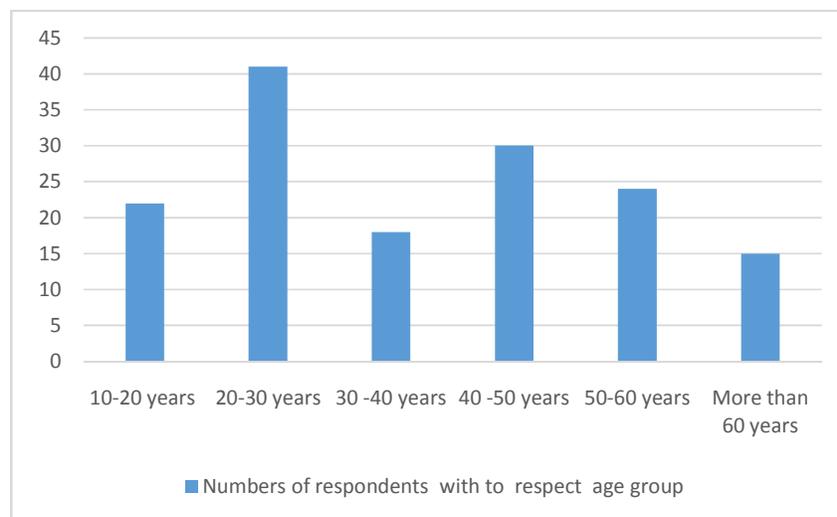
After analyzing a few related studies regarding the role of social media on teenager's social life it was found that there are lots of benefits of using social media platforms in teenager's life. In this research, the Author concludes people faced Depression, headaches, Eye side, Loneliness, and anxiety problem to excess use of social media platforms and on average 8-12 hours/day an individual spends their time on the social media platform.

*3.1 Research design:*

This research is carried out in Delhi through online mode on the role of social media on teenagers' social life. In this research data is collected from 150 respondents of different age groups and different locations in Delhi. The author asked several questions respondents regarding the impact of social media on teenagers' social life to provide relevant information.

*3.2 Sampling:*

In this research, samples are taken from Delhi at a different location through online mode. In the online survey, 150 respondents have to take participate, out of which 22 respondents were between the age group of 10-20 years, 41 respondents were between the age group of 20-30 years, 18 respondents were between the age group of 30-40 year, 30 respondents were between the age group of 40-50 year, 24 respondents were between the age group of 50-60 year and 15 respondents are more than 60 years as shown in Figure 1.



**Figure 1: Illustrating the numbers of respondents concerning the age group who participate in this research.**

### 3.3 Instrument:

Statistical tools would be utilized by the researchers throughout the research process, depending on the accessibility of information and the study requirements. The study findings will be represented using graphs, charts, and tables. Different questions have been asked that will help to explain the study and map the graph. The list of questions is shown in Table 1.

1. Does social media affect a teenager's social life?
2. How much time do respondents use on social media?
3. Do people face headache problems in excess use of social media?
4. Do people face eye side problems in excess use of social media?
5. Do people face the Depression problem in excessive use of social media?
6. Do people face loneliness problems in excess use of social media?
7. Do people face Anxiety problems in excess use of social media?
8. Do individuals use social media at late night?
9. Do individuals use social media just after waking up?
10. Do individuals use social media for educational purposes?
11. Do individuals use social media for chatting purposes?
12. Do individuals use social media for net suffering purposes?
13. Do individuals use social media for socialization?

**Table 1: Illustrating the Question asked to the respondents regarding the part of social media on teenagers' social life**

S.NO.	Questions were asked regarding the role of social media on teenagers' social life	Yes	NO	In the developing stage
1.	Does social media affect a teenager's social life?	38%	46%	16%
2.	How much time do respondents use on social media?	41%	52%	7%
3.	Do respondents face headache problems in excess use of social media?	37%	49%	14%
4.	Do respondents face eye side problems in excess use of social media?	40%	38%	22%
5.	Do respondents face a Depression problem in excess use of social media?	45%	39%	16%
6.	Do respondents face loneliness problems in excess use of social media?	52%	37%	11%
7.	Do respondents face Anxiety problems in excess use of social media?	41%	38%	21%
8.	Do respondents people use social media at late night?	47%	39%	14%
9.	Do people use social media just after waking up?	50%	42%	8%

10.	Do people use social media for educational purposes?	42%	37%	21%
11.	Do people use social media for chatting purposes?	51%	40%	9%
12.	Do people use social media for net suffering purposes?	39%	41%	20%
13.	Do people use social media for socialization?	52%	36%	12%

3.4 Data collection:

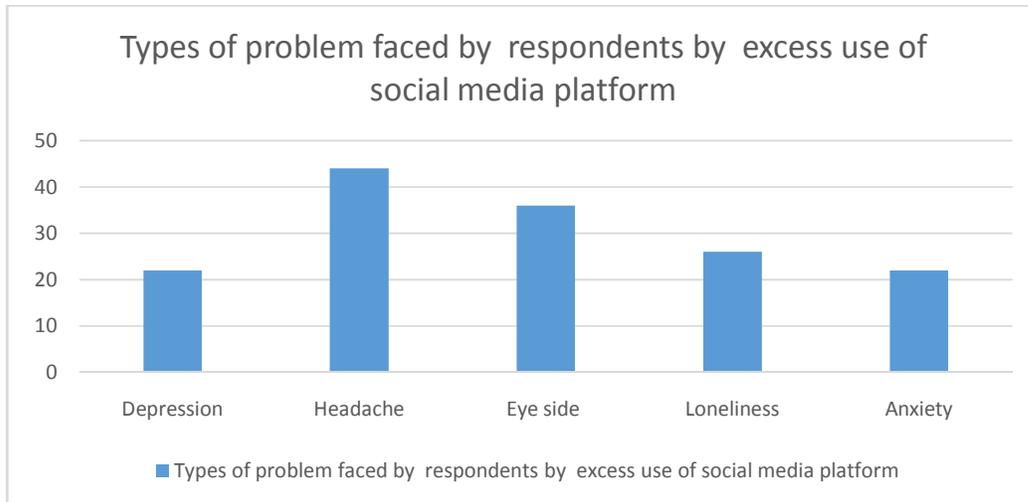
The collected data based on an online interview of respondents regarding how much time respondents spend on social media concerning age group shows that 3-6 hours/day a people spend therein social media with the age group of 10-20 years, 8-12 hour/day a people spend their time in social media with the age group of 20-30 year, 8-14 hour/day a people spend their time in social media with the age group of 30-40 year, 6-9 hour/day a people spend their time in social media with the age group of 40-50 year, 4-7 hour/day respondents spend their time in social media with the age group of 50-60 year and 9-13 hour/day a people spend their time in social media with the age of more than 60 years as shown in Table 2.

**Table 2: Illustrating the time consumes by social media platforms concerning the age group of respondents.**

The age group of respondents	Time consumes social media
10-20	3-6 hour/ day
20-30	8-12 hour/ day
30-40	8-14 hour/day
40-50	6-9 hour/day
50-60	4-7 hour/day
More than 60	9-13 hour/day

3.5 Data analysis:

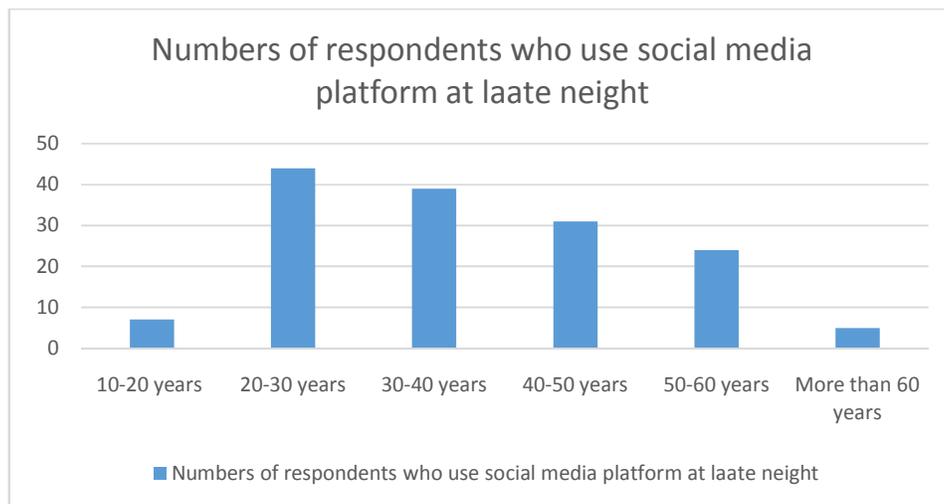
The collected data based on the online interview of respondents regarding types of the problem faced by excessive use of social media platforms show that, out of 150 respondents, 22 respondents have faced depression problems, 44 respondents have faced headache problems in headache, 36 respondents have faced eye side, 26 respondents have faced loneliness problem and 22 respondents have faced anxiety problem by excess use of social media platform as shown in Figure 2.



**Figure 2: Illustrating the types of problems (Depression, Headache, Eye side, Loneliness, and anxiety) faced by respondents by excess use of social media platforms.**

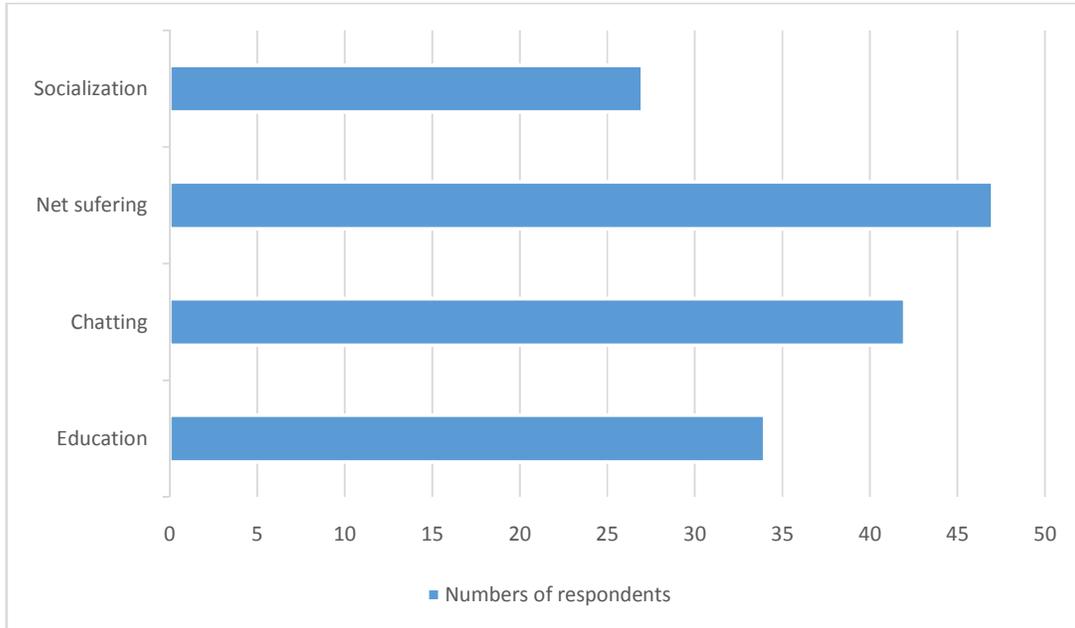
#### 4. RESULT AND DISCUSSION

This research will help to understand the role of social media on teenager’s social life in Delhi. In this research, an online survey is performed in which 150 respondents participated. In the survey, several questions were asked of the respondents. The result of these survey is shown in Figure 3, Figure 4, and Figure 5. Figure 3 shows the result of the online survey based on the number of respondents who use social media platforms at late night concerning the age group. Based on the result of an online survey it is concluded that, out of 150 respondents, 7 respondents have used social media platforms at late night between the age group of 10-20 years, 44 respondents have used social media platforms at late night between the age group of 20-30 year, 39 respondents have used social media platform at late night between the age group of 30-40 year, 31 respondents have used social media platform at late night between the age group of 40-50 year, 24 respondents have used social media platform at late night between the age group of 50-60 year and 5 respondents have used social media platform at late night at the age of more than 60 years as shown in Figure 3.



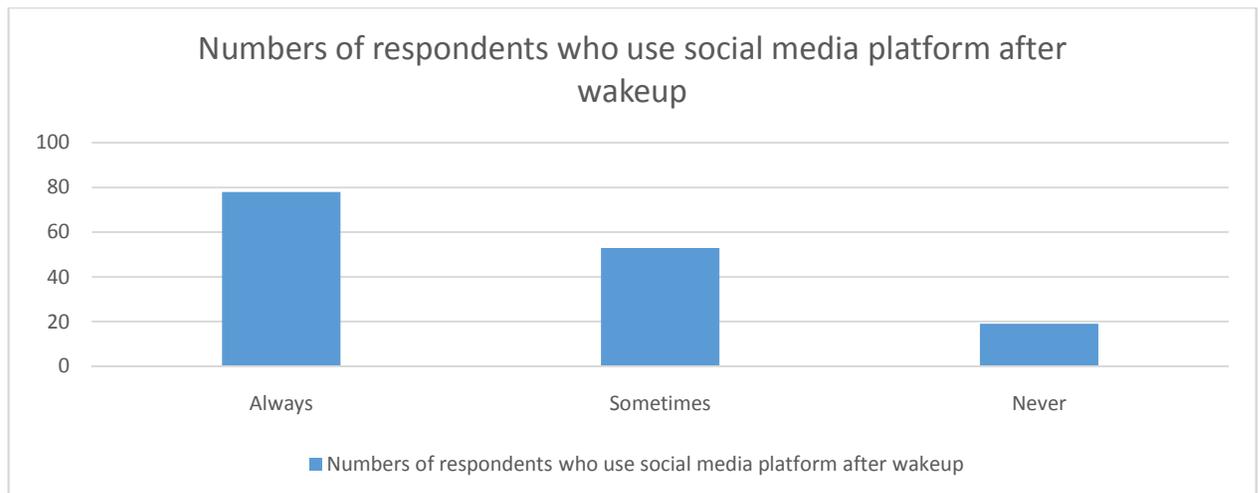
**Figure 3: Illustrating the number of respondents concerning age group who use social media platforms at late night.**

The collected data based on the online interview of respondents regarding the Purpose of using social media platforms show that, out of 150 respondents, 34 respondents have used social media platforms for education purposes, 42 respondents have used social media platforms for chatting purposes, 47 respondents have used social media platform for net suffering purpose and 27 respondents have used social media for socialization purpose as shown in Figure 4.



**Figure 4: Illustrating the purpose of respondents for using social media platforms which includes education, chatting, net suffering and socialization.**

The collected data based on the online interviews of respondents regarding how many people used social media platforms just after wakeup show that, out of 150 respondents, 78 respondents always used social media platforms just after waking up, 53 respondents sometimes used social media platforms just after wake up and 19 respondents never used social media platform just after wake up as shown in Figure 5.



**Figure 5: Illustrating the number of respondents who use social media platforms just after waking up.**

## 5. CONCLUSION

This research is carried out by taking into account several factors to deliver a comprehensive image of the part of social media on teenagers' social life in Delhi. According to finding the maximum numbers of people using social media platforms just after wakeup, the Maximum number of people who used social media at late night between the age group 20-30 years, the Maximum number of people who have used social media platforms for net suffering and five types of problem can occur be doing excess use of social media platform which includes headache problem, eye side problem, depression problem, anxiety problem, and Loneliness problem. In the future, this research will help to understand the tendencies of teenagers to use social media platforms in their social life

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## CHAPTER 10

### EXPLORATION OF MARKETING STRATEGIES AND MANAGEMENT TECHNIQUES IN DIGITAL MARKETING WITH THE BASIC FRAMEWORK

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#### **ABSTRACT:**

Marketers use digital marketing to communicate with consumers and services through the Internet. The most essential purpose of digital communication is to focus on consumers and provide them with opportunities to connect with the product via digital media. The importance of online advertisement for both consumers and professionals is the emphasis of this paper.

Digitalization is the use of online portals, electrical items, and modern media to sell and advertise a corporation, person, product, or service. Digital networks, messaging, earning, keyword research, and other forms of electronic marketing are just a few illustrations. In this paper, the author also covered the growth of digital marketing over time, as well as different types of digital marketing, with proper analysis. The many strategies employed in the digital marketing framework were examined in this study. The paper's future scope is to provide updated findings in the area of digital marketing so that a person can improve their method and way of thinking when using various marketing strategies.

#### **KEYWORDS:**

Business, Consumer, Digital, Marketing, Media, Online Portal.

### 1. INTRODUCTION

Digital marketing often referred to as Internet brand management is the development of companies that used computers and other types of digital consumer interaction. Not only email, systems development, and screen marketing are included, but also messaging and communication as a distributed generation. If an advertising approach involves Internet gadgets, it's called digital marketing. Campaign experts may employ any marketing that uses technology to supply marketing communications and track their efficacy throughout the consumer experience [1], [2]. In reality, digital marketing refers to any discussion that happens on a virtual machine, phone, tablet, or another electronic device. Video streaming, display advertisements, search engine optimization, subsidized personal brand management, and Internet business involvement are just a few examples. World Wide Web marketing is usually compared with traditional sales approaches such as magazine adverts, banner ads, and campaign management. Ironically, traditional marketing is a type associated with TV news. Figure 1 discloses the SWOT analysis of the digital marketing system in marketing management [3].



**Figure 1: Illustrates The SWOT Analysis of the Digital Marketing System in Marketing Management.**

### *1.1.Digital Marketing vs. Inbound Marketing:*

For good reason, sales promotion and email campaigns are frequently conflated. Digital marketing employs some of the same tactics employed in marketing strategy, such as Internet surfing content, to name a few. Both tasks serve to raise client brand loyalty during the purchasing process. The two systems, however, have different views on the equipment relationship. Each digital marketing tool is assessed for its ability to convert customers. A business's web profile might span many channels or focus on just one. Machine learning is a wide phrase that refers to several different tactics. They are most competent when they collaborate. Sales promotions ensure that client engagement operations have defined goals, providing that each information advertising is moving toward the same purpose [4]–[6].

### *1.2.B2B (Business to Business) Versus B2C (Business to Consumer) in Digital Marketing:*

Online business benefits both, though best practices range greatly between B2B and B2C businesses, B2B clients often have longer customer journeys and longer judgment call workflows. Historical consumers like partner interactions, whereas B2C buyers want brief bargains and messaging. Logic is widely used in E-commerce and proof offered by experienced B2B business owners. The business model is considerably more likely to be emotional, resulting in customer satisfaction. B2B agreements usually necessitate the participation of many people. The most successful product descriptions are those that can be shared and transported. Buyers in the B2C industry demand one-on-one contact with

companies. Figure 2 illustrates the different types of digital marketing like native, pay per click [7], [8].



**Figure 2: Illustrates The Different Types of Digital Marketing Like Native, Pay Per Click, Etc.**

### *1.3.Digital Marketing Types:*

However, these are only a few fantastic instances. Lead generation, often known as SEO, is a marketing method rather than a sort of selling. According to The Balancing, it's "the practice of tailoring Internet sites to appeal to Google search." The "hardware and culture" component is the most crucial in SEO as a research project since it demands you to investigate and balance several factors. Various underlying variables to get the best possible position. The following steps are followed elements to think about nowadays while optimizing a good web address:

The level of user involvement is determined by the

- i. Quality of the material.
- ii. Handheld
- iii. Outward link quantity and quality

SEO is a science because of the planned use of these characteristics, but it's an art because of the randomness. There is no clear rule or verifiable standard for proclamation lines in SEO. It's tough to make perfect forecasts because Google's methodology evolves virtually every day. Users can keep a close eye on the functioning of your homepage and self-regulate.

### *1.4.Marketing with Content:*

Digital advertising, an approach regarding the distribution of appropriate and useful composition to a core demographic, SEO is frequently used. Just like every other business strategy, the goal of content promotion is to produce leads that will eventually convert into consumers. Publicity, for example, operates distinctly. Rather than enticing perspective with

the potential benefits of a corporation or service, it generates cash by selling free textual material [9], [10].

#### *1.5. Content Marketing Is Important, As Evidenced by The Following Statistics:*

According to 78 respondents, customers expect businesses to offer entertaining and helpful content that is diverse. In 62% of the situations, businesses with at least 5,000 employees produce stuff regularly. 91 percent of customers believe content may be tough to comprehend a vital corporate asset as essential as digital marketing. Communications creators would have had to be able to value ranking in the search returns while also enticing readers to read, debate, and interact with the brand. When a material is valuable, it may bind strongly with others who come after it.

#### *1.6. Marketing On Social Media:*

The most popular Internet promotion companies right now are LinkedIn, Hashtag Services, and Plastic Container, with Pinterest and daily motion following closely behind. Even though social networking requires a method of attracting attention, active audience engagement has grown increasingly common. With 96 percent, it is the most beneficial channel for B2C advertising, and it is gaining appeal in the world economy as well. And according to Product Marketing Alliance, 90 percent of B2B site developers now use Facebook and Instagram more than they did previously.

You'll need to employ Internet marketing performance indicators to figure out how well you're communicating with your target demographic. You get to pick what matters most to you, whether that's the number of comments, opinions, or overall pressing holds. A direct purchase target could not possibly be included in their social marketing strategy. Rather than persuade employees to buy products at once and then, many companies use marketing strategies to start discussions within them. This is particularly common among enterprises that serve the elderly or sell items that are not fit for consumer purchasing. Everything in it is dependent on your company's goals [11], [12].

#### *1.7. Pay-Per-Click (PPC) Advertising:*

- i. Pay-per-click, or PPC, will be when you place an ad on a website such as Amazon and are paid each time a customer clicks on it. It will be more difficult to track wherever and when your advertisements are seen by customers. When a place on a SERP (search engine results page) becomes available, the corporation fills it through an auction.
- ii. Each accessible ad is prioritized by an engine based on numerous parameters, including:
- iii. Ad Content
- iv. Sensitivity of keywords
- v. Website productivity
- vi. Bid amounts

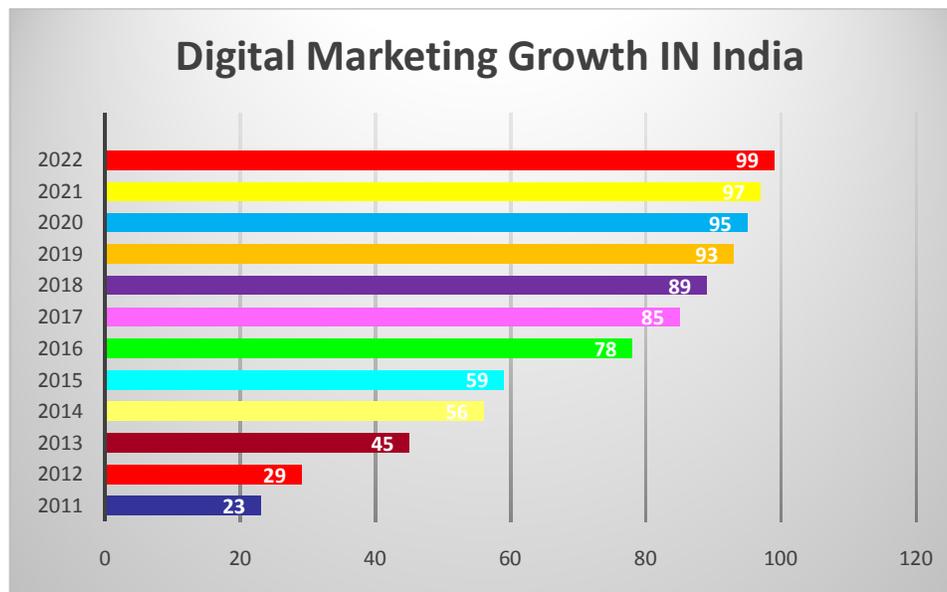
Following landing on an ad, viewers are supposed to execute one or many concrete behaviors. Transactional and non-transactional conversions are both possible. A transition is something like a subscription or a phone interview with your corporate headquarters. You may track any transactions you selected as your goal using your smartphone to see how effectively your campaign is going.

### 1.8. Affiliation Marketing:

If you work as an affiliate, you will be compensated for the number of hours someone purchases the product you are marketing. Whether you're the firm or not, you pay your advertiser for each order they help you place. Some advertising companies may opt to concentrate on a specific company's products, maybe through a blog and/or another third-party website. If you to become an official partner or find one, the first step is to build a relationship with your clients. You can start or participate in a single show, or you can utilize a platform that links affiliates and merchants.

### 1.9. Advertisement That Is Native to the Environment:

Native advertising is an advertisement that appears to be native. Its purpose is to integrate well with the background, making it less noticeable than advertisements. Customers' hatred of advertisements has prompted the creation of native advertising. Many purchasers would believe that advertising paid for by the author is prejudiced. As a result, they'll simply disregard it. A native advertisement addresses this tendency by giving optimal user experience before proceeding on to promotional messages, thereby decreasing the "ad" component. It's critical to accurately label your native adverts what so ever times. In your marketing, use phrases like "sponsored" or "recommended." If those indications are buried, readers may interact with the information for an extended period before recognizing it is advertising. Figure 3 discloses the growth of digital marketing in India in different years [13], [14].



**Figure 3: Discloses the Growth of Digital Marketing In India In Different Years [15], [16].**

## 2. LITERATURE REVIEW

R. Langan et al. in their study embellished that recent technology breakthroughs have influenced almost every area of marketing. Langan et al. applied a methodology in which they conducted a survey that recorded the data of 269 people. The Results show commercial education has changed in response and it is changing capability and practices. The present

study examines undergraduate marketing programs in India to see how customer engagement coursework has just been integrated into the marketing degree curriculum. The author concludes that the number of business campuses provides a wide choice of search engine optimization services, with uptake varying by management methodology. The author has seen that email marketing studies, particularly in many colleges offer concentration options in analytics, which are rapidly becoming essential for marketing degrees. Focusing on all of these insights, Langan et al. present an approach of procedures for marketing programs to build an Internet marketing focus [17].

Saura and Jose Ramon in their study illustrate that the use over the last decade, the use of Data Sciences in the content marketing environment has exploded, enabling faster selection and extraction of important insights and data from massive datasets. Despite developments, Saura and Jose Ramon used a technique that concluded that there is a dearth of evidence in this case on what to improve the organization of Computational Biology in digital marketing. The result shows the current study intends to review analytical techniques, purposes, and measurement systems derived from Data Technologies as employed in Internet marketing approaches and strategies to fill this vacuum in the literature. The author concludes that an evaluation of the important scientific accomplishments made in the development thus far is conducted. The findings provide a comprehensive analysis of the major data application areas in Internet marketing, as well as observations [18].

E. M. Olson et al. in their study embellished that the Internet brought with it a flood of new digital marketing that caused havoc on the industry company scene. Olson et al. applied a methodology in which they stated that for new tactical possibilities, marketing managers must now prioritize what they want to achieve and decide which digital marketing approaches to investing in. The results show treasure hunters, analyzers, minimal defenders, and distinguished full-backs are four business tactics that the author explores while looking at these difficulties. The author concludes that they give professionals insight into how organizations implement alternative techniques in this essay, we will address these digital marketing issues to support administrators in the proper implementation of their business's preferred plan [19].

According to our study, digital marketing is a critical component of the new marketing era. Marketing degrees are increasingly demanding email marketing classes, particularly analytics, with many universities offering specialization options. We present a framework of actions for marketing programs to establish an Internet marketing focus, based on all of the previous insights.

### 3. DISCUSSION

Marketing automation is a term used to describe a machine learning type of software that is used to fuel digital presence, increasing its profitability as well as appropriateness. Numbers suggest that: Personalization appeals to 90% of US customers as "extremely" or "somewhat" intriguing. 81 percent of customers want businesses they interact with others to know more about them. Although 77 percent of businesses although 60% of respondents believe in the benefits of real-time customization, they find it challenging to apply. Businesses can match the need for personalization thanks to machine learning.

Collecting and analyzing consumer data, Start creating initiatives with a specific audience in mind. Generate and upload adverts to the appropriate audiences at the appropriate times. Many promotional campaigns rely on prospect participation or lack therein with a single message. process automation to choose when and where to contact them next. Because of this

level of overall customization, you may create a customized marketing strategy for each customer without spending any more effort.

### *3.1. Marketing Via Email:*

The idea behind email marketing is simple: you transmit advertising messages to a company perspective hoping they'll click on them. But in the other contrary, the application is significantly more complex and difficult. First and foremost, rest easy knowing your communications are wanted. This entails having and consent list that complies with the following factors:

- i. It aids us in recognizing the material and even the topic line.
- ii. Specifies the sort of emails that will be sent to the subscriber.
- iii. Allows you to easily deactivate.
- iv. Emails are integrated for both corporate and institutional purposes.

### *3.2. Marketing through Relationships:*

Rather than continually attempting to sell them something, many businesses focus on creating connections with their consumers. It's referred to as customer loyalty. Many businesses believe in cultivating relationships with clients. They feel that the sale can only be made if the correct customer is found.

### *3.3. Marketing Strategy for Transactions:*

This marketing tactic is seen in every retail establishment. Customers are given several sorts of vouchers and other advertising incentives in this sort of politics. It is undertaken to boost the selling volumes.

### *3.4. Publicity through Word of Mouth:*

If the business is truly excellent, this marketing strategy succeeds. When a pleased consumer passes on a message to others, it is referred to as traditional advertising PR. Using modern devices for advertisement is among the most often used marketing tools. Radio and television advertisements are examples of electronic media channels. In comparison to television commercials, radio commercials are less costly. Every business cannot afford to advertise on television. Nonetheless, it is an extremely efficient advertising technique [20], [21].

### *3.5. Advertisement via Print Advertising:*

Printable adverts might help you reach out to potential clients. It's also an excellent marketing platform. You should advertise in the media and magazines. Figure 4 discloses the different marketing strategies like relationship marketing and marketing through print media.

For digital marketers, digitization is essential, digitization is a tremendous new revenue stream for digital marketers. To thrive in the mobile industry, you must first understand lead generation's pros and limitations. The purpose of networking platforms is to employ emerging innovations to accomplish marketing objectives. All, the sales and data media teams are the same. The statistics should addition to understanding marketers understand the advantages and disadvantages of Internet marketing. Searching for digital adverts is advantageous in both cases since it simply demands a few digital technical abilities. Users would take benefit from the scene after learning the aforementioned understanding to contribute to that same societal movement.



**Figure 4: Discloses the Different Marketing Strategies Like Relationship Marketing, And Marketing Through Print Media [22].**

#### 4. CONCLUSION

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## CHAPTER 11

### A COMPREHENSIVE STUDY ON TEENAGER'S CYBERCRIME TENDENCIES BY THE OVERUSE OF SOCIAL MEDIA

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#### ABSTRACT:

Nowadays teenagers are making excessive use of social media platforms, which is increasing the trend towards cybercrime among teenagers. Cybercrime refers to an illegal activity carried out by the Internet with the help of social media platforms like romance and dating scams, burglary scams, photo morphing, etc. This study aims to characterize the cybercrime tendency of adolescents to overuse social media. This paper presents an overview of social media, recent cybercrime cases on social media, ways to protect oneself from social media scams, and various cybercrimes committed by juveniles with the help of social media and popular social media platforms. As a result, the author imposed the fine that social media users need to be educated about the many types of cybercrimes that are happening now. From a futuristic perspective, this study will help to understand the types of cybercrimes committed by adolescents with the help of social media platforms and how to avoid them.

#### KEYWORDS:

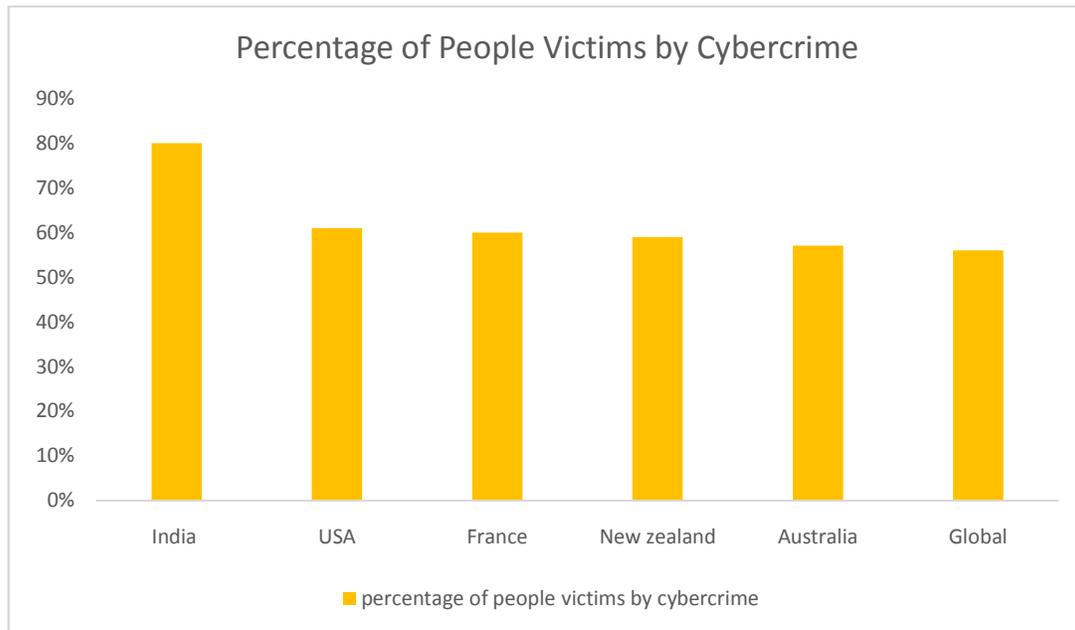
Burglary Scam, Cybercrime, Facebook, Social Media, Teenager, Photo Morphing.

#### 1. INTRODUCTION

Social networking encompasses a wide range of applications and websites, including WhatsApp, Facebook, Twitter, LinkedIn, YouTube, and numerous additional, that enables people to exchange information and commemorate major events in their community [1]. Since the dawn of the twenty-first century, social media has been in use. Social media platforms improve prospects for learning other languages by allowing for more engagement and interaction. The globe has become a worldwide community since the introduction of social media. Users may interact with other people in seconds, share their opinions, and make comments on a variety of topics and concerns via social media platforms.

Social networking has a variety of effects on young folks' lives, many of which are positive for their modern lifestyles and others that are negative. Social media may seem to be anything else than a new set of fun tools for interacting with teenagers [2]. The majority of young people of all ages are increasingly moving away from conventional mediums like television and music and toward social media. Social networking has a huge influence on youngsters since the youthful generation is progressively turning to it. This social networking craze has sparked a plethora of questions regarding its societal implications. While it is commonly known that social media has an impact on individuals' habits, determining the extent of these impacts in every community and nation, especially among younger individuals, is still a work in process. Social Media is a novel notion with a brilliant opportunity with extra space for enhancements. Several companies are taking advantage of the growth of social media to improve their processes. With the support of social networks, we can promote or interact better successfully [3].

Social networking platforms are web-based applications that enable users to create a community or semi-public identity within a confined organization with the primary goal of communicating with friends and family [4]. The nature of these talking websites differs from one to the other. By definition, social networking is concerned with the creation, maintenance, and reflection of interpersonal and social relationships. But currently, social media platforms are used by teenagers to raise cybercrime. In general, greater than half of all web users have been victims of cybercrime as shown in Figure 1.



**Figure 1: Illustrating the Percentage of People that are a Victim of Cybercrime Globally from 2010 to 2021 [5].**

### *1.1. Recent cybercrime cases on social media:*

According to crime data given in the Rajya Sabha, 93,000 incidences of cybercrime were reported between the years 2017 and 2019. The numbers of these data according to yearly are shown in Figure 2 which shows that in 2017, 21,796 cases of cybercrime were held on social media, in 2018, 27,248 cases of cybercrime were held on social media, and in 2019, 44,456 cases of cybercrime held on social media. These numbers show that the number of cybercrime performed using social media platform are increasing gradually:

#### *i. Case 1: Facebook safety scam*

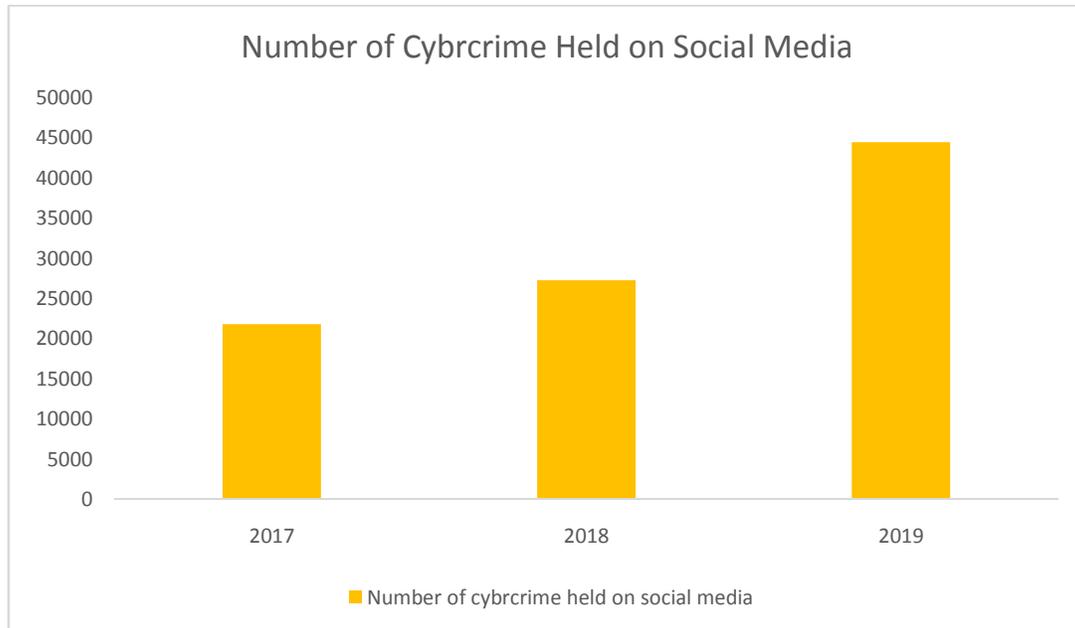
In 2017, A Facebook fraud surfaced as a means of obtaining financial data from users. In this fraud, attackers pretended to be Facebook's safety to get access to folks' profiles. These identities will then send fraudulent communications to other users, claiming that their registrations were about to be canceled and pushing them to click on a link to authenticate their credentials. Users were sent to a bogus Facebook page, where they were asked to input their login information as well as credit card information to protect their accounts [7].

#### *ii. Case 2: Send a message to friends*

Another Facebook fraud that has been going around for a few years looks like it's similar to the Nigerian prince postal scam, but it's more realistic and targets people closer to home. In

this case, a scammer hacked into a user's Facebook account and then posted a message to one of the consumer's friends that said something along the lines of:

Help someone now traveling outside of the nation, but my luggage, which had all of my cash, phone, and passport, was stolen. Someone becomes stuck in South America. Please transfer me \$500 so someone could return it.



**Figure 2: Illustrating the Number of Cybercrimes Reported from 2017 to 2019 [6].**

### *iii. Case 3: The Money Sarah Palin*

Sarah Palin, the former governor of Alaska, is no stranger to fake Twitter accounts. Palin's official Twitter account, AKGovtSarahPalin (now @SarahPalinUSA), became progressively lost in a sea of phony accounts back in 2011. In one especially noteworthy episode, a Palin impostor tweeted an extended invitation to a BBQ at Sarah Palin's family home. Palin's security team was summoned to her Alaska home to discourage would-be partygoers as a consequence. Sarah Palin isn't the only one who has experienced this phenomenon. Many politicians and public personalities, particularly those who are controversial, such as the 2016 presidential applicant "Donald Trump", have a slew of false accounts posing as them [7].

### *1.2. Variety of cybercrime performed by teenagers with the help of social media:*

#### *i. Photo morphing:*

Photo morphing is a particular impact that permits an individual to easily modify or morph one picture or shape into another. Every day, nearly 3.2 billion photographs are shared, according to the fourth quarter of 2017. A hacker can easily morph your photographs and use them for porn websites or blackmailing for financial or sexual gain. Nobody can halt themselves from morphing. Anyone can simply download and utilize your photographs to morph if they are publicly accessible[8]. Most porn sites employ photoshopped images of prominent male and female celebrities to gratify sexual desires. You never know when someone will utilize your images. An example of photo morphing is shown in Figure 3 and a

variety of cybercrime performed by teenagers with the help of social media platforms is shown in Figure 4.



**Figure 3: Illustrating the Original Image (A), and the Effect of the Image After Morphing Technology (B) [9].**

*ii. Shopping and offers scam:*

In this type of scam, you will receive a message like click on the link to claim the offer or spin the wheel to win. To receive the code or voucher, these offers usually need you to send the message to additional 20 individuals once you have joined. Although you will not receive discounts, the host will obtain your personal information. Women are susceptible to falling into this type of OLX scam, in which purchasers make unbelievable promises. For example, an iPhone X costs Rs.25, 000, and many women pay in advance to get a reservation. However, after the vendors receive the payment, they frequently disappear.

Another illustration of a typical Whatsapp scam can be seen here. To receive the coupon, you will be asked to fill out your personal information and send the message to 20 individuals. This is how they obtain all of your personal information and make you look foolish by forcing you to share it with the rest of the world [10].

*iii. Burglary scam:*

Criminals utilize social media to locate a potential burglary victim in this sort of fraud. Members of social networks frequently share photos of themselves doing things like eating supper or traveling on holiday. Criminals utilize this knowledge to pick easy victims and a lengthy time frame to break into the house. According to a BBC paper, the theft of \$10 million in diamonds from Kim Kardashian last year is a notable illustration of this form of theft [11].

*iv. Romance and dating scam:*

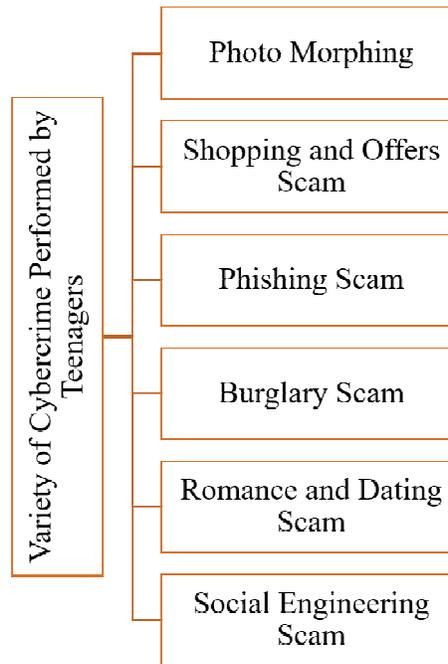
In this type of scam, there are many individuals out there who will connect with you on social media, talk with you, and use various justifications to encourage you to switch to a new mode of contact. They will bring you tiny things once they understand you are falling for them to show you that it is the same on both sides [12]. The love phase would eventually fade, and they would begin to want financial assistance in the form of recharges, aircraft tickets to meet, and so on.

v. *Social engineering scam:*

Workers may be called by an assailant to trick them into revealing private data, validating passwords, or sending cash to the hacker in this sort of fraud. In a more complex attack, the hacker can impersonate a high-ranking executive to trick the victims into sending money to the attacker's bank.

vi. *Phishing scam:*

An attacker might mimic the originator of email communication and trick readers into activating links or revealing personal information to the attacker by using social networking data. A communication sent to a high-ranking owner's Internet address may instruct the recipient to pay money, click on a malicious link, or reply with critical information.



**Figure 4: Illustrating the Variety of Cybercrime Performed by Teenagers with the Help of Social Media Platforms.**

1.4 *Most popular social media platform used by teenagers:*

The popular social media platform used by teenagers is shown in Figure 5 which includes Instagram, Facebook, WhatsApp, and Reddit.

vii. *Instagram:*

Instagram is a photo and video-sharing app for iPhone and Samsung smartphones that are available for free. Individuals can utilize our products to upload photos or movies, which they can then publish with their following or a select group of friends. They might also look at, remark on, and like their account's Instagram posts [13].

viii. *Facebook:*

Facebook is a social connecting site that enables you to communicate with family, friends, and coworkers through the Internet. Mark Zuckerberg launched Facebook in 2004 while still a Harvard University student [14]. It was created with college students in mind. Anybody

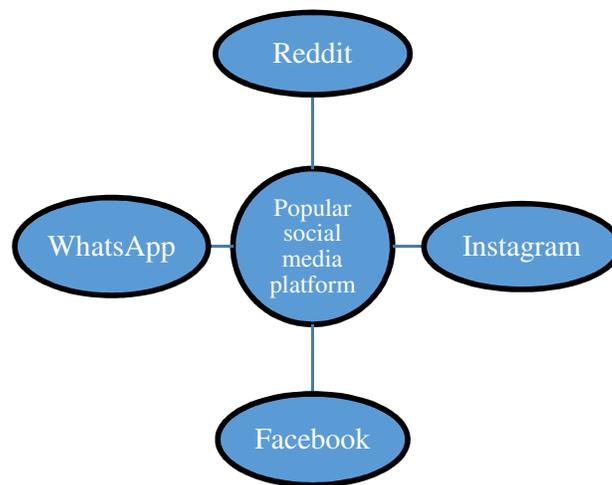
above the age of 13 with a valid email connection has been eligible to join Facebook since 2006. Facebook is currently the world's biggest social platform, with over 1 billion users.

*ix. WhatsApp:*

WhatsApp Messenger is a mobile, desktop, and tablet instant messaging app [15]. This application needs web connectivity to transmit photos, texts, documents, and audio and video communications to other people that have the app installed on their phones [16].

*x. Reddit:*

This is a social information and enthusiasm coordinating tool where users may contribute stuff like organizing contacts and material postings [17]. Customers may also vote for entries up or down to organize and select their position on the site's pages. The best voting entries appear on the best classification or principal page [18].



**Figure 5: Illustrating the Popular Social Media Platform which will be Used by Teenagers.**

The author divides this paper into 3 parts, part 1 discusses the introduction of the paper which discusses the overview of social media, 3 recent cybercrime cases on social media, ways to provide yourself safe from social media cybercrime scams, and popular social media platforms. Part 2 of this paper discusses which includes teenagers' cybercrime tendencies by overuse of social media platforms and part 3 gives the conclusion of the paper.

## 2. DISCUSSION

Cybercrime is defined as the use of a computer for illegal reasons such as stealing, trading in child pornographic and creative material, gaining aliases, or breaching privacy. As the computer has increasingly vital to business, pleasure, and administration, cybercriminals have expanded in prominence, mainly through the Web. Although computers and the web were extensively accepted in the "United States" earlier on, Americans were among the earliest consumers and offenders of cybercriminals. By the 21st decade, the world had changed dramatically, however, there was barely a hamlet on the earth that had not gotten impacted in any way by criminals. New technology opens up new criminal possibilities, however, they do not necessarily result in new types of criminality. The use of digital technology is one distinction, but it is insufficient to discern between other forms of criminal actions on their

own. Offenders do not require a processor to commit a crime, traffic in youngster exploitation and creative property, steal names or violate somebody's privacy. All of those things happened before the term "cyber" was commonly used. Cybercrime, especially when it incorporates the Web, is a combination of old and contemporary criminal conduct.

The vast bulk of cyber-attacks is interested in personal, business, or governmental information. While the attacks do not attack a woman's or firm's physicality, they are after the virtual persona, which is a collection of data traits that differentiates persons and companies on the web. To put it another way, our digital identity is an important element of our ordinary lives in the electronic age: we are a compilation of statistics and identities kept in various administration and business computer schemes. Cybercrime highlights the relevance of connected technology in our existence, as well as the susceptibility to seemingly secure information such as personal identity. Social media profiles have gotten a little safer over time, with big advances in privacy and security generally after a social media cybercrime.

For example, the rising use of two-factor authentication (2FA) has helped to eliminate numerous single points of failure. However, just because you selected all those small boxes in your safety options to make yourself feel bulletproof doesn't imply your account is impenetrable to a malicious threat operator. Cybercriminals readily distribute information on how to circumvent or hijack 2FA in some circumstances. Both a gap uncovered in a specific user's safety mechanism and a more complex approach needing some nuance is conceivable. For illustration, a member advocated for a method of "dominating" an Instagram page. Taking advantage of the Facebook-Instagram link, the approach involved hacking an Instagram account and snatching it from a user. After activating 2FA on their cellphone, the attacker gained total entry to the victim's Facebook account.

Nowadays teenagers are overusing social media platforms which increases teenager cybercrime tendencies like Photo morphing, Romance and dating scam, Shopping and offers scams, etc. Teenagers using social media have a big impact on society. So it is necessary to know the good and bad impact of using social media by teenagers as the study says it has good applications as much as misusing or misleading them. The teenage doing such things have less knowledge but neglecting such issues will spoil the life of that teenager. Every parent must know about the social media status of their child and guide them in avoiding the misuse of social media. Educational institutes should guide teenagers to alert them to the impacts of social media on their life.

### 3. CONCLUSION

The use of a computer as a tool to achieve criminal purposes, such as fraud, trafficking in child pornography and intellectual property, stealing identities, or invading privacy, is known as cybercrime. Nowadays a maximum number of cybercrime are performed using social media platforms which give a negative impact on teenagers' minds and increases the tendency to doing cybercrime. From the previous study, the author concludes that social media is an online platform that enables people to exchange data, hobbies, and views. As the number of teenagers using social media grows, the number of situations where criminals get access to personal information is also increased. There is a necessity to educate social media users about the many types of cybercrime that are now occurring. This paper has synthesized existing cybercrimes as well as prevention approaches to fill this gap. This will help social media users in gaining a better knowledge of the crimes and raise knowledge about how to defend themselves against them. From a future point of view, this study will help teenagers to understand the types of cybercrime performed using social media platforms.

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## CHAPTER 12

### ASSESSMENT OF THE IMPACT OF TRANSITION FROM TRADITIONAL MARKETING TO DIGITAL MARKETING

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#### **ABSTRACT:**

Marketing is the procedure through which a corporation promotes the buying or selling of a product or service. Selling, advertising as well as distributing products to consumers or other businesses remain entirely aspects of advertising, with associates doing some marketing on behalf of the company. Professional heads of a firm's marketing besides promotion branches utilize marketing to capture the attention of a possible audience. This study focuses on the analysis of the drastic change in traditional marketing strategies for current digital marketing. Traditional marketing remains applied to outdated methods that market a brand, service, or campaign, for example, radio, magazines, television, and newspapers besides billboards. Digital marketing is employed in online advertising channels besides websites to promote as well as sell a company's products and services. In today's world, marketing is important, marketing is vital for the success of any company. In the world of social networking, digital advertising is quickly sufficient to sustain these short consideration spans. Nevertheless, with the continuous change in the marketing phase, various studies will be done only for such studies to make it possible to analyze the drastic changes in the markets.

#### **KEYWORDS:**

Advertising, Business, Digital Marketing, Traditional Marketing, Social Media.

#### **1. INTRODUCTION**

Industries are shifting away from traditional ways of marketing their yields or services toward a more current approach recognized as digital advertising, where the majority of the population is spending more time due to the devices available. This is the main reason why businesses would switch from traditional methods to digital marketing methods to reach their target market. Digital marketing provides many beneficial ways for any business such as increasing their brand awareness, establishing a relationship with customers or clients, avoiding wasting money on advertising since it's much cheaper than traditional ways, and making business accessible 24/7 even if it's not operating on its time frame [1]. The Internet is a great opportunity for businesses to reach out to their target market and meet their needs. More than 3.6 billion people are connected to cutting-edge today's world and this trend will grow even more in the future. Today, marketing is no longer about just having a product and promoting it to potential customers but also about creating valuable content that customers can read or watch to learn something from it. Traditional marketing strategies have shifted towards digital marketing campaigns that target specific people instead of broad audiences, this way businesses can have detailed information about their audience which helps them tailor their message according to the needs of their customers [2].

The world has become so digitalized nowadays that it's hard for companies to not turn to technology to reach out or connect with their target audiences but traditional strategies still exist and should never be abandoned since there are still people who prefer these types of mediums over digital platforms. To conduct a successful business, one must be well prepared to meet difficulties. An adaptive trait that can continually alter founded on relevant besides precise data is the key to an effective marketing plan. Since both outdated, as well as digital advertising, may effort together to strengthen the brand messages that stay portrayed, the advertising approach should not rely solely on one kind of advertising to reach targeted customers in the most operative ways [3]. The digital advertising world is broad and sometimes, one may not get the best chance to know what's going on. As there are various tools and techniques to do a digital marketing campaign, a person needs to understand various tools used to get success in the campaign. As a response, brands may use a variety of technologies, for example, content display, web-based entertainment promotion, site design improvement search engine optimization (SEO), email advertising, and multifaceted display.

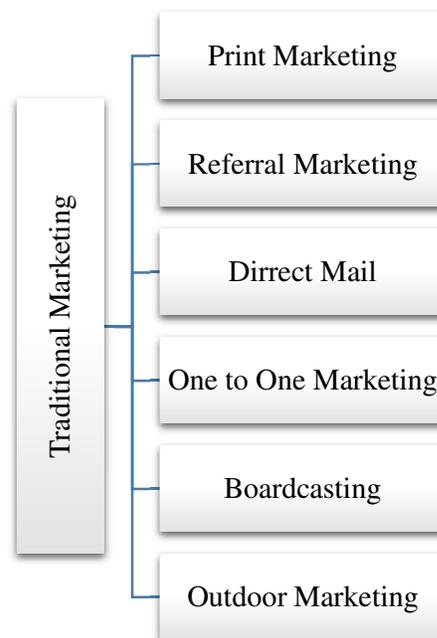
Any business that seeks to better its website must do so, and if they want to increase their customer base they should always do an effective way of creating this because this will help them gain new potential customers who will be interested in purchasing their products or services [4]. The most effective marketing strategy nowadays is digital marketing because it has a great chance to contest cutting-edge a worldwide market with bigger spectators. Moreover, trades don't require to spend too much money on ads like television (TV) ads and printed ads anymore because they can just simply spread their message through the Internet, which is an efficient way to reach their targeted audience. They just need to choose their proper target demographics and then target them by using up-to-date tools. Traditional marketing strategies, such as advertising and public relations, are becoming less effective in today's market. Some marketers think that the massive growth of digital marketing does not make traditional marketing strategies relevant anymore. However, traditional marketing is still important to strengthen the message because it complements the digital strategy. If work with a digital agency like ours can help integrate both approaches so that can have a general understanding of these two approaches together [5].

The need for a digital marketing campaign has increased significantly in the past few years. This is because there are many methods that digital marketers can use to reach their target audience in a very professional way with less expenditure. While businesses need to invest in their marketing activities, it does not mean that they have to spend more than they can afford because there are many free or low-cost channels available that help them achieve their targets. The biosphere of digital advertising remains constantly developing as well as so are the methods and tactics that are used. To stand apart and have a greater impact on the customer base, need to be up-to-date with all the changes in the industry. Need professionals who can develop new strategies, create innovative campaigns and implement them effectively while analyzing the impact of those campaigns on clients' businesses [6].

### *1.1. Traditional Marketing:*

The traditional form of marketing is traditional marketing. Papers, journals, posters, magazines, brochures, besides other periodicals that would deliver daily news, classifieds, besides other types of interest-founded periodicals make money through promotions besides local ads, as shown in Figure 1. It could include television and radio channels that transmit knowledge and information and also entertainment and are funded by advertisements. There are two main advertisements, Billboards, and Hoardings. This is the way to reach out to the customers with a large message and good visuals that are displayed all in one place. Billboards and hoardings have now become an integral part of every cityscape [7]. It

comprises telemarketing or SMS marketing, which is endorsing products and services to customers by phone or text message. Mailing Marketing is a tried, tested, and true means of reaching the market. It remains the method of delivering advertising resources to the public thru the mail. Brochures, postcards, brochures, sales letters and flyers, and newsletters all remain instances. Also known as "word-of-mouth marketing," it relies on customers to spread information about products. Since quickly technology demands a more digitalized solution, several old marketing strategies that have been in use for years are being replaced. Traditional marketing strategies start with selling products, but modern marketing helps to identify customer needs and meet them through modern approaches for example social media advertising.



**Figure 1: The above Block Diagram represents the types of Traditional Marketing.**

### *1.2. Digital Marketing:*

Digital marketing is a process that involves creating and delivering relevant content to a target audience. It includes various tasks such as developing, publishing, and promoting content to create brand awareness, generate traffic on the website, and increase the number of leads as shown in Figure 2. The outcome is increased brand visibility, more adaptation rates, as well as more leads. The process of promoting a brand on social media stages for example LinkedIn, Snapchat, Twitter, Facebook, Instagram, etc. is recognized as social media marketing. This helps in the creation of brand awareness and the generation of leads. When the advertiser's ad is clicked, the publisher gets paid a fixed sum [8]. The software is designed to perform marketing functions effectively on various platforms and automate repetitive tasks. It allows users to keep control of all of their social media profiles, like Twitter, LinkedIn Facebook as well as Instagram.

Email marketing remains a way of communicating with customers through sending emails about discounts, events, and new products to the targeted audience. It stands for online public relations, which involves marketers conducting public relative's activities using an online platform for example blogs, social media, websites, or any other communication channel that can reach a large number of people. Digital marketing focuses on how to effectively

communicate with the audience using different marketing approaches to get maximum results [9]. This modern method focuses on how a business can communicate with customers, understand their needs and where they consume content (called channels), and use them as the top level of satisfaction so they will return to the brand that acquisition later. Traditional marketing only allowed for a limited number of growth opportunities for businesses, particularly small businesses, whereas marketing is that it allows for more.



**Figure 2:** The above block diagram represents the type of digital marketing.

## 2. LITERATURE REVIEW

Guoan Zhu discussed Precision Retail Marketing Approach based on the Digital Marketing Model. Traditional retail industry was facing a novel challenge [10]. The author said that traditional marketing mode as well as the competitive benefit of old-style advertising were disappearing. Digital marketing, in contrast, brought 3 features of customer segmentation and marketplace basket placing, as well as precision-targeted purchaser advertising by real digital marketing applications. According to the author, big data technology and market competition become the trend in the retail industry in the transition of economic mode. Retailers use big data technology to accurately grasp market trends and customer needs, optimize marketing resources, as well as interact with customers through intelligent open platforms such as mobile phone apps. Then, the traditional mode of marketing would be changed into big data-based resource allocation and precise marketing strategy planning under an online operation environment.

Ketty Grishikashvili et al. discussed the investigation into big data's impact on Digital Marketing [11]. Big data was a term used to describe data sets that were therefore big or complex and that outdated data processing application software was insufficient. The amount of data created and stored by industrial companies was growing rapidly. Global businesses across all industries were experiencing big data as a result of increased access to digitally sourced data, improved information-handling capabilities, and high-tech analytical tools to

analyze it. The objective of this paper was to analyze the digital revolution as well as identify the academic quandaries of digital evaluation, besides the significance of trials in practice. This project will help understand the gap between theory and practice by proposing solutions to improve the use of big data in marketing industries.

Ahmad Ibrahim Aljumah et al. discussed traditional marketing analytics, big data analytics, and big data system quality, besides the achievement of novel product growth [12]. The influence of outdated advertising analytics besides big data analytics on the achievement of a novel outcome was investigated in this study. It also considered the arbitrating impacts of big data scheme quality. This study was founded on primary information gathered from large manufacturing companies in the United Arab Emirates (UAE) using an online questionnaire survey. This research explored the impact of the utilization of outdated marketing analytics besides big data analytics on the achievement rate of novel products developed by manufacturers in the UAE. It enclosed only those built-up companies in United Arab Emirates (UAE), so findings cannot be generalized to other sectors or locations. The limitations of this study were its narrow scope as well as its use of a single country. Future research could apply the same model to other trades and republics to cross-authenticate besides generalizing answers.

Guoan ZHU and Xue GAO discussed digital sales transformation featured by precise retail marketing strategy [13]. The retail industry had a close relationship with the consumer and extensive communication needs. The traditional retail industry remains feeling an unparalleled effect of cutting-edge digital marketing mode, and outdated marketing's competitive edges were disappearing. In the era of novel retail, it was illustrated that big data, converting the outdated advertising model, implementing an accurate marketing approach, and precisely meeting limited marketing properties to valued customers, besides founding a novel marketing model remain all crucial aimed at long-term maintainable growth. In the retail industry, a novel marketing trend emerged, which combined the growth of big data technology with the slow founding of a digital society. Retail businesses must be disruption-free from the shackles of old advertising concepts besides actively implementing accurate marketing to efficiently improve their core competitiveness to avoid getting "abandoned" by the market.

### 3. DISCUSSION

Traditionally, advertising had a lot of value. However, as the world changes, so does peoples' mindset. They have become more selective and are obsessed with product quality and customer service. This forces brands to focus on expanding their reach to create relationships with their customers; instead of forcing advertisements down their throats and in turn risking negative customer interactions and a tarnished brand image. Traditionally, marketing has been a reality for businesses. However, with technology now dominating the world live in, the definition of marketing has changed drastically over the years. With most people being connected through various forms of social media, it is significant to grow [14]. Without proper branding and advertising, traditional marketing, which was once sufficient, becomes outdated. Businesses can use a digital marketing strategy to connect with their target audience. Businesses can use digital marketing to develop a targeted message that is sent through the proper channels, leading to more leads. Traditional advertising relates to any marketing which has been around for a long time and has a history of success. These channels include television, radio, and print, as stated above, as well as they remain still relevant in today's marketing sector.

These advertisements send a clear message to the consumer about the company and the products it provides. When a customer has identified a need that service can meet, this provides a quick reference. Traditional media channels, on the other hand, remain incomplete since they remain often intended aimed at an untargeted audience besides are more of a mass marketing method. Traditional marketing, on either hand, is in decline, with television viewership dropping by 47 % among the next generation, with 6 out of 10 viewers choosing to watch a show online instead of on TV [15]. Yet, this does not imply that outdated media remains dead; rather, the advertising landscape is changing. Traditional marketing methods may get on an entire novel life if combined with digital advertising.

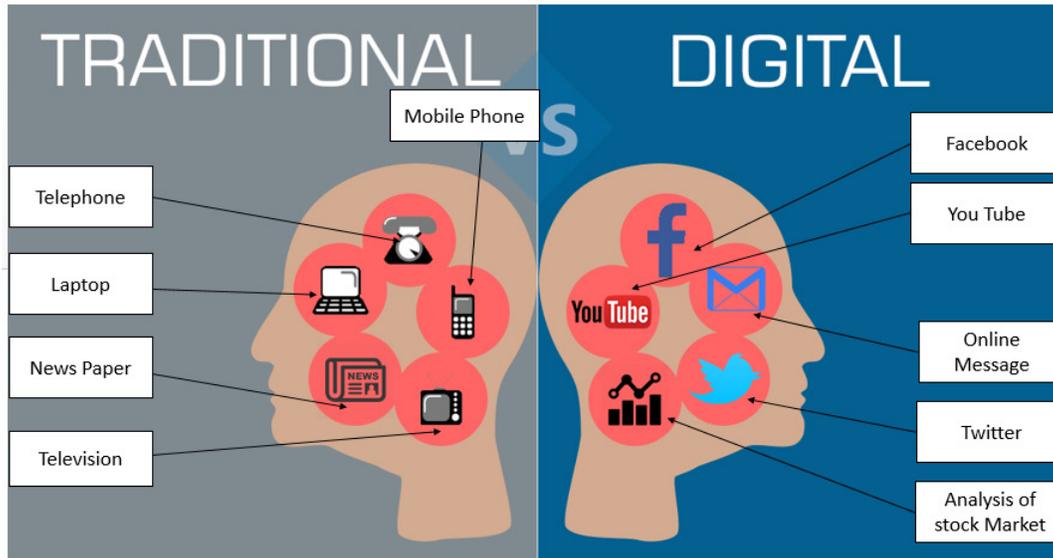
A digital marketer has to find new ways to reach the consumer in the same channels that they are now accustomed to. This means integrating some types of marketing into the business plan. Search engine optimization (SEO) remains the procedure of strategically ornamental content on-site so that it ranks higher in search engines for specific search terms. Search engine marketing (SEM) focuses on paid advertising through platforms like Google AdWords, to improve brand visibility and gain new customers by increasing traffic flow from search engines. Content marketing consists of various types of media such as papers, videos, or infographics that help attract a new audience for the brand via social media stages for example Twitter and Facebook [16]. Social media marketing (SMM) involves creating and managing a brand's presence on multiple social media networks as well as platforms, including Twitter, Instagram Facebook, etc. Pay-per-click (PPC) marketing is a strategy used by companies to give the visibility of their products online through sponsored ads or text links on search results pages.

It's more than a shift in how consumers view their favorite programs, it's a game-changer. YouTube remains single of the big game-changers, with a 75 percent upsurge in viewership in 2016. According to a similar study, the time spent on television watching YouTube has more than folded. Digital marketing allows users to fully engage with our goal market besides increasing brand consciousness by producing content that fosters trust and loyalty, both of which are significant considerations when choosing who to buy from. The tools and techniques that can use to bring occupational to the top of search engine outcomes are SEO, which stands aimed at search engine optimization, as well as content marketing. When utilized correctly, SEO can transport trade to the highest of a connected search. Being at the highest assistance customers who already have facilities need to detect occupational in place of competitors [17]. Content marketing works differently because it provides potential customers with information and interest-based content that brings them nearer to the point of purchase through occupational.

### *3.1. Comparison of Traditional and Digital Marketing:*

The variance between digital and outdated marketing, and which one to choose, has come to the right place. All questions will be addressed. Brand promotion is essential for brand exposure in the digital era, which is where advertising originates in, consequently picking the right advertising technique remains essential. Any marketer still invests in traditional methods, if social media, as well as digital marketing, have consequently numerous benefits aimed at increasing brand consciousness. This paper considers the benefits and drawbacks both of traditional and digital marketing and discovers some fascinating facts about such two [18]. However, before diving into the differences between digital and traditional advertising, one may be speculating how to learn more about advertising and its approaches as demonstrated in Figure 3. In Jaipur, Rajasthan, The Thought Tree is a promising and leading digital marketing institute. There are digital marketing experts besides industry specialists who syndicate theoretical theory with practical experience besides industry information,

divide their knowledge, and provide high-quality learning opportunities for students, 100% internship opportunities for our students to gain practical knowledge and work on live projects. Digital marketing is marketing done to an online audience using digital platforms and mediums to achieve marketing goals and reach potential customers [19]. It advertises products and services using digital advertising platforms and sites for example social media paid to advertise, as well as several more. Figure 3 shows the comparison between Traditional Marketing and Digital marketing.



**Figure 3: Illustrates the comparison between Traditional Marketing and Digital marketing [20].**

Radio, television, newspapers, magazines, and hoardings were instances of traditional forms of marketing that do not use digital devices or platforms. It is mostly an offline form of advertising as shown in Table 1. In general, all offline marketing falls under the traditional marketing banner. Let us now compare and contrast digital and traditional marketing.

**Table 1: The below table represents the dissimilarity between Traditional Marketing as well as Digital marketing.**

Traditional Marketing	Digital Marketing
Outdated marketing emphasizes utilizing traditional advertising methods to market a brand, service, or campaign, for example, radio, newspapers, magazines, television, and hoardings.	Digital marketing emphasizes utilizing online marketing channels as well as websites to market and advertises a company's products besides services.
Traditional marketing should emphasize where the spectators receive content through offline media.	The Digital marketing efforts on an audience that is active on digital platforms.
As related to digital marketing, selling a product requires time besides dedication.	As related to traditional advertising, selling a product remains a pleasure.
Traditional marketing allows a targeted local audience to be targeted.	Digital Marketing can easily cover a broader variety of people from across the

	world.
In traditional marketing, consumers are still unable to skip advertisements because they remain forced to watch them.	Cutting-edge the case of digital marketing, consumers can avoid or skip adverts that aren't useful, repetitive, or in which they remain not absorbed.
Traditional marketing remains has a single-way communiqué system.	Digital marketing consists 2-way of a message.
Traditional marketing does not allow for modifications after the ad is placed.	Modifications can be made at any time, even after the ad remains live.
Traditional marketing receipts sometimes deliver results.	As equated to traditional marketing, digital marketing delivers faster results.

In today's world, marketing is critical. Marketing is essential to any organization's growth. It's why digital marketing exercise remains so vital. While increasing digital marketing skills, a successful digital advertising sequence can explain how and where to develop, perform, and measure marketing strategies across multiple platforms. The Thought Tree enters the picture at this point. Digital marketing is a great option for someone on a tight budget. Our Digital Advertising Course remains a comprehensive program that comprises internships, mastering unresolved digital success, and working on real-world projects. For a tenth of the cost of traditional marketing tactics, a well-targeted strategic digital marketing move can reach the right audience. Some platforms are even free if are willing to put in the effort. Small businesses can benefit from digital marketing [21]-[22]. Digital marketing is crucial for small businesses. Digital advertising inspires brand connections besides social media management which leads to customer loyalty and a reputation for being approachable. Can sell anything as long as services, products, as well as digital advertising exertions, have a robust vending point. According to data, the average online attention span is now 8.25 seconds.

Digital advertising remains fast and sufficient to continue with these smaller care spans in the flash world of social branding. To get the word out besides spreading the audience, all that it takes is one video, one tweet, or one thoughtful comment [23]. The target audience will see a video on YouTube or a Facebook post right away, giving the company immediate visibility. On either hand, traditional methods will have to wait. When promoting a series on television or radio, for example, the ads remain scheduled to air at a specific time; yet, when endorsing a series via newspaper ads, the reader must originate besides reading, they must permit by to see the hoardings when promoting. With a big following regularly monitoring social media accounts, though, contacting the target audience will be a lot easier and faster. It's impossible to live without a phone in today's data-driven world [24]. People of all ages, especially the old, spend several hours per day on the Internet, and it has become an integral part of everyday living. Children remain born holding a smartphone in their minute hands and have never recognized life without it. Their grandparents used to watch television 'serials,' and radio is now considered outdated. They don't read newspapers besides therefore aren't aware such hoardings exist. May reach potential clients' age group, gender, interests, demographics, and other factors via digital marketing.

#### 4. CONCLUSION

Businesses remain shifted absent from traditional ways of marketing their products or services toward a more modern method recognized as digital advertising, where most people

are spending more time due to the technologies available. An adaptive trait that can constantly alter founded on relevant as well as precise data remains a key feature of a good marketing strategy. The process of creating and delivering relevant content to a target audience is referred to as digital marketing. It includes a variety of tasks such as creating, publishing, and promoting content to increase brand awareness, website traffic, and lead generation. Study Objective to analyze the drastic change in traditional marketing strategies for current digital marketing Advertising used to be quite valuable, as the world changes, people's views change and become more agile with a focus on product quality and customer service as well as come to the right place to learn about the difference between traditional and digital marketing, as well as which one to choose.

All questions will be addressed, in the digital age, brand promotion is essential for brand promotion, where the marketing originates from, consequently selecting the right marketing method remains essential. On either hand, traditional methods will have to wait. When promoting a series on TV or radio, for example, the advertisements remain scheduled to run at a specific time, yet when endorsing with newspaper advertisements, the reader must come besides reading it, and when promoting with hoardings, they must go by to see them. Nonetheless, contacting a target audience is much easier and faster with a huge following carefully monitoring social media profiles. Nevertheless, various studies have been conducted for continuous changes in the marketing stage, so numerous studies may be conducted to analyze the drastic changes in the markets.

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## CHAPTER 13

### REVIEW OF SOCIAL MEDIA'S IMPACT ON SOCIETY AND STUDENTS' EDUCATION, BOTH POSITIVELY AND NEGATIVELY

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#### ABSTRACT:

Social media is increasing day by day and people are getting badly affected by social media. In recent years, the use of social media has exploded in our society, and it is now used not only by regular employees but also by students. The use of social media has had a good impact on society, but most social sites or multiple apps are widely accessible on the Internet, allowing users to connect and engage as well as produce, update, and share content. The material is in new visual, literary, and audio formats and has a significant impact on our lives as it helps us in many fields including politics, economics, and education. The authors of this study discuss the impact of social media on student education, as well as the good and bad consequences of such use. This paper will assist individuals in comprehending the influence of social media on society as well as the future beneficial and bad repercussions of schooling.

#### KEYWORDS:

Education, Facebook, Social Media, Society, Whatsapp, YouTube.

#### 1. INTRODUCTION

The emergence of social media has changed how many people interact with the Internet these days. How people know or connect is at the heart of social media. Individuals are given the ability to share, turning the world into a global village for one another. Because it is useful in almost every aspect of life, including education, politics, or the economy, social networks have a great impact on our lives. Billions of video clips are viewed daily on YouTube. On such a daily basis, more than 90.00% of college students use social networking sites. People have integrated these networks into their daily lives through using platforms such as Facebook, Twitter, and LinkedIn, as well as online gaming environments. Not only do professionals and the elderly use social media, but students in educational settings also use it too. People who are unable to read their names properly but can recognize them only from their pictures, have access to the Internet or are constantly checking their cell phones for status updates [1], [2].

Students use social media for several purposes, including education and entertainment, since it provides instant access to whatever information they require. Since social media has both beneficial and negative impacts on society, particularly among students, its use differs from person to person. Students' grades have decreased as a result of their use of social media, particularly those who check Twitter and Facebook during class [3], [4]. They spend long hours on a range of websites other than academic facilities, which harms their mind also lead to health difficulties as well as family separation. Students who attempted to multitask while studying using social networking websites performed poorly academically [5], [6]. Distractions, such as Twitter, Facebook, and YouTube, inhibit their ability to focus on work. This paper is being used to illustrate the benefits and drawbacks of children's use of social media [7], [8].

### 1.1. *Social Media and Education:*

Education is a wonderful thing, but it is important to keep in mind that from time to time, humans must remember that together children can learn anything that is not worth knowing. Humans can learn from anybody, at any moment, and from everything. Learning is a lifelong process that can be accomplished through numerous means. Through collaboration and creativity, social media has expanded learning outside the classroom. It is referred to as "audience connectors" in specific research that "explores the use of social media related to education." Through Facebook or Whatsapp apps audience connections are demonstrated for students to make connections while studying. According to this survey, "60% felt that technology is again changing education for the better". Although social media can provide a beneficial educational environment, it can also have some drawbacks. There is a fear that students are becoming adept at "stealing material from the Internet" instead of improving their actual understanding. The additional drawback is that the attention span of students is getting shorter due to social media. Many students now use social media as a valuable resource for obtaining new material relevant to their field of study. From watching videos to reading papers written by professionals to watching how-to tutorials. Online learning can be enjoyable, engaging and beneficial to students' ability to remember information.

### 1.2. *Social Networking Sites:*

Social media refers to a collection of websites or applications that enable you to contact people and share content such as photographs, thoughts, and other types of content. People already use several social media platforms, but as the online world expands at such a rapid speed, people will come into touch with a variety of social media platforms. The act of maintaining contact, engaging in conversation, and working together with like-minded people, peers, friends, or family members is known as social networking. People can maintain, keep informed, and access social connections, but also share a wide variety of information on well-known social networking sites such as Facebook, Twitter, Yelp, Instagram, and TikTok. Additionally, these websites allow advertisers to connect with their target markets. Social media can be disruptive, but it can also be used to improve teaching and learning. Social media, when used carefully, help students develop critical information-sorting abilities, improve collaboration, be more active in campus communities, and improve their awareness of how to use new technology responsibly.

### 1.3. *Impacts of Social Media on the Education System:*

"Social networking sites have become ingrained in contemporary culture." People integrate social media networks into their daily lives through platforms such as LinkedIn, Facebook, Twitter, and online gaming settings. Children are increasingly peer-based as a result of social networking. Through the Internet, the kids are keen to learn from their peers and they chat and give feedback to each other. Instead of learning from adults, they recommend learning from their peers. Adults or teachers are no longer the exclusive sources of information [9], [10]. Children find it easier to make friends with people from all over the world, most of whom they would never meet otherwise, and it brings youngsters closer together than they've ever been. As a consequence, social media platforms enable users to communicate and connect while also allowing them to produce, alter, or share new types of visual, textual, or audio information. Social networking programs are viewed as bottom-up rather than top-down, but as open rather than regulated [11].

#### 1.4. *Social Media Influence on the Next Generation:*

Today's youth and adolescents spend hours on the Internet, engrossed in conversing and associating on numerous long-distance interpersonal communication destinations, such as Facebook, Whatsapp, Twitter, YouTube, LinkedIn, Tumblr, Pinterest, Instagram, and Google+, among others. They are more preoccupied with YouTube videos, Facebook friends, posts, jokes, or other online communication than they are with intimate and actual companions. "Now, teens are defining clientele of web-based media," Online media provided a platform for teenagers to develop informal groups or social relationships among themselves." Children and adolescents have become reliant on digital interactions; they guarantee that web-based media enable them to stay connected with their friends who they don't see frequently; they also guarantee that web-based media enable them to make new friends on the web, secure positions, business entry points through LinkedIn, significance, self-satisfaction, desire, popularity, health issues, or social prosperity. They expressed that web-based media provides productive approaches to teaching; understudies used online media for E-learning, to build correspondence ability, and to improve their learning aptitudes. Access to web-based media by children and teenagers has been found to create substantial disruption, impact learning and perceptions of education in the classroom, and help in test cheating. According to studies, the large volume of information available on the Internet has a harmful influence on young people, particularly teens. Other harmful consequences of Internet media on children and teenagers include hacking, information fraud, phishing scams, and exposure to obscene materials.

Despite the doubt that the Internet or online media examinations are governing writing in social brain science as well as correspondence brain science, a big portion of the writing on this issue is focused on urban young people, particularly college students. Rustic young adults have been mostly ignored in the discussion. Social luxuries are few in the metropolis areas, while the provincial districts have nothing. This creates a true social gap, which is also communicated through the use of ICT offices. "Although the majority of Indians reside in rural areas, the inclusion of media communications administrations or access to broadcasting communications administrations, workplaces, and apps remains uneven for metropolitan zones and urban regions as compared to rural India." people don't know if the country networks are experiencing the same increase in awareness and use as has occurred in metropolitan areas with orderly effects. As an outcome, the purpose of this study is to find the presentation as well as its effects on Indian children and teenagers in country auxiliary schools [12].

#### 1.5. *Social Media in Education:*

Phone, but have utilized social media for learning, so there are apps and online platforms that let students socialize in a classroom context. Teachers are employing a range of software tools including the free online program to promote learning, cooperation, or engagement in higher education classes as the use of social media grows. Phones but have used social media for learning. There are applications and web platforms that provide social networking in educational settings. Phone, but have utilized social media for learning, there are apps and online platforms that let students socialize in a classroom context. Teachers are employing a range of software tools including the free online program to promote learning, cooperation, or engagement in higher education classes as the use of social media grows. Incorporating social media technologies into traditional schooling appeals to students, as per the study, and can drive them to engage in the learning process. By offering knowledge to teachers, e-learning or social networking sites have lately overcome the major issue. Nevertheless, social networks have aided in resolving some of these issues by attempting to incorporate an

interactive side with students while also increasing students' involvement in the teaching expertise, increasing by attracting them to e-learning while also clearing up the reason for attraction as well as fully educated about social network sites.

Reactions of Students to social media Not only doe's social media make it easier to get information, but it also makes it easier to create long-term relationships with real people. Using Facebook, Twitter, or other social media networks to communicate with fellow dorm mates may help a student overcome the separation that could otherwise lead her to drop out of school. A Twitter account might help shy students meet other students in person by providing information about activities. The maintenance and development of a sense of belonging need such relationships. Using technology to help youngsters with different learning styles is nothing new. The quality of social communication platforms is that they offer a wide range of tools that students may utilize to personalize their learning methods and enhance their grades. The formation of Internet communities around common hobbies and interests is frequently encouraged on social networking platforms. Students may utilize social networking websites to develop leadership abilities in a variety of ways, from basic planning or organization to activities that encourage social change or democratic participation. Students can use Facebook or other social networking sites to engage with one another and freely express themselves. This type of personal connection is essential for building and maintaining a sense of belonging. There are both positive and negative aspects to social networking. Difficulties that come with using social media the following are some of the challenges that come with using social networking sites:

#### 1.6. *Privacy Health Concerns Genuine Friendship Other Difficulties Privacy:*

Many students are interested in social networking sites like Twitter, Facebook, and others that allow them to interact with people they've never met, seen, or even talked with. They provide their most personal and sensitive data, which is routinely exploited. Users are getting increasingly comfortable with sharing a huge amount of personally identifiable information on social networking sites, even though much of the information they submit is optional. Students and others appear to believe strangers quite easily and reveal personal information that might be misinterpreted. Social media is up against formidable competition. As a result, privacy has been one of the issues with adopting social networking in education.

- i. Medical issues Long-term use of social networking sites has been linked to several health issues. Using social networking sites regularly can lead to visual difficulties, back problems from sitting in one posture for long periods, and other problems.
- ii. A person can establish numerous acquaintances through social networking in true friendship, however, the completeness and trustworthiness of these connections are not always true. Nevertheless, information about a single individual on these social networking networks is not always accurate or reliable, and they do not screen their users' personal information (age, location, etc.) On websites, users can project a favorable and accurate self-image. As a consequence, having a big number of Friends on Facebook seems to be more likely to cause harm than good. It would influence how pupils in the classroom use social media.

#### 1.7. *Other Difficulties:*

A few of our children utilize social media to make friends with someone they can share their thoughts, but this can backfire if they contact dangerous people, leading to kidnapping. The number of kidnappings related to Facebook is already on the rise, and the social media network has already been accused of helping kidnappers in several cases. A man was

captured and accused of kidnapping and killing three young ladies in Indonesia while posing as just a photographer on Facebook. He allegedly lured them to meet him by promising to convert them into models before locking them in a residence. The police got pictures of thousands of naked girls from his camera and computer.

### *1.8. The Positive or Negative Impact of the Social Media:*

The benefits and drawbacks of social media's impact on education are discussed. As a result of social media, the world has shrunk; people now have more data, expertise, and opportunity to apply it. What would have seemed overwhelming 15 years ago is now the norm; individuals consume knowledge with surprising ease, and people are rapidly expanding as a result of social media. The impact of social media on education is more significant in today's connected learning environment. As the world becomes smaller as a result of technological breakthroughs, including social media, people's learning habits are changing. Social media and education can also benefit each other if they are used properly. Because of social media, students have access to new educational options. There are several educational advantages to social networking. However, there are certain disadvantages to doing so. This essay examines the effects of social networking sites on education, both positive and harmful. The role of social media in such a student's educational life has increased. At many universities, it is now considered a learning strategy that enhances student participation and skills. These platforms enable schoolchildren to interact socially, communicate, get knowledge, and study. The most popular type of communication nowadays is social media, which enables global contact. Social media's ubiquitous use is another aspect affecting these gaps and how it has altered schooling.

#### *1.8.1. Positive Impact of social media on Education:*

##### *1.8.1.1. Inspire Online Learning:*

Whenever social networks are included in the classroom, learners are encouraged or motivated to study. Key elements of educational improvement include YouTube tutorial videos, online notes, and easy access to e-books or teleconferences for learning. Distance learning, enabled by social media, is one of the most efficient ways to learn from reputed schools while at any location. Web-based learning is a term used to describe a learning environment that uses the Internet to connect students from different backgrounds and perspectives. Advanced education institutions use a learning management system, or LMS, to support Internet access, which can be either simultaneous (where students must be online simultaneously to complete courses) or unconventional.

##### *1.8.1.2. Improve Creative Component:*

Social media allows people to acquire new skills but then practice them independently, which helps them improve their creative abilities. A student's secret skill is typically discovered when they begin capturing images as well as using Internet editing tools to make them more aesthetically pleasing. Several students can achieve their career potential by documenting their unique interests through movies and photos. Another significant benefit of social media is that it aids students in not only improving their academic achievement but also their comprehension by amassing greater knowledge and understanding. Students use a range of Internet tools to collect information and solve difficulties when they are assigned projects at school.

#### *1.8.2. Some other Positive Impacts:*

- i. Google or education: Google's technology has benefited over 20 million children's education.

- ii. Why do students gain a better understanding of computer equipment by working with new technology for so long?
- iii. Students who succeeded in programming had their content fast released, while students who succeeded at music had their films widely diffused, bringing them closer to their goals.
- iv. Several students were instrumental in informing the public about their concerns using social media, generating awareness, and aiding in the settlement of various situations.
- v. The simplicity by which a student might personalize their profile improves their comprehension of fundamental design and layout concepts which are rarely taught in schools.

More works of art have been spread as a result of the ease with which anybody may contribute images, videos, or stories. Receiving instant feedback on their creative work from family and friends may assist students in honing or improving their artistic talents, as well as providing much-needed stability or assisting them in making professional decisions. The most serious negative effect of social media is addiction, which involves monitoring Twitter, Facebook, or LinkedIn for fresh information frequently. This addiction may impair other important activities like studying, sports participation, real-life discussion, and escaping reality. There appear to be hundreds of millions of phone profiles on social media of guys purporting to be women to befriend girls, which typically ends in embarrassment or disappointment:

- i. The widespread use of social media, or the rapid dissemination of information, has resulted in disdain for proper spelling and grammar. This inhibits a student's opportunity to articulate effectively without the use of spell check on a computer.
- ii. Many students rely on information available on Facebook or Twitter to solve problems. This signifies a lower priority for learning and retaining information.
- iii. Our capability to retain data has decreased as a result of the Internet's social media accessibility, as has our willingness to spend more time learning and finding relevant information.
- iv. Students usually who attempt to multitask while studying by browsing social networking websites do poorly academically.
- v. Since they spend so much time on social media, children spend slightly less time socializing in person. Since they lack language and actions and other nonverbal cues such as tone and tone, social media networks are useless as a substitute for face-to-face interactions.
- vi. Since there is a combination of easily accessible personally identifiable online and anonymity, students will spend more and more time on social networks, forgetting the importance of evaluating the content they provide.
- vii. Many institutions and potential employers check into a complainant's presence on social media before granting admission or conducting interviews.
- viii. Students are having difficulty speaking with people face to face, and as a result of spending more time conversing behind a screen, they are losing their people skills.

### *1.9. Impacts of social media on society:*

Each student's social life has become increasingly reliant on social networking. Several of Dehradun's Best Schools currently use it as a teaching tool to assist increase student involvement and skills. Schoolchildren can use these platforms to socialize, communicate, learn, and study. It includes numerous social media platforms like Facebook, Whatsapp, Twitter, YouTube, and Instagram. Because of the extensive use of technology, the world has

shrunk. Facebook, Instagram, Twitter, and Snapchat are just a few of the social media platforms that use this technology. These platforms are also being used by many schools to deliver information.

*1.9.1. Social media's negative effects:*

*1.9.2. Social Media's Negative Impact on Education:*

The use of social networking sites has become a serious issue that is hampering and disturbing the ability of the mind to think clearly. These days, students often have difficulty concentrating while learning or spending their time online. All this turns out to be a complete waste of time with a low return on capital. As they are focusing more on the use of social networking websites, students are sometimes unable to complete their work within the allotted time. However, children's use of social media can have detrimental effects on them by distracting them, preventing them from sleeping, and introducing them to unrealistic expectations of others' lives including bullying, rumors, and peer pressure. How often children use social media can put them at risk.

*1.9.2.1.Reduces the Capacity to Learn and Research:*

Because of the extensive use of social media, students are constantly depending on these platforms to get knowledge and information rather than scouring journals, books, or notes. As a result of something like the ease with which data can be accessed online, students' reading habits, as also their education and professional abilities, are diminishing. According to earlier research, children who spend more time on social networking sites are more likely to fail academically. They do not read books as they prefer to spend their time in online conversations and establishing acquaintances on social media platforms.

*1.9.2.2.Health Effects:*

Casual use of social networking sites might have an impact on one's mental or physical health. Students frequently neglect to eat, sleep inadequately and are hooked to their phones or computers, which is bad for their eyes. These actions make pupils drowsy, hesitant to study, and even unwilling to go out and make new friends. It is suggested that educators keep an eye on what children do online. Too much social media use may impair children's cognition, and as a result, they might very well suffer from poor posture, eye strain, or mental and physical stress. In this paper, the author discussed social media, the positive or negative influences if social media influence of social media on society and students' education, and also talk about the advantage or disadvantage of social media on society. However, there are several drawbacks to using social media. Although it may be used to socialize, do business, or keep up with current events, it has certain drawbacks to consider:

- i. Sharing that information puts one's personal information at risk of impersonation, theft, or stalking, among other things. Companies currently use social media to assess potential employees.
- ii. Social networking sites are addicting, and since "the web never forgets," this has had a significant influence on company productivity.
- iii. As a consequence, fewer individuals, particularly introverts, have relied too heavily on the digital world instead of the real world, which negatively affects enterprises.
- iv. Cyberbullying is another disturbing feature of social media. Cyberbullying victims have experienced despair, and in some cases, their lives have been taken away.
- v. Because information spreads more swiftly online, false information might easily reach a large number of people, producing widespread concern.

Nowadays the use of social media is increasing rapidly, people can earn money from social media, and it will not be wrong to say that social media is the best source of earning money. This paper is divided into several sections such as the introduction, literature view, discussion, and conclusion. In this paper, the author discussed social media, the positive or negative influences if social media influence of social media on society and students' education, and also talk about the advantage or disadvantage of social media on society.

## 2. LITERATURE REVIEW

Shabnoor Siddiqui et al. discussed the influence of social media on both good and bad elements. Individuals may use social media to express their issues and viewpoints. Social networking is a sort of computer technology that allows individuals to share but also transfer information, ideas, images, videos, and other forms of media through the Internet. The author of this paper looks at both the positive and bad sides of social networking. Certain aspects, such as business, society, education, and youth, are highlighted. The author outlines how these media will have a broad influence on society throughout this piece [13].

Raymond Owusu Boateng and Afua Amankwaa the influence of social media on the student's academics was investigated and studied using a qualitative technique. They recruited 10 participants in their study, then did sampling and further interviewed them over two weeks. After assessing the replies of participants, they determined that students linked with higher education studies used social media extensively [14].

Charles H. F. Davis studied academic journals, and individual blogs, to offer a baseline picture of current implementation across the nation and an overview of the social media phenomena, higher learning news, or other online media on the use of "social media technology" in higher education are recommended. Furthermore, the study's author focuses on how colleges or college students utilize social media, challenging assumptions in two areas: how institutions can successfully harness the possibilities of social media and its influence on student outcomes. Additionally, a conceptual framework will be developed using the data to better understand the function and impact of SMT on college students, especially those enrolled in community colleges [15].

H.G. Deborah Richards et al. studied the psychological health impact of social media on children teens were found to be the most affected, 'Specifically, in the areas of self-esteem as well as body image, as well as associated issues such as cyberbullying or Facebook depression. There was also an association between using social media, but also between having low self-esteem and negative body image. However, it is challenging to isolate the causes, which are probably related to the personality of the young person. More study is needed to identify people who are most vulnerable to social media damage and risk mitigation strategies to help healthcare providers provide essential information to children and parents[16].

## 3. DISCUSSION

Almost everything has gone digital around the globe. India particularly at this time of democratization of education and following admittance conundrum, cannot afford to slip behind or watch people as their education system turns digital, thanks to current technology breakthroughs. As a consequence, Whatsapp or Telegram must be enthusiastically embraced as technological advancements for successful electronic teaching in Indian classrooms. To compete with time, the schooling institution as a whole must provide the required resources, generate enough awareness, and provide adequate training programs to improve electronic educational quality in this part of the world. Per the survey, even though most professors and

students use Internet-enabled cell phones, they are not just for academic purposes. WhatsApp and Telegram smartphone app technology has been determined to be one of the most beneficial learning ways.

### 3.1. Learning Advantages of Social Media:

- i. The benefits of utilizing social media have also been scientifically demonstrated. Listed below are certain advantages mentioned by these researchers on how social media improves the learning process.
- ii. Improved student communication or teamwork abilities (when they work as groups).
- iii. The student learned how to manage time and obtain results in the smallest amount of time.
- iv. Using social media enhanced student enthusiasm and pushed them to study hard or review early, resulting in greater exam scores.
- v. It improved the relationship between students and teachers.

WhatsApp and Telegram are two of the most popular social media apps for learning through group formation. The two systems include instant messaging capabilities, allowing for online communication and cooperation amongst online students connecting from home or school in a blended mobile lecture. It enables learners to remark, ask questions, engage with audio-visual educational materials, and connect with their classmates and instructors 24 hours a day, seven days a week. Nevertheless, one benefit of Telegram is that it allows instructors to assign questions that can be answered and opinion polls to students. As a result, it has an advantage over using WhatsApp for learning and teaching. It also outperforms WhatsApp in terms of the number of users that may be joined to a group. When compared to WhatsApp, it also has various additional capabilities.

## 4. CONCLUSION

The whole study revealed a range of good and bad effects of social media on education for learners, emphasizing the need of addressing this issue. Limiting kids' access to social media is a useful tactic. By spending less time, the majority of the negative characteristics may be lessened. The detrimental effects of social media on their academics might be significantly reduced by paying close attention to academic performance and fixing any problems. Give yourself plenty of time to engage in face-to-face social interactions, such as spending quality time with your family in a calm setting, discussing your studies, or going to see family or friends. All of this is great for our kids since it helps to lessen the detrimental effects that social media has on youngsters. The author of this essay addresses the impact of social media on education, including both its positive and negative effects. This study will help individuals understand how social media affects society and the potential positive and negative implications it would have on education in the future.

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## CHAPTER 14

### A COMPREHENSIVE STUDY ON THE ROLE OF SOCIAL MEDIA FOR START-UPS AND BUSINESSES

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#### **ABSTRACT:**

In recent years, social media has played an increasingly important role for start-ups, allowing them to reach out to their target audiences through influencer marketing platforms, video content, and other tools. It can increase brand awareness, know customer preferences and behaviors, and research competitors without investing a lot of money. The lack of social media for start-ups causes problems such as most businesses would not be able to exist without them, the content would not be as good as it could be, and the company would not be able to make use of their repeat customers in the start-up. So, to overcome this problem with the benefits of social media it helps to develop start-ups like social media marketing, improving responses, building relationships with the customer, using cost-effective methods of advertising, etc. This paper discusses various benefits of social media for business, the share of social media in the marketing business, and whether should start-ups use social media. It concluded that to help start-ups use social media to build relationships with their target audiences, gain leads, collect feedback, and introduce new products and services. In the realm of the future, social has given rise to an immense number of careers, promotions, and even positivity for new start-ups.

#### **KEYWORDS:**

Businesses, Marketing, Online, Start-Ups, Social Media.

#### **1. INTRODUCTION**

Current buyers are used to making decisions on the go, even the harshest critics of social media's usefulness as a way to choose, sample, pay for, and receive their cell phone products and services. With this, recognition has evolved into universal means. The value of social media and its impact cannot be stressed enough. Most of the information required by the client is obtained from social media profiles, marketing, reviews, or referrals [1]. If the business or product is not covered successfully on social media, you cannot expect to get as many people as you need to make a profit. One must admit that social media has changed our expectations of how businesses should behave. People today expect a more personalized experience, targeted ads, and regular follow-ups to persuade them to buy a product or give their views. Companies use social media as a low-cost approach to test new ideas, gather trustworthy feedback, analyze customer behavior, and more. These are probably some of the most obvious social media benefits [2]. They used to think of social media as a confined category. Many of us immediately think of Facebook and Instagram whenever anyone discusses social media [3]. In actuality, social media also includes websites and web applications where people may supply information in realtime, leave comments, debate things, and express their thoughts.

When social media first began, communication was the sole component of the list. Facebook was envisioned by Mark Zuckerberg as a worldwide communication platform. He was able to develop it into a fantastic medium for connecting people again and enabling them to share their thoughts, as well as a fantastic marketing tool. Facebook was mostly used for communication in its early days. People's thoughts, events, ideas, and proposals, on the other hand, could not go ignored in the promotion of particular items and services. What began as simple messages and links have evolved into complicated systems that use pictures, information, and sound to entice clients. Social media's impact on marketing cannot be overstated. All social media platforms have been combined into a single product promotion tool. It now incorporates the conversation feature rather than emphasizing it. Data mining predicts what you would need based on what you publish on the Internet[4]. It provides items and services which may be of interest to you based on the results of this study. As a result, data has become the most important commodity on the planet.

The current paper is an overview of those who voluntarily give their data online, while robots, technologies, and algorithms sort, aggregate and target it in a way that each firm finds most beneficial. This paper is divided into several sections where the first is an introduction and the second section is a literature review and suggestions from previous studies. The next section is the discussion and the last section is the conclusion of this paper which is declared and gives the result as well as the future scope.

## 2. LITERATURE REVIEW

Iqbal Thonse Hawaldar et al. have explained a vector autoregressive model which is based on consumer-brand contacts in the Indian business-to-business (B2B) sector to comprehensively analyze the cost and outcome of South Asian start-ups' digital marketing efforts. The author used a vector autoregressive model is useful because it allows us to examine the connection between variables as it evolves. As a result, digital technology has a significant influence on sales, and outbound marketing activities, especially brand awareness, have a tremendous impact on the image of a brand as it spreads across social networking sites. It concluded that presenting and evaluating content-based marketing that creates leads and improves sales ads to the current body of knowledge regarding the role of digital marketing in business operations and processes.

Mehdi Tajpour and Elahe Hosseini [5] have explained the impact of entrepreneurship ambition on improving performance in digital start-ups as mediated via social media. The author's research has investigated the correlations between variables utilizing the program and structural model modeling. As results show that knowledge sharing, reputation, social ties, and identity are all characteristics of entrepreneurial aim that have a beneficial influence on the performance of digital start-ups communicated via social media. It concluded that because efficient use and emergence of new technological devices lead to a long-term decrease in advertising expenses and promotion of products and services, and assist in meeting people's needs, online social networks are being used.

Stefanie Pakura and Christian Rudeloff [6] have explained that Facebook and other social media platforms represent a potential means of quick, expensive, and communication directly among businesses and stakeholders. The author used to make 3 performance variables for (Perceived Relevance) PR communications from the literature and empirically validate those to using a sample of 453 German start-ups. The result shows that in terms of brand and standing management, social media PR has a favorable impact on communication outcomes. It concludes that based on the age of the start-up, social media PR is handled differently. As a result, incorporating a distinct perspective on entrepreneur PR is critical.

Jan Inge Jenssen and Harold F. Koenig [7] have explained that social media sites are likely to have significant effects on company performance since they give access to resources. The author in that a survey of 100 people who tried to establish a new business has been conducted. The result shows that the number of linkages has an impact on resource accessibility. The number of strong and weak linkages was utilized to determine whether there was a strong correlation between both networking and the chance of a company start-up. It concluded that as knowledge, inspiration, and money travel at a reasonably high rate both through strong and weak ties, regardless of the merits of the ties, businesspeople should search for opportunities throughout their networks. Muhammad Saeed Mujahid and Muhammad Shujaat Mubarik [8] have explained meant to show how the proliferation of social media platforms affects a start-up's long-term survival. The study aimed to learn more about the media platforms ecosystem and also how start-ups can take advantage of social media platforms throughout their existence. The author's research was used to ascertain the significance of social media on the long-term growth of a start-up. It concluded that the impact of social media adoption on start-ups' long-term growth and present social media practices in the field. The above review seeks to demonstrate the impact of social media network acceptability on the long-term sustainability of a start-up, as well as the impact of entrepreneurial intent on business growth in digital start-ups mediated through social media. In this study, the authors discuss the role of social media in a company's success, with social media profiles, advertisements, and reviews, in fact, with an emphasis on providing the information a customer wants.

### 3. DISCUSSION

This section reflects on various factors like the importance of social media in business marketing, companies without active social media presence run the risk of missing out on many marketing opportunities and start-ups must have access to social media.

#### 3.1. Social Media's Importance in Business Marketing:

Every organization needs a website to be designed and built. In addition to having a website, it should use social media platforms to expand its Internet presence [1]. Using social networking sites like Twitter and Facebook to maintain a competitive advantage is necessary. Companies without active social media presence risk missing out on several marketing opportunities, various importance of social media as shown in Figure 1.



**Figure 1: Illustrating the Various Kinds of Importance of Social Media that are Useful for Business.**

### 3.1.1. *Social Media Marketing:*

What is essential for people using social media platforms for businesses is the ability to communicate with customers. Monitoring the tweets and Facebook posts of your consumer base will provide your insight into their needs. This is useful for assisting your firm in developing market strategies that are tailored to their requirements.

### 3.1.2. *Improve Accountability:*

It is considerably easier to give and receive comments via social media. People can notify you right away whether they have any faults or problems with the services your company provides. Customers may be expressing opinions in a simple and accessible approach on social media, and businesses can reply. Businesses can investigate complaints on such websites and Customers must be persuaded that their problems will be addressed.

### 3.1.3. *Competition:*

When another company has used social media to market their product which engages with their customer, it's time for you to do the same, you will want to make sure that you are up to date on the latest digital marketing strategies. In highly competitive industries, more companies are reaping the benefits of using social media. To increase online traffic and revenue, you must stand out from the crowd while providing the best items and services to the customer.

### 3.1.4. *Effective Advertising:*

Subscribers are more open to them than obvious marketing because of the social media component of networks like LinkedIn and Twitter. You could efficiently market your brand and services on social media without overburdening your clients with marketing messages. Advertisements placed properly within informative blogs are a powerful technique to get the announcement out about your company. Social media improves brand recognition by also allowing you to keep clients informed regarding your products and services.

### 3.1.5. *Finding Customers:*

Tags and keywords can aid in the identification of potential customers as well as those interested in your products. They might certainly lead potential buyers to your profile, where they may fill out more information about the organization.

### 3.1.6. *Affordability:*

Handling your social media accounts and using premium social media marketing methods to improve your firm's presence online is a cost-effective way to sell your brand [9]. Small businesses competing with very well brands can benefit from social media when it does not make a significant investment.

### 3.1.7. *Manage Database:*

DBA (Data Base Management) offers delivery service options that are versatile enough even to fulfill the needs of a wide range of businesses. The importance of database maintenance and support from remote places is emphasized, while diverse clients' individual needs are handled. Services are available to provide a dependable, accessible, and expert approach to database maintenance for a variety of database settings.

### *3.1.8. Assists in the creation of a Social Environment:*

A social media platform makes it easy for you and your consumers to interact socially. Participating in a discussion forum could offer you valuable information about your company. It is made too easy with the help of social media to learn about as well as share information about a variety of big businesses, products, and services. Consumers who are using the Internet to find items have discovered specific firms in significant numbers through social media. Whenever you care about your clients' thoughts and feelings, you must go social.

### *3.1.9. Online Presence:*

People's everyday lives have become more dependent on social media. People talk about almost anything in their life, from discussing breakfast details to screaming about poor service. A large number of people use social networking sites daily, and businesses must take advantage of their Internet presence. Statistics show that is in what way people who use social media and converse online influence their purchasing decisions. Consumer shopping patterns have shifted substantially as more individuals choose to shop online as a result; companies should incorporate social media and respond to changes in advertising and marketing in general.

### *3.2. Start-ups should have Access to social media:*

Let's start from the beginning: while there are several platforms available, this does not imply that you must be represented on every social media site available. In reality, such a technique will not be advantageous and may perhaps make your life more difficult [1]. You need to choose social media platforms based on your intended audience; for example, if the majority of individuals active on a site are from your target market, your start-up should be there [10]. A little research about the platform's purpose and target audience will aid you in selecting channels that are compatible with your brand.

#### *3.2.1. Reaching Every Customer with the Help of Social Media:*

Through comments, replies, and chats on social media, you may communicate with clients in realtime. Not only can you contact them, but they can also contact you, so keep an eye on your comment section and conversations every day [11]. Because social media is now ubiquitous in every part of our life and people are accustomed to it, it has become the primary means of communication. Contacting a company via chat or the remark section appears to be much easier and faster than email, which appears to be overly formal. This is especially significant for small businesses because their social media inbox will not be overburdened with messages at once, allowing them to personally respond to all of their customer's queries and concerns. Another way to contact your customers is by engaging content; make sure you're posting vital and exciting information like enormous discounts, special deals, new items, or industry updates. Depending on the type of site you're sharing the content on, try to diversify the messaging you want to send through your postings. Keep active and remember to post frequently, but keep in mind that too many postings might anger your audience and be regarded as spam, so monitor audience reactions to discover the sweet spot.

#### *3.2.2. Building Relationship with Customer:*

Building a solid relationship with customers takes more than just a succession of entertaining postings. They a start-up needs to look after its current customers, and just being active on social media gives you a lot of options for doing so. It's critical to maintain contact with them, so respond as soon as you notice a comment or message so they know you're thinking of them. Increase your audience's loyalty and, as a result, purchases by demonstrating your

engagement and professionalism. Customers experience a start-presence up in their everyday lives when it is active on social media, which can help them gain awareness and enhance consumer engagement. People are much more likely to buy if they have a good reason to. People are more likely to buy things from firms they know and trust, and social media is an excellent method to establish that relationship.

### *3.2.3. Reaching New Audience:*

There are nearly 4 billion active social media users; while not among them are viable clients, this still represents significant company growth chances. Social media platforms are an excellent approach to reaching out to a new generation of fans and generating new leads [12]. You may encourage new fans to visit your site and purchase your stuff by being consistent in providing compelling content. Use social media advertising to reach new audiences because they allow you to target a certain group of individuals. For example, if you want to attract new followers, you can simply eliminate current ones from your ad's goal. Organizing contests or making use of hashtags are also effective ways to increase engagement. However, keep in mind that converting followers into existing customers requires more time and effort, which is why consistency is so important.

### *3.2.4. Using the Affordable Methods of Advertising:*

Because being active on social media is essentially free, it's an excellent place to begin your digital marketing approach. However, as your business grows, the owner needs to engage in social media and paid advertising to get traction in the market and beat off the competitors. In comparison to traditional promotional activities, this is one of the most cost-effective means of promotion. Furthermore, you may choose who sees your ad, track who the campaign reaches, and adjust this later if necessary [13]. You can achieve varied goals in different groups depending on the sort of campaign - only if you know what you're doing. You can achieve multiple goals and target different groups depending on the sort of campaign only your fans, or a larger audience to attract more individuals. You can also specify characteristics such as age, interests, gender, and much more.

### *3.2.5. Establishing Brand as well as Boosting Brand Awareness:*

How and where to generate awareness of the brand when there's so much competition in the marketplace is perhaps one of the most difficult challenges for new businesses. Well, using social media may undoubtedly help with boosting recognition because you can impact how existing and potential customers see your company. Social media is an excellent approach to telling your start-up's story, establishing its image, and conveying your offer. You can offer your customers whatsoever you think they need to remember and trust you - illustrate who works in a start-up, what's crucial for your brand, what your company's goals are, and what you've previously accomplished. Take advantage of the ability to communicate with your audience in real-time and share what's going on in the company, inform about new positions, and publicize company events. The sky is the limit; all you have to do is match your communication to your target audience by determining what kind of material to provide. Building a consistent brand image will help you get market recognition and improve visitors to your website.

### *3.2.6. Testing Ideas and Getting Feedback:*

If you want to stay competitive in the market, you're undoubtedly working on a product all the time, trying to improve it, or adopting new ideas. Social media is a wonderful venue for testing ideas and collecting feedback from future clients. Forming a pool and drawing

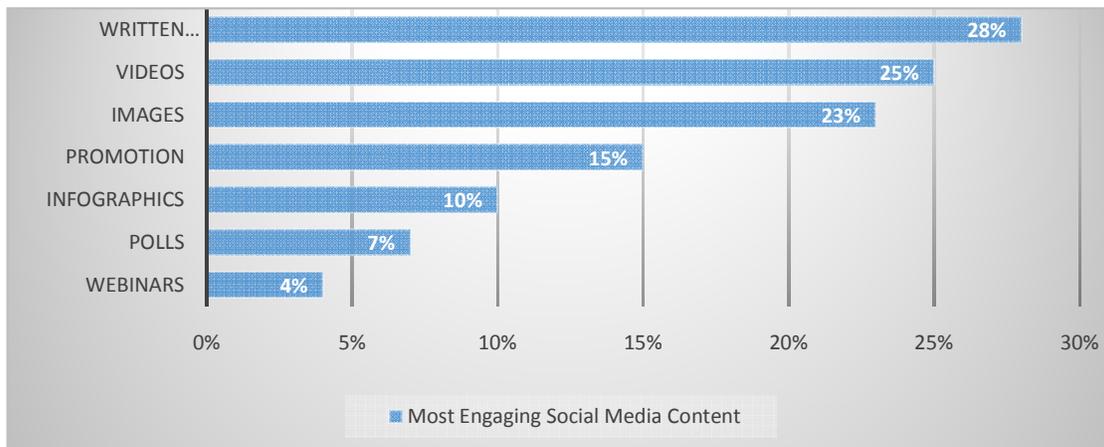
conclusions from comments and chat can provide you with valuable information about your consumers' wants and perspectives. Interactions with your customers will allow you to improve your offer and obtain vital feedback, allowing you to better understand what your customers want.

### 3.2.7. Keeping Track of Metrics and start-ups Growth:

One of the simplest ways to maintain a check of your market position and business growth at the same time is through social media. Numbers don't lie, and businesses are capable of seeing measurable outcomes by developing a successful digital marketing plan over time. Social networking networks provide information on not just the amount of supporters that have, but as well as the reach of your postings, page traffic, user involvement, and other metrics. These data will show you even if you're flourishing on a certain network and which method of conversation is most vital for your growth. They're also excellent for delving further into the profiles and wants of your customers.

### 3.2.8. Get attention and Build Responsiveness:

Customers would not become your buyers if they are ignorant that you exist. Social media boosts your exposure to prospective customers by enabling you to reach a wider number with less effort and time. It has nothing more to lose by creating a corporate profile on any of the major social media platforms. However, it is quite simple for a client to become overloaded on social networking platforms like Instagram, Facebook, Twitter, and others that are inundated with noise from businesses wanting to promote their brand, as illustrated in Figure 2.



**Figure 2: It Showed that the Most Effective Ways to Engage Customers and Avoid Noise Were Surveys, Blogs, Videos and Photos.**

### 3.3. Benefits of Social Media for Businesses:

Both established businesses and start-ups benefit from the opportunities provided by social media. People voluntarily give their data online, which is then filtered, grouped, and targeted by machines, technologies, and algorithms in the ways that each corporation sees fit. Marketing professionals may now use complex algorithms to send the appropriate message to the right people at the right moment. Every company has its social media marketing plan, which involves, among other things, financing, advertising, and document management. SMM has grown into a profitable industry where contents, performance, and exposure are vital to the entire success of a company or product line.

### 3.3.1. *Communication and Personalization:*

Customers may contact your company via social media sites, and you can respond to their questions and solve their concerns. Clients appreciate such a personalized approach, which ensures enhanced client retention and happiness. Prospective customers are impressed by the brand's approach, ensuring their conversion into loyal customers.

### 3.3.2. *Networking:*

Some of the benefits of social networking are less obvious. Social media may be utilized for networking as well. It not only helps businesses find clientele but also opens up new avenues for collaboration. Increased social media references, retweets, shared posts, and so on have enabled individuals to work across boundaries. It allows you to network with other companies, influencers, and associates without anyone ever leaving your office or home.

### 3.3.3. *Visibility:*

One of the most significant social media benefits is improved awareness of your company or product. Images, information, and graphics are essential for promoting your products and services. When you pay special attention to what you write and grow it with unique, relevant material and links, you can be guaranteed that your posts and advertisements will receive appropriate attention. This visibility extends to search engines like Google, where your content can also be found.

### 3.3.4. *Feedback:*

It is an easy advantage for start-ups because you can obtain fast feedback on new ideas and products. The target audience can give you feedback on your fresh concepts as well as recommendations for where you should go next. At the same time, how you handle dissatisfied customers who post bad comments on social media demonstrates your customer care skills.

### 3.3.5. *Competitor's Analysis:*

Businesses may use social media to monitor their competitors and conduct analytics based on available information. It wasn't always straightforward because newspaper and television adverts only provided limited information. Modern, successful organizations are ready to share their figures, purpose, ambition, chances of success, as well as other data with their competitors.

### 3.3.6. *Brand Creation:*

Brands already have been formed and established by large corporations in which customers need to hear about new collections, technologies, and fascinating ideas, thus they need to be on social media. Small businesses and start-ups use social media to expand their brands. Its operations are carried out using social media. A modern start-up may not have a physical presence, but it has approximately 2 million social media followers. With such a huge following, a physical store may well not be necessary.

## 4. CONCLUSION

Social media can help start-ups connect with target audiences, find leads, collect feedback, and launch new products and services and advertising campaigns. They can also use social media for competition planning to keep an eye on their competitors. Social media has changed the buying habits of people. Before visiting a traditional store or buying something

online, a customer spends more time studying just one product or service. This study discusses the role of social media in a company's success, with an emphasis on actually providing the information a customer needs with social media profiles, ads, and reviews. If the social media marketing team is doing its job well, your brand and identity will be at the top of this potential customer's list. Without a social media presence, businesses, especially new ones and small ones, cannot compete. When potential customers hear about a brand, they usually go online to research it. Without this knowledge they are unlikely to turn into buyers. Thus, to have high-ranking search engine result pages, businesses and start-ups must have good and complete accounts on the most popular social networking sites. In addition, sponsored online advertising that is interesting and innovative enough to attract and bring in your target demographic to your business is essential for expansion. As more social media platforms are used for campaigns, promotions and marketing in the future, their social impact will be bigger. It affects how we see and draw conclusions from the world. Social media has given rise to an enormous number of careers, propaganda and even positivism.

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## CHAPTER 15

### A COMPREHENSIVE STUDY ON THE USE OF SOCIAL MEDIA FOR TEACHING AND LEARNING PURPOSES

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#### ABSTRACT:

The use of social media for teaching and learning are numerous benefits such as improving student perceptions regarding course content by learning new knowledge and abilities, increasing class participation, and motivating students. Teaching and learning without access lead to problems such as a lack of personal interaction between students and teachers, a lack of proper monitoring of students, and a lack of advanced technology in offline classrooms. Hence all of these problems are overcome with the help of social media due to which variety of advantages in teaching and learning through social media such as providing additional help to students, expanding the scope of learning, and allowing teachers and students to stay in touch outside the classroom. In this study the author focuses on the benefits of using social media in teaching and learning such as for educational purposes social media is utilized to increase learning skills, and how education can drive digital learning to new variations. It concludes that social media networks become more integrated into the educational system, numerous helpful and also valuable tools will develop that can enhance learning. This will be used to improve their lectures in the future and allows for a personalized learning experience with access to a wide variety of content such as films, images, and E-books.

#### KEYWORDS:

Educational, Learning, Teaching, Social Media, Students.

#### 1. INTRODUCTION

In recent generations, social media has become increasingly popular as a source of information and a place to share it. Social media is being used by educational institutions to communicate with students. Social media platforms are increasingly being used by teachers to improve the entire teaching-learning process. It is important to recognize the growing influence of social networks in the process of education and book learning [1]. It connects students not only with relevant information but also with learning and sharing, as well as many other educational establishments, creating their active learning more interesting and engaging overall. Almost everyone uses social networking sites like Facebook, LinkedIn, Twitter, YouTube, and Instagram. Not about how many people like your postings when it comes to the rise of social media in the classroom. Students can speed up the development of their creativity, critical reflection, and language skills in specific ways when they use social media because of the collaborative atmosphere and open forum it fosters, as well as the quick speed of information exchange it allows [2]. Self-directed learning is encouraged through social media, which equips students to find answers and make decisions on their own. These social media abilities may be coached and polished in a classroom context to promote greater educational objectives and greater review. Kids may also use social media to communicate

and cooperate outside of the classroom, which means that students from all over the world can expect to develop the globally linked world long before their enter employment.

These social media stages are usually about team building, system administration, sharing, and creating information and content, all of which are very important in the study hall. Because so many kids are receptive to social media and technology, it's more reasonable than ever to incorporate their use in the classroom [3]. Each social media site has a variety of classroom applications, ranging from publishing notifications to streaming lectures and more. For starters, social media makes it simpler and more direct for kids, instructors, and parents to checkin and ask or address questions. More e-learning options are also possible thanks to social media. As remote employment and online classes grow more common, teaching students how to work remotely is a crucial lesson to learn, and social media may assist. Before integrating social media into education, it is necessary to assess its influence, but we are confident that it will assist pupils to grow in technology.

### *1.1. Create a Connection between Schools and Students:*

Apart from kitten videos and political memes, social media's biggest power is its capacity to connect people on a massive scale. Previously, schools would spend tens of thousands of dollars on remote training centers, which enable the learners through one school to take courses provided at the other through video technology frequently taking up the full front. The class it was assigned to. The most expensive aspects of distance learning have been eliminated thanks to today's learning technologies and video chat technologies. Schools in entire towns or throughout the world are now accessible via the Internet and a dedicated teacher.

### *1.2. Professors and Students can use Social Media More Effectively:*

Technology's rapid advancements have offered several possibilities to enhance students' teaching-learning process. The world of education has changed tremendously with the advent of the Internet and smartphones [2]. Teachers are investigating the possible applications of social media sites in education due to their growing popularity and usability. The combined effort and educative foundation to further develop dynamic learning have realized the potential of virtual entertainment. Social media is ushering in another period of education that has been transformed and adjusted to the singular needs of each student. Professional networks and relationships were becoming increasingly vital with one's career growth and development in an increasingly networked age.

#### *1.2.1. Collaborative Learning:*

Students use social media to share information in which some institutes throughout the world are pushing students to build international collaborations by requiring them to complete project assignments utilizing social media [3]. They develop friendships and learn to manage projects and communicate with various groups while remaining culturally conscious. Furthermore, using social media to communicate with classmates or professors about classroom difficulties has gotten simpler and faster. Students are also exposed to new project management working culture via Internet activities, which is critical in today's corporate environment. It teaches people what way to enhance their communication skills to have a strong online presence.

#### *1.2.2. Information Sharing by the Students:*

Students get speedier access to their networks because they are continually linked to the network via their smartphones. They not only offer their thoughts and opinions, but they also

supply a wealth of important information. This content contains much more than just interesting photographs and movies; it also contains useful study material. They share crucial course and test information.

### *1.2.3. Social Media Marketing of Teachers:*

Social media is an excellent marketing platform for academic institutions wanting to connect with new students. Educators must build a sound marketing strategy to raise brand awareness as a result of this new media [4]. Universities all across the world are relying heavily on social media to communicate with students. They use social media to communicate with experts on many issues. Through blogging and slide-sharing, educators are increasingly positioning themselves as experts in specific areas and themes. Students can get important information by following these professionals on the Internet[5]. It gives institutions more authority and strengthens their brand in academia. Students use YouTube and Facebook to communicate with higher education institutions. Those platforms can be used to broadcast school news, release information, and run critical information to students. It increases college-student involvement, which helps to create trust by addressing a variety of student-related concerns through community interactions [6]. Organizations can provide beneficial content as part of their marketing strategy to grab their attention favorably. It can utilize tags on social media platforms to involve students in helpful online activities. Using usernames to encourage students in useful Internet conversations on social networking sites. Videos are a popular social media tool that is a fantastic approach to conveying your thoughts. You may use it to tell youngsters meaningful and amusing stories that will encourage them as well as assist them in being ready for the difficulties ahead.

### *1.2.4. Aids in the Promotion of Research:*

Collaboration is enabled by the use of social media to boost research activities, it is one of the most efficient tools for gathering secondary data. It can create survey strategies to get information as well as thoughts from the general public as well as other specialists on a certain topic. Focusing on collaboration projects or tasks scholars and researchers can use social media to obtain and produce useful content.

### *1.2.5. Continue Teaching from Anywhere:*

It can be tough to respond to inquiries from students during a class session which makes getting answers to students' inquiries more challenging. Professors, on the other hand, can employ social media technologies to supplement their classroom instruction. To address their students' unresolved queries, they can do Facebook Live sessions or Twitter discussions. Professors can even schedule online discussions to resolve difficulties or work with students [7]. Faculty can combination of materials with a bigger audience through Facebook sessions which would not have been accessible in the classroom otherwise. Professors can keep in touch with their students if they are not in class. Students also can Livestream lectures to avoid class cancellations while traveling. If the professor is unable to attend the class, he can pre-record the lesson on YouTube.

The current paper reviews about both students and teachers can use social media to stay connected, as well as provide opportunities for universities and higher education institutions to improve teaching-learning activities for educational reasons. This paper is divided into several sections where the first is an introduction and the second section is a literature review and suggestions from previous studies. The next section is the discussion and the last section is the conclusion of this paper which is declared and gives the result as well as the future scope.

## 2. LITERATURE REVIEW

Drina Intyaswatin [8] has explained that the goal of this research is to close the information gap on the effects of social media use in political discourse. The author examines the effectiveness of social media in political learning when it is not used in the classroom. In that study, the author develops a cross-sectional study of undergraduate college student representatives from Bandung's five largest campuses. The author used 977 student surveys to interview them, and the results suggest that students learn about politics via their networks, not merely through social media activity. It was concluded that students' political learning is influenced differently by social media activities and political debate activities.

John Edumadze and John Demuyakor have explained the factors for university faculty members' use of social media networks in Ghanaian institutions, as well as how the user might influence their academic output. The author has The topic was investigated using 302 university professors, 5 randomly selected institutions, and 13 academic institutions, with the finding that the particular social media stages used by academic staff in the university include WhatsApp (57.1 percent). It was concluded that university professors who utilize social media write more academic research.

Nora Abdulaziz Ali et al. have explained a qualitative investigation of the lived experiences of 7 university graduates with the use of as a learning aid in social media. The author identified 13 key themes from data collected via interviews, observations, and artifacts, presenting a comprehensive picture of participants' experiences with incorporating social media for higher traditional schooling. The author utilized the approach because the participants had different opinions about what social media is and what it is not, emphasizing that increasing clarity on social media as an idea is crucial to both research and actual social media integration. The result shows that Social media enhances cross-cultural adaption and enhances cross-cultural interaction and communication abilities of graduate students, according to themes connected to cross-cultural features. It was concluded that graduate students' actual experiences involving their self-initiated utilization of social media for learning can differ.

N. A. A. Aleisa has explained the use of social media in English as a foreign language (EFL) learning and teaching in Afghanistan, as well as the preferences and regularity of utilizing social media in EFL in Afghanistan. The author conducted a survey in which a questionnaire was provided to 170 randomly selected respondents from Takhar University in Taloqan Metropolis, Afghanistan's northeastern city. According to the survey, Facebook and WhatsApp were one of Afghanistan's more popular social media platforms, and they were often used in EFL teaching and learning. It concluded that to improve students' accomplishments and learning outcomes, higher education authorities should develop a policy, offer additional facilities to institutions, and encourage young people to use social media for learning.

W. Alenezi and T. M. Brinthaup have explained that to investigate how students at Kuwait Institution's Colleges of Education use social media. The author used a volunteered selection of 35 Kuwaiti undergraduate students who were interviewed for data on the social networking learning attainable standard aimed at female Arab students. According to the data, undergraduates in Kuwait are frequently familiar with and experienced with social networking sites. It was concluded that Kuwait University's requirements to fully capitalize on the advantages of utilizing social networks for education learning, as well as set official guidelines for staff and student social networking sites use.

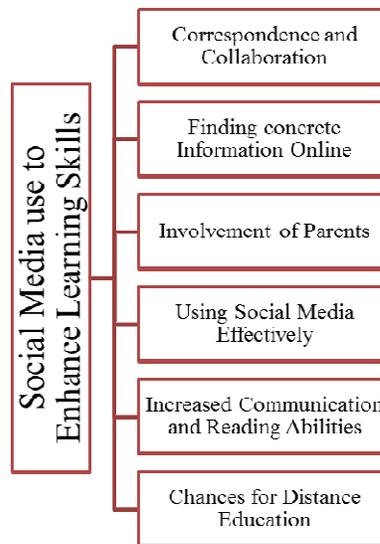
This study is to close the information gap on the effects of social media use in the field of political discourse as well as social media with a qualitative investigation of the life experiences of more than seven university graduates used as learning. In this study, the authors discussed the importance of social media, which will be an important part of every student's life, as well as making it easier to exchange information, connect, and stay connected.

### 3. DISCUSSION

This section studies various factors such as the significance of social media will be a vital part of every student's life, correspondence, and collaboration between teachers and students, the chance of distance education with the help of social media and social media in teaching can accelerate digital learning.

#### 3.1. Social Networks are being utilized in Education to Enhance Learning Skills:

Smartphones are becoming more and more ingrained in our daily lives in which anybody over the age of thirteen has a record on one of the noticeable social media stages, like Facebook, Snapchat, or Instagram. WhatsApp's base age has now been stretched out to 16 years of age. Understudies utilize various Internet-based assets to fulfill their singular prerequisites. It's protected to contend that person-to-person communication and schooling are complicatedly joined in this day and age in Figure 1.



**Figure 1: Illustrates the Social Media Use for Learning Skills which Play a Vital in Student’s Life.**

#### 3.1.1. Correspondence and Collaboration:

The most essential aspect of social media is that it improves communication by utilizing Youngsters Messenger or WhatsApp, any student can communicate with anyone at any time. They can visit such sites via their cell phones, tablets, or computers, where they can ask inquiries, have phone discussions, or conduct video calls [9]. When a student experiences trouble with their studies, they can always seek help from their peers. Applicants are not compelled to attend a meeting with the teacher. Encourages learning by allowing users to share materials through social media, Google Drive Box, and Google Docs. Some teachers are broadcasting live on Facebook. Connect with your classmates via.

### *3.1.2. Finding Concrete Information Online:*

The different sites and other social media stages give a wealth of information that students might view as gainful. Students can utilize social news channels to track down significant and engaging sites to continue to keep refreshed [10]. Students can use their interests to get solutions to their inquiries. Tumblr and Pinterest are two websites that might assist students in coming up with ideas for school assignments or practical issue solving social networking sites have learning advantages, such as supporting students in adequately preparing for important lessons and comprehending specific themes. Many academic areas will have the most up-to-date material on social media sites, enabling students to take part in surveys and discover what's new.

### *3.1.3. Involvement of Parents:*

Parents can utilize web-based entertainment to remain engaged with their kid's schooling, by following the school on Facebook and Twitter, parents can keep awake to speed on instruction exercises, tasks, and occasions [11]. If parents desire to discuss their child's progress, instructors can contact them via Skype or other safe digital platforms. Parents may also create a social network for individuals using Facebook or WhatsApp to keep up with school difficulties, education, and academics [12]. All of these positive social media benefits have an impact on parent-school contact, promoting learning regarding, discussing, and monitoring their children's educational and behavioral progress. This is yet another good effect of social media on student achievement, as parents may provide better educational support from parents.

### *3.1.4. Using Social Media Effectively:*

Harnessing social media conversations is undoubtedly worth exploring as K-12 education prepares to dig into virtual learning. There is much more study on student visual attention throughout distance learning [13]. Technology has long been recognized as a great foundation for learning and teaching; yet, there is a narrow line to walk when it originates to balancing the use of technology, particularly social media, with high school students' academic engagement and high-quality instruction. Gone are the times when instructors were the only information gatekeepers. The Media and the Internet are today's information highways. Teachers' roles have transformed from exclusively teacher-led to progressively student-led as a result of easy access to endless information. Teachers must recognize that by addressing learning as a facilitator, technology may become an educational ally when strategically implemented. As contrasted to being a main source of knowledge, it facilitates instruction, enhances student academic competence, and encourages personalized learning.

### *3.1.5. Increased Knowledge, Communication, and Reading Abilities:*

Kids are usually exhausted by learning to read; however, Students are more likely to consume several online pieces of information from the media and the Internet, especially if the material present in the animation model. Internet posts, comments, news, magazines, and also books provide a limitless number of material to read, motivating scholars to devote effort and time to their studies. Such Internet activity benefits a child's overall education, and children are more likely to establish good reading habits, which improve their writing abilities significantly. The bulk of social networking sites is interactive, which keeps kids engaged.

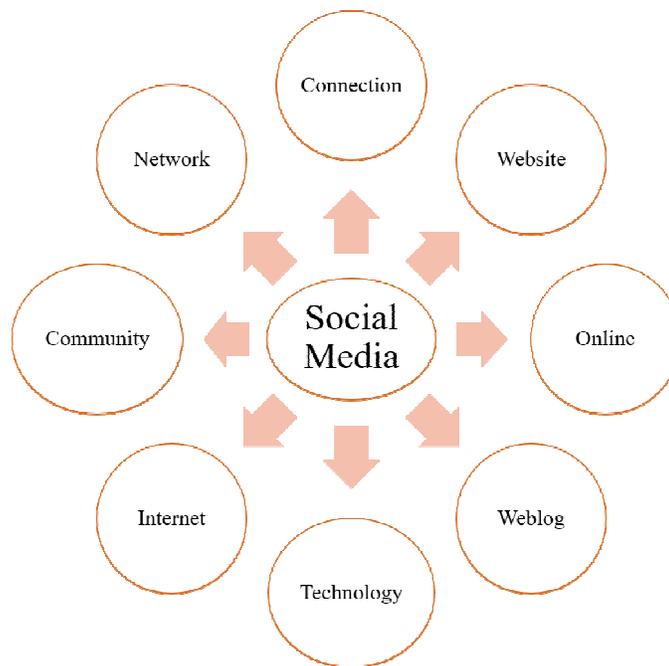
### *3.1.6. Chances for Distance Education:*

An additional important benefit of using social media in tutoring is the ability to study remotely. Many impoverished children are unable to attend a professional educational degree

class regularly at a school. Modern educators are capable of attracting students across distance learning by using social media and other online tools [14]. It will become an important feature of our modern learning system shortly presenting online lectures via Skype such as Webinar Jam is one method of providing students in remote parts of the world with a right to schooling today [15]. As a result, social media sites that allow free audio and video conversations, as well as the exchange of papers, links, and other sorts of material, may be extremely beneficial in refining students' academic learning and performance.

### 3.1.7. Social Media Tool that Connects Different Categories of Groups:

As a tool, social media is particularly good for assessing group connections, It can reveal which members are linked to one another, the extent to which they collaborate, and the overall network health in terms of information flow [16]. Users may communicate and network with one another on an unprecedented scale and at rates not seen in traditional media thanks to social media. Social media is increasingly impacting society's public dialogue and producing tendencies and agendas on subjects ranging from the environment and politics to technology due to its ease of use, speed, and reach [17]. Some professors, particularly on college campuses, appear to be beginning to recognize the potential benefits of social networking. It is mentioned in Figure 2. The time spent on social media improves learning and teaching effectiveness.

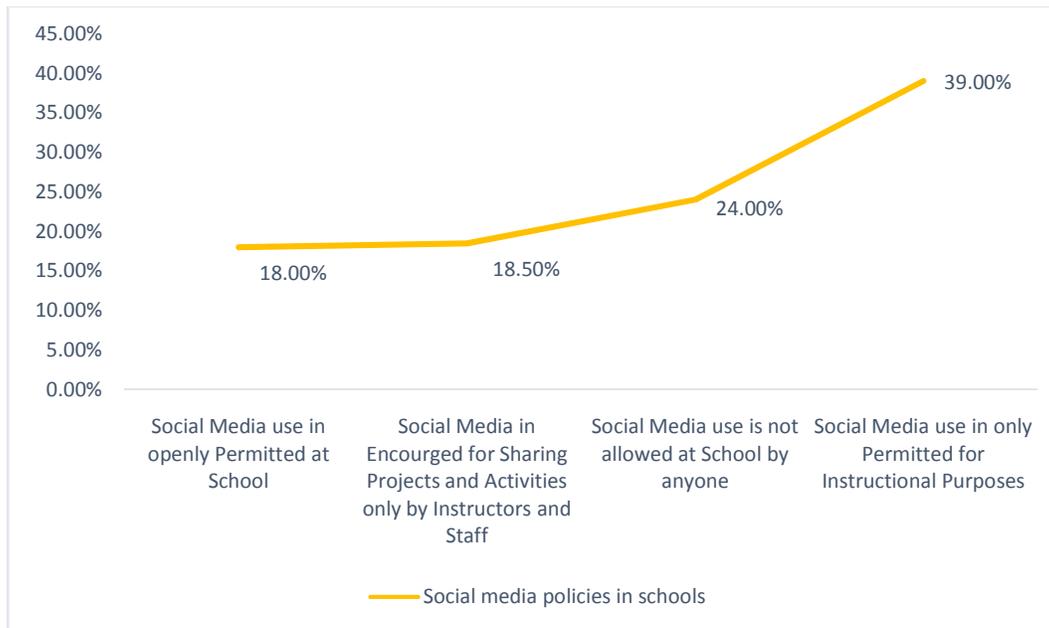


**Figure 2: Illustrates Students and Teachers Benefit from the Time Spent on Social Media Improves Learning and teaching effectiveness.**

### 3.2. The Social Media in Teaching Can Accelerate Digital Learning:

It appears that fear is being deployed in classrooms to elicit discussions about social media. This discourse is shifting, despite long-standing concerns about digital citizenship and Internet security. As per the 2018-19 Status of Computer Education in 12 the standard student in education studies, more than 50% of schools generally permit social media to use for instructional purposes, while about 5<sup>th</sup> of institutions explicitly permit social media use on

campus with authorization. These figures are only going to rise, therefore leaders must be ready as shown in Figure 3.



**Figure 3: Illustrates the Example Between 2018 and 2019, the Status of Online Learning in K-12 Education was Determined by Social Media Policies in Schools.**

### 3.3. *Benefits of Using Social Media for Education as well as Learning:*

Since the advent of Internet technology, social media has become an integral component of every student's life. Through social media, it is easier and simpler to share information, interact with others, and stay in contact. Social media can be used by students and teachers to communicate with one another as well as for instructional purposes [18]. Student and educational facilities are being empowered by social networks to better the teaching and learning process. Students can also utilize social media to create relationships for future work opportunities. Academic institutions must be engaged on as many social media platforms as possible, as this aids students in developing higher academic techniques that make them livelier and more inclusive. Professors can organize live sessions, provide additional help to students, and expand the scope of learning outside the classroom by using their Twitter or Facebook handles, as well as messaging platforms like WhatsApp. They can use online entertainment organizations to discuss their point of view or class work. Subsequently, online entertainment allows teachers and students to stay in touch outside the study room.

One of the primary motivations for teachers' use of social media in or out of the classroom is that it allows them to do personal branding. It helps him establish himself in the academic community. Teachers can use online entertainment stages, for example, by publishing various materials on Facebook, Twitter, blog places, and YouTube to show their mastery [3]. Those phases are very famous among the students and can help you in promoting a strong position. In the classroom, social media sites are utilized to facilitate conversation with other students as well as prospective communication with persons outside the classroom. Using Facebook Live sessions, you can engage with industry professionals.

### 3. CONCLUSION

Social media will become an important part of every life of a student as it helps to exchange ideas, interact together and stay connected as well as being empowered by social networks to improve students and educational facilities as well as more appropriate. Teaching and learning process. In this paper, the authors discuss that as social media networks become more integrated into educational plans, many useful and effective technologies that can improve learning will emerge. At every level in which modern students are deeply connected to social media. If one is not using social media, then he/she is missing out on a large number of potential customers. Its application in educational institutions has the potential to be very beneficial. For educational institutions, social media has many advantages. These are all just some tips to get you started. Social media networks provide excellent options for peer and teacher connections. In the future, social media will be used for teaching and learning as it has various benefits teachers can use additional formats such as forums or conversations to improve their lectures, and it can provide individualized learning with access to a wider variety of content experiences allowing. Like movies, images, and e-books and you can access this additional material at anytime from anywhere, making learning more dynamic and adaptable.

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## CHAPTER 16

### INFLUENCE OF SOCIAL MEDIA TRANSFORMATION IN JOURNALISM ON NEWS REPORTING

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#### ABSTRACT:

The term news-casting was initially employed to report on current growths cutting-edge published structure, explicitly papers, yet with the approach of radio, and television, besides the Internet cutting-edge the twentieth century, the term is in use for all printed and electronic has expanded to include correspondence management current issues. The focus of this study remains to examine the influence of social media on current journalism for news reporting. In numerous enterprises, including partnerships and the news media, the battle to stay aware of the present innovation, and web-based entertainment apparatuses could happen for sections. This paper is divided into sub-points, which summarize the present state of customary media, meanings, as well as standard data. Includes electronic diversion and social news. This study explains in detail the concept of Web 2.0 and the major variances amid Web 1.0. Web 2.0 emphasizes receptivity, connectedness, and space. The platform, rather than the content, is determined by the web distributors. The arrival of the Internet besides the advanced innovations it may utilize has also guaranteed that anyone in the general population can access data on the Web. In the future, the new study has a significant opportunity to analyze changes in news reporting with unique technology adoption and to find out weaknesses or strengths in journalism, as well as suggest new technological adaptations to improve journalism.

#### KEYWORDS:

Journalism, News, Online Entertainment, Social media, Web 2.0.

#### 1. INTRODUCTION

Several industries, including corporations besides the news media, struggle to keep up with today's technology, and social media tools could go on for paragraphs. Newspapers, governments, and corporations besides other types of leading institutions cutting-edge the traditional global just had to spread data, which people would consume by reading or watching it. This seemingly tried-and-true method remains evolving. For the present public, simply making data accessible is not enough. However, the current crowd expects something to do with what they read, and for the most part, accepts that they should have the option to contribute content and sentiments as well. This change, known as a "virtual entertainment upset", is not the end of news-casting in the Rather, vote-based development is part of the core values of reporting at the beginning: straightforwardness, trustworthiness, and giving a voice to someone who doesn't have one [1]. Some customary and contemporary news associations report and comment on how the Internet and virtual entertainment, especially interpersonal interactions, inevitably affect news associations and how they operate.

Even though newspapers are currently facing an emergency regarding how to make news productive in the computerized age, this is not the original focus of this report. It has been talked about to death, how the paper will bring in cash. All things being equal, this

exploration will zero in on how web-based entertainment, especially person-to-person communication sites like Twitter, has begun to haunt news associations and how writers play their positions on an everyday basis. The essential motivation for running this report is to examine how the web-based diversion conflict has changed and will continue to change news inclusion and news affiliation [1]. To detect web-based entertainment and its staff, the data accumulated through diary papers, meetings, and perceptions must be read and broken down as this report has been completed.

The paper remains divided into sub-topics a summary of the present state of outdated media, meanings besides baseline data of what web-based entertainment besides social news coverage, virtual entertainment equipment experts use, and a Contextual investigation of recent developments in which virtual entertainment played a part in revealing news. Ethical issues involving virtual entertainment transition, and what could be the future of news media due to web-based entertainment. The report will answer single basic, yet rather complicated, question, what influence has virtual entertainment had on news associations an inquiry like this can't be addressed directly however should rather be examined. While the report will zero in on what has occurred before, it will also plan and consider whether general assessments of the traditional press helped accelerate the onset of the web-based entertainment unrest. The results would lead the account to offer 3 areas in which virtual entertainment has thoroughly approached public confidence in the news media according to online entertainment; the relationship between neighborhood news associations and web-based entertainment; how the news and it will be enclosed utilizing online entertainment apparatuses.

1.1. Impact of social media on News:

Online entertainment is one application to come because of this mechanical advancement. It has been described by Kaplan besides Heinlein as "a collection of Internet-put together applications that form concerning the philosophical as well as mechanical underpinnings of Web 2.0, besides which permit the formation as well as trading of client-produced content". While attempting to characterize this same virtual entertainment for correspondence, experts have come to characterize it as an "alternative basis for public correspondence [2]. Manuel Castells calls the ascent of 'Mass Self-Correspondence' cutting-edge in his 2009 paper understandable, building mass correspondence framework through messages, websites, video blogs, digital broadcasts, wikis Customers have a course. Various scientists have remarked that this collective self-correspondence makes each individual a news source in his own right and that such strategies have led to reducing reporting as a calling. Like news, virtual entertainment has turned into an essential current technology for talking to each other.

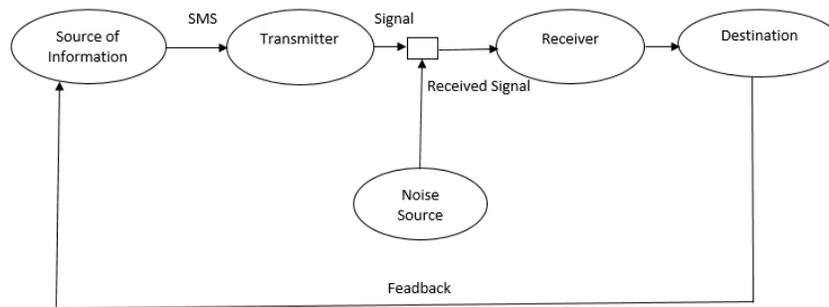


Figure 1: The above Block diagram represents the relationship of social media to the public communication system [2].

It can very well be argued that web-based entertainment is a type of broadcast news in its own right, yet a particularly mechanistic advance that has been made through the successive stages of making. And given the devices that customers can use, describing virtual entertainment, as a peculiarity, has an impact on the customary approach of disseminating news in all kinds of mediums. On television (TV) news, moderators would frequently end a fragment on a specific subject by perusing specific remarks got from Twitter from watchers [3]. In cutting-edge papers, users will be urged to offer their remarks through a specific web-based entertainment channel on specific hotly debated issues, with such remarks showing up as a component of one more day's report as shown in Figure 1. In addition, on the web, numerous news outlets have connections as well as logos for sharing stories on a specific informal organization webpage, as well as a crate for commenting on the story above, so that to some extent, many individuals can Comment appear as a continuation. This opportunity to give criticism should appear in a refreshed version of Shannon and Weaver's recently spotted correspondence model.

An essential meaning of online entertainment was given before, yet can now separate it to figure out it undeniably. Kaplan and Haenlein believe it to be comprised of cooperative activities, for example, Wikipedia, virtual game universes, web journals besides miniature websites, person-to-person communication destinations, and content networks, besides a virtual social world. Each of these remains a stage that permits said formation as well as the division of UGC. With the beginning of online entertainment, there has been a move towards its utilization as the strong elective foundation of public correspondence Poel besides Borra featured.

### *1.2. Tradition technique of journalism:*

The journalist's expert personality has certain commitments that it is decided to adhere to which are fundamental to his prosperity in the field. The formulation of impartial truth remains prominent among them besides remains supported by the need to utilize highly subjective when judging the crowd. Siegel man points to the author/columnist's essential public capacity, in a functional form of latent objectivity. In keeping with these commitments, authors have an intrinsic right to collect data and express plans for general society in a basic, educational, and engaging way. Journalists see themselves as participating in the analysis, entertainment, and data for the benefit of science, as opposed to academic correspondence and parental government-funded schooling, which is desired by researchers [4]. Within news coverage, and among the journalists, there are different positions regarding the connection between the author and the crowd. Robinson pioneered the ethnographic examination in the commentary approach to online news sites as well as highlighted two points of conservatism and convergence. Conservatives favor continuing a progressive relationship between the essayist and Pursue, with limited contributions to reading inside news sites. The conflict was with conservators who felt that increasing contributions were the way forward.

### *1.3. Statement inside journalism:*

The media in Habermas are scrutinized for pursuing a one-sided correspondence design, creating messages without immediate effect on their readers. It is exposed to key areas of strength for opportunities to communicate dissent to the union or residents in the absence of subjects. The idea of Metro news coverage, a philosophical development that flourished during the '90s, relies on an effort to reconnect with the crowd and their famous penchant for specific topics. These days, urban news coverage can be transformed into participatory reporting, an Internet-based local area that advances inclusion amid the media besides their

network of readers. News legitimacy addresses a single of the contemporary concerns, which became seeming with a commitment to reporting in web-based phases. While online reporting is becoming a web practice taken over by all papers, the idea of intelligence generally emerges from the news business [5]. This nature of novel media phases advances the underwriting of the 2-way correspondence model, testing outdated acts of reporting that rely on one-way correspondence. This state-of-the-art reporting permits its users to participate effectively in the development of information besides permitting key essayists from the business to send their customized critiques.

#### *1.4.Characteristic information and news reporting:*

One of the fundamental concerns and obligations of news coverage remains the significance of impartiality in making announcements. The news remained something that could be seen as waiting and was verifiable and non-sectarian. As Vartanova pointed out that while news coverage is constantly based on actual truth, the editorial exam is an examination of the real world. As a result, there is an innate obligation to reality in revealing news. "The untold case of News Age dictates for general that it should be seen as 'adjusted' besides 'fair' cutting-edge its cure of the counter-position. Subsequently, when the word news is used, in a program there is a wide range of conjectures and cases [6]. The following point is to address the investigation to consider why it would be appropriate to produce news capacity. In addressing these inquiries, the consideration of information according to the responses received becomes clearer. In the running setting, three changed jobs or classes appear to be generated.

Harassing or potentially promoting to a group of people to mediate legislative issues and policy, and to influence conscience. Cutting-edge and acclaimed liberal Western sympathetic of information, it should be intended to "arm" people with generally reliable data that empowers them to settle on binding choices on issues that affect their prosperity and lives. They affect. These various jobs are explored within the setting of extensive communication and progress reporting in Russia. V. Jain, M. Goyal, and M. S. Pahwa said that there remained a short "brilliant era of" cutting-edge Russian reporting from the late 1980s to the beginning. Where it played an optimistic role in modification. From the 1990s the media structure went through a rapid emotional alteration from the Soviet model to the market model. Through the mid-1990s, politics besides financial affairs started to tighten its grip on news sources and media creation. The politicization of the data framework continued [7]. During this period, "the work of the media in a data framework failed to be autonomous. Pervasive communication turned into a method for controlling rather than editing or illuminating the crowd.

#### *1.5.A career in Journalism:*

During the recent twenty years, the workplace of writers across the planet has been radically changed. News media ownership became further merged when the extreme recession prompted staff decreases besides cuts. Probable threats to efficient independence arose as news associations developed more market-driven besides "urban reporting" testing the outdated relationships between columnists, sources, besides crowd individuals. Much of these advances may be followed by the Web's influence on editorial function and news associations, which have adopted Internet-based media as a way to interact with additional crowds with more named and habitually breaking news. Nonetheless, special requests for online news have also affected the way columnists work today [8]. While web and online entertainment has built it easier aimed at columnists to research besides reporting their accounts, a significant number of them currently write a story, actually, shoot pictures or videos, as well as later create their own aimed at various media stages. Own work is expected

to change. These are new specialist commitments that can create a gamble of burnout, exhaustion, and stress among writers.

### *1.6. Digital transformation in journalism:*

William Dutton, a humanitarian at the Oxford Internet Institute (OII), argues that strong new news stages and organizations are emerging, which do the free and crazy work of the traditional press. Dutton designated these strong phases as the "Fifth Estate" which generally distorted and operated on the boundaries of existing news media associations. Dutton acknowledges that the 5th Estate may have been as significant to the twenty-1st hundred years as the 4th Estate has been from the 18th. The argument is that in the twenty-first 100 years, another association is arising for certain properties, such as the Fourth Estate, although with substantial and understandable infallible and significant highlights its acceptance and presence as another separate Fifth Estate, Such organizations are opening up better perspectives for reforming political associations, news media associations and the responsibility of various spheres of force and influence [9].

Due to the rise of the Fifth Estate, standard news media associations attempted to understand and recognize the special and social difficulties raised by the rapid growth of this niche. Various down-to-earth issues were emphasized: publication control, adaptability, responsibility for assets, the ambiguity of expert and individual circles, as well as concerns about the agentic or non-representative nature of organizations seeking acknowledgment. The essential plight, as distinguished by the traditional press, is not directly or by implication involving news coverage ethics, which have been tragically pushed backstage. Essentially all exploration was directed here with a clear expression or definite reason to look at the uses, capabilities, jobs, and impacts of informal communities as opposed to traditional media.

## **2. LITERATURE REVIEW**

Khalaf. M. Tahat et al. discussed employing new media inside Journalism major: A cross-sectional study at Yarmouk University, Jordan [10]. The author state that the existing study absorbed the media use designs of both Jordanian students and instructors. Respondents also said that they used social media aimed at education as well as got data from online platforms. On the other hand, the instructors admitted that they only used social media to help their students improve their learning abilities. As a result of the rapid investigation, future studies were recommended on employees in the educational sector to improve their skills and work skills. Jordanian students as well as instructors mainly use WhatsApp, and Facebook, besides Instagram like social media stages. For coursework, Bulk preferred Facebook. In addition to individual private consultations, faculty used social media to reach students to address unsuitable social media and utilize cutting-edge open class deliberations.

Greg Simons discussed the influence of social media and citizen journalism on mainstream Russian news [11]. The author said that the purpose of this study was to analyze the influence of social media as well as citizen journalism on mainstream Russian news by analyzing those working directly or indirectly in the field of professional reporting. A questionnaire directed to a group of journalists, teachers, and students was used to obtain qualitative data. The findings showed that the impact of the new technology increased information freedom. It was more difficult to determine whether it was consolidated or not. It appears that 3 dissimilar sources of influence influenced the way defendants thought as well as answered the questions above. It was these professional, personal, as well as technical prospects, and also occasions, that influenced his approach to the role (real besides potential) of citizen journalism as well as social media cutting-edge mainstream news. The level, as well as excellence of data from non-professional sources, remained challenging. This was because of the capability of

outdated journalism to accept as well as exploit social media's cutting-edge work, resulting in a lack of perception of the potential threat to their careers.

David H. Weaver & Lars Journalism explained Changes in the United States (U.S.) Journalism: How do journalists think about social media [12]? They said that the poll was part of the American Journalists Project, which conducted alike reviews for American journalists in 1992, 1982, besides 2002. It originates that American journalists commonly utilize social media to keep up with other news outlets. Seeing known opportunities, most of them used web-based entertainment to think of story ideas, talk with their readers and viewers, and obtain additional information. Perhaps the most widely recognized protest was that Web-based reporting forfeited accuracy in exchange for speed. Generally speaking, it appears that most authors understood the importance of web-based entertainment, yet hardly anyone agreed that these new types of computerized correspondence improved the incredible skills of reporting. A large portion of them also used online entertainment to think of story ideas, communicate with their audience and audience, and learn more. Therefore, columnists typically used virtual entertainment as data, or some data was collected as opposed to matching sources.

### 3. DISCUSSION

Web-based entertainment brings new qualities such as intelligent exchange and social engagement. Columnists may now have an actual conversation with their crowd. Online discussions have also been set up so that everybody may put themselves out there when the comments remain to empower. Traditional single-way correspondence remains to turn into a 2-way discussion. Web-founded entertainment has assumed significance to what constitutes the right to express freely. Never, has it ever been so natural to communicate thoughts. Twitter is an exceptionally proficient online entertainment that realizes utilize a great deal, as it assists writers with finding declarations besides contacting individuals, they can in all likelihood never detect face-to-face. It remains likewise an effective method for receiving breaking floors when they happen. Writers frequently use Twitter and by to show the troop that they remain people [13].

It upgrades the agreeability of definite writers besides adopting a key part in the way they collaborate with their crowd. The union between the individual and the expert life, on Twitter, for instance, is a critical indication of virtual entertainment's reception. Via online entertainment, news associations will know their peruses considerably more than with official statements because a remark segment is currently accessible (no matter what!) Some news relations efforts oppose virtual entertainment and some hug it. Buzz Feed or the LADbible, for example, is a novel news association invented exclusively aimed at online entertainment [14]. They comprehended how social stages spread reports and what the best organization is, another issue raised by online entertainment is the plethora of information. The crowd may not necessarily settle for the veracity of the news seen through web-based entertainment.

Which news association would be a good idea for those they trust, people will continue to trust the big news offices they have relentlessly relied on, yet what can be said about the future, they Would not have believed in the Sangh and might have been lost among the fake newscast? The 2014 Irish Social Journalism Review distributed the measure that 64 percent of Irish columnists said data could not be trusted through virtual entertainment. Before the way news has changed on Earth, there was a question as to who the author is. At present, it is being inquired who is the distributor. News organizations are leaving their manufacturing limits and their publicity offices by handing over all of their essence to outside stages [15]. This is the main method for some news organizations by drawing in a more youthful crowd.

Then both principals give the summary at that time. The new relationships organizations share with their readers as well as who control the news.

3.1. Difference between traditional media and current media:

Today's news use remains not similar to pre-satellite news when people braced tightly to their morning newspapers or took a seat on TV at designated times for nightly news. The use of news today remains not similar to pre-web news when people check happenings around the globe on 24-hour TV news channels. In recent times, a growing quantity of readers, viewers, and audience members remain turning to the web aimed at their news. Television, and newspapers, besides radio, remain still here, but there remains an emerging rivalry between intelligent Internet-based media. This subsection examines the meaning of Web 2.0 besides representing its fundamental alterations from Web 1.0, Web 2.0 takes into account receptivity, connectedness, and the local area. Web distributors are creating the stage rather than the content. Customers are creating substances such as MySpace, Facebook, and Wikipedia YouTube in particular illustrates the strengths of Web 2.0 aimed at common web clients. A method of creating besides disseminating web gratified that remains likely to lead to open communication, decentralization of control, and the chance to be shared and used once again, besides "as a discussion as a market". In association with the Web 1.0 model, a web distributor whether a news website or a personal website will convert the content to a web webpage aimed at others as well as the conversation of correspondence will end there [16]. The 2.0 model not only allows those "many others" to comment besides adding to the substance posted through the distributor, but the crowd may also add single substances themselves.

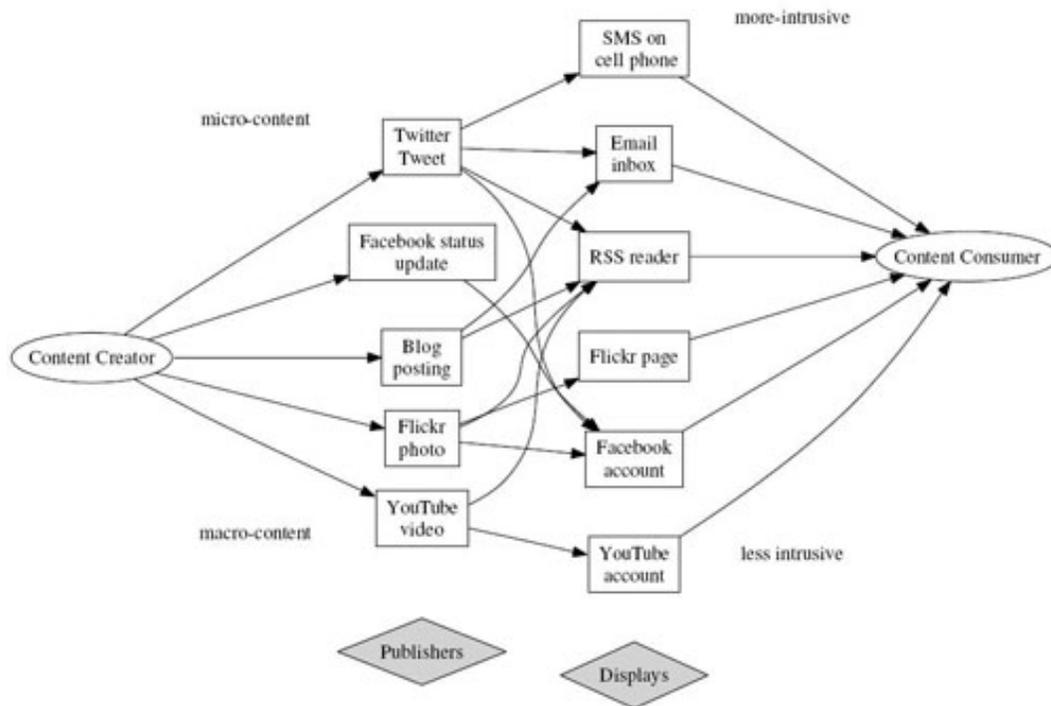


Figure 1: The above Block Diagram represents the news transfer from a content writer to the audience through the Web 2 Networking System [17].

Consider the ways by which Web2 locations change content among producers besides buyers. Web2 elaborates on the methods of reviewing content: distribution from webpage to

website, participation from various locations, aggregation to users of real simple syndication (RSS) and email, and coordination of short happy or alerts from mobile phones [18]. Part of the potential takeaway from customers creating content is through "distributors" to customers who buy content and see it on "show." Information reaches the show from distributors by a combination of back besides forth: Twitter (which helps distribute notices of up to 140 characters) may send these to a cell as SMS or user-pulled RSS gratified.

### *3.2. Globalisation of journalism:*

While discussing the globalization of media markets may be approximate that when media alteration remains brought into the reporting universe. The data gratified variations because of dissimilar interest groups which underline the need for a vastly different range of media tools from online entertainment stages to true site newspaper pages or illegal news web journals. The arrival of the Internet besides the advanced innovations it may utilize has also guaranteed that anyone in the general population may admit the data on the Web [19]. Kind of customary news media enabled. This likewise implies obscuring earlier public covers of context, meaning that little attention to the region, customer, producer, and news topic has more notable reach. It is indeed intended that there has been a specific adaptation through the media of these people as a source of data aimed at news, even though there is an outdated feeling to additional prescribed foundations. In this age of video and cameras, telephones besides super-durable Internet admission, there remains indeed a strong probability that whenever a newsworthy opportunity happens in some open space, it is recorded and revealed by an innovation wielder who is available by chance [20]. Despite the open door this plethora of potential new sources can bring, it isn't for everyone. Some examinations show that specific specialized areas of news coverage, such as political and monetary reporting, actually prefer to have world-class associates as sources. The motivation here remains that it may limit the collation and scrutiny of usable data, which is a fundamental part of using unverified novice sources.

### *3.3. Impact of social media on global journalism:*

The dishonest issues of customary reporting are not solely connected with or triggered by the presentation of online entertainment stages. The writing reported the frustration of the standard news media in meeting general guidelines of ethics. However, in the time of the Internet, the issue has escalated extraordinarily. Virtual entertainments challenge the quintessence of stage calling and attack its standards and standards as they engage with tales, tales, fake characters, and e-business practices. The development of countless web-based networks brought great difficulties to the generally troubling and questionable calling such as reporting, eagerness for myriad points and interests, for rules and ethics, and without liability [21]. How these web-based networks help to meet the significant potential of the independent open area cannot be overlooked as expressed by Jürgen Habermas. There is no doubt that this new uniqueness has certainly expanded the scope of the general; in the interim, this comes at a detriment to the nature of reporting as it obscures the lines between skilled and non-skilled editorial work.

Reporting in this new transition environment brings to the fore the issue of what and who is the author, despite the absence of credible institutional and efficient principles, participation, preparation, and schooling. Here, one needs to raise the issue of whether online entertainment phases have added to or removed the regulation goals of customary news coverage. That's what the evidence shows, sadly, this new specification has distorted a fundamental part of reporting. Only in social systems, do news media associations satisfy two capacities. First, they illuminate the general population and serve as an open forum for consideration by

making all projections accessible. Second, they scrutinize those in power and see their wrong administration. To properly fulfill these obligations, the news media argues, must be appropriate to address all collaborators associated with the report, and must be enlightened to supply forward-thinking, accurate data, ultimately robust. Famous people to be held accountable must act as guard dogs [22]. These standards linked news coverage to the general value of objectivity where the authors are fair, isolated, or unbiased. Without great and reliable data, residents struggle to participate in the administration's majority rule system, as proven by falling voter support during and after the race.

#### 4. CONCLUSION

Many enterprises, including organizations and the news media, struggle to stay abreast of current innovations, and virtual entertainment equipment can pass for passage. Papers, enterprises, legislatures, and various kinds of driving foundations in the traditional world only need to spread data, which people will consume by reading or watching. Although newspapers remain presently facing a crisis in terms of how to make news profitable and cutting-edge in the digital age, this report was not about that. In TV news, moderators frequently wrap up a broadcast on a specific topic by delivering specific Twitter responses from fans. Peruses will be urged to offer their comments on specific hotly debated issues through a specific web-based entertainment channel in papers. While online reporting is becoming a web habit accepted by all media, the idea of intelligence originates in the media world. This study goes into the idea of Web 2.0 and the major alterations between it and Web 1.0, Web 2.0 considers receptivity, connectedness, and locality. The platform, rather than the content, is determined by the web distributors. The development of multiple web-based networks has posed great challenges to the generally troubled and dubious industry of reporting, which yearns for a wide range of points and interests, without obligation, and obligation, to rules and ethics.

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## CHAPTER 17

### A COMPREHENSIVE STUDY ON THE FUTURE ROLE AND INTERRELATION BETWEEN ADVERTISEMENT AND MARKETING

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#### ABSTRACT:

Marketing is a strategy of interacting with people about the brand, while advertising is often a paid type method aimed at promoting sales. Advertising almost always requires a financial investment, whether for a specific campaign or to run. Making ensuring your product or service is appealing to your target market and customers are the continual practice of marketing. Advertising may be continuous or short-term for a particular campaign, but it often needs a monetary commitment. The interrelationship between marketing and advertising, as well as its future outlook, are the aim of this study. The study also looked at different types of marketing, marketing strategies, marketing goals, advertising benefits, etc. From traditional media to the Internet and social media marketing, marketing and advertising exist almost anywhere. This reality incorporates marketing efficiencies as well as advertising techniques to propel businesses of all frameworks and domains to success. For startups and other new ventures, developing a marketing plan should be a top priority. Technology that leads to high consumer interaction and precise targeting is the future of advertising.

#### KEYWORDS:

Advertising, Consumers, Media, Marketing, Social.

#### 1. INTRODUCTION

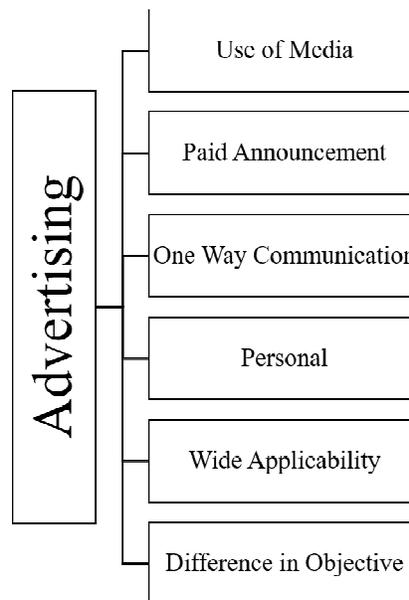
Marketing can be assessed from both social and managerial aspects. As a result, marketing is public but also the managerial process through which individuals as well as organizations achieve whatever they want but want by exchanging products and services with others. Marketing can be defined as the exchange of goods and services between a buyer and a supplier at their most fundamental level [1]–[3]. Branding is a business activity that organizes as well as directs all the effort involved in determining a customer's purchasing power or converting it into the quantity demanded. "Marketing" is the process a business uses to encourage customers to buy or sell its goods and services. Sales, marketing, and interactions with customers or other businesses are all examples of marketing. Affiliates do some marketing for the business. Sales but also members of the advertising staff use advertising to capture the attention of a significant potential audience.

A company's attempts to attract new customers and retain current ones are collectively referred to as sales promotion. Examples of networking with existing or future customers include sending thank-you cards, going golfing with possible clients, swiftly answering calls and emails, and setting up coffee or dinner appointments with clients. At its most fundamental level, marketing aims to link a company's products and services with potential customers. When goods and consumers are matched, profitability results. Many people confuse marketing with advertising, but the fact is that marketing is a discipline, whereas advertising is merely a part of it. Advertising is a paid method of communication for the

general public that seeks to deliver knowledge, stimulate demands, and drive action that favors the advertiser [4], [5]. Marketing is the activity of directing the flow of products and services from the producer to the customer or user. This definition is unquestionably better than just stating marketing as selling since it demonstrates that marketing encompasses more than just selling.

The essential to achieving organizational goals, and per the marketing concept, is understanding the needs and aspirations of target groups plus providing the required satisfying the needs of competitors. The focus of the marketing idea is on selling pleasure rather than just selling a product. The goal of marketing is not to maximize profitable sales volume, but to maximize profits via customer happiness. The customer is the center of attention, and all marketing operations revolve around him or her [6], [7]. As a result, entrepreneurs must discover clients, create a connection with them, determine their wants, and supply products and services that suit those demands. Customers pay an organization in exchange for the supply of products and services and hence serve as a focal point for the marketing activities of that firm.

There are numerous distinctions between these different names, which are discussed in this study. So let's have a look at the difference between marketing and advertising. Marketing refers to all of the activities you engage in to promote your products or services. Advertising is one part of marketing, but there are many more. Marketing includes public relations, conferences, social media, direct mail, email, as well as advertising. They all communicate the same message, but in different ways. Most of the components, including advertising, are used in a strong marketing program, often known as a marketing strategy or marketing plan. Some other way of describing the difference between marketing and advertising is mathematics subset theory. Advertising is a subset of marketing, but marketing is not a subset of advertisement. Some people, on the other hand, like to conceive of marketing as a huge framework [8]. The different aspects of marketing, such as advertising. The most important aspects of advertising are described in Figure 1.



**Figure 1: Illustrating the Various Important Aspects of Advertising.**

This digital age offers companies new advertising options, from search engines to social media to websites of all sizes. Thanks to the increasing use of smartphones, businesses can

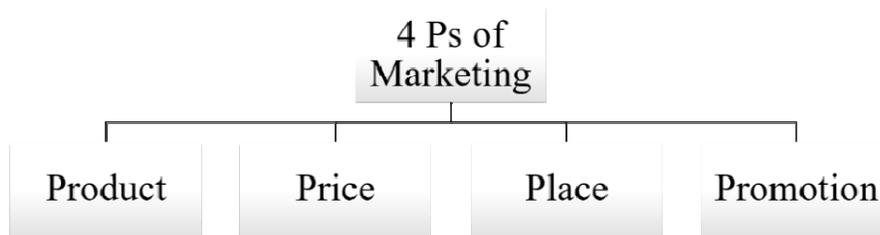
now meet their advertising goals and connect with potential consumers almost everywhere. Within the range of traditional advertising approaches shown in Figure 2, many companies have preferences for one or all of the following.



**Figure 2: Illustrating the Most Common Types of Advertising that are Recently Used.**

*1.1. Aim of the Marketing:*

Promoting a company's expansion is one of marketing's primary objectives. Bringing in and keeping new clients is another approach to demonstrate this. Businesses may employ several marketing techniques to accomplish these objectives. Predicting, customizing, and, more significantly, knowing the correct problem to address are all examples of matching things to customer requests. Adding value to the customer experience is an alternative strategy. As shown in Figure 3 by the four Ps of marketing, this may be seen in attempts to increase customer happiness and eliminate any product or service defects [9].



**Figure 3: Illustrating the Four Essential Ps of Marketing.**

Marketing Styles

Where your clients spend their time determines exactly where each marketing effort is placed. To find out which marketing strategies and tool combinations within each category are most effective at building your brand, one needs to do market research.

Promotion on the Internet

A company's presence on the Internet is in and of itself a kind of marketing. Search engine optimization, sometimes known as “SEO”, is the process of making content on a website

more effective so that it appears in search engine results. It is used by marketers to draw in customers who do searches that suggest a desire to learn more about a certain economic sector.

#### Promoting a Blog

A blog may now have several bloggers, not just one. Today, brands utilize blogs to write about their industry and attract the interest of potential customers searching for information online.

#### Social Media Marketing:

Companies may make a lasting impact on their target audiences by using social media platforms like Facebook, Twitter, Instagram, LinkedIn, and others.

#### Advertisement in Print

When magazines and newspapers become more aware of who subscribes to their print material, businesses continue to sponsor papers, images, and other similar content in the media that their customers read.

### *1.2. Advertising and Marketing:*

Product creation, sales strategy, market research, distribution methods, public relations, and customer service are all included in marketing. Every stage of a company's sales process includes marketing, but identifying their target market, engaging with them, amplifying their voice, and fostering brand loyalty over time may rely on some websites, social media accounts, as well as team members. Advertising is just one component of marketing, however. It is a paid-for strategic effort to increase awareness of a product or service to achieve the bigger goals outlined above. To put it simply, it's not the only strategy used by marketers to advertise a product for sale.

### *1.3. Marketing and Company:*

Marketing can help any business in several methods, and let's take a look at a few of the more crucial ones.

#### *1.3.1. Increasing Brand Recognition:*

This is critical since it acquaints them with the brand or solutions the company offers. It also distinguishes you among consumers, who will come to respect their brand, become loyal customers, and tell their family and friends about them.

#### *1.3.2. Traffic Generation:*

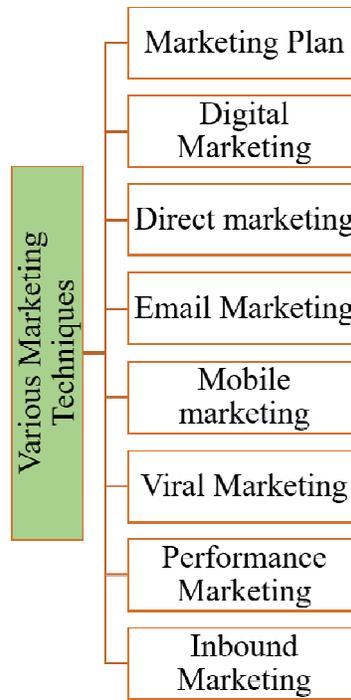
Expanding the number of visitors to the website means acquiring more high-quality leads (lead scoring may help) and, as a consequence, greater sales. An effective marketing strategy will enhance this process.

#### *1.3.3. Increasing Profits:*

Each business wants to increase revenue, therefore marketing can help by adopting strategies like upgrading your site and SEO, creating email campaigns, doing A/B testing to discover the best strategy for business, and much more.

#### 1.4. Various Marketing Techniques:

Branding is more of a variety of different techniques and strategies than just a single strategy. It can put up a list of essential marketing techniques [10], [11]. To read more about any of these tactics, click on the red links (Figure 4).



**Figure 4: Illustrating the Various Marketing Techniques of Marketing.**

##### 1.4.1. Marketing Plan:

Understand what a marketing strategy is, how the organization should have one, as well as how to develop a successful one. Without a marketing plan, a company or brand will not be able to fulfill its goals.

##### 1.4.2. Digital Marketing:

Digital marketing is a marketing method that focuses entirely on developing a digital strategy [12], [13].

##### 1.4.3. Direct Marketing:

Direct marketing is a type of strategy that uses two-way close communication to elicit a reaction from a specific target audience.

##### 1.4.4. Email Marketing:

Email marketing is one of the most profitable and effective ways in terms of return on investment. It requires sending emails to the target audience, but to be effective, you must properly define your segments.

##### 1.4.5. Mobile Marketing:

The phrase "mobile marketing" refers to any marketing strategies and activities that are solely focused on mobile platforms and applications [14], [15].

#### 1.4.6. *Viral Marketing:*

Every company's ambition is to have something go viral. Viral Marketing is a kind of marketing that spreads from one person to the next and may go a long distance in a short amount of time.

#### 1.4.7. *Performance Marketing and Inbound Marketing:*

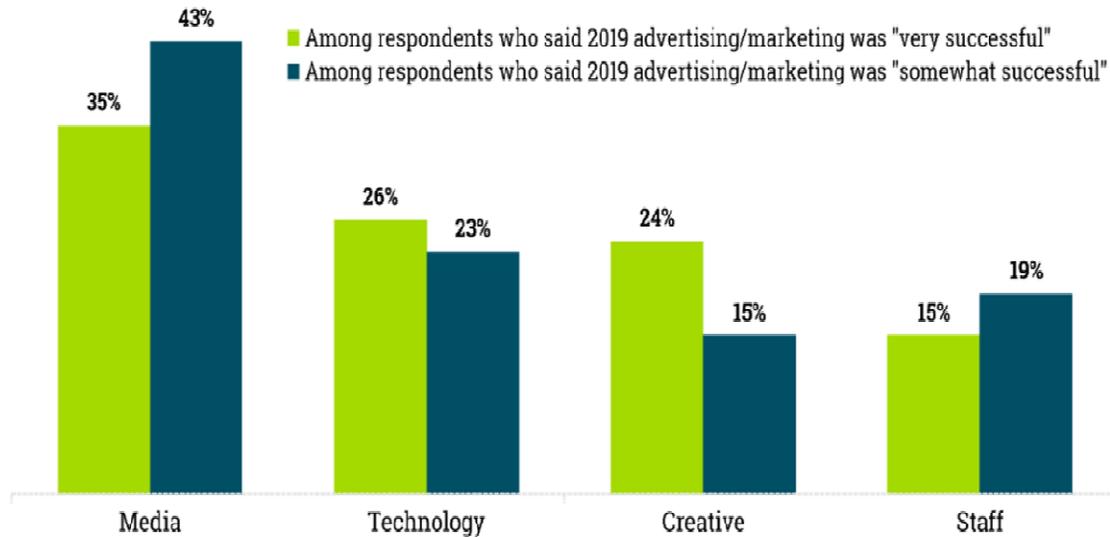
Performance marketing is a system that uses a variety of marketing approaches and techniques to ensure that advertisers only pay for outcomes that are accomplished. This strategy focuses on providing useful content to attract qualified online visitors and close the deal [16], [17]. It is indeed important to note that advertising is a subcategory of marketing when comparing different. The step to preparing a product for sale is known as marketing. Making company goods and services known to the target market is what marketing is all about. In other words, advertising is a step in the marketing process that employs data from marketing strategists and research to create alluring promos. Marketing, in its widest meaning, is a closely controlled but far-reaching process in which marketers focus on message production. To encourage consumers to take action, marketers do consumer research while advertisers engage in design, multimedia creation, and other creative endeavors. The main aim of this study is to discuss the interrelation between marketing as well as advertisement. This whole study is divided into several sections like the first section is the introduction and the author discusses the importance and benefit of advertising and marketing in the discussion section. The last section gives the outcome of this study and its implication.

## 2. DISCUSSION

As just a consequence of the technological age and the introduction of new channels of communication, advertising has changed dramatically over the years. Take a look at Hub Spot's chronology of marketing breakthroughs to get a sense of how things have evolved. Inside the corporate sector, marketing and advertising are big buzzwords that are tossed around a lot. As a consequence, understanding the distinction is crucial [18]–[20]. The process of discovering client demands and choosing the most effective strategy to satisfy them is the essence of marketing. Using paid channels to market a company's goods is known as advertising on either hand. Advertising is a part of marketing, to put it another way.

As technology advances and becomes more applicable, modern businesses employ several marketing and advertising tactics to connect with potential customers and execute transactions. The use of marketing and advertising in all forms of media, from traditional media to the Internet and social media, is pervasive. This fact involves the power of marketing and advertising strategies to advance companies of all sizes toward success. Even though marketing and advertising are frequently used synonymously, there are several key differences to be aware of. The core of marketing is the process of identifying customer needs and selecting the best course of action to meet them.

In contrast, marketing is the practice of advertising a business's products or services via paid means. To put it another way, marketing includes advertising. But the discrepancies go further than that. When a company pays to have its name or emblem shown in a particular location, it is considered advertising. Businesses use advertising to advertise and sell their products and services as well as to develop their corporate culture and brand. When done correctly and effectively, advertising has the power to enhance consumer acquisition and revenue. The largest influence on marketing/advertising is shown in Figure 5.



**Figure 5: The above Graph Illustrates the Factors that Influence the Marketing [21].**

Businesses may reach a huge audience with impersonal messaging thanks to the one-way communication channel created by an advertisement. Advertising, unlike all other forms of marketing or even public relations, is completely in the hands of the company. A company that invests in advertising has full control over how it is distributed.

#### *2.1. Benefits of Advertising:*

Businesses may use advertising in the following ways:

1. Inform consumers about the things and services they are purchasing.
2. Encourage consumers that your services are better.
3. Enhance client perceptions of a company's brand or culture
4. Determine new products or service applications.
5. Inform prospective clients about new goods.
6. Bring in new clients who will buy your goods.
7. Retain your current consumer base.

One such element of marketing is advertising. Advertising is often a sponsored communication aimed at boosting sales, even though marketing is their comprehensive strategy for communicating with the public about your firm. Advertising may be done periodically for a particular campaign or continuously, but it almost always demands a monetary commitment. Review the marketing suggestions below to determine which strategies are best for your demands and budget if customers are aware that advertising may benefit your company but are unsure of where to begin.

### **3. CONCLUSION**

Most successful businesses use a variety of advertising strategies in their overall marketing plan. This is especially true for international companies, whose marketing strategies and ad placement must take customers around the world into account. This also applies to small and medium-sized enterprises, especially now that the cost of online and social media advertising is declining. However, there are times when marketing takes precedence over advertising. For startups and other new ventures, developing a marketing plan should be a primary concern. If these organizations spend a lot of money on advertising while creating a good and long-term

marketing plan, it can be fatal. This study will help you understand the key differences between the two so that you, your organizations and your customers can have more productive communication when planning and monitoring marketing and advertising campaigns. Understanding customer needs and requirements from the very beginning of a company's existence is critical to designing and implementing a marketing plan. Any future marketing or advertising efforts will be guided by a defined plan and have a better chance of success.

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## CHAPTER 18

### A COMPREHENSIVE STUDY ON ELECTRONIC COMMERCE (E-COMMERCE) IN INDIA AND ITS FUTURE BENEFITS FOR BUSINESS AND CONSUMER

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#### ABSTRACT:

Electronic commerce (E-Commerce) is actually a business approach that allows organizations as well as consumers to obtain products and services over the use of the Internet. By providing cheaper and more efficient delivery methods for their services and products, e-commerce has helped enterprises gain and grow their market presence. The focus of this study is on E-commerce in India and the future of "E-Commerce" in India. The study also looked at the many forms of E-commerce, how they work, the factors affecting them, and their benefits. It can be concluded that the future of E-commerce is bright and will emerge successful. People's first option, as well as their backup, is E-commerce and it depends on the preferences of the individual, however, one thing that everyone has in common is that it is on their shopping list. With the expansion of E-commerce as well as the potential for growth in online company operations in the future, E-commerce must reach its full potential.

#### KEYWORDS:

Business, E-Commerce, Internet, Products, Services.

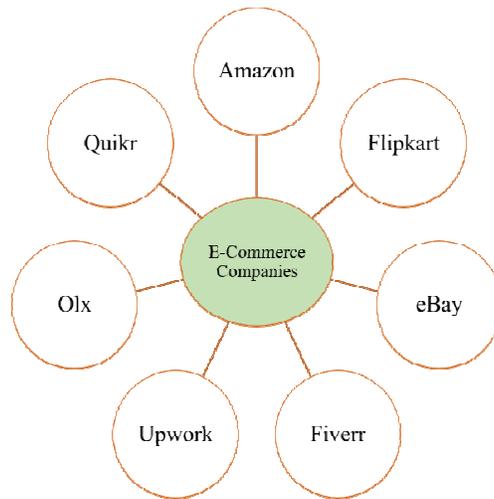
### 1. INTRODUCTION

E-Commerce is a commercial method that allows organizations as well as consumers to sell and buy goods and services through the Internet. This can be done through computers, cellphones, tablets and some other devices, and it operates in four major market segments. E-commerce transactions provide access to practically any trusted product and service, such as plane tickets, music, textbooks, and banking sectors such as stock trading as well as online banking. As a result, it is seen as a highly troublesome technique [1]. It is indeed part of the larger field of electronic organization, which encompasses all of the procedures required to run a company online. "E-commerce" has aided businesses in gaining access to and expanding their market presence by providing cheaper and more efficient distribution channels for their products.

Even if the stock market and commodities fell, E-Commerce was still able to prosper and generate significant transactions if done properly. In addition, in a transaction, it is critical to bring fresh techniques and styles. Make use of the wide In the Internet today, e-commerce is much better at bringing the goodwill of a person. E-commerce has unquestionably become ingrained in our society. Future successful organizations will be those who can take E-Commerce extremely and spend suitable resources for its development. "E-commerce" is a full economic enterprise, not merely an IT issue. Companies which utilize it as a foundation for totally changing their corporate practices are more likely to realize the advantages [2]–[4]. Additionally, E-Commerce is a valuable device that allows customers to communicate with companies and organizations all around the world. Due to improved income levels and more knowledge, there is a growing demand for global brands and total foreign items amongst connected digital Indian buyers. Lifestyle products, electronic goods, fashion, sportswear,

jewelry as well as accessories, health & beauty, home furnishings, collectibles, as well as music streaming are among the best-selling sectors online.

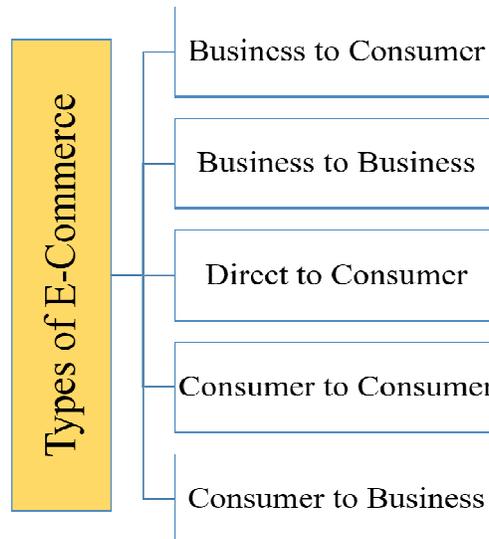
Customers find it simple to shop even while they are on the go. The future of “E-commerce” in India is bright, and the growing uses of smartphones will further accelerate the growth. The proliferation of staples is largely responsible for the e-commerce industry's expansion. Some smaller enterprises, on the other hand, are gradually carving out a niche for themselves. The sector is very quick to adopt new technologies [5], [6]. E-commerce's success is also dependent on the rapid adoption of new technologies, as well as its ease of use and affordability. In this paper, we'll look at some of the technologies that might help e-commerce flourish. As shown in Figure 1, there are many examples of E-commerce businesses.



**Figure 1: Illustrating the best Examples of the Topmost “E-commerce” Companies.**

*1.1. Categories of the “E-commerce”:*

The numerous categories of “E-commerce” are shown below (Figure 2) [7]:



**Figure 2: Illustrating the Various Categories of E-commerce that are Most Popular Today.**

### 1.1.1. “Business to Consumer” (B2C):

E-commerce is by far the most used e-commerce model. When someone buys anything from an online website, the individuals are involved in the products for the consumers in the corporation [8].

### 1.1.2. “Business to Business” (B2B):

A company selling goods to a manufacturer as well as a store as well as any other business is called B2B E-commerce. This type of E-commerce isn't geared toward the consumer, plus it often includes things like software, raw materials, or a combination product. B2B E-commerce allows producers to create products for retailers.

### 1.1.3. “Direct to Consumer” (D2C):

Consumer-to-consumer E-commerce is the most current type of e-commerce, and developments are always emerging in this area. D2C is concerned when a firm sells to some extent directly to its end customer through a retailer or dealer. Subscription is actually a generic D2C product, and social selling through the network.

### 1.1.4. “Consumer to Consumer” (C2C):

C2C e-commerce involves the sale of a product or service to another client. Platforms like Etsy, Fivver, eBay, as well as others allow consumer-to-consumer interactions.

### 1.1.5. “Consumer to Business” (C2B):

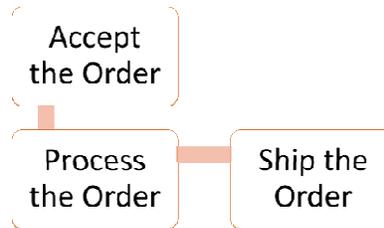
Even when a person sells their services or goods to a corporation, it is referred to as consumer-to-business. Enlisted promotional media people, consultants, freelance writers, photographers, as well as other C2B professionals.

## 1.2. India in E-commerce:

E-commerce has huge potential for emerging economies like India. In India, e-commerce is still in its early stages, yet even the most disappointing estimates point to a boom. A more competitive Internet Service Provider (ISP) industry, along with faster implementation of low-cost personal computers, plans for online consumers, is expected to help accelerate e-commerce growth in Asia's second most populous country prediction has been made. It also includes many business information about India, and a search engine, e-commerce and online solution services. In India, the number of firms that enable e-commerce technologies and the Internet has expanded over the past two years [9], [10]. Instead of depending on advertising money, several Indian portal sites have changed their attention to e-commerce. The content-rich virtual communities that have formed up around these portals have been utilized to sell anything from the event as well as mouse tickets to food and laptops. The key firms in this sector are Rediff.com and the web, as well as Indian Plaza, which recently established a retail location.

## 1.3. Working on E-commerce:

The same guidelines apply to e-commerce as they do in a conventional firm. Visitors enter your e-commerce business, browse around, and purchase something [11], [12]. The primary difference is that they don't have to leave of absence from their couch, and your client base isn't constrained to a specific geographical place or region [13], [14]. When users administer an e-commerce website, you went through similar stages whether you're selling running shoes or home items, as seen in Figure 3.



**Figure 3: Illustrating the Three Steps That are used to define the Complete Working of E-commerce.**

### 1. Accept the Request

On your website or e-commerce platform, the consumer puts an order. You'll get a notification once an order has been placed.

### 2. Complete Order

The transaction is later processed, the sale is recorded, and the order is finalized. Payments are often processed via a payment gateway that may be regarded as the Internet equivalent of your cash register.

### 3. Send the order Out

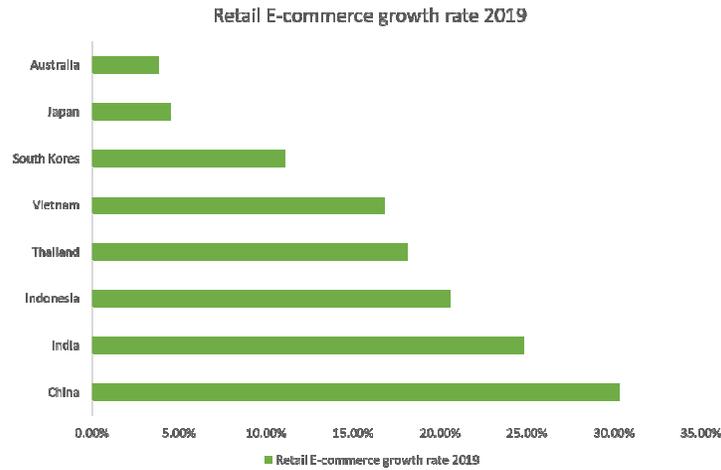
The shipment is the last step in the e-commerce process. If anyone desires repeat clients, you must provide rapid delivery. Consumers have become used to receiving products within two days thanks to Amazon. While many variables contribute to this expansion, it is important to remember that not all projects are successful. It should create a website with relevant processes that will help you attract more people. While building a website, you should choose a trustworthy platform and keep your company's objective in mind. Expertise in creating specialized e-commerce websites and aim to work with more aspiring E-commerce businesses in the future. In India, e-commerce has changed the way people do business. The expansion of mobile-commerce in the coming future of e-commerce business. In India, online payments are booming, which bodes well for the future of the e-commerce industry.

Customers love the convenience of making payments on the go. Digital payment systems are also secure and there is an increasing trend to use them. Due to technological advancement, it is now easier for people to shop online. People can use their cell phones and other mobile devices to communicate with businesses and download applications to make purchases. The growth of free shipping, which lowers customer costs, has also aided the growing image of the e-commerce industry.

## 2. DISCUSSION

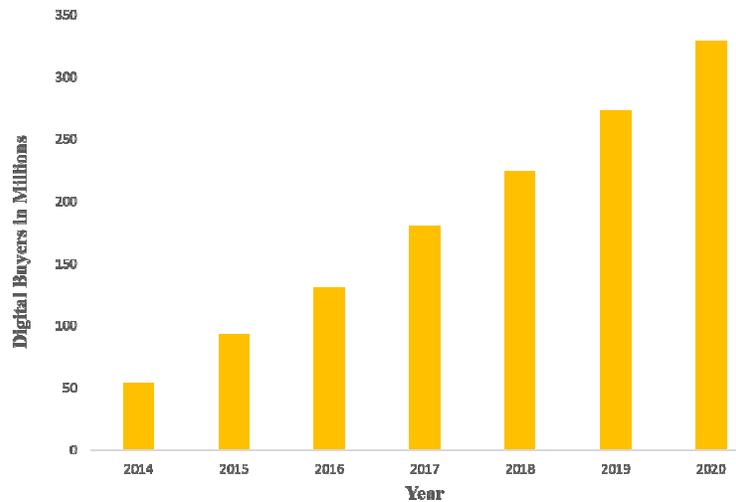
Over the previous two years, the E-commerce business has seen remarkable development. It has now become an important part of the retail ecosystem, with companies from all industries bolstering their online presence [15]. People were certainly motivated to use e-commerce by the epidemic, but it has already become a part of people's everyday life after two years. The relevance and growing potential of the e-commerce industry have been recognized by businesses from all industries. The E-commerce business has been actively expanding its reach. Over the years, they've greatly expanded access to pin codes [6], [16], [17]. E-commerce businesses are expanding their warehouse capacity in anticipation of a significant rise in sales. As the incumbent companies expand their reach into smaller areas, they spend on their logistical networks to keep up with this expansion.

Our lives have been irrevocably impacted by the simple ability to make purchases online. E-commerce is here to remain, despite its ambiguous meanings. Figure 4 shows the growth rate of E-commerce in 2019 globally. The E-commerce industry is rising, new e-commerce firms are sprouting up, as well as the digital economy is spreading at a fast rate, reaching every area of the world with an Internet connection [18]. The graph below depicts the global growth rate of E-commerce, demonstrating that India is developing and will be a better strategy in the future.



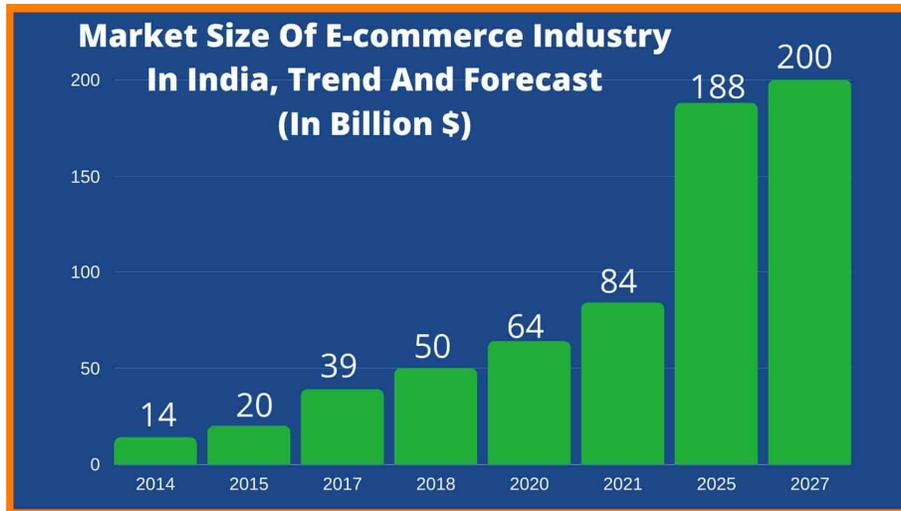
**Figure 4: The above Graph Illustrates the Globally Data for the Growth of E-commerce in the Year 2019 [18].**

However, there are a few factors that E-commerce companies should bear in mind. The primary objective of an E-commerce company should be to close the gap between online and offline purchasing, which can only be accomplished if the company concentrates on quality and special offers discounts, and innovative programs to attract customers. As a result, the future of E-commerce enterprises hinges on their ability to provide more ease and comfort to their consumers. Figure 5 depicts the graph of Indian e-commerce consumers.



**Figure 5: Graph Illustrating the Year Wise Indian E-commerce customers (In millions) [19].**

People in India are changing their buying patterns a lot as Internet penetration and disposable income is increasing. Smartphones are being used by people from all walks of life to buy goods and services. The e-commerce business in India is growing progressively and expanding its reach to the remotest locations across the country, thanks to the entry of the big three Walmart, Amazon and Alibaba. According to an analytical website, India's e-commerce industry grew from 4% of the total population in the year 2007 to about 40.00% of the total population in 2017, reflecting the advent of the Internet age in the world's fastest growing economy. By 2020, it is projected to be around 50-55 percent [20]. As illustrated in Figure 6, the rise of E-commerce in India and other Internet-based sectors is directly proportionate to the Internet boom.



**Figure 6: Illustrating the Market Size of E-commerce Companies in India and its Future Forecast [20].**

This success story began in 2007 with the launch of Flipkart, India's most successful company. Companies originally struggled to convince customers to buy online, but as technology, logistical, and payment methods developed, people started to gravitate toward this convenient mode of shopping, which was supported by several offers and discounts [21].

### *2.1. Factors Affecting E-commerce in India:*

#### *2.1.1. Presence on Omnichannel:*

Customers are turning to cross-channel habits that start with research and end with purchases. Customers also want a consistent experience across multiple channels. Anyone can launch a connected experience in which customers can engage in video conversations with the company. Screen sharing is also allowed, allowing for more effective interactions with company representatives. Companies can also employ document interactivity and co-browsing as possibilities.

#### *2.1.2. E-commerce Without a Boss:*

Headless e-commerce is a system in which front-end and back-end modules are separate. This helps companies be more flexible in providing a more personalized experience to customers. It helps deliver a truly all-encompassing experience as well as enhanced front-end personalization.

### 2.1.3. *Social Business:*

Using multiple methods to reach your customers is the future of online shopping. Customers get a better in-app experience with social commerce as it leverages social media networks. Instagram galleries can be added to your website, and actionable buttons can be added to Facebook posts. The Facebook shop and your website can be easily linked. Customers can view things on the app and connect with them by sharing and liking them.

### 2.2. *Benefits of E-Commerce:*

- i. E-commerce enables businesses to reach a global audience. They demolish the geographical barrier.
- ii. Transaction expenses will be greatly decreased owing to Internet commerce. It lowers many of the fixed costs of running a physical business. As a consequence, the firms may like a substantially bigger income margin.
- iii. As a result, the firms may enjoy a substantially bigger profit margin. An additional important benefit is a convenience it affords. A client may shop 24 hours a day, 7 days a week.
- iv. Electronic commerce also enables customers and firms to interact directly with each other without the requirement of middlemen. This permits communications and transactions. It also delivers a sensation of individuality.
- v. It guarantees that things are provided swiftly and with the least effort on the part of the customer.

### 2.3. *Disadvantages of E-Commerce:*

- i. Because “E-commerce” can appear impersonal at times, it lacks the heat of a connectedness, which is critical for many businesses and commodities. The lack of a personal touch in certain services and commodities, like interior design or jewelry, maybe a disadvantage.
- ii. The E-commerce portal's start-up costs are very significant. The costs of setting up staff training, the software, and hardware, as well as monthly maintenance and repair, are all substantial.
- iii. The E-commerce industry, while it may appear to be a sure thing, has the substantial potential for failure.
- iv. Another cause of fear is security. Recently observed a lot of security instances in which customer information has been stolen.

## 3. CONCLUSION

Customers expect their product, service, or even other offerings to be faster, better, and less expensive, thus today's businesses should always strive to deliver the next best thing that customers want. In today's world of new developments, businesses must adapt to new types of customer desires and trends to be successful and survive. As technology advances, e-commerce is becoming more important for businesses, and it is something that should be fully utilized and embraced. With the advent of the Internet and e-commerce, the possibilities for both businesses and consumers have increased tremendously. Increasing profit and growth potential for businesses while providing consumers with more choices. Unfortunately, like anything else, E-commerce has flaws, such as consumer misgivings, that can be controlled or prevented by sound decision-making and business processes. A lot of new things are happening in the world of e-commerce. Individuals and innovation are always evolving, and as e-commerce connects everything, we will always look forward to the future. Shopping has become easier thanks to e-commerce. Despite many challenges, India's e-

commerce industry is expanding rapidly. E-commerce business is now one of the fastest expanding industries in India. By 2021, the e-commerce industry's revenue is projected to be nearly four times higher than in 2015. There is a meteoric rise in the Indian e-commerce business, and by 2030. The Indian electronic retail market is expected to grow. 280-320 million subscribers over the next four years. It can be concluded that the future of e-commerce is bright and will emerge victorious after race. People's first option, as well as their backup, is e-commerce. Day by day, India is becoming more receptive to the trends of the e-commerce industry. It depends on the preferences of the individual. However, one thing that everyone has in common is that it is on their to-do list. Startup India, Digital India, Skill India and Make in India are all government programs helping e-commerce business to flourish.

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## CHAPTER 19

### ADOPTION AND IMPORTANT ROLES OF SOCIAL MEDIA IN THE FUTURE OF HEALTH CARE SECTORS

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#### ABSTRACT:

Social media has turned into a useful health and information resource, so the combination of social media and healthcare is enormously powerful. Healthcare organizations around the world are facing immense pressure to change treatment models to supply higher patient outcomes with reductions in overall health care expenses. Social media allows anyone to influence the health care system for the better capacity can be provided. This study focuses on the future and important role of social media in health care. The study discusses several considerations related to the use of social media in health care such as its uses in health care, challenges of social media in health care, importance of social media in health care in India, and the future adoption strategies of social media in health care. Within health care, social media is used by public health educators to give people a place to communicate their health difficulties. Social media is gradually becoming a component of health care due to its widespread use in the society. In the healthcare projects, healthcare providers should continue to figure out where to interact on these platforms.

#### KEYWORDS:

Disease, Health, Health Care, Patients, Social Media.

#### 1. INTRODUCTION

Professionalism including education, patient care, business advertising, effective patient care and health programs can benefit from social media accessible to "health care professionals" (HCPs). However, they pose a risk to patients and HCPs in terms of, among other things, low-quality content delivery, injury to professional appearance, personal-professional boundary violations, patient privacy violations and licensing violations [1], [2]. Various healthcare organizations and professional groups have made recommendations to address all these challenges. The term social media has a wide meaning that is constantly changing. People and organizations may use the phrase to refer to technologies based on the Internet that enable users to get and convey information, ideas, personal messages, photographs, and other material in real-time, as well as engage with other users. A variety of services available on social networking websites meet the needs of individual users [3], [4].

The healthcare philosophy is swiftly shifting, as well as patients are progressively becoming more participants somewhat than objects in the system. Similar to social media, patient-empowering technology, has already started to impact how we practice medicine and will continue to do so in the future. The process by which users employ online applications and platforms to communicate content, connections, and information through a dissertation is known as the Internet and mobile social media. In the past 10 years, the swift development of social media has been followed by a rush of individuals and enterprises from each industry wanting to communicate with family, peers, colleagues, friends, and potential consumers utilizing new platforms. To imply that social media is altering people's communication patterns is an underestimation [5], [6]. Even though well-being social media engagement lags behind non-health-related engagement, it is predicted to expand and catch up very soon.

While social media should never be used to replace established data sources for public health and disease monitoring, it does have the potential to give new information. A bundle of online messages encouraging healthy lifestyles, illness risks, as well as interventions forms social media data of interest. Seasonal influenza data supplied by more traditional sources was demonstrated to correspond with Twitter data on frequent cold episodes [7], [8]. Researchers, epidemiologists, and healthcare practitioners may utilize these social media trends to monitor changes in sickness knowledge, as well as attitudes about treatment and preventative care. Furthermore, social media data may be utilized to measure how individuals react to public health messaging and initiatives.

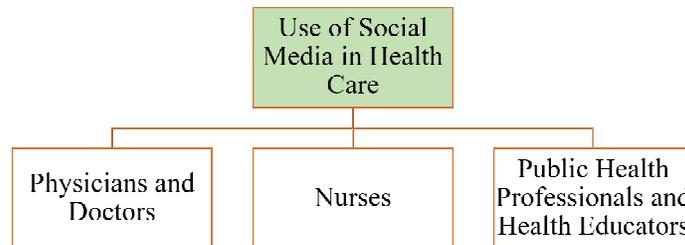
*1.1. Important Role of social media in Healthcare:*

Social media and healthcare are an extremely potent combination, and social media has matured into a useful health and information resource. In many businesses, social media is crucial, as well as healthcare is no exception. By way of more individuals getting active in social media, the medical industry has comprised it, and it is being employed in a variety of healthcare activities. Health-care companies as well as medical institutions have begun to look at the influence of social media in patient-physician relationships, as well as how this relates to different health-information systems [9], [10].

Public health leaders realized that social media platforms and social media-driven methodologies might be leveraged to establish comprehensive public health care programs. There are various advantages to working with patients to develop successful treatment plans and interacting with potential patients through social media sites. Using social media in health care, however, has some downsides. Medical personnel should be made aware of the risks and advantages.

*1.2. Social Media and its Use in “Health-Care”:*

Medical personnel would do fine to keep up with the social media developments in sequence to engage with patients successfully as shown in Figure 1 [11]–[13].



**Figure 1: Illustrating the Use of Social Media in the Sectors of Health Care.**

*1.2.1. Doctors &Physicians:*

The physicians may use social media platforms to develop communication strategies for patients like straight patient participation. Physicians may reach out to potential patients using Facebook, Instagram, or Twitter to provide information about their medical organization or private practice. The relevance of social media in health care is more important than ever, and it may help doctors reach out to more numbers of people. Doctors may also use social media to help the patients connect. By building a social media following of patients, doctors’ not solitary offer a method to communicate with them regularly, but also provide patients the opportunity to form an online community and interact with one another.

### 1.2.2. Nurses:

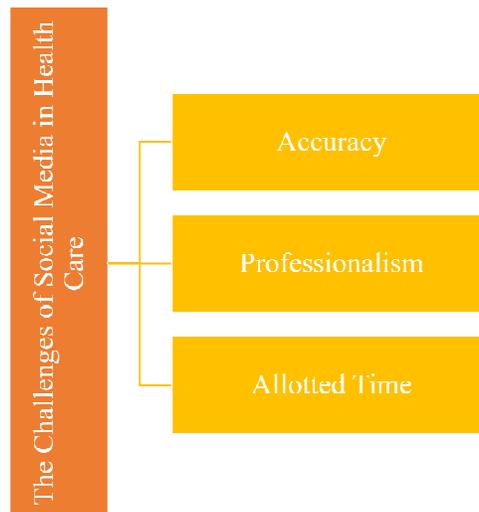
Nurses play an essential part in the medical business, even though most people think of doctors as their primary care providers. Family nurse practitioners and pediatric nurse practitioners are advanced-level nurses who may be the main caregivers for children and families. Nurses, like physicians, may utilize social media to save patients informed about events at their hospitals or medical institution. Nurses may use social media in their practices, giving parents, patients, and caregivers a place to voice their concerns and get rapid responses.

### 1.2.3. Public-Health Professionals:

As even more people turn to social media these days for solutions to medical concerns, public health professionals and teachers must have a presence online. The evaluation of the health requirements of the population a public health educator serves is their primary duty. Public health educators also utilize social media in the healthcare industry to provide people a platform to discuss their health problems.

### 1.3. Impacts of social media on Healthcare:

Nurses, physicians, and public health experts utilize social media to encourage their organizations as well as practices, as well as to help people get the information related to the medications they need [14]–[16]. When it comes to developing a complete social media strategy, however, health care workers confront significant hurdles, as shown in Figure 2.



**Figure 2: Illustrating the Major Types of Challenges that are Faced by Social Media in Health Care.**

#### 1.3.1. Accuracy:

While using social media in medicine, it might be challenging to be exact. For people who are interested in learning about possible medical disorders, communicable illnesses, and treatments, it may be difficult to find relevant public health information via social media. When specific symptoms arise, some people may turn to social media to see what other people are saying about the same or related symptoms. However, many of the postings can be false and lack supporting medical evidence. Inaccurate information may mislead someone into thinking they have a medical condition when they don't or may leave people unsure of the steps that must be taken to stop the spread of an infectious illness.

### 1.3.2. Professionalism:

Another issue that doctors may face when it comes to using social media is essential to preserve their professionalism while dealing with colleagues and patients. On social media, being overly close or informal might jeopardize their reputation. Furthermore, in public health crises, medical professionals as well as physicians want to fight healthcare misrepresentation and do not want to risk supplying misinformation or engaging in medical conversations.

### 1.3.3. Selected Time:

Another challenge faced by healthcare professionals when using social media in their job is time constraints. Every day, doctors and other primary care providers are swamped with 15- to 30-minute appointments. When they have additional time, they often take care of walk-in patients or those who have made last-minute appointments. As a consequence, doctors could find it challenging to regularly maintain their social media sites. Since many individuals use social media on a daily or weekly basis, those who are interested in health issues may choose to follow physicians or medical experts who post regularly.

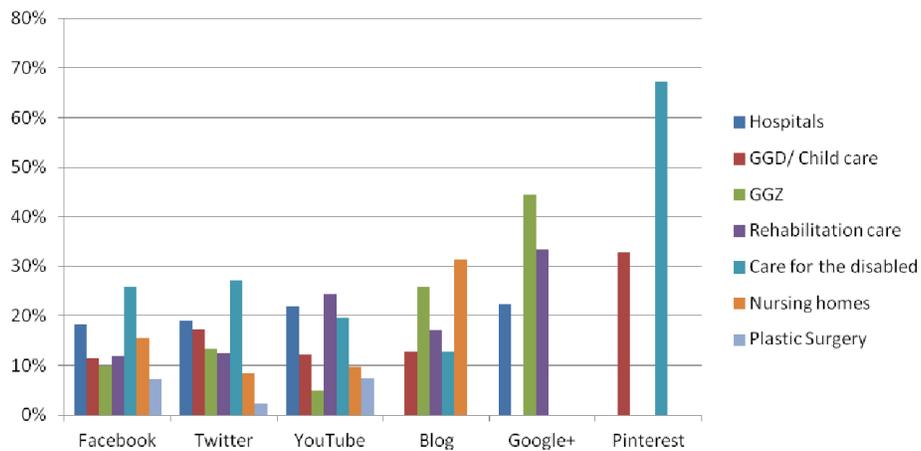
Public health professionals and health educators may use social media platforms as public health forums. People from many walks of life seek health educators for knowledge on specific diseases and disease prevention. Public health practitioners may benefit from the use of social media in health care since it allows them to communicate information more easily and quickly. This skill was very useful in providing timely information during the coronavirus outbreak. Medical practitioners may also use social media channels to educate their patients about new healthcare regulations or practices. Medical professionals may distribute critical facts by having everyone post Facebook updates either using the same Twitter hashtags, whether they're arranging conferences or local pieces of training.

## 2. DISCUSSION

The problem is that by introducing more technology, lowering abilities, and adding management supervisors, there is the disengagement of both the caregiver and the patient. Widespread disengagement would generally fail to lower health expenses. The future of a social media-enabled healthcare system is already here and being tested by innovative groups at the leading edge of science and technology. By enhancing the strength of their collaborative networks, healthcare practitioners of this digital era may reach out and empower healthcare customers. The final answers will require reconsidering the role of medicine in society and how the experience of engaging the system may be enjoyable for patients and caregivers alike. Social media may offer anyone the potential to influence the healthcare system for the better. As a profession, we need to choose to get active and make a positive effect.

Anyone may be able to use social media to broaden your reach and boost your career as a health care professional. When a local practitioner in a distant rural region sees a patient with uncommon symptoms, he or she may seek specialized guidance as soon as feasible. Doctors may find social media to be an excellent tool to communicate not just to broaden their knowledge, but also to grow their professional medical network outside geographical limits. It's important to remember that if social media isn't utilized carefully and legally, it may be a big liability for a practitioner's reputation. Before posting anything, the physician must be aware of their institution's social media policies as well as current regulatory obligations [17]–[19].

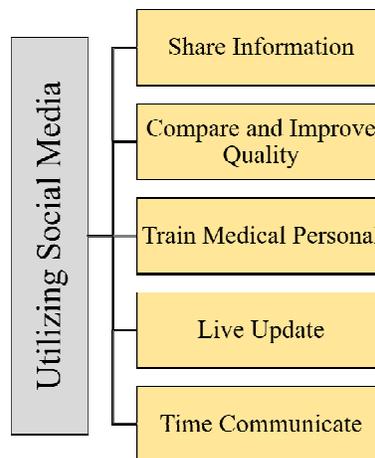
Many healthcare organizations are effectively using social media to connect with patients and customers. Companies in the health care business may be able to use the Internet to interact with customers through effective marketing and communication techniques, rather than relying on traditional advertising approaches. Consumers rely heavily on the Internet for health information, as well as to connect with other patients for support and to learn about illnesses similar to them. Others use these sites to conduct research or share their experiences with health professionals and others with similar interests. Patients are also more likely to collect information using social media, which aids in the selection of specialists, doctors, and hospitals, allowing them to make well-informed decisions about the best treatment options. People will use social media to provide ratings and comments that encourage or discourage future use of that type of healthcare. Providers must be active on social media, provide reliable information, engage with readers, and use marketing methods as needed, as shown in Figure 3.



**Figure 3: Illustrating the Important Role of social media in Health Care and its Development [20].**

*2.1. Utilizing Social Media:*

Healthcare administrators are using social media in several ways to improve their services and give patients reliable medical information [1], [21]. Here are some of the most common ways experts in the area use social media (Figure 4):



**Figure 4: Illustrating the Causes of Using of social media in Health Care Sectors.**

### 2.1.1. *Shared Information:*

Social media users are expected to be capable to get information quickly as well as communicating with others. Healthcare organizations use these technologies and websites to engage with clients in a variety of ways, including providing basic information about flu shots and cold prevention techniques. Healthcare practitioners may deliver correct information to patients by sharing information about epidemics or health threats. It's vital to remember that any sensitive patient information needs written consent and a release.

### 2.1.2. *Quality Assessment and Improvement:*

Spending time investigating rivals' offerings and overall patient happiness is another excellent strategy for hospital executives to utilize social media. By examining numerous techniques and their social media participation, professionals may improve their own social media engagement. Some companies may benefit from social media; providers may examine if they are essential to taking more suitable action to react to patient requirements faster as well as enhance customer service.

### 2.1.3. *Educate Medical Personnel:*

In their training programs, several healthcare organizations have started to employ social media platforms. To make training procedures more exciting and participatory, trainees are urged to utilize particular hashtags on Twitter as well as join another group to engage one another during lectures. These training solutions provide students a single spot to express questions and get rapid responses. Through social media, participants may provide speakers with rapid feedback on training sessions.

### 2.1.4. *Updates in Real-Time:*

Even though it is controversial, there has been a rise in physicians and surgeons providing updates from the operating room. During operations, healthcare professionals may share up-to-date information with colleagues, medical students, or just inquisitive individuals through Twitter and other social media channels. Some say that the changes are a source of distraction in the operating room, while others feel that they represent a valuable educational innovation.

### 2.1.5. *Communicate with Time:*

During times of crisis, customers have become more reliant on social media for up-to-date information. Hospitals and some other institutions may utilize social media to provide factual info on hospital capacity, and operations, including emergency department access. Social media analytics allows healthcare providers to interact with news sources and distribute propaganda from organizations such as the Red Cross and the Centers for Disease Control and Prevention.

## 2.2. *In India Key Role of social media in healthcare:*

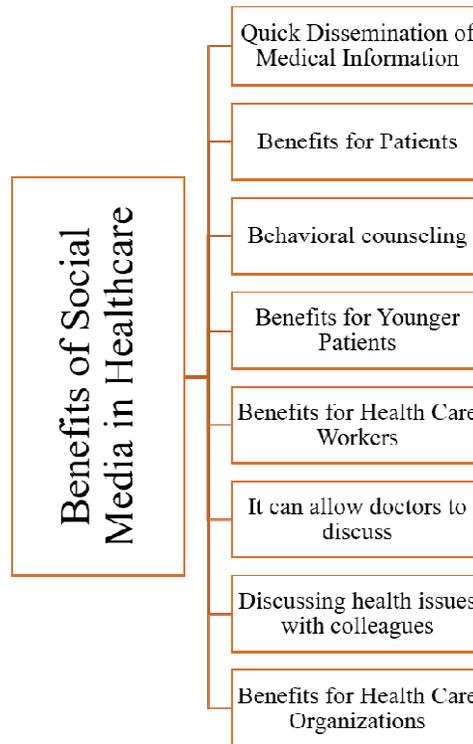
Physicians, patients, nurses, pharmacists as well as anyone interested in health care can connect to several healthcare networks. Various social media networks encompass doctor networks, nurse networks, well-known sickness support forums, health blogs, patient voices, and professional perspectives. It is also conceivable to claim that several steps have been done to improve access to healthcare for residents in rural and semi-urban regions. These systems provide patient information to the right doctors via handheld and mobile devices.

Mobile phones for health care are on the brink of sparking an information revolution in such settings. In the framework of a public-private partnership, studying the expectations and

influencing factors of a social media network surrounding the use of mobile technology might result in a decrease in healthcare expenses. A lot of effort is being done in the social media sphere to measure the success of marketing, advertising, and consumer interactions. It has not, however, been examined from the standpoint of delivering health care in a semi-urban environment in a developing economy. In this research, the authors discuss the expectations of emerging-market clients who desire to utilize a health-care social media platform. In such economies, these future expectations might be utilized to create a framework for semi-urban and rural areas [22], [3].

2.3. *Benefits of Social Media in Healthcare:*

Despite the obstacles to utilizing social media in health care, it may improve a health care professional's capacity to provide the best possible care to patients, various types of benefits are shown in Figure 5.



**Figure 5: Illustrating the Various Types of Advantages of Using social media in Health Care Sectors.**

2.4. *The Future of social media in Health Care:*

Social media is fast integrating into health care due to its pervasive use in society. Healthcare professionals must continue to develop their ability to include these platforms in their long-term care strategies. While there are some disadvantages to using social media in healthcare, there are also some benefits for patients of all ages, nurses, doctors, public health experts, and the medical field as a whole. Public health experts or healthcare marketing specialists are two professions that students and teachers who are interested in social media's impact on healthcare might pursue. Read on if you're interested in learning more about the value of social media in healthcare.

### 3. CONCLUSION

As technology advanced the task needed grew easier since one of the aims of healthcare is to be patient-centric and include the patient as an active part of the healthcare process, industrialization, and the consequent use of technology to lower the expertise necessary managing care is appropriate. Healthcare systems throughout the world are facing enormous pressure to modify the models of care to offer greater patient outcomes with a decrease in overall healthcare expenditures. This pressure is leading to the industrialization of labor methods in health care delivery echoing those that originated in other sectors a century ago. This industrialization process has led to issues such as workforce issues, task substitution, the emergence of a managerial superstructure, and the corporatization of health. Social media has the power to creatively alter the mechanics of information collecting, storage, use, and distribution in medicine. The consequences they create rely on the morality, competence, and intentions of the operator. Social media is just a decade old and was not specially created as a healthcare tool. The social media business requires time, money, and support to evolve into medical applications of security, trustworthiness, and credibility.

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## CHAPTER 20

### EXPLORING THE ROLE OF SOCIAL MEDIA WITHIN THE WORKPLACE AND ITS IMPACT ON EMPLOYEES

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#### ABSTRACT:

"Social media" has greatly influenced the way people interact at home and in the workplace. It is clear that firms need a system to create informal interactions among their employees, yet providing full access to social media can affect not only productivity, but employee retention as well. Social media plays an important role in business communication. Therefore, moral values and ethical problems must be respected, as they affect the effectiveness of such communication. While social media offers various benefits to both the corporation and its employees, misuse can result in serious legal consequences for employers and the organization's overall operations. This study is focused on the impact of "social media" inside the workplace as well as its potential remedy. The study also explored workers' motives for using social media, the reasons for social media benefits for employees, and several advantages and disadvantages of using social media in the company. Social media helps employees to connect with each other and opens a new window to their interaction with family and friends even while working. When they are working on a project they can just discuss their opinion and chat with each other.

#### KEYWORDS:

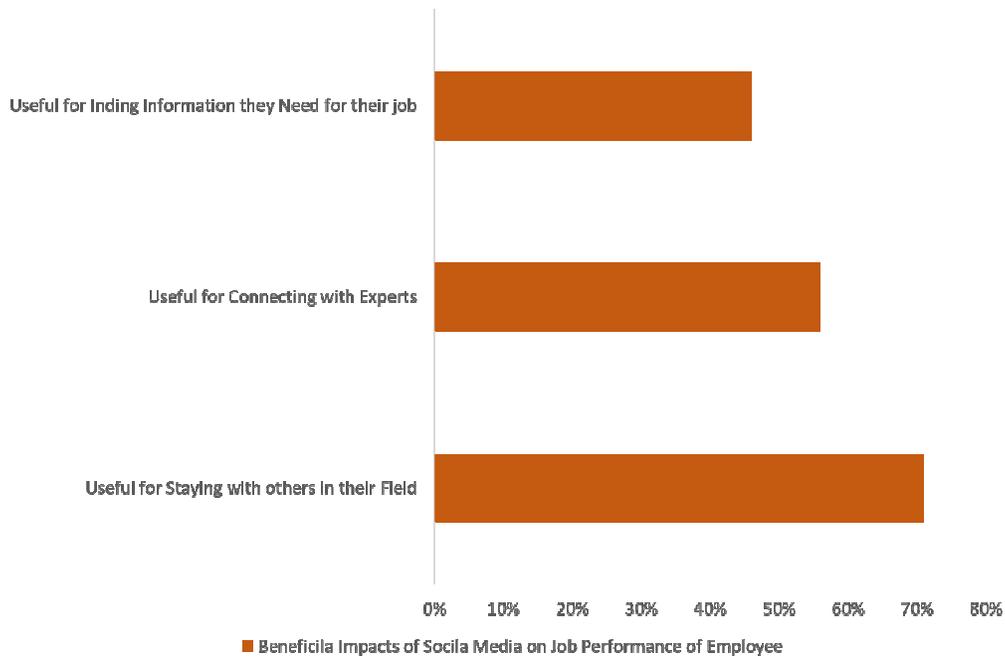
Company, Communication, Employee, Social Media, Workplace.

#### 1. INTRODUCTION

Social media were technology platforms that allowed users to share and disseminate information, as well as to encourage interaction among a wider group of people. Social media technology changed the way people communicated and socially interacted inside and outside businesses via the Internet, having a significant impact on people's work and lives. Individuals can communicate or collaborate online using social media platforms such as weblogs, wikis, broadcasts, blogs, photos and videos. Social media revolutionized the communication approach, by allowing two-way interaction rather than one-way interaction between users [1]–[3]. This arrival of social media has a great impact on how people interact at home in addition to at work. Too has social media transformed the way individuals interact, but it has also brought up new chances for organizations in areas such as internal and external communications, public relations, and much more [4]. Issues related to workers using Facebook in the workplace, "befriending" younger colleagues, including potential social media platform abuse. Organizations have a significant responsibility to establish and enforce social media use rules. HR is generally responsible for establishing, distributing and enforcing social media policies, as well as trying to maintain a pro-legal environment that facilitates media [5], [6].

*1.1. Employees' Reasons for Using Social Media:*

Managers and employers must first grasp the underlying reason for using social media throughout working hours before we can tackle the challenges related to its use in the workplace. A few of the widely mentioned reasons for the broad use of “social media” in the workplace are listed below as well as the beneficial effects of “social media” on the employee as illustrated in Figure 1. Employees may communicate with one another, as well as their family and friends, using social media opens in a new tab. while at work. When they're engaged in a project, they may effortlessly discuss their opinions and interact with one another [7], [8]. Even if they are inside the office, they may check in on their loved ones and keep up to speed on their life.



**Figure 1: Illustrating the Useful Influences of the “Social Media” on the Job Recital of the Employee.**

*1.1.1. Employees may Take a Mental Vacation by Using Social Media:*

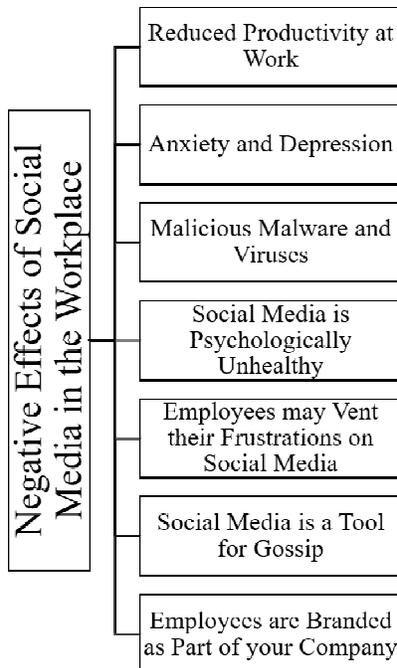
Employees can breathe, but take a minute or two off their busy timetables to relax whenever responsibilities and commitments pile up. To take their mind off work, people can go through their newsfeeds and look at beautiful pictures or watch interesting movies.

*1.1.2. Employees may Use Social Media to See what Life is Like Outside of Work:*

Employees commonly use social media to keep up with what is happening in the world outside the office. Working in a fast-paced environment with mountains of unfinished paperwork can make work boring as well as drain your energy, but using social media at the office can help you reiterate that life's worth. There is much more to him than his work.

*1.2. Negative Impacts of Employees with Social Media:*

Both workers and employers can be affected by the use of social media in the workplace. Here are some of the difficulties with using it, as well as how you can make a clear policy on it. Let's start with the potential negative effects of social media on your employees and how they can harm your entire organization (Figure 2):



**Figure 2: Illustrating the Major Negative Impacts of Using Social Media in the Workplace.**

*1.2.1. Social Media May be Quite Addictive:*

When most people hear the term "addiction," they quickly think of things like alcohol and drugs. But, over time, a new sort of addiction has emerged: the use of social media. Individuals who are using social media get engrossed in it because they may amuse themselves with photographs, postings, and clips from all over the globe. As a consequence, individuals want to use it more often, and they ultimately get addicted to it.

*1.2.2. Social Media May Compromise Your Privacy:*

While utilizing social media, people are prone to get busted up at the moment and oversharing each facet of their personal affairs that are sometimes best left private. This, however, may risk your privacy and enable others to criticize you, sometimes unknowingly, depending on your opinions, choices, and personal life. Keeping things professional at work is the best way to protect your colleagues' privacy to themselves.

*1.2.3. Social Media May Cause You to Want Attention:*

Because kids are so fascinated by social media, there's a good chance they'll wake up to be attention-seekers. Individuals keep track of how many likes and share their photos and posts received regularly, but they'd spend a lot of time trying to impress others. Adults, on the other hand, may finish up behaving similarly. People may acquire hooked on social media to attain a feeling of satisfaction and contentment if their hunger for attention becomes excessive. As a consequence, it may have an unfavorable influence on various parts of their life, including their work ethic and performance.

*1.2.4. Social Media Has the Potential to Make You Psychologically Ill:*

Individuals may grow dependent on others for acceptability and satisfaction as a consequence of social networking. The number of likes or shares they get on a posting may begin to function as a gauge of their self-worth and how valuable they are to others.

*1.2.5. You may be More Vulnerable to Bullying and Harassment as a Result of your Use of Social Media:*

Having social media accounts could be risky if they are abused. Some employees, for example, may utilize social media to communicate their thoughts about their workplace, company, or colleagues. Yet nobody, though, can control how flattering or disparaging these thoughts are. Whenever one employee makes a discriminating post about another, it may lead to cyberbullying, which can be harmful to the other human's well-being. Employees that disrespect their coworkers may create a dangerous or humiliating situation for the rest of their employees, which might lead to serious mental illnesses that harm both your workforce and your organization.

*1.2.6. Social Networking Has the Potential to Turn Your Problems into Professional Problems:*

One employee's difficulties can increase as a consequence of social media, impacting their effectiveness at work. Their anxieties may keep people engaged in an unproductive manner. When a disagreement occurs involving two of your staff, it may generate an unsettling and unprofessional mood in the workplace. It would also be problematic for them to communicate and coordinate, especially when they're both parts of the same department and group.

*1.2.7. Employees are allowed to use "Social Media" for Non-work Related Issues:*

Using social media in the office may attract your workers to use their work equipment for non-business objectives, particularly if your firm does not monitor their social media use. They may visit their social media profiles during working hours, diminishing staff productivity.

*1.2.8. Everything you Post on Social Media Becomes Permanent:*

One of the most aggravating things about "social media" is that whatever you write is exposed to other people's viewpoints. It is indeed simple to overshare or convey opinions and ideas that are difficult to reverse when you're caught up in the moment. They may be examined by your coworkers and employers, but they may be used to make judgments about you. Even if you take every precaution to remove all of your negative comments, some of them may take screenshots and send them to others.

*1.2.9. Workplace Morale May be Harmed by Social Networking:*

Talking about work-related problems like promotions or remuneration may lead to competitiveness and resentment among employees. Employee engagement and relationships would deteriorate as a consequence, reducing job productivity and performance. Specific workers may also overshare on social media their accomplishments and certain insider knowledge about their employment. They may accidentally break their business contract, risking your company's image and confidentiality.

*1.2.10. Company's Expenses may Rise as a Result of Social Media:*

Viewing movies and photographs on social networking sites may take a lot of bandwidth and cause the company's network to slow down. Additionally, utilizing the company's Internet and work equipment for a longer amount of time could result in increased electricity expenditures. Furthermore, machines that have been affected by unwelcome malware and viruses may require businesses to replace them with fresh technology. As a consequence, the corporation would have to spend more money to compensate for the inefficiencies and losses [5], [9], [10].

Allowing workers to access social media on their work computers boosts their confidence, makes them feel valued, improves their mood, and increases employee engagement. When employees believe their superiors trust them, they feel more responsible and accountable for their work and for the amount of time they spend on social media. This immediately translates into better performance. Social networking can facilitate informal encounters between employees and the building of strong professional relationships. It is the easiest and fastest technique to motivate workers to keep in touch with their colleagues after hours. Because it's a more natural way to build relationships, it can help promote workplace camaraderie and team bonds.

## 2. DISCUSSION

Francois Quintin Cilliers study on the important role and Consequence of “Social Media” in the Workplace [11]. According to the author both function and impact of social media in the contemporary workplace are examined in that paper. Finding of the study despite the fact that social media is still a relatively new idea in the field of labour relations, its impact on workplace dynamics might pose problems if left unchecked. In areas such as job postings, employee communications, workers compensation, and collective bargaining, technological and media improvements bring benefits. In addition to the dangers that social media brings in the workplace, it may also have a good impact on employment.

Social media by its very nature helps in the rapid dissemination of information to wide groups of individuals. It's great when the information is fact-based, useful and clear. The use of social media at work enhances the potential of employees as they get more information as well as develop competencies related to their job. Employees are adequately informed about some important events at home through social media at work, thereby reducing the load. Employees may use "social media" in the workplace to obtain information important to their tasks or to learn new skills that they can use while on the job. It's also a way for your employees to share information about companies. Companies need a mechanism to foster informal relationships among their employees, but giving full access to social media can impact not only productivity but also employee engagement and retention.

Workers will no longer be overloaded with multiple programs and it will be easier to engage in relevant conversations with a single place to store all documents, their work assignments and interactions [12]–[14]. More significantly, employees aren't distracted by random viral stories or the next Internet brawl, which can help them focus on work. A "digital workplace" provides employees with all the benefits of "social media" but keeps it dedicated to the job, while eliminating all the problems and distractions that come with traditional social media. Social media is a part of life, and businesses, as an employer, are unable to stop it. You can look at social media from a different angle to reduce the negative effects of social media in the workplace. Take into account the negative consequences we describe and address each one individually to make sure none of them endanger your workplace.

Although social media provides various advantages to both the firm and its workers, irresponsible use may result in serious legal ramifications for employers and the organization's entire operations. Employees may become inappropriate for work intellectually and emotionally, while others may unwittingly expose vital and secret information about the firm and its goods and services. Employers are also accountable for any discriminatory or defamatory statements posted by their workers on social media [1], [15], [16]. As a consequence, firms may risk a damaged image as well as a loss of public interest and confidence. Companies must adopt a clear and detailed plan for the use of “social media” in the workplace to avert these legal repercussions. Companies may be able to lessen claims of

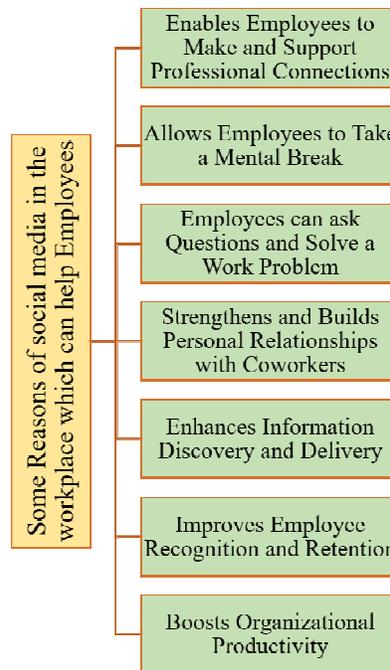
unfair dismissals for unhappy workers, as well as culpability for their illegal conduct on social media if they do so. As a consequence, companies must develop a social media policy that explains the norms of conduct that workers should adhere to as well as the potential ramifications for any breaches of the policy.

*2.1. Good Social Media Alternative for Employees:*

Organizations need a method to develop informal interactions among their workers, however granting full access to “social media” may impact not only output but also employee retention and engagement. It is beneficial for employees to be connected online, but they must remain engaged at work [17]–[19]. “Social media” platforms may only be used as a temporary solution to encourage employees to engage with one another and share their ideas online. A healthy option that supports social cooperation is a digital workplace platform that allows people to instantly network and engage. The primary benefit of a digital workplace is that it restricts access to persons outside of the organization. Setting access restrictions allows you to choose who should have access to certain portions of the platform. Workers may express their ideas and debate crucial initiatives in a digital workplace without worrying regarding their privacy because the platform is only available to workers within the firm.

*2.2. Reasons for Social Media Benefits for Employees:*

Here are various ways social networking in the workplace may assist workers (Figure 3):



**Figure 3: Illustrating the Reasons Social Media can Help Employees.**

*2.2.1. Permits Workers to Take a Psychological Break:*

Having a psychological time off from work on occasion is not anything to be ashamed of. Many companies now demand employees to take short, frequent breaks when working. Enabling workers to access social media during these breaks makes them more convenient. Instead of coming to the break room to read the paper or disturbing another employee’s work to chat with them, workers may now take a break whenever and wherever they like.

### *2.2.2. It enables workers to Create and Promote Professional Contacts:*

The employees can form corporate connections with individuals outside of the company through “social networking platforms”. These encounters may then lead to options that would not have been available without. More now and better contacts might lead to sales leads, job interest, business opportunities, and new ideas. “LinkedIn” is mostly focused on these sorts of connections and provides a plethora of clear commercial benefits.

### *2.2.3. Employees may Express Inquiries and Solve Job Issues:*

Social networking may aid workers when coping with a severe employment challenge. Even when an employee is having trouble solving an issue, social media may be the answer. Posing a topic on social media is a quick and easy method to get a lot of different answers. Although if none of the suggestions are used to address the problem, the information gained may inspire a new solution. When you need a different viewpoint, social networking is a great way to get a variety of new ideas quickly, easily, and also for free.

### *2.2.4. Supports and establishes personal ties with colleagues:*

Workmates may be using social media to communicate with each other and build better bonds. Employees who are more connected form more cohesive and successful work groups. Social media is a simple way to increase employee engagement by facilitating the flow of ideas and increasing involvement both at work and at home. Because “social media” is accessible almost everywhere, your employees can interact with others even while they are not at work. Employee morale and participation may improve if they are allowed to chat outside of work. The team members, in particular, may benefit as they become more cohesive.

### *2.2.5. Information Improves the Discovery and Delivery:*

Professionals may use “social media” as a medium of engagement to discover and distribute job-related information, similar to number three on our list. Employees may use “social media” in the workplace to receive job-related information or learn new skills that they can use while being on the job.

### *2.2.6. Employee Recognition and Retention Improvement:*

From within and globally, “social media” is a wonderful tool for recognizing staff accomplishments. Your company may use social media to recognize outstanding performance, work anniversaries, recruits, and other events. Team members can engage as a result of this appreciation, which helps to build team cohesiveness. Employees may complement one another, keep informed about the company's current operations, and engage with additional coworkers.

### *2.2.7. Improvement in the Organizational Productivity:*

Contrary to belief, “social media” use might not have had a significant influence on your company's productivity. Social networking may be able to unlock some productivity that your staff is unaware of.

## *2.3. The Benefits and Drawbacks of Using Social Media:*

There is no one-size-fits-all plan or right manner for a corporation to use social media platforms, just like there is no kind of one-size-fits-all strategy or technique for other technology. The pros and drawbacks of social networking varied dependent on the platform, industry, features, as well as the business itself.

### 2.3.1 Advantages of Using Social Media:

- i. Can a corporation have its own authorized social media presence? The following are some of the reasons:
- ii. This means enabling more clear conversation, which leads to greater information discovery and delivery.
- iii. Allows workers to questions, exchange ideas, share news, and ask and share links.
- iv. Permits for the expansion of business collaborations.
- v. It appeals to a wide audience, making it a helpful and successful recruiting tool.
- vi. Low-cost advertising boosts the company's reputation and customer base.
- vii. Inspires diversity and inclusiveness.
- viii. Conducts market research, develops marketing campaigns, sends out messages, and drives potential consumers to particular websites.

### 2.3.2 Disadvantages of Using Social Media:

- i. Can a corporation have its own authorized social media presence? The following are some of the reasons:
- ii. This means allowing for more clear dialogue, which leads to increased information discovery and delivery.
- iii. A possible route for unfavorable remarks about the firm from workers and consumers. See A Key Consideration in a Wave of Sexual Harassment Allegations Is Social Media.
- iv. Legal repercussions if workers use social media to participate in unlawful activities.

## 3. CONCLUSION

Social media plays an important role in workplace interactions. Consequently, moral values and ethical dilemmas must be respected, as they affect the effectiveness of such communication. In general, each communication should be processed in the same way as it would be provided in a real-world situation. Furthermore, all users of social networking sites must demonstrate some level of dignity, just like in a real-life gathering. In this regard, they should refrain from sharing information that may affect the recipients of such information or any other organization that has access to this information. Enabling access to social media in the workplace can outline your ideas as a company and promote clear and effective communication. It can boost job performance, boost worker morale and polish your current digital marketing plan. The rise of social media has created new avenues for people to interact with each other, institutions and health caregivers. When used carefully and rationally, "social media" sites, as well as platforms, offer the potential to promote public and personal health, as well as professional growth and success. This transfer of information can aid in brand recognition and provide new recruitment and business opportunities. Some individuals may be concerned about social media adversely affecting job performance or communication.

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## CHAPTER 21

### EXPLORING THE DIFFERENT ADVANTAGES OF DIGITAL MARKETING OVER TRADITIONAL MARKETING IN INDIA

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#### ABSTRACT:

Marketing refers to a company's operations designed to encourage the purchase or sale of a product or service. Marketing involves the promotion, advertising, and distribution of goods to customers or other businesses. Traditional marketing is preceded by problems such as an overcrowded competitive environment, little control over advertising engagement, difficulty targeting a certain audience, lack of broadcast, lack of E-mail marketing, and lack of telephone. So to overcome this problem the concept of digital marketing is induced. This study focuses on the advantages of digital marketing over traditional marketing, such as Google search, social media, global reach, local reach, effective targeting of a specific audience, and many strategies. Digital marketing provides a greater number of features to the consumer as well as is more cost-effective and can target a greater audience than traditional marketing. In the future, generations will already be immersed in the digital world and with everything happening online, digital marketing for industrialists aims to strengthen them and grow their start-ups most efficiently and cost-effectively.

#### KEYWORDS:

Digital Marketing, Internet, Online, Social Media, Traditional Marketing.

### 1. INTRODUCTION

Marketing is defined as the action or sale of a product, item or service, which includes marketing and advertising. Today, marketing is an essential component of the growth plan of every company or organization. Many businesses adopt marketing strategies without even recognizing their objectives when they try to advertise themselves and improve sales of their product or service. Nowadays, marketing is one of the most important components of a company's operations. Product delivery, advertising, designing and creating content such as landing sites and social digital content, enhancing the consumer experience, conducting market research, creating market segmentation, and much more are all parts of marketing. There are two types of marketing like traditional and digital marketing.

#### *1.1. Traditional Marketing (TM):*

Traditional marketing is an offline style of advertising that uses platforms such as print media, radio, television, billboards, and other forms of advertising. It is based on the notion of contacting a huge number of people. Traditional marketing's goal is to reach out to a huge number of people to produce leads. It was a popular marketing strategy up until 1990. Following the Creation of the Internet in the 1990s, traditional marketing became less important. Traditional marketing is a marketing strategy and has been used for a long period [1]. It refers to the form of publicity and advertising, such as flyers, billboards, television

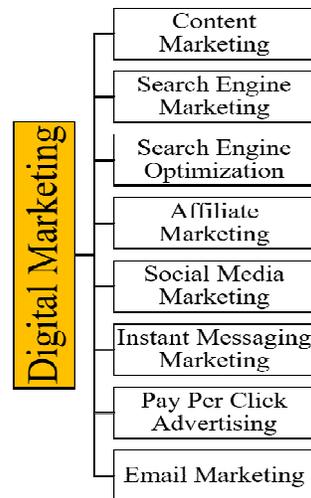
commercials, radio commercials, print advertisements, and newspaper adverts that corporations employ to market their products in the early phases. Attention, understanding, demand, and commitment are the 4 stages of traditional marketing. Traditional marketing techniques, such as broadcasting: Entails simultaneously transmitting the same content to a large number of people, and the most frequent means are television and radio. Telemarketing is the practice of making unwanted phone calls to potential customers to market goods or services. It also is referred to as internal selling. Print media is related to the tangible editions of books, magazines, periodicals, periodicals, and newspapers that are circulated as paper publications. Products are displayed in the entranceway of a retail business using window displays and placards. Outdoor marketing is defined as any sort of advertising that grabs the attention of people when they are outside [2]. While billboards are perhaps the most prevalent form of this type of advertising, it encompasses a variety of other forms as well, it is shown in Figure 1.



**Figure 1: Shows the Use of Traditional marketing in the Early Years in the Indian Market.**

### *1.2. Digital Marketing (DM):*

Digital marketing, in a nutshell, is the umbrella term for all Internet marketing operations. In digital marketing, companies use all digital media to reach out to present and potential customers. Channels include Google search, social media, mail, and a website. Besides that, the Internet is the most important technological platform for DM [3]. Simply said, DM refers to any type of online marketing as well as marketing that uses electronic devices and may be used by marketers to deliver advertising materials and monitor their effectiveness along the customer journey [4]. In practice, DM refers to advertising that appears on a laptop, smartphone, iPad, or another device. This can be seen in content online, display advertising, search engine marketing, sponsored social ad campaigns, and social media (SM) comments. DM is commonly compared to TM strategies such as magazine ads, billboards, and direct mail [5]. Surprisingly, traditional marketing and television are regularly utilized together. Content marketing, search engine optimization (SEO), search engine marketing (SEM), social media marketing, pay-per-click advertising, affiliate marketing, email marketing, and instant messaging marketing are all examples of digital marketing as shown in Figure 2.



**Figure 2: Illustrates the Use of Digital Marketing in the Modern Stage in the Indian Market.**

### *1.3. Different types of Digital Marketing Strategies:*

Different types of digital marketing strategies exist globally, discuss in detail below:

#### *1.3.1. Social Media Marketing:*

Marketers can incorporate web-based entertainment stages to talk to their customers in a variety of ways. First, advertisers can use these steps for appropriately supported promotion and local advertising. Each stage has a component that allows groups to create paid television ads and section clients, so these promotions appear in the feeds of the people who like them. While each stage is unique, most of them allow advertisers to target promotions by taking into account the field of account, set of work responsibilities, leisure activities, age, and various parameters [6]. Your followers can use social media to advertise items or resources and methodically communicate with customers. People who follow your image through social media have bought from you before. Maintaining brand commitment and creating positive encounters and customer loyalty can be as basic as connecting with them through virtual entertainment or answering customer service questions.

#### *1.3.2. Influencer Marketing:*

This is another successful way to focus on a specific crowd through digital technologies. Brands can foster engagement with well-known people, organizations, and others who are respected for being experts in the field and who have comparable ideas. Brands can then use content marketing and offer to focus on the supporters of these forces. For some marketers, the powerhouse's performance has proved successful, with 9 out of 10 declaring that it will be as good as or better than the various channels they were originally used to. In addition, one out of every two women purchased an offer from a solid source based on value.

#### *1.3.3. Email Marketing:*

Email marketing efforts can help organizations maintain contact with buyers and prospects, and contribute by sending out revised pamphlets or taking into account previous purchases or brand endorsements. The change is the result of their commitment to multiple perspectives, plus an email offer of 12% off whatever they're thinking or free delivery. Approximately 55%

of shoppers believe that E-mail has an impact on their shopping decisions. Customers are also significantly more inclined to open commercial emails.

#### *1.3.4. Content Marketing (CM):*

Marketing teams can be more reactive in answering customer questions thanks to content marketing. Marketing generates material, video files, as well as other assets to react to queries or provide context to customers at three phases of the purchasing experience, such as awareness: The buyer perceives a need, considers a plan of action to address that need, and then decides on the service or product to acquire to meet that need. A customer, for example, may realize that he needs new gym sneakers [7]. An advertising organization for a workwear firm might create a blog paper looking at the elements you want from a running shoe with a strong foot. In light of this data, customers conclude that they need some footwear that meets the regulations. A list of popular athletic shoes, as well as their pricing, may be included as well. People decide to be informed about these factors [8]. They are more inclined to buy from you if you have a strong brand. Content marketing is typically less costly than conventional marketing methods, and it produces about three times the number of leads.

#### *1.3.5. Search Engine Optimization Marketing:*

SEO and CM come together at a time when previous model customers looking for exercise center shoes will turn to Google and likely snap through the initial three options. With all this in mind, Athletic Footwear Development Group should ensure that its content appears on the best two pages of the query item. This is accomplished by forwarding the content to the client's insight and guaranteeing that the particular element is now present so that web search tools can quickly find and record it.

#### *1.3.6. Pay per click (PPC):*

This ad is a type of paid promotion that allows showcase groups to drive guests to their sites. Every second is spent from marketing to a customer tapping on a site or through a web search tool like Google or Microsoft Bing. These ads are habitually shown at the highest point of a web search tool page, and their costs are determined not only by offers on specified watchwords but by payment promotions on sites that have set costs.

#### *1.3.7. Affiliate marketing:*

It is a type of referral marketing in which you work with other people or businesses to promote your items in consideration for compensation upon every transaction which can be traced back to their efforts [9]. It's a financially savvy way to tackle the daunting task of rethinking a piece of a headliner; However, depending on whether you're assigning the position of your image to someone else, this type of exposure sometimes requires more thorough observation and reconnaissance.

#### *1.3.8. Mobile Marketing:*

Mobile marketing efforts routinely include informational applications, long-distance interpersonal communication sites, messaging, notices, and multidisciplinary applications, and a significant number of the digital marketing strategies listed above can be used. As the number of cell phone owners is expected to increase to 186.5 million by 2024, mobile marketing is becoming increasingly important. Marketers should break down how to further develop their ongoing promotional efforts for cell phones to provide reliable, easy-to-use insights with a clear shift in how versatile they are. The present paper is a comparative study on digital marketing as well as traditional marketing in India, with traditional marketing

campaigns based on communication with a significant number of individuals, as well as online marketing campaigns taking place on computers, smartphones, iPads or any other device. This study is divided into several sections, the first of which is an introduction, followed by a literature review and recommendations based on previous studies. The next section is the discussion and the last section is the conclusion of this paper which is declared and gives the result as well as the future scope.

## 2. LITERATURE REVIEW

Rahman El Junusi [10] has explained the potential and consequences of digital marketing during a pandemic, as well as developed the definition of digital marketing from an Islamic standpoint. The author has used the method a qualitative descriptive technique based on a review of diverse digital marketing literature. As results show that information advanced technologies aided in the development of DM, particularly throughout the COVID-19 Pandemic. It concluded that Advancements in information technology take revolutionized many elements of business, and marketing operations, given rise to online transaction techniques, and digital marketing has evolved at a quick pace.

Juan Jose Lopez Garcia et al. [11] has explained that to determine the primary methods for acquiring and retaining users through the use of digital marketing. The method used by the author Delphi approaches that are appropriate for opinions must be developed even without external influence from the group's specialists. The result shows that, according to the perspectives of consulted experts, the most crucial steps for attaining user recruitment and loyalty using Digital Marketing. It concludes, such as with the rest of the period and the rebound %, are discarded since they have little bearing on conversion optimization in B2C organizations.

Rekha Dahiya and Gayatri [12] have explained that In India's passenger automobile marketplaces, the impact of digital brand communication on consumer buying behavior. The author's primary data has been acquired from 784 participants in Delhi using section-wise proportionality sample and testing of significance including one sample Wilcoxon Signed Rank, one sample binomial test, and chi-square testing. As the outcomes show that even now in high involvement product classifications digital marketing communication, like cars, can raise awareness of a demand. It concluded that while shopping for a car, 75% of individuals use at least one digital communications channel, such as social networking websites and iPhones.

Deepak Verma [13] have a review on digital marketing and how it may help organizations such as SEO, SEM, and more. Secondary data and information were collected by the author from several sources, including established e-books, papers in several publications, newspapers, research papers, journal papers, the company website for financial statements and CSR compliance, and internal newsletters. The result shows that the majority of people are connected through WhatsApp as well as Facebook, and the increased use of SM is providing new chances for digital marketers to communicate with clients through digital platforms. It concluded that the Digital method is particularly and has a significant commercial impact.

Gheorghe Minculete and Polixenia Olar [14] have explained that approaches to the modern idea of digital marketing aid in the constant and quick evolution of companies operating in the market in a dynamic and complex economy. The method used in that paper for modern digital marketing such as SEM, affiliate marketing, content marketing, etc. It concluded that the strength of the Internet as a participatory environment that allows currency conversion

and, more importantly, the exchange of value leads to the generation of demand through digital marketing.

The above study shows the possibilities and impacts of DM during the pandemic, developing the perception of DM from Islamic perspective as well as the effects of digital advertising messaging on customer purchase decision processes in the Indian passenger automobile markets. In this study the author discusses Traditional Marketing vs Digital Marketing, it is a Face-to-Face Comparison, Comparing Digital Marketing with Traditional Marketing, It is important to compare the drawbacks of Traditional Marketing and the Benefits of Digital Marketing.

### 3. DISCUSSION

Digital marketing investment has topped TM spending for the first time in 2019. This is because Internet outlets are becoming more popular among customers. As a result of the rising use of technology, digital marketing networks have grown increasingly essential in the digital advertising sector. Because of technological advances and breakthroughs like artificial intelligence and machine intelligence, marketers are better equipped with the marketing tactics needed to contact customers on digital devices at the appropriate time. This is in contrast to TM methods, which necessitate planning and positioning on platforms like Facebook, Twitter, and blogging have taken over digital marketing. To stay competitive, businesses must be available across all digital devices and platforms. This will not rule away from the idea of using offline channels, though. The ideal method to address consumer demands is to have an all-encompassing presence that includes both offline and online features. The advantages of a digital platform over a traditional platform include the ability to create an Internet community to represent your company across all platforms, personalized exchanges between consumers and producers, increased consumer appeal, and the establishment of trust among buyers and sellers.

#### 3.1. Traditional Versus Digital Marketing:

Digital marketing or digital advertising has become more accessible, allowing marketers to more readily capture the attention of customers [15]. Additionally, automation is becoming more prevalent, and for both customers and marketers, digital marketing is a completely automated process that removes numerous manual tasks [16]. Even though together traditional and digital marketing is successful in their own right, according to marketing trends, DM is a step ahead of the traditional strategy, it is shown in Table 1,

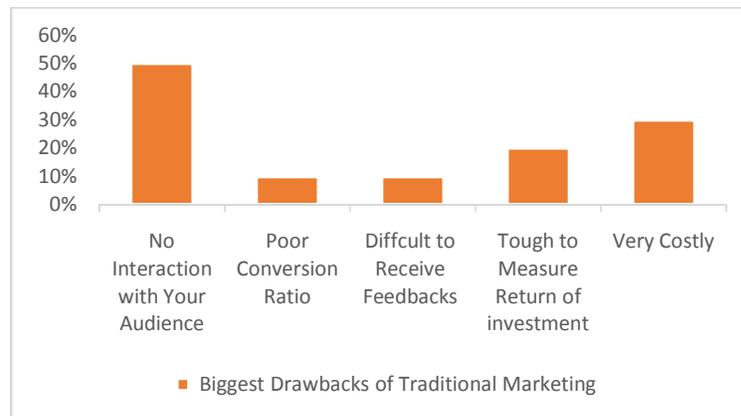
**Table 1: Illustrates the Comparison between Traditional Marketing versus Digital Marketing based on Various Characteristics.**

Sl.	Based on Various Characteristics	Traditional Marketing (TM)	Digital Marketing (DM)
1.	Target Audience	It is very simple to reach out to the consumer with the help of TM.	It was used to target customers from all around the world.
2.	Marketing Strategy	It is a more personal strategy because it is very easy for marketers to promote their	In digital marketing, the physical presence of the markers is not required; The advertiser can reach a

		brand name from person to person.	restricted number of consumers through DM.
3.	Documentation	It gives them a physical copy of the product that they may read over and over again.	It delivers the explanation in soft copies on the Internet, as well as via video, YouTube, and other media, all of which are available at any time to fulfill the consumer's needs.
4.	Consumer Interaction	Although advertising networks are not customizable enough to allow for user interaction, traditional marketing requires minimal touch.	It provides customers with a range of digital channels for gathering input and expressing their ideas about the service, including social networking websites, e-commerce websites, and different apps.
5.	Marketing Cost	It is costly because it includes printing, radio, and advertising, which all add to the company's expenses.	It is less expensive so whatever is done through the Internet and access to social networking sites is free.
6.	Marketing Analysis	Companies wait for weeks or months to get output.	It provides speedy response and makes it simple to obtain real-time marketing results.
7.	Interruption	The customer does not have the option of skipping the advertisement or any other interruption.	The customer ignores the interruption and continues to interact with the product.
8.	Strategy Refinement	Because designing a marketing plan takes time, it does not give real-time results.	Because the marketing team may adjust their market approach in response to market output, it provides real-time results.
9.	Communication	Due to the rigidity of marketing channels, it only allows for one-way communication.	It allows for two-way communication, which aids in client satisfaction.

*3.3.Drawbacks of Traditional Marketing:*

In the below Figure 3, show that Traditional marketing flaws include minimal engagement with your audience, a low conversion rate, difficulty receiving feedback, difficulty measuring return on investment, and a high cost of consumer input [17].



**Figure 3: Represent the Marketing State that are the Biggest Drawbacks of Traditional Marketing.**

#### 3.4. Benefits of Digital Marketing:

All Internet-based marketing initiatives are referred to as digital marketing. Search engines, emailing, webpages, social media, and other digital channels may all be utilized to engage with present and potential clients. Connecting with the target audience in the right location at the right time was always the key to effective marketing. Today, when consumers' screen time is at an all-high, the greatest location to meet them is online. This truth is being used by businesses all around the world. They are employing successful digital marketing methods to guarantee that their promotional strategies are much more possible to make clients, resulting in considerable economic gains. To communicate with consumers and sales promotions and activities, digital marketers employ several digital marketing platforms. A digital marketer's job includes creating multi-channel methods of communication for the company that targets customers both directly and indirectly.

## 4. CONCLUSION

There are numerous methods for capturing the attention of the audience because it helps to capture people's attention, marketing is among the most crucial components of a firm. There are two approaches to marketing. Conventional marketing, which is more traditional, and digital marketing, which would be more current, are the two types of marketing. Traditional marketing has been changing for a long time, but digital marketing has only been around for a few years. Both are beneficial in their manner, as they both have advantages and disadvantages. As a result, deciding between the two is totally up to the people and businesses who want to use them. In this paper the author discussed the various factor of digital marketing and traditional marketing such as the head-to-head comparison between traditional marketing and digital marketing, it is important to compare digital marketing with traditional marketing, the drawbacks of traditional marketing, and the benefits of digital marketing. It concluded that Traditional marketing is more successful in reaching a larger audience, whereas digital marketing is more cost-effective and can be targeted more precisely. Maintain your budgets and target market in mind while deciding which type of marketing to use as well because of the larger number of benefits and facilities available to consumers/buyers, Digital marketing is displacing traditional marketing. Consumers have the freedom to choose whatever brand they want, and online marketing makes marketing, returns, and cashless payments simple. Future generations will already be immersed in the digital world and acclimated to everything that occurs online, which is an important factor to

consider. As a result, organizations must begin investing in digital marketing initiatives today to reach these future customers.

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## CHAPTER 22

### ANALYSIS OF THE MISUSE OF SOCIAL MEDIA PLATFORMS INFLUENCING PEOPLE TO MAJOR CYBERCRIMES

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#### ABSTRACT:

Cybercrime is certainly not an old type of crime in the world. It is described as an offense that occurs on or exceeds the mode of personal computer (PC) or web or other innovations contemplated by the Information Technology Act. Cybercrime can prompt an assortment of consequences, from theft of personal data to blackmail of cash or loss of important information, for example, family photos. The present study focuses on investigating the causes of cybercrime as well as the impact of cybercrime on our society. Advanced innovation has become an integral part of our daily life. Any innovation has the potential to be both useful and terrifying. Cybercrime involves the misuse of large amounts of data and correspondence innovations. The increased use of web-based entertainment and innovation by people of all ages and sexual orientations makes people more likely to behave in undesirable ways, such as sadists. Digital psychological harassment is a criminal act that involves cruelty to persons as well as objects. It is often motivated by political, racial, or philosophical considerations. Furthermore, this type of cybercrime can strike fear, panic, and cruelty into individuals, as well as injure and destroy them. Various studies have been done in recent years, but there is great potential for new studies based on cybercrime to analyze the causes of cybercrime.

#### KEYWORDS:

Attacker, Cybercrime, Customer, Digital Psychological, Virtual Entertainment.

#### 1. INTRODUCTION

Cybercrime remains considered as any wrongdoing directed using Personal computers (PCs) or other specialized devices to build dread besides tension individuals or harm, hurt, as well as annihilate possessions. Cybercrimes are to be divided into two diverse classifications, particularly, computer-supported besides PC-cantered cybercrimes. Instances of PC helped cybercrimes are youngster porn, misrepresentation, illegal tax avoidance, and digital following, while instances of PC-cantered cybercrimes are hacking, phishing, and site mutilation. Crimes have been in the public eye since time immemorial and no known society has been freed from them at any level. Their fair share in encounters of crimes committed by their residents or outsiders had consequences for their safety on people, families, networks, and corporates on the social orders of raw, old, and bygone eras as well as the present modern, rational, and computerized times, and legislatures [1]. The overall crime percentage committed in the public sphere varies and is influenced or molded by certain elements, including the degree of a mechanical turn of events, the level of compliance, and adherence to strict standards and conventions.

Lack of people, value structure of the spot, reality, or in any case authority and support foundation/policing. In traditional social systems, most wrongdoings were systematic and severe in unpolished as well as mechanical structures besides employed attempts at power by hooligans with the guidance of specific physical or mechanical devices. According to current cultures, wrongdoings as well as how they are arranged and executed have changed with the degree of mechanical progress and complexity, particularly following the holistic and online entertainment approach of Information and Communication Technology (ICT) [2]. The advent of these innovations has led to another influx of convictions in the form of cybercrime violations, carried out by the guide of the web and its associated virtual entertainment networks such as Facebook, Instagram, WhatsApp, Twitter, Snapchat, etc.

Cybercrime on relational associations may be slowed down into 3 groups: standard sweeping compass tricks, "advertising" web clients, or attempts to tap destinations that trap malware in your PC. Attempts to slip into an open record specified on the web (personal or coordination records) for fragile data; and exchanging data and business ideas as a move to use electronic media [3]. Anyway, the wrong things done inside the digital world include Observation, Phishing, Fraud, Social Designing, Fake Profile, Hacking, Wholesale Fraud, Cheaters, Cyber Stalking and Youth, Cyberbullying, and many more. These mistakes keep happening and make online entertainment great and terrible.

Perlmutter said online entertainment has become well-established in the lives of many individuals and is mentioned in news reports most of the time. For example, a 2018 Smith & Anderson test report on Web-based entertainment use shows that 74 percent (%) of Facebook clients cutting-edge the United States (US) say they visit the website every day, and 51% visit the website a few times every day. This duplication in its use makes virtual entertainment an extremely helpful environment for criminally disadvantaged customers and a potentially dangerous environment for a variety of customers with no criminal intent. Similarly confirming this position, Cisco scientists say that Facebook has turned into a connection used by many occupied commercial centers and digital lawbreakers to trade used goods. The use of online entertainment not only provides digital hooligans a rich base for their horrific practices but also causes other customers to submit themselves to cybercrime or become helpless [4]. This is especially so when they put mandatory personal or corporate data through virtual entertainment venues; communicate with certain other web-based entertainment customers that may be recognized or unidentified to them or click on specific connections put in by a few different customers via web-based entertainment venues that operate under different appearances.

In GoMedia, it remains noticed that virtual entertainment networks such as Facebook might appear to be innocuous, however by unveiling information around themselves, individuals wind up endangering themselves and the people around them. College understudies end up being among the most transcendent clients of web-based entertainment, and it could be sensible to imagine that they may likewise comprise part of the greatest populaces with the most elevated weakness to cybercrime. Given the boundless utilization of web-based entertainment by individuals from varying backgrounds, and given the recurrence and simplicity with which cybercriminals surf and arrange themselves via virtual entertainment, one starts to consider how defenseless or how uncovered online entertainment clients are to cybercrimes on the planet overall and Nigeria specifically [5]. Hence, the distraction of this study is to look at the degree to which online entertainment use opens individuals to cybercrimes involving understudies from universities cutting-edge Cross River State as a contextual analysis.

The law of any creation, proprietorship or thought of youth pornography as modernized material is genuine bad behavior. This includes having a psychic self-attitude, trusting others, and constraining the sexual turn of events. Again, the consequences of this wrongdoing in favor of the child are extremely disproportionate. In addition, it can go on for a long time, especially with mental consequences. If advanced content is disseminated on the Internet, then those kinds of consequences and issues will increase. Also, children can be casualties of digital hooligans who are focusing on youth for sexual purposes.

### *1.1. Cyber Bullying:*

The expanded use of web-based entertainment and innovation by individuals of different ages and sexual orientations improves the likelihood of undesirable ways of behaving like sadists. Harassment remains solitary of the most pessimistic encounters a person may face, particularly during youth. Most of the people who experience pain remain young people, teenagers, as well as women. Harassment may lead to prosecution for near-home and mental damage, and it can affect the character of individuals. Casualties can obtain hurtful as well as abusive messages, posts, and tweets, that propose vandalism, harass people or compromise their lives [6]. Cyberbullying remains a kind of cybercrime that comprises fraud, charge card theft, and any activity that remains harmful to an individual, comprising harassment, stalking, and mental control.

### *1.2. Cyber Violence:*

Digital psychological harassment is an illegal activity that involves cruelty against individuals besides possessions. It often has political, racial, or philosophical reasons. Additionally, this kind of cybercrime may spread fear, panic, as well as cruelty to individuals or cause harm as well as destroy them. Digital psychological warfare can also affect the accessibility and integrity of data. Fear-mongers use the Internet to spread propaganda, enroll people, influence popular assessment, and shut down public structures (e.g. transport, dams, traffic signals, as well as energy offices). An instance of digital psychological warfare remains Ukraine's attack on a power grid cutting-edge December 2015, triggered by a phishing email. Some systems of digital psychological harassers make fear and hindrance among residents regarding their protection [5]. Such succession may also impact political decision-making. Real financial misfortune, asset damage, as well as vandalism can affect and affect the union of society due to digital psychological harassment.

### *1.3. Cyber Surveillance:*

Surveillance refers to any activity that involves spying to serve rival organizations or unrecognized states and theft of critical and delicate data. Digital Covert Activities use PCs to lead missions. In December 2007, around 300 British organizations experienced a digital undercover work attack by Chinese associations. In addition, there were several coordinated attacks by China on PCs and organizations of the US Department of Defence from 2003 to 2006. This coordinated series of attacks were called "Titan Rain.

### *1.4. Phishing:*

Phishing is probably the most well-known attack because of its immediate association with the end customer. In some cases, the attacker tries to trick the end client into giving away fragile data. Phishing includes a mix of mocking methods besides social designing. The casualty obtains an email asking him about the fragile data, is given advance notice of the attack, and is convinced to put in new assurance programming that is malware. On the other hand, a phishing email can have a connection to a fake site. A single of significant protective

strategy remains not to tap a connection that seems a doubtful email [7]. Alternative ways to defend yourself from phishing attacks remain to only visit secure sites that have Hypertext Transfer Protocol (HTTP) cutting-edge Uniform Resource Locator (URLs) besides introducing hostile against infection programming, firewalls, and phishing toolbars.

#### *1.5. SQL Injection Occurrence:*

Structured Query Language (SQL) Infusion is a web security weakness that allows an attacker to slow down the queries that an application performs on its data set. This largely allows an attacker to see information that they are not prepared to retrieve regularly. This may include information held with various customers *or* other information received by the actual application. Typically, an attacker can alter or erase this information, leading to a continuous change in the substance or conduct of the application. In some circumstances, an attacker can escalate a SQL infusion attack, or perform a denial of administration, to make the origin server or other back-end foundation think twice. SQL Infusion Assault remains a kind of attack cutting-edge in which the attacker compromises the data set by using some SQL query [8]. The attacker can view the information gender-wise and retrieve its essence, before changing or erasing the information. Single of the best countermeasures methods aimed at this kind of attack remains to set a high requirement level of competency for all clients, for example, username and password.

#### *1.6. Teardrop Attack:*

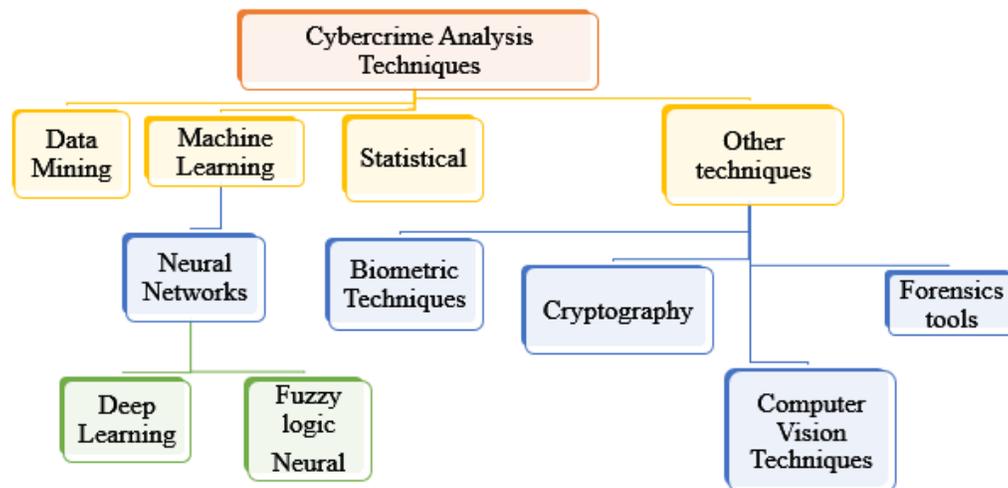
The attacker dominates the disorganized as well as covered objective structure of the parcel. Authentic shippers break messages into coordinated bundles, yet aggressive controls make parcels huge with heavy payloads. This objective overwhelms the framework and attempts to reassemble controlled and covered bundles until the framework can respond to actual clients again. Distributed Denial-of-Service (DDoS) attacks may be prevented or prohibited by using 2 strategies: the 1<sup>st</sup> remains to administer DDoS attack defenses, as well as the 2<sup>nd</sup>, remains to expand the traffic.

#### *1.7. Cybercrime Analysis Technique:*

There has been a rapid increase in the number of cybercrimes as no customary cybercrime detection framework executed by legal science analysts can prevent or control them completely. This is on the premise that the questions or focus of cybercrime (e.g., individuals, banks, property, and state-run administrations) depend on wrongdoing (e.g., cash, secret, gender, interest) and the motivations of cybercriminals. Work on strategies and use the new advancements to spot breaches and meet objectives [9]. Many of the earlier investigations have been directed at promoting techniques to differentiate cybercrimes. The original groups of these techniques remain shown in cutting-edge Figure 1 and explained in cutting-edge detail following sections.

The Hidden Markov Model is probably the best model to identify a cyber-attack. Whatever it is a tough cycle to get to the next level. Model through limiting the time obligatory to prepare information to detect cyber-attacks using n-gram removal calculations. This better concealed Markov model uses repeated or redrawn designs in subsequent documents, rather than the entire subsequent event. The n-gram removal calculation was rummage-sale during information mining to remove mutual examples [11]. An Interruption Detection Framework (IDS) for detecting attacks in-vehicle improved organizations is an exceptional type of organization capable of observing the evolution of vehicular gatherings without using a base station. It additionally organizes and deals with correspondence between vehicles. This

channel was planned to reduce the reaction time besides upstream cutting-edge the location cycle without affecting the search accuracy.



**Figure 1: the above Block Diagram represents the Categorization of cybercrime detection techniques [10].**

## 2. LITERATURE REVIEW

Sita Rani et al. discussed threats as well as corrective measures aimed at Internet of Things (IoT) safety with adherence to cybercrime: a survey [12]. The author said that the Internet of Things (IoT) was the greatest possible level of structure guaranteed to deal with human existence with quality and privacy. IoT had donated to many different application areas, with the turbulent development of brilliant gadgets and their use of reliable remote mechanics for information transmission supporting their vulnerability to cyber-attacks. Cybercrime Examined also talked about the work of trendsetting innovations like Man-made Reasoning, Artificial Intelligence (AI), Distributed Computing, Edge Registering, Hedge Figuring, and Blockchain Innovations, and finally, various openings to help with the challenges of Cybercrime Exams in IoT. It meant exploration. Additional exploration is giving another impression. IoT infrastructure's reliance on remote correspondence innovations led them to cyber-attacks which were the main drivers of cybercrime. Cutting-edge this audit, the work of trendsetting innovation in IoT criminology and cybercrime examination was put forward.

P. S. Pokataev et al. discussed the peculiarities of cybercrime Investigation in the banking sector of Ukraine review and analysis [13]. The author said that there was a need for a rapid increase in the volume of cybercrimes committed in the financial sector. To create a viable framework to prevent such wrongdoings as well as guarantee the security of the state to cyber. The experience of the world's driving countries regarding cybercrime deterrence was estimated to operate at a level of network security other than the global Internet. It was argued that the current state of network security in Ukraine, did not meet contemporary requirements and that feasibility was estimated and needs to be prepared. Legitimate demonstration to respect the system of cybercrimes in the Ukrainian administration and to set clear liability for each type of wrongdoing committed on the Internet. In this way, examining the task of building a successful online security infrastructure allowed us to show that properly planned exercises of people in common and confidential areas can help reduce cybercrimes in the financial sector as well as upsurge the level of virtual space.

Wadha Abdullah Al-Khater et al. discussed a comprehensive Review of cybercrime detection techniques [10]. Cybercrimes were examples of accusatory crimes and wrongdoings involving PCs or special equipment as target and commissioning tools or related to the prevalence of PC innovation. Common types of cybercrimes were child erotic entertainment, cyberstalking, wholesale fraud, digital washing, MasterCard theft, digital psychological warfare, drug deals, information leakage, physically expressed pleasure, phishing, and various types of digital hacking. It examined the merits and weaknesses of basically every method. Finally, it made suggestions aimed at the improvement of cybercrime recognition models that may successfully reverse cybercrimes and differentiate existing procedures. In this paper, the introduced condition of human manifestations was assessed and a correlation was carried out employing practical classified data as a method to show their outcomes to differentiate their particular benefits besides drawbacks. Consequently, should scientists track down a technology to safeguard information security in these ways, they can benefit from the information cybercriminals have given to them by police research motivations, while also keeping their security in mind.

Charlotte Cross et al. discussed dissent as cybercrime social media, security, and development in Tanzania [14]. The author said that in connection with the growing interest in the connection between computerized correspondence and dictatorial government issues, the paper considered the criminalization of online restrictions in Tanzania. In the wake of meetings with police, neighborhood government officials, and cell phone customers, the paper examined the challenging profile and understanding of cybercrime. The paper later contributed to the detection of vague and incidental connections between data and correspondence progress, and in particular to legislative issues. This was important in understanding the complex and emergent implications of the expanded use of ICT for legislative issues, in particular, whether, first and foremost, issues of party government, or government issues of orientation and age. Certainly, as the numbers grew in the fight over governmental issues alongside extravagant acts of race, jokes about web opportunity and control, with the penetration of web development and virtual entertainment, needed further inquiry to investigate. Can provide a valuable focal point for how electrical work is performed, validated and challenged, turned on and disconnected.

### 3. DISCUSSION

The stages of Social Media entertainment are an example of overcoming the adversities of a hundred years, certainly to the extent that the number of customers goes. Here is a portion of those numbers to give you an idea of the ubiquity of this kind of programming. Such pervasiveness means that virtual entertainment is like honey for a wasp where cybercrime is concerned. Fraudsters view web-based entertainment customers as a hostage and trusting mobs who can be induced to perform actions they are usually more cautious about. Virtual entertainment has coined a platform, for sharing ideas and feline pictures, yet as a jungle gym for cybercrime. In a report by security merchant Bromium, "Virtual Entertainment Platforms and the Cybercrime Economy they characterize this channel as a "stage guilt" for digital attacks. In the online entertainment stage that a significant number of us love and In day-to-day use, there is a gateway that opens new doors for cybercriminals to take advantage of. The idea of web-based entertainment means that sharing information is a seamless piece of application. -based entertainment is an important piece of the motor.

These two things adjust to form an ideal digital tempest. Virtual entertainment is also a deep pool of personal information. Social media entertainment through stages to share personal subtleties Individuals have a good sense of security; a sense of security is an important part of being through virtual entertainment that is intended to be used among loved ones [15].

Nevertheless, without due care, personal information, for example, name, telephone number, address, and, surprisingly, your field may be taken and used to fraudulently or fabricate characters. Online entertainment isn't all terrible. It provides a way for loved ones to stay in touch and overall. Efficient versions of web-based entertainment, such as LinkedIn, are an important way to stay abreast of industry knowledge. Whatever the case, using them safely requires some work. Here are some ideas on how to use your web-based entertainment account safely. One of the reasons why online entertainment is so helpful to fraudsters is that, currently, setting up a fake account is simple [16]. Facebook recently needed to erase 5.4 billion phony records from its foundation. Fake records are used to deceive authentic customers, socially designed to make them click on deadly connections or, in any event, offer fragile data

### *3.1. Querying Cybercrime:*

Despite clear advances in the use of security and advancement to legitimize dissent, the relationship between government issues, security, and reform and their interpretation of the policing system has always been highly controversial in Tanzania and continues to this day, even though there are also legitimate dangers. Or the extra-legal discipline has strengthened. Virtual entertainment intensifies voices of dissent and resistance, and the moderation of online controversy is not a sign of customer communications management (CCM) solidarity, although it can be understood as an example. The problematic potential of web-based entertainment that the party is forced to answer. To ensure that how the Regulation is made, understood, and implemented, the public authorities and Transaction Processing Facility (TPF) are obliged to do so in light of the difficulties arising to some extent. For example, the Cyber Crime Act and the Statistics Act, of 2015 were aided by Parliament before the decision was taken.

Similarly, surprisingly frozen is the size of the coordinated regulatory, which has exposed the glaring inaccuracy of engaging key figures in the CCM and was flawed by linking to a significant drop in its vote share in 2010. Web-based entertainment is used to legitimize the use of political resistance, common society associations, and activists to highlight communal policing and unverified cases of security threats. Police system [17]. For example, lawmakers of the Resistance share photographs of letters from police barring party gatherings due to unspecified knowledge of requests reporting police brutality and proposing a potential threat to the photos and recording. The use of repressed encounters as 'political theatre' by resistance groups in Tanzania is not new, although web-based entertainment empowers these exhibitions to contact more widespread crowds within Tanzania and then more rapidly.

### *3.2. Cyber Harassment Cases:*

The use of advanced innovation has become a fundamental part of our lives. Any innovation can be used for useful or terrifying purposes. Data misuse and correspondence innovation are important elements of cybercrime. In light of the seriousness of online harassment and business, as usual, the United States Department of Justice (DOJ) and ACPO (Association of Chief Police Officers) in the United Kingdom (UK) and other worldwide organizations have characterized cyber harassment broadly as 10 sections as shown in Figure 2.



**Figure 2: The above Block Diagram represents the categorization of Cyber Harassment.**

Among the many hostile demonstrations on the Internet, online abuse/bullying is a distinguishing feature that directly or roundly affects Internet customers of different age groups. Digital harassment is described as renewed, spontaneous, unfriendly conduct by a person via the Internet with a plan to harass, intimidate, embarrass, undermine, bug, or tail someone [18]. Any form of bullying that occurs through electronic media is considered to have a comparable effect as the customary offense of provocation. As illustrated, this is done in different ways for ICT. Cyberbullying is a display of sending, posting, or sharing negative, unsafe, misleading, or demeaning material regarding other people [19]. Sharing personal or confidential data that may embarrass or embarrass others falls under the purview of cyberbullying. This is through computerized gadgets, for example, phones, PCs, and tablets through Short Message Service (SMS), messaging, apps, web-based entertainment stages, online forums, and administration such as gaming, where individuals can view, take an interest, or substance can offer.

### 3.3. Cyber Trolling:

Cyber trolling is a purposeful display of erratic, spontaneous as well as controversial comments on various web discussions, intended only for fun or for other obvious additions, to provoke a rapid reaction by engaging the audience in a fight or controversy. Now that almost anyone can comment on notices, reply to tweets, speak locally, or send secret inquiries, there should be savings wherever people are involved.

### 3.4. Cyber Teasing:

Digital prodding is a disposition, a mindset, an example of conduct as well as activities that are interpreted as an insult and a display of embarrassment on purpose. More or less, it is bullying of women by outsiders in daylight places, on roads, and in public vehicles but when there is comparative wrongdoing using the method of ICT it is called cyber teasing.

### 3.5. Cyber Stalking:

Cyberstalking is the use of (ICT) to stalk, control, or routinely undermine a minor, adult, or professional group. Cyberstalking is both an Internet-based attacking tactic and a typology of psychopathological ICT clients. Cyberstalking includes actual mischief, ongoing reconnaissance, and direct or suggested threats of social opportunity data to capture and control an object [20]. Delineates the different approaches to ICT, the intent behind their use, and the various goals.

### 3.6. Cyber Defamation and Theft:

Digital criticism is a demonstration of the distribution of profanity using electronic gadgets and the web. If a person distributes certain defamatory statements as well as sends messages containing derogatory material to others to stigmatize the casualties, it will be considered a display of digital slander. Data fraud is the performance of using another's personal identification data, for example, name, unique proof number, or visa number, without their consent, to perform extortion.

### 3.7. Catfishing and Doxing:

Data fraud is the performance of using another's personal identification data, for example, name, unique proof number, or visa number, without their consent, to perform extortion. Doxing is the most common method of recovering, hacking, and distributing data of others, for example, names, locations or telephone numbers, and additional credit/charge card details. Doxing can be designated for a particular individual or association.

## 4. CONCLUSION

Cybercrime is defined as any illegal activity done by using computers or other specialized devices to create fear and tension in people or to injure, hurt, or destroy. Computer-assisted and laptop cybercrimes are the 2 kinds of cybercrime. The widespread demand for web-based entertainment and innovation by individuals of different ages and sexual orientations increases the likelihood of people being subjected to cruelty. The aim of this study remains to examine the various kinds of cybercrime. Individuals who use social media entertainment to share personal uniqueness have a good sense of security; Safety is an important part of being through virtual entertainment that is meant to be shared with loved ones. Harassment remains single of the most frustrating experiences a person may have, particularly when they are young. Computerized mental stimulation is a criminal practice that includes vandalism in contradiction of people as well as property. It often has racial, philosophical reasons, and political. Also, this kind of cybercrime can spread fear, hysteria, as well as cruelty among people or can hurt as well as destroy them. Cyber trolling is an intentional display of erratic, spontaneous, and controversial comments on various web discussions, intended solely to provoke a quick reaction by engaging the viewers in a fight or controversy. Various studies have been done to detect cybercrime in the last year, so there are maximum possibilities for more studies to be done to help identify cybercrime and reduce cybercrime.

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## CHAPTER 23

### AN OVERVIEW OF THE CURRENT SCENARIO OF DIGITAL MARKETING AND ITS IMPORTANT ROLE IN THE GROWTH OF THE COMPANY, INDIA

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#### ABSTRACT:

Digital marketing, commonly referred to as online marketing, is the promotion of firms to use the Internet and other methods of digital communication to communicate with potential customers. Traditionally, corporations focused on marketing through television, print media, and radio. Although these opportunities still exist today, the advent of the Internet has changed the way corporations treat customers. Companies are emphasizing and increasing the use of digital platforms to sell their products and services to experience originality, innovation, loyalty, and a wider customer base. Smartphones and other digital devices are making it easier for firms to sell their goods and services as well as to customers. This study mainly focused on the role of digital marketing and its future benefits. The study also discussed types of digital marketing, digital marketing challenges, the important role of digital marketing in pointing and conversion, digital marketing in India, and its future and its various advantages and disadvantages. Digital marketing should be one of the major goals of the overall marketing strategy of almost any business. In future the acceptance of the digital marketing will help in the betterment of businesses and enhancing the outputs of the companies.

#### KEYWORDS:

Company, Digital Marketing, Electronic Marketing, Marketing, Social Media.

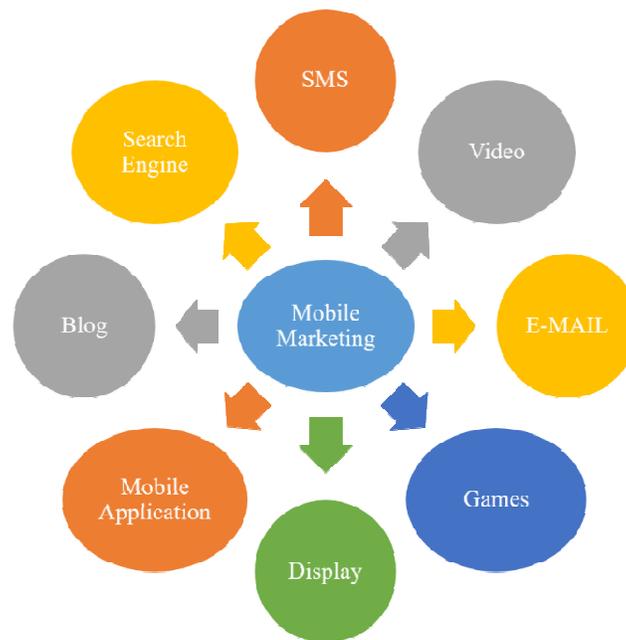
#### 1. INTRODUCTION

Digital marketing is the use of digital platforms to promote services and products to reach customers. This type of advertising uses websites, search engines, social networks, mobile devices, and other similar channels. Digital marketing is thought of as a productivity outlet for businesses to reach customers and learn about their behavior, and some of its principles are similar to those of traditional marketing. Traditional, as well as digital marketing approaches, are regularly applied in commercial enterprises [1]–[3]. Any activity that a business performs to publicize its goods and services and expand its market share is referred to as marketing. To be effective, marketing requires a combination of sales, advertising competence, and the capacity to deliver things to end-users. This is usually done by experts or marketers who can work both within and outside the company, as seen in the diagram below:

- i. “Digital marketing” entails reaching out to customers using a multitude of digital techniques.
- ii. This type of marketing differs from online marketing, which is limited to the use of websites.

- iii. Electronic Marketing, social media, content marketing, search platforms, as well as other kinds of digital marketing are just a few examples.
- iv. One of the toughest challenges for digital marketers is how to stand out in a world flooded with digital marketing ads.

Traditionally, corporations depended on print, television, as well as radio to sell their goods. Although these choices are still accessible today, the introduction of the Internet has resulted in a change in how companies engage with their consumers. That's when digital marketing enters the picture. Websites, search engines, applications, social media, and anything else that combines marketing with feedback from customers or a 2 communication between both the company and the client are examples of this style of marketing. Companies were required to adjust their marketing strategy owing to developments in technology and evolving trends. In the early days of digital marketing, email was a key marketing instrument [4], [5]. This emphasis turned to browsers like Netscape, which allowed corporations to tag and keyword stuff their way to prominence. Companies may now gather data to respond to customer habits owing to the rise of social media platforms. "Mobile marketing" is almost as vast as "digital marketing" itself and will cross with lots of all the other forms. Figure 1 demonstrates the major mobile advertising strategies [6].

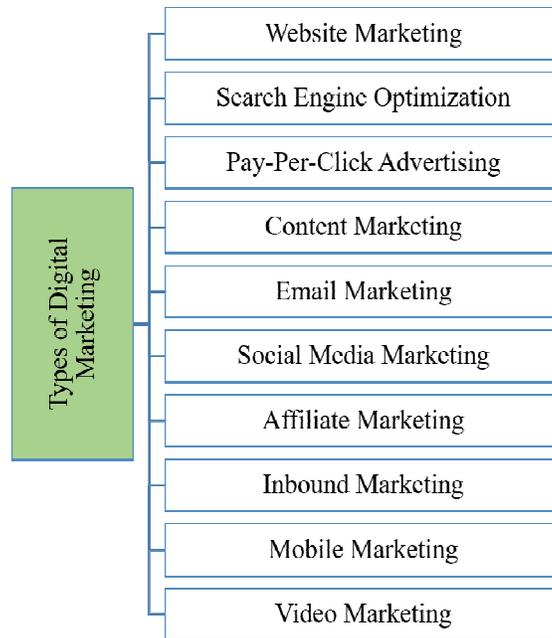


**Figure 1: Illustrating the Various Mobile Channels that are used for Digital Marketing.**

To experience originality, loyalty innovation, and a wide customer base the firms are emphasizing and growing the use of digital platforms to sell their product and services. Properly stated, the future of digital marketing appears solid and bright. More and more chances would keep flowing in and so, being creative, original, and informed with the newest trends would be the primary premise of any digital marketer [7], [8]. The expansion that we have watched on the Internet throughout the years. People are adjusting to the new normal and are now extremely comfortable with carrying out things online, whether it is for shopping, ordering food or medications, or even carrying out financial activities online.

### 1.1. Types of Digital Marketing:

Digital marketing is divided into various categories which are shown below (Figure 2):



**Figure 2: Illustrating the Various Categories of Digital Marketing.**

#### 1.1.1. “Website Marketing”:

All digital marketing activities revolve around the website. It is a very powerful channel in and of itself, but it is also a necessary medium for a variety of digital marketing efforts. A website should convey a brand, its products, and services straightforwardly and memorably. It should be mobile-friendly, quick, and easy to use [9], [10].

#### 1.1.2. “Pay-Per-Click” (PPC) Advertising:

PPC advertising helps marketers to engage Internet consumers on a diversity of digital channels via sponsored adverts. Marketers can set up Advertisements on Bing, Twitter, Google, LinkedIn, and Pinterest, and display their advertisements to people looking for phrases connected to the goods or services. PPC adverts may separate visitors based on their demographic parameters or even target their unique hobbies or location.

#### 1.1.3. “Content Marketing”:

The goal of content marketing is to reach out to potential customers by using content. Content is consistently created on a website and then pushed via social media, e - mail marketing, as well as perhaps “pay-per-click marketing”.

#### 1.1.4. “Electronic Marketing”:

E-marketing is one of the most effective digital marketing strategies. Many people mistakenly associate Electronic Marketing with spam emails, but this is not the case. This kind of marketing allows businesses to interact with potential customers as well as anybody interested in their goods. Many digital marketers use all other Internet marketing tactics to obtain leads for their email lists, then use “Electronic Marketing” to convert those leads into customers using customer acquisition funnels [11].

### 1.1.5. “Social Media Marketing” (SMM):

An SMM strategy's main goal is to increase brand awareness and build social trust. You may be able to use social media marketing to generate leads or even as a direct sales channel as your knowledge of it grows. Boosted posts and tweets are examples of social media marketing efforts.

### 1.1.6. Affiliate-Marketing:

“Affiliate marketing” is among the earliest kinds of promotion, as well as the Internet has provided it a new life. Influencers utilize affiliate marketing strategies to promote other people's goods and earn commissions each time a sale or lead is produced. Several good corporations, such as Amazon, have affiliate marketers that pay large sums of money to websites that sell their products every month.

### 1.1.7. “Video Marketing”:

YouTube is among the world's top search engines. Most shoppers utilize YouTube to learn something, read a review, or simply relax before finalizing a buying choice. Companies may use a variety of video marketing platforms to establish a video advertising campaign, including Instagram, Facebook Videos, and even “TikTok”.

### 1.1.8. “Messaging”:

Massaging text is often used by businesses and charities to inform customers about current promotions or opportunities. SMS campaigns are often used by candidates for political office to provide positive information about their proposals. As technology advances, some text-to-give initiatives now allow customers to pay or contribute instantly by text message.

## 1.2. Digital Marketing Challenges:

The vendors of digital marketing have distinct issues. Digital channels grow rapidly, therefore “digital marketers” must stay up with how they function, how receivers use them, and how they may be leveraged to successfully sell their goods. Because receivers are constantly bombarded with competing advertisements, capturing their attention is becoming more difficult. It's also difficult for digital marketers to go through large amounts of data and apply what they've learned to new marketing campaigns [12]–[15]. The challenge in acquiring and efficiently utilizing data illustrates that digital marketing needs a marketing plan based on a deep knowledge of customer behaviors. It may, for example, require a corporation to assess new sorts of consumer behavior, including employing website heat maps to better understand the client's trip.

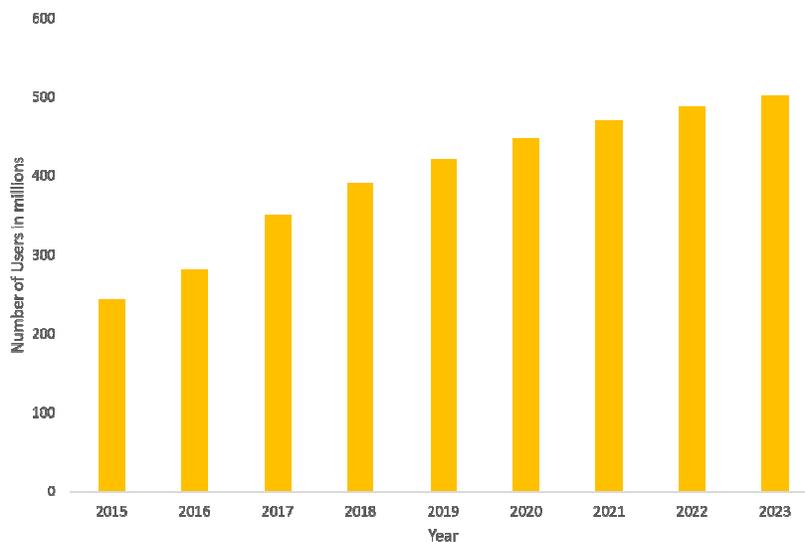
Digital marketing roles can be described as a number of employment roles that enable organizations to establish and market a brand image using various digital methods to sell their products. Since the trends of digital marketing are always evolving due to technology improvements and development of online platforms, so are the conditions. The growing social networking avenues have ushered in new businesses in the digital marketing sector. Digital marketing industry is result oriented, as a result eager employees with innovative talents are desired.

## 2. DISCUSSION

Namdev Vishnu Warang [16] study on “Digital Marketing” as well as its impacts. He found that purchasing behavior, purchasing power, product knowledge, and other factors have a greater influence on individual and family purchasing behavior. According to the “National

Youth Policy”, there are about 33 million people in Asian countries who are between the ages of 15 and 29. They represent a significant portion of the market stage in Asian countries. Every seller must understand this age-old science so that he can emerge as the leading seller in the competitive market. Digital marketing, which has disrupted the economy in general and marketing in particular, presents many dangers and challenges for sellers in a competitive marketplace. In the short term, the market will shift from a purely customer-oriented marketing strategy to a technically customer-oriented approach to marketing, allowing marketers to develop appropriate marketing techniques to retain and capture the potential market. K Ismail Ashish and Assistant Prof. Kavitha S.N [17] discussed digital Marketing through Profile generation. It is found that today's digital marketing strategy requires a lot of labor, and its relevance must be improved. In today's world, relevance is enough, but as technology advances, society now expects a lot more relevant ads than what is given, which requires substantial effort in this area. Digital marketing technology is an emerging field with a lot of potential and room for advancement.

If there is one thing that 2020 taught us, it is the significance of fast-reacting to drastic shifts in consumer behavior. It offers tailored solutions for an increasingly connected world by innovatively merging the worlds of digital marketing and technology while retaining the emphasis on end-user experience [18]. Although there is a vast network of modern digital marketing platforms into which marketers can plug their brands, Internet advertising is far more complex than channels alone. To fully realize the promise of digital marketing, marketers must delve deep into today’s vast and complex cross-channel ecosystem to find effective engagement marketing strategies. Engagement marketing is a strategy to build meaningful relationships with new and returning customers based on data collected over time. Businesses can promote brand awareness, position themselves as the industry's public intellectuals, and keep their organizations at the forefront of buyer's minds when they are ready to buy by connecting consumers to the digital world. Growth statistics of "digital advertising" in India as presented in Figure 3. As the Web continues to evolve, your company must adapt to meet those changes. The best way to adopt is to start a digital marketing plan. A great web marketing plan can help your firm garner more quality leads and sales, as well as increase conversions.



**Figure 3: Graph Illustrating the Growth Rate of mobile Users (In millions) [18].**

The power of digital marketing comes in its capacity to attract and maintain individuals who are more than inclined to ask inquiries about company image and may be fascinated enough to acquire whatever you have to offer. Offering what they promised would enable one to establish a strong relationship with them, which would ultimately lead to them becoming paying clients who would withdraw and interact with your site more devotedly. This will aid your image development because delighted clients will surely educate others about their engagement with your firm, hence growing your web branding. Your existence will become an Internet phenomenon, offering up new options for extending your market reach and enhancing your bottom line.

All sorts of companies may gain from digital marketing if they opt to go with online branding and promotion. “Small and medium-sized enterprises”, as well as new firms, now have the choice to leverage lead generators and Internet advertising. When evaluating the function of digital media marketing, the clearest benefit is the ability to communicate with a range of customers without the requirement of call centers. Digital Marketing's inbound marketing and conversion rates are substantially better than those of many conventional marketing and advertising approaches. While digital marketing is still in its infancy, it is already one of the most effective ways to promote your retail brand and will continue to be so in the future. However, it is fascinating to examine the dynamics of this channel and how it is changing every day. The market is continuously changing and expanding and having a specialist that focuses on understanding and evaluating trends such as Voice Searches, Virtual Reality, Artificial Intelligence, etc., and helps the company get the most out of it will continue to be a game-changer shortly.

### *2.1. Important Part of Digital Marketing in Conversions and Targeting:*

The capacity of the digital strategies to coordinate with particular target groups as well as ensure result-driven interactions is one explanation for the role of digital in marketing and branding. When your customers interact with your company, digital marketing gives them the attention they want. The efficacy of your marketing strategy will be determined by how you manage such dedication. Providing actual devotion to your clientele may provide your insight into what your prospects want. As your company grows, this will provide you the chance to earn the confidence of your target market. Conversions are the next role of digital marketing in branding since it works in tandem with flawless targeting. Organizations measure success by the number of users, subscribers, endorsers, arrangements, leads, as well as transactions converted from traffic.

### *2.2. Digital Marketing in India and it's Future:*

This is the age of digital marketing. With the development of online purchasing, every business needs an online marketing plan to attract its audience and consumers. From huge organizations to small enterprises and retailers, everyone is entering into the digital area to develop their company and enjoy the advantages of the Internet world in improving their reach, sales, and conversions. And with digitization becoming more and more popular, the future of digital marketing in India is bright for brands and organizations. In a nation as densely populated as India and with millions of mobile phones and social media users, digital marketing is thriving in the country. Everybody who intends to expand their company and sell their goods and services far and wide has to embrace digital marketing via the Internet since this medium has no geographical limitations. The future of digital marketing in India is bright and exciting. Digital marketing, as opposed to conventional marketing, has certain significant characteristics that make it a successful and economical method for promoting the business.

### 2.3. Benefits of Digital Marketing for Retail Brands:

Digital marketing is a wonderful tool for organizations if they want to connect with their prospective consumers on a worldwide level, interact with them, develop brand recognition, promote and sell goods and services at accessible costs, and achieve a greater ROI or return on investment (Figure 4). A well-planned and well-devised digital marketing strategy will affect the overall success of retail enterprises in so many ways.



**Figure 4: Illustrating the Advantages of Digital Marketing in Retail Marketing.**

### 2.4. Various Benefits of the Digital Marketing:

The primary advantage of “digital marketing” is that a concentrated addressee can be addressed in a cost-effective as well as verifiable fashion. Further digital marketing advantages involve establishing customer loyalty and increasing online transactions, it comprises:

- i. *Global reach:* For just a small effort, a website can help you spot market opportunities or do business abroad.
- ii. *Affordable Cost:* A well-designed and well-targeted "digital marketing" campaign can reach important customers at a much lower cost than traditional marketing methods.
- iii. *Tractable:* Using analytics tools and other Internet measurement tools, you can quickly analyze the effectiveness of your Internet marketing approach.
- iv. *Personalization:* If your customer's information is linked to your website, you can welcome customers with customized offers every time they visit.
- v. *Transparency:* Through being active on Facebook and using it strategically, you can build trust in customers as well as earn a reputation for being easy to contact.
- vi. *Social Currency:* Using a content marketing approach, digital marketing helps you create engaging campaigns.

### 2.5. Drawbacks of Digital Marketing:

Here are some of the digital marketing dangers and restrictions:

- i. *Training and Skills:* This will need to be guaranteed to ensure that your personnel has the appropriate knowledge and skills to run digital marketing properly.

- ii. *Time-consuming*: tasks such as updating online marketing campaigns and developing marketing materials can be time-consuming.
- iii. *High Competition*: While Internet marketing allows you to reach a global audience, it also exposes you to global competitors.
- iv. *Complaints and Suggestions*: Any poor feedback or complaints about your brand can be shared with your audience through social media and online review sites. Providing excellent customer service online can be tough.
- v. *Security and Privacy Issues*: Collecting and using customer data for digital marketing purposes comes with several legal issues. Be sure to follow the rules for protecting personal information.

### 3. CONCLUSION

One of the benefits of employing digital media to power your marketing is the ease with which the results can be monitored and observed. Because digital marketing enables you to easily monitor consumer response rates, assess the fulfillment of your advertising objectives, and thus more accurately plan your next digital marketing campaign, there is no need for expensive customer research in Internet marketing. . It will continue to create a framework that forces firms to keep up with the rapidly growing types of digital marketing. Digital marketing has seen considerable growth in the recent decade. From social media to Search Engine Optimization “SEO”, Digital marketing continues to have a beneficial effect on billions of people. Digital Marketing will continue to inspire organizations to pursue their proper campaign in the market as technologies emerge along with the technology. Whether anyone is using digital marketing for lead generation, conversions, or brand recognition, it requires a broad target audience. As there is more market and consumer awareness now, the future of digital marketing is bright. Companies can use several smart technologies to collect huge amounts of data and conduct in-depth research on their target groups. This is a completely new way of reaching the audience. Thorough market and consumer research allow businesses to tap into previously untapped opportunities. As the world embraces digitization in business, Indians now have access to the best products and services from the best companies, even in the most remote parts of the country. This is an ideal time to rethink how you do business and interact with customers. It's time to go beyond traditional retail marketing and television advertising to attract today's digitally savvy customers.

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## CHAPTER 24

### A STUDY ON THE SIGNIFICANCE OF ROLE AND VARIOUS STRATEGY OF INFLUENCER MARKETING, INDIA

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#### ABSTRACT:

Influencer marketing is a kind of advertisement that enables individuals to advertise a corporation to a larger market. Influencers are opinion leaders with such a global follower foundation. The fundamental differentiation in the instance of influencer marketing would be that the outcomes of the endeavor are partnerships among firms and influencers. Presently clients are asking for actual recommendations from average persons. Influencers fulfill the demand for companies to be capable to connect without the polish of conventional brand marketing. Influencer marketing helps you to reach folks you can't approach via standard advertising. This study focused on the important involvement of influencer marketing as well as the various approach to influencer marketing in India. Influencer marketing has increasingly become a need for marketers. Influencers may aid generate an Internet curiosity regarding the brand. It also increases the brand's reputation, encouraging audience engagement, as well as growth. Influencer marketing is the fastest route in the digital marketing business.

#### KEYWORDS:

Blogging, Influencers, Influencer Marketing, Marketing, Social Media.

#### 1. INTRODUCTION

An era earlier, the “influencer marketing” industry was reserved solely for superstars and a few enthusiastic bloggers. This type of marketing method is more challenging to manage than always as a company [1]–[3]. At even a basic level, influencer marketing is a type of social media marketing that uses positive remarks from “influencer marketing” who seem to have a committed social following as well as thus are recognized as specialists inside their sector. “Influencer marketing” works because of the great point of trust that influencers have built with the ones that follow, meanwhile suggestions from them serve as a sort of social proof to the brand’s prospective consumers [4], [5]. Identification while on Instagram in 2014 seems easier than it is today. If you were fortunate enough to have been recognized on an Instagram featured post or if your style was unusually sufficient, your chances of being hired as an influencer were excellent. Some people have turned social media “influencer marketing” into a full-time job after establishing enough economic contacts [6].

##### *1.1. Various Categories’ of Influencer Marketing:*

Some of the different categories of influencer marketing initiatives that you can utilize to create brand recognition:

##### *1.1. Host Giveaways:*

Out of all the influencer marketing initiatives that we see on social media, giveaway campaigns are highly popular owing to the simplicity and the mutual advantage that it

provides it. Hosting giveaways provide a large degree of assured growth in the form of social activities such as following, liking, sharing, retweeting, and commenting. This also delivers a considerable degree of evident advantages such as brand exposure gained owing to the high originality of the influencer material.

#### *1.2. Social Media Takeover:*

Social media takeover is a sort of influencer marketing that is used to improve brand visibility and deliver intriguing content to the audience. Social media takeover is like yielding the reigns and enabling an influencer to steer your brand promotion on social media.

#### *1.3. Affiliate marketing:*

Affiliate marketing is a strategy that depends on partners in promoting items. It will advertise a product sale onsite or may alternatively be linked to your website. When a sale occurs via this, the affiliate partner will be compensated or rewarded as per the arrangement. The influencer earns a commission on any purchases earned as a consequence of their content and influence. This strategy gives advantages to both the parties where you receive a sale and the affiliate gets rewarded for making a transaction happen [7]–[10]. Here you may attract influencers in the affiliate network, and ask for their aid in advertising your product.

#### *1.4. Sponsored Social Media Content:*

When somebody has fantastic stuff and is ready to publish it, it may be lost in the shuffle on social media. As a result, the ideal option is to engage with influencers that can generate and sell social media content. The influencer creates and posts material on their “social media” networks to promote your brand. Just supply influencers with a set of rules around the sort of content that you intend to be created and advertised. When they are equipped with the content you can begin the influencer with both the information being shared by the influencer on different social media sites.

#### *1.5. Gifts:*

This is yet another form of influencer marketing when you provide things to an influencer hoping for free exposure. This is also termed product seeding. In this sort of influencer marketing, the influencers are very delighted to get free presents, thus their responses may be captured into outstanding content to kick start your campaign. It also helps to create ties with the influencers in the long run. It is also a chance for you to gain a first-hand experience of your goods. When the influencer likes your product it converts into a good product review on social media.

#### *1.6. Sponsored Blog Posts:*

Bloggers are emerging to be a very reliable source of information available. Hence firms are resorting to influencer bloggers to abuse the trust of their consumers. Here you may pay influential bloggers to publish an paper about you on their blogs. There are two sorts of sponsored blogs. One sort of blog is a post that is devoted to your brand. This blog speaks entirely about your goods and services and also may give discount coupons for purchases.

#### *1.7. Guest Blogging:*

Guest blogging may be a highly effective approach to advertising your company by engaging with influencers [11]–[13]. This strategy is straightforward and unique where you only have to identify some influencers in your field who are also creating blogs and accepting blogs. Guest blogging may be done in two ways. One is to allow guest postings to your blog. Guest

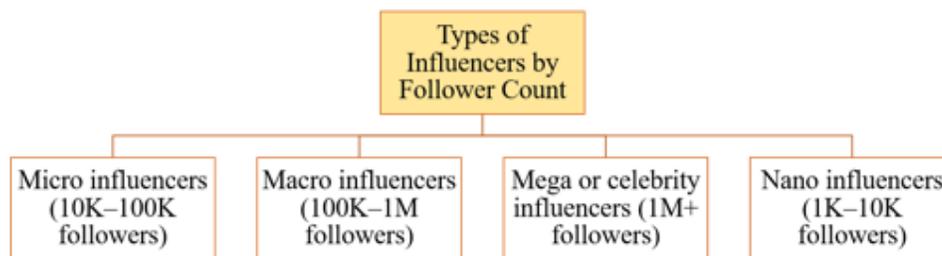
blogging boosts your visibility and consequently promotes brand recognition. The guest blogger is prone to share your content in his network which boosts your brand and so brings visitors to the blog post.

### 1.8. Brand Ambassador Programs:

Brand ambassadors are individuals who use your items and appreciate them to such a degree that they are eager to market them to you. Many firms are cooperating with brand ambassadors to take influencer marketing to the next level.

### 1.2. Categories of Influencers by the Follower Calculation:

Influencers are popping up all over the country as well. It makes sense as influencer marketing ROI is among the biggest among conventional marketing channels [14], [15]. Various types of influencers based on their follower count as shown below (Figure 1):



**Figure 1: Illustrating the Numerous Types of Influencers Based on Their Followers Count.**

#### 1.2.1. Nano Influencers (1K–10K followers):

Nano-influencers have between 1,000 and 10,000 followers on social networking sites. They generally have a highly active social media following and strong interaction rates. Nano influencers are often highly promoters of the businesses and services they love, and their supporters accept their honest views but also critique them. He has a really strong connection with his followers, but it takes even a minute to talk with his followers to nurture those relationships. Nano-influencers tend to spend significantly more than their higher-ups, so companies with fewer resources may prefer to start influencer marketing at this stage. Many Nano-influencers are also charging corporations, as they build up their following and liaise with brands.

#### 1.2.2. Micro-Influencers (10K–100K followers):

Micro-influencers have from ten thousand to a hundred thousand followers. Although individuals have a substantial following, micro-influencers are still considered vital to their followers and therefore likely to provide an interactive experience. At this point, influencers prefer to concentrate on a particular problem. They also usually have good interaction levels and a focused audience. This makes it possible for marketers to develop special partnerships with all these influencers. That one from micro-influencers is less polished but may feel greater honest than content from macro- or mega-influencers. This may affect the amount of success a firm has with influencers, dependent on business objectives [16].

### 1.2.3. *Macro Influencers (100K–1M followers):*

Macro-influencers with between 100 thousand and only one million followers, therefore, trend toward a bigger audience over micro-influencers. Macro influencers are typically Internet-made superstars and could be bloggers, or social media stars. Macro influencers not only have a big audience but it's feasible how they've grown that following over months or years of creating ties while increasing followers. Because of their greater following numbers, they will presumably have a very modest engagement rate [17], [18].

### 1.2.4. *Mega Influencers (1M+ followers):*

Mega influencers, as well as superstars, have more than one million followers. Because individuals themselves are often known, anyone has a large budget for marketing to acquire them. It's vital to know that the audiences collected by large influencers are likely to be rather enormous. Mega influencers are frequently popular or well-known consequently it's not hard to discover them. Instead of hunting for mentions and hashtags for the brand, product, or niche, it will be better off discovering accounts that qualify as mega influencers to determine if any of them suit your organization.

### 1.3. *Influencer Marketing is a marketing plan for Influencers:*

A company can start creating its reputation on whatever platform it chooses using traditional social media marketing, and as time passes as well as its following grows, it can discover just who branding evangelists are. These are the people who like and share anything, or who use social media to promote a business. Individual attention and membership in a tightly separated group of all brand enthusiasts may help build such followers. Efforts to market to this demographic are focused on how to keep them spreading the word. One disadvantage of this strategy is that some of a company's followers may just lack sufficient numbers of followers to have any effect. In reality, the majority of people on social networking sites do not. Most people have a small network of acquaintances, maybe a few hundred, as well as connections across a range of interests [2], [19].

Similarly, corporations find it difficult to identify and generate content that they hope will connect with their audience in some meaningful sense despite remaining interested including day engagements. This scattershot view of social marketing delivers predictably unexpected effects. Instead of aimlessly seeking to get the likes and following but also throwing dissimilar bits of material forward to see what sticks, celebrity endorsement reminds us that our time is best-expended marketing directly to notable individuals whose likes and dislikes. Therefore the final reward is the influencer's following, the target audience for companies includes the influencers themselves.

## 2. DISCUSSION

“Influencer marketing” is now a famous strategy of online marketing. It's been a term for a long period, and the mainstream press continuously alludes to it. Yet, there are still persons who don't adequately realize what influencer marketing is all about. The Influencer Marketing Hub is indeed an accomplished website with various papers and research describing the complexity of influencers, among other kinds of Internet marketing. The initial version of this paper was the first piece we posted on the site [6], [20]. The premise behind influencer marketing is that by connecting with influencers on social media, they will pass your brand messaging to their tremendously strong networks so expanding your brand to a broader audience. Since influencers already have a significant fan following at their disposal, it becomes simpler for marketers to reach their audience by delivering it via the influencers

whose opinions and the input carry a lot of value to the audience. Influencer marketing initiatives are beneficial to engage with the social media audience and may be done in numerous approaches.

Some of the above-stated forms of influencer marketing tactics can undoubtedly bring in more worth to your campaigns. Influencer marketing is the form of advertising that depends on employing significant pioneers and personalities to promote your message to the broader market. As opposed to advertising to a huge gathering of buyers directly, you should acquire or pay influencers to get the word out for you [21]. Influencer promotion usually gets attached at the hip with two different forms of displaying, web-based living advertising and substance showcasing. Most Influencer battles feature a form of Internet-based life segment when influencers are depended upon to get the word out via their social networks. Numerous influencer conflicts involve a substance component whereby you may generate material for the influencers, or they make the substance themselves, working path shown in Figure 2. Even if web-based living and substance promoting routinely fit inside influencer crusades, they are not synonymous with influencer promotion.



**Figure 2: Illustrating the Working Path of the Influencer Marketing.**

### 2.1. Importance of Influencer Marketing in India:

The influence on the economy has affected how we acquire goods. About sixty-seven percent of marketers claim that they are involved with some form of influencer marketing, a percentage that is undoubtedly likely to expand as web-based social networking influencers gain standard presentation. The influencer economy is developing towards more simplified arrangements, seizing devices like influencer systems, coordinating stages advantages, and automated procedures to aid marketers with tapping influencers more successfully. Brands that aren't a portion of this economy are losing control. Customers presently manage the purchaser's experience, and they are growing more enthusiastic with the expansion of computerized promotion. Here are some downsides of computerized.

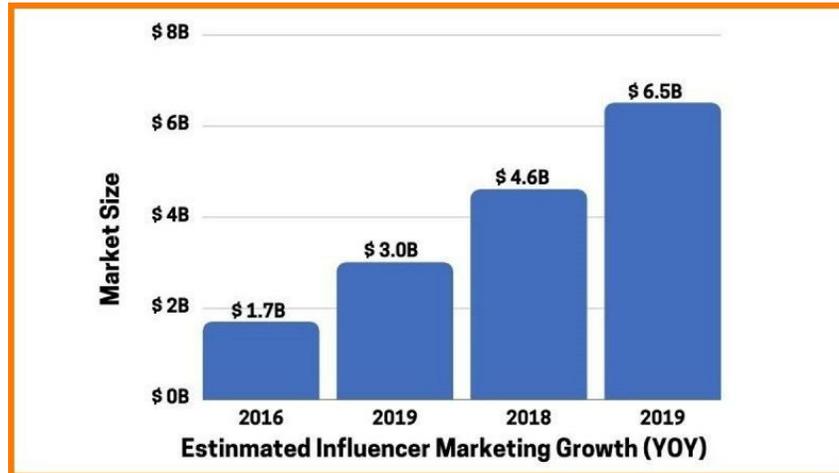
### 2.2. Working on Influencer Marketing:

If a marketer and feeling the strain of producing more money but having less control over the message, you're not alone. The environment of marketing has altered substantially and customers decide the message they want to see. At a high level, it is a sort of sponsored interaction where marketers connect with folks that flaunt strong social footprints. The idea is

to tap into new groups and link the brand or product to new consumers via the voice and trusted connections of the stated influencer. Influencers are specialists at initiating debates online, and the material they generate on behalf of a company is talked about, shared, and repeated. That is earned media. Earned media is trusted higher by customers. When influencers write about their personal experiences and publish captivating material about a brand, it may have a huge impact on their audience.

### 2.3. The Strategy of Influencer Marketing:

Influencer marketing has become one of the finest strategies to rapidly promote your brand online and also develop awareness among a selected population. According to online marketing, “influencer marketing” is growing at a quicker rate than digital advertising, with an emphasis on using an industry leader’s following to drive growth in your own company [22], [23]. The appeal of “influencer marketing” is that the market is already there; all that is required is for both parties to build a win-win collaboration in which both parties provide exceptional value to each market (Figure 3). In reality, influencer marketing is a proactive strategy to “social media marketing” that aims to increase brand awareness, expose your content to new audiences, and generate new sales leads.



**Figure 3: The Graph Illustrating the Estimated Growth of Influencer Marketing.**

#### 2.3.1. Text the objectives:

Any fantastic method begins with goals and when users think about influencer marketing, there are several objectives you may have for your campaign. While the most evident is surely making revenue, engaging with influencers may do more for your brand than merely making sales at the moment.

#### 2.3.2. Building Awareness about Brand:

Collaborating with influencers suggests that the brand’s name is getting across to thousands of persons who may never have heard of that before. Those who discover about your company from someone they trust, it implies they’re likely to be more willing to study your business or follow your business on social media.

#### 2.3.3. Appealing a New Target Market:

When users want to adjust their ideal customer a bit, there’s no better way to do so than engaging with an influencer. It will undoubtedly involve a little more work on your part to

show the influencer why your brand is fit for their audience. Influencers are typically protective of their audiences as they've worked hard to create their following and secure their trust. However, if you partner with the influencer to build a successful advertising campaign, they may help you to reach a market opportunity.

#### *2.3.4. Lead Generation:*

Ultimately, influencer marketing may assist you to obtain more leads and customers. Depending on what you provide, you might want your influencer connection to lead their followers into a nurturing campaign so they can get to know your brand better.

#### *2.3.5. Join with influencers:*

Once you are certain that you know what to do, it's time to connect with influencers. There are many unique approaches you may identify influencers that will function for your firm but desire to start with looking to others in your field. Not only will uncover who competitors are working with, but also see what big influencers they're targeting. Then, anyone may decide whether you want to seek persons with a similar-sized following or something else.

### *2.4. Advantages of Adopting Influencer Marketing:*

Here are six huge advantages of adopting influencer marketing to enhance social strategy:

#### *2.4.1. Trust Builds:*

Influencers have created connections, respect, and confidence with their market. Individuals value their possessions as well as recommendations. Promoting an influencer's work, instantly grab their attention as well as those who start sharing yours, bringing the company's message outside an active and engaged market.

#### *2.4.2. Improves Content Strategy:*

Is it possible that boosting influencer content can assist you to fill in the holes in your marketing strategy? When someone is out of content ideas or simply needs some good stuff to share on your social media platforms, this is a great option.

#### *2.4.3. Efficiently Reaches The Target Audience:*

With appropriate influencers, business information is provided in front of social users who already are engaged in your subject. Don't have to invest extra cash on challenging and establishing the target the influence that is already has gained this following on "social media".

#### *2.4.4. Delivers Remarkable Value to Audience:*

Providing accurate content, that informs and excites your target audience is at the core of inbound marketing. Because contributors were in touch with the needs of the people they serve, this strategy is embraced by the influencer.

## **3. CONCLUSION**

Influencer marketing is here to remain, and so it merely going to increase further in the coming years. Online brands may greatly benefit from interacting with influencers, no problem what their purpose is. Influencers may assist in developing the following, generating sales, or just getting the word out more about your brand. No matter what, today is a perfect day to start constructing your influencer marketing strategy. "Influencer marketing" may be extremely valuable for new firms or those who have been pugnacious in developing

movement in their “social media marketing”. With a great comprehension of how “influencer marketing” may speed your online ambitions, you may be committed to developing the first campaign fast to knowledge of these benefits in your organizations. Influencers acquire the power to draw additional individuals towards your items or services. This is because customers trust the ideas from their designated influencers. Brands may harness it to influence purchasing choices and enhance conversion rates. To conclude, influencer marketing offers firms an efficient and concentrated way to engage their target demographic across numerous “social media” platforms. Influencer marketing that is both effective and profitable may change people's minds, increase brand loyalty, and generate revenue. Overall, influencer marketing is one of the fastest-growing forms of marketing in today's industry, and it will continue to rise since it has revolutionized marketing strategies by introducing advanced consumer-friendly ways. “Influencer marketing” has rapidly become a need for marketing. Influencers may aid develop an Internet buzz regarding the brand. It also promotes the brand’s reputation, improves audience engagement, and increases conversions. Besides, it also raises the revenue by enhancing the company’s image and developing new connections and helps the organizations reach its goals.

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## CHAPTER 25

### ANALYZING THE IMPACT OF E-COMMERCE STRATEGIES ON BUILDING BETTER RELATIONSHIPS WITH CONSUMER

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#### ABSTRACT:

Technology is developing at an alarming pace right now and as the number of companies grows, so does the level of competition in the market. Organizations should always strive to gain a competitive advantage in the face of fierce competition. The work a corporation does is to use technology to focus on customer happiness and loyalty. E-commerce also saves time as the selection and payment process becomes simpler with online shopping. There's no need to go to a brick-and-mortar store, so you can save travel time, too. Offline retailers were involved in many middlemen as these customers had to pay more. It's important to develop methods that help you build and maintain relationships with your consumers. In this paper, the authors talk about the various implications of E-commerce strategies for building better relationships with customers. In the future, this paper helps in understanding the strategies for building relationships with the customer.

#### KEYWORDS:

Customer Relationship, E-Commerce, Marketing, Management, Social Media.

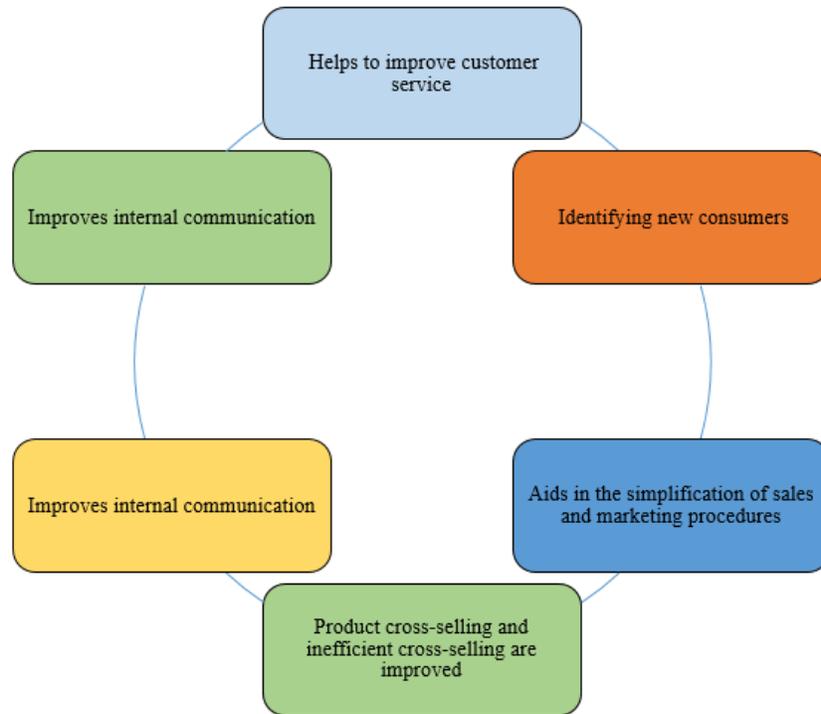
#### 1. INTRODUCTION

Customer relationship management (CRM) is a method of managing a company's or firm's customer interactions, often through analyzing vast quantities of data. CRM systems gather data from many different places, such as a corporate website, phone, email, live chat, marketing materials, as well as, more lately, social media. They help businesses better understand their target clientele or meet their requests, which improves client retention and revenue [1], [2]. CRM may be used to communicate with current, past, or potential customers. CRM stands for the ideas, practices, and guidelines that direct a business's customer care. The organization's corporate link also includes direct customer involvement in sales, service-related operations, forecasting, and customer process or behavior research [3], [4].

E-commerce is a boon to all online advances in the digitalization era, as it plays a significant role in offering electronic buyers or sellers' services via the Internet. To keep it functioning, it relies on mobile E-commerce, electronic data interchange, Internet advertising, electronic cash transfers, online transaction processing, supply chain management, and inventory management systems [5], [6]. E-commerce is a boon to all online advances in the digitalization era, as it plays a significant role in offering electronic buyers or sellers' services via the Internet. To keep it functioning, it relies on mobile E-commerce, electronic cash transfers, Internet marketing, electronic information interchange inventory managing systems, or supply chain management online transaction processing [7], [8].

Using E-commerce strategies to deliver good customer connection management has been one of the secrets to success in an online business [9]. Because clients are often worried about

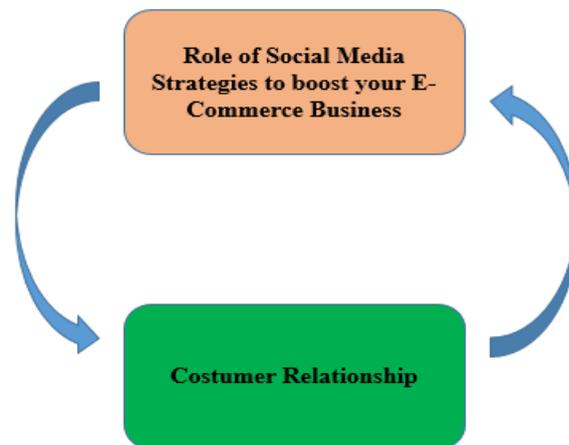
high-quality goods and services, how you interact with them influences the success of your company. When products are marketed from one customer to another, nothing rivals the power of "word of mouth advertising" in the business sector [10], [11]. As a consequence, providing consumers with satisfactory services is vital to bringing the firm to its pinnacle, and Figure 1 depicts how to manage a positive customer relationship.



**Figure 1: Illustrate the Perks of Managing Good Customer Relations.**

*1.1. Customer Relationships are Being Impacted by E-Commerce Techniques:*

Previously, the only way for entrepreneurs to communicate with clients was to participate in verbal or face-to-face interactions. Furthermore, the Internet now provides them with a broader choice of possibilities for establishing good client relationships and executing better marketing approaches, as shown in Figure 2.



**Figure 2: Illustrate the Role of Social Media Strategies to Boost the Customer Relationship and E-Commerce Strategy Impact on Customer Relationship.**

The following are some E-commerce tactics that influence creating good client relationships:

*1.2. E-commerce Relationship-building strategies for butter customers include:*

One of the keys to success in the Internet business is to have a faultless relationship with your customers. Buyers frequently seek high-quality goods and services, but how you treat those matters much. It will have an impact on whether or not they return to your E-commerce site and tell their friends about you. Building a long-term relationship built on trust is challenging. This is owing to the industry's strong competition, with each business owner trying relentlessly to gain new customers. Even better, there are a variety of strategies you may employ to establish a strong customer relationship [12], [13]. Figure 3 shows the E-commerce Strategies for Customer Relationships with Butter.



**Figure 3: Illustrate the E-commerce Strategies for the butter customer Relationship.**

*1.2.1. Excellent Customer Service:*

This is one of the most effective techniques to improve your E-commerce company's reputation. It leaves a lasting impression on your clientele that you care about them. Quick replies to queries, complaints, and criticism demonstrate customer care. Every consumer desires to be addressed with respect. If you put up a good customer service channel or platform, you'll be able to build a good relationship with them.

*1.2.2. Excellent Customer Service:*

This includes all of the steps you take to ensure the online transaction is completed successfully. A strong customer service experience should leave the consumer completely delighted and wanting to make another transaction. The politeness you use when speaking with clients, your timeliness when meeting with them, prompt shipment, and high-quality items are all examples of effective customer service. Customers who are well-served leave with a grin on their faces and are more likely to return to your establishment.

### *1.2.3. Useful content:*

Websites, Facebook pages, blogs, Instagram pages, as well as other social media platforms are examples of online marketing methods. On these platforms, publishing thorough and appealing material draws potential clients who may subsequently become paying customers. The content is what will determine whether or not they are interested in your items. On your E-commerce page, you may incorporate enticing photographs, animations, videos, and other visuals to capture the attention of potential consumers and develop a relationship with them.

### *1.2.4. Special Deal:*

If you give product discounts, they will opt to buy from your E-commerce business. It's a wonderful idea to give former consumers a discount every time they buy on your company's website. As a result, they are completely devoted to you and your products. They'll constantly want to go shopping again and again. This also provides you the opportunity to get new consumers through referrals. Free delivery, gifts, and free samples are all examples of freebies that may help you build a trusting connection with your clients. Customers would flock to E-commerce businesses where discounts and special deals will be available. It's a fantastic idea to give tiny presents as a "thank you" for visiting your business after each transaction.

### *1.2.5. Appropriately Handling Feedback:*

When selling online, you'll encounter a wide range of consumers, including happy, dissatisfied, potential, and window shoppers. Having positive comments on your website is beneficial to your business. Displaying comments that reflect dissatisfaction with your services, on the other hand, may deter potential consumers. It doesn't matter how you react to them; what matters is just how you respond to them. Customers can be retained by responding in a reassuring tone. Saying sorry for the delivery delays and promising to improve, for example, builds consumer confidence and encourages them to buy from you.

### *1.2.6. Taking Feedback into Consideration:*

Clients that are satisfied with your services are always eager to offer feedback. It's a good way to consider them and concentrate on the negative ones. Taking feedback seriously will help you avoid future blunders and guarantee that every one of your customers is pleased. Consumers that are pleased with your services would return to you again and again. Customer relationships lead to an open flow of information, which might take the shape of evaluations and comments. Both excellent clients and good service providers value feedback because it leads to even more happy encounters.

### *1.2.7. The homepage is Easy to Navigate:*

When designing a website for your E-commerce firm, keep in mind that it will be accessed by a variety of people. This implies that you should have a friendly attitude with all types of consumers. Make it easier to use by simplifying the usability so that items can be found quickly. Furthermore, the buying option, or the customer assistance option, should be

prominently presented. To save clients time and aggravation, make sure that contact information is prominent. Customers will love surfing your website and will develop a relationship with you as a result.

#### *1.2.8. Direct Social Media Engagement:*

Social media platforms are the most crucial online marketing tools. You are allowed to post information about your things on the pages. Make sure you participate in conversation with potential customers by responding to their remarks. Talk to them with maturity and conviction to earn their confidence and encourage them to purchase your goods. Engaging them also increases their sense of importance and self-worth. They might also have access to your professional contacts and a promise of top-notch services. As a result, other potential customers may learn about your conversation and choose to work with you.

#### *1.2.9. Updates Regularly:*

Include a link for your consumers to sign up for frequent updates when developing a website for your company. They can input their personal information, such as email addresses and passwords, which should be kept private and secret. Continue to send them emails or newsletters once they've signed up, emphasizing your care for them as well as the new brands available. Don't forget to add a way for people to opt-out of receiving updates, and this will ensure that you and your customers are always in touch.

#### *1.2.10. Ranking in the Search Engines:*

Your clients will be able to reach your E-commerce website faster if you rank first in the search engine optimization rankings. Your website will be the first to show whenever customers search for your brand of products, giving them even more motivation to visit it. Accessing your website is only the first step in the purchasing process because it is there that they develop an interest in the products [14]. With a high Search Engine Optimization (SEO) ranking, you will attract more clients. As a result of the transactions, a nice connection will develop. It is unquestionably a crucial tool for E-commerce websites and portals, as every buyer seeks establishments with the top ratings and SEO rankings. Customers can access E-commerce websites more quickly thanks to SEO rankings. With a high SEO ranking, one would be able to attract more clients. All of the following aspects contribute to E-commerce to improve consumer connections. A solid relationship with online clients helps E-commerce businesses outperform the competition or gain market share by putting them in a better position. Only by implementing effective tactics will you be able to build the finest business-customer partnerships [12], [15].

#### *1.2.11. Customer Service that is Both Effective and Professional:*

It entails interacting professionally with customers by welcoming them, dealing with negative questions/comments as a good listener for the consumers, and also being excellent listeners to the customers. Customer etiquette, timeliness in delivering services, product quality, and the availability of various payment/EMI ways are all indicators of good customer service. In this essay, the author explored how e-commerce relationship-building tactics for better consumers might help businesses cultivate stronger ties with their clients [1], [16]. In this paper, the author talks about the various strategies which are building the better relationships with the customer.

## 2. LITERATURE REVIEW

Rahmath Safeena et al. studied about Impact of e-business on consumers the goal of this study was to understand the impact of e-business on consumer behavior. The purpose of the study required a thorough analysis of the relevant literature. Customer positioning in a variety of service production and shipping processes has changed significantly as e-business models evolve. Advances in information or communication technologies have improved people's lives. There has been a dramatic increase in the number of individuals using the Internet for shopping and other activities [17]. Ann L. Fruhling and Lester A. Digman examined the impact of electronic commerce on the company's strategy was examined. This paper covers intra-business E-commerce, including business-to-consumer E-commerce, business-to-business E-commerce, as well as value/supply chain management. Added value, cost leadership, focus, differentiation, or growth sourcing are examples of business-level strategies. E-commerce, as per the paper, will have a big influence on each of the company's core industries [18].

C. S. D. Ellepola studied E-commerce and business as much more than a way to keep or improve a company's present operations. But on the other hand, E-commerce marks a paradigm shift. It's a "disruptive" invention that's upending traditional corporate processes. The digital economy is based on entirely different notions and labor norms, which helps to explain why the industry is developing so swiftly. The transactional and switching expenses theories are used to offer a conceptual approach in this study. The construction of this paradigm takes into account the scale and breadth of both producing and consumer economies. E-commerce strategies and revenue models are also looked at. Through using the analytical framework generated by this research, this paper analyses the five essential steps for the success of e-commerce. Re-evaluating current business and revenue models, re-engineering the firm or website, and reinventing customer service are a few examples of these. The framework enables E-commerce strategists or strategic managers to research and assess the critical success factors for E-commerce success [19].

## 3. DISCUSSION

### *3.1.E-commerce Businesses Develop Customer Relationships:*

#### *3.1.1. Direct Social Media Engagement:*

Every company should have a social media presence on sites like Facebook, Twitter, and LinkedIn. They are one of the most important online marketing platforms that businesses can use to sell items, advertise their business, share industry news, and connect with consumers. You can create a Facebook profile for your business and fill it with product information. Customers will comment, which you can respond to and initiate dialogue. If you meet them they will be encouraged to trust you. They will buy your products or services because you have gained their trust. The information center not only builds trust but also gives them a sense of power and importance. If you communicate with customers, they will receive not only the contact details of your company but also the promise of high-quality service. Other prospects may decide to help you after reading your posts on social media. Direct interaction with customers allows you to develop a personal relationship as well as demonstrate your response to their questions and feedback.

#### *3.1.2. Maintaining Contact:*

It's important to follow up with customers after they make a purchase. Calling or sending a personal email can be beneficial, but you probably won't have enough time. By using

automated messaging or emailing strategies, you can customize and personalize your interactions. After each transaction, create a base template or customize it, then contact the buyer to see if they have received their product in good condition and are happy with the experience. You'll collect valuable consumer feedback this way, which will help you enhance future customer experiences. People may also add the customer's name as well as other relevant data in the email using automation.

### 3.1.3. *Interaction through email:*

If you want to stay in touch with consumers, you'll need to develop an email list. Additionally, be certain that the emails you send are not commercial. Every email you send to this type of customer should have information that will assist them in solving an issue. You'll be able to strengthen your online engagement while also building a relationship with your consumer. Another reason to send your consumer's emails is to solicit feedback. It's critical to not just give out reviews, but also to learn about a customer's whole purchasing experience, whether they use your service or purchase something from your website. You'll be able to assess whether your consumer experience needs to be improved and what's stopping you from doing so.

### 3.1.4. *Organizing and Hosting Events:*

You may mix with your clients and enhance your ties by inviting them to a marketing event or a new product launch. The participants will have a better understanding of your brand as a result of the event, and people will have the opportunity to interact with your consumers in person, make a positive impression, and build trust. Let's pretend you're the owner of an online clothing and accessory store. Invite your online buyers to a runway show, for example, so you can have a better feel of who you're selling to and they can see your items up close.

### 3.1.5. *Exceptional Customer Service:*

Because in the E-commerce business, there are just a few seconds of two-way communication between your firm and its clients, your customer service should be great. As a result, it's important to recall those few occurrences. Because online customer service has progressively improved over the last many years, users have a lot of alternatives. To spread information, users might utilize FAQs, consumer forums, searchable knowledge representations, and a variety of other approaches. Some firms provide self-service assistance, but live chat, as well as phone support, are your best choices if you want to build long-term online connections.

It's because these supporting channels allow your company's employees and customers to communicate directly. Your customer service employees would be able to better understand their demands and improve their entire experience if they speak directly with them. Here are some ideas for providing the greatest service to the customers possible:

- *Make customer service a differentiator:* Your client base will expand if you provide great customer service. While competing for the same clients and things, you may use this to your advantage.
- *Provide personalized service to consumers:* When you offer live chat to your customers, support personnel may be able to address the issues of several customers at once.

Support personnel may simply provide the very first answer that comes to mind due to the number of customer complaints they get. Customers will also have a better user

experience if salespeople take a pause and listen to them so that the best alternative may be presented.

### *3.1.6. Loyalty Programs for Customers:*

Create a loyalty program that benefits both existing and emerging consumers as another way to increase client connections and make cash. They may be enticed to join the program if they are offered discounts or coupons. Customers who make regular purchases may be eligible for additional benefits. Send personalized letters to your clients on their birthdays, holidays, or anniversaries to show your gratitude. Customer interactions with E-commerce enterprises can be enhanced through the use of applications that make their lives easier. Every Internet business, regardless of approach, should strive to develop great customer relationships.

Economic status, educational achievement, and social class are all regarded to have an influence on one's way of life and, e-business adoption. By expanding product information availability, permitting direct product comparisons, and decreasing buyer search costs, the interactive feature of the Internet and Web increases the efficacy of online shopping behavior. Any e-business and E-commerce website's success relies on the customer. As a consequence, the website should be designed so that customers can utilize it effortlessly. Customers will go to other websites if your website is complicated and has several links, which will weary them. Customer satisfaction is a well-known marketing term. It is a gauge of how well a company's goods and services meet or surpass those of its clients. Customer satisfaction is defined as "the percentage of the customer population, or client base, that evaluated experiences with a business, its goods, as well as its services (ratings), surpasses satisfaction targets. Consumers play a vital role in keeping a good or service relevant, so ensuring consumer happiness and encouraging customer satisfaction is now in the best interest of the organization.

The Marketing Responsibility Standards Board acknowledges the principles, goals, and metrics presented in Marketing Metrics as part of its ongoing Common Language in Marketing Project. According to 71 percent of the over 200 senior marketing experts questioned a client satisfaction indicator is extremely significant in regulating and monitoring firms. In the business environment, customer satisfaction is usually included as a critical performance measure in a Balanced Scorecard. In a competitive market where firms fight for clients, customer happiness is considered a vital differentiator but has steadily become an essential part of corporate strategy.

## **4. CONCLUSION**

The utilization of information and communications technologies has improved the lives of many people. The usability and ease of use of a website have a direct impact on customer behavior. Changes in lifestyle, educational status, and financial resources all have an impact on how people utilize the Internet. Consumer behavior is crucial to the success of an e-business. As a result, websites should be easy to navigate. Traditional trade has been revolutionized or disrupted by E-commerce, which is disruptive innovation. Typical business advice is likely to be out of date. Firms, on the other hand, are more inclined to use strategies that have worked in past business practices, including leveraging e-commerce to sustain current operations and strategy. Such firms are slow to see the potential for innovative ideas for new products or services as well as new competitive tactics to take advantage of that potential. This paper focuses mostly on E-commerce or E-Commerce approaches for bettering consumer interactions. This study's authors examine the numerous ramifications of E-commerce approaches for boosting consumer relations. This paper will be important in understanding customer relationship-building approaches in the future.

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