

INTRODUCTION TO MEDIA STUDIES

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CONTENTS

Chapter 1. Growth and Future of E-commerce in Indian Market: An Update on Challenges and Possible Solutions	1
— <i>Avinash Rajkumar</i>	
Chapter 2. Exploring the Importance of YouTube and Its Role in Developing Tourism	11
— <i>Chanchal Chawla</i>	
Chapter 3. Comprehensive Study on the Importance and Future of Affiliate Marketing	20
— <i>Anushi Singh</i>	
Chapter 4. In Silico Study of Arjungenin against Non-Structural Protein-3 of Chikungunya Virus (CHIKV)	30
— <i>Vivek Anand Singh</i>	
Chapter 5. Impact of Social Media on Human Behavior and Interpersonal Relationships Among People of Different Age Groups	39
— <i>Vipin Jain</i>	
Chapter 6. An Examination of Indian Entrepreneur's Management and Organizational Performance	48
— <i>Sarath A Pradeep</i>	
Chapter 7. A Comprehensive Study on the Impact of Social Media Usage on the Psychological Well-Being of Society	59
— <i>Sarath A Pradeep</i>	
Chapter 8. An Update on Privacy and Security Challenges in the Rising E-Commerce Era with Possible Solutions.....	69
— <i>Dr. Ravi Kumar</i>	
Chapter 9. Investigation of Factors Behind Role of Social Media as a Learning Tool in Higher Education.....	79
— <i>Dr. Ravi Kumar</i>	
Chapter 10. Exploring the Function and Implementation of Search Engine Optimization (SEO) in Social Media.....	89
— <i>Dr. Ravi Kumar</i>	
Chapter 11. Comprehensive the Cyberbullying Using Various Social Media Platforms.....	99
— <i>Dr. Neha Saroj</i>	
Chapter 12. Role And Responsibility of Social Media in Child's Development: A Survey	110
— <i>Dr. Neha Saroj</i>	

Chapter 13. Strategies for Parental Monitoring of their Children's Social Media Activities	120
— <i>Dr. Neha Saroj</i>	
Chapter 14. A Comprehensive Study on Online Business through Social Media for High Productivity	130
— <i>Dr. Neha Saroj</i>	
Chapter 15. An Analysis of the Role of Social Media for Small Business Development.....	139
— <i>Dr. Neha Saroj</i>	
Chapter 16. Investigating Instagram as a Dynamic Tool in Social Media Marketing	150
— <i>Mr. Rahul Kumar Darji</i>	
Chapter 17. An Analysis of Social Media's Effectiveness as a Tool for Communication Technology	160
— <i>Prof.(Dr.) Sachin Batra</i>	
Chapter 18. Significance of Media Advertising with a Special Emphasis on the Telecommunication Industry	171
— <i>Ms. Manisha Sharma</i>	
Chapter 19. A Comprehensive Survey on Affiliate Marketing Network	181
— <i>Dr. Sanjai Kumar Srivastava</i>	
Chapter 20. A Survey of the Impact of Digital Marketing Trends on Social Media Marketing	190
— <i>Dr. Vinod Soni</i>	
Chapter 21. Evaluation of the Role of Social Media Awareness in COVID-19	199
— <i>Mr. Debasish Das</i>	
Chapter 22. Evaluation of the Effects of Social Media Marketing on Consumer Behavior.....	206
— <i>Ms. Manisha Sharma</i>	
Chapter 23. An Appraise of Digital Footprints and Its Deployment in Modern Technology Infrastructure	215
— <i>Mr. Rahul Kumar Darji</i>	
Chapter 24. A Comprehensive Social Media Misinformation Affects the Youth and Impact on their Thoughts	224
— <i>Ms. Yogita Khurana</i>	
Chapter 25. A Comprehensive Study of the Traditional Advertising and Digital Advertising.....	235
— <i>Prof.(Dr.) Sachin Batra</i>	
Chapter 26. Role of Social Media and Incorrect News in a Democracy	242
— <i>Dr. Sanjai Kumar Srivastava</i>	

CHAPTER 1

GROWTH AND FUTURE OF E-COMMERCE IN INDIAN MARKET: AN UPDATE ON CHALLENGES AND POSSIBLE SOLUTIONS

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ABSTRACT:

E-commerce which is defined as the online selling and buying of any goods has emerged as a key player by bringing substantial improvements to existing business models and customer experience. It is increasing at a very rapid rate in the Indian market due to the rise of Internet connections and telecommunications. Due to the drawbacks in existing business models such as reduced revenues and bad customer experiences, finance, travel, journalism, marketing, and retailing, all sectors are reaping the benefits of E-commerce. These sectors have incorporated E-commerce as another channel for growing revenue and consumer satisfaction. E-commerce offers a broad range of applications, particularly in developing nations such as India. Currently, E-commerce players, like offline players, are attempting to incorporate atmospheric variables to go beyond customer satisfaction to customer happiness. However, there are several challenges on the road to E-commerce success in India. These challenges must be addressed to reap the benefits of the large E-commerce market. This paper outlines the fundamentals of e-commerce, growth, and its future in Asian countries viz. India. This study also reviews the current barriers faced by the E-commerce sector in India as well as their possible solutions which can help associated stakeholders to increase their revenue.

KEYWORDS:

Customer, E-commerce, Internet, Online shopping, Logistics.

1. INTRODUCTION

Electronic commerce or E-commerce is the online buying and sale of products and services. E-commerce encompasses not only the selling and purchasing of commodities through the Internet but also the different business procedures that support the goal within individual organizations [1]. Electronic business (E-business) has a variety of definitions and is used in a variety of settings, similar to e-commerce. E-commerce is growing in Asian countries, due to a diverse range of low-cost products, a large number of suppliers, and customers on the Internet. Because of the growing number of Internet users in Asian countries, every company unit wants to get involved in online business in the modern market era. Although e-commerce in Asia is still in its early stages, it provides a variety of opportunities [2]. Nowadays, e-commerce is the cutting edge for the business. Views on electronic commerce are known as E-Commerce. Dealing with products and services via digital media and the Internet is what it means.

The effects of e-commerce have already been seen in many sectors of business, from customer service to new product design. E-commerce nowadays employs the computer network for a least some function in the group action lifecycle. This may save costs in order management and

communication with a large number of suppliers and commercialism partners, sectors that often add major overheads to the cost of goods and facilities. E-commerce offers a long-term opportunity for developing countries like India. It is still in its infancy in Asian countries, but even the most pessimistic projections suggest growth.

1.1. E-commerce, key concepts, and differences

There has never been a better moment for small businesses to start shopping online in India, with the e-commerce trend increasing at a rapid pace. Today, e-commerce is at the forefront of business. E-commerce is commonly misunderstood to refer to online shopping. However, online shopping is simply one component of the overall picture. Online stock and bond transactions, as well as purchasing and downloading software without ever visiting a store, are all examples of the term.

Electronic commerce, more frequently known as e-commerce is defined as a variety of online firm activities for services and goods. It also includes any transaction in which the two or more parties communicate electronically instead of in-person exchanges. E-commerce, in a broader sense, is the use of digital information processing methods in commercial transactions and digital communication methods to build, redefine and change connections for value creation among different organizations or within an organization, as well as between organizations and individuals. There are different types of e-commerce: “Consumer to business (C2B)”, “Business to Government (B2G)”, “consumer to consumer (C2C)”, “business to consumer (B2C)”, and “business to business (B2B)” are the major types in day to day life [3].

1.2. Growth of e-commerce in India

The first E-Commerce site in India was launched in 1996 [4] [5]. However, progress has so far been slow due to a lack of Internet users. After 2011, growth was expected to increase due to an increase in Internet and mobile users. Sites such as Flipkart, Snapdeal, and eBay had already entered the sector and were increasing their focus on customers. Amazon entered the market in 2013 and has since grown rapidly. Internet users were less than 50 million in 2010, but have already more than doubled [6].

E-commerce has fundamentally revolutionized the way people generally do business in India. By 2025, the e-commerce market of India is expected to be worth US\$ 188 billion and worth US\$ 350 billion by 2030.

The E-commerce sector in India is predicted to increase by 21.5 percent by 2022 which will be US\$ 74.8 billion, US\$ 111 billion by 2024, and US\$ 200 billion by 2026. The majority of the expansion and growth of the e-commerce business in India has been driven by an increase in Internet and smartphone usage [7].

It has been determined that throughout time, Indian customers have matured and improved their acceptability for various payment options such as net banking and prepaid wallets. One of the most popular payment options in the country is cash on delivery. Only approximately 20% of credit and debit cardholders purchase online, indicating a massive untapped potential.

Fashion and electronics are the segments that are rising faster than the wind. Electronic devices and fashion items are increasingly being purchased online. Many mobile phone businesses are offering their products only on e-commerce platforms such as Flipkart and Amazon [8].

Consumers are encouraged to buy products online by offers such as cashback, extra discounts, and other bank offers [9]. Detailed growth of every sector is described below:

1.2.1. Electronic sector:

People prefer online buying for numerous electronic devices such as mobile phones, LED televisions, tablets, and laptop computers. The electronic sector is the most important in e-commerce. Companies are now releasing their items online first, followed by retail stores. Recent examples include the Xiaomi Mi3s, Motorola G4, and others. Previously, people would not choose to buy expensive products owing to a lack of confidence, but now 3D secure payment and cash-on-delivery options allow them to expand massive volumes as well.

1.2.2. Fashion Sector:

The fashion industry is the second largest in the e-commerce market. Consumers like to buy trendy accessories online. This sector is growing steadily, owing to product authenticity guarantees and fast product replacement. The availability of a huge number of items, brand selections, unique products, and so on expands and improves the buying options [10].

1.2.3. Tourism Sector:

This sector, in addition to a variety of other E-Commerce sites, is expanding at a fast pace. IRCTC is the largest contributor to this industry; in 2015, it earned more than 20000 crores. Various companies such as make my trip, go ibibo, yatra.com, and others are making a lot of money because of the increasing number of people using ticket and hotel booking services [11]. This sector has shown tremendous growth from 2007 when it was valued at 6250 crores and has grown rapidly since then [12].

1.3. Future Scope of E-commerce In India

How can we underestimate the role of e-commerce in rapidly developing countries like India? India still has Internet users that are significantly fewer than in the United Kingdom or the United States, but it is fast expanding. The number of new arrivals into this industry is constantly rising, and this tendency is expected to continue. [12]. With the rate approaching its apex, it may be assumed that regular retailers would feel so compelled to shift to e-commerce in the next years. Insights into expanding demand for Internet services, improving lifestyle, lower costs, the availability of a wide range of products, and busy lives highlight this reality more clearly, opening the pathway for online deals on gift vouchers [13]. According to data, the Indian e-commerce market increased to \$8.5 billion by 2011 from \$2.5 billion in 2009 indicating a significant increase. To comprehend this scenario, one may divide E-commerce into three major categories: physical goods, virtual goods, and physical services [14].

Local commerce is another segment that is gradually having an effect and has significant overlapping with E-commerce. The very first category which is physical services has the most substantial contribution and accounts for three-fourths of all E-commerce businesses. This includes travel tickets, employment, marriage, and event-organizing websites. It also has enticing deals. Physical goods, the second category is now receiving a lot of attention, especially to the hype produced by fresh start-up companies being opened regularly. Flipkart, Amazon, and others are market leaders in this category, offering everything from pet food to electronic devices such as mobile phones. Virtual goods and gift vouchers fall in the third and final category. This category

includes online music, games, Hotel gift vouchers, movies, software, Pizza gift vouchers, and so on, which have lagged in India in comparison to other countries such as Europe and America, due majorly due to issues of piracy and social perspectives of Indian people. On the other hand, due to the proliferation of mobile phones, devices, and other services available through the web at greater rates, the digital downloads sector of the Indian E-commerce market is predicted to expand.

1.4. Advantages of E-commerce

1.4.1. To Organizations

E-Commerce allows businesses to expand their reach into national and international marketplaces at a fraction of the cost. A company may easily locate additional clients, the greatest suppliers, and the finest business associates anywhere on the globe. Secondly, by digitizing data, E-Commerce helps businesses reduce the cost of developing, storing, disseminating, accessing, and maintaining paper-dependent data while also improving their brand image. E-commerce, it can be deduced, assists companies in providing better customer service as well as simplifying and speeding up corporate procedures. E-commerce eliminates a lot of paperwork and boosts the efficiency of the company.

1.4.2. To Customers

24x7 Customers may do product transactions or inquire about any products/services at any time, from any location. The term 24x7 refers to the 24 hours of each of the seven days of the week, as well as the fact that an application of E-commerce gives the user more alternative options as well as faster product delivery [15], [16]. Secondly, its application provides customers with more options for comparing and selecting the best offer. A customer can submit a review to check what other people have bought before the final purchase or view other comments and reviews from other customers before the actual purchase [17].

In this review, the author described the various opportunity for growth as well as the future scope of E-commerce in the Indian market and budding start-ups for a more easy and convenient customer experience as well as to increase the revenue potential for the organization. This study also reviewed several research studies that investigated different issues associated with E-commerce deployment as well as some frameworks developed for their solutions.

2. LITERATURE REVIEW

To explore the effect of reviews on product attitudes in Mangalore, Ullal et al. performed an empirical study using various investigations with a sample of 1200 consumers. The content of reviews and their valence with attitudes were used in a factorial mixed design for the study. To determine the influence of content and valence of reviews, ANOVA, a three-way analysis was used. A t-test was also used to determine whether the consumers had good intentions about the reviews. Consumer perceptions deteriorate dramatically in the face of unfavorable and mixed ratings. Surprisingly, this effect is more noticeable in everyday products than it is in expensive items. After reading unfavorable or mixed reviews online, users in India are still unable to correctly assess the benefits of products. Because this study is confined to India, the conclusions are exclusively applicable to India and thus will not be applied to other developed nations [18].

Arora and Rahul investigated the fundamentals of perceived risk in the e-commerce market, as well as the influence of perceived risk on online purchasing attitudes among Indian women. It provided a model that explains how online shopping attitude affects attitude and how online

shopping attitude affects online purchasing intention. The study took into account a sample size of 508 female consumers and used the structural equation modeling approach. Internet users with past online buying experience were asked to complete an online questionnaire. The study constructs, validity, and composite reliability were evaluated using confirmatory factor analysis. The findings show that perceived risk is not a major factor in affecting the attitudes of Indian women consumers. Among the several types of risks addressed, security risk was marginally significant [19].

Sanjay and Swati Dhir investigated the influence of organizational learning skills and ambidexterity in the e-commerce market of India. The survey approach was utilized in their investigation. A survey was distributed to workers of Indian e-commerce enterprises to investigate the link between two components of ambidexterity, exploration, and exploitation, as well as company success. Analyzing the survey, they found a complex relationship between the two aspects of ambidexterity and company performance which can be further used by e-commerce firms for increasing revenue [20].

Bhel et al. carried out a study on a framework for adopting big data analytics by e-commerce start-ups in India using a case-based study. Their study intends to create an interpretive structural model (ISM) that could serve as a foundation for effective BDA deployment. To create the framework and evaluate it using a real-life case study, the study used hybrid multi-criteria decision-making procedures. They investigated 11 enablers of BDA tool adoption. Primary data was collected from industry experts to construct an ISM framework, then fuzzy Microscopic-Macroscopic analysis was performed to identify the facilitators for adoption as well as implementation. A case study is then used to put the framework to the test. Thematic clustering is used to create a simple ISM structure, which is then followed by a fuzzy analytical network process (ANP) to explore the association and order of enablers. According to the findings, the accessibility of data is the base and is the most potent facilitator in the adoption decision, but the company considers the technical ability of the workers to be the most significant enabler. Apart from that, it was also shown that there is still a positive relationship between the ranking of facilitators originating from ANP and ISM. This framework aids in the simplification of future BDA plans for any e-commerce business [21].

For e-tailers to create a decent online consumer shopping experience, Singh and Shrivastava researched the mapping of product attributes with particular capabilities of the channel and their influence on purchasing behavior. A complete research model is constructed and then empirically tested utilizing structural equation modeling and primary data from 344 customers. Information about customers is collected in two product categories: fashion and electronics. According to the findings of their study, perceived utility, self-efficacy, and risk are important drivers of online consumer behavior for ongoing usage. They also undertook a study that validated the moderating effect of platform type on various relationships in fashion and electronics. Therefore, the results of the study provided an empirical foundation for online businesses and e-commerce start-ups to seek out the best product channel fit approach for long-term consumer engagement [22]. The above studies demonstrated various barriers to the deployment of e-commerce in India, risk, and different influences on consumer behavior with several methodologies and surveys. There are also studies carried out on the formation of a framework to speed up the use of e-commerce in India. However, in this review, the author has provided some of the core fundamentals that play a major role in the e-commerce sector of India. In addition to that several challenges and barriers in reaping the full potential of e-commerce technology as well as their solutions were also discussed.

3. DISCUSSION

Many E-commerce businesses from across the world are paying close attention to India's phenomenal rise in e-commerce. India, with a 1.2 billion population, also has the world's second-biggest number of Internet users. This demonstrates that despite having lower per capita purchasing power, India has enormous potential for e-commerce growth, making it one of the most desirable rising markets for e-commerce. However, India is very far from a paradise. The following are the major problems that the Indian E-commerce sector confronts given in Figure 1.

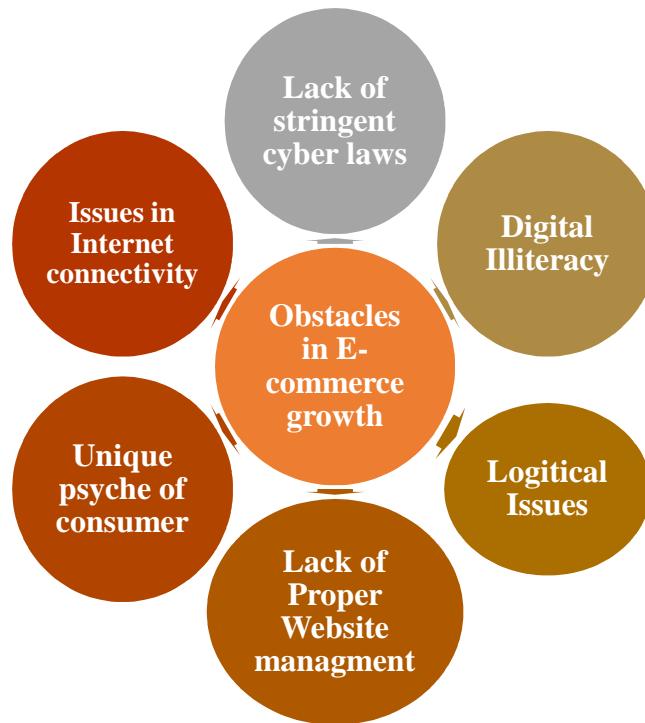


Figure 1: The above figure demonstrates various barriers and challenges in the growth of e-commerce in the Indian market.

3.1. Issues in the Growth of the E-commerce sector in India

3.1.1. Absence of Strict Cyber Laws

Privacy is a major concern for both present and future e-commerce customers. Due to the increased danger of scams perpetrated by hackers, Indian customers are hesitant about disclosing personal information. The Indian government approved the Information Technology Bill on May 17, 2000, to regulate transactions that are done online; but, as it is now, this Bill does not address issues such as privacy, content control, individual property rights, and particular laws related to data protection.

3.1.2. Lack of Digital literacy and Unique Consumer Psychology

The majority of Indian consumers are unfamiliar with the use of the Internet for purchasing. They find it more convenient to purchase things from neighboring retail stores. Companies that offer garments, handicrafts, and jewelry face significant difficulties in their sales because consumers like to feel and touch the product before purchasing.

3.1.3. *Lack of website Management*

The majority of websites lack digital datasheets, attractive product images, and a means to check for daily pricing and product availability. Another major issue arising from the fast expansion of web content is information overload. Customers become dissatisfied when a bombardment of popups and banner commercials disrupts their search for something to buy online. Customers will either leave their site or cancel the purchase decision as a result of this.

3.1.4. *Problems in Internet connectivity and penetration*

E-commerce is built on the Internet. Regrettably, Internet penetration in India remains at just 24%, which represents only a fraction of some other western nations. Furthermore, India falls at the bottom of the list in terms of Internet speed. Furthermore, the cost of the Internet in India is also high.

3.1.5. *Logistical Issues*

In India, major and metropolitan cities have rather robust logistical systems, yet thousands of regions are inaccessible. Furthermore, the rate of returned goods by consumers is quite high, and these returns are particularly expensive for e-commerce businesses because the expense to manage the return can be greater than the actual value of the goods. When an online-ordered product fails to meet its specifications, customers are frequently frustrated. As a result, people are often hesitant to purchase goods such as clothes or footwear, because it is unknown if a given size of a garment or footwear would fit or not. As a result, having a universal standard for such size of these items would aid in decreasing customer misunderstanding.

3.2. *Solutions for issues faced by the E-commerce sector in India*

Although many e-commerce companies are beginning to capitalize on the promise of the digital environment in India, various significant challenges must be overcome before e-commerce can be considered an asset to the population. Some of the aforementioned challenges are not possible to eliminate shortly due to forces that are external and outside the control. However, there are ways to solve many others

3.2.1. *Meeting customer expectations*

As the customer progresses from the investigation to the purchase fulfillment stages, their demands change rapidly, therefore E-commerce providers should understand and appreciate these expectations to tailor their policies accordingly. Convenient shipping and return channels, as well as the ability to touch and feel the product before purchasing, must be established. They must also provide appropriate after-sales service. Online product reviews, more advanced size and fitting solutions, and related videos should all be available.

3.2.2. *Resolving logistical issues*

The e-commerce sector of India must monitor the progress of its marketplaces in Tier 2 and Tier 3 cities. Due to a lack of sufficient logistic services, e-commerce businesses' brand image falls. The most common issues in E-commerce logistical services include late or no delivery, unfriendly delivery staff, lost or damaged items, long and costly return processes, and a lack of associated services such as product installation. To deal with such issues, businesses should either put up their

own logistics system or contact established logistics providers. Strategic alliances between e-commerce companies and third-party logistics providers might yield better results.

3.2.3. *Smart operational system and digital infrastructure*

To stay in business, e-commerce companies must constantly adapt and innovate. The e-Commerce sector has transformed as a result of digital disruption, with buyers embracing various contact points in their purchases. Companies must provide sufficient funds for technical improvements and advertising, which can further accelerate the E-commerce market.

3.2.4. *Analysis of Customer demands*

Suggestions of personalized products do not immediately boost consumer trust, but these suggestions do demonstrate that the vendor stepping into every effort for understanding and test the demands of the customers. This indirectly creates trust that the shop is not only promoting its items but is making a genuine effort to develop a direct customer relationship.

3.2.5. *Protection from frauds and scams*

An online retailer should put up appropriate security certifications to cope with checkout transactions and confidential information about consumers and payment data should be saved in a coded format. Customers will feel more at ease if they are charged after their product has shipped.

4. CONCLUSION

A developing country may attempt to modernize if it implements e-commerce properly and effectively. It will boost performance and provide it with a competitive advantage. IT has accelerated global E-commerce making it simpler for an individual to enter a new market, and marketers can easily assess the performance of their firm. An increasing number of businesses in many areas, such as banking, education, commerce, and tourism, have upgraded their services by integrating technologies into their services. Information technology in businesses is becoming more frequent; nevertheless, relatively few academic studies have been performed to investigate its impact. The Internet is receiving a lot of attention since it is a crucial aspect that has a big impact on online sales. Several challenges have been identified in this study that are limiting the expansion of e-commerce in India, and a few approaches have been proposed to increase e-commerce revenue.

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CHAPTER 2

EXPLORING THE IMPORTANCE OF YOUTUBE AND ITS ROLE IN DEVELOPING TOURISM

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ABSTRACT:

YouTube has established itself as one of the most popular social media platforms, allowing individuals from all over the world to share their thoughts and ideas through streaming videos. In this study, the author elaborates that in recent year huge social media platforms have been looking for travel-related videos that are their second-highest. A high-quality video with logical content that depicts a real-world landscape of travel objects can be posted to YouTube to quickly grab the attention of a larger audience. The results show that the social media tool, YouTube is gradually transforming into a tool for marketing communications and visitors and tourism companies utilize YouTube as a marketing tool for travel. The author concludes that YouTube proved effective as a promotional and communications medium, YouTube generation selects, filters, and uses tourism information when making travel plans. The future potential of this study is eventually comprehending how YouTube affects tourism in the main scope of the domain.

KEYWORDS:

Marketing, Social Media, Tourism, Video, YouTube.

1. INTRODUCTION

Travel marketers' technical prowess has created a whole new universe of possibilities for attracting the attention of potential passengers and eventually influencing client decisions, even if the number of visitors worldwide has lately grown. There were 1.9 billion incoming visitors globally in 2019, an increase of 4% from the year before, in the fastest-growing industry, which has had consistent growth for the past ten years. The potential from digitization, innovation, social growth, and an increase in accessibility has forced the adoption of complicated techniques to position this business as a viable one while focusing on quality rather than quantity [1], [2]. The idea of becoming travelers, which has surpassed the different tourist recognition among many of the emerging economies, has put the industry's interested parties in a challenging position when it comes to locating their tourism products, which incorporate both the experience and the authenticity, where they arise as a result of new location arrivals, shifts in consumer profile pictures, as well as online booking facilities [3].

Interaction between groups of individuals, including between businesses or employees as well as between institutions and potential students, has been made easier thanks to YouTube. Additionally, some YouTube videos encourage greater social interaction which is crucial for the elderly or those with mobility challenges, and strive to dispel prejudice against minorities and minority ideas. However, some movies have included potentially harmful content, such as those that promote self-harm, escalate bullying, or urge suicide. Furthermore, it has been established that the website's

recommendation engine encourages unsafe habits like the Tide Pod Challenge and directs adolescents to potentially harmful content [4], [5]. YouTube has become a crucial visual journalism tool because of user-contributed eyewitness accounts and professionally produced videos from credible news organizations. To reach a bigger audience than conventional broadcast television, some alternative or independent media outlets have opened YouTube profiles [6].

YouTube has helped democracy flourish by enabling people to openly express their political views. For instance, it has made it possible for worldwide protest videos from the Arab Spring to circulate, which has prompted several authoritarian nations to block or restrict the website. YouTube has changed conventional politics, having an even greater influence on political campaigns than direct mail because of how governments and politicians are using the Internet to interact with citizens and promote laws. It has been demonstrated that YouTube's recommendation system promotes excessive content, especially much forward conspiracy propaganda, despite allegations that it has been used as a tool for political bigotry. Additionally, the website has come under criticism for ineffective monitoring of false or misleading political information [7].

For marketing considerations, the popularity of movies on YouTube has been utilized to determine customer sentiment. Celebrities and big businesses, most notably major music labels, have used YouTube as a targeted marketing tool for mass marketing or improved brand awareness through the placement of banner adverts and collaborations with video creators for integrated product promotion. The Partner Program enables independent content creators to sell videos or even make a living exclusively from creating content, with peak incomes topping \$10 million yearly. However, people have collaborated with advertising to develop their audiences [8], [9].

1.1. Tourism Marketing:

All of the many marketing strategies used by businesses in the travel or tourism industry are together referred to as tourist marketing. A few examples are hotels as well as other housing alternatives, transportation businesses including airlines and car rental firms, food places, entertainment venues, travel agents, and tour operators. Tourist marketing is to promote the business, set it apart from rivals, entice customers, and establish brand awareness. Today's tourist marketing strategies usually make use of the Internet, with websites, online adverts, email, or social media platforms frequently playing a key role [10].

1.2. Importance of Tourism Marketing:

The tourist sector is one of the most competitive in the world due to its size. This means that businesses operating in the industry must find ways to separate themselves apart from competitors, position themselves as the best option for customers, and highlight some of the qualities that make them unique or offer them an edge. To do this, marketing is essential, and some of the best tourist marketing advice focuses on helping businesses develop and promote their unique selling offer. Of course, it's also crucial for marketers to keep up with the most recent advances to create a comprehensive marketing mix and use the best communication techniques [11].

1.3. The Role of Social Media in Tourism Marketing:

Social media has changed every aspect of our lives, including the way we consume. These innovations have had a significant influence on businesses, primarily since they have made new marketing strategies conceivable. Unquestionably, one of the most active economic sectors in the world is tourism, which is a part of all of these. Marketing to tourists through social media will

assist your business greatly. Here, you'll find details on the essentials of social media for travelers, such as what it is and how to effectively use it. Social media serves as a central place for sharing photos that aim to inspire others to have similar experiences. It's the digital equivalent of gathering around a campfire or exchanging stories. For tour and activity providers, social media serves as a snapshot as well as highlighting their reel of great experiences. Your customer service, engagement strategy, and advertising needs can all be met by carefully crafted social media platforms. Being a tour guide requires a limited amount of time and energy. Focus on what is essential to your ideal visitor and what details will be most useful. With your unique insight as an authority in the travel field, you can offer recreational activities, routes to explore, and tips to visit. Try to incorporate personality and usefulness into your content when deciding what to share on social media as a tourist firm. For example, if you're coming out with weekend guidance, Facebook can serve as a holiday log full of personal stories, images, and videos intended to captivate viewers [12].

1.3.1. Importance of the Social Media:

One way social media affects tourism is in the way people research trips before taking them. Nowadays, it is encouraged for people to discuss their trips. As a result, social networking has altered how people make decisions. People decide whether or not to trust a travel provider based on evaluations from previous customers. In a nation like India, travel writers, media experts on travel, leading, well-known, as well as branded newspapers mostly produced from Indian metropolises, or electronic media constantly promote travel, as tourist attractions for readers, including Tourists also included. To meet the demands of both potential and actual visitors, consider the weather (peak or lean), images, range of retail options, resources, hospitality, culture, people, or heritage [13].

1.3.2. Social Sharing for Better Customer Relations:

Customer service is another essential component of the tourism industry that has changed as a result of social media. Companies or brands may now speak with their customers directly thanks to social media. To express their displeasure with a tourism service, customers can contact the relevant businesses via phone. Therefore, if a business discovers the finest answers to the issues of its customers, its reputation will rise. The social sharing phenomenon may have had the most impact on the tourism industry. Thanks to social media, especially young people may share their best memorable travel experiences with a broad audience. Tourism companies should encourage people to share their genuine travel experiences online since this strategy is more effective than traditional marketing at bringing in new visitors. As was already said, the rise of social media triggered an increase in two-way contact between businesses and customers as well as customers to customers. If a tourist organization wishes to benefit from social media's impact on the tourism industry, it must employ social media [14], [15].

1.3.3. Best Social Media Channels for Tourism Marketing:

In every industry, including travel and tourism, the big three of digital networking Instagram, Twitter, and Facebook have taken the lead. Even though each of these channels caters to a different demographic, one of the most popular subjects across all of them is travel. Facebook is an excellent resource for drawing people from many social groups. Users may share their narratives by using Facebook's suggestions feature. It may be used to find out what customers are saying about your travel business and for other travel-related goals.

Instagram is one of the most popular social networking sites since it prioritizes visual material heavily. It offers a great platform for interaction between tourism-related businesses and both current and future customers. You may attract clients by using Facebook, especially millennials who are a population that is quite active on the network. You should use and expand your travel-related hashtags if you want to see an increase in the number of people who see your posts. Your voice is on Twitter, your visual stuff is on Instagram, and on this website, you may exchange brief vacation suggestions and advertisements. Twitter may be used to promote brands through graphics and videos, but its actual strength resides in the superior customer service it offers. To engage in chats, you need a valid Twitter account. You may connect with various traveler groups on several platforms in addition to the Big Three. For instance, LinkedIn is crucial for B₂B, since business travelers discuss a range of topics in LinkedIn groups, including work trips. LinkedIn can help you connect with business travelers depending on where you sell your services.

1.4. Relationship between Media and Tourism:

A relationship service sector includes both media and tourism and they both collaborate seamlessly. Twenty-five percent of media revenue comes from tourists, while eighty percent of tourism money comes from the media. The importance of tourism to the media, including journalism, is constantly increasing. In most colleges that offer journalism as a study, students for their various degrees will have to complete a required project on tourism as well as its related fields. Public perception of new places is greatly influenced by the media. There is an important and complex interaction between tourism and the media. Most individuals who decide to visit have never actually visited the region, so the tourism industry relies heavily on media reports. Negative news or a crisis can have a devastating effect on tourism. As a result of continued disaster coverage, cities dependent on tourism lose their main source of income as tourists flee places of focus.

Everyone knows that the use of social media is increasing day by day, and people spend most of their time on social media platforms. The most famous social media platform is YouTube, and YouTube is widely used for various purposes such as studying, vlogging, and Entertainment. So in this paper, the author discusses the current landscape of YouTube and the role of YouTube in tourism and also discusses the relationship between media and tourism.

2. LITERATURE REVIEW

Sofia Reino studied about use of YouTube as a marketing tool for tourism. This paper looked at how travelers and travel industry professionals use YouTube as a tool to promote tourism. According to a survey of 320 YouTube videos about European travel, many organizations are unaware that content created for traditional advertising mediums like television (TV) and film cannot be uploaded straight to YouTube. The study's theoretical underpinnings were established from the viewpoint of how visitors identify visuals. The study found that although YouTube was a useful marketing or communication tool, additional research was required to fully comprehend how the YouTube generation chooses, sorts, and filters travel-related information when making travel plans [16].

Sanjoy Kumar Roy et al. studied YouTube is a powerful tool for promoting tourism. This study primarily used an exploratory method to identify useful applications of YouTube as a marketing tool for travel agencies. The secondary source data is looked at to gain an understanding of the projection. You can quickly attract a large number of viewers on YouTube with a high-quality movie that has logical content and shows the real situation around travel-related things. The

presentation of the data in this study, which was collected from reputable sources, will help readers develop knowledge of online promotion tools, with YouTube acting as one of them. The money it is making from advertising also shows how effective YouTube is as a platform for company promotion. Since getting updated and detailed data costs money, there may not be enough YouTube travel videos to meet current trends [17].

S. Praveen Kumar studied the role of social media in the promotion of the tourism industry, in this paper, the author talks about how the media's impact on various aspects of life is increasing daily, especially in areas like cultural expression, and social interaction, or academic endeavors. Tourism locations are heavily promoted by the media and the Since every traveler is a “potential” tourist, the media is helping to foster development, growth, and promotion by raising awareness and fostering knowledge of the wants and expectations of both local and foreign tourists. Consumers, especially visitors, are rapidly adjusting their behavior patterns in this age of technological advancement in search of more tourist-friendly sources of information. Therefore, the emphasis of this paper is on the role that the media has played in promoting Indian tourism abroad. The authors conclude that the new global tourism will be driven by security and sustainability, conflict resolution for eco-tourism, joint ventures, quality tourism, technology transfer, or similar partnership initiatives that are based on higher public access [18].

3. DISCUSSION

YouTube gives people the chance to watch very special activities, read reviews, and find out information about their area. For the visitor, the democracy of websites like YouTube is exhilarating. Since visitors do not want to sell a place or product, but rather actively seek to build insights into their own experiences and the experiences of others who share their interests, they can now determine whether they are interested in the experience of others. This study proves that it is still difficult for various tourist stakeholders to understand the potential of YouTube. However, it appears that YouTube or other Web 2.0 platforms are leveling the playing fields for travelers by giving them the knowledge they might otherwise find difficult to access.

While tourist groups are still trying to figure out how to adapt classic campaigns to these new platforms, they fail to see that the market has changed and only upload TV and movie content to YouTube. As more tourists use websites like YouTube, they are becoming more skeptical of any attempt to broadcast anything manufactured or artificial as real. Tourism businesses have been obliged to come up with novel strategies to market their services without raising the suspicions of their customers as a result of this cynicism and skepticism. Inviting well-known YouTubers to create YouTube videos for tourism businesses may be preferable based on formal advertising firms that lack the street credit needed to understand YouTube. Official advertising firms put a lot of effort into making their messages appear as though they were developed from independent as well as organic sources as these are what international visitors using video content are most likely to trust or pay attention to. But only a few tourist businesses have been successful in creating YouTube content that is useful for YouTubers.

The presence of numerous tourism enterprises and the rise in tourist expectations are driving these organizations to implement the most cutting-edge marketing techniques. In that case, Internet video communities like YouTube are becoming more and more popular among tourism agencies. Nowadays, YouTube serves as a sales-pulling technique for travel agencies by luring millions of viewers who would otherwise not go. YouTube may be used as a tool to produce benefits for both tourism industry businesses, strengthening their bonds. The primary focus of tourism organizations

in the decision-making process is that they lead visitors to become prospective customers. The push to get consumers to learn about their brand is increasing. Consumer demands and expectations for travel services and excursions are at all-time highs. The tourist industry on YouTube might be most involved with them because of the millions of viewers it has.

3.1. YouTube Best Fit for Tourism Marketing Strategy:

3.1.1. Trip Planning:

The majority of travelers who are set to go on a journey head to YouTube to learn everything there is to know about the destination, which helps them prepare for their trip in advance. When travelers are considering their next journey, they go to YouTube in hopes of finding all they require there.

3.1.2. The decision of Booking:

Before purchasing a ticket for a certain trip, they keep an eye on YouTube videos posted by travelers who have previously taken the trip. Therefore, tour operators can employ the most compelling films, including those from real consumers. One video is equivalent to the word of mouth of one influencer out of a million. The film does a great job of commenting on businesses that haven't hit any bumps in the road. The most important YouTube optimization approach is to convert visitors into potential customers on a certain tourism YouTube channel.

3.1.3. Video Optimization:

The most important factors in making a YouTube tourist video go viral on YouTube and improve search engine rankings are the video file name, video title, keywords, video description, and thumbnail. Setting up a YouTube playlist allows you to learn more about your travel brand. The channel's visitors may be among the viewers who are ready to make the journey. They were able to find everything they needed in one place thanks to the development of playlists. Tourism groups might compile playlists of local attractions and invite visitors who have already been there to leave video testimonials.

3.1.4. Page Optimization Channels:

The details of your tourist channels section will be provided and the unique facilities that are offered to the customers when compared to the competitors can be obtained. The audiences will be able to access further pertinent information on your channel by updating the links of the other videos that are provided in some other videos. Upload a standout feature video that serves as the brand emblem for the homepage of your tourism YouTube channel.

3.1.5. Call to Action:

Although it is the most often used word, it has a significant influence on your marketing plan. It allowed visitors to your tourism institution's main website, where the items are showcased, to engage in an activity. Afterward, there may be a possibility to increase sales. How to influence a tourist YouTube audience to subscribe.

1. Produce video material that encourages viewers to see the whole thing through. Such an approach will encourage visitors to follow your tourism YouTube channel.
2. The behavior of direct users who are viewing the video material will aid in attracting large audiences to the channel.

3. Feeding your channel's users with purposeful video material and releasing new videos frequently helps increase the number of subscribers you have. Programmatic activities of feeding the subscribers with intended video content and frequent uploading of videos into the channel can boost the subscriber base for your channel.
4. The construction of playlists will enhance the watching experience and aid in increasing the number of members.
5. YouTube Live is the most important one to increase channel followers. Simply broadcast tourism events live while highlighting interesting areas to visit to get viewers to subscribe and receive fresh channel updates. Additionally, the fans could ask questions about the vacation, including the amenities and costs.

Be careful to engage the viewers who enable you to build a community around your YouTube clip content. With the assistance of other popular producers, cross-promotion of YouTube video material on other channels increases the number of views and video shares. Create a presence on all other social networking sites, such as Google+, Facebook, Twitter, Instagram, and LinkedIn, in addition to YouTube. That promotes your YouTube channel to a large audience. Utilize other pertinent websites, Internet forums, and blogs to disseminate your video material. Table 1, shows the various advantage or disadvantages of YouTube tourism.

Table 1: Illustrate the Some Advantage and Disadvantages of YouTube Tourism Marketing.

Advantage	Disadvantage
Your tourism brand is being spread across more than 60 nations and 60 languages thanks in large part to YouTube.	Thousands of marketers are launching in-stream True View video advertisements, and 75% of them are shippable video ads.
More than billions of people use YouTube to view videos, making it the best platform for businesses looking to expand their clientele.	Only a small fraction of tourism-related videos are shared on other social media platforms like Facebook, Twitter, and others.
Before arranging a vacation, tourists would choose to watch pertinent YouTube videos.	Additionally, a lot of rivals are uploading millions of vacation films, making it difficult to create outstanding visual material.

3.2. Influence of Media on the Promotion of the Tourism Industry:

The following ethical principles have been promoted by the media throughout the years, helping to shape tourism as a responsible industry:

1. It protects the environment and minimizes its harmful social impacts.
2. It increases economic benefits for the local people and improves the quality of life in the host communities.
3. It advances global diversity and has a positive impact on the conservation of the world's natural and cultural heritage.
4. It provides a more pleasant experience to the visitors by fostering a deeper bond with the local people.
5. It facilitates the understanding of regional cultural, social, or ecological.

4. CONCLUSION

While it is not yet clear how much of a role YouTube will play in promoting tourism, tourists, hotels, and tourist destinations may benefit from the opportunities. By all indications, YouTube will continue to gain popularity and serve as a useful tool for independent travelers planning their travels. In addition, it will provide them with a platform where they can give tips and guidance to other tourists who wish to have a similar experience. Travelers can use YouTube to access natural sources of information, engage in the creation of an image of the terminal, and share that picture in addition to just seeing what they're experiencing. Additionally, YouTube gives visitors more information based on what they choose, so they no longer need to make naive decisions and can instead use YouTube's collective expertise to their advantage. Whether you provide experiences, hotels, or excursions, social media plays a part in the tourism sector. By focusing on the type of visitors you want to attract or what they want to prepare for your next visit, you can make the social media platform work for you. Create exciting and relevant graphic content for your fans. Social media's impact on travel encourages travelers to crave an engaging new connection-making experience. Maintaining an active social media presence will be beneficial to your tourism business, especially if users focus on generating visually and aural appealing content. If people are looking for new ways to improve your company, consider integrating social media in a way that focuses on creating excellent prospects for people to come and learn about your travel agency. In this paper, the author concludes that for tourism, YouTube is a beneficial platform. In this paper, the author concludes that for tourism, YouTube is a very useful and profitable platform. Despite YouTube's success as a promotional or communication tool, the study concluded that further research is needed to properly understand how the YouTube generation chooses, sorts, and uses travel information while making travel plans. The final section of this paper will explain how YouTube impacts tourism.

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CHAPTER 3

COMPREHENSIVE STUDY ON THE IMPORTANCE AND FUTURE OF AFFILIATE MARKETING

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ABSTRACT:

Affiliate marketing is a technique in which an affiliate will advertise a business's products and services for which the affiliate receives compensation. It helps organizations to efficiently sell the product with a minimum budget, less effort and time, and at a well-contained risk level while assuring significant return on your investment, increased brand recognition, and company growth. This study is mainly focused on affiliate marketing and how it is beneficial for the business. The types of affiliate marketing, channel involvement, importance, and drawbacks are also discussed in this study. Affiliates offer ads or sell items or services on their app, blog, or website. As far as the scope of affiliate marketing is concerned, the recent boom in the number of Internet companies offers a lot of things to do in India. People are coming online to get a variety of goods and services. The current study will aid in the development of strategies to attract more customers and offer them their stuff so that companies can focus on affiliate marketing more than ever.

KEYWORDS:

Advertising, Affiliate Marketing, E-commerce, Marketing, Website.

1. INTRODUCTION

Affiliate marketing is a type of advertising where a company is paying a third source for revenue or leads toward its goods and services. Affiliates are tertiary marketers, and the reward rate drives them to develop innovative ways to promote the firm. Affiliate marketing has been the new involvement in the Indian industry as all the traditional approaches are starting to become a thing of the past. It is a style of marketing based on the performance of the individual in which the individual acts as an intermediary between the customer and the firm offering the product to the consumer. The affiliate receives a commission on each sale made by different firms to the consumer [1], [2].

“Affiliate marketing” is a kind of marketing in which a corporation pays a partnership for the business created by the affiliate's marketing efforts. Affiliate marketing has increased in popularity as a consequence of online. Amazon popularized the behavior by launching an affiliate marketing system in which websites and bloggers put links to an Amazon website for a rated or discussed item to earn ad revenue when the product is purchased. Affiliate marketing is, in just this sense, a pay-for-performance market strategy wherein the act of marketing is delegated across a broad network. Affiliate marketing precedes the Web, but it has evolved into a billion-dollar business owing to digital marketing, statistics, and advertising. A corporation that operates an affiliate marketing plan may check out the link that brought in leads to see how many of these convert to revenue using inside analysis [3], [4].

An affiliate may assist an E-commerce possibly a large audience of online users and consumers. An affiliate may hold a significant number of websites or email campaign lists; the greater an affiliate's network, the more and more websites or email lists it possesses. The recruited associate then educates and advertises the e-commerce site's items to their network. The affiliate does this by displaying banner ads, advertisements, and links on its websites, as well as sending emails to customers [5], [6]. Companies utilize advertisements mostly in the form of reports, and videos, including images to draw attention to a service or product. The e-commerce site is visited by people who click on the adverts or links. The purpose of this technique is to enhance sales and generate a win-win scenario for both the merchant and the affiliate. Figure 1 illustrates the digital buying industry for the previous six years.



Figure 1: Illustrating the Increase in the Digital Purchasing Industry in the Last Five to Six Years.

1.1.Categories of Affiliate Marketing:

Here are three basic forms of affiliate marketing as shown in Figure 2, and more detail are shown below:

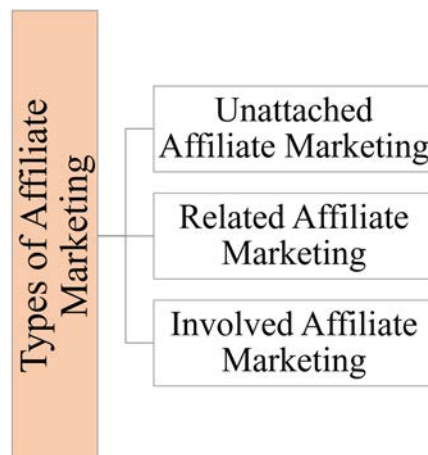


Figure 2: Illustrating the Different Types of Affiliate Marketing that are Used Today.

1.1.1. “Unattached Affiliate Marketing”:

This is a marketing strategy in which the affiliates have no connection to the products or services being promoted. They don't have any recognized related skills or expertise and therefore don't claim to be an authority on it or make claims about how to use it. This is the simplest affiliate marketing strategy. The lack of a connection between the potential customer and the products relieves the affiliate of the need to recommend or advice.

1.1.2. “Related Affiliate Marketing”:

Related affiliate marketing, as even the name indicates, is the advertising of items or services by an associate who has a link to the offering. The link is generally between the affiliate's realm of experience and the good and service. The affiliates seem to have enough clout and skill to attract visitors, and their degree of authority promotes them as reputable sources [7].

1.1.3. “Involved Affiliate Marketing”:

This kind of marketing helps the affiliate form a stronger connection with the product as well as the service they're promoting. They have used or are now using the product and are convinced that others will benefit from their pleasant experiences. Their lives are ads, and they function as dependable information sources. On the other side, because they're giving suggestions, any troubles that develop as a result of the service may harm their image.

1.2. Categories of Affiliate Marketing Channels:

Most affiliates share similar methods to guarantee that their target viewers are engaged and responsive to purchasing offered items [1], [8], [9]. However, not all affiliates advertise the products in the same way. They have several different marketing channels to choose from, as discussed below:

1.2.1. Influencers:

A content provider who has the power to affect the purchase choices of a substantial proportion of the public is characterized as an influencer. This individual is in a better position to value “Affiliate Marketing”.

Companies also have a large following, so directing clients to the seller's items via social media posts, blogs, as well as other interactions with their followers is simple. The influencers are then paid a percentage of the money they helped produce. Influencer marketing is notably prevalent on TikTok and Instagram, where marketers form partnerships with influencers who are seen to be experts or authorities in their respective industries. A campaign might include a series of product reviews with photographs, account takeovers, or live broadcasts, depending on the agreement.

1.2.2. Bloggers:

Bloggers excel at enhancing a seller's conversions with content marketing since they may rank organically in search engine inquiries. The blogger tastes the services or products before writing a full review that emergent themes the brand and brings extra traffic to the seller's webpage. The blogger is rewarded for his or her role in the distribution of messages about the products worth and for supporting the seller in raising sales.

1.2.3. Paid Search-focused Microsites:

Creating and monetizing microsites has the potential to generate a significant amount of affiliate money. These sites are advertised on a partner site or in a search engine's sponsored listings. They are distinct from the organization's main website. Because of their brief and explicit call to action, microsites help to increase conversions by providing more tailored, relevant content to a specific audience.

1.2.4. Email Lists:

Email marketing, despite its early origins, is still a viable source of affiliate-marketing money. Some affiliates may exploit their mailing lists to market the seller's items. Others may send out marketing emails with product links in them, collecting a commission if the customer purchases the item. Another option is for the affiliate to gradually establish an email list. They use their various campaigns to collect addresses in bulk, then send out emails about the products they're promoting.

1.2.5. Large Media Websites:

These sites are built to generate large amounts of traffic at all times and to develop a big audience of millions. These websites employ banners and contextual affiliate links to sell products to their massive audience. This method increases exposure and conversion rates, resulting in a big profit margin for both the affiliate and the seller.

Affiliate marketing enables businesses to efficiently market a product at a low cost, with less work and time, with little risk, while ensuring a high return on investment, increased brand recognition, and company growth. This study mostly focuses on affiliate marketing and how it benefits businesses. This study also looked at affiliate marketing kinds, channel involvement, significance, and downsides, among other things.

2. DISCUSSION

“Affiliate marketing” is a technique in which an affiliate will advertise an organization's products and services and gets compensation if the affiliate achieves a sale. An affiliate is a person that leverages their connections and online marketing abilities to promote things and services. Affiliate marketing and the utilization of affiliate marketers is a revenue and performance-based advertising method that gives various benefits to both the firm and the marketer. Affiliate marketing has been around for a long time, and there are a lot of organizations that still aren't too sure whether or not it is the correct decision for them. If you are wondering if you should consider bringing affiliate marketing into your company, then this is something that you should think about doing. Partner marketing is another name for affiliate marketing. Affiliates or partners provide products and services from other companies on their websites in return for a commission. Affiliate marketing is a type of “Affiliate marketing” that has made a name for itself in the online advertising world [10]–[12].

In affiliate marketing, there are a variety of compensation models, but they all have one thing in common: money is only given for excellent performance. This might be anything as simple as clicking on an advertisement or making a purchase. With the number of individuals who are now counting on online sales and e-commerce for the company to develop, there is no doubting that affiliate marketing is something that may help your business receive the boost that it has always

been searching for. With correct affiliate marketing management software solutions, not only will your company manage to expand more successfully, but you will also manage to attract the sort of clients that you have always required for your firm to become a brand. Affiliate marketing focuses on helping your company develop and name for itself and it increases awareness about the presence of your business [13], [14]. This is extremely crucial, particularly if you want to remain in the market long-term.

As affiliate marketing has come to be a norm in advertising in the past few years, many companies still overlook it, which leads to numerous possibilities for businesses. The fight for the top affiliates is increasing stiffer because bigger and more established organizations can harness the finest marketers and publishers to their benefit. A smaller or new firm has to go outside of the box to entice marketers to their side. On the good side, affiliate marketing still has a lot to explore, and you can swiftly enhance your competition through affiliates.

2.1. Affiliate Marketing Different from Influencer Marketing:

If an affiliate is steering consumer traffic to a merchant's website, doesn't that count as influencer marketing? While there is a natural overlap between affiliate marketing and influencer marketing, they are not necessarily the same. It is crucial to grasp the distinctions between the two and how each of the functions leverages the revenue-generating prospects presented by each. Influencer marketing is a cooperation between companies and people who already have a big following, where the individuals are compensated to endorse or promote the company or its products. It is a marketing approach through which firms contact their target audience and aim to 'influence' their purchase behavior. With affiliate marketing, marketers motivate affiliates to advertise their products/ services online by giving a commission for every transaction they cause. I.e. the affiliate earns a commission if a visitor purchases the product via a link specific to the affiliate, broadcast on their website or channel [15].

In influencer marketing, the number of followers, social media impressions, and interactions measure the 'engagement' that an influencer might produce. This is an important aspect that decides the amount paid to the influencer depending on their quotation, and whether or not the influencer activity leads to sales.

Typically, influencers are paid a one-time fee, or per post, for the action. On the other hand, with affiliate marketing, site traffic, sales volume, and average order value are the foundation on which the affiliate gets paid a commission. This may be a pre-decided proportion of the product sales influenced by them or a flat-fee commission. This is, affiliates are paid for attaining a commercial objective for the company, while influencers get compensated for the labor they put in. While these variances remain true, the similarity between effective influencers and affiliates is that both generate compelling material that connects with their audience and instills a feeling of trust. Therefore there is frequently an overlap between the two.

2.2. Working on Affiliate Marketing:

Because affiliate marketing distributes product promotion and production chores amongst parties, it taps into the skills of a wide variety of people for an additional effective marketing strategy while paying providers a portion of the profits [16], [17]. Three distinct parties must be engaged for this to function (Figure 3).



Figure 3: Illustrating the Working of Affiliates Marketing in Business Development.

2.2.1. Product Producers and Seller

A vendor, product producer, merchant, or retailer with products to advertise is a seller, whether a single entrepreneur or a large organization. A tangible object, such as domestic supplies, or a service, such as cosmetic instructions, might be the product. The seller, sometimes known as the brand, does not have to be actively involved in the marketing, but they may be the advertiser and benefit from the profit-sharing benefits of affiliate marketing.

2.2.2. Publisher:

The affiliate, also known as a publisher, is a person or a company that promotes the seller's products to potential purchasers in a compelling way. To put it another way, the affiliate promotes the products to convince clients that it is desirable or helpful to them and to urge them to purchase them. If the buyer purchases the items, the affiliate receives a portion of the sales revenue.

2.2.3. The Consumer:

Of course, sales are required for the affiliate system to function, and the consumer or customer is the one who makes them happen.

The affiliate will promote the goods to customers through the appropriate channel, such as social media, a blog, or a YouTube video, and if the customer sees the product as valuable or beneficial to them, they will click on the affiliate link and proceed to the merchant's website to complete the transaction. If the customer purchases the item, the affiliate receives a portion of the sales revenue.

2.3. Affiliate Marketers and Paid:

Affiliate marketing appeals to those looking to supplement their income online since it is a simple and cost-effective way to make money without having to sell a product. But, after linking a vendor with a customer, how does an affiliate get paid?

The buyer does not have to buy the items for the affiliate to earn a commission. The affiliate's allocation to the seller's sales would be calculated differently depending on the program. The affiliate may be compensated in several ways:

2.3.1. Pay Per sale:

This is a standard affiliate marketing system. When a customer purchases a product as a consequence of affiliate marketing methods, the merchant pays the affiliate a portion of the selling price of the goods. To put it another way, the affiliate must convince the investor to buy into the associated enterprise before they get reimbursed.

2.3.2. Pay-Per lead:

Pay-per-lead affiliate marketing programs reward affiliates based on lead conversions, which is a more involved strategy. The affiliate must persuade the consumer to visit the merchant's website and do the specified action, such as filling out a contact form, signing up for a product trial, subscribing to a newsletter, or downloading programs or files.

2.3.3. Pay per click:

Affiliate marketing is primarily concerned with driving traffic to websites and encouraging visitors to click and take action. As a result, it's no surprise that affiliate marketing is all about SEO (search engine optimization).

2.4. Advantages of Affiliate Marketing:

Affiliate marketing may produce substantial returns for the advertising firm and the affiliate marketer. The corporation benefits from the reduced cost of advertising and its affiliateates' inventive marketing efforts, while the affiliate benefits from greater money and incentives. Affiliate marketing provides a high return on investment as the corporation only pays for exposure that results in sales. The parameters of an affiliate marketing arrangement are determined by the advertising industry. Initially, firms paid for banner adverts depending on the cost per click or cost per mile, as indicated in Figure 4 benefits of affiliate marketing.

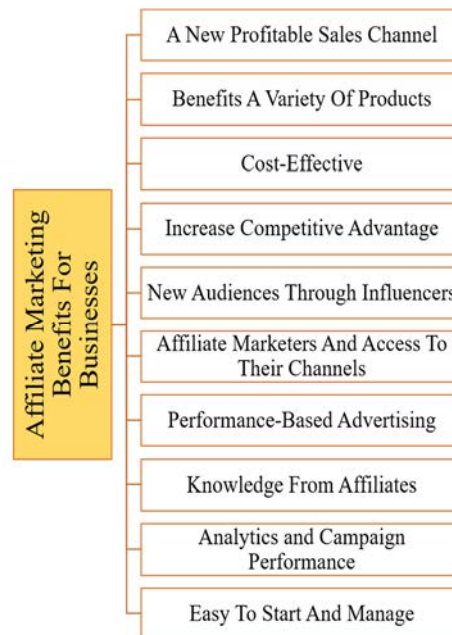


Figure 4: Illustrating the Various Advantages of Affiliate Marketing that are Beneficial for Business.

2.5. *The disadvantage of Affiliate Marketing:*

1. To collect sales commissions, affiliates can engage in fraudulent and deceptive advertising. Untrusted affiliates may make claims and promises about the things and services that are wholly incorrect or inflated.
2. Unscrupulous and dishonest merchants may abruptly discontinue programs without alerting affiliates or paying commissions in instances like these, leading to recurrent complaints as well as the destruction of any prospective customer.
3. Merchants may promote high commissions to attract new affiliates, but after a week or two, commission rates may be reduced. Link hijackers may take over affiliate links to profit from the commissions.

Despite its shortcomings, affiliate marketing remains one of the most successful methods to generate money online. Marketers only need to understand that by completing preparatory research and implementing basic security measures, they can quickly avoid all of these concerns and gain the benefits of the affiliate marketing scheme.

3. CONCLUSION

The advantages of affiliate marketing for companies are extensive, and most organizations can use the positives to make up for their shortcomings. Creating a new sales channel or expanding your online marketing prospects through affiliates is a strategy that can have a huge impact on your organization. Affiliate marketing is a cost-effective approach to promote a firm, and its goods, through various channels, while not spending substantial sums without results. The emergence of affiliate networks has made it easier for companies to create, administer and most importantly recruit new affiliates to promote their brands. Regardless of your strategy, it is an addition to a marketing plan that is only helpful in increasing sales, diversifying advertising strategy, or gaining brand exposure from new consumers. Building and maintaining excellent relationships with affiliates is vital to a successful campaign. Nowadays there are many digital marketing methods using which you can advertise your business.

There are options such as referral programs, content marketing, E-mail marketing, social media marketing, event sponsorship, influencer marketing, and many more. But the truth is, none of them provide as many advantages as affiliate marketing. Affiliate marketing may be a highly successful, low-risk investment to assist extend your marketing efforts beyond a small business' usual capacity. For the reasons outlined below, affiliate marketing is usually always worth the cost and may catapult your online shop to new heights. Everyone who runs an online business is familiar with the need to always explore ways to improve the firm. The online environment is a world that is always changing, and everyone who wants to stay in the game must keep up with the changes and adapt. This leads to the discovery of new opportunities, one of which is affiliate marketing. Examining your online company and how affiliate marketing may become a part of it is a good place to start. Some will opt to be merchants, while others will choose to be affiliates, depending on the sort of company.

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CHAPTER 4

IN SILICO STUDY OF ARJUNGENIN AGAINST NON-STRUCTURAL
PROTEIN-3 OF CHIKUNGUNYA VIRUS (CHIKV)

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ABSTRACT: *Chikungunya Virus is an alphavirus from the Togoviridae family which poses a significant health burden with manifestations including fever, severe joint pain in knees, ankles, toes, and muscular soreness. Different kinds of efforts have been already been made to find and develop an effective treatment against the Chikungunya virus to stop its transmission and proliferation in humans. However, no effective treatment has been developed. Phytocompounds are now receiving great attention to be used as potential compounds for antiviral therapy against a range of viruses. In this research, the aim is to find out the future potential of Arjungenin, a natural product found in several medicinal plants against non-structural protein-3 of CHIKV. To carry out the assessment, docking between the target protein “NSP3 Macrodomein” and the selected ligand “Arjungenin” was performed and the affinity scores were then analyzed to check the interaction as well as inhibition activity of the ligand against the selected target. The affinity of -8.4 kcal/mol was observed between the protein and ligand complex which further implies that it can be used for future research studies to make it a potential inhibitor against CHIKV.*

KEYWORDS: *Arjungenin, Chikungunya Virus (CHIKV), Docking, Medicinal plants, Non-structural protein.*

1. INTRODUCTION

Chikungunya virus (CHIKV) belongs to the Togoviridae family that induces an acute febrile disease with severe, painful polyarthralgia. It is mostly spread to humans through the bite of a mosquito that is infected. From 2005 to 2007, a global outbreak of the Chikungunya virus reached 40 nations and constituted a serious public health concern [1]. CHIKV frequently causes large outbreaks that infect one-third to three-quarters of the populace in the afflicted areas. Severe joint pain in wrists, elbows, knees, toes, and ankles and fever are the most typical manifestations of CHIKV infection [2], [3]. Chikungunya virus infection has also been reported in joint swelling, muscular soreness, and headache as some of the other symptoms. CHIKV has also caused outbreaks in Africa, Europe, Asia, the Americas, the Caribbean, the Indian Ocean, and the Pacific Ocean. Infected tourists have the potential to transfer the illness to unaffected places [4]. Despite increasing health burden and risk, there is no treatment or vaccine available to prevent or treat chikungunya virus infection. Mosquito bite prevention is an effective way for travelers to protect themselves. Use insect repellent, long-sleeved shirts, and pants, and remain in areas with air conditioning or window and door screens while visiting nations where the chikungunya virus is present [5].

Many synthetic antiviral agents have been developed during the last few decades as a result of expanded scientific research, and they are effective against a wide range of viral infectious illnesses [6]. Unfortunately, a slew of side effects has been recorded from these synthetic pharmaceuticals. They may become ineffective against evolving virus resistance strains in some circumstances. Furthermore, the population of developing countries cannot afford these costly synthetic drugs for viral disease treatment. Given the global burden of viral infections and the high cost of antivirals, new tactics for finding effective

and affordable antiviral treatments are urgently needed. Medicinal plants and their bioactive metabolites have recently become one of the most frequently researched areas in the hunt for effective and inexpensive drugs to address growing demands [7], [8]. Traditional indigenous herbal medicine has a long history of treating a broad range of chronic and infectious diseases. Therefore, the hunt for new antiviral agents is centered on plant-derived metabolites as well as synthetic mixtures. A range of plant metabolites can prevent viral replication with few side effects and without compromising the physiology of the host. These natural compounds could have the capacity to regulate the immunological responses of the host opposing viral infections in addition to direct impairment of viral replication.

From a pre-existing understanding of herbal medicines, there is so much to learn and understand about plant restorative characteristics that can be investigated for diverse uses as prospective antiviral drugs. It is simple to locate plants that can be studied; however, past knowledge must be transformed into medical formulations in the development of innovative drugs, ultimately taking it from the laboratory bench to the patient. Even though various medicinal plants and plant-derived compounds have been shown to have antiviral properties, suitable integrated substantial studies of prior research with mechanistic insights are lacking. For the development of pharmaceuticals, investments in research & development are rapidly adopting plant-based methods. To develop novel drug agents and treatments, pure phytochemicals and extracts from plants have been explored. Terpenoids, tannins, lignans, flavonoids, and alkaloids are secondary metabolites found in plants that have a range of anti-infection and antioxidant properties [9], [10].

Phytochemicals are exploited as antiviral drugs in several different ways. Carotenoids, terpenoids, phenolics, and alkaloids are some of the compounds found in plants [11] [12]. To combat viral infection, many techniques have been employed. The host receptors or the binding targets in viral agents can be blocked to prevent viral attachment. At different phases of infection, a virus can be prevented from being multiplied. Attacking DNA/RNA polymerase, post-translation alteration of viral proteins or viral packaging, and other NSPs are some of the ways that effectively impede viral replication. Phytochemicals limit viral replication through a variety of methods.

CHIKV nonstructural proteins (NSPs) are produced as one or two polyprotein precursors that are directly translated from virus genomic RNA. These polyproteins are precisely processed to provide matured NSPs. CHIKV proliferation requires both precursors and matured NSPs. CHIKV NSPs, like other alphaviruses, not just conduct viral RNA duplication but are also required for infectious agent and pathogenicity. Secondly, the NSPs play a variety of roles in host-virus interaction, notable responses to antiviral evasion. These functions are more virus- (and/or cell-type) specific, which requires further care and attention to develop a potent compound that can make use of NSP proteins as a potential target [13].

Three different domains are present in Alphavirus NSP3. The N-terminal region of 160 aa is designated as the macro domain, and the structure of the CHIKV macrodomain has already been discovered. The macrodomains are called after macrohistones, which are uncommon forms of histone proteins that, in addition to the normal histone domains, include the macrodomain. Macrodomains may also be found in other proteins. Rubella virus, hepatitis E virus, alphaviruses, and the other unrelated coronaviruses all exhibit macrodomains in Viruses having RNA as genome [14]. Most macrodomains have the biological function of binding mono-ADP-ribose or poly-ADP-ribose. Therefore, it presents to be a potential target for emerging inhibitors [15] [16]. The present study is therefore aimed at testing some of the most potential phytochemicals from plants against non-structural protein 3 macrodomain of CHIKV using virtual screening and molecular docking using Autodock Vina.

2. LITERATURE REVIEW

Research by Puranik et al. assessed the antiviral activity of halogenated Dihydorugosa flavonoids with NSP3 of CHIKV. They conducted an *in silico* study on derivatives of Dihydorugosaflavonoids with NSP3 due to the importance of NSP3 in the replication of CHIKV. They found intrinsic binding of Dihydorugosaflavonoids with macrodomain of NSP3 protein of CHIKV. Two derivatives of Dihydorugosaflavonoids demonstrated docking scores of -6.86 and -7.54 kcal mol⁻¹. Several *in vitro* experiments were carried out to demonstrate their anti-CHIKV action. The “3-(4, 5-dimethylthiazol-2-yl)-2,5-diphenyltetrazolium bromide test” was used to establish a non-toxic dosage at 100 M. The inhibiting ability of compounds for CHIKV was assessed using a plaque reduction assay and cytopathic effect test that demonstrated inhibition of up to 95 and 92 percent for 70 M concentrations of the compounds, respectively. The ability of derivatives to decrease viral RNA levels in cells infected with CHIKV to about 95 and 93 percent concentrations at 70 M concentrations of compounds was validated in a “quantitative real-time polymerase chain reaction (qRT-PCR)” experiment. Furthermore, the inhibitory ability of these drugs against CHIKV was confirmed using an immunofluorescence test. Therefore, their study demonstrated the antiviral potential of chloro derivative of dihydro rugosa flavonoid and Bromo derivative of rugosaflavonoid which can be explored in future research [17].

Another study by Hussain et al. also undertook a density functional and molecular docking theory-based approach to determine and screen out the flavonoids from medicinal plants of Indian and Pakistan origin against the 4 NSPs of CHIKV. They carried out a docking study against four NSPs of CHIKV after screening out the pharmacological properties of the compounds. Screening and reducing the amount of flavonoids for further investigation is done using an 8.5 kcal/mol threshold. By using DFT, the reactivity of flavonoids that were already screened was investigated. They found that “5,7,3',4'-tetrahydroxyflavone”, “Cirsimaritin, tamarixetin”, and “apigenin” from “*Andrographis paniculate*” demonstrated high affinity with NSP1 whereas the tamarixetin, medioresinol, and rhamnetin demonstrated high bind affinity with NSP2. The flavonoids tamarixetin, 5,7,4'-trihydroxyflavone, 5,7,3',4'-tetrahydroxyflavone, and rhamnetin all had a high binding affinity against NSP3, but apigenin had a significant binding for NSP4. Therefore, their research provided the above 8 screened compounds with the potential antiviral activity which can be explored more in future research using *in vivo* and *in vitro* studies [18].

Chaudhary and Sehgal also performed *in silico* identification of natural ligands having antiviral properties to inhibit the NSP3 macrodomain as a potential inhibitor. Apigetrin, Rutaecarpine, Luteoloside, Baicalin, Amentoflavone, and Baloxavir are six plant-based natural antiviral agents identified as potent inhibitors of NSP3 macrodomain of CHIKV. The chosen compounds indicated drug likeliness based on ADMET predictions and target analysis. Simulations revealed that NSP3 macrodomian and the chosen antiviral drugs form energetically favourable complexes. Additionally, using the concepts of each trajectory interaction investigations were performed. The findings indicate that these compounds have a significant likelihood of inhibiting NSP3MD and might be considered for pharmaceutical development for Chikungunya fever [19].

Another research by Keramagi and Skariyachan evaluated lead compounds, their potential, and pharmacokinetic features using data from 43 herbal sources. They also performed molecular docking experiments to examine the binding affinity of chosen plant-based ligands against the selected targets including non-structural proteins and the envelope proteins. Their research revealed that Chymopain and Kaempferol are natural flavonols found in “*Carica papaya*”, and Gossypetin, a flavonoid found in “*Hibiscus sabdariffa*” demonstrated significant binding affinity to the presumed drug targets of DENV and CHIKV. The chosen lead compounds exhibited optimal drug likeliness, as well as the ADMET properties essential for drug development which provides a likeliness of the phytoligands for the potential of scale-up

[20]. The present study assesses the interaction between novel triterpene “Arjungenin” which is a natural compound found in *Combretum punctatum*, *Rudgea viburnoides*, and other organisms against the NSP3 macrodomain of CHIKV. Above studies have demonstrated different Phyto ligands affinity towards the NSPs of CHIKV by using different kinds of methodologies, followed by variety of tests, However, this study focuses on the NSP3 macrodomain to develop and check efficacy of selected phytoligand.

3. METHODOLOGY

3.1. Design

Virtual screening and molecular docking were performed with Autodock Vina. In the present study, the crystal structure of the CHIKV NSP3 macrodomain was retrieved from Protein Data bank RCSB with PDB ID 6VUQ in .pdb format. The three-dimensional structure of Arjungenin was retrieved from PubChem in format of XML which was then converted into .pdb format using the Open Babel tool. Docking was then performed using both protein and ligand files in .pdb format. Vina is used to perform the docking and then visualized using pymol and Biovia drug discovery studio for which each step in given in Figure 1 below.

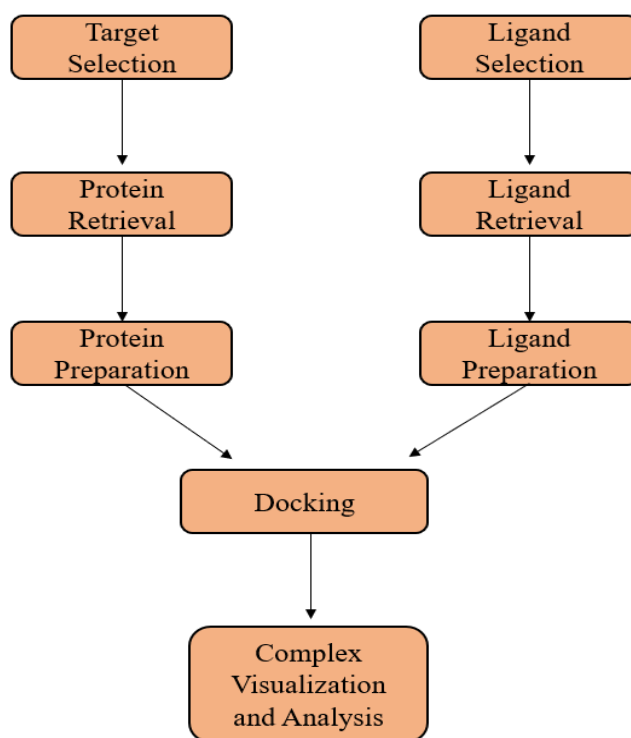


Figure 2: Illustrates the process and the steps to carry out the docking between Arjungenin and NSP3 Macrodomain of CHIKV.

3.2. Sample

The structure of protein i.e, CHIKV NSP3 Macrodomain is given in Figure 2 below and the ball and stick structure of Arjungenin is represented in Figure 3. In protein structure, red color structures are presenting beta-pleated sheets whereas the cyan-colored spiral structures are representing alpha-helices. In the ball and stick structure of selected ligand arjungenin, green balls are representing carbon, and red oxygen and white balls are representing hydrogen molecules.



Figure 3: Illustrates the Quaternary structure of the NSP3 macrodomain of CHIKV, where the red ribbons represent the beta-pleated sheet and cyan-colored spirals represent the alpha-helices.

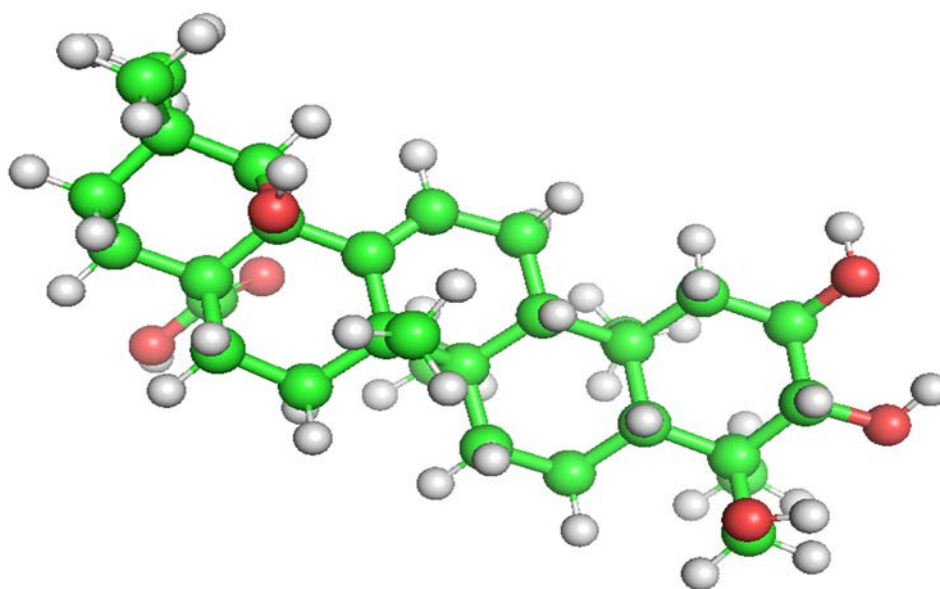


Figure 4: Illustrates the Ball and Stick Structure of Arjungenin.

3.3. Instrument

The 3D structure of Arjungenin was obtained from Pubchem. Pubchem is the largest collection and database of chemicals, compounds as well as their activity against experimental assays. This repository is open and maintained by the “National Center for Biotechnology Information (NCBI)”, a part of the “National Library of Medicine (NLM)”. The three-dimensional structure of the NSP3 macrodomain of CHIKV was downloaded from “Research Collaboratory for Structural Bioinformatics Protein Data Bank”, maintained by the “Worldwide Protein Data Bank (wwPDB)”, most commonly known by its short-form RCSB PDB. The download of protein was performed in .pdb format under the ID of 6VUQ. This database contains 3 D structural data of nucleic acids and proteins collected and generated from different techniques such as spectroscopy, X-ray crystallography, and cryo-electron microscopy and is freely available.

Further, these structures were prepared with autodock tools. The protein structure was firstly refined by using pymol, eliminating unwanted compounds and attached molecules that may hinder the docking process, and falsifying the results. The water molecules were deleted and the polar hydrogens, as well as the kolman charges, were added. In addition to that ligand was also prepared and the Autodock run was carried out by Autodock Vina which is an open and easily accessible tool that is used to check the binding affinity of the protein-ligand molecule as well as the protein and protein interaction. The interaction between the protein and ligand with a bond as well as the bond lengths can also be identified. After that, the docked complex was recovered and then the Drug Discovery studio and pymol were used for visualization and further analysis was carried out. The bond formation and the distance between them were further visualized using accessory tools which further helped in the analysis of ligand to block and inhibit the selected protein.

3.4. Data collection

The docked files were obtained in the format of .pdbqt after the docking was performed using Autodock Vina. After opening the file in pymol, the interaction between the protein and the nine poses of ligand was analyzed giving the first pose the most attention for visualization. After visualization, the Biovia Drug Discovery studio tool was used to check different kinds of bond formation between the protein and ligand complex obtained from 1st pose, given in Figure 4 as well as the 2 D structure was also retrieved from Biovia drug discovery studio which is given in Figure 5. The affinity scores of different poses with NSP3 protein of CHIKV are given in Table 1 in order from most affinity score to least affinity score.

Table 1: Illustrates the docking score and the affinity of poses between Arjungenin and NSP3 Macrodomein.

Mode	Affinity(kcal/mol)	Dist from rmsd l.b.	Best mode rmsd u.b.
1	-8.4	0.000	0.000
2	-8.3	1.763	2.218
3	-8.1	11.670	15.987
4	-8.1	11.219	14.858
5	-8.0	25.787	29.995
6	-8.0	12.004	15.088
7	-7.9	11.620	14.784
8	-7.9	26.494	30.459
9	-7.8	28.508	30.719

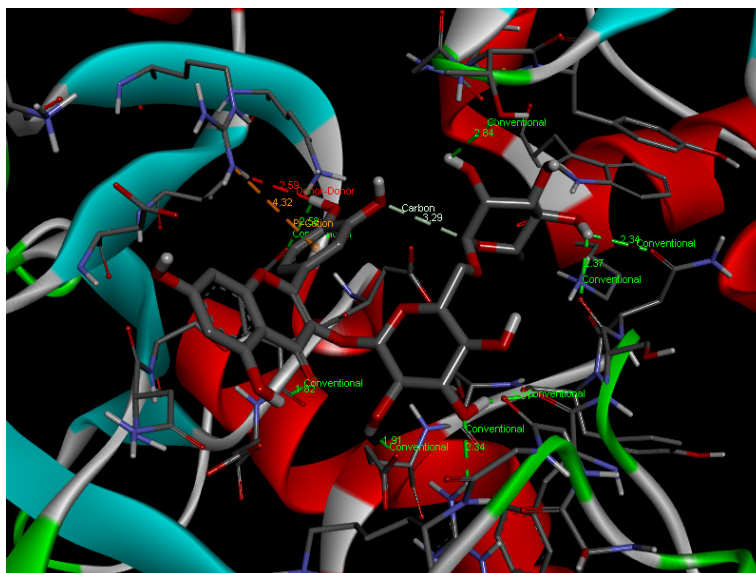


Figure 5: Illustrates the 3 D structure of Interaction between amino acids of protein and ligand (Grey sticks) representing the nature of bonds and the distance between them.

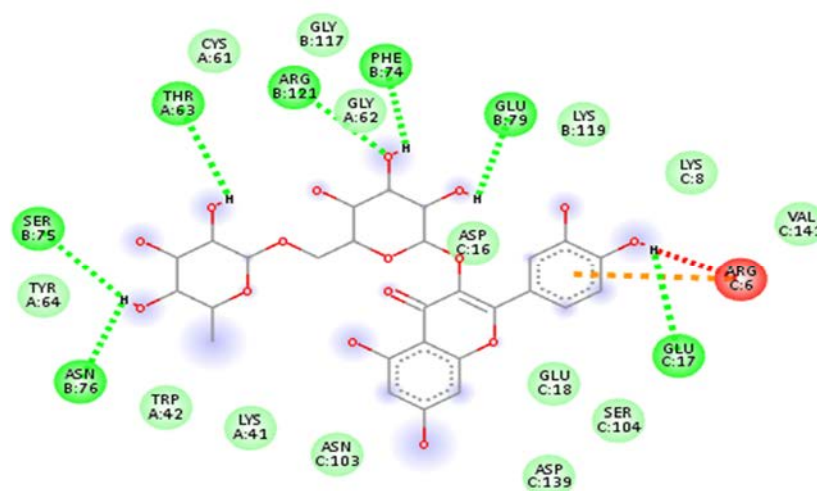


Figure 6: Illustrates 2 D Docked structure representing the amino acids involved in the interaction.

4. RESULTS AND DISCUSSION

A molecular dynamic study was performed and assessed the protein and ligand interaction in terms of binding energy which is simply defined as the total intermolecular energy exhibited by the target protein called receptor and the selected compound called ligand. After docking using Vina, the log file as well as the output file were recovered which were then used to check the most affinity pose of the ligand with amino acids of the protein. It should be noted that the more negative the energy between protein and ligand demonstrates that the stabilization of protein and ligand is stronger. It was noted that the affinity of the very first pose was -8.4kcal/mol which further implies the stability of the docked structures. Hydrogen bond

formation was also noted between the ligand and the amino acids of the protein namely ARG121, GLU17, GLU79, SER75, ASN76, THR63, PHE74, and electrostatic bond formation was observed with ARG6:NH2. Apart from that, a close distance was also observed between the protein and ligand interaction with specific distances in terms of Angstrom which is given in Table 2.

Table 2: Illustrates the interaction of amino acids and ligand with their respective Distance, bond categories, and types.

Ligand : Protein	Distance (Å)	Bond Category	Types
UNL1 : ARG121	2.339	H – Bond	Conventional H – Bond
UNL1 : GLU17	2.582	H – Bond	Conventional H – Bond
UNL1 : GLU79	1.914	H – Bond	Conventional H – Bond
UNL1 : SER75	2.365	H – Bond	Conventional H – Bond
UNL1 : ASN76	2.341	H – Bond	Conventional H – Bond
UNL1 : THR63	2.839	H – Bond	Conventional H – Bond
UNL1 : PHE74	2.006	H – Bond	Conventional H – Bond
UNL1 : ARG6	4.315	Electrostatic	Pi – Cation

There is very little information about the NSP3 macrodomain of CHIKV and its inhibitor molecules. The current investigation is critical for discovering potential antiviral compounds against CHIKV. In future research, the precise binding mechanisms of the discovered inhibitors need to be explored more using more calculations of affinity binding between protein and ligands, and their inhibitory activity of the ligand needs to be validated using experimental research and large trials. Furthermore, the current study provides important information for developing drug candidates in ligand-based drug design and for producing chemical pools used in the development of anti-CHIKV agents.

5. CONCLUSION

Arjungenin is a new triterpene discovered to have significant anti-viral and anti-inflammatory activity against a range of viruses. Plant-based triterpenes have received a lot of attention in recent years due to their potential to be used in anti-viral therapy which can be supported by the current study about its effect on CHIKV NSP3 macrodomain is one the essential and imported target to stop the viral replication. Furthermore, it can explicate the Arjungenin with appropriate modifications and can be proven to be a deserving candidate for further study to find out the mechanistic insights for their effective Anti-CHIKV activity.

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CHAPTER 5

IMPACT OF SOCIAL MEDIA ON HUMAN BEHAVIOR AND INTERPERSONAL RELATIONSHIPS AMONG PEOPLE OF DIFFERENT AGE GROUPS

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ABSTRACT:

On social media networks, people may communicate and share information (e.g. Facebook, Twitter). Even though older people are increasingly using social media, perspectives on whether it has a positive or negative impact on well-being remain mixed. An online survey of over 1200 participants is conducted in this study, and the data is gathered and analyzed. The Internet, according to the author of this paper, is the greatest network for linking devices and sending data and information around the globe. Residents of Delhi and the NCR region were polled for this study. This study employs a procedure in which parents and children of various ages are asked a series of questions. According to the results, 5% of people have installed Internet security on their computer, 15% have limited the number of Internet requests they make, 20% have an open-door policy, and 30% have linked their social media accounts to their email. Nearly 20% of people reveal their email and social networking passwords. Nearly a third of people use the Internet to play video games, and 15% use it to finish schoolwork. The author concludes that parents want to know how their children are doing and what they are doing online, as well as if they have access to their children's social media accounts and also how the aged person is using the Internet for their use. The future potential of this research is easily available and may be utilized for future views. The use of social media in marketing and other domains is widespread and effective, and this paper elaborates on new technologies and their effects.

KEYWORDS:

Age, Internet, Online, Networking, Social Media.

1. INTRODUCTION

People may interact and exchange material on social media networks. Even though older persons are becoming more social media users, opinions around whether social media has a beneficial or detrimental influence on well-being remain divided. Previous research has mostly focused on cross-sectional analysis for identifying individual differences [1]–[3]. However, both the number of hours spent on social media in the context it has on one's life can change daily. As a result, it's critical to comprehend how the link connecting daily social media consumption and effect differs from person to person daily [4]–[6].

Online services that allow users to interact and communicate fast include email, chat services, video streaming, and social networking sites such as Facebook, Twitter, Myspace, Orkut, LinkedIn, and others. Using these social networking platforms, you can reconnect with old contacts while also creating new ones [7]–[9]. Is it vital for people, particularly youngsters, who use the Internet for social purposes to become more socially integrated into their viewpoints and

insights, even though the Internet gives a multitude of options for people to connect? These days, organizations, businesses, educational institutions, and citizens all around the world are paying attention to the Internet [10]–[12].

Social media created new enterprises and renovated old ones, establishing itself as a global cultural resource for adults and children alike. It's a teaching aid that's been employed in classrooms and, on occasion, in our homes [13]–[15]. The Internet's rise as a method of communication demonstrates that it has had a revolutionary impact on social interaction. Thanks to the Internet, people may use their information to strive to create more chances for people to have meaningful and satisfying lives [16]–[19]. It dismantles national barriers, exposes economies, and democratizes society. The Internet will be able to deliver more data as low-cost computing power becomes more pervasive [21], [22].

This research looks at how aged people and children's social conduct influences fundamental Internet standards and the items that are being evaluated for efficacy. This is a survey-based study on the inhabitants of Delhi and the surrounding area. Parents are given a variety of questions on their children's social life and effective causes, as well as what they do on the phone, how much time they spend on the Internet, and the health impacts of the Internet on them, in an online survey.

2. LITERATURE REVIEW

Hauter, Jakob, et al. in their study embellish that regarding empirical literature on conflict, online media is both a blessing and a curse. Hauter, Jakob, et al. applied a methodology in which they stated that one hand, the Internet allows for unparalleled access to conflict-related information. The results show the frequency of misinformation, it may be impossible to use this data transparently. This paper suggests digital investigation operation tracing as a quantitative innovation to address this issue and improve case study research on the causes of conflict more social media friendly. The author concludes that two major parts of the process-tracing approach, resource critiques and Statistical upgrading, are quite a in theory but seldom applied in armed conflict research [22].

A.J. Sama et al. in their study illustrate that patients frequently explore alternatives electronically via practitioner review websites when choosing physicians, which may affect provider decisions. Sama et al. applied a methodology in which they stated how social media marketing, age, and consumer-recorded wait times affect online ratings on three major review websites. The study was conducted in a cross-sectional manner. The results show demographic data for all designated injury prevention surgeons in India. The author concludes that point statistics, frequency of rankings and discussions, as well as physician wait times, were compiled using three prominent review websites (gradesheal.com, meta.com, and being.com). The Commonly used phrase, Twitter.com, Instagram, and LinkedIn.com were used to search each practitioner's profession SM accounts [23].

Stuart, Forrest, et al. in their study embellish that academics, gang-affiliated youths use Facebook and twitter to mock rivals and exchange pleasantries in situations that lead toward offline retaliation, according to criminal justice professionals and news organizations. Stuart, Forrest et al. applied a methodology in which they stated that there is a startling lack of actual studies on how gang-affiliated youngsters use digital platforms in gang fights. The results show Criminal justice professionals frequently exaggerate the violent consequences of social media issues, aggravating criminalization, racialization, and socioeconomic inequality. The author concludes that this research examines how gang-affiliated black teens utilize social media to confront rivals,

characterized by two summers of ethnographic data on Chicago's South Side. Propose that social media disrupts the main impression management tactics connected with the "code of the street," bridging old theories of urban violence with burgeoning media study. Specifically, gang-affiliated kids use social media to broadcast their activities [24]. In this research, author elaborates the work proposes digital investigation operation tracing as a quantitative innovation for addressing this problem and making study research on conflict causes more social media friendly. In an online survey, parents are asked several questions about their children's social lives and charitable causes, as well as what they do on the phone, how much time they spend online, and the health effects of the Internet on them.

Research Questions

1. How social media is playing an important role in day-to-day life?
2. How age is becoming a factor while using social media?
3. How the relationship between social media and age is affecting the new generation?

3. METHODOLOGY

3.1.Design:

This research is based on an online survey of 1200 people in Delhi and the NCR region who were asked about their children's conduct. In this research, the author looked at whether frequent Internet users make youngsters smarter or more sociable and how the age gap is playing a major role. As we all know, we live in the twenty-first century, and the Internet plays a critical role in our everyday lives. Because children use their phones for study and other activities, the Internet is both a boon and a curse for them. People were invited to fill out a questionnaire about the Internet's influence on children part of this study and for aged people also.

3.2.Sample and instrument:

In this research, the author conducted an online survey in which people were asked various questions about their child's behavior toward them, how they manifest things on their own, and how aged people are finding it difficult to use or understand social media and also how children are engaged on their own, and if there are any issues with the children online, such as being insulted, prompted, intimidated, or treated unfairly. All of the data was collected and analyzed to create more accurate results and clear visualizations.

3.3.Data collection:

In this research, the author asked different kind of questions such as these rules would you prefer your child to follow and what activities is permissible for your child to do while online with an effect of the benefits of using social media sites for personal purposes also the disadvantages of using social networking sites, in their opinion?

1. What social media platforms do you use?
2. How much time do you spend on these sites each day?
3. What motivates you to utilize these social media platforms?
4. Which among these regulations (if any) would you like your child to follow?
5. Which one of the following activities may your child engage in while online?
6. What are the advantages of utilizing social networking sites for personal reasons?
7. What do you think the drawbacks of utilizing social networking sites are?

3.4.Data analysis:

In this research, all the data is collected and analyzed effectively, Figure 1 illustrates the many sorts of social media platforms that individuals utilize. Figure 2 shows the many sorts of rules that children must follow to be successful. Figure 3 depicts the many activities that children and parents participate in while online. Figure 4 shows how much time different people spend on different websites. Figure 5 depicts the many activities that people engage in when online. Figure 6 shows the several disadvantages of social networking services. Figure 7 shows the benefits of using social networking sites for personal use.

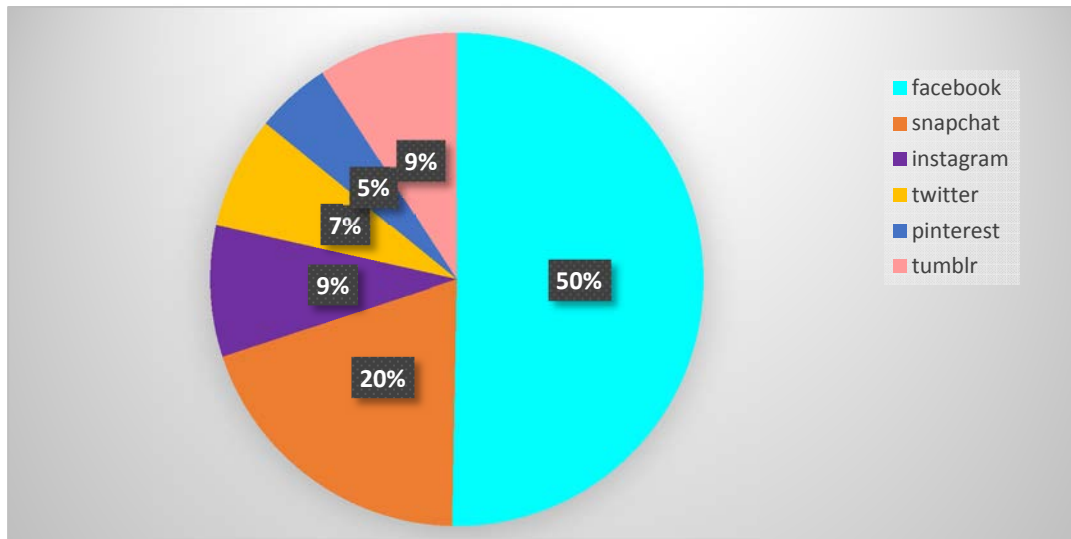


Figure 1: Illustrates the different types of social media platforms that are used by people.

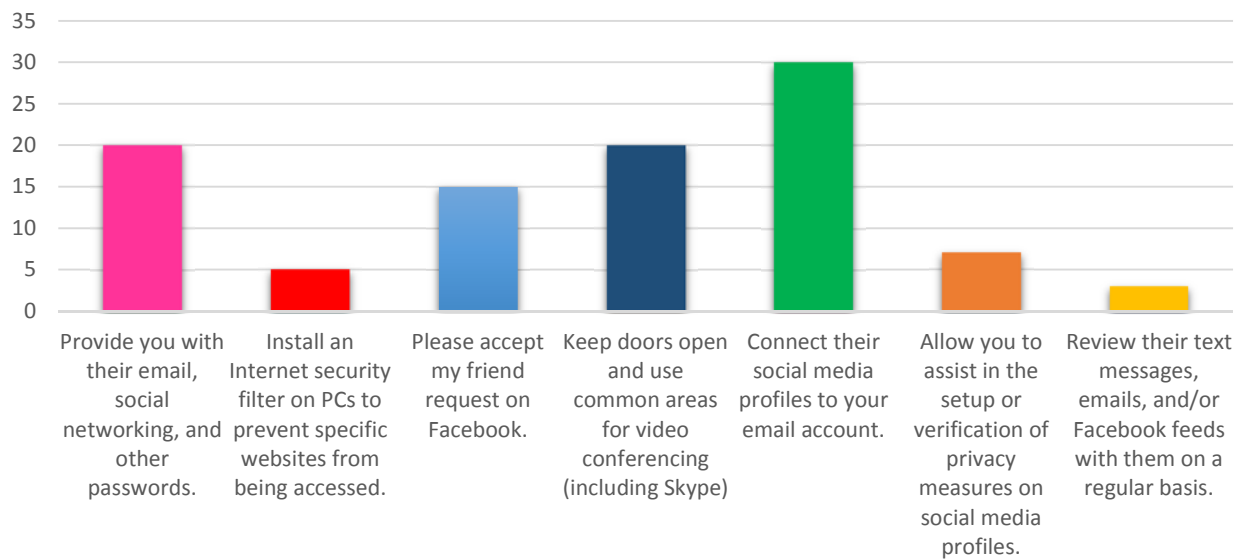


Figure 2: Illustrates the different types of regulations for a child to follow effectively.

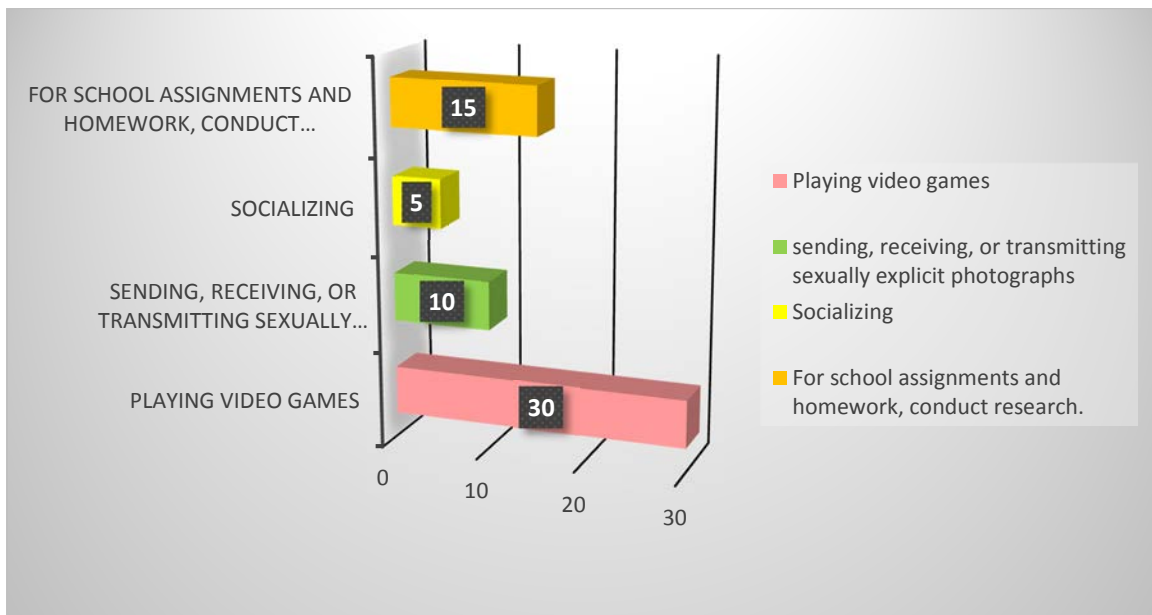


Figure 3: Illustrates the different activities in which children and parents are engaged while they are online.

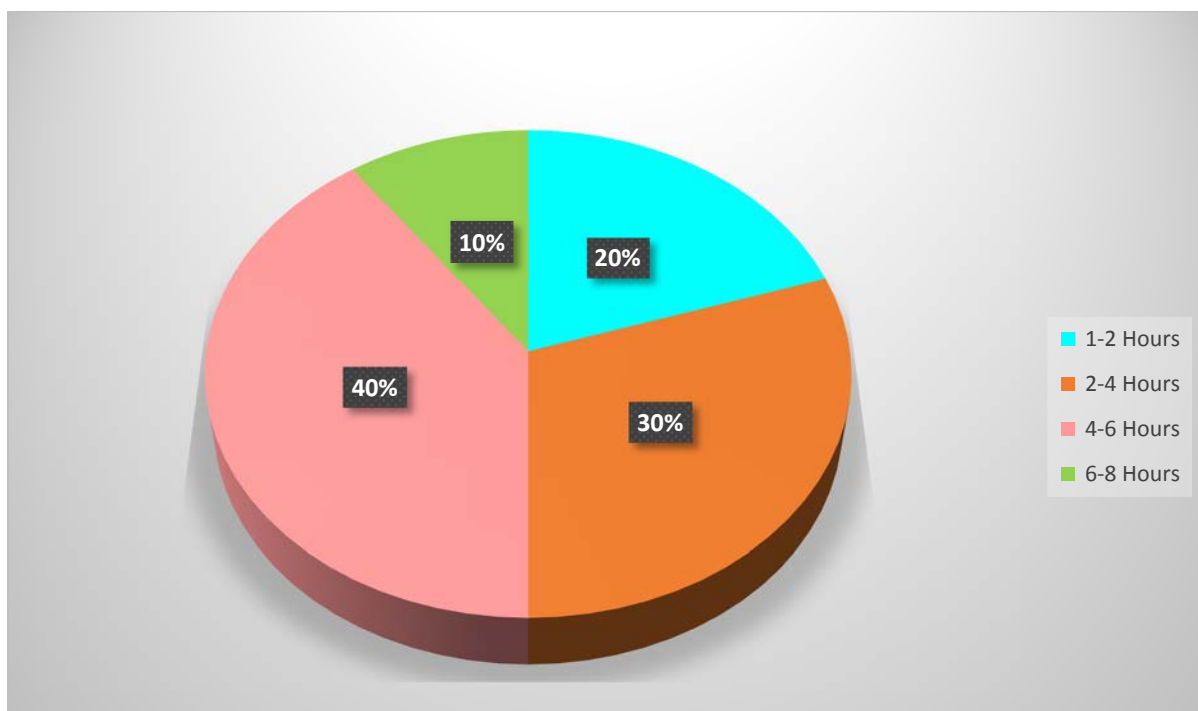


Figure 4: Discloses the time spend ratio of the different people on several websites.

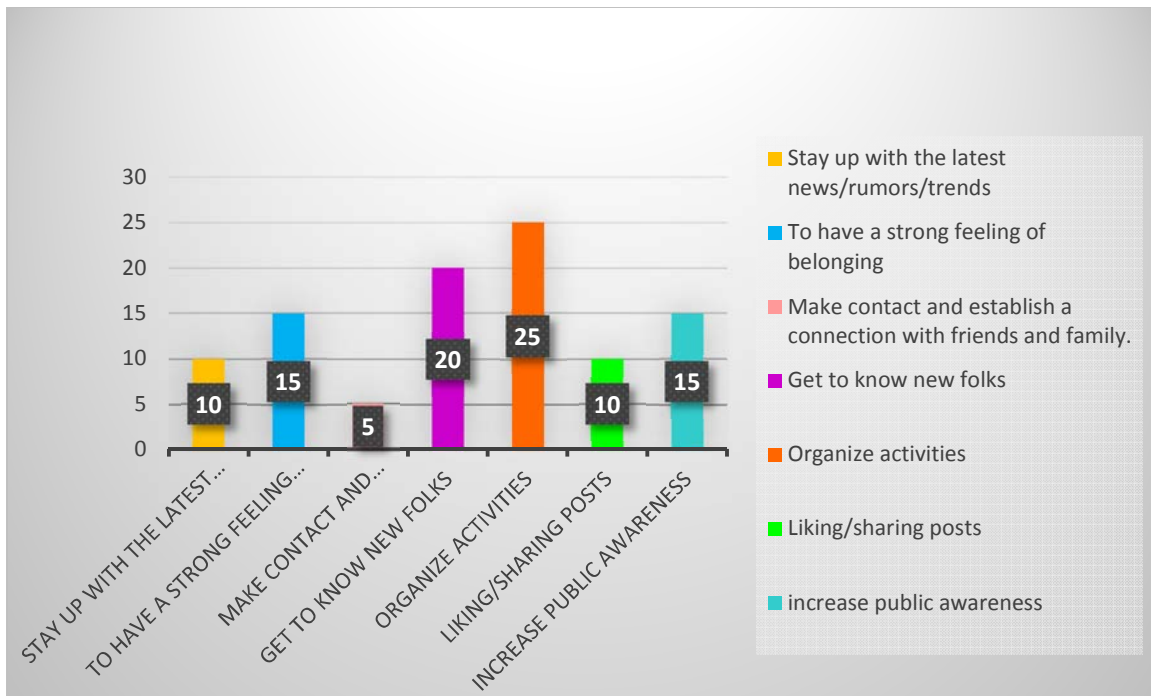


Figure 5: Illustrates the different types of stuff that people do when they are online.

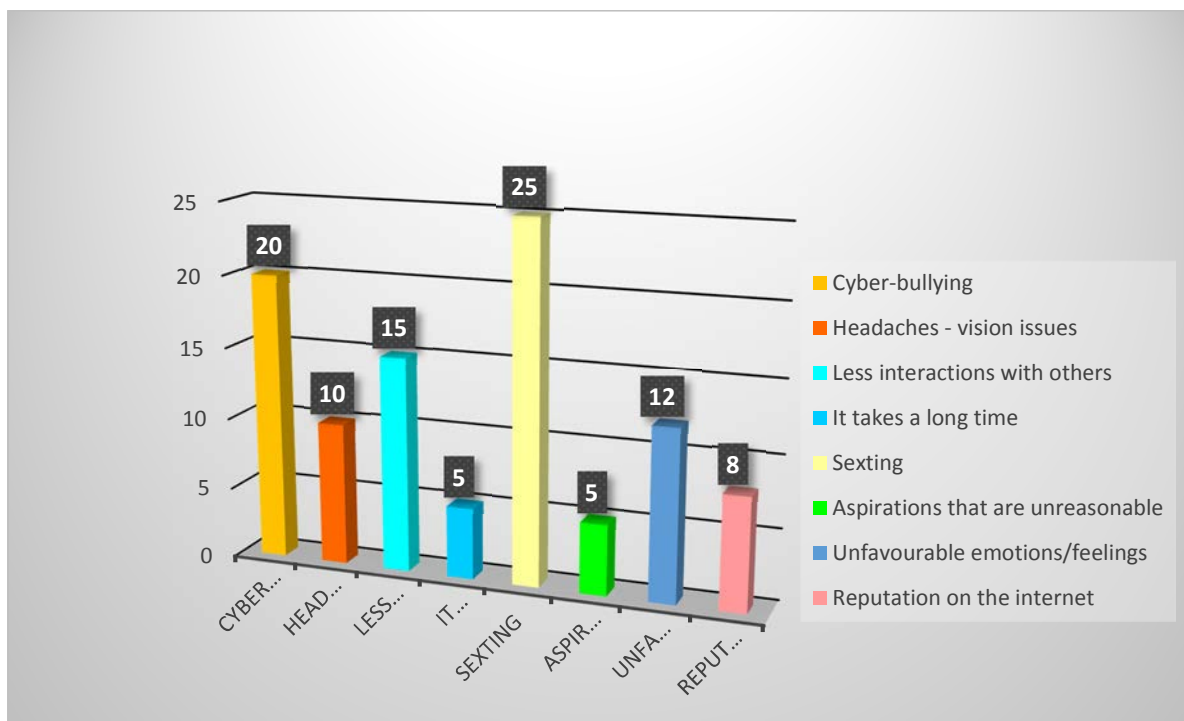


Figure 6: Discloses the different drawbacks of social networking sites.

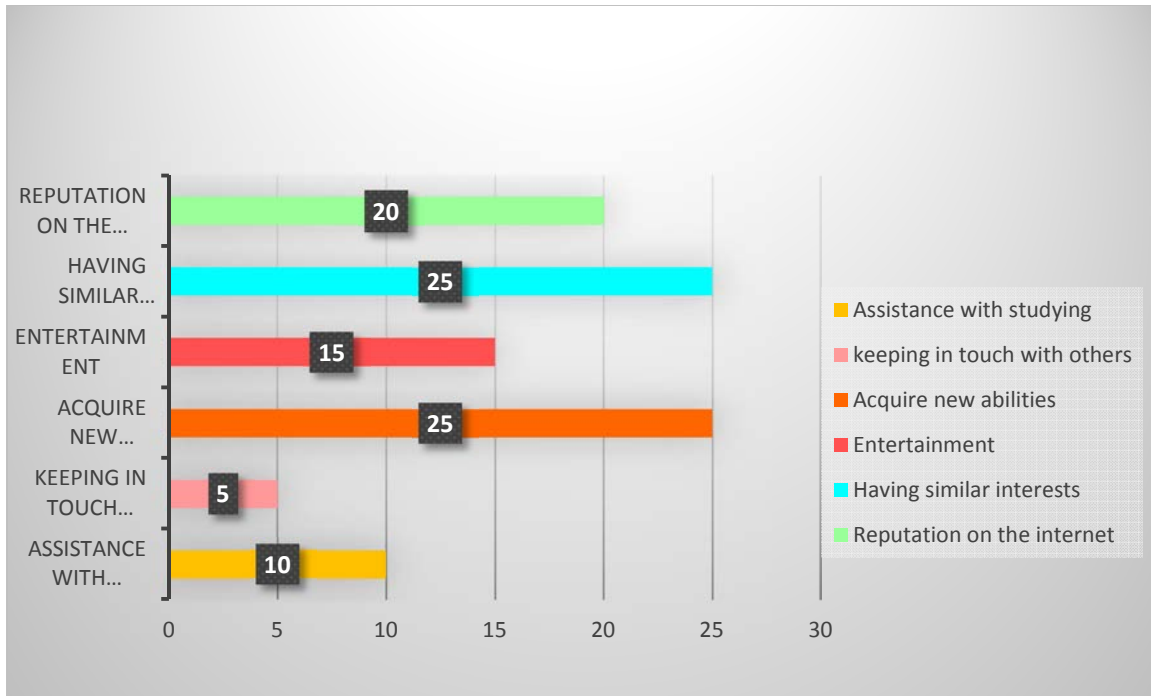


Figure 7: Illustrates the advantages of utilizing social networking sites for personal reasons.

4. RESULTS AND DISCUSSION

According to the study, 50% of individuals use Facebook, 20% of people use Snap chat, 9% of people use Tumblr, and 7% of people use Twitter. Nearly 20% of individuals disclose their email and social networking passwords, while 5% have installed Internet protection on their computer, 15% have limited the number of requests they make on the Internet, 20% have an open-door policy, and 30% have linked their social media accounts to their email. Nearly 30% of individuals use the Internet to play video games, and 15% use the Internet to do school assignments. According to the study, 40% of individuals spent 4 to 6 hours per day on the Internet, while 30% spent 2 to 4 hours per day on the Internet. Similarly, 10% spent 6 to 8 hours per day on the Internet, while 20% spent 1 to 2 hours per day on the Internet. According to the findings, 25% of individuals are interested in organizing activities and 20% are interested in meeting new people, 15% are interested in public awareness and 10% are interested in staying up to speed with current events. According to this study, 25% of people use the Internet for sexting, which is a drawback of the media, and 20% of people use the Internet for cyber-bullying, resulting in 15% of people interacting less with one another and 12% of people being unfavorable to emotions and feelings, 5% of people believing people have unreasonable aspirations, and 8% believing reputation on the Internet is effective. According to this research, 25% of people learn new skills while using the Internet, and nearly 25% of people make new friends with similar interests. This research stated that 15% of people find new sources of entertainment on the Internet, 10% of people say they get help while studying, and 5% use the Internet to keep in touch with others.

5. CONCLUSION

The services and applications offered on the Internet, which is dominated by the World Wide Web, include social networking, email, and mobile apps, versus mode contests, Internet access, document management, and music streaming services, according to this survey-based research.

This research shows nearly 20% of people reveal their email and social networking passwords, even though 5% have installed Internet security on their computer, 15% have limited the number of requests they make on the Internet, 20% have an open-door policy, and 30% have linked their social media accounts to their email. Nearly one-third of people use the Internet to play video games, and 15% use it to do school work. According to the research, 40% of people spent 4 to 6 hours per day on the Internet, while 30% spent 2 to 4 hours per day on the Internet. In this research author also conclude that 25% of people use the Internet for sexting, which is a media flaw, and 20% of people use the Internet for cyber-bullying, resulting in 15% of people interacting less with one another and 12% of people being unfavorable to emotions and feelings, 5% of people believing people have unreasonable aspirations and 8% of people believing online reputation is effective. This research's future scope is that it can be readily disposable and used for future perspectives.

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CHAPTER 6

AN EXAMINATION OF INDIAN ENTREPRENEUR'S MANAGEMENT AND ORGANIZATIONAL PERFORMANCE

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ABSTRACT:

Young, ambitious people create new firms virtually every day intending to turn them into lucrative enterprises in India, one of the world's largest hotspots for start-ups. The paper discusses India's best start-ups, which were either established by seasoned experts or by young individuals without prior business experience. When it comes to start-ups, India is one of the few top-performing countries. In India, several companies were recently founded and have seen tremendous growth. In this paper, the author discussed different enterprises that are typically founded by graduates who have neither formal academic training nor family connections to businesses. The results show the mindset of making the concept work and generating additional income from the idea has led to the rapid expansion of these firms. The author concludes that these firms have altered peoples' stereotypical beliefs and helped them develop by giving them the products and services they require. The current study thus creates opportunities for future research on more firms founded in India.

KEYWORDS:

Company, E-commerce, Organization, Performance, Start-up, Entrepreneurship.

1. INTRODUCTION

India is one of the world's biggest hubs for start-ups and young, ambitious individuals establish new businesses almost every day intending to make them profitable. The paper covers the top start-ups in India, which were either founded by young people without prior industry expertise or by seasoned professionals. To satisfy consumer demand, experienced individuals analyze the present requirement and draw on their extensive industry knowledge [1]–[3]. Table 1 provides the list of Indian start-ups that have successfully grown in the last few years and their working area. A few of the top-performing start-ups in India with their mode of operation are mentioned below:

1.1.OYO Hospitality:

Operating in more than 800 places worldwide and offering services to citizens of more than 80 nations. Oyo Hospitality offers a one-stop-shop for customers to book hotels of their choosing. In 2013, Ritesh Agarwal established Oyo Hospitality.

One of the biggest hotel and hospitality businesses nowadays is Oyo Hospitality. Oyo Hospitality has operations throughout a wide range of nations, including China, Europe, the United States, and India. The entrepreneur started Oravel Stay in early 2012, and subsequently, in 2013 he started Oyo Hospitality [4], [5].

1.2.Flipkart E-commerce:

In the year 2007, Binny and Sachin Bansal established the company. An online marketplace called Flipkart offers a wide range of goods. Millions of individuals throughout the country utilize the Internet purchasing platform. The idea behind Flipkart's success is to continuously launch new goods and tweet updates about their business activity. Flipkart has Flipkart-Video-Originals after being purchased by e-commerce behemoth Walmart.

1.3.Paytm Finetech:

Initially, the creator created a digital wallet, but over time, the platform evolved into a source of income for many. The user may shop for a range of things at the Paytm Mall. Within three months of demonetization, Vijay S. Sharma's digital portal had 50 million more users. The firm had 125 million customers at one point, but after demonetization, that number rose to 185 million [6], [7].

1.4.Ola-Cab:

Founded by Ankit Bhati and Bhavish Aggarwal an IIT Powai alumnus. Ola-Cab provides an application-based real-time cab booking service. The idea came when Bhavish was traveling to Bandipur from Bengaluru and faced a horrible experience as the driver left him on the highway due to a dispute over taxi charges. Now, the Ola-cab is operational in more than 50 cities in India. Services are also provided in Australia, the United Kingdom, and New Zealand.

1.5.Swiggy Foodtech:

Starting with 6 delivery persons and 6 partner restaurants, Swiggy launched its functioning in Bengaluru. Founded by Rahul Jaimini, Nandan Reddy, and Sriharsha Majety the company now has more than 2 lakh delivery personnel. The company works on the model of collecting food from a variety of partner restaurants and delivering the food to your space of comfort. The operation of Swiggy is carried out in more than 300 cities across the country. Delivery persons deliver around 1.4 million orders of food daily across the country.

When purchasing hotels, buses, flights, trains, and vacation packages online, Make-My-Trip Travel Agency offers fantastic bargains and discounts. Make-My-Trip, which was founded by IIM Ahmedabad graduate Deep Kalra, is now well-known on a worldwide scale thanks to both its operations and its listing on the NASDAQ American Stock Exchange. Parikshit Dar, Ashish Hemrajani, and Rajesh Balpande established the online ticketing service Book-My-Show. Around five nations now provide Book-My-services. The show's main business of Book-My-Show is online ticket purchasing. Customers may easily purchase tickets for live events such as movies, concerts, music performances, and other live programs online [8]–[10].

VS Sudhakar, Vipul Parekh, VS Ramesh, and Hari Menon are the founders of Big-Basket E-commerce. It is an online platform for grocery and food shopping that offers a variety of products, including fast-moving consumer goods, snacks, fruits, vegetables, groceries, drinks, cosmetics, and stationery. More than 25 cities in India currently have a Big-Basket location. Divya Gokulnath and Byju Raveendran are the creators of BYJU e-Learning. BYJU is now India's most popular and highly reputable online learning platform. The online learning environment offers lessons to schoolchildren in eighth grade on competitive exams including the CAT, GATE, GRE, and Civil Services. Currently, BYJU has 35 million users and more than 2.4 million premium customers. Vikram Chopra launched Car24 Automotive, which specializes in purchasing and selling

secondhand vehicles. The organization's staff delivers reliable used-car valuations. Executes all paperwork necessary for buying and selling used autos at a single visit to an offline retailer. Due to their hassle-free used automobile transactions, buyers now favor this business over all others. It is present throughout India and has more than 100 offline locations [11]–[13].

Nykaa Beauty and Fashion E-commerce are Launched by Falguni Nayar an IIM Ahmedabad alumnus who started Nykaa at the age of 50 years. Earlier Falguni was working with Kotak and doing a 9 to 5 timings job so she quit pursuing her dream of being an entrepreneur. The platform provides a variety of beauty products from Indian and international brands in one place. Instamojo Services of Finetech Software that is founded by Sampad Swain, Akash Gehani Harshad Sharma, and Aditya Sengupta. Instamojo creates a payment link that allows the companies to get the collection of payments easily. Instamojo also gives its customers products and a suite of services that allows the seller to create a store online and upload their products and range of variety provided. More than 12 lakh customers are using Instamojo now [14]–[16].

Easy Healthcare Pharmacy Dhaval Shah, Dharmil Sheth, and Mikhail Innani founded e-commerce. PharmEasy deals with the delivery of prescription medications and laboratory test results from specified laboratories. Delhi, Mumbai, Bengaluru, Kolkata, Jaipur, Ahmedabad, Pune, and Noida are among the cities where the company's services are available. Upasana Taku and Bipin Preet Singh are the creators of Mobikwik Digital Wallet. It is a digital wallet that enables users to access their funds using a variety of platforms, including desktop, mobile, registration, IVR, and SMS. It enables Indian clients to pay their bills and do business with registered traders. Money is protected from scammers by additional protection offered by the wallet. Razorpay Mobile-payment, Microcredit, System of Payment, the technology of finance: founded by Harshil Mathur and Shashank. Razorpay is the only converged payment system organization operational in India. The company allows the organization to accept payments, process payments, and disburse payments via its software. The payment can be done using credit, debit card, net banking, UPI, and by using any of the popular wallets.

Customer Dunzo Service Ankur Agarwal, Kabeer Biswas, Dalvir Suri, and Mukund Jha founded the delivery app. Any item you request is picked up and delivered to you at your home by the delivery platform. Delhi, Gurugram, Bengaluru, Chennai, Hyderabad, and Pune all provide the services. The gap between buyer and seller is filled when any requested goods are delivered by connecting the consumer with the smallest vendor. Riteish Malik founded Innov8 Real Estate, Co-working, and Collaboration. Innov8 is a Y Combinator-style business that offers high-quality private offices as well as co-working spaces. The start-up supports business owners, independent contractors, and staff members from all backgrounds. Gurugram, Noida, Mumbai, Bengaluru, Chandigarh, and Chennai are now functioning [19], [20].

Bombay-Shaving-Company Deepu Panicker, Shantanu Deshpande, Rohit Jaiswal, and Raunak Munot established Personal Care for Men. The company's main goal is to provide men with a selection of skincare, beard care, and shaving care products. Hemanth Goteti and Zishaan Hayath launched Toppr Education with students in mind. The firm offers online instruction to students getting ready for college entrance tests, other school boards, and competitive examinations. The lessons are dependent on how the students behave. Each learner receives individualized instruction as a result of artificial intelligence and machine learning analysis of the student.

Amitava Shah and Supam Maheshwari founded the First Cry Kids clothes retailer. First Cry sells a variety of items for babies and children, such as clothing, toys, diapers, school supplies, feeding

bottles, a pram, and other necessities. First Cry has a wide range of brands, including Disney, Pigeon, Funkskool, Hotwheels, MEE, and many more. Amit Jain launched the start-up CarDekho Automotive, which offers the consumer a broad selection of vehicles. Before purchasing a car, many customers utilize the website or app to read expert opinions about a brand, a specific model, and the benefits and drawbacks of the vehicle. To encourage the purchase of cars, the group works with more than 400 vehicle dealers and financiers.

Zomato Food Delivery & Service to Customer deals with online browsing of restaurants, searching for required dishes, and ordering the food. Zomato also allows the customer to reserve a table in the required restaurant and provides premium membership which gives special offers and discounts on dishes. With the review function of Zomato, one can put a genuine review of a particular restaurant, or particular dish, thus making it unique and highly used by food lovers. Zivame Lingerie Ecommerce is founded by Richa Kar the start-up provides a variety of lingerie based on type, color, size, and design according to the choice of the customer. The discreet packing and quick service make the start-up more user-friendly [20]–[22].

Urban-Ladder Home Decor Rajiv Srivatsa and Ashish Goel created e-commerce. The company's main goal is to make decorating your house hassle-free. In today's fast-paced world, this firm offers a variety of furniture that has been expertly manufactured by Urban-specialized ladder staff. With more than 1000 goods accessible, the organization offers a buying and secure shipping experience for more than 25 different furniture variations. Manju Dhawan, A Krishnan, K Satyanarayana, and Sanjeev Saxena created ECom Express Logistics. Veterans in the logistics sector formed the firm. The organization's guiding principle was to address consumer demand in the quickly expanding e-commerce sector. Table 1 provides the list of Indian start-ups that have successfully grown in the last few years and their working area.

Table 1: Provides the list of Indian start-ups that have successfully grown in the last few years and their working area.

Sl. No.	Company Name	Working Area
1	Policy Bazaar.Com	Insurance of automobile, building, finance industry
2	Limeroad	Fashion online shopping
3	Just Dial	Search Engine and Information provider
4	Epigamia	Fast-Moving-Consumer-Goods
5	Housing.Com	Online real estate
6	Bira91	Craft Beer
7	No Broker	Online real estate

8	Vedantu	Education
9	BankBazaar	Finance Ecommerce
10	Chaayos	Restaurant
11	EasyMyTrip	Ticket booking
12	Pee-Safe	Wellness
13	Bare-Anatomy	Personal Care
14	Azah	Sanitary Napkins
15	Milkbasket	Food and beverage delivery service
16	CoWrks	Property management
17	Treebo Hotels	Hospitality
18	ZestMoney	Financial Services
19	Quikr	Classifieds
20	Grofers	Grocery delivery
21	CureFit	Wellness
22	Delhivery	Supply chain management
23	Xpressbees	Logistics
24	Faasos	Food processing and delivery
25	ShareChat	Social Networking

2. LITERATURE REVIEW

Kamala K D and Sushil in their study embellish that entrepreneurial orientation is significant for the marketing at entrepreneur level and thought as well as working in an organization. The author applied a methodology in which they suggested that the thought of the entrepreneur while developing a new product and during an innovation of technology drives the way an organization

works. The results show that service-based start-ups and product-based start-ups both focus on the development of products and innovation of technology. The author concludes that the study provides suggestions to manage the focus on innovation to sustain in the market of competition. With the advancement of technology updated techniques and tools are required to be adapted to ensure the satisfaction of the techno-savvy consumer and to sustain in the current marketplace [23].

A. Duarte et al. in their study illustrates that analyzing the practical issues encountered by women entrepreneurs and their problems in real-world to motivate the legislation to take relevant steps to help women pursue their career. A. Duarte et al. applied a methodology in which they stated that in the past few years, almost every sector which was earlier predominated by women now has an equal number of working women. The results show even female entrepreneurs have increased up to 50 %. It is observed that getting a loan sanctioned, is easier for the male entrepreneur than for the female entrepreneur. While doing the business presentation of proposal played a significant role in driving investors than for male/female entrepreneurs. The author concludes that Females also showed a type of pressure in their behavior while managing work along with household chores, a pressure of getting an equal salary to the male counterpart, and the culture inside the office. For a female-run business, it was difficult to maintain authority over male employees and to maintain efficiency inside the workplace [24].

Mohit S et al. in their study embellish that Flipkart showed approx. 79,000 TFF (Twitter followers friends ratio, the relation between the number of people and several followers followed by an account), and the CEO of Flipkart showed a TFF ratio of 545. Mohit S et al. applied a methodology in which they stated that it is observed amongst all start-ups the sentiments of buyers were somewhere connected with the organization which resulted in the high number of followers of Flipkart. Flipkart and TVF showed a positive-to-negative tweet ratio. The result shows it was observed that CEOs of both organizations tweet about the updates of the organization, newly launched products, and issues faced by the organization. The author concludes that they keep their followers updated about the activities that are taking place inside the organization. Thus, in a way follower feels connected with the organization. Delhivery has a relatively low TFF ratio and is assessed as the timing of the tweet. As Flipkart and Snapdeal have maintained regular tweets on at Sunday 4 AM, Monday at 11 AM, and Monday at 6 PM, thus keeping the follower waiting for the upcoming tweet [25].

As per cited literature, various studies have been conducted to analyze the pattern of business of start-ups. It is observed that both product-based and service-based start-ups need to rely on new technology to satisfy the customer. A pattern was observed where women entrepreneurs were asked about their day-to-day challenges. Also, a Twitter trend of e-commerce start-up Flipkart was observed that resulted in a high number of Twitter followers of the company. The trend followed by the start-ups in performing business and meeting the need of the customer is analyzed and how the start-ups have grown their business in a very short duration of time is discussed.

3. DISCUSSION

The Paper gives a thorough overview of the best start-ups in India, their industry, and their rise to success. The primary factor in all start-ups' expansion and success was their approach to satisfying consumer demand. The main goals of all firms were to adopt the new technology and keep customers interested in and waiting for their new items. The fundamental guidelines for incorporating modern technologies while satisfying client demand led to the success of all

companies. Data on Indian start-ups that got significant sums from both domestic and international investors are included in Table 2. The businesses that got significant funding from both domestic and international investors include:

Table 2: Provides the data of Indian start-ups that received a large amount from foreign and domestic investors.

Sl. No.	Start-up Name	Amount Received from foreign and domestic investors
1.	Swiggy	Received funding of around 3.3 Billion Dollars from Naspers, Accel, Northwest Venture Partners, Bessemer Venture Partners, DST Global, and SAIF Partners.
2.	Flipkart	Received funding of around 7.3 Billion Dollars from Naspers, Microsoft, DST Global, SoftBank, Tiger Global Management, Tencent, Steadview Capital, and Accel Partners.
3.	BYJU	Received funding of around 819 Million Dollars from Tencent Holding, Sequoia Capital India, Verlinvest, General Atlantic, Sofina, Chan Zuckerberg Initiative, and Aarin Capital.
4.	Paytm	Received funding of around 2.5 Billion Dollars from Alibaba, SoftBank, SAIF Partners, Berkshire Hathaway, SAP Ventures, and Intel Capital.
5.	Delhivery	Received funding of around 670 Million Dollars from Times Internet, SoftBank, Tiger Global, Fosun, Carlyle Group, and Nexus Venture Partner.
6.	Ola-Cabs	Received funding of around 6.2 Billion Dollars from Tencent Holdings, SoftBank, and Tekne Capital
7.	Oyo-Hospitality	Received funding of around 1.7 Billion Dollars from Lightspeed Venture, SoftBank, Huazhu Hotel Group, Sequoia Capital, Greenoaks Capital

Foreign and local investors have invested in these firms as a consequence of the work model, customer happiness, rapid growth, and expanding companies of these start-ups. These entrepreneurs have established a new age of company despite having no formal business education but having a high level of inventiveness to comprehend the needs of the present generation in many sectors. The paper gives a thorough explanation of how various Indian start-ups operate. All of the founders had significant industry expertise when they started, but they all had the drive to see their ideas through to success, and they have proven themselves. Companies like Big Basket, Flipkart, and Ola Cab have joined the market and are offering services in several industries. While Flipkart concentrated on selling clothing, electronics, and a wide range of other things online. Flipkart's

success is a glaring example of how entrepreneurs were able to influence the stereotypical Indian consumer. Since the beginning of time, shopping has involved going to the market with family, physically inspecting the goods, comparing them to other things, and finally choosing the purchase. The organization's marketing approach has altered not just the mindset of young consumers, but also that of consumers of all ages. Practically everyone in today's society shops online.

Thus, it is necessary to evaluate client needs before starting a firm in any area. Similar to Ola-Cab, the entrepreneur saw the necessity for a dependable source of transportation while on the road. The software locates the user in real-time, transmits the information to the nearest cab drivers, and instantly books a cab. This reduces both the journey time of the traveler and the cab driver. Pre-determined trip costs promote clear communication and convenience for both passengers and drivers. With changing lifestyles, the majority of individuals now find food shopping to be a time-consuming activity. Start-ups like Big-Basket allow people to virtually instantly get all of their purchases at their doorstep.

Big-Basket and Grofers, two supermarket delivery start-ups, provided many more groceries and other supplies to their consumers during the epidemic than they typically do. These start-ups buy their raw materials, keep them in their warehouses, and distribute them following client demand. These start-ups have emerged as a blessing for many, as it was impractical for everyone to attend the food store during the lockdown. Since these start-ups not only provided groceries and related things but also shielded customers from coronavirus after being outside.

4. CONCLUSION

The success of Indian start-ups is discussed in the paper, along with how a young entrepreneur was able to alter people's mindsets. Before, it was thought that only those with a history in business could succeed, and everyone else was better suited for 9–5 jobs in the private or public sectors. However, modern entrepreneurs, their business models, regular strategy adjustments to include newer technologies, and adherence to core values to fulfill and satisfy client demands have all fundamentally altered how businesses are now run. Modern businesspeople have successfully analyzed client needs to be related to particular industries. Start-ups like Nykaa, Pharm-Easy, Dunzo, FirstCry, and Zomato all specialize in various fields, but it is commendable how they have examined customers' needs and found ways to simplify their lives.

In the beginning, Nykaa is an online retailer that offers a huge selection of cosmetics to customers. Both national and international brands of cosmetics are offered on Nykaa. A vast range of cosmetics for the nails, skin, eyes, lips, fragrances, hair, and wellness items, including supplements, was never imagined to be available to us as customers at one time. To maintain client confidence, Nykaa also offers an authenticity certificate for each product. The authenticity certificate gives the buyer confidence that the goods they have purchased are real and not a first-run imitation. The customer review section reveals the skin type and tone the product is best suited for. Customers upload pics after using the product and write the pros and cons of the product which gives a detailed idea of the product to a new customer. Earlier it was the mindset of most people that cosmetics are bought offline only. But now the mindset is changed and most customers use online sites to shop for cosmetics and wellness products.

Pharm-Easy is an Ecommerce website that delivers medicines. In today's times, it gets difficult for people to go and shop for desired medicines regularly as sometimes go out of stock. But start-

ups like Pharm-Easy had made life easier by providing the desired medicine at the doorstep. These organizations tie up with wholesale sellers of medicine, where they keep an online record of available medicines. When a customer selects a particular medicine of a specific dose the website/app immediately displays whether the medicine is available or not. When the medicine comes in stock again the customer is intimated about the same.

Therefore, it is necessary for the younger generation who want to pursue a career as an entrepreneur to assess the market requirements of the relevant business. Because every kid is unique and has a varied level of learning capacity. An essential step in delivering successful instruction to students is the use of artificial intelligence-based technologies to analyze their brain activity and facial expressions. Similarly to this, it is necessary to take the client's geographic region, the price range of prior purchases, the items the customer has viewed, and the things they have placed in their basket into account when analyzing their mindset. All of these factors will provide a clear picture of the mindset of the client to create offers and discounts that are tailored to them. Customers often receive counterfeit goods initially while purchasing online under the names of genuine branded goods. To ensure consumer confidence, it is advised that all websites adopt an authentication certificate policy. Buyer feels duped when they order a product and end up with the first batch. Thus, to avoid this, each product must have its authenticity verified before being made available to customers. Thus, the current paper creates opportunities for future research on more recent Indian start-ups.

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CHAPTER 7

A COMPREHENSIVE STUDY ON THE IMPACT OF SOCIAL MEDIA USAGE ON THE PSYCHOLOGICAL WELL-BEING OF SOCIETY

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ABSTRACT:

People can speak openly about their thoughts and views, debate the problems they face, and share their perspectives on social media platforms like Facebook and Twitter. People may communicate or trade information, photographs, videos, ideas, and many other things with each other via a specific networking medium, therefore social media is an interactive multimedia platform that enables this kind of interaction. To accomplish what needed to be done, a qualitative method was adopted, which included the use of secondary data and the collection of information from sources such as journal studies, government websites, and foreign websites. This study discusses the benefits and drawbacks of teenagers' social media use. The positive impacts of social media are discussed in this study, and they include learning new things, making new friends, getting a job, staying in touch with the globe, and increasing online sales. Some of the negative outcomes of social media are explored in this study, including cyberbullying, hackers, addictions, fraud, and embarrassment.

KEYWORDS:

Facebook, Social Media, Society, Twitter, Mental State, Psychology.

1. INTRODUCTION

Technology has had both positive and negative effects on the ability to communicate with one another and on the views about and interactions with people of all ages in our society. One of the greatest gifts of modern technology is social media, which encourages information exchange between people. The transmission or receiving of information between people is considered an interpersonal interaction. The combination of social media and technological advancements has significantly improved our communication process. There has been a lack of a guiding text outlining the positive and negative consequences of social media on society for both users and non-users to better understand how well the inclusive strategy works, even though both do exist [1].

Many young people in today's society consider social media to be an essential component of their daily lives. The vast majority of users of social media never give any thought to the implications that this behavior may have, either positive or negative, on their life. The usage of websites like Pinterest, Google Plus, Tumblr, Facebook, Twitter, LinkedIn, Instagram, gaming sites, or blogging comes with several benefits as well as many risks. These risks include cyberbullying, identity theft, and the spread of viruses and malware [2]. People go to these locations on an almost daily basis as part of their habit. The concept of "social media" is used to describe "the many relatively inexpensive or generally accessible electronic tools which allow everyone to publish as well as relevant information work on a shared project or develop the relationship." This is the most common understanding of social media [3].

In today's society, the function that social media plays in influencing not just our culture and economics, but also our entire perspective of the world, is an essential one. Social media platforms have created a new platform for individuals to interact with one another, share their thoughts, connect with others, find common ground, and organize themselves in support of a common goal. There are now more opportunities for individuals to make their opinions heard since social media has made it easier for them to communicate with each other and established decentralized channels of communication. It makes it possible for individuals who have the same interest, including students, to collaborate on projects with one another outside of the confines of the classroom. It encourages creative thinking and collaboration with a wide range of critics on a wide variety of issues, such as education, economics, politics, discrimination, healthcare, relationships, etc. Although technology has resulted in many positive outcomes, such as making it simpler for us to keep in touch with friends and relatives located in other parts of the world and facilitating the elimination of geographical and cultural boundaries,

Humans, by their very nature, are gregarious creatures. People can't succeed in this world on their own; humans need other people, and also the strength of those bonds has a major impact on how happy and healthy we feel. Having strong social ties may alleviate anxiety, stress, or depression; boost confidence; provide solace and joy; prevent loneliness; and, in certain cases, lengthen a person's life span. Contrarily, research suggests that a lack of strong social bonds can be extremely harmful to one's mental and emotional health that poses a danger to one's well-being [4]. In today's world, the majority of us find one another and connect mostly through the use of social media websites such as Facebook, Twitter, Snapchat, YouTube, or Instagram. Nevertheless, regardless of how helpful social media may be, it would never be able to take the place of face-to-face communication [5]. Just through direct, physical contact with other people is it possible to trigger the production of hormones that alleviate stress and boost well-being? Even though social media is intended to bring people together, excessive consumption of these platforms might lead to feelings of isolation or loneliness, as well as mental health problems such as anxiety and depression.

1.1. Positive Impacts of Social Media on Society:

Even if face-to-face contact has a greater impact on a person's mental health than virtual connection on social media, there are many other good ways in which using the use of social media may make it easier for you to maintain relationships with other people and improve your health throughout. Social media helps you to:

1. Keep in touch with family and friends all across the world and share your thoughts on global events with them. Find new individuals to be your friends and join new groups; connect with those who have goals or interests that are similar to yours.
2. Find new individuals to be your friends and join new groups; connect with those who have goals or interests that are similar to yours.
3. Involve yourself in worthwhile causes or provide your assistance to those who do; draw attention to important issues. When things are tough, it's crucial to either reach out to or be someone who provides emotional support to others.
4. Investigate (with appropriate care!) many educational and intellectual materials that are of tremendous use to you.

1.2.The Adverse Effects That Social Media Have On Contemporary Society:

Because social media is still a relatively new idea, there hasn't been a lot of research done to evaluate the long-term repercussions, both good and bad, of using these platforms[6]. Several studies have shown a direct connection between excessive use of social media and negative mental health outcomes such as depression, stress, feelings of isolation, acts of self-harm, and even thoughts of suicide. The use of social media platforms carries with it the possibility of inducing unpleasant experiences such as the following:

1. Life or appearance-related and self-doubt
2. Fear of Missing out (FOMO)
3. Lacks a Connection to the Feelings
4. Depression and Anxiety
5. Reduces the Capability to Communicate Directly with Others.

There has been a tremendous increase in the number of users all around the globe, and because of this, there has been a rise in the number of people using social media. The number of adults and adolescents who use social media platforms like Facebook, YouTube, WeChat, and WhatsApp, amongst others, continues to rise. The likelihood of addiction to social networking sites is higher among adolescents[7]. They are each being independently and uniquely impacted by social media in a variety of ways. The inappropriate usage of social media in this day and age is the root cause of many issues that today's adolescents are facing. There are two different sorts of influences that social media may have on society: good benefits that social media can have on society, or bad impacts that social media can have on society. These impacts are particularly felt by adolescents [8].

When it comes to sharing knowledge, ideas, views, and opinions, social media may be more advantageous to adolescents. For example, if a student is away from their class for whatever reason, the question arises as to how that student might get the notes from the class. They might use a social media group like a WhatsApp group to get support from their other friends who have taken the lesson to gather notes from the class [9]. When a teacher assigns a group project, the students in that group can connect over social media platforms such as WhatsApp, Facebook, or Viber groups [1]. The results, attendance sheets, assignments, and test schedules for each student are now sent through email from the instructor. Students are unable to conceptualize an educational system operating independently of social media [10]. Every student studying abroad is well aware of the value of social media in terms of their ability to contact their families through voice and video conversations [11]. Teens now obtain information differently and share it more often because of the impact of social media. Many adolescents find it entertaining to sign up for accounts on a variety of social media platforms, which is a result of the proliferation of social media channels. Teenagers may benefit in some ways from using social media [12].

Teenagers in this technologically revolutionary era are using social media to lead a life that is both wonderful and revolutionary. They are demonstrating their knowledge as well as their creative abilities by using various forms of social media. A recent study found that teaching your parents or grandparents about social media might give you a sense of pride and accomplishment as a teen. When it comes to using technology, particularly social media, teenagers are often years ahead of

their adult counterparts. They are finding greater motivation and inspiration to learn more about the variety of ways that technology may be used. These days, many adolescents are creating their own YouTube channels so that they may demonstrate their level of competence or talent. For instance, a person who is skilled at playing the guitar may produce a video and share it with audiences all over the world by putting the video on their YouTube account [13].

This study details the positives and negatives that social media platforms have had on society. It also discusses the findings and makes recommendations to policymakers, to assist them in mitigating the negative effects that social media platforms have had, both on individuals and society as a whole, to improve the lives of both groups.

2. LITERATURE REVIEW

Hilal Bashir and Shabir Ahmad Bhat stated in a study that it is the goal of this research is to evaluate the effect that social media platforms have on one's mental health. According to the summation of literature thus far, the younger generation is vulnerable. In the current day and age, the younger generation is quite engaged on social media, and this has a direct correlation to mental health issues. A deeper appreciation of the perilous situation they find themselves in right now requires a heightened knowledge of the connection between the use of social networks as well as mental health issues. An essential first step is gaining an understanding of how the use of social media might impact the mental health of young people in uncovering the interrelationships between these many young generational characteristics [14].

Sarah M. Coyne et al. discussed in a study that at the individual level, the present study is a longitudinal investigation that spans 8 years and investigates the connection between time spent on social media and feelings of loneliness and sadness. There was a total of 500 young people between the ages of 13-20 who participated in this study and filled out questionnaires once a year. When the findings were analyzed on an individual basis, a greater amount of time spent on social media was not shown to be associated with a higher risk of developing mental health issues at any stage of development, according to the findings of the study. These results, if they check out as expected, would perhaps make it possible for the area of research to broaden its focus beyond its prior concentration on on-screen time [15].

Jacqueline Nesi proposed in this study that social media has become crucial to young people's lives as technology has advanced. Social media presents new difficulties and possibilities. How social media affects juvenile mental health is being studied. The findings of social media studies need to be incorporated into clinical or policy settings. For the ever-expanding realm of digital media, it would be crucial to develop tried-and-true methods of fostering positive youth social media habits and employing digital platforms for screening and treating mental health issues. It is necessary to do further experimental and longitudinal research in the future, including studies that combine objective metrics, like the direct observation of the social media sites maintained by adolescents [16].

Abhani Dhara K stated in a study that in today's world, social media is a need. It is essential to our everyday routines. It's the primary emphasis of my study, which is why I created a Google Form with a pre-structured questionnaire.

Other topics included: Is social media good for education? Is it good to keep private information? And so forth. Out of the 36 comments I received, 88.9% agreed that social media may be an

educational asset. Most people spend between one and two hours a day on social media. 57.1% of those polled believed that social media harmed their personal lives. 38.29 percent of those polled felt that it diminishes the quality of life for young people. According to 52.8 percent of respondents, social media makes young people smarter. 50.2 percent of It is widely held that social media has the potential to be a force for good in the world. Data analysis shows that social media is a powerful tool for today's youngsters [17].

3. METHODOLOGY

3.1.Design:

The data was gathered from a variety of sources, including books, journals, and newspaper studies that were all utilized in the present inquiry. There was some linked literature found that had the required information.

To provide readers with a more comprehensive picture, this study will synthesize findings from a wide range of primary studies and focus on a specific aspect shown in Figure 1.

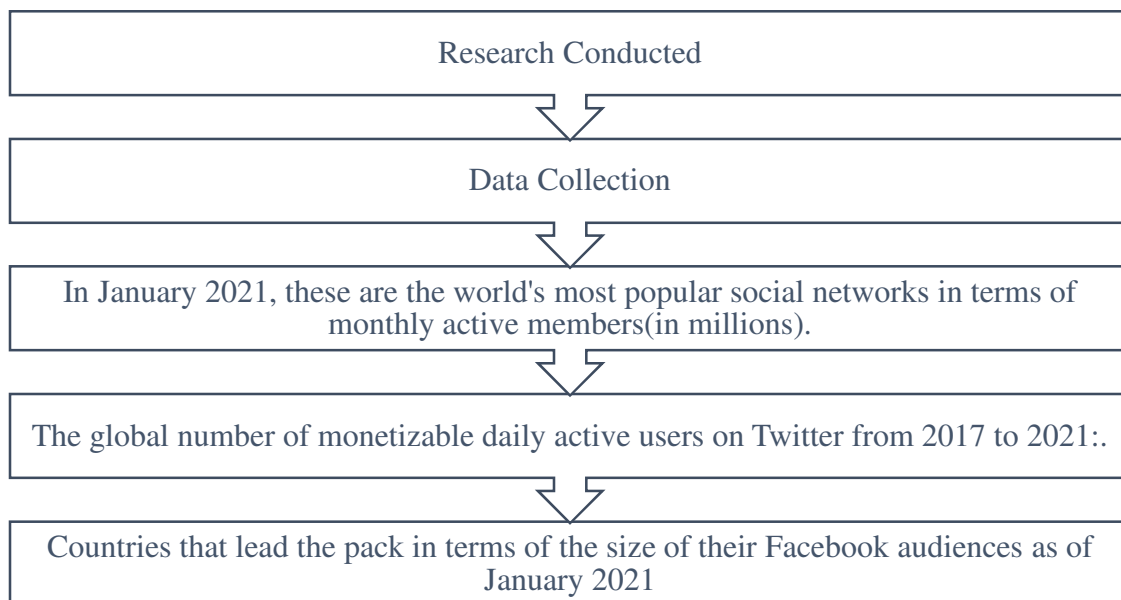


Figure 1: Depicts The Flow Chart On The Influence That Social Media Have Had On Society As Well As How People Make Use Of Social Media.

3.2. Sample and Instrument:

It has been calculated that a believable and lawful foundation could be established depending on the featured topic on social media by collecting secondary information from sources such as research academic journals, newspaper studies, webpages, university publications, and government or international statistical data.

The successful publication has used secondary data analysis, which would be based on the data that has previously been reported, saving money and effort or making the information more trustworthy.

3.3.Data Collection:

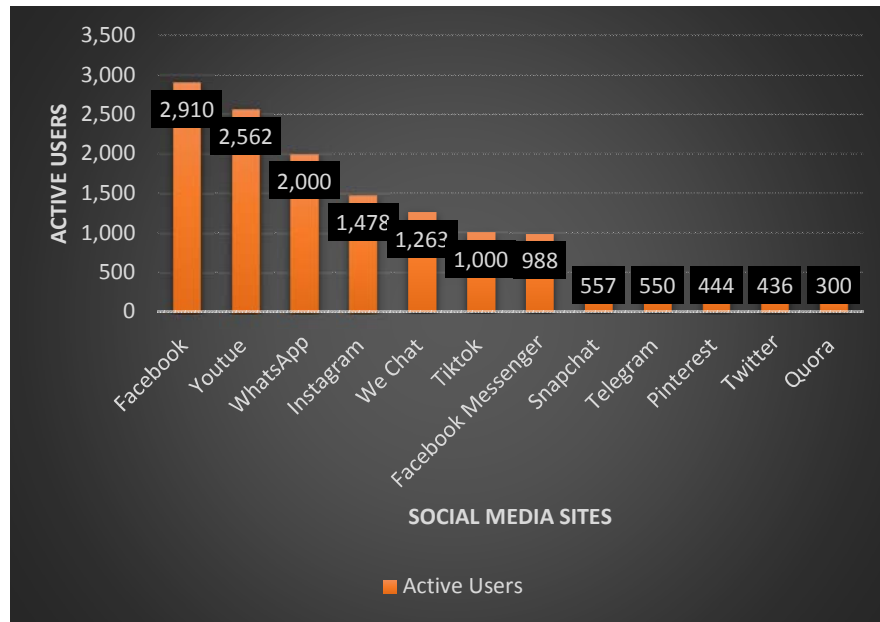


Figure 2: Ranking of the world's most popular social networks in 2021.

According to Figure 2, the dominant social network on the market today, Facebook was the first social network to achieve one billion active accounts, and it currently has more than 2.89 billion users who are active on the site every month. Additionally, the company now influences 4 of the most prominent social media sites, each of which has over one billion members that check in every month: Instagram, WhatsApp, Facebook Messenger, and Facebook itself (the main platform). Facebook announced more than 3.58 billion monthly active users during the third quarter of 2021.

3.4. Data Analysis:

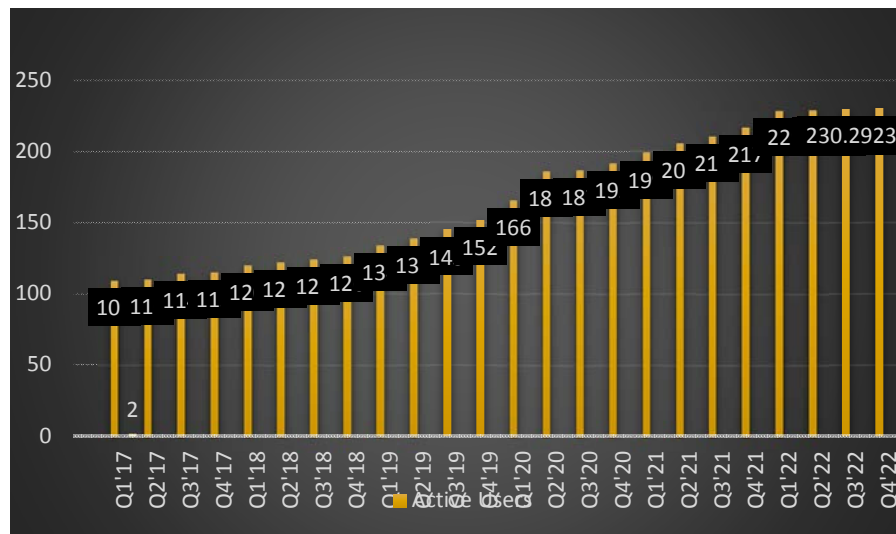


Figure 3: From the First Quarter of 2017 Through the First Quarter Of 2021, The Total Number of Globally Monetizable Daily Active Twitter Users (MdaU) is millions.

According to Figure 3, the number of worldwide Monetizable Daily Active Users (mDAU) on Twitter increased to 229 million users during the most recent reported quarter. This figure represents an increase over the previous quarter's mDAU total of 217 million. In comparison to the first three months of 2021, there was an increase in total mDAU of more than 15 percent. In addition, Twitter's global income in 2021 was more than five billion United States dollars.

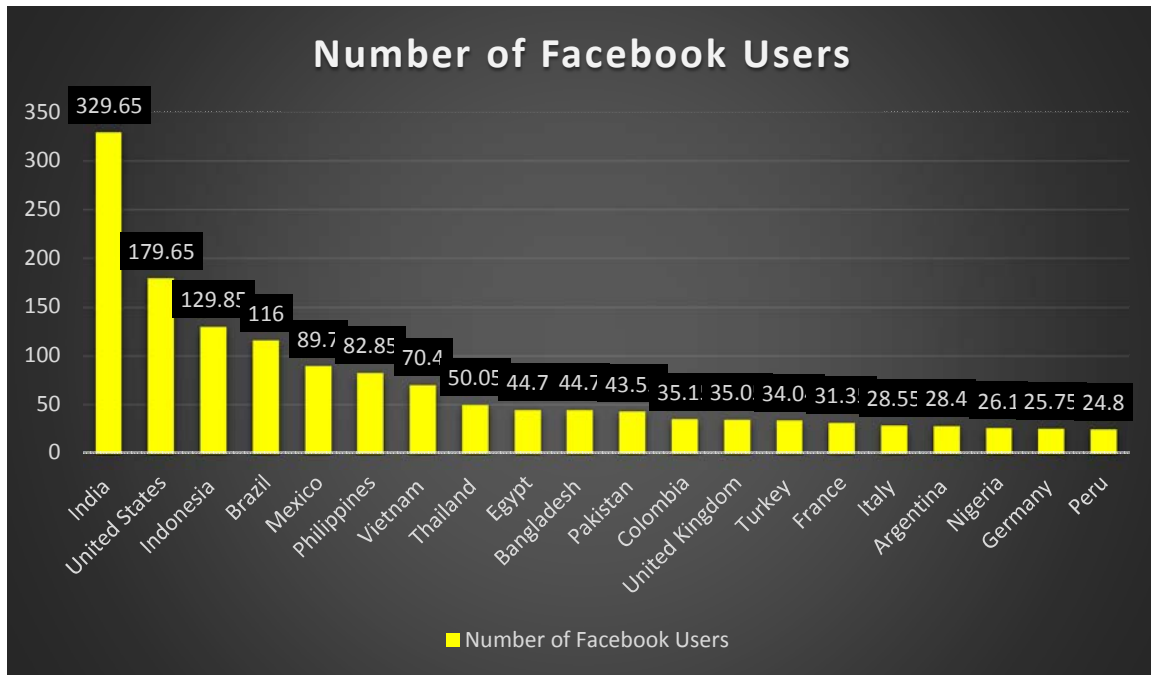


Figure 4: Countries with the highest number of users on Facebook in 2021.

According to Figure 4, India is the nation with the largest Facebook audience, with roughly 239.65 million active users. It is estimated that India's Facebook viewership is the third-largest in the world in terms of population. The United States (179.65 million), Indonesia (129.85 million), and Brazil (116 million) are all markets that have more than 100 million Facebook users correspondingly. The United States, Indonesia, and Brazil are all among the markets that have more than 100 million Facebook users.

4. RESULTS AND DISCUSSION

At this point, nobody can deny the benefits that social media brings, particularly in terms of helping people manage their personal, social, political, and professional life. By utilizing social media, people on different continents and in different parts of the world can contact one other and share information. In this day and age, it is common knowledge that social media platforms are cutting-edge innovations that are making our lives simpler than they were in the past. Technologies that are based on the Internet make it easier for people to share their ideas, information, opinions, and views. Statistics show that Facebook, the dominating social network today, had the first one billion users and now has over 2.89 billion monthly active users. More than a billion people use Facebook every month.

Instagram, WhatsApp, and Facebook Messenger are the other two main social media networks that the business currently controls, Facebook Messenger, and Facebook itself (the main platform). In the third quarter of 2021, Facebook revealed that it had more than 3.58 billion users worldwide. During the most recent quarter that was disclosed, the proportion of Monetizable Daily Active People (mDAU) on Twitter rose to 229 million users throughout the globe. This number reflects a rise when compared to the total number of mDAU for the prior quarter, which was 217 million. There were a more than 15 percent rise in total monthly active user (mDAU) numbers as compared to the very first 3 months of 2021. Furthermore, Twitter's worldwide revenue in 2021 was greater than 5 billion United States dollars. With around 239.65 million people actively using Facebook, India is the country that has the greatest viewership of any country in the world. According to some estimates, the number of people using Facebook in India ranks the third-highest in the world when considering population. Markets with more than 100 million active social media include the United States (179.65 million users), Indonesia (129.85 million users), and Brazil (116 million users). There are further regions with over a hundred million Facebook members.

As a method for overcoming addiction to social media, the secondary sources provide five suggestions, which are as follows: Disabling alerts on technological devices, taking up a new hobby, creating and sticking to a schedule, prioritizing routine tasks, and devoting more time to interpersonal relationships are all suggestions:

1. To begin, one of the most effective ways to protect against disabling notifications is one way to protect teenagers from the negative impacts of social media options on mobile devices. Not only does unnecessary notification waste the crucial time of teenagers, but it is also very aggravating.
2. Second, young people may benefit from working together and making productive use of their interests if they took up a new activity. It's possible they'd have even more leisure time than they have now that they're under servitude by their addiction to social media. As a result, parents and teachers need to stress the importance of encouraging their children to find new interests as they become older.
3. The third way to help kids break free from this addiction is to create and follow a daily plan that works for them. To save time, every kid should devise a timetable of his or her own. The majority of the time, kids purposefully browse the Internet or check their social media feeds, but sometimes they use social media unintentionally for a lengthy period without realizing it.
4. The best way for teenagers to concentrate on their studies is to keep their attention on the things they do regularly. Before beginning the day, teens should review their daily schedule every morning. They should plan their schedule so that they may focus on the most important duties and make the most of the free time they have.
5. In addition, one of the best ways to eliminate the bad effects of social media is to increase the amount of time spent with people who are important to you, such as friends, family members, and other members of the extended family. Teenagers are quite inventive when it comes to expanding their social circle outside their immediate family via the use of social media.

5. CONCLUSION

In general, the use of social media may have both beneficial and bad side effects. When individuals utilize social media for genuine purposes and to work toward predefined objectives, this results in beneficial side effects; nevertheless, the opposite is true for bad side effects. These days, as a result of advancements in technology, particularly in the realm of smart cell phones and mobile data, pupils as young as elementary school age are utilizing social media. The primary purpose of this research was to investigate the effects that social media have on society. It is common knowledge that they are throwing away valuable time, which also contributes to a variety of health issues as a direct result of their lack of sleep. When sharing information on social media, one must keep in mind the cultural and religious norms of their audience and ensure that their posts do not offend anybody. This study presents both the good and bad effects that using social media may have on adolescents. The findings of this essay proved the fact that even though social media has some drawbacks, it is a boon for many individuals living in our current period. This study offers several concrete suggestions that, if implemented, would put a stop to the harmful effects that social media platforms have on adolescents. Given the results of the evaluation and also the study's overall findings, the author feels that beneficial influences on society on teens may be achieved via the use of social media provided that it will be carefully handled. Future research may utilize the key results to determine if they are the same or not since society is changing rapidly and certain discoveries may remain constant whereas others no longer exist. As a result, future studies may be conducted using both qualitative and quantitative methods to verify and contradict the current results.

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CHAPTER 8

AN UPDATE ON PRIVACY AND SECURITY CHALLENGES IN THE RISING E-COMMERCE ERA WITH POSSIBLE SOLUTIONS

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ABSTRACT:

With the advent of digitization, using the Internet for practically everything has become commonplace. It is used to its fullest potential in e-commerce platforms. The majority of clients choose purchases, online banking, sales, shopping, and many more services. The E-commerce platforms perform each of these activities, however, pose several obstacles in addition to their many advantages and benefits. Privacy and security in it are the main obstacles. Necessary security measures, as well as privacy policies, are the main measures that need to take into consideration when using E-commerce. The primary goal of this article is to provide fundamental information about E-commerce followed by the elements of E-commerce security which is an important yet sought component of Information Technology. In addition to that, this paper also provides a critical analysis of the recent research on privacy concerns among Internet users as well as the security challenges faced in the practices that are presently in place. Solutions for the current security challenges faced by the E-commerce industry as well as the user guidelines are also discussed to deal with the drawbacks of E-commerce in present times. Thus, this study paves the path for future research on the security and privacy aspect of E-commerce platforms.

KEYWORDS:

E-commerce, Consumer, Internet, Privacy, Security.

1. INTRODUCTION

Electronic commerce is also referred to as E-commerce or Internet-based commerce. It implies the purchasing and selling of services, products, or goods over the Internet. It comprises the exchange of information and currency in addition to the exchange of products and services to carry out these transactions [1]. E-commerce is the term used to describe the online sale of physical goods. Additionally, it includes any form of online business transaction. M-commerce, also known as mobile-commerce, is the word used to denote the new tendency of beginning or finishing online E-commerce transactions by using networks that integrate with wireless devices, including portable computers, laptops, or smartphones [2]. Additionally, it could be expressed as m-commerce or M-commerce. All types of online transactions using a mobile phone are referred to as "mobile commerce." Online retailing is defined as a type of E-commerce that enables individuals to directly purchase services or products from sellers via the browser using Internet.

One of the most significant changes in consumer behavior seen in the post-pandemic era is a rapid shift toward e-commerce. Online purchasing was once viewed with suspicion by consumers as being unreliable, but it has now grown to be seen as an indispensable activity. Altogether, this strongly suggests that e-commerce is playing a bigger role in society today. Not only in industries like technology, fashion, or entertainment either. It's also become more important when it comes to buying necessities like healthcare goods. Due to this increased exposure, it is also expected to

grow further in the next months and years. The growth rate of annual E-commerce sales worldwide is presented as a graph in Figure 1 below which shows that COVID-19 brought the most conventional shoppers on the Internet [3]–[6].

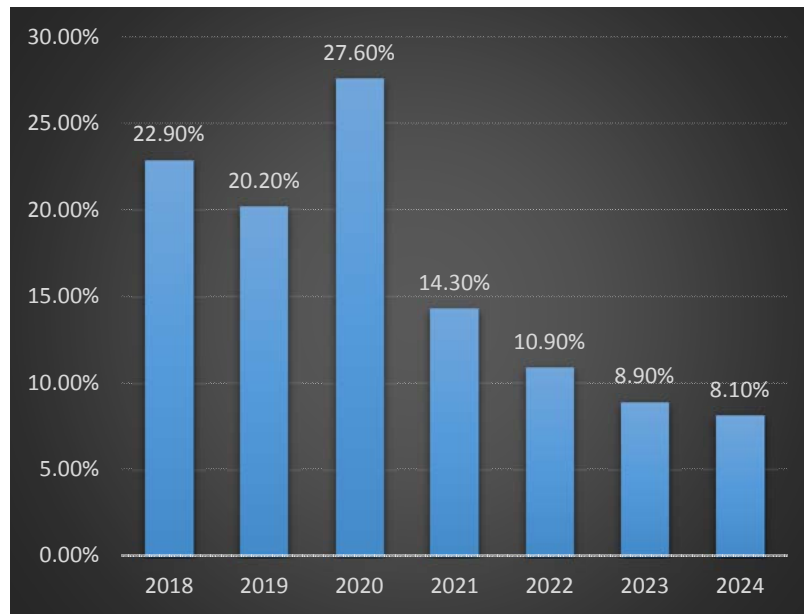


Figure 7: Illustrating the growth of the E-commerce market from 2018 to 2024; demonstrating the COVID-19 time with the highest growth rate in E-commerce.

E-commerce security is an aspect of the information security system that is especially applied to the elements that influence e, including computer security, data security, and more broad areas of the security system. It is one of the most noticeable security features that influence the end user via their regular financial interactions with businesses [7]. It has its unique peculiarities. Security and privacy issues with electronic technologies are now top priorities. M-commerce and other related technologies have similar security issues. In several situations, such as electronic health records, social networking, privacy problems, and e-recruitment technologies have been identified, demonstrating a lack of trust.

This has had a significant impact on consumers. Different forms of e-commerce have varying levels of security [8], [9]. The actual level of security in e-commerce is dependent on the security components that are readily accessible. Since business permits everyday payment transactions, these components have an impact on the end consumer [10].

In Figure 2, there are some of the important elements of E-Commerce Security are availability, authentication, integrity, confidentiality, and non-repudiation which are described below.

1. *Availability*: The productivity and efficiency of E-commerce systems are correlated with the prompt delivery of consumers' requested services. A denial of service attack can have an impact on this important metric, resulting in poor system performance.
2. *Integrity*: Integrity requires that the data or order received by the recipient match what was supplied by the sender. The placed request must be free of any violations according to the e-commerce system.

3. *Non-repudiation*: The most important component of an E-Commerce system, particularly for the payment process, is non-repudiation. This crucial component guarantees that the sender and recipient must refuse the already-completed procedure. Either session management or the widely adopted solution currently in use, the One Time Password, can stop this repetition.

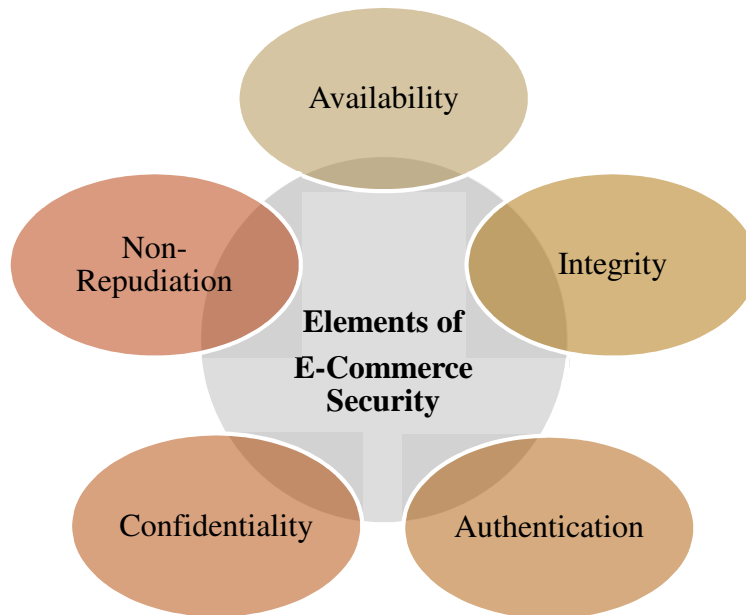


Figure 8: Illustrating the different elements of E-commerce security involving i) availability, ii) authentication, iii) integrity, iv) confidentiality, and v) non-repudiation

1. *Authentication*: User authentication is a crucial component of e-commerce for the risk-free operation of business and trade both for the sender and the recipient. One of the crucial techniques for putting the authentication process into practice is a digital signature.
2. *Confidentiality*: Several encryption mechanisms are utilized to provide this functionality. Information obtained by the E-Commerce service provider must only be used for the intended purpose, as confidentiality provides. Therefore, protect privacy. Almost all E-Commerce service providers have specific terms and conditions that customers must agree to register.

In addition to that, the value of consumer data to businesses has increased significantly. The extensive collection and numerous usage of consumer digital footprints have been made possible and encouraged by e-commerce-related technologies including online platforms, smart devices, artificial intelligence (AI), and big data analytics. As a result, the methods for creating new company value have been reimagined as a result of efforts of marketers to leverage the power of consumer data to forecast the behavior of the customer and offer highly customized and tailored services. One of the biggest obstacles to the development of e-commerce is protecting customer privacy. Therefore, the focus of this review is to provide essential information about the privacy concerns among Internet users as well as the current challenges faced by consumers. In Section 1, the introduction about the E-commerce associated challenges and their elements for E-commerce security has been explored. In section 2 a thorough review of the recent research about the main concerns that prevent consumers to make a purchase is provided with recent challenges and the

potential of novel frameworks that are being researched have discussed. In Section 3, a discussion of the possible solutions and the user's guidelines for risk mitigation is provided. Finally, the conclusion of the study is provided in Section 4.

2. LITERATURE REVIEW

Rusna & Rusna looked into the reasons for individuals' concerns about their online privacy with an emphasis on the e-commerce industry. To evaluate the amount of concern and reasons, the study employed a context-based questionnaire approach based on the IUIPC. It also performed a statistical correlation analysis to determine how much privacy awareness and Internet knowledge had an impact on respondents' privacy concerns. Adult Internet users in Indonesia with a high school diploma or higher who use the Internet for e-commerce were offered the study. 8/10 users are generally concerned about their online data, according to the findings. Users are the most worried about having control over their information and the gathering of identifying details in the Control, Collection, and Awareness aspect of privacy issues, but they are less concerned with the lack of a privacy policy and the selection of non-identifiable data, including such their views and interests. Therefore, their study highlights different parameters that need immediate attention for making E-commerce safe in terms of security challenges and thus making the consumer confident.

Another research by Ardiansah et al. investigated the factors of online payment security concerning customers' purchase intention. They included college students from Semarang, Indonesia, who are members of the millennial generation. Further, they evaluated the data using Wrap-PLS in structural equation modeling (SEM). The findings of this study show that perceived utility has a stronger mediating influence on the security of electronic payments and consumers' willingness to make purchases. Through e-payment security, perceived simplicity of use also has a substantial indirect impact on customers' intent to make purchases through e-commerce. The convenience and usefulness of the security features of the payment are other factors that influence how likely consumers are to make an online purchase [11].

Sun et al. studied how users' perceived benefits and privacy concerns are affected by the privacy antecedents of group buying experiences and hot topic interactivity, as well as how to further impact users' information disclosure behavior. They employed a questionnaire-based approach and found that group buying experience and hot topic interactivity had considerable negative effects on privacy concerns but large favorable effects on perceived benefits after analyzing the 406 questionnaire responses. In addition to that, it was also revealed that information-sharing behavior is affected negatively by privacy concerns. Therefore, the findings suggest that social e-commerce companies should encourage individuals to participate in hot-topic discussions and group purchases to encourage information disclosure [12].

Anic et al. studied the determinants as well as the effects of online privacy concerns with a special emphasis on E-commerce. They proposed a model that connects personal elements and governmental regulations with online privacy concerns (OPC) and looked at consumers' responses to privacy risks in Croatia. Using structural equation modeling, the proposed hypotheses are examined (SEM). The sample included 1990 Internet users. The findings showed that respondents preferred more control over the information and that they considered government Internet regulation insufficient and increased OPC [13].

Zhang et al. analyzed the methods for using big data in network security analytics. Big data analytics have been effectively used in several fields recently, including e-commerce, healthcare,

and industry. They also found that both academics and businesses are paying close attention to big data-based security analytics. Three categories supervised, unsupervised, and hybrid approaches are used to categorize the available research efforts. Then they go into more detail about the technical problems in three different ways and weigh the benefits and drawbacks of each. Finally, they look ahead to future research opportunities and initiatives [14].

Vinotha et al. examined and evaluated the most significant network security and data security threats for cloud systems using an analysis of the literature. A closer study revealed that virtualization introduces more software to the network system, which, if created and implemented poorly, may have a severe impact on security. Virtual environments have been widely advertised and advocated by organizations as the answer to current security challenges. Data center hubs also connect their servers with software, so if something goes wrong, the outcome may be harmful to security. Customers are forced to rely on trust systems since they have no command over cloud resources. Therefore, their study suggested that many security challenges can be posed while using cloud computing in E-commerce and banking.

Another research by Multimukwe et al. carried out the development of the model to examine the effect of corporate privacy promises on individual non-self-disclosure behavior, privacy concerns, trust beliefs, information control, and perceived risks. They employed a survey-based approach involving 547 Rwanda users of several forms of e-service. In addition to that partial least squares, structural equation modeling was used to verify the system model and the suggested hypotheses. The results demonstrate that users' views of privacy threats and privacy controls are precursors to their privacy concerns, confidence, and non-disclosure behavior. Therefore, their study contributes to a better theoretical understanding of human privacy concerns, trustworthiness, and self-disclosure behavior as well as organizational privacy promises [15].

Dinesh P. investigated and further studied a method to enhance E-commerce security with the help of an asymmetric key algorithm. Based on security, they suggested RSA encryption algorithm and the Fernet cipher encryption algorithm are two multi-layer encryption algorithms. In addition to that, a comprehensive and intricate technique for encryption is built using a multi-layer encryption algorithm. The suggested model in this study focuses on a few aspects, including its cost, time consumption, and security aspects.

It generates several cycles and requires a significant amount of time for data processing when the information is being verified. This research demonstrates how successfully security-based techniques can manage large orders for secure consumer and payment data. The primary method for making online transactions safe is encryption technology. Therefore, their study recommends the Fernet cipher encryption algorithm and RSA encryption to improve the security of Internet commerce [16].

The above studies have researched the privacy concerns among Internet users when making online transactions on e-commerce websites and other online platforms. Apart from that studies concerning the security of the employed practices in present E-commerce as well as their drawbacks in security management are also discussed with the possible solutions and advances. On the other hand, the goal of this review helps in finding out and pointing out the limitations of each research which further restricts the use of proposed techniques in the management of security and privacy concerns of E-commerce platforms.

3. DISCUSSION

E-commerce has emerged as a powerful force that is reshaping all types of global commercial operations. Along with having an impact on communications, everyday activities, and interpersonal interactions, related ideas, and business practices also provide chances to launch fresh domestic and worldwide commercial endeavors. Security, however, becomes a key concern for Internet applications as the Cyber is used more and more as a platform for e-commerce transactions.

The function of security in e-commerce faces several issues. Security is a secondary concern; it is not a crucial component of the most recent infrastructure. As an e-commerce organization grows, security has become a concern that is becoming more and more crucial. When trust in e-commerce applications is destroyed, cautious business owners and customers might decide to forgo using the Internet in the short term and return to more traditional ways of conducting business. Therefore, the threat of security issues in E-commerce is increasingly a hot topic among concerned consumers. E-commerce is one component of the Information Science framework, and its applications are growing in popularity. However, these individuals are becoming increasingly hesitant due to security and privacy concerns.

3.1. Solutions for E-commerce security

It is essential to introduce the potential solutions that might meet these objectives given the variety of security requirements in e-commerce.

The following categories will be covered when discussing the various technologies: i) Cryptographic advances, ii) Security measures for access control Authentication, iii) Tools for detecting intrusions, iv) Virus prevention software; and iv) Other assemblages of foundational technologies as illustrated in Figure 3 below.

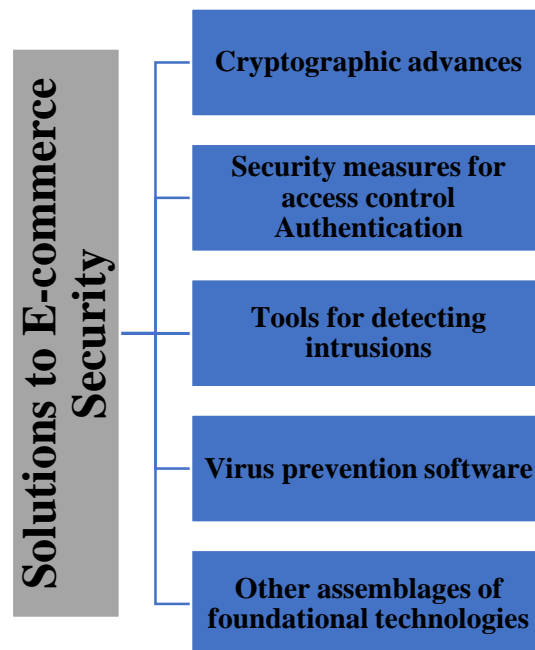


Figure 9: Illustrating different solution measures for the security challenges in E-commerce platforms.

3.1.1. Security measures for access control and Authentication

One of the most crucial safeguards for a system is an access control technology. The majority of such attacks cannot succeed if access control is secure. The following is a summary of three separate cases where access control and/or authentication safeguards were used to highlight the differences.

The use of access restrictions, such as a firewall, in

1. *Scenario 1:* No authentication safeguards are used
2. *Scenario 2:* Passwords and fingerprints are used as authentication controls. There are no access controls.
3. *Scenario 3:* Third-party authentication and access restrictions are both in use. This might be thought of as being more secure than the earlier possibilities

3.1.2. Tools for Virus Prevention and Intrusions

Anti-virus and content-filtering software have been widely available in recent years as a result of the tremendous growth in the quantity and sophistication of viruses and worms. Data sources used by intrusion detection systems include operating system audit logs, network packets that have been "sniffed," and logs from routers or other hardware components.

3.1.3. Cryptographic advances

One of the fastest-growing fields in e-commerce security, cryptography, is essential. It contains digital certificates, hash functions, digital signatures, and encryption techniques that are presented in Figure 4.

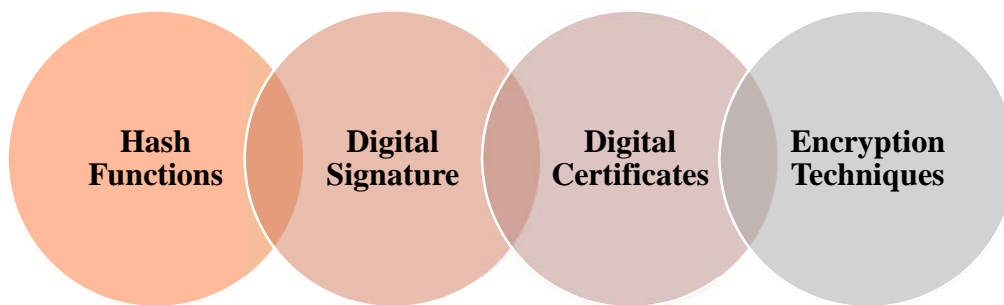


Figure 10: Different techniques of Cryptography involved in the encryption of Users' Data.

3.1.4. Combinations of Different Technologies:

It has been observed that employing one technology at a time can have different drawbacks therefore, the use of two or more technologies can help complement each other and thus can aid in more synergy in securing the data of the consumer in the e-commerce business. The need is to follow certain existing guidelines to mitigate the risk factors which aid in making more challenges regarding security and privacy.

1. Always be careful to update the password periodically; many users of e-commerce sites fail to do so. It is usually advised to update or modify the password often. It is not advisable to use a

password that is already in use. The majority of users of e-commerce sites use the same password on various e-commerce sites. Users are not allowed to use the same passcode on other e-commerce websites, according to the rule.

2. The currency rate should be known before beginning any online buying. It has been observed that consumers are unaware of the actual exchange rates between various currencies at a particular moment in time.
3. It is necessary to carefully study the FAQs before beginning the online process. Here, it is recommended that customers read the FAQs at least once before placing their orders. There could be a lot of crucial information that the consumer is unaware of.
4. The user should be informed of the dynamic pricing policy of an E-commerce business before beginning the online purchase, if necessary. The prices displayed on the website are not static, despite what many consumers believe. The majority of products on e-commerce websites are dynamic and subject to change based on consumer demand or other factors. If a customer does not understand dynamic pricing, they may purchase a product at a greater cost (due to a spike in demand during a certain period) than they would have paid if they had waited a few more days.
5. Before beginning transactions online, the user should be satisfied with the E-Commerce site's security and privacy policies. It has been shown that the majority of consumers are uninformed of the security and privacy policies of the E-commerce sites from which they make regular purchases. It is advised that consumers have a basic awareness of the rules and policies of the websites they often visit.
6. Any unique identification number should not be disclosed by the user. Disclosing any unique identification number might put people in danger in a variety of ways. The suggested practice is to never reveal the unique identifying number to E-commerce sites, which might also misuse it in a variety of ways.
7. Before beginning an online purchase, one should not be afraid to ask the vendor as many questions as they may have. It has been observed that E-Commerce consumers do not ask questions that they already have in their minds. The idea here is that the customer must feel comfortable asking questions directly to customer service/any other means and clearing any doubts they may have about their data and security.
8. If there is any uncertainty about the authenticity of the site to be utilized during an online purchase, any search engine can be used to verify. This might serve to verify the site and make it more trustworthy from the perspective of users.

4. CONCLUSION

In conclusion, security and privacy are still active research topics. Researchers have recently revealed some significant and fascinating results that have attempted to shed light on the best strategy to resolve the security and privacy concerns that are endangering the trust factor. Despite all the efforts to battle the threat of security and privacy concerns in online transactions, it has been discovered that opportunistic cybercriminals and security professionals are playing an unpleasant game of cat and mouse.

For users to be free of these threats and for E-Commerce businesses to go smoothly and without interruption, it is anticipated that economics and sociologically sound analysis will be able to bring about better transparency and competency in the online process. However, the topic has been straightforwardly covered in this paper, along with the fundamentals, elements, and significance

as well as recent research on security and privacy in E-commerce. In addition to that a clear, comprehensive guideline has been suggested for the users' benefit for more secure and private E-commerce browsing.

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CHAPTER 9

INVESTIGATION OF FACTORS BEHIND ROLE OF SOCIAL MEDIA AS A LEARNING TOOL IN HIGHER EDUCATION

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ABSTRACT:

Social networks have a constant impact on the lives of young people today. In addition to serving as a source of entertainment and information, social networks have influenced many areas of educational processes and practices. Social media is becoming more prevalent in higher education settings as teachers turn to technology to mediate, improve and encourage students' active learning. Many academics support the intentional inclusion of social media as a learning tool. On the one hand, social media enhances communication, and on the other, it supports marketing and development initiatives. Current research examines how social media can be used in various higher education processes. The authors of this paper analyze the elements that social media plays in college courses and how it will benefit young people's education. Social media platforms play an important role in removing distractions and mental barriers. Students today sometimes find it difficult to concentrate on their studies and prefer to browse social media this results in wasting time with little educational value which also affects in future.

KEYWORDS:

Educational, Higher Education, Online Education, Social Media, Technology.

1. INTRODUCTION

Knowledge and information are available in the formats, such as DVDs, eBooks, and YouTube videos. The Internet and its social media have changed the role of the newspaper and books in student life. By the time readers see it in the newspapers, most of the news is out of date. Everyone is aware of the most recent problem, people have seen the pictures on the Internet and read the story [1]. Technology has changed to the point that, for example, a phone has evolved into anything from a computer to a camera which plays a major role in human life.

The makers of the phones ensured that their sole responsibility was to make the pure telephone a telecommunications device for delivering a speech and nothing more relevant now [2]. Computers are used by people to listen to the radio, watch television, search for rental properties, and even find partners. Figure 1 shows the different platforms of the study which represent the digital platform as well as offline classes.

Online Social Networks (OSN) and their apps have entered our daily lives over the last ten years. They have been successful in changing the way young people live as well as reaching the top of the list of communication and entertainment tools. The academic community is concerned that OSN is continually reducing students' enthusiasm for their studies, which hurts their performance and can sometimes result in dropouts [3]. Despite many answers so far, the traditional education system does not seem to be able to successfully fulfill the learning desire of the students, which is continuously declining. Mixed recreational and informational behavior patterns have been

proposed to increase students' awareness of educational processes. Social networks encourage these behavior patterns, and students find it to be a fun and widely accepted method of communication.

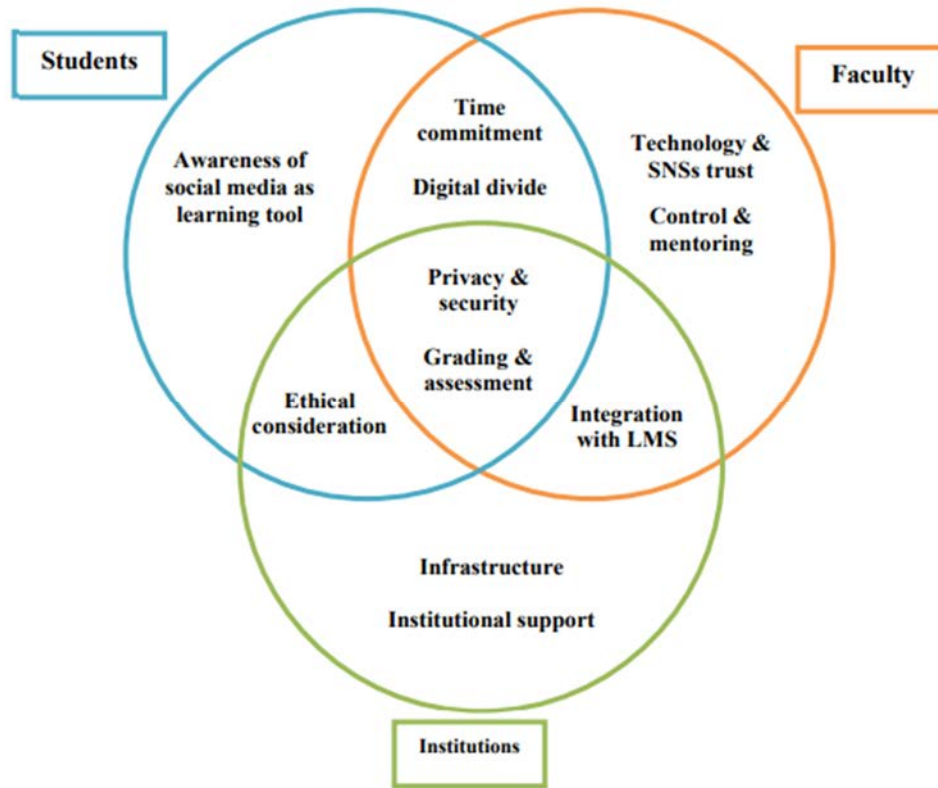


Figure 1: Illustrate the process which shows the online study [4].

1.1 Prevalence of social media:

i. Facebook:

Facebook will be the public face of social media websites. It's the main social networking site, created in 2004 by Mark Zuckerberg, who was a freshman at Harvard at the time. One of several studies that collected data on Facebook adoption and use indicated that 94% of college students used the social media platform, spent an average of 10-30 minutes there and had 150-200 friends [3]. Recently, more comprehensive research showed that 90% of undergraduate college students had Facebook profiles. Facebook.com saw its one billionth user during the first few days of October 2012, and since then, an interesting practice pattern has developed. Users in Facebook's most mature markets, the 20s and 30s, reportedly spent 26% less time in August 2012, and this trend is expected to continue [5].

ii. MySpace:

Chris DeWolf and Tom Anderson co-founded MySpace in 2003, making it one of the first SNS platforms. It grew rapidly in the first few years and was considered the top social media platform till 2009. One in five adult social networking users claimed to have a MySpace account. According

to research, users are more likely to be female, Hispanic or black and also school graduates who have some college experience. It offers a user-generated, dynamic network of friends, blogs, groups, music, personal profiles, photos, and videos, similar to Facebook.

iii. LinkedIn:

Incorporated in May 2003, LinkedIn is a networking website mostly used for professional networking. LinkedIn users often collaborate with others on projects by keeping a list of phone numbers for individuals they consider a friend. The trust factor is a crucial factor in this SNS since interactions with individuals entail either pre-existing ties or some kind of general contact. Based on comScore's December 2016 estimate, LinkedIn has 36,000,000 users, making it the third most popular SNS in the US social networking industry [6].

iv. Blog:

In short, a weblog or blog is an online diary where several authors engage in conversation on a specific topic or emphasis. Like other social media platforms, blogs enable users to submit personalized content, interact with other users' comments and postings, and connect with other media sites. The weblog was first mentioned in 1997. Due to its popularity, Merriam-Webster named the word "blog" its Word of the Year in 2004. Over 1,315,000 active sites are included in the directory of Technorati.com (2012), the major tracking and rating facilities for blogs. Today, hosting services like Blogger, ModBlog, and Xanga are the most frequently used providers of blogs as fundamental tools [7]. Larger and more sophisticated users might have to run their blogs.

v. Twitter:

The social networking sites Twitter is often referred to as a microblogging service. Unlike Facebook, MySpace, and Twitter allows only 160 characters for postings or updates. Some claim that Twitter's comparatively short post length provides a faster form of communication. The typical blogger may post updates every few days, while the typical microblogger posts multiple times every day.

1.2 The Social Media Technologies:

Social media technologies include a wide range of social media and Web-related communication tools, such as blog sites, wikis, virtual communities, and online environments platforms, sometimes referred to as Web 2.0. The distinctive properties of social media technology the elements that take these unrelated technologies composed under one roof have been discussed a great deal [8]. The five C's of social media are communication, collaboration, community, creativity, and convergence can be harnessed, sum up, these traits.

- i. Communication:* Platforms such as Facebook often aim to improve inter-person communication. Information may be exchanged in a one-way, two-way, three-way, collaborative, collaborating, or viral manner. Blogs may be used instead of personal websites or as a complement to more established outlets. Blogging is more than simply a one-way publication for bloggers. Interactive blogging refers to the habit of often quoting one another's works and posting comments and responses on one another's blogs. Platforms like Facebook and Twitter, make it possible for individuals and organizations of various sizes to communicate. Videos that go viral are probably the best examples of the rapid growth of communication on a networked Web 2.0 technology platform.

- ii. *Collaboration:* On the Internet, collaboration is made possible by new media technology. A blog can be shared by a group of up to five bloggers, and sometimes a blog is used for group work, blogs generally do not encourage collaboration. Wikis are the collaborative tools of today. Additionally, they are scalable as private wikis for small groups of users and perform on par with Wikipedia, which is by far the largest collaborative product. Some authors have observed how wikis are used in various areas of life, including the workplace. Social media also promotes teamwork through virtual meetings on sites like Second Life.
- iii. *Community:* The world gets smaller thanks to social media such as Facebook, Twitter, Webkinz, Second Life, and other web-enabled social media platforms. More often. Social media platforms that promote community are democratic and open to anyone. Today's technology can level the playing field and be a great equalizer [9]. Many online technologies now have social networking features that we have not previously identified with social media, such as eBay, YouTube, and How Stuff Works. These technologies can also serve as a basis for establishing a learning organization.
- iv. *Creativity:* Can old media be converted into new media only by digitization? Is there a big difference between digital and analog media? Digitization, for one, makes editing quite simple. Because we are not limited by the limitations of the medium we are utilizing, it fosters creativity [10]. Do you remember typing changes in a long document? Any improvements we were willing to make were significantly constrained by the size of the page. Our editing power is limited only by our mental capacity when using the right programs and techniques. Consumers of digital media now do platforms such as Facebook often aim to improve inter-person communication. Information may be exchanged in a one-way, two-way, three-way, collaborative, collaborating, or viral manner. Blogs may be used instead of personal websites or as a complement to more established outlets. Blogging is rather than simply publishing to bloggers in one direction. The practice of often referencing one another's writing and leaving comments and retorts on somebody else's blogs is known as interactive blogging. platforms for social media, such as Facebook and Twitter
- v. *Convergence:* Technology has changed over the past several decades in ways that seem straight out of science fiction. This is mostly due to the broad adoption of digitization and the Internet, which can be thought of as digitalization plus telephony. Some consequences of this trend include screen printers getting into the camera business; long-distance calls using a high-speed Internet connection; sending photos via e-mail using a cell phone; numerous businesses competing for video-on-demand; computer makers getting into the music business; and many more. In the age of the Internet, adaptation is essential to survive [11], [12].

Social networking and other Web 2.0 technologies are expanding at an unprecedented rate. As users create content, post pictures, choose to like or participate in games, social media technology has evolved into a needed aspect of everyday life. Nowhere is the pervasiveness of social media more evident than in higher education, where technology is revolutionizing how students interact, work together and learn [13].

The use and influence of social media are changing depending on the context, even though today's college students see a range of classroom formats such as brick-and-mortar, virtual and hybrid. Recently, there has been increased interest in the notion that social media might be a helpful tool for educational initiatives. Social networking is frequently used for both personal and professional purposes [14].

At the same time, the scientific world is becoming increasingly interested in this new sector. It is critical to recognize social media's potential to assist and enable students. As a result, this review of the literature will look at how recent academic and observational research approach the subject. This review explains a brief explanation of the approach used to identify works suitable for literature review. After providing the operational details of social media, the usage patterns of the most famous social networking sites are examined. The advantages and disadvantages of using social media are then discussed in class. The following provides research on the most famous social media platforms. The review ends with ideas for future studies that the author has either excluded or taken from the literature which is related to the use of social media in Higher Education Classes.

2. DISCUSSION

Social media is used as a teaching and learning tool in a variety of situations, including language acquisition, writing development, post-class discussion, asynchronous and synchronous collaboration, and social integration. Social media usage in schooling is changing how students and teachers engage with one another. Students may communicate with one another and with teachers through social media, which offers a special platform for this. Social media is becoming a more convenient way for students to communicate, connect, and exchange information [15]. According to the studies, academics have recently increased the use of social media to debate, present and host courses, and provide after-hours support for students. The use of social media has also been shown to promote engagement between students and teachers. Students learn to use Internet tools effectively in classroom contexts thanks to social media. Rendering to studies, using social media in higher education has enhanced pedagogy and information sharing, increased participation and engagement, and improved content dissemination.

Social media is utilized for awareness-building and advertising as well as educating and learning. Through social media, educational institutions may update interested parties on new research projects, updated policies, forthcoming events, vacant jobs, alma mater involvement, and institutional news. Another method some schools of higher learning use to take students is Facebook and Twitter [16]. To attract more students, social media is the ideal venue for publicizing training programs, students and professors who do research and taught and campus amenities. But there are certain basic restrictions on how social media may be used in higher education. Fears about technology and privacy, academic arrogance, students' submissive actions, and a lack of professional vocabulary are some of its shortcomings. Included in this list should be the scope for the development of social media networks.

Since everyone uses social media inversely, academics should be conscious of different social media use strategies before integrating them into their teaching and learning activities. To address the privacy issues, it is proposed that Facebook groups be created, passive students are encouraged and adequate instruction is given [17]. Not only should the personnel receive training and direction, but also the students. The focus of this study is on developing an empirical model, to research the ensuing factors influencing users' intentions to use social media sites in higher

education. Determinants including "performance," "communication functionality," and "self" has been explored to evaluate current theories such as social networking acceptance models, e-learning custom solutions, unified theories of technology acceptance, and existing literature.

Finally, social media is transforming pedagogy and supporting learning and teaching activities that were previously exclusive to classrooms. Although there are many difficulties connected with the usage of social media in higher education, its importance cannot be overstated. According to research, most academics believe that social media can be used to aid in the delivery of student-centered learning strategies. Students who use social media become co-creators and contributors rather than passive consumers of knowledge. In the modern educational environment, learning is evolving into a social activity and social media use supports this development. Higher education settings will continue to employ social media, much as many other industries. It will be necessary to investigate how higher education institutions throughout the globe continue to benefit from social media.

2.1 Popular Social Network and Higher Education:

“Millions of people use social networking sites like Twitter, Facebook”, MySpace, Google+, LinkedIn, Instagram and others every day, especially young people. Three thousand students in the United States were used as a sample, and 90 percent of them used Facebook while 37 percent used Twitter. A separate survey conducted “in this country demonstrates that around 71 percent of college students use Facebook. Perhaps the most widely used social network for personal and educational use is Facebook. Students use online social network (OSN) platforms” daily for an average of 10 to 60 minutes even during their studies. Additionally, educational institutions use social media to manage internal educational difficulties. In this study, we examine studies that show that OSN and social networks have had a good effect on educational processes, especially higher education. More precisely, Facebook was either the only OSN involved in 55 articles (71.43%) or it was the primary OSN along with others; Twitter was the primary educational tool in 9 articles (11.699%); And 9 additional articles (11.69%) included MySpace, Google+, LinkedIn and other social networks. All four of the residual articles (5.19 percent) mentioned social networks. All articles are also divided into four categories aimed at categorizing beneficial effects and social network participation in

- a. Supporting learning procedures, improving educational procedures, communication and teamwork, and academic success from the perspective of students and instructors.
- b. Learner personality, the preferred method of information acquisition, academic environment, and effectiveness.
- c. Social networks, including learning management systems and online learning platforms (LMS).
- d. Institutional use of OSN by the ability for administration and instruction. The next paragraphs go into more detail about these four areas.

2.2 Learning Processes and Social Network:

During this epoch, social networks have opened up new avenues for both academic and informal learning. A hierarchically structured educational system known as formal education developed over time from kindergarten through high school and university. It includes programs for all ages in academic study, specialized training, and vocational and technical education. The same author defines non-formal learning as the technique through which each individual directly derives their

values, behaviors, knowledge, and skills from their accomplishments in everyday life and their social surrounding. It is often referred to as lifelong learning or interaction-based learning. Numerous studies demonstrate that students mostly utilize OSNs for socializing, exchanging opinions, and having fun.

However, such activities can be incorporated into teaching methods. As a result, although some studies indicate that students use Facebook primarily to promote their sense of community, others argue that Facebook use has a direct or indirect effect on students' academic performance. Additionally, more than 600 students participated in a parallel survey at Islamia University in Bahawalpur, Pakistan, and nearly 90% of them said they use Facebook for both personal and academic purposes. In addition, 71.25 percent of the 160 philosophers and social scientists who participated in the Delhi University Collaborative Learning Processes study admitted to using Facebook. In terms of Twitter, experimental research accompanied by the Department of Pharmacology at Boston University found that more than 61% of participating students use it to enhance their academic and professional profiles.

Improvements in instructional methods in many types of research, including the suggestion that OSNs open up new perspectives when learning. Social networking platforms primarily enable students to engage in formal such as studying the course material and informal such as searching everywhere for valuable information in learning environments. Students can find others who share their vision for educational purposes and interact with them to share information informally such as by exchanging stories about their educational experiences. For example, first-year students can learn everything they need to know about their faculty simply by talking to more experienced students, which will help them adjust to their new academic life. More precisely, the survey found that 20% of German students use StudiVZ, the country's version of Facebook, to exchange knowledge related to their studies. Most of the participants in the research are first-year students who want to better organize their new lives by making new acquaintances.

According to research, social media has infiltrated practically all types of organizations lately. Colleges and universities have not been left behind and have accepted this global craze. Social media comes in many different forms, such as vlogs, social networking sites, blogs, instant messaging, and online communities. Because of its enormous user base, the social network Facebook seems to be an indisputable winner. Facebook users may create and share content, make relationships, and promote cooperation everywhere and engagement. Higher education institutions have wide opportunities to adopt social media to further their efforts in teaching and learning as a result of its rapid growth. Social media is excellent for administrators, managers, students, and professors in higher education institutions because of its prevalence and particularly high adoption.

Social media is used in a wide range of learning and teaching situations, including language acquisition, post-class discussion, synchronous, writing development, community building, asynchronous communication, and as a curriculum tool. The usage of social media in higher education is altering the nature of the connection between students and academics. A distinctive medium for communication among students and between students and academics is social media. Social media is making it simpler and simpler for students to communicate, connect, and exchange information. Studies show that academics are increasingly using social media to discuss, present and host courses, and provide students with after-hours help. Social media usage has also been demonstrated to encourage communication between students and professors. Social networking helps students become proficient Internet users in academic settings. According to studies, the use

of social media in higher education has enhanced pedagogy, information sharing, involvement, and engagement, as well as the distribution of material. In addition to being used for teaching and learning, social media is used for advertising and raising awareness. Through the use of social media, educational institutions can inform stakeholders “about new research initiatives, revised policies, upcoming events, open positions, alumni interactions, and institutional news”. Additionally, many schools and institutions use social media as a strategy for student recruitment. To attract more students, social media is an ideal platform to promote new courses, faculty members conducting research and campus facilities. However, there are some inherent restrictions on “the use of social media in higher education”. Its shortcomings include concerns about technology and privacy, the predominance of academics, pupils' submissive behavior, and a lacking intellectual vocabulary. This list might also include a lack of understanding of the potential provided by social media sites. Since everyone uses social media differently, academics should be aware of different social media use strategies before integrating them into their teaching and learning activities. To get rid of privacy problems, it is advisable to start a Facebook group. Passive students should be encouraged and given proper training. Not only should the personnel receive training and direction, but also the students.

Finally, social media is still changing pedagogy and is used to support tasks such as teaching and learning that were previously exclusive to classrooms. Although there are many difficulties “associated with the use of social media in higher education”, its importance cannot be overstated. The majority of academics, according to studies, think that social media may effectively assist the implementation of student-centered learning methodologies. Students are becoming co-creators and producers of knowledge thanks to the usage of social media, rather than just passive information consumers. In the modern educational environment, learning is evolving into a social activity, and social media use supports this development. Like many other fields, higher education settings will continue to use social media. How higher education institutions around the world use social media to their advantage will need to be explored [18].

The impact of social media is critically evaluated, taking into account both the advantages and disadvantages of adopting these brand-new digital communication channels. This section is the first to cover this highly relevant topic in such detail. Its creative process is also unique, with contributors identified by their Twitter presence. Through their use of relevant learning principles and educational context, short but powerful chapters can be understood while maintaining an academic emphasis. Any higher education practitioner, especially professors who teach education courses, must read social media and higher education.

3. CONCLUSION

Social networking has become a very effective form of personal communication. Education enjoys examining new and improved technology as tools to improve teaching and learning. Researchers and policymakers need to pay more attention to how social media is increasingly being used by digital native students in higher education. Faculty members frequently use social media in their personal lives and are quite aware of it for teaching their students. Although they recognize the enormous potential of social media for academic purposes, its actual use is for teaching and learning. Many professors use social media platforms like Facebook or WhatsApp instead of blogs and wikis which are better suited for teaching and learning for students. The limited use of social media by professors for academic-related purposes, particularly for teaching and learning, was attributed to several constraints. Social networks have a constant impact on the lives of young

people today in their studies. Social networks have influenced a wide range of educational methods and processes in addition to serving as a source of pleasure and information. This paper attempts to draw attention to the use of social networks in higher education and sheds light on some contributing elements. However, academics claimed that if the barriers to social media are eased, the medium will prove to be a successful teaching and learning tool for hospitality and tourism, especially in underdeveloped countries. It can close the digital gap between educational institutions and the new generation of students born in the digital age. It can also be reformed as a suitable platform to bridge the digital divide between developed and underdeveloped countries.

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CHAPTER 10

EXPLORING THE FUNCTION AND IMPLEMENTATION OF SEARCH ENGINE OPTIMIZATION (SEO) IN SOCIAL MEDIA

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ABSTRACT:

The science and technology of search engine optimization (SEO) involves elevating page positions in search engines. As one of the primary ways for people to locate content online, SEO can increase the number of visitors to a website. Lack of SEO function in social media such that it eventually becomes less visible in search results. So all these problems are overcome by the function of SEO in social media in which the benefits are boosted brand exposure and many more. In this paper, the author discusses the important roles of SEO in social media, uses of SEO in social media, etc. It concluded that building a business with strong brand value, and search engine optimization takes less time, preparation, and a lot of patience to achieve the desired results. In the future, understanding the deeper level of requirements and influencing user intentions and behavior is a key component of SEO.

KEYWORDS:

Business, Google, Social Media, Search Engines, SEO.

1. INTRODUCTION

SEO stands for Search Engine Optimization, a digital advertising plan to elevate the placement of your site in Google and other search engine rankings. Google utilizes more than 200 SEO operations to scan and index your site and optimize it for the hundreds of parameters that search engines use to produce search results. Bots are used by search engines like Google and Yahoo to crawl web pages, navigate across websites, gather data about that webpage, and add them to an index. Imagine an index as a massive library in which a librarian could pick up a book (or a website link) to locate exactly what it is you're looking for right now [1]. The algorithm then examines the pages of the index, using hundreds of ranking variables, or signals, to decide which documents should appear in which order in search engine results for a certain query. In our imaginary library, the librarian is the expert who knows who will answer your inquiries because he has read every book out there. We can think of our SEO success factors as a stand-in for other user experience elements. Search engines use it to determine how likely a website or web page is to provide a searcher with the results they are looking for.

Because an organization can't afford a high organic search rank as it can with paid search ads, SEO experts will need to do the legwork. In response, here we are. Our periodic table categorizes SEO factors into six major categories and assigns weights to each category based on the importance of SEO as a whole [2]. For instance, crawling and performance are crucial site architectural aspects, whereas content and keyword research are significant components of optimizing a website. A list of toxins that interfere with SEO best practices is also included in the recently revised SEO [3]. These are gimmicks or techniques that would have been sufficient to ensure a prominent position in a time when engine techniques were far less advanced. They may even be effective for a short

period, or certainly until they are discovered. Additionally, we've added a brand-new section on niches where it discusses in-depth the SEO success criteria for the three major themes of local SEO, headlines, and e-commerce SEO. Knowing the intricacies of SEO on each of those will set you up for success in search results for any small company, food blog, and/or online store, even though our general SEO stand will provide them with best practices. Search algorithms are made to provide authoritative, pertinent pages and give users a productive search experience. Our pages can rank better in search results by being optimized with these criteria in mind for your website and content. Your social media shares are irrelevant to SEO results. Nevertheless, more social media shares of your material provide social signals indicating the relevance of your postings to your target audience. Although social media doesn't directly affect SEO results, the links can be published there to help your company get more exposure. The connection and effect of SEO in six directions are shown in Figure 1.

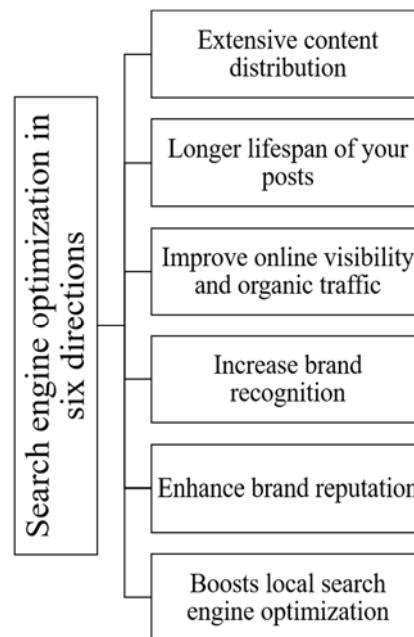


Figure 1: Illustrates the Six Social Media Connections that Affect Search Engine Optimization [3].

Gaining greater visibility and obtaining more visitors to your website naturally are two of the major benefits of SEO. On the other side, social media marketing is all about utilizing social networks to their full potential and targeting the correct audiences. Despite having diverse appearances, they have the same objectives [4],[5]. In essence, they collaborate. A strong SEO strategy is necessary for a successful social media strategy since the two are interdependent [6]. So should concentrate your efforts on social networks if people want to improve your SEO rankings for the following three reasons: Content from social media is indexed: and the whole content marketing strategy might be greatly improved by publishing the correct sort of social media material regularly. Things improve if someone understands that search engine spiders may scan and index your social network postings. This does not imply, however, that Google will index every tweet. It must be pertinent enough for individuals looking for related material to find it. For instance, a lot of the top results for Oprah Winfrey in a search will be her social network profile or page. Since it relates to the search term.

Using social media to establish authority Website authority is a crucial SEO component since search engines value it highly. Any page or domain will have a high authority rating in the results of search engines if it has a high value. Have a higher opportunity to rank above weak authority websites. Over time, a website or page gains more authority. As it continues to publish high-quality content and obtain more pertinent backlinks, brand authority keeps increasing. If the information you provide is worthwhile, it will provide what your audience is seeking. Real persons can be found on social media: Although SEO includes a technical component, it is not all you should be concentrating on. The majority of unethical or black hat SEO techniques are technical, but because they ignore the user, they don't provide lasting benefits. When search engine crawlers are expressly seeking the human touch, these techniques are not about humans. The goal of search engines has always been to improve user experience and move beyond purely technological issues. Due to its explosive growth and the presence of actual people, social media is inevitably becoming a component of SEO. Social media may be considered the second most important component of search-after content. It may target the people you want to reach by differentiating your audience. The easiest approach to getting to know your audience is through social media. Whatever function your business performs, whether it be a group, customer service channel, or promotion website, it will be simpler for you to obtain feedback. It provides you with a panoramic view of almost everything.

The present paper is a study about the practice of making a site more visible when users search for goods or services connected to the company on Yahoo, Google, as well as other google searches is known as SEO. This study is divided into several sections, the first of which is an introduction, followed by a review of the literature and suggestions based on previous research. 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

Mingyi Hou [7] has explained the economic basis and cultural justification of social media stardom. The fundamental goal of those research was to show how platforms like YouTube have given rise to a new class of celebrities, each with its unique industrial foundation and cultural logic. The author uses the example of YouTube beauty vloggers to illustrate how the industrialization of celebrity production may move to social media as a result of the institutionalization of amateur content creation. The result demonstrates that celebrity status is located at the commercial intersection of social networking site, commercial cultural intermediaries, and the consumer market for beauty and fashion. It concluded that social networking celebrity is the most recent evolution of famous in the networked world, distinguished from traditional celebrities by a modern cultural logic.

Amy J.C. Trappey et al. [8] have explained that the most urgent demands and concerns of the client should be addressed by a new product or product enhancement. To map rated functional enhancements to a manufacturer's R&D capabilities, the extended quality function deployment (EQFD) dimension that analyses the unique analytics of the patent portfolio of the company is included. The author states that a computer-supported EQFD system has been designed to carry out specific mapping and gap assessments between the manufacturer's patent portfolio, the prioritized product functionalities, and the voice of the customer (VOC). The EQFD analytical result for the Samsung Galaxy S10e shows that users want better-quality of the software, memory, and displays. It concluded that the recently created technique may be used to assist the

implementation of VOC-centric product functions and the strategic planning of R&D in additional areas. Sinem Akyol and Bilal Alatas [9] have explained that social networking sites are becoming an increasingly significant aspect of daily life. One of the most well-known social network analysis tasks, sentiment classification or subjectivity analysis, is for the first time in this study treated as an optimization problem. The author states that the present intelligent optimization algorithms, the Whale Optimization Technique, and Social Impact Theory-based Optimization Technique, have been modified for the sentiment evaluation problem. It was found that real Internet Movie Database (IMDB), Polarity, and Amazon data sets were used to examine the performance of intelligent optimization algorithms and supervised machines having to learn algorithms of accuracy, precision, and recollect F-Measure, and My Client Center (MCC) metrics. To get effective results, it was concluded that the Memory function had been incorporated into the Social Impact Theory-based Optimization Technique.

Anindya Ghose et al. [10] have explained that Social media is becoming a more significant factor in how people make decisions. To enhance user experience in unstructured social media, the author has suggested a structural economic model to assess customers' preferences and costs on google search.

The author's approach, which examines click activity together with purchase decisions, combines an optimum stopping foundation with an individual-level expected utility choice model. According to the findings, offering a professionally selected digest of social network information to users during the early phases of their search may improve search engine revenue by 12.01 percent. The study concluded that past click-through and purchase choices provide valuable insight into customer preferences and search expenses.

Paul M. Leonardi [11] has explained that those with access to social media can help to have similar beliefs about who and what their colleagues know than employees without such access. The main goal of that research is to understand the social media-related activities that enable workers to form such common beliefs about the social structures and knowledge of their coworkers. The article claims that employees at a significant financial services company used a social media platform as one sort of social media.

The research reveals that social media can help foster shared cognition inside businesses if users grow their networks and leverage exogenous events to spark the synthesis of disparate pieces of material they have seen created by others into a cohesive whole. It was concluded that this occurs when several people working for the same company do various tasks on the same body of information.

The above study shows the economic basis and cultural justification of social media stardom as well as the most urgent demands and concerns of the client that should be addressed by a new product or product enhancement. In this study, the author discussed various factors of social media play a vital role in search engine optimization such as the social media support the SEO, search engine operation, and social media helps the SEO.

3. DISCUSSION

A marketing strategy is providing useful information to the reader. But if they don't deliver them effectively, it won't have much impact on the role of social media in this situation. These resources give their marketing personality useful advice that will entice readers to return and ultimately

generate leads. When someone shares their post, their audience expands as a result of sharing more of their content. By doing this people increase traffic, increase exposure, and build backlinks. Social media does not directly affect rankings because it is not one of them. Although there is no clear correlation in terms of ranking between the two. The benefits of SEO in social media are discussed below:

3.1.1. Enhance the Performance of the Content:

They are passing up a sizable potential even if consumers not using social media to share good material. Social media networks are crucial locations to distribute any kind of material that your company creates.

When people publish something on the website without taking extra steps to share it elsewhere, it will stay there. It may have taken a lot of effort to make it, but sharing is useless [6]. Social media gives access to a much wider audience than just their website. In the end, the more users that visit and interact with the information on the site, the more positive user signals it produces and the better it is for the search rankings. Although indirect, the effect still exists.

3.1.2. More Opportunities to Get Backlinks:

Sharing content on social media is not only a way to drive traffic to it, but it can also improve the chances that someone will link to the content by monitoring it closely. SEO heavily relies on backlinks.

They demonstrate to search engines that some other users value the information on the website. Content can rank higher if it's useful to users, even if anyone has great content worthy of hyperlinks, won't get it if people don't pay attention. And if these individuals who came upon the work via social thinking thought it was important, some of them might wish to share it with others so they can also enjoy it. Although if a company doesn't have many followers on social media, content may travel quickly. Social media is an excellent place to start since all it takes is for one individual to link to for other people to see it.

3.1.3. Social Profiles Rank:

While the ranking of the website may be a top issue for the company, the company may not have taken the ranking of social profiles into account. Social profiles can rank with the homepage when people search for the business using branded phrases. People are already impressed with this offering as they are looking for the brand.

Most individuals looking for business will want to visit a website, but many will also want to visit social media pages.

Such social media pages may offer a different perspective on our company than your website and may provide more information to interested parties. Active and interesting social media accounts come to the fore when attempting to investigate what might push individuals who are still debating and trying to make decisions.

3.1.4. Bring More Traffic for Website:

The main objective of SEO is typical to improve visibility and boost website traffic improving the website's ranking is not the only technique to increase visitors to the site. It may increase the amount of traffic to the website by being popular on social networks and producing material that

that audience wants to see. Given the size of the social media user base today, it can be sure that the target market is present. These are individuals who might not have learned about the company only via search engine results, but they can nonetheless profit from the goods or services. Social media may also aid in generating people more quickly than search engines if they are just beginning with SEO. While it's worth the wait, SEO might take months to begin producing results, and at first, it might not be receiving the correct kind of visitors. Learning about using social media to reach visitors could be the boost that businesses need if they are having trouble getting people to their websites.

3.1.5. Social Profiles Build Trust:

Building audience trust is one incentive to engage in SEO, consumers today have a plethora of alternatives at their disposal. While having a large selection of businesses to pick from might be advantageous, it also makes it increasingly challenging for customers to make the best decisions. People are very suspicious of the firms they wish to join since many are unreliable and won't deliver anything to consumers. Nowadays, most companies have social media accounts, and customers expect to find reliable companies online. For customers, poor or nonexistent social media might be a warning sign. Social media may be a significant advantage of utilizing SEO to help establish trust with their audience and improve their online reputation. It has the option to personalize its brand as well. Anyone may quickly connect with folks who are interested in knowing more by sharing the characteristics that make them unique.

3.1.6. Social Media for Bigger, Better Link-Building:

These links to other websites are called backlinks, also known as inbound links. It has officially given Google your consent through that other website. The better the result for business, the greater the quality of both the referring site. Backlinks are not provided by social media on their own. Unless it will cleverly categorize them in Google's Uniform Resource Locator (URL) builder, web links to your social accounts are direct traffic, as are connections to the material that other profiles provide.

Referral traffic from social media is included as a share [12]. However, social media-driven brand recognition and content marketing can produce more backlinks. Every individual and company viewing social media material is an opportunity for a link just waiting to happen. They frequently use other websites on the Forge and Smith webpage as sources of data in my blog entries, and I found some of them through social media.

3.2. Social Media Support the SEO:

These target readers become advocates when they write and distribute high-quality content that speaks to them on a personal level. Because the company offers them something worthwhile, this implies that readers of our content will read it and spread the word about it to their friends and followers.

The cycle will continue as his followers act similarly. Remember that writing and creating content is a fantastic strategy to increase the number of visitors to the website. Any type of content is perfectly fine as long as it connects to the audience see Figure 2. Blogs, articles, videos, visualizations, and webinars are some examples of content forms that increase traffic and social sharing.

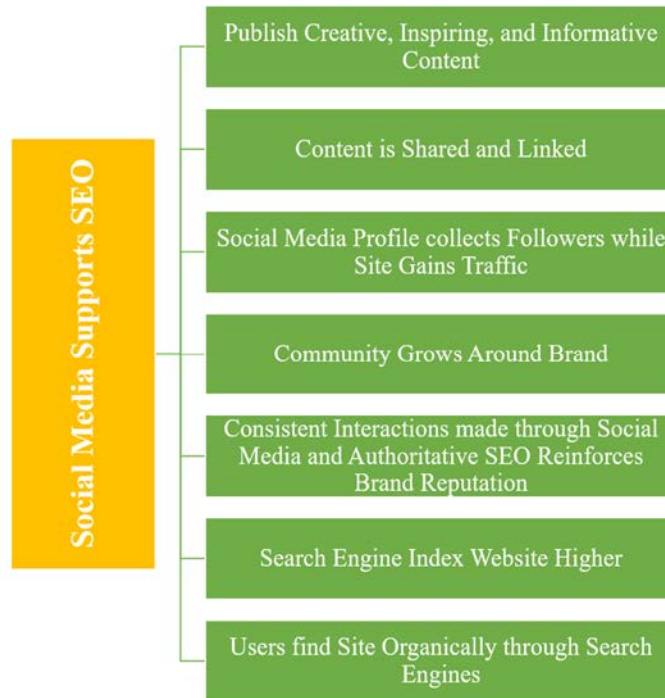


Figure 2: Illustrates the use of Social Media to support SEO in which Social Signals Inform Google that site's Content is Incredible.

3.3. Search Engine Operation:

People use search terms to look up answers on the Internet once they have a query, computer software called search engine algorithms hunts for hints to provide users with the precise results they want. Algorithms are used by search engines to identify websites and choose which ones to prioritize for a particular term. Search engines operate in three phases as shown in Figure 3.

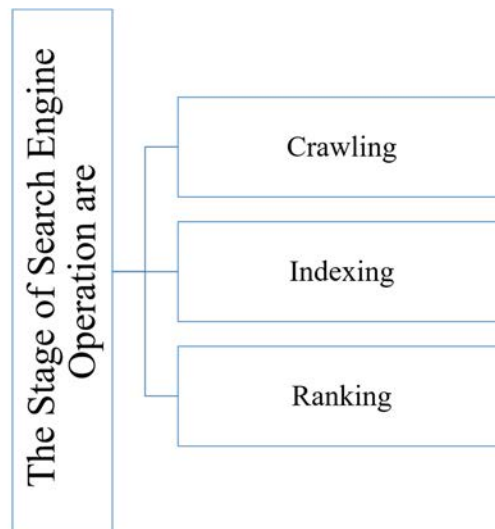


Figure 3: Illustrates the Three Stages of Search Engine Operation in which People use Search Engines to Get Information on the Internet.

The stages for search engine operation such as crawling: Web crawlers are sent by search engines to discover new websites and collect data about them. These web crawlers are also sometimes referred to as robots. Their goal is to find new websites that exist and too often review previously visited websites to determine whether the material has updated or been refreshed. Search engines follow links they have previously discovered to crawl web pages [13]. When a search engine searches this homepage, it will hunt for yet another link to follow and it may follow links to the most recent blog post if it has a blog article that connects to it. Whenever a search engine chooses to use the material it has crawled, the process is known as indexing. Search engines will include the crawled website in their index if they believe it to be relevant.

A web page or other piece of material is entered and saved in a database when it is indexed so that it may be accessed later. Most websites that offer distinctive and useful material are indexed. If a web page's content is judged duplicate, of low value, cannot be crawled, or the page or subdomain lacks quality backlinks, it cannot be included in the index. The website can be ranked once a web browser has crawled and indexed it. Search engines utilize more than 200 ranking signals to categorize and rank content, and all of them fall within the three SEO pillars of important for the service, on-page enhancement, and off-page improvement.

3.4. *Benefits of Social Media Marketing:*

Users can use social media to make the company an active player in the market, our audience can get to know other members through the profile, postings, and interactions with other members in Figure 4, trust them can join and join them.

One of the best ways to drive traffic to a website that will convert visitors into customers is through social media, links in company profiles, and blog entry links in progress signs. Through Instagram apps, direct chatting, call-to-app icons on profiles, and appointment booking functionality, it may create leads and sales directly on these networks.

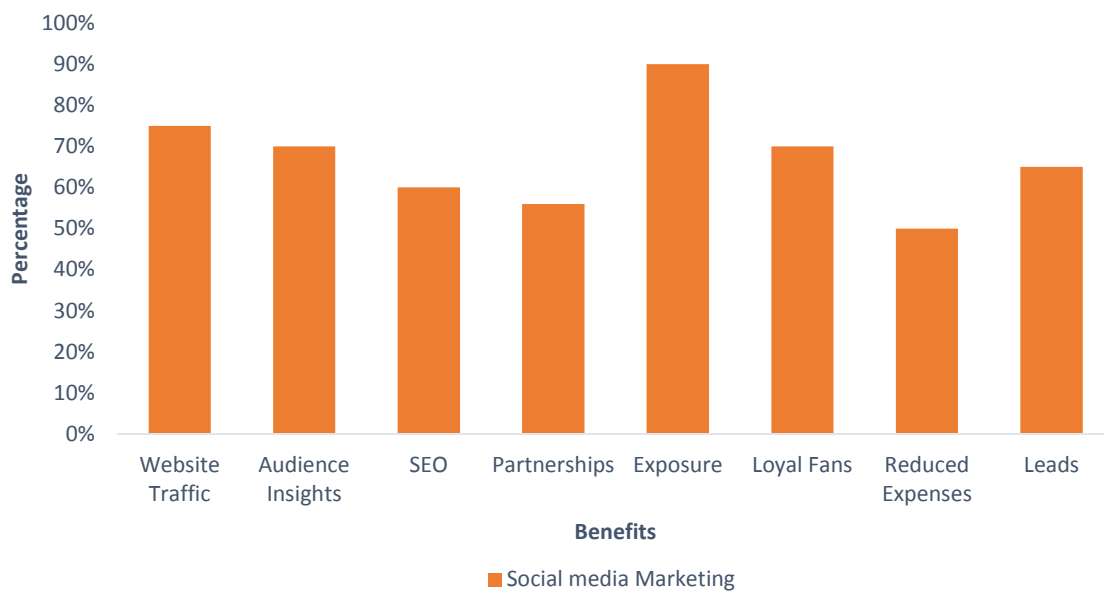


Figure 4: Illustrates the Several Benefits of Social Media Marketing.

4. CONCLUSION

Search Engine Optimization (SEO) and social media both offer benefits for organizations, they work best when they complement each other. Simply creating a social media page for the company may not help SEO, but if stick with it, find out how they complement each other better. Optimizing a website is a difficult and often complicated process. With, it takes time, preparation and a lot of patience to get the desired results.

This study discussed the various factors of social media that play an important role in search engine optimization such as social media helps SEO, supports search engine operation and social media supports SEO. But if it is willing to invest the necessary resources to build and run a well-planned strategy, however, the benefits it accrues in terms of sales and income are worth it if the company is willing to invest the necessary resources into manufacturing and a Web exposure, traffic and trustworthiness can all be improved by implementing a well-planned strategy. Additionally, by investing a proportion in ad space, it will achieve all those results. Additionally, SEO is a great way to enhance the overall brand experience for the target audience. The individual establishes their business as a valuable resource when the company provides content suited to their needs and facilitates access to a user-friendly website.

To attract future customers, especially from the younger population, brands need to be purposeful and value-driven.

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CHAPTER 11

COMPREHENSIVE THE CYBERBULLYING USING VARIOUS SOCIAL MEDIA PLATFORMS

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ABSTRACT:

The use of social media is increasing as everyone in the world is using it. There are various social media platforms where millions of people are regular visitors and users. Thus, the focus of the survey is to know the increasing rate of people who suffers from cybercrime. The survey is done on a group of 100 people who are using social media for different purposes. A different set of questions is asked to the people regarding their experiences on social media, where different answers are shared by people which are expressed on the different graphs. The survey shows that there is an increase in the number of people who suffer from the problem of cyberbullying. Thus, the study is made helps to know the different methods of criminals to perform different crimes online using social media accounts, so they should get aware of cybercrimes.

KEYWORDS:

Cyberbullying, Data, Platform, Social Media.

1. INTRODUCTION

Even though the term "cyberbullying" did not even exist ten years ago, the issue is now widespread. Cyberbullies only require a cell phone or computer and the will to terrify; they do not need to be physically fit or quick. Anyone may bully someone online, and those who do so frequently have little trouble addressing their victims in person. Due to the practice's anonymity, even kids who wouldn't ordinarily bully in the traditional sense may start doing it online. A striking illustration of how technological advances is double-edged and continually balancing risks and promise is cyberbullying, a recent social problem [1], [2]. In the US, more than 97% of teenagers have some sort of online connection. Over 66% of fourth through ninth-grade students may now access the Internet from the comforts of their bedrooms, which is a significant increase in the number of kids and teenagers who use the Internet at home. Kids can take part in a variety of online activities like playing games, looking up information, and chatting with friends.

The constellation of advantages, however, has recently been overshadowed by numerous reports on the negative societal effects of the Internet, which can be found in both academic literature and mainstream media. The security of children and teenagers who use the Internet has received a considerable amount of attention due to crimes committed online, such as cyberstalking, sexually predatory behavior, and cyberbullying [3], [4]. A long-standing and prevalent social problem is bullying and animosity toward youngsters. When adolescent hostility and Internet communication combine, the terrible byproduct of cyberbullying results, and its rise raises serious safety concerns. Even though evidence shows that bullying among students is a persistent issue in American schools, despite repeated attempts on the part of adults, many students do not report the bullying they encounter or witness. Due to its widespread presence and the social concern it causes, the chance to research cyberbullying is an excellent one [5], [6].

When people use “social networking” sites like Twitter and Facebook for exposed communication, one of the bullying behaviors is cyberbullying, which can be done to hurt someone. Cyberbullying, a type of harassment, occurs via email, live messaging, online games, websites, and messages or photographs sent to mobile devices. Bullying is a deliberate misuse of powers that includes physical and verbal abuse, threat, rumors, and elimination from a team as an outcome of real or imagined power imbalances amongst school-age minorities, harming those involved, including bystanders, in the long run physically, socially, or emotionally. While physical assaults were the most common form of harassment before widespread Internet access, cyberbullying has become more prevalent as a result of increased access to Internet resources. Social media have allegedly evolved into a source of bullying as well as a way of communication. Cyberbullying has increased in Nepal as a result of rising technological pressure and youngsters' increased access to digital technologies [7], [8].

The risk of cyberbullying (49%) is the highest of all threats, charted by virtual erotica (26%) and strangers' illegal influence (15%). Even though anybody can become a victim of cyber, kids, especially students, are more likely to be the target of this type of abuse. Through a simple cruel comment written on their behalf on the walls of social networking platforms like Twitter and Facebook, even teachers can become the victim of bullying. Such behaviors on the digital platform frequently involve insults directed at the victims' intelligence (using words that portray someone as unskilled, reckless, or intellectually lacking), physical appearance, and value (using tags and qualifiers that denote the target's worthlessness). Either by the use of degrading words or the transmission of offensive images, audio, or video, online bullying eventually results in the humiliation of its victims [9]. Because it is more widespread and accessible than physical bullying, the effects are considerably more severe. Additionally, the secrecy and lack of concern about swift punishment on online platforms have undoubtedly improved the amount of sexually harass towards females. Such online humiliation frequently increases the victims' anxiety, sometimes even inducing a sense of mortification. It also causes the victims to lose confidence in themselves and their abilities, which makes it dangerous for them to carry out their duties effectively. Threats from exchanging or sending hostile, obnoxious, or upsetting remarks can occasionally increase victims' terror levels to the point where they consider harming themselves. In Nepal, there are very few measures taken to stop such digital exploitation, and bullying is purposefully disregarded by people out of fear or social disgrace.

To stop further abuse, victims of cyberbullying are typically advised to disconnect their devices, ban access, and cancel their Internet accounts. To combat cyberbullying, a variety of coping mechanisms can be used [10]. These include being cautious when distributing content, sensibly clarifying the friend list, organizing privacy settings, discussing the issue with a close friend, enhancing self-confidence, improving self-efficiency, and describing to the cyber cell as needed. Many people in Nepal are unaware of the Electronic Transaction Act 2063, even though it clearly outlines legal action against cybercrimes including disseminating illegal materials. The enforcement of criminal legislation is shoddy, and there are still no effective tools, methods, or technology to comprehend and lessen cyberbullying, especially sexual approaches, threats, and defamation. Since more people have access to electric and online statements, cyberbullying has proliferated among adolescents as a common form of bullying behavior that is no longer restricted to school grounds [12]. The most prevalent electronic abuses against teachers include posting edited and pornographic images and an audible clip of them on the fictitious Facebook page, spreading unkind and embarrassing statements about them, breaking into their spreading virus,

and email accounts, and making aggressive comments via chat rooms, email, websites, text message. Along with these, teachers may also experience direct nonverbal bullying, direct verbal bullying (displaying disruptive behaviors), and direct physical bullying (threats, throwing objects, pinching, theft, and property damage) [12].

SNS bullying is any sort of aggressive behavior on SNSs that is repeatedly and over time directed at targets who are unable to defend themselves. It causes severe emotional and physical harm, including depression and self-harming behaviors, with suicide being the most catastrophic result. For example, a teenage girl committed suicide by shooting herself after receiving constant bullying on SNSs [13].

Several crucial SNS characteristics, including digital accounts, relational ties, and In SNS bullying occurrences, there are several potentials for triadic reciprocal connections between offenders, victims, and onlookers thanks to search and privacy, as well as network transparency [14]. By employing tags and hashtags on SNSs, for instance, bullies can reach a larger audience and encourage additional users to "like" the content, perpetuating the bullying occurrence.

These characteristics change the dynamics of bullying and set SNS bullying apart from conventional face-to-face bullying and maybe other forms of cyberbullying on other digital communication platforms including e-mail, phone, and texting services. Lowry and colleagues noted that social media "play a key role in the perpetration of CB," and that "most of these cyberbullying analyses have skipped over the central issue: the function of social media artifacts themselves in promoting cyberbullying."

Therefore, it is important to concentrate on this particular type of bullying. Bullying on social networking sites is common and has detrimental effects, which has received a lot of scholarly attention. Bullying on SNS has been studied in a variety of fields, including communication, information systems, and psychology [13], [15].

The current research concentrates on a thorough examination of cyberbullying on many social media platforms. The research is divided into several pieces, the first of which is an introduction that discusses social media and cyberbullying in general terms. The next section is a review of the literature, which includes analyses and recommendations of earlier studies on cyberbullying on social network sites and among children and adolescents: A Detailed Survey of the Global Situation, Risks, and Preventive Measures. The methodological aspect of this study is also discussed, and the following sub-sections analyses the data. Following that, the results and discussion section is covered. Here, the methodologies used in this research are followed by a comparison of the results to the available data. Finally, the research's conclusion is announced, including the final results.

2. LITERATURE REVIEW

Adya Bansal et al. [16] researched and compares various methods to determine the most effective way to identify online harassment by fusing "Machine Learning (ML)" and "Natural Language Processing (NLP)". To conclude which machine learning algorithm performs the best on a given data set, we will compare various ML algorithms' performance against one another. The author's findings that the outcomes of all five techniques concluded that the DNN model performs best in identifying cyberbullying with an average of 0.990145, followed by the random forest approach with an average of 0.986897.

Mohammed Ali Al- G. et al. [17] reviewed the data collecting, features manufacturing, the building of the cyberbully recognition model, and testing of the developed cyberbully recognition models as four components of identifying messages of cyberbullying by utilizing machine learning methodologies.

The author employed accurateness, f-measure, accuracy, and recall to model the cyberbullying behaviors and obtain the area under the curve function. The author's findings that the current study will offer vital information and suggest fresh approaches to the problem of identifying violent human behavior, including the identification of cyberbullying on online social networking sites.

Fatma E. et al. [18] reviewed automated methods for detecting cyberbullying and offer some recommendations for making these methods more effective.

The author suggested resolving some of the mentioned issues to better the task of detecting cyberbullying are Detecting cyberbullying using contemporary contextual language models like BERT and Improving representations of datasets relevant to cyberbullying through the use of slang-based word embedding.

The author's findings demonstrate that BERT outperforms cutting-edge deep learning algorithms and cyberbullying detection techniques. The outcome of the author demonstrates that slang-based word embedding implements better than even word embedding for “Deep Learning models” during the initialization stage.

According to the study mentioned above, there is a survey on automatic cyberbullying recognition and employing machine learning techniques, automatically identify cyberbullies on social networks. Cyberbullying as an Outcome of Use of SM. The current research demonstrates an in-depth analysis of cyberbullies on numerous platforms.

Research Questions:

1. What types of youth cyberbullying are there on social media sites?
2. How does bullying online affect young people?

3. METHODOLOGY

3.1. Research Design:

A large number of Indian participants from various professions, occupational backgrounds, monthly earnings, etc., participated in an online survey that was used to perform this study. All of the information for this study was acquired by way of respondents, including residents of the area, students in college, workers in the private sector, etc.

To gather some pertinent data about cyberbullying on SM platforms among the youth of Delhi, a questionnaire was distributed to the youth as the main source of data for this investigation. Additionally, questionnaires that are collected through online surveys on websites like Market records, News, Google forms, etc. are used to gather secondary data for this research.

3.2. Sample and Instruments:

Data collection for the current research is done with the help of questionnaires. The quickest and most efficient way to gather data is through survey questions. There should be no bias in the selection of the samples.

To learn more about the result of the use of different social media platforms for cyberbullying, a variety of questions are employed. In this poll, 200 individuals with a range of vocations, professional backgrounds, monthly salaries, etc. were asked to rate the quality of their clothing and explain why.

1. Do you think there is cyberbullying occurring on social media platforms?
2. Which of the following social media sites has a higher cyberbullying rate?
3. What type of cyberbullying have you encountered on social media sites?
4. What is the impact of cyberbullying on youth using social media platforms?
5. How do cyberbullying and social media influence mental health?
6. Why does social media have such a significant role in incidents of cyberbullying?
7. How does cyberbullying affect students' social lives?
8. How has cyberbullying affected students' performance?

3.3. Data Collection:

This research used this section to gather data and draw employed a variety of tools to examine impact of the social media on the youth of Delhi, including Google forms, news, respondents' comments, and market records. The respondents, who reside in different parts of India, provided the data that was gathered. The following is a list of some of the survey questions that were used to frame this study:

1. The impact of cyberbullying on youth using social media platforms (Figure 1).
2. Data base on Students Response (Figure 2).
3. Data base on Gender Response (Figure 3).
4. Data base on Employment Response (Figure 4).
5. Data base on Location Response (Figure 5).

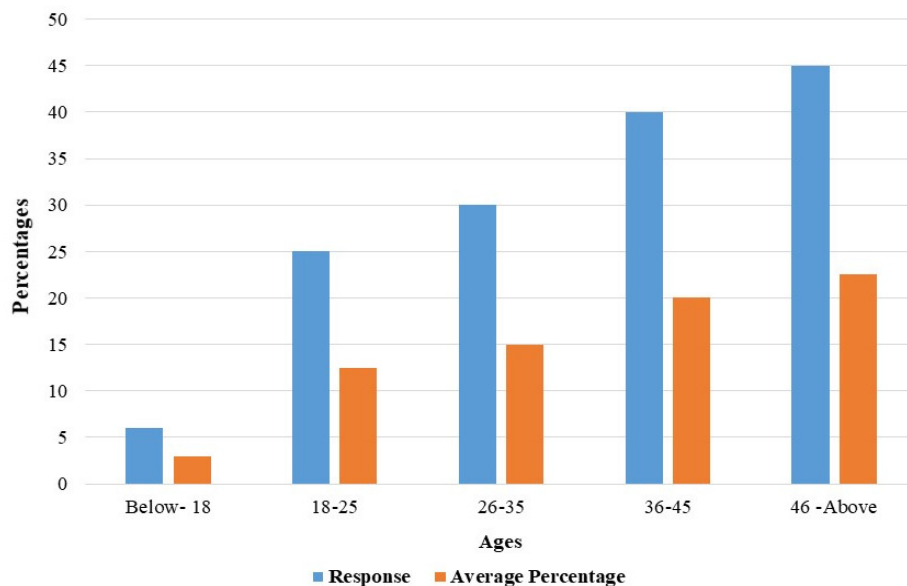


Figure 1: The Impact of Cyberbullying on Youth using Social Media Platforms.

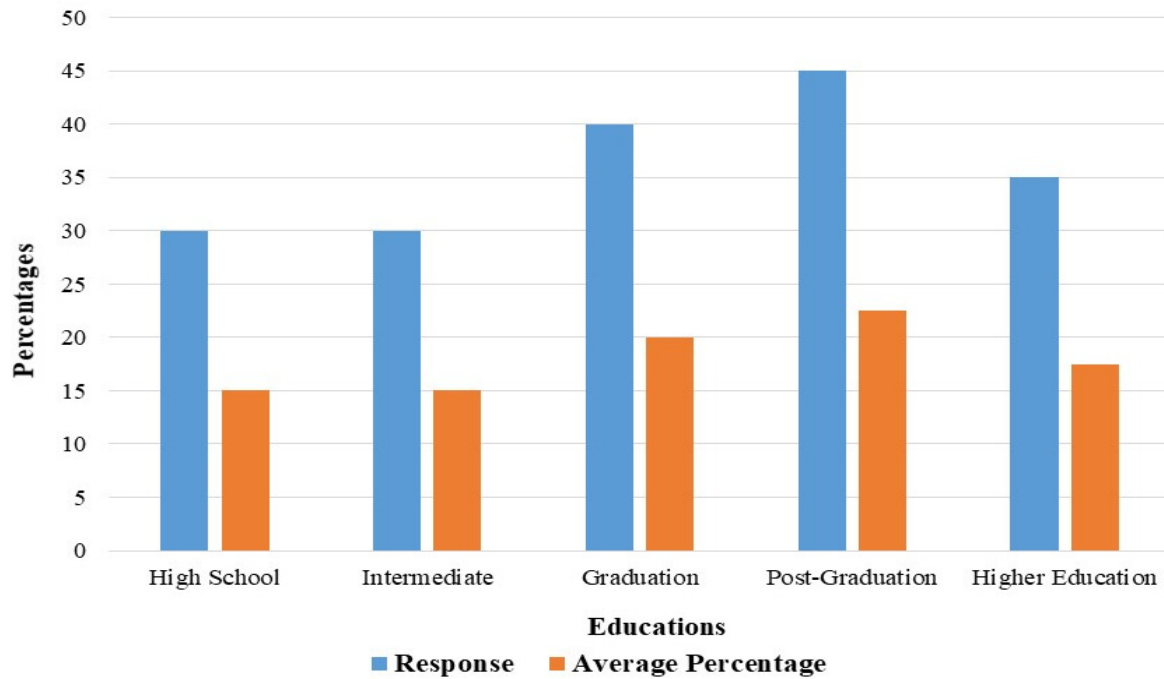


Figure 2: The below Data Table is based on Students' Responses from various Universities and Colleges.

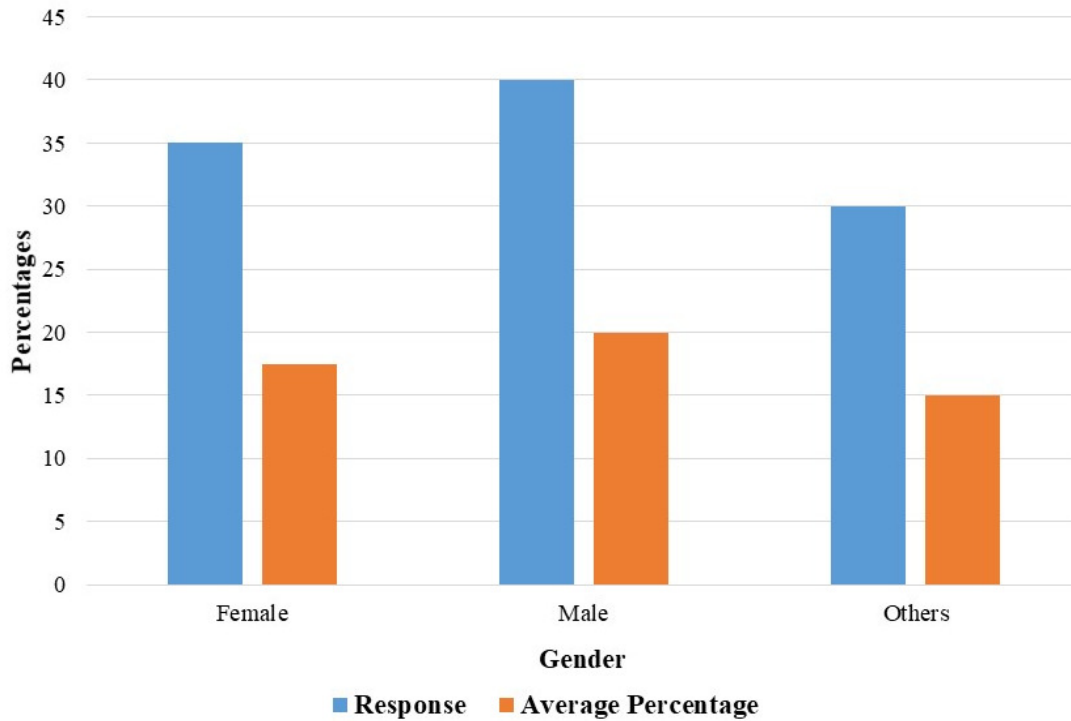


Figure 3: The below Data Table is based on Gender Responses of Delhi.

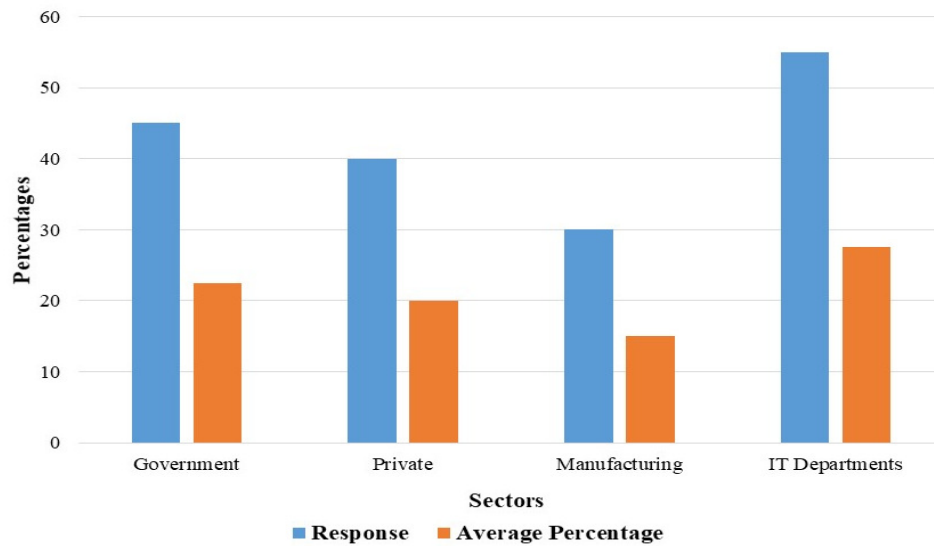


Figure 4: The below Data Table is based on Employees Responses from various Sectors of Delhi.

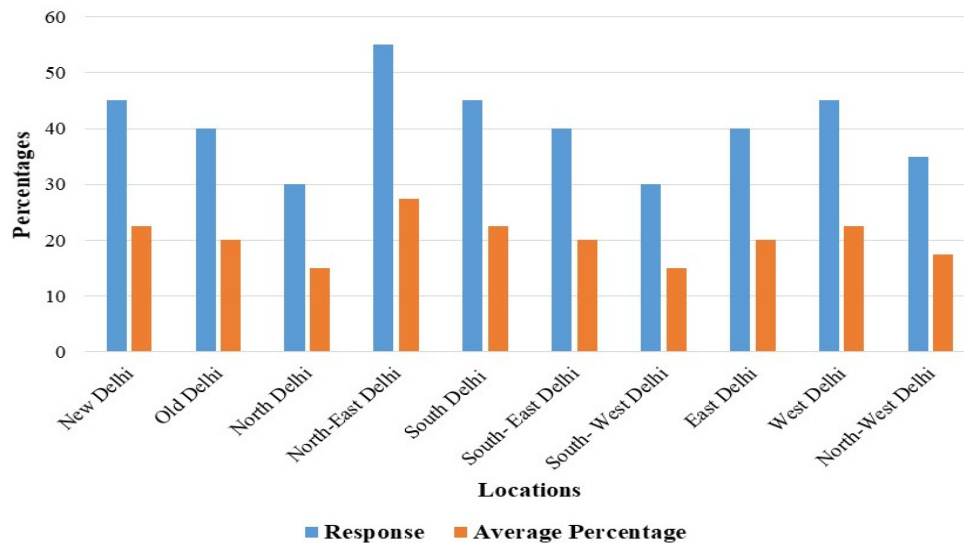


Figure 5: The below-mentioned Table is Based on the areas of Delhi.

3.4. Data Analysis:

Using a google form survey, the topic of the article was addressed, and samples were taken to examine the data. This will result in independent data sets, each of which represents the impact of using a variety of social media platforms to perform cyberbullying. Following the analysis of the results, it is important to identify the outputs of the using of social media platforms by the youngster to perform cyberbullying and its impact on students. The students aged belong between 18-25 take 12.5% of using social media and those below 18 years 3%. Analysis based on High school, Intermediate, Graduation, Post-graduation, and higher education the effects of the use of social media platforms is 15%, 15%, 20%, 22.5%, and 17.5% respectively. Gender-based

Responses of the Delhi and its mode it sees that mobile and laptop users are more such as 17.5%, 20%, and 15% respectively. 22.5% belong to Government, 20% belong to the Private, 15% belong to Manufacturing and 27.5% belong to IT Departments. In the different areas of Delhi, 11% of people agreed that the effects of cyberbullying on young people use different “social media” platforms. It creates undesirable effects like well-being issues in which 40 % of students are suffering from health problems.

4. RESULTS AND DISCUSSION

When connecting with their friends online as opposed to in person, children must adjust to a different set of social norms. People are often more angry or unpleasant on social media since they may be anonymous and escape punishment there. Additional side effects of cyberbullying include increased stress and concern, despair, violent outbursts, and low self-esteem, in addition to mental health problems. Long after the bullying has stopped, emotional ramifications from cyberbullying may still exist. YouTube (79%) leads all social media sites in terms of the percentage of children who experience cyberbullying, followed by Snapchat (70%), Facebook (75%), and Instagram (75%). Cyberbullying has an impact on everyone involved in self-esteem. Although victims of cyberbullying frequently express mental health problems like anxiety, depression, estrangement, impaired attention, and suicidal thoughts, cyberbullying is similar to typical bullying.

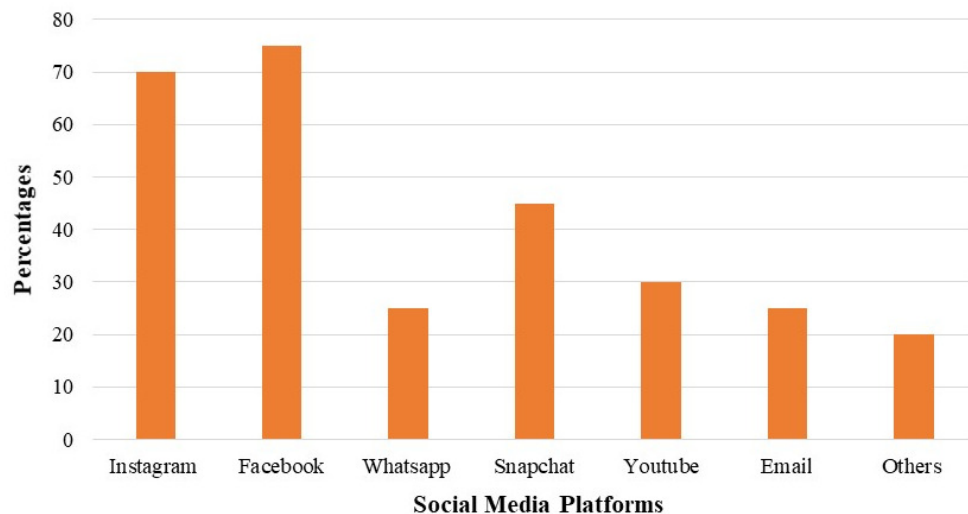


Figure 1: Illustrating the various Social Platforms that are used for Cyberbullying.

Different types of social media are used for cyberbullying such as WhatsApp, Facebook, Instagram, YouTube, Snapchat, and Emails, etc. which affects people’s social life and social life shown in Figure 1. Cyberbullies are searching for an emotional reaction, but if your child doesn't give them anything to work with, they are only able to communicate with you in one direction. Make sure your youngster is aware of the need to report cyberbullying at all times.

4.1. Effects of Cyberbullying:

Any type of bullying can harm a child physically and psychologically. A wide range of disorders, including behavioral troubles, anxiety, fear, sadness, low self-esteem, and scholastic difficulties, can affect children who are harassed. But cyberbullying may be quite damaging. (Table 6).

Table 6: The below Data Table shows the Effects of Cyberbullies.

Cyberbullying's emotional effects	Humiliation, Anger, Isolation, Powerlessness
Cyberbullying's psychological effects	Suicidal Thoughts. Low Self-Esteem, Depression, Self-Harm Anxiety and Academic Issues
Cyberbullying's physical effects	Sleep disturbances, Gastrointestinal issues, Disordered eating
Cyberbullying's behavioral effects	Carrying a weapon, Using drugs or alcohol and Skipping school

It should come as no surprise that a child's life can be extremely stressful as a result of cyberbullying. The young victims of the cyberbullying report have gone through at least one stress symptom. Along with being offended, people may also feel hurt, embarrassed, or even worried for their safety. They may even take ownership of cyberbullying. Victims of cyberbullying could view the world differently than other people do. For many people, life frequently appears to have no meaning or purpose. They might get disinterested in past interests and spend less time communicating with loved ones and friends. Desperation and suicidal ideas can occasionally appear. The same behavioral changes can be seen in kids who are bullied and harassed as they do in kids who are assaulted in more traditional ways. For instance, they can stop enjoying their activities or act secretively. In extreme circumstances or even when cyberbullying persists, children can exhibit more significant behavioral changes. Being the target of cyberbullies may be quite damaging, particularly if many kids are participating in it. Stress-related and overwhelmed sentiments might manifest physically.

5. CONCLUSION

People participate in cases of cyberbullying for a variety of reasons. Bullies either dislike the victim or frequently view bullying as a harmless activity and engage in it. People frequently engage in cyberbullying because they are ignorant of its effects. The majority of young people, it has been discovered, embrace one another because they see it as a fun activity to do and for pleasure. Adolescents that engage in cyberbullying offenses do so to impress their classmates and display their might. Adolescents' unchecked use of social media sites is in some ways contributing to a situation where teenager is less and less physically and verbally engaging with those around them, including parents, teachers, and peers. His relationships with parents, teachers, and peers are severely harmed by the bullying impact, whether he is the victim or the aggressor. Teenagers are also at a level of knowledge where they are accepting of cyberbullying experience and unaware of its concept, overreach, and effect due to lack of engagement and excessive Internet usage. Cyberbullying is a serious problem that parents, teachers, children, and adults must deal with. Every element of life is impacted by it. Similar to conventional bullying, cyberbullying seriously harms a person and can occasionally cause them to consider suicide. Most often, victims of cyberbullying reported feeling angry, embarrassed, scared, sad, frightened, threatened, troubled, lonely, anxious, performing poorly in school, losing confidence and self-esteem, and wanting revenge. Cyberbullying, even suicide violence in schools, family issues self-harm, academic challenges, and other delinquent actions. Cyberbullying is a major issue that requires attention.

According to a detailed analysis of the aforementioned data, a significant portion of the population in India experiences cyberbullying due to the country's young using social networking sites at a significantly greater rate than in other nations. According to statistics, the majority of Indians are unaware of cyberbullying, so the government must hold lectures and awareness campaigns for teachers, parents, and minorities in particular. There is still more to be done before cyberbullying laws are formed and strictly enforced.

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CHAPTER 12

ROLE AND RESPONSIBILITY OF SOCIAL MEDIA IN CHILD'S DEVELOPMENT: A SURVEY

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ABSTRACT:

Social media is a computer-oriented network technology that makes children transfer or share their concepts and thinking and also gives knowledge about other people thinking, knowledge, and concepts. It also takes part in sharing information from one region to another region. Social media platforms are developed due to the increased development of businesses, an increased individual personality makes individuals popular for their mind and concepts, and help in e-learning children also.

The purpose of this study was to survey to get information about what is the impact of the role and responsibility of social media on children's development and what the impression of social media children have.

As a result, this result, this survey looks into the perspectives and worries of parents towards their children who are using social media platforms and participating in social media platforms. The outcomes of the study will assist the impact of social media on children and manage how well social media to child development. Social media should more get secured with security.

KEYWORDS:

Child Development, Information, Media Platforms, Social Media, Social Media Platforms.

1. INTRODUCTION

The term "social media" refers to digital knowledge that allows people to exchange thoughts, ideas, and information through online communities and networks. Social media is the World Wide Web, which enables users to easily share everything, including videos, photographs, files, and private details [1].

Web-based tools or applications on a computer, phone, or smartphone are used by users to connect with social media. Social media began as a tool for connecting with friends and family, but it was subsequently adopted by businesses trying to reach out to clients through a popular recent communication channel [2].

The ability of social media to communicate and share knowledge with everyone on the planet, or with many people at once, is its strength [3].

In today's scenario of world, everyone is using and acquiring social media, numerous people from many regions and, many categories are using social media for their interests, and major works, from sharing to expressing, everyone is using social media [4].

The reason why social media is more popular and used of it is more acquired by people because social media is helping them in expressing their thoughts, their ideas and connect with more people

in the world, In a survey, it is accomplished that through social media interaction, people are getting more friends and connection as compared to their friend in the physical world [5].

The effect of social media is growing on people, and individuals are receiving knowledge from a variety of sources and locations as information is shared from one location to another. Globally, billions of individuals utilize social media to connect and exchange information. Social media allows you to engage with friends and family, learn new things, pursue new interests, and be entertained [6].

By engaging with other specialists in your business, you may use social media to expand your professional network and deepen your knowledge in a certain field. Social media allows your business to interact with customers, get their opinion, and build brand recognition. Younger people can connect, express themselves, and exchange content of all forms on social media, which is a continually evolving platform. It has resulted in the emergence of a new normative framework that influences businesses and technology while also altering how individuals interact. Social media is a tool with two sharp edges [7]. Although it has many advantages, it may also be harmful to youngsters.

The children are using social media in novel and effective ways that were not previously imagined. Children and teens have discovered a fresh way to interact creatively, connect and learn from a bigger audience, and it is more than just a social tool. Students utilize it to form study groups in which they may rapidly and easily exchange topics and course materials. [8]. Many young people enjoy keeping up with current affairs, social media has developed into a potent instrument for providing kids with succinct and pertinent news.

Keeping students up to date with the most recent events worldwide, helps them increase their general knowledge [9].

According to a survey, children and teens are getting more involved in social media, they get technical knowledge, and they become informative which helps in the development of the child but children are also getting negating negative impacts of it [9].

They are continuously using their mobile phones and surfing social media full day, today's parents are also getting worried about this problem but due to today's generation wave, they ignore the fact that children are getting knowledge but also get negativity from social media. Through social media, children are stops going out, they didn't want to play indoor games, because they are playing socially active games.

They are getting more involvement with the people they don't know, this is a negative impact of social media [10].

1.1 Types of Social Media:

Social media is categories are categories into various forms because of the new techniques that are getting occurs every day, of them, seven types of social media are described below:

1.1.1 Social networks:

A social media platform seems to be a technology that connects individuals and permits them to share information, photos, and videos. People may engage in social personal networks for personal or business purposes. Some of them are Facebook, twitter, linked, etc [11].

1.1.2 Media Sharing Network:

Social networking systems that support media sharing are used to find and exchange online pictures, video recordings, videos, and other sorts of material. They will also assist you with lead generation, promotional channels, and other operations.

They give consumers and businesses a place to explore and exchange information so that target consumers may be discovered and converted using the most persuasive and result-driven way possible. Some of them are Instagram, Snapchat, and YouTube [12].

1.1.3 Discussion forms:

These platforms for social media are used to collect, distribute, and debate diverse types of information, opinions, and information. They help businesses by providing a first-rate platform for doing faultless market research. [13].

These forums were the first places to conduct social media marketing campaigns.

Before the introduction of well-known Social Media platforms, these forums were always the places where specialists, professionals, and hobbyists used to give various sorts of presentations relating to a variety of sectors. Streaming platforms like Instagram, Facebook or Some of them are Reddit, Quora, etc.

1.1.4 Bookmarking & Content Curation Networks:

These social media platforms will enable you to discover, share, discuss, and save a selection of recent information and media which are also trending.

They are quite beneficial for spreading brand recognition for your company, and selecting this one to carry out various Social Media Management campaigns can aid in increasing website traffic and client interaction. Some of them are Pinterest, Flipboard, etc [14]. Consumer review networks, help in learning, discussing, and reviewing various details about a variety of goods, services, or brands by using customer review networks.

These social media networks are used to collect, distribute, and debate diverse types of news, ideas, and information.

They help businesses by providing a first-rate platform for doing faultless market research. [15]. Businesses today require good feedback on all these sites to run successful social media marketing efforts. Another thing that's going to be critical for your company's success and productivity is to answer all of the concerns that your customers have submitted on these review platforms. [16].

1.1.5 Blogging & Publishing Networks:

Content marketing is one of the most successful tactics for targeting, attracting, engaging, and converting a target demographic.

It will serve as the cornerstone of effective online marketing efforts and be crucial to conversion funnels for digital marketing campaigns. Some of them are WordPress, Tumblr, Medium, etc [17].

1.1.6 Social Shopping Networks:

Businesses can utilize these social media sites to market their products on fresh and efficient platforms, increase interaction, and raise brand awareness. By adding some fascinating social components, these platforms change e-commerce by making it more engaging. Some of them are Polypore, Etsy, Fancy, etc. [18].

2. LITERATURE REVIEW

Cristina M. And Ruiz-Eugenio [19] et al. explained a new request for communal impression in social media for overwhelming fake newscasts in health, they said that Due to social media potential, the impact on people's lives are dealing with fake news (false information) is one of today's main concerns. They make a new contribution to the technique of social impact in social media (SISM). The goal of the study is to distinguish between true health information and information that is proof of the social effects that is posted on social media The findings of this study will help to further understanding in combating bogus health-related news on social media.

Cristina M. Redondo-Sama and Gisela Sordé-Martí [20] et al. explained Social influence in social media, A new technique to assess the social influence of research. The author explained that the development of assessing the impact of work is made possible by the expansion of scholarly user-generated content and the usage of mathematical and statistical methods by researchers to monitor their work. In terms of what people are publishing on their social networking sites, there is a gap in the detection of proof of the social impact.

Amandeep Singh [21] explained about Influence of Social Media on Consumer Behavior, the author explained that Social media is utilized by people all over the world and also has quickly emerged as one of the technologies that define our age People utilize a range of social media sites, which is transforming the marketing environment as a whole.

Given the large audience accessible who spends several hours a day using social media across multiple channels and is primarily involved in information processing, enjoyment, and social connection activities, it is not surprising that marketers have begun to use social media as a marketing medium. And social media branding is significant and it can also support the marketing of the products/services.

Reviewing and manufacturing the literature relevant to the research objectives provide sufficient insight into the many aspects of social media topics. The number of researchers studying how users are getting enrolled and using social media gets extremely high and indicating that there is plenty of information available in this sector. There are enough disparities in terms of the effectiveness of social media on child development. As a result, with the use of analysis and statistics, this study is analyzed and described the key topic of the effectiveness of social media on children's development is needed the most.

Research Question:

1. *Is social media important for children's development?*
2. *Is social media developing the wrong effect on today's generation?*

3. METHODOLOGY

3.1 Design:

In this current research author surveyed the. Gathering the data for this research, Primary and secondary data are used in this research i.e. For the survey, 200 respondents are taken, and noted their responses in the procedure, The design consists of data/ source which is primary and secondary. A primary source is information collected by direct interrogation from the public opinion, students of colleges and schools which are located in Delhi, Gurgaon, Noida, and Ghaziabad locations. Secondary is collected from an online survey which uses google forms and such social platforms like Facebook, Instagram, Quora, etc Figure 1 Characterizes the Inclusive development movement of the procedure for the research.

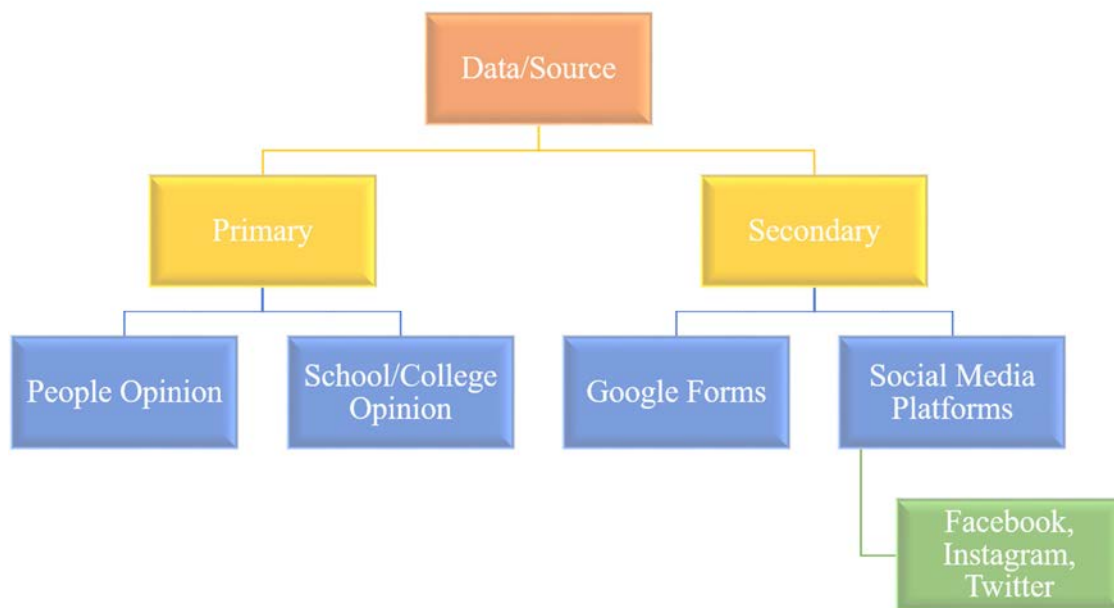


Figure 1: Represents the Overall process flow of the procedure for the research.

3.2 Sample:

Analysis or survey questionnaires' are used to find the data which finishes the data collection and there processing, the questionnaires consist of some relevant questions which collect information from individuals from various regions like schools, colleges of Delhi, Gurgaon, Ghaziabad, and Noida and also from various regions of India from a variety of foundations including social networks and online survey forms such as Google form and Facebook questionnaire's form. To complete the data collection and processing, survey questions are employed. These questions are designed to gather pertinent data on people from different regions of India. Using questionnaires is an inexpensive way to get data from many individuals. The questionnaire questioned 200 respondents from varied educational backgrounds and from different locations in India to fill out questions.

3.3 Instruments:

The researcher collects data in this area well as the effectiveness of social media on child development's substituting its positive side and negative side. The information originated via questionnaire from a various categories of people with various educational backgrounds students which includes different age groups, different gender, different areas, etc.

1. Is social media is a good and informative platform for children's growth?
2. Are you satisfied with the technology and software you are using for online Social activities?
3. How important is the role of social media in terms of e-learning?
4. How to cognize the importance of social media during children's growth?
5. What are the benefits of social media networks from the perspective of Students?
6. How to analyze the students' perceptions of social media during the Holidays?
7. Can social media networks harm children's physical and mental problems?
8. Can students understand the information better in their studies?
9. Is the use of social media affect children's insecurity?
10. How do social media help children in their growth?

3.4 Data collection:

The data gathering is described in Table 1. Which depicts data in various forms. The data is collected from a variety of people which includes numerous age groups, Students, and Genders from various fields, regions, and various locations in India. Also conducting their thoughts on the influence of social media. The expressed information is presented in the benches below:

1. The Impression of Social Media on Children's Development and its influences
2. Based on the educational background of the respondents.
3. Respondents Based on Areas of leaving.
4. Respondents based on age Groups.

Table 1: The below table shows the impact of social media on child development and its influences based on Gender.

	No of Responds	Percentage
Male	75	29%
Female	81	55%
Non- binary	44	16%
Total	200	100%

Table 2: The data below is based on the respondents' educational backgrounds.

Educational Background	No. of Respondents	Percentage
Class 5 th to 8 th	20	2%
High school	140	62%
Intermediate	84	31%
Undergraduate	56	7%
Total	200	100%

Table 3: The below table is based on the areas of living such as Rural and urban areas.

Areas	No of Respondent	Percentage
Rural	95	49%
Urban	105	51%
Total	200	100%

Table 4: The below table is founded on the age groups which are divided yearly.

Age Group	No of Respondent	Percentage
Ages 13 to 17	60	32%
Age 18 to 21	53	23%
Age 22 to 35	44	22%
Age 36 to 65	53	23%
Total	200	100%

3.5 Data analysis:

An online Google survey and a public online survey were carried out to investigate the paper's topic and also for sample purposes. Table 2 shows the based on the respondents' educational backgrounds. Table 3 shows the based on the areas of living such as Rural and urban areas. Table 4 shows the founded age groups which are divided yearly. This will result in individual information bars, each bar represents the impact of social media's role and responsibility in child development. Following the analysis is needed to elaborate on the outputs of the social media impact on children's development. The first bars for getting information are based on people's genders which concluded male with 29%, female with 55%, and non-binary with 16%. The second bar is filled with education background which includes class children of 5th to 8th s which concluded with 2%

answers, high school students who concluded 62% of answers, intermediate with 31 % approval, and the last undergraduate consists of 7 % of the answers. The bar is obtained for areas that consist of rural areas respondents with 49% answering and 51% of urban areas. The last bar is for the age group which consists of age group 13 to 17 which concludes 32%, age 18 to 21 with 23%, age 22 to 35 with 22%, and the age between 36 to 65 concludes 23% of answers.

4. RESULTS AND DISCUSSION

The Role and Responsibility of social media on a child's development are discussed in the above study. In India, much of the data and information is analyzed regarding the impact of social media. Google forms & Facebook forms were used to produce the online survey which consist of ten different questions related to social media's importance on a child's Development. Established on these questions, various data and information will be together and analyzed with lots of interest. Understanding the impact of social media influences on a child's development And the answer obtained by the queries makes this topic crucial and effective for today's children who are using social media platforms for their beneficial. Numerous research are organized and looked for social media influences and their patterns and found it has no benefits which includes information passage, Right discrimination of child, children can spread their or gain knowledge from one place to another place and children will get highly informative and development with knowledge can also be become more among the children. On the other side social media platforms have negative drawbacks also, children are getting more involved and spending lots of time on social media, and this will give result in child laziness. By the use of social media platforms or social media games, children connect with people which they do even not know and this is the reason why children get lots of and do wrong things. social media is also concerned that in terms of security social media platforms are not secure because lots of ridiculous activities are also driven and taking part in social media platforms, could also result in child security. The solution for this is that parents should also be present or involved on social media platforms with their children's ID, so they could have eyes on their child's activities. In rural areas, there is not Internet connectivity for pupils to access social media sites. This creates a gap between children in urban and rural areas. This sector should need to be empowered which will help the children of rural areas and they will also be able to use social networks platform and could also get plenty of uses.

5. CONCLUSION

The research findings are to find out the role and responsibility of social media on child develop which have major influences on the development of children who are using social media. One of the main cause that why children are got connected to social media is to get various information from various sources of people of any place, topic, content, and what is going on in this world. The major consent of social media is that students are getting close to social media rather than reading newspapers and watching new channels. Social media is an informative platform where children can do many activities according to their interests and will help to make children development to what is going on in the current scenario of the world.

According to the findings social media technology facilitates information availability, and knowledge availability, resulting in children's development earlier than his/her ages, finding new friends, enrolling with new children, sharing information which they have/have, and developing a good impact or attitude of children and make the children confident with their gratitude. This conclusion is based on the useful questionnaires which were asked by different regions of people, children, and parents via direct conversation or Google and Facebook forms. The study indicates

about the social media benefits children's development, One of the main reasons why children choose social media is to get information about people they want to know, about any subject, and getting interacted with new friends. In the future, social media platforms need higher security to provide comfortable to use social media platforms for children.

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CHAPTER 13

STRATEGIES FOR PARENTAL MONITORING OF THEIR CHILDREN'S SOCIAL MEDIA ACTIVITIES

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ABSTRACT:

The use of social media is increasing day by day, children spend most of their time using social media. Parental monitoring is the practice of tracking a child's Internet history or activities, including email correspondence and website visits to their children. The most popular way to regulate teen Internet use is through parental monitoring, which also has the potential to predict teen Internet use behavior. Parents often monitor their children's Internet activity to reduce the harmful effects of teen media use. Some parents use accounts on social media or smartphone applications designed expressly for monitoring to keep an eye on their kids. The study, however, indicates that it is not always the case that parental supervision reduces children's problematic cell phone use. In this paper, the author discusses various strategies by which parents can monitor their children's social media activities. In the future, this paper will make people aware of the negative impact of social media on adolescents and how parents can monitor their children's social media activity.

KEYWORDS:

Computer, Monitor, Social Media, Parent, Teenager.

1. INTRODUCTION

Social media platforms have grown to be a significant part of people's everyday lives nowadays. Some people check their social network newsfeeds as soon as they turn on their computer or mobile device. The most popular social networking website in use today is Facebook, which now has 1.23 billion users. It is unclear how many of those are children under the age of thirteen. Facebook has even publicly acknowledged that it was unable to prohibit underage people from creating their profiles. The widespread use of different digital tools by today's teens has given the age-old difficulty of parenting finding the right balance between permitting independent discovery and exercising the proper amount of parental supervision a contemporary twist. From interacting with peers to obtaining instructional information, digital connectivity provides several potential advantages [1], [2].

However, parents have also expressed worries about the actions kids take online, the persons they communicate with, or the private data they divulge. Indeed, not just parents are affected by these issues. Concerns about teen privacy issues, cyberbullying, and online safety have been expressed by lawmakers and advocates [3]. Now a day, social media, television (TV) shows, and cellphones are all readily available to children. Young children now have their own Facebook, Twitter, or Instagram accounts. However, given the expanding impact of technology, parents are understandably anxious for their children's safety. Even by the age of 10, more than half of youngsters have utilized an online social network, according to credible polls. Therefore, parents should instruct their kids appropriately about using the Internet or creating

social media accounts. Social media is used by almost everyone on the globe, thus they must shield youngsters from its risks [4]. In this paper, people will look at several important strategies for tracking your children's social media use, such as how to use the top computer monitoring apps for 2021 to track their online activity. When it comes to regulating your child's social media usage, this is one of the most crucial steps. If your kids are teens, attempt to engage them in conversation about their social network and the necessity for social media profiles [5], [6]. Try to explain to them why the digital world is just not safe for them at such a young age if they are younger than 13 and yet want to produce something unique. It should ultimately be up to you whether to permit joining a social networking site or not. Even if you forbid social media accounts, keep the connection positive by outlining the justifications in detail. On the other hand, you may engage with your youngster by setting up a personal social media account. In this manner, you may examine the privacy settings or monitor typical behaviors [7].

1.1. Parents Keep an Eye on their Kids' Social Media:

1.1.1. Friend them on their Social Media Accounts:

After setting up all of your child's social media accounts, befriend them. You can do this to follow their news feed and daily postings. People can use it to know more about their social media performance. Additionally, users can navigate their friend list quickly and take immediate action if they see something suspicious.

1.1.2. Check the Privacy Settings:

Keep an eye on their account privacy settings. Make sure the address and phone number are kept private. Make sure all post-sharing options are set to Private instead of Public. It is important to check privacy settings as well as confirm that all social media platforms have strict access controls for messages, images, and private data. Keep track of every website your child visits, and limit access to any websites inappropriate for teens. People can protect their child's activities this way.

1.1.3. Check their social media history:

Make sure to keep an eye on your kids' social media use. People may see their whole browsing history as well as a list of all recently opened tabs. Additionally, you may check their previous search history and let them know if you discover anything suspicious.

1.1.4. Use Computer Activity Monitor:

To monitor your children's social media usage, you may install Kernel Computer Activity Monitor in addition to performing manual checks on PCs. This top-notch program keeps track of every computer usage, including keystrokes. This program can secretly monitor an infinite number of machines at once. It keeps track of each key you hit and your whole browser history. In our social media-focused culture, parents are encouraged not to allow their kids to develop a social media addiction. Although some parents have allowed their children unsupervised access to social media because they believe it to be normal for children, social media sites like Facebook or Twitter are seen to be detrimental to children. The argument over whether they should have access to social media has been in discussion for a very long time.

It's nearly hard to prevent children from using social media in the modern day. They have pals that constantly entice them to use social media, showing them this glittering world and convincing them that they should use it as well. Parents are finding it increasingly impossible to keep their

kids off social media when all they may see is a fantasy world. But then some support allowing their kids unsupervised access because they are more likely to be in danger than other kids [8]. Giving kids access and keeping an eye on them as they use it is the most effective and reasonable course of action. People must initially instruct them on how to create accounts properly and maintain their privacy. When kids are set to begin using social media, parents must sit with them. They have to teach children how to use social media appropriately. They should be well-instructed on the benefits and drawbacks of social networking. Additionally, they must understand that the monitoring is for their benefit [9].

1.2. Drawbacks of Social Media for Kids:

Our news feeds are flooded with frightening tales of social media abuse and how it went wrong with children. Sexting, predators, and other such things. When our children begin utilizing social media, they are exposed to a wide range of things. According to the news and tales, social media is terrible for us and even worse for children. The majority of networks have a 13-year-old minimum age requirement due to the risks associated with social networking. For your child to create an account on a social networking site, they must be 13 years old. But when their classmates entice them into doing so, youngsters frequently offer the false age. This is the beginning of it all. Even some parents may lie about their children's birthdates to create an account for them. Then, they scarcely provide the supervision needed for the appropriate and secure use of social media.

1.3. Some Drawbacks of Social Media for Children:

One of the most prevalent and harmful risks of social media is cyberbullying. Every time a child fights, cyberbullying is all too common. Nowadays, children insult one another on social media by making improper postings about one another. Children have even engaged in self-harming behaviors to combat the shame as a result of this threat. They frequently investigate the connection on social media or find phone ones online. One of the most popular things youngsters do to keep up their Internet interactions is sexting. Sharing sexually explicit material is sexting. These images and recordings are frequently afterward used against them [10]. Social media is a haven for online predators who stalk helpless children in hopes of getting them to give their personal information. The kindest methods are employed by these predators to approach children to gain their trust before asking them to provide data that could be used against them [11]. As soon as they join up, kids are exposed to a variety of social media activities that also expose them to these risks. Children who get parental supervision and trust may be able to combat this extremely effectively, but the majority of them are unable to do it on their own. However, despite the risks, there are certain advantages to utilizing social media [12].

1.3.1. Pros of Social Media for Kids:

Not all children should use social media and maintain a proper balance between good and bad. For youth, social media presents many beneficial avenues. It is up to them whether they use it wisely or not and avoid the trap. Following are some of the benefits of social media for children:

1. They can educate themselves and differentiate between good and wrong. They will face many false reports and pieces of information. After exposure, they will be able to choose what to believe and what not.
2. They can engage in friendships through the Internet that is beneficial to them and give them the confidence they need.

3. They would have the ability to boldly and better communicate their opinions online. Everybody is encouraged to offer their ideas, whether positive or negative, on everything in forums or communities.
4. There are several more advantages for youngsters using social media. There are certainly positive aspects there as well, but the most important thing is that they should be utilized wisely.

It is wise to allow your children to use social media in this situation. Nevertheless, it is wise and advantageous to keep a close eye on how they utilize social media. The market is filled with several parental control applications that enable monitoring. One of the greatest options for keeping an eye on your children's social media is Secure Teen. People may view their conversations, postings, phone records, and even mail logs thanks to this. Even their screen time may be controlled. The best approach to keep them safe or secure is in this manner. Also, make sure you have earned their trust so that they can come to you whenever they are in trouble. In this paper, the author talks about the various strategies for monitoring their children's activities and also talks about the disadvantage of the access use of social media and the effect of social media on children.

2. LITERATURE REVIEW

Phakpoom Santisrun and Sirapat Boonkrong studied a new smartphone app that is being developed and put into use to assist parents in keeping an eye on their kids' online behavior and seeing potential threats before anything bad happens. No one can deny that in today's community or social interaction, social networks or media play the largest part in our everyday lives. Researchers have observed that more information is shown on social media platforms, and new social media platforms are being developed daily. The majority of social network users, however, have a propensity to load their accounts with all of their data without comprehending the risk. They have access to their profile from strangers. For young people under the age of thirteen, this is especially true [13]. Rowan Daneels and Hadewijch Vanwynsberghe studied social media to mediate parental tactics for conflict resolution. Social media platforms are becoming more sophisticated and multifaceted, so both parents and kids need to be digitally literate. Social media is a part of adolescence, but parents struggle with it more than they do, which raises questions about how their adolescent children will use it. Researchers conducted a qualitative study on 10 households in Belgium, interviewing 14 parents and 13 children. The findings show that, in line with earlier studies, parents in this study primarily engage in active mediation with a focus on social media hazards or safety. But some parents use specialized smartphone applications or social media accounts that have been set up, particularly for monitoring to keep an eye on their kids. Additionally, parents with high levels of social media literacy mostly critically select active mediation over constrictive or technological measures, recognizing social media's advantages and allowing teenagers to explore on their own [14]. Mustafa Ersoy studied the effect of social media on teenagers. Individuals of all ages have had to gain digital skills that they use to satisfy their demand for learning or being informed about just the issues happening around the world since globalization has compelled people to receive and disseminate essential knowledge rapidly. Everywhere around the globe, individuals of all ages and backgrounds use social media extensively and frequently to express themselves, connect with others, learn about others' worldviews, engage in social interactions, and have fun. Social media has benefits and drawbacks in terms of its influence on kids. Social media sites or apps have emerged as a new form of self-expression in the modern world as a result of high-tech breakthroughs and the rise in significance of global communication [15]. Ngwanadira Tebogo Maserumule studied Methods for Monitoring

Children's Online Activities by Parents. The goal of this study is to comprehend how parents in Gauteng Province, South Africa, employ content filtering software and how they monitor their kids' Internet activity. Semi-structured interviews were employed to collect the data, and a qualitative, quantitative descriptive analysis was performed to analyze the data. The study's findings showed that parents do employ a variety of techniques to keep an eye on their kids' Internet activities, and they further justify such usage with expertise, experience, and social support. To address the issues about the usage of content-blocking software, the research advises that parents, businesses, and the government collaborate concerning safeguarding online through a variety of techniques. To safeguard their youngsters without limiting access to important information, parents must comprehend the significance of material filtering software or address it with their kids [16].

3. DISCUSSION

When to adopt a more hands-off approach with their children and when to stand back has long been a problem for parents. Today's parents must decide how, when, and to what degree they will monitor their adolescents' Internet and digital activities as a result of technology. According to a recent Pew Research Center study on parents of 13 to 17-year-olds, parents use a variety of steps to keep an eye on their teen's online activities and to teach their child to utilize technology responsibly and acceptably. Few parents monitor their teen's online activities using tech-based tools, but many do. Approximately six out of ten parents claim to have looked into their teen's social media profile or examined which websites they visited. However, approximately half of parents claim to have reviewed their teen's phone call or message history. However, few parents are using more advanced techniques to keep an eye on their kids, such as parental controls or apps for tracking their whereabouts. Personal monitoring is the most prevalent of the many measures taken by parents to keep an eye on their child's behaviors and interactions in digital places, and 60 % of parents say they have looked at their adolescent's social media profile, and 61 % say they have looked at the websites their teen has visited. Teenagers are utilizing mobile devices more and more to connect, share, and access the Internet, and almost half of 48% of parents report having combed through their children's cellphone calls and message history, which is shown in Figure 1.

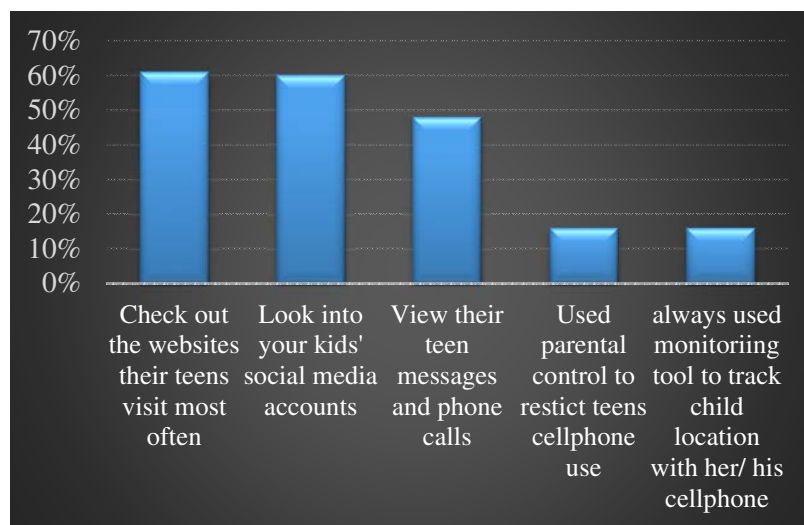


Figure 1: Illustrate that Parents Examine their Teenager's Social Media or Online History, but Less Employ Tech-Based Parental Controls.

Not all parents are aware of their child's login information, even though many parents understand their teen's device or account passwords. About half of parents (53%) say they know their child's email password, but just 45% say they know their teen's smartphone password. Parental knowledge of the passwords for at least one of their teen's social media accounts is reportedly only known by 30% of parents, which is shown in Figure 2.

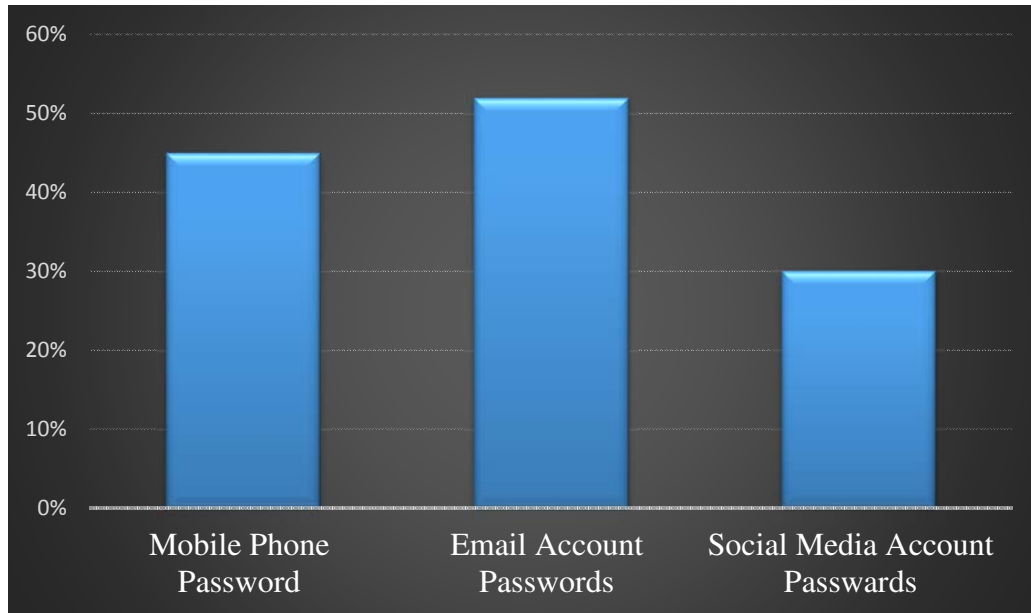


Figure 2: Illustrate that One-Third of Parents are Aware of their Teen's Social Network Passwords, and Nearly Half of the Parents Know their Teen's Email Passwords.

Kids today may readily access millions of websites and hundreds of television channels online. There are also a ton of video games and programs that can be downloaded or bought. Given your kid's age and level of maturity, some of the media offered may not be appropriate for your child. Utilizing it personally is the best way to monitor the material that kids are exposed to. Play the games or applications yourself before introducing them to our children. It's acceptable to play games and watch apps with your kids. Keep an eye on what they are viewing today to talk about what they are seeing on their devices. Users are the best judges of what your kids can manage because they are the ones who know them the best. Although it is good for their children's safety, the new digital monitoring technologies provide parents with more influence over their kids' social lives, which might be harmful in a variety of other ways. Adolescence is a difficult period for kids; they need solitude and a sense of independence to develop a sense of themselves throughout this stage. When their kids are allowed to leave the house and make their own decisions, parents find it difficult. Although it may be tempting for parents to keep an eye on their kids, doing so might be harmful.

Fearful stories of social media misuse or how it went tragically wrong with kids are frequently featured in our news headlines. Predators, sexting, and other such problems. Our children are exposed to a variety of things when they first use social media. News reports and urban legends claim that social media is bad for us and especially worse for kids. Due to the dangers of social media, the majority of networks have a 13-year-old minimum age limit. Your youngster must be 13 years old to register for a social networking site. However, kids commonly give the fake age when their classmates tempt them to. This marks the start of everything. Even some parents have

been known to make up their kids' birthdates while setting up accounts for them. Then, they seldom offer the monitoring required for secure and proper social media use. The following social networking site downsides for kids are illustrated in Figure 3 and described below.

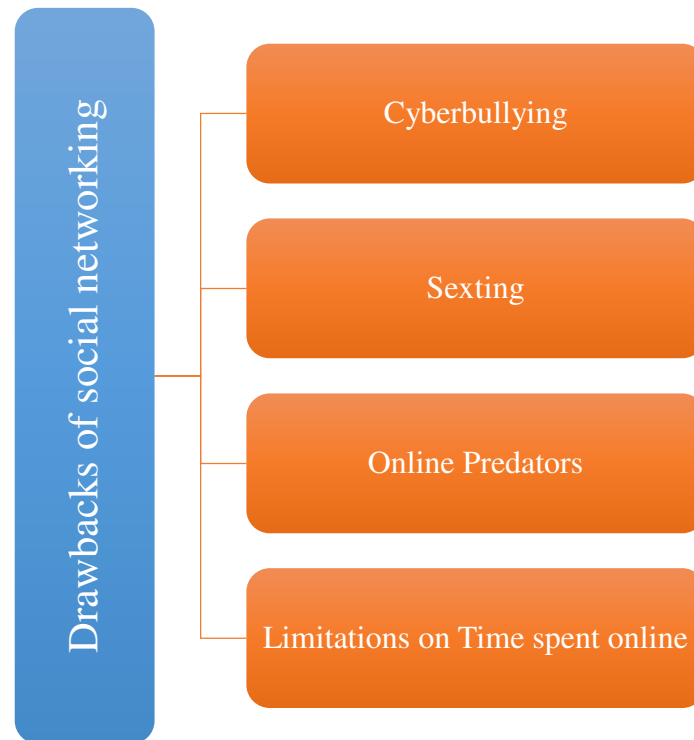


Figure 3: Illustrate the Drawbacks of Social Media Activities Through which Today's Kids are influenced.

3.1. *Cyberbullying:*

Cyberbullying may affect children of different ages. If your child has been the victim of cyberbullying, they might be reluctant to inform you. They could attempt to manage everything independently and keep it to themselves, but doing so could leave them feeling stressed out and dissatisfied. Make sure your child is not being chased or harassed by anybody online or via a mobile device by taking the necessary safeguards. By observing how kids interact on social media, you should be able to identify any potential bullying. Through social media, forums, or games where users may read, interact with, or share content, cyberbullying may occur online. Additionally, it is possible through apps, short message service (SMS), and Text. Cyberbullying is the act of sending, publishing or circulating information that is damaging, harmful, or malevolent about another person.

It may also entail revealing private or delicate information about another person in a way that degrades or humiliates them. Some forms of cyberbullying cross the line and are improper or unlawful. People routinely share comments, photographs, posts, and other content on social media and online forums where they might be seen by both friends and total strangers because of their popularity.

A person's Internet activity, including any bad, unpleasant, or damaging stuff they publish, becomes a type of irreversible public record of their beliefs, actions, and conduct. This public

record, which may be accessed by schools, companies, universities, organizations, and anyone conducting current or prospective background checks on a person, can be considered as their Internet reputation. Not simply the victim of cyberbullying, but also those who harass or participate in it may have their online reputations harmed.

3.2. *Sexting:*

Sending sexually explicit text messages, images, or videos through a mobile device, computer, or other digital device is known as sexting. Nudity and simulated sex act-containing images and videos are included in sexting. Text messages that describe or advocate sex actions are also included. Parents, schools, and law enforcement are growing concerned about the possibility that teenagers and children could send or receive sexually explicit information as they use smartphones, tablets, social media, apps, and texting. Sexting frequently takes the form of a joke, an attempt to attract attention or flirtation. To make sure their kids understand the hazards and what to do if or when they feel compelled to join, parents should have a conversation with their kids about the topic.

A picture sent back and forth between two individuals has the potential to spread like wildfire. Teens may think it would be kept secret but later learn it has been extensively shared with their friends, sometimes with very serious repercussions. Minors who exchanged images of themselves or other underage teens were among those who were detained. While some jurisdictions have laws that distinguish between sexting and child pornography, others do not. Charges of having or disseminating child pornography may arise through sexting. When images and messages are shared with people other than the intended receiver, bullying, harassment, and humiliation are frequent issues. Teens who had their images publicized may commit suicide as a result, which can have serious emotional and societal repercussions.

3.3. *Online Predators:*

A person who searches out children and teenagers online for abusive and sexually exploitative intentions is known as an online child predator. They enable interaction with children through the Internet to possibly damage them both online and off. An estimated 500,000 predators operate online every day. The vulnerability of children between the ages of 12 and 15 to grooming or manipulation by strangers they encounter online is particularly high. According to estimates, Internet chat rooms and instant messaging are where 89 percent of sexual approaches against youngsters take place.

The youngster is asked for sexually explicit images of themselves online in more than a quarter of all cases of child exploitation that have been recorded. Four percent of kids encounter aggressive Internet solicitations from adults, including efforts to get in touch with them in person or on the phone. Online child predators prey on children utilizing a variety of tools or channels, including chat rooms, forums, social media, instant messaging, and other web-based services with a younger user base. They can interact with sufferers discreetly on several online platforms, make an effort to befriend them, hide their identity, or pose as someone they are not to lessen the likelihood that they would be caught.

3.4. *Limitations on Online Timing:*

Even though many children have access to their portable devices 24/7, it's crucial to set screen time restrictions. You will be able to get a better sense of how much time your child spends on

social media platforms by keeping an eye on what they are doing. Limit everyone in the family's online activity by establishing reasonable restrictions. Knowing what their kid seems to be doing will help you set and enforce limits more effectively. Addiction to social media is just another risk that faces your children. They are quick to become attracted to this novel, glittering world, and one expert claims that this obsession is comparable to drug misuse. It has comparable effects, making it equally risky for them.

3.5. *Significance of Monitoring Social Media:*

Teenagers use the Internet on average for eight hours every day. Their actions have enormous effects on their health and wellbeing. When you first give your teen a smartphone, it's crucial to lay out the ground rules, including the fact that they will be watched until they are mature enough to grasp responsibility and accountability. As youngster displays their capacity to adhere to the rules, fulfill their expectations, and comprehend the repercussions of improper conduct, you may unlock more features. Chat with friends and family about online safety. Teen's growth and development depend on their being online. Online interactions may make people happy and satisfied with their relationships.

Even so, it does not improve interpersonal communication. Online debates' back-and-forth may educate politeness and get your child ready for adult life. Online connections can be made that strengthen a sense of belonging. Self-esteem may be boosted by receiving acceptance from others, including a sizable following. Communication on social media can aid in the development of cognitive abilities, particularly comprehension, deliberative reasoning, and critical thinking. In other words, social media use may help your kid develop their sense of self and educate them to be considerate of others. By discussing social media restrictions with your adolescents, people may help them develop responsible behavior and teach them to take responsibility for their activities.

4. CONCLUSION

To protect children from harmful aspects, there are several ways to keep an eye on their computer use. Above all, you must teach your kids about the advantages and disadvantages of the digital age as well as how to be safe on social media. The ideal approach, however, is to use a specialized program such as Kernel Computer Activity Monitor, which guarantees error-free monitoring of computer activity without users' awareness. One of the greatest tools for monitoring user and computer activities on Windows is this one. By discussing social media restrictions with their parents, teenagers may develop moral principles and learn how to accept responsibility for their behavior. The author of this paper has highlighted several methods that parents can use to monitor their children's use of social media. This paper will educate readers about the harmful effects of social media on teenagers and how parents can track their children's online activities in the future.

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CHAPTER 14

A COMPREHENSIVE STUDY ON ONLINE BUSINESS THROUGH SOCIAL MEDIA FOR HIGH PRODUCTIVITY

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ABSTRACT:

As technology develops, younger marketers are turning more and more toward digital marketing. Modern marketers employ digital marketing as a means of promotion because traditional marketing strategies are less productive these days. In this paper, the author discussed digital media influencers, the author of this study elaborates that it has developed into a new promotional strategy that enables you to connect with your clients online without having to spend a lot of time on it. The current study sheds light on the efficacy of digital media marketing, particularly Facebook, in terms of increasing paper sales and product promotion. In this paper, after many literature reviews study the author finally concludes that Facebook, a social media platform, may be leveraged for marketing initiatives that boost product sales. The future potential of this paper is the way for further investigation into the connection between various social media platforms and retail publications.

KEYWORDS:

Advertising, Digital Marketing, Facebook, Social Media, Search Engine.

1. INTRODUCTION

Digital marketing (DM) is the umbrella term for any product advertising campaign that utilizes the Internet. Businesses advertise their brands using digital networks. To reach potential and anticipated customers, these digital channels include social media (SM), emails, search engines, and other websites. Someone who works in traditional internal marketing claims that inbound promotion and digital advertising is almost identical concepts. There are a few tiny differences, though. Digital promotion uses the Internet, as opposed to conventional promotion, which included newspapers, hoardings, pamphlets, telemarketing, and human promotion. As a result, there are several alternative strategies for establishing a connection between a brand and its consumers. Nowadays, both the brand and the company that supports it depend on digital advertising. It seems like every company has a website. In certain cases, businesses that don't have any promotional strategies would just create a Facebook profile or membership to display their existence or online presence [1]–[3].

A new e-commerce delivery platform dubbed social commerce is being created as a result of the increasing prevalence of social media sites like Facebook and Twitter. Social media sites like Twitter and Facebook make it possible to build virtual consumer environments where passionate online communities may develop around certain businesses, brands, or goods. In contrast to this, social media has given users additional chances to participate socially online. Social media platforms, including online communities, are used by customers to create content and connect with other users. The goal of this study is to examine how digital technology and the Internet are employed in electronic commerce (e-business) to facilitate communication with clients, business

partners, and management firms [4]–[6]. Digital promotion/digital marketing is described as reaching out to customers online, where they spend the majority of their time, using a variety of marketing strategies and channels. Content production includes a range of marketing strategies, from a company's website to its promotional assets, including electronic marketing, campaign management, an online brochure, and more. The best advertisers are aware of how each digital advertising technique helps them accomplish their goals. Depending on the objective of the promotional strategy, advertisers may also contribute to a wider promotion by offering free or discounted passage at the organization's end. Figure 1 illustrates the different types of social media platforms [7]–[9].

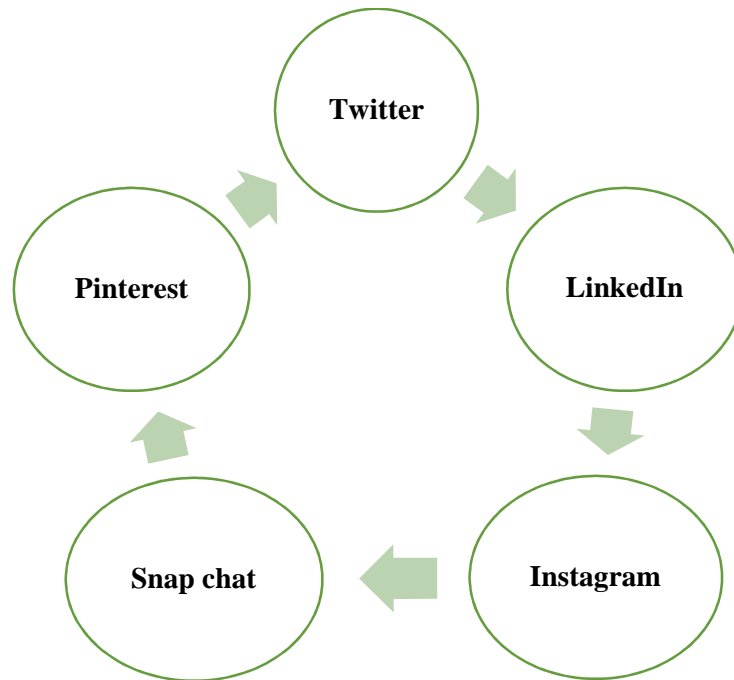


Figure 1: Illustrates the Different Types of Social Media Platforms.

The focus of this type of search engine optimization is on a company's infrastructure and subsequently the coding of search pages. Every electronic keyword research tool that may reduce a site's page speed is a critical reach factor when taking search engines like Google into account. To boost business strategy, browsers, customer satisfaction, and ultimately consumers, content marketing refers to the development and dissemination of content. The approaches listed below can be used as tools in your content business strategy to leverage content advertising. Pay-per-click (PPC) is a technique for luring people to a website by compensating a media source for viewing their ads. The most popular type of Pay per Click is Google Advertisements, which enables you to pay someone for more slots on the Google search engine's result page in return for a pay-per-click on the links you put in [10]–[12].

1.1. Marketing Automation (MA):

Using software to automate the core elements of advertising is referred to as MA. For instance, several companies in the advertising sector may automate regular work that would otherwise be carried out by hand. Sending an email newsletter allows you to do more than just communicate with your followers remotely. It could also assist you in adjusting the size of your friend list as

necessary to ensure that the proper individuals get their message. Scheduling social media posts the person has to post the advertisement frequently if they want to increase the visibility of their business on social media. Therefore, manually uploading takes a lot of time. The author may push your adverts on your social platform using organizing tools for social media, clearing up space [13]–[15].

In this paper, the author elaborates the long-form content, including e-books and whitepapers, is used to instruct website users for future use. Additionally, it enables data exchange for items like supplementary traveler data, leading to new business prospects and client introductions along the customer's trip. Visitors like to view infographics in some situations rather than just hear about them. Infographics are a type of artistic data that helps website users understand a concept that is being taught to them. (SM) Marketing is a technique that comprises using advertising to build brand awareness, increase traffic, and generate leads to keep one's job. One should utilize social media channels to market their brand and idea.

2. LITERATURE REVIEW

Appel et al. in their study embellish the many facets of over fifty companies that use a digital marketing strategy, the author examined digital marketing and its impact on sales. The results of this study show how important content marketing is for both customers and brand evangelists. The research looks at how digital marketing affects a company's bottom line. The study also looks at the differences between the various types of marketing. According to the author, this study has examined a range of digital marketing methods, their value, and their impact on revenues. The poll's findings omit data on higher sales as a result of Facebook's online advertising campaigns [16].

Wibowo et al. in their study illustrate that Internet marketing plays a significant role in product promotion. Wibowo et al. used a methodology where participants explained that perhaps a different promotion impact started showing when done on Facebook and Twitter campaigns at both the organization and the customer level. They were filled with a lot of return interest in social media marketing at both the retail and corporate levels. The findings show that social media profiles have the greatest influence on businesses. Although some businesses had trouble with Twitter and Facebook engagement, the author thinks that using measures was helpful and gave them a significant competitive advantage [17].

Li et al. in their study embellish that the advent of several new digital marketing techniques brought about by the Internet caused havoc on the business landscape. Marketing managers must now priorities what they want to accomplish and choose which digital marketing strategies to invest in, according to Li et al. techniques which they used. The outcomes reveal the author explores these concerns using four business strategies: explorers, analyses, cheap defenders, and distinctive freedom fighters. To help managers effectively and successfully implement their organization's desired strategy, the author believes that this article will give business owners insight into how firms adopting various strategies cope with these digital marketing problems [18].

This paper explains that there has been a resurgence of interest in social media marketing at both the consumer and commercial levels. The results show that social media accounts have the biggest influence on organizations. The author concluded that adopting analytics offered them a substantial competitive advantage while other firms were still struggling with social media duties.

3. DISCUSSION

Customers commonly use and trust reviews to learn about firms due to the ubiquity of digital information and advertising. To manage a decent business, you must comprehend several facets of Internet advertising. Because electronic advertising offers so many options and techniques, advertising professionals may be creative and experiment with a variety of skills depending on their budget. As opposed to more traditional promotional criteria like print advertisements or billboards, electronic marketing enables clients to accurately monitor your company's performance and return on investment (ROI) using tools like analytics dashboards. Figure 2 discloses the different trends of social media platforms and the cultural moments.

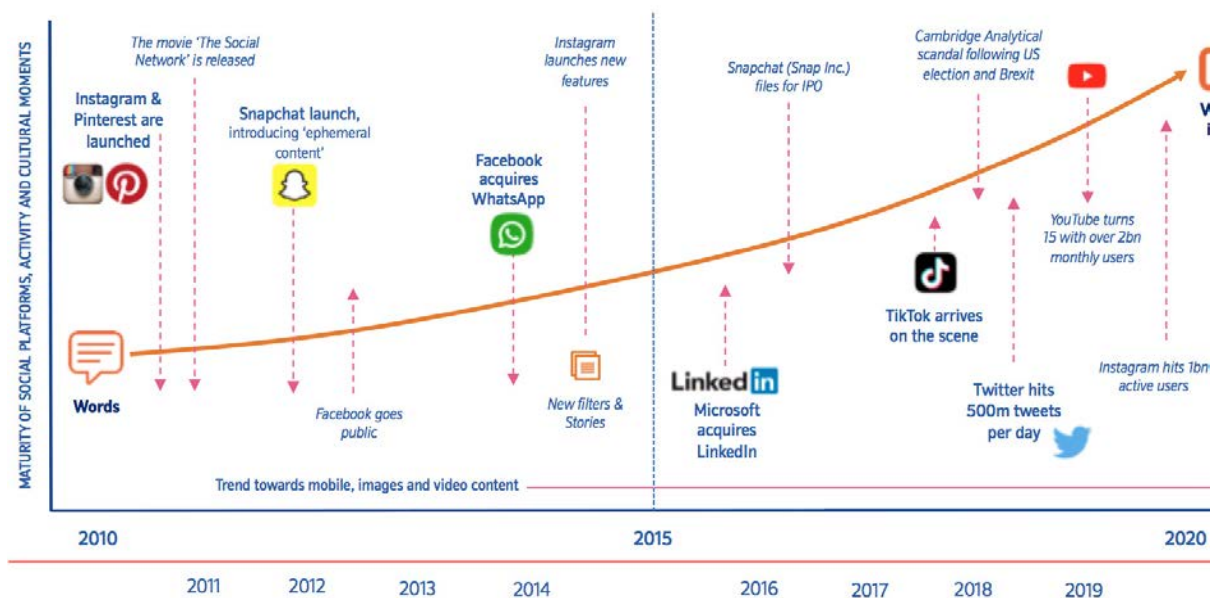


Figure 2: Discloses the different trends of the social media platforms and the cultural moments [19].

Email advertising Businesses utilize email marketing to get in touch with their target market. In addition to directing users to the company's website, the mail is frequently distributed to notify them about events, information, and special offers. Bulletins for One kind of email that may be sent using an EM plan is a blog subscription. Emails are sent to site visitors who downloaded the information as a follow-up. Emails giving the client a kind hello. A Christmas commercial is sent to each loyalty programmer participant. Sending out emails in the same order or recommending food to customers.

Online public relations, often known as (PR), is the practice of obtaining online exposure through electronic publications, blogs, and other data-driven websites. Similar to conventional public relations, but carried out online. To increase one's PR efforts, one can employ a variety of strategies. For instance, media professionals can communicate with journalists on Twitter instead of using social media platforms, which is a great way to develop relationships with a television station that develops paid media alternatives for your business.

Digital Review of One's Organization whenever someone writes about one's organization on a digital platform, one tries to stay away from that space, regardless of how they feel about it. On the other hand, involving the opinions of organizations helps to enhance one's brand and provide

a strong message to save one's image. As responding to the views of one's organization is the most crucial step in creating effective communication in one's industry, responding to the viewing public who are compelled to watch one's organization's content is the most efficient way to develop good communication in one's industry. This can be done by including opinions on a personal website or blog. Figure 3 embellishes the messenger marketing and website marketing.

By utilizing all digital platforms, both paid and unpaid, that are accessible to a firm, digital marketers (DMs) play a critical role in driving brand recognition and lead generation. Examples of such passages include social media platforms, the organization's website, search engine rankings, mail, hoarding promotion, and the foundation's blogs. For everyone to calculate the foundation's work effectively, the DM principally concentrates on the various key performance indicators (KPIs) or key performance indicators linked with each passage. For instance, a DM in charge of keyword research determines the amount of organic traffic a website receives from users who discover the company's website by using Google. DM is now used to refer to a range of advertising duties. One example of a small business advertisement. Figure 4 illustrates the desktop and webmail different perspectives in an appropriate manner.

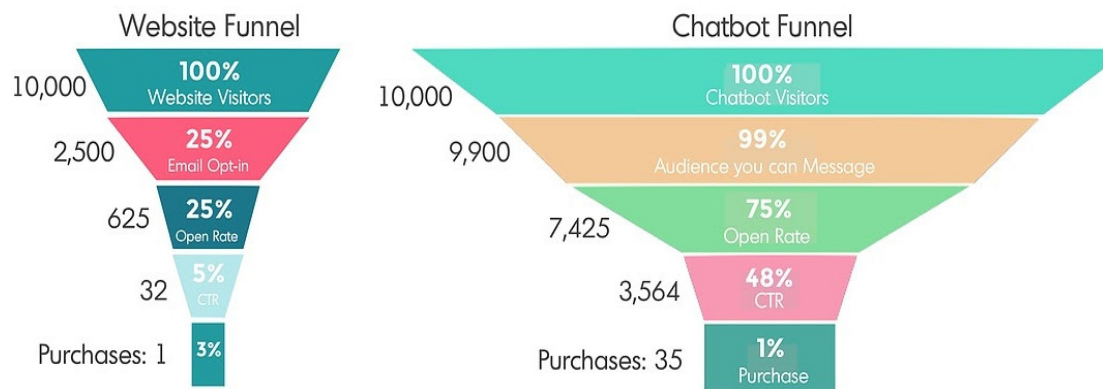


Figure 3: Embellishes messenger marketing and website marketing [20].

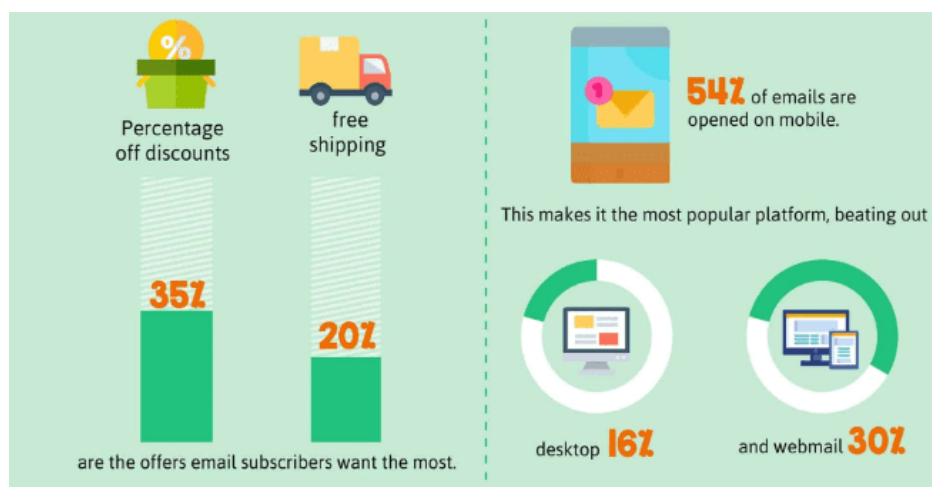


Figure 4: Illustrates the desktop and webmail from different perspectives in an appropriate manner [21].

Any sector and type of business may utilize DM. No matter what your business sells, digital advertising requires developing a client brand that understands their demands as well as producing valuable digital content. This does not imply, however, that all jobs should provide equal access to technology communication. Digital Marketing for Business to Business, If a firm is B2B, its digital marketing initiatives are probably focused on the technological age of opportunities, with the ultimate objective of getting someone to get in touch with the sales team. As a result, the objective of one's business strategy is to use the broadcast network and site to introduce and pass as many high-quality clienteles as is practical to the salesmen almost as much as a person's webpage.

The media has seen a significant transition in the last ten years, and customers are increasingly turning to online communities rather than more conventional channels like televisions, radio, and newspapers to get information about different goods and services. A Facebook profile is currently owned by one in seven people worldwide, and over four out of five Internet users have signed up for at least one social networking platform. Major businesses must now comprehend online consumer behavior due to the ever-growing number of websites and online users. The introduction of social media has caused a change in how people consume media, which is encouraging businesses and organizations to use online networking as one of their public relations and marketing tactics. As a result, social media is becoming a common medium used in e-commerce to advertise information and applications to both present and potential clients. Figure 5 illustrates the different aspects of digital marketing appropriately.

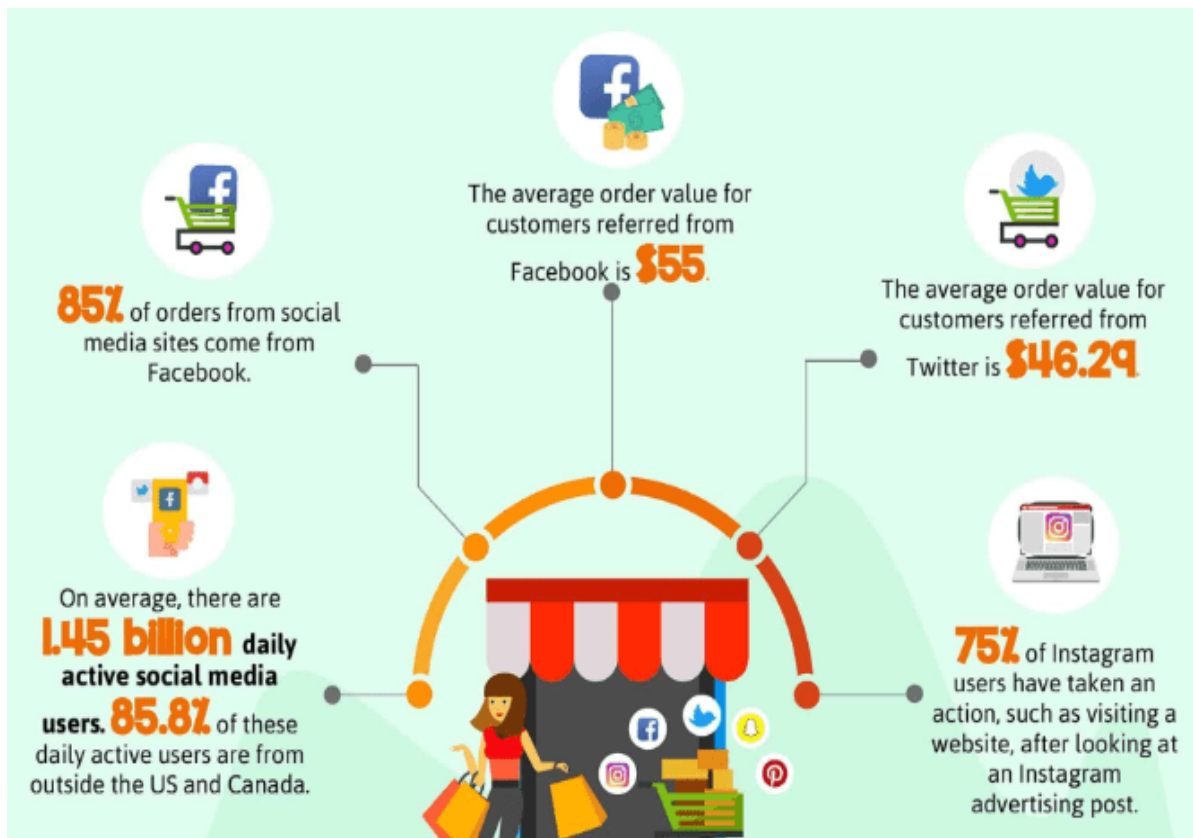


Figure 5: Illustrates the different aspects of digital marketing appropriately [22].

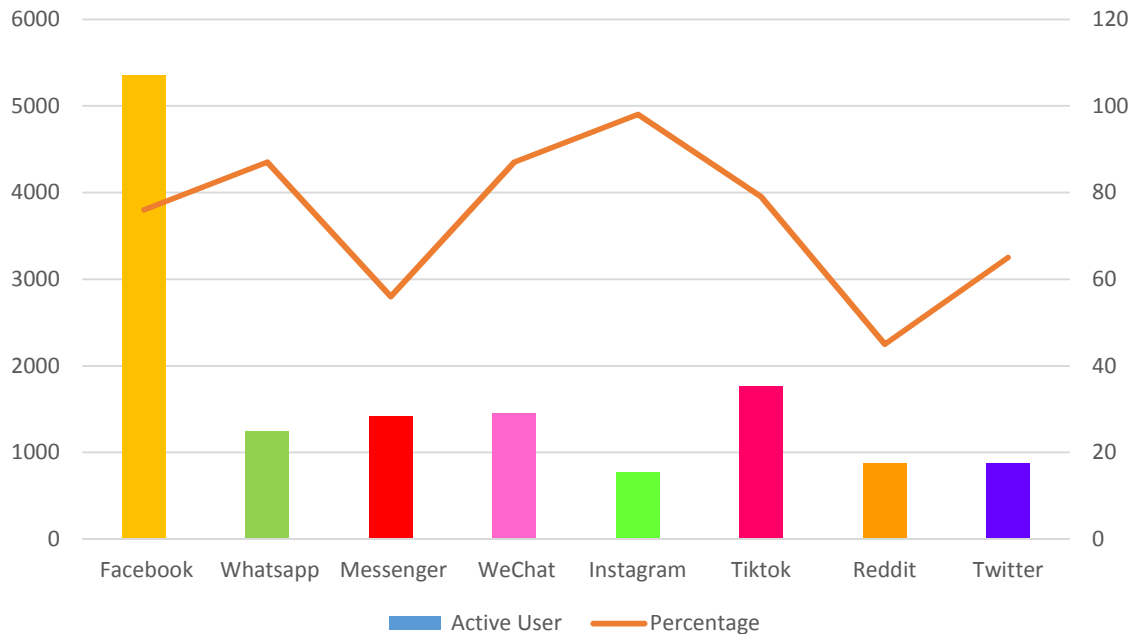


Figure 6: Illustrates the active user of the social media sites and their percentage of its sample.

Figure 6 shows the active user of the social media sites and their percentage of it sample. The phrase "social network" was initially used to distinguish networks used mostly for companies and those used for interpersonal interaction. The term "networking" has been expanded and included the forming of people and groups, particularly in the workplace, university colleges, and grade schools. Figure 6 illustrates the active user of the social media sites and their percentage of it sample. Regrettably, the most commonly accepted definition of the term "social networks" refers to interactive websites that give users access to online forums, message boards, and indeed the ability to access posts and engage in conversations with others.

4. CONCLUSION

Any product marketing effort that makes use of the Internet is referred to as "digital marketing" as a whole (DM). Businesses use digital networks to promote their brands. These digital channels, which include social media (SM), emails, search engines, and other websites, may be used to reach potential and anticipated clients.

The author concludes that both the brand and the business that supports it now depend on digital advertising. It appears that practically every brand has a website. Small companies that don't already have one might easily start a social media page or account to announce their existence or to carry out a digital marketing strategy.

Due to the prevalence of digital information and advertising, people regularly consult and have faith in reviews while researching businesses. To sum up, to be a successful business owner, you must understand some aspects of digital advertising. The future potential of this paper is that consumers may use tools like analytical dashboards to monitor the growth and return on investment of your organization more precisely than they can with traditional promotional criteria like print ads or billboards.

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CHAPTER 15

AN ANALYSIS OF THE ROLE OF SOCIAL MEDIA FOR SMALL BUSINESS DEVELOPMENT

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ABSTRACT:

Social media provides a better platform for many business advertisements. It can help small businesses connect, with their customers and learn what others are saying about your product. The benefits of using websites or social media platforms include increased visibility and inquiries, better customer relationships, better potential customers, a better opportunity to reach customers globally, as well as promoting local businesses serving smaller neighborhoods and increase in prestige. By researching the use of social media for small businesses, the authors seek to raise the standard of living in these businesses or society as a whole. In this paper, the author discusses the effects of social media on small businesses, as well as how you can use social media to increase productivity. This study focuses on how the Internet, specifically websites and social media, affects small businesses. It also wants to look at the benefits of social media or the Internet for smaller companies that operate in underserved areas. This paper may help small businesses to provide a better platform for high visibility and maximum reach to the target customers. This effort may aware of the use of social media to enhance the growth of small businesses.

KEYWORDS:

Business, Customer, Information Technology, Marketing, Small Business, Social Media.

1. INTRODUCTION

Due to what happens when a language is overused, social media is starting to mean different things to different people. People who have a limited understanding of it sometimes equate it with social networking websites like Facebook, Twitter, YouTube, etc. According to some people, blogging does not fit this definition. Web-based communication tools that allow users to exchange and consume information with one another are referred to as social media [1].

1. Social refers to communication between individuals that involves information exchange.
2. Media refers to media outlets for communication, such as the Internet, Television (TV), newspapers, radio, and magazines. Therefore, if we combine the meanings of these two distinct concepts.

Social media is web-based and reliant on mobile technology to build extremely dynamic platforms where individuals or other entities may trade, discuss, publish, and co-create user-generated material as well as alter it. The way everyone interacts with one another and introduces themselves to other network users is fundamentally altering as a result. Technical investigations highlight these changes [2], [3].

1.1. *Traditional Media versus Social Media:*

The contrast between traditional media, which includes print newspapers and magazines, television and radio, and online entertainment, is striking. While traditional media uses a monologue transmission component, the latter option uses dialogue. Studies show that people use social networking sites more often each week, often at the expense of other websites, seemingly unrelated activities, or even sleep [4], [5]. These websites and blogs have become quite important for advertising. Table 1, shows the positive or negative effects of social media.

Table 1: Positive or Negative Impact of Social Media on Small Businesses.

Positive Effect	Negative Effect
Websites for social networking or blogging are excellent locations to create memories, promote oneself, make friends, as well as discover new things.	Social networking has several drawbacks, particularly in terms of security, information overload, or Internet fraud.
Social networking platforms provide us with all the opportunities to create content. A larger audience may be reached by content creators who are connected.	Finally, angry or emotional interactions can result in important or sometimes fatal encounters outside the Internet.
When used properly, it can improve people's social standing and aid their political advancement, allowing them to speak out on matters they believe are important.	Innocent individuals, whether young or old, can be seduced by murderers, rapists as well as pedophiles.
Many websites, such as wikis, are the products of the people who build them and work with other network users.	Harassment that occurs online and through mobile devices has become a serious global problem for both children and adults.

1.2. *Commercial Advertising:*

Several virtual entertainment gurus have emerged in recent years, promising to help businesses create long-distance interpersonal interaction platforms or websites to market their goods, services, and messages.

These websites contain a lot of unique information that the presenting or publicly believing professional is important. Social media marketing actively and accurately targets relevant consumers before they begin their search, as opposed to reactively targeting users who search for a certain phrase online [6].

With sophisticated targeting options, widespread use of smartphones or mobile devices, and the precise conversion monitoring provided by social networks, advertising on them is a dream come true. People can be sure that any business that is willing to pay for it will continue to track or log personal information from such media consumption. Advertising companies now caution businesses that if they don't invest in social media, their rivals will probably catch up quickly [6].

1.3. Social Media and Its Effects:

The term “social media” refers to a group of websites or online communication tools that allow individuals, businesses, or other organizations to publish and share content on blogs and social networking sites [7]. Wikis, forums, virtual worlds, social bookmarking, tweeting, assessing merchandise and services, social curating, as well as different types of social networking, are just a few of the websites and applications (apps) devoted to social media. Through social media, individuals, companies, and other organizations create, distribute, or exchange a wide range of materials, including opinions, jokes, photographs, and videos, as well as data, concepts, and interests related to certain professions. Social media platforms are used by both individuals and businesses for marketing [8]. The phrase social media is widely used right now. Its meaning has substantially changed ever since it started to be used often in English. If users use the term to describe websites like Facebook, Digg, Twitter, or Reddit, as demonstrated in Figure 1, the definition of the word starts to become ambiguous.

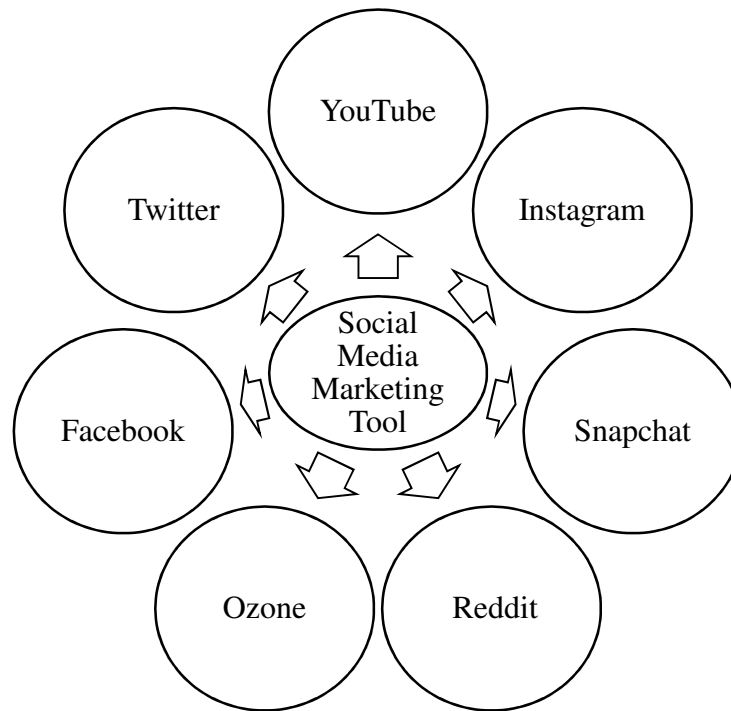


Figure 1: Social Media Marketing for Small Businesses.

Most businesses think about utilizing social media to market or sell a product. Small companies utilize social media platforms as a marketing tool for promoting or branding their products. According to a poll, businesses are using social media more and more for branding, customer communication, and forging lasting relationships with clients. Small businesses use microblogging as one of their techniques to connect directly with people interested in their services or goods. Social media enables small company owners to build a small community on that platform for easy client interaction [9]. Due to the cost and time savings, there is an increasing trend for small company users to use Facebook to market their products. According to research, using social media to connect with customers can be more beneficial for business owners than using traditional marketing methods.

Entrepreneurs use social media as an effective strategy because it allows them to build a network of supporters, which is essential for the expansion of their businesses. As they continue to recommend it to others, these supporters continue to gravitate toward smaller company owners. Social media facilitates the development of lasting relationships between companies and their customers. However, there are some problems with social media as there are no clear guidelines on how to use the application of technologies for businesses as it is very dynamic. Businesses usually employ their experimental methods to achieve better results, which has made the process more difficult [10], [11].

As businesses start to use social media more and more effectively. Even though social media is free, repeatedly posting the same message is unacceptable and could be viewed as spam. Entrepreneurs must recognize how unique each site is to tailor their messages appropriately and succeed there. Creating unique messages for different websites not only promotes the message but also prevents people from receiving duplicate communications. Sending distinct messages to a user who follows the company on Twitter or Facebook rather than the same one can help you to make the most of your opportunity [12]–[14].

Being found by customers looking for a company or product in their neighborhood is important for small businesses. It is important to make your company website a part of local business directories. This way, your client can quickly learn anything they need. To do this, check the listings for your competitors and confirm that your company has been uploaded to Google Maps through the local business center. Spend some time updating any old news and include all pertinent information about your company that may be published. Make sure you show up for as many local searches as you can because for many customers this will be their first experience with the company.

In the modern world, social media programs have emerged as one of the most useful tools for small company owners. Having a basic social media presence allows your business to easily connect with its target audience, and when used properly, social media can help build long-lasting relationships between a company and its customers. Small company owners gain from social media apps, and they are highly driven to use this platform since it fosters dialogue, and advertising on most social media websites is inexpensive or free. This also allows customers to engage. Social media also allows users to manage real-time inputs. There are many tactics used to make social media a successful marketing tool. Your website should be included in regional business directories. Users can reward or be reminded by sending offers and discounts to your social network. By using these tips, you can strengthen your community and improve the efficiency of your marketing. In this paper, the author talks about the various effect of social media on small businesses [15].

This paper is divided into several sections such as introduction, literature review, discussion, and conclusion. In the introduction, the author talks about traditional media vs social media, commercial advertising, and social media and its effects. In the literature review, the authors discussed previous studies on this topic.

In the discussion section, the author talks about the impact of social media on various businesses, the impact of social media on various industries, and the impact of social media marketing on small businesses, marketing, and social media. In the end, the author has concluded the whole study according to his observation.

2. LITERATURE REVIEW

O. A. Adegbuyi *et al.* studied the effects of social media on small businesses, the potential uses of social media by small businesses, and described the social media strategy used by small businesses. To learn about business applications of social media. Understanding how social contact affects the success of small or medium-sized enterprises in the social media environment where small businesses must learn how to utilize Facebook and Twitter requires research. The study used a descriptive-analytical approach, to provide conclusions and suggestions on factors conceptually and through a questionnaire that can be used for both small-business operations and scientific research. Evaluation of field studies reveals a favorable relationship between basic and applied research as well as small business, which is one of the major findings of this study. Small companies expand as a result of adopting a social media strategy [16].

L. S. Huey and R. Yazdanifard *et al.* studied using Instagram as a tool for marketing. Marketing through social media is quickly gaining popularity as a marketing strategy among several businessmen. Instagram is a well-liked social networking site that has been utilized as a marketing tool by several large international organizations. It is a crucial marketing tool that promotes efficient business communication. Instagram allows marketers to interact with their audience by publishing images and videos, making comments to exchange information, and racking up likes to solicit responses from users. This essay will examine Instagram's potential as a tool for social media marketing [17].

Malik Shahzad Shabbir studied the implication of social media for small businesses. There is also an investigation into why small company owners use social media platforms. Social media dramatically changed the way businesses operate. The most efficient and suitable tool for small business owners today is social media, but most small businesses also use this platform for advertising but also promoting their items/products. They also create fan pages for their followers and are always open to feedback that will help them grow their companies. However, based on a review of the relevant evidence, it was determined that small company owners benefit from social media apps and are strongly encouraged to use the platform [18].

3. DISCUSSION

Social media is essential for marketing and building relationships with customers. Small businesses are starting to use media as an advertising tool because of the low entry barriers. But an overwhelming number of small firms have trouble using social media and so don't start with a plan. Many possibilities are wasted if businesses don't have a basic knowledge of social media's advantages and how to use engage customers. This research aims to provide readers with a fundamental grasp of how a small business that uses social media interacts with consumers on such platforms.

3.1. *The Effects of Social Media on Various Businesses:*

Digital marketing is a brand-new marketing strategy that has emerged as a result of the increasing popularity of social media. This strategy promotes a good or service through various digital channels. Digital marketing techniques known as social media marketing are used to promote goods and services on platforms like Facebook or Twitter. The marketing strategies of well-known companies like Walmart or Citibank use social media marketing. The majority of organizations are thinking about integrating digital advertising into their advertising and promotion strategies at

the same time, even if most have already done so. Later on in this essay, people will discuss both the favorable and unfavorable consequences of social media on businesses. People will also evaluate how online entertainment affects social interactions, eating habits, and various associations. Given that there are more than 4.6 billion Internet users globally, business organizations have realized that computerized display is a feasible advertising strategy that may help them target their ideal interest group. From restaurant recommendations to samples of sentences, people utilize the Internet to obtain information. Here are a few ways that Internet entertainment has affected businesses.

3.1.1. Brand Loyalty:

Every business aspires to the moment where consumers exclusively pick the brands of their rivals out of trust. Customers who independently purchase a good or service but have total trust in the business are said to be brand-loyal. When a business establishes sincere and productive interactions with its consumers, its brand reputation increases. Web-based entertainment advertising is a crucial part of digital marketing since it gives companies a platform to engage with their clients and create enduring relationships. It removes the intermediaries—retailers, and wholesalers between the customer and the brand, allowing precise and structured relationships.

3.1.2. Simple Conversation:

Brand-customer involvement was previously limited to a yearly event the company staged to debut new products. However, as social media has grown in popularity, relationships between companies and customers have become more frequent, easy, and quick. Now, clients may reach out to companies via social media platforms like Facebook, Twitter, Instagram, and others. Along with voicing complaints, customers may quickly provide real-time feedback on a product or service.

3.1.3. Reversing the Impact of Abusive Messaging is Challenging:

On the Internet, nothing can be coordinated. Because consumers of virtual entertainment are more likely to remember anything than consumers in other phases, negative tweets or posts from a company via online entertainment may not be forgotten by consumers. Many businesses suffer because of these risky behaviors in online entertainment.

3.1.4. Increased consumer influence:

The influence of the customer on businesses is growing exponentially in the marketing of virtual entertainment. Clients simply discuss their strengths to be candid. Through Internet entertainment, customers can express their opinion about a product without worrying about being rejected. Customers become more powerful as a result of corporations losing their position. So businesses should be more careful when posting their services and goods online.

3.1.5. Enlarge the Audience:

Online entertainment is often used as a source of popularity. Online game marketing is a powerful electronic advertising technique that enables you to expand your business globally with little initial investment and attract customers from all over the world. The platform also connects you with your customers internationally. Due to the fierce competition in the online game marketing sector, everyone tries to do their best with it. Additionally, it encourages businesses to make sincere and genuine efforts to win the increasing number of customers.

3.1.6. Develops Word of Mouth:

Social media makes it possible to quickly and effectively share information about a business. 72% of shoppers examine online evaluations before making a purchase, according to statistics from the business firm Qualtrix. As a result, businesses may leverage word-of-mouth to increase sales and create distinctive connections with new clients.

3.1.7. Reduce Marketing and Advertising Spend:

Social media marketing maximizes brand awareness among the target population while spending the smallest amount of money possible by utilizing the notion of targeted advertising and promotion. Additionally, it reduces operating expenses and increases profit margins for organizations.

3.2. The Impact of Social Media on Various Industries:

As a new kind of advertising and marketing, digital marketing is widely embraced by businesses. Social media platforms are used to entice new customers and cement relationships with existing ones. The following effects of social media on various businesses during the past ten years.

3.2.1. The Impact of Social Media on the Hospitality Sector:

The hotel industry provides a service that transports consumers to a peaceful area. Because of the rise of social media, the business, which relies on word-of-mouth marketing, has access to some exciting new opportunities. Social media has quickly expanded as a result of the relationship, influence, trust, or reputation that exists between a business and its clients. As a result, social media has significant advantages for the hotel industry.

3.2.2. Impact of Social Media on Entrepreneurship:

Social networking has tremendously increased entrepreneurship. Almost every day, billions of individuals actively use social media, giving business owners a variety of ways to market and sell their goods and services. Social media marketing is also efficient and effective, bringing in large revenues for business owners. It's interesting to see how company owners engage with clients on social media and attract them with a variety of offers and discounts. Additionally, they sell their products through social media to encourage relationships between businesses and customers.

3.2.3. The Impacts of Social Media on the Restaurant Industry:

Digital marketing is revolutionizing the restaurant business. By doing this, the restaurant gives potential customers more alternatives, which has positive effects. Social media marketing aids eateries in developing their brand identity and establishing a distinctive presence in the community.

3.3. The Impact of the Social Media Marketing on Small Businesses:

The development of private businesses is the result of interpersonal relationships. Independent businesses now have a way to work with customers and push their products, thanks to Phase II. Additionally, it has helped private businesses develop a certain brand personality within their target market. One global platform that transcends the boundaries of the common audience is virtual entertainment. Private businesses can serve customers overseas and this increases their consumer base, which is beneficial. Online entertainment marketing is an effective and useful

means of exposure for these businesses. It is useless to seek social media because more than 50% of people on the planet use it now. It is hardly surprising that small enterprises are harnessing their enormous potential, as it has permeated every aspect of modern life. Social media is a place where you can locate new customers and sell your brand or services as it is a digital marketplace with a target market of around three billion people. People can reach a larger audience with your content, even if you have a small marketing budget, by using your LinkedIn, Facebook, or Twitter accounts. Companies use social media to generate leads and strengthen their brand identity so that they can reach and engage with a wider audience as they are well aware of these benefits.

3.4. Marketing and Social Media:

There are approximately 3.7 billion users of social media globally. For that 40% of users, learning about new brands comes through social media. For your small business, this provides a great branding or marketing opportunity. Your brand plays a vital role in how your consumers view your company and often serves as the first line of defense for what they can expect from you going forward. A well-thought-out social media plan can have many potential marketing benefits, such as:

3.4.1. Enhanced Brand Recognition:

A free way to publish unique content that attracts visitors to your website. Bringing the people behind the brand closer to the consumer and humanizing the brand. Being more accessible has some drawbacks, but they are often overlooked. Many of the problems that appear on social networking include:

3.4.2. Reviews or Comments that Damage the Reputation of a Brand:

Users are left with a negative impression of the slow replies to their outreach. Due to misinterpreting some posts, users and followers are getting distanced. Don't let all these things stop you from coming up with creative ways to maintain a presence on social media and interact with your audience. Just take into account bad features and devise a strategy to resolve them when they arise. Social media is another resource you can use to research your competitors and help with any competition analysis. Users can follow competing companies and specific hashtags to see what your competitors are creating, sharing, or talking about.

3.4.3. Sales or Social Media:

Social media can be an important factor in helping your small business increase its sales. People in my brand identity speak mentioned how you may reach a larger audience by using social media to market your business. While certain sales techniques work best when they concentrate on qualified prospects, social media is fantastic since it allows you to cast a wide net. Utilizing both will offer you a sense of equilibrium that enables you to simultaneously increase your reach and establish connections with potential customers. The most efficient methods for selling your products, as well as the crucial sales “key performance indicator” (KPIs) you'll be keeping an eye on to gauge performance, must, however, be known to you. For B₂C sales, for instance, Facebook is a terrific platform, but LinkedIn is ideal if you want to concentrate more on B2B efforts. When evaluating the performance of your social media activities in terms of sales, make sure you keep track of things like where your leads and website visitors are coming from. People will know that your efforts have been successful if you see a spike in traffic from social media and that traffic is converting [19].

3.4.4. *Your Website or Social Media:*

Looking for cheap ways to increase website traffic, social media is a great option. The more relevant content you publish, the more likely your followers are to engage with it. Since social media is the best way to get many people to notice your content, click on it, and visit your website, every sound media distribution strategy provides a commitment to use it efficiently. This increases the number of visits and the likelihood that those visitors will become email subscribers and profitable leads. If you want to use social media to drive traffic to your website, be careful to follow the following guidelines: Make sure the link you are sharing points to content on the site, either a blog post or a piece of information that has been gated.

3.4.5. *Customer Service or Social Media:*

Social media is a new channel to connect and interact with customers. The ideal way to provide customer service is directly, but since social media is still a popular medium of communication, it's still an option. Smaller companies can easily and rapidly respond to customer inquiries and share relevant updates on social media. Quick and complete social engagement is essential in this situation. People want to give their customers the impression that you are accessible to them and give them the care they need. The last thing you want is for your slow reply or lack of response, as was said in point number one, to negatively affect their perception of your company. Social media can work wonders for many aspects of your organization, it's not just a plan every small business has to execute. Develop a strategy to consistently publish and engage on social networks where your customers are most active.

4. CONCLUSION

Social media marketing is important because it fits in with the way customers choose their products. According to a study, more and more consumers are doing preliminary product and pricing research on the Internet before making a purchase decision. As a transition from mass marketing, social media marketing makes it possible to develop relationships with customers and prospects through frequent, affordable, personal contact. Social media marketing is less expensive than selling items at an actual retail location.

Social media marketing allows businesses to target specific clients with offers by building profiles of their preferences and previous purchases. The majority of business owners rely on social media marketing to create a following for their companies. This study focuses on how small businesses are impacted by the Internet, in particular by websites and social media. In the future, this study will help in increasing public awareness of how social media may assist small companies to flourish.

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CHAPTER 16

INVESTIGATING INSTAGRAM AS A DYNAMIC TOOL IN SOCIAL MEDIA MARKETING

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ABSTRACT:

Everyone is aware that more and more people are using social media platforms, and most of them spend a lot of their time there. Social network marketing is rapidly gaining popularity as a marketing strategy among many businessmen. Following in the footsteps of well-known social media sites such as Facebook, Twitter, and Instagram joined the trend in 2010 and provided an additional helpful opportunity for companies to communicate with customers. Instagram is a widely popular social media platform used by many international companies as a marketing tool. It is a crucial marketing tool that promotes efficient business communication. Instagram allows marketers to interact with their audience by publishing images and videos, leaving comments to offer information, and gaining likes and comments to solicit client feedback. The main goal of this paper is to gain more knowledge about Instagram and its application in marketing. This paper will educate readers on Instagram as a tool for Internet marketing in the future.

KEYWORDS:

Audience, Business, Instagram, Marking, Social Media.

1. INTRODUCTION

When it comes to advertising, Instagram is a strange new world, however, when used properly and for the appropriate company, it can be a really powerful tool. If you are trying to build your brand and showcase your goods or services visually then Instagram may be the right choice for you. Here's some more information on what Instagram does or how it can benefit you, however, to help you determine if it's the right course for your business [1].

Instagram allows users, including businesses, to represent who they are through a visual story, making it one of the social media platforms with the quickest growth. With the aesthetically oriented customer base, we have established, its success is hardly surprising. Around 400 million people use Instagram globally, with 60.00 percent of users actively using it every day [2]. Although the Instagram platform seems to be extremely straightforward, it is crucial to employ all of the capabilities to optimize the impact of your marketing efforts.

1.1. Instagram as a marketing tool:

People may think that you as a marketer are handling too many social networks. Why expand the list by including Instagram? It's just an image stream, isn't it? Depending on your region, Instagram has rapidly expanded to rank among the most popular networks and is undoubtedly one of the most promising for businesses. Here are just a few of the many benefits of using Instagram as a platform for marketing your company [3], [4].

It's always important to start with a few goals in mind, whether you're new to the Instagram platform or well-established and looking for ways to increase your visibility. Setting goals can

help you develop a plan and prepare materials that will improve your chances of being successful in achieving your objectives [5]. Here are some specific objectives of Instagram marketing for businesses:

1. To highlight goods or services.
2. To establish a neighborhood.
3. To boost support for a brand.
4. To market to prospective consumers.
5. To raise brand recognition.
6. To display the values or culture of the firm.
7. To communicate corporate developments and news.

With over 800 million active monthly users who frequently read through feeds and swipe on stories, Instagram is a powerful social media tool. Instagram, which is more carefully curated than Facebook, is a platform where users can document the natural beauty they find every day and learn about interesting new tools, techniques, and items to influence lifestyles [6]. Can follow people. Since Instagram is so visually rich, most users customize their feeds to better reflect their interests, preferring to follow businesses and others who provide content they enjoy. It helps businesses with the content present on Instagram to have everything set up properly. People are more likely to be successful on Instagram if they find a beautiful way to showcase any product or service people sell, create, or offer [7].

1.1.1. Instagram to Promote Brands:

As the only social media site that promotes images, Instagram is renowned as the top platform for brand recognition. Text captions are still important and sometimes long, even though other social media sites prioritize multi-media content. Instead, Instagram prioritizes image support, providing a more aesthetic and low-key user experience that doesn't work well with aggressive or open advertising. Instagram is a great platform for brands to gain followers by creating interesting, engaging content that makes users want to learn more. Check out the tips below if you want to increase brand recognition. Continue reading if people want to know more about Instagram advertising, or drop a few lines to find out more.

1.1.2. High-Quality Images:

People must have stunning, excellent images if they want to experience any form of success on Instagram. Even if you don't think your product is fascinating, a high-quality image may still catch the attention of an Instagram user and prompt them to learn more about people. A video showcasing what you do is equally interesting if you sell a service. Getting people to visit your Instagram account is the first step in building your brand, and that requires posting engaging material.

1.1.3. Lifestyle Post:

Businesses often make the mistake of blogging only about themselves. Promos, a new model, or exciting corporate news are all there to provide excellent content, but you need to balance them with something else. If all your posts are about your business, your followers may get tired of the content you are publishing. Include content that is engaging, engaging, and relevant to their lives as well. If you provide camping equipment or invite your followers to send photos of their biggest

vacations using your gear, consider posting photos of your staff's favorite camping spots. This is a great technique for changing your blogging themes while maintaining the integrity of your brand.

1.1.4. Activate your audience:

You have to be active if you want to expand your business on Instagram. Instagram users are incredibly receptive; they will leave comments and like pictures they find attractive. On Instagram, connect with other industry influencers, leave comments on pictures that have hashtags used frequently by your business, and don't hesitate to direct message (DM) other influencers or accounts you want to collaborate with. Asking questions is also a great way to increase engagement. Create engaging content, then invite your audience to contribute to your stories. The more you interact with your followers, your brand recognition will increase, but the more likely they are to do so. If you've heard about Instagram's advertising potential and aren't worried about building your brand, you might be thinking about using Instagram as a new way to generate leads. Because Instagram uses the Facebook ad network, it has access to the same powerful ad-targeting capabilities as Facebook. Additionally, Instagram ads are often more successful because 67 percent of customers prefer a wider view of product information or customer reviews when making a purchase. As a result, Instagram advertising is an effective strategy for companies to produce high-quality images.

If you've tried Facebook Ads before then you're in luck Ads on Instagram are shown through this platform. When asked about Placements, you can simply view the Facebook advertising interface and choose whether you want your ad to appear on Instagram. This makes it easy to handle various advertising campaigns and keep your spending under control. You can decide how much money you want to spend each day or each week, as well as the start and end dates of the posts. The challenging element of creating Instagram ads is choosing the content that will appear in them.

1.1.5. Remove Promotion:

People love freebies and great offers. If you can provide a discount or free item with their initial purchase, you'll go a long way toward increasing those leads. Offer a high-quality photo or video that they'll get you to buy, visit your website, or subscribe to your email newsletter, and you'll probably get some leads.

1.1.6. Understand your market

Like Facebook, Instagram ads can be configured to display only for a very small, focused audience. You can use it to save money and increase your chances of getting real, quality leads, but you must first understand your target market. Before you start buying ad space, do some research: Which demographics best describe you? Who is using your goods or services, and who needs them most? When they are most likely to be on social media and what do they like to do in their spare time? Answers to these inquiries will help you create a highly targeted ad that will reach your target consumer effectively [8].

People can choose your preferred hours to run your ads on the Instagram advertising platform, which is an added advantage. Many studies have shown that's when Instagram users are most active, but you also need to consider who your target customer is. If you want to reach out to stay-at-home moms, you can consider running ads around 10 am on weekdays. Even though 10 a.m. may not be the peak hour for Instagram interactions, perhaps your research indicates that this is the time when your target customer is settling down for a second cup of coffee after the kids drop

off from school [9]. No matter who your target customer is, it's important to consider their lifestyle and what a typical day will consist of. Then, compare it with Instagram's peak engagement periods to determine when your ad should run.

1.2. Instagram is to Contribute to Social Network Marketing:

Instagram may aid in a company's product or service promotion. Instagram differs from other social networking sites in that it emphasizes visual content. Instagram only includes visual content. Instagram marketing is successful for advertising goods since a picture is worth a thousand words. Instagram might even enable you to make financial savings on brand design. Utilizing Instagram's features, every image connected to the product may be modified and filtered. Instagram has a feature called “hashtags” (#), which makes it easier to identify images and videos related to the company's goods. Not to mention that Instagram users can browse images and videos related to a certain hashtag by choosing a hashtag. As a result, a lot of fashion businesses now have an Instagram account to market their stuff [10].

Additionally, social media provides an easy way for marketers to understand their customers. Instagram users can increase the amount of consumer feedback on a product by leaving and receiving comments on photo posts. Being aware of comments will help improve relationships with consumers because followers are often eager to see how businesses and users communicate. Finding the right target market for a business is important before embarking on any social network marketing effort. After identifying the target audience one can check on the best platform to interact with the intended customers. It's important to pay attention to what consumers want and to avoid overwhelming them with too much information and support. It also noted that many firms make the mistake of focusing on the volume of their followers rather than identifying their target market.

1.3. Developing a Successful Instagram Strategy:

1.3.1. Pick a Straightforward Promise and Convey a Nuanced Message:

The top Instagram businesses guarantee to give their fans more than just images and videos; instead, they create an emotional connection with their brand experience. This strategy, like any effective marketing, is based on a distinct understanding of the customer and brand insights. A brand's Instagram presence should communicate its promise.

1.3.2. Build an Exceptional Instagram Visual Narrative Brand:

Construct a distinctive visual story Instagram rewards businesses for telling distinctive stories. Consistency and top-notch content are expectations among consumers. Users follow fantastic material quickly, but they unfollow just as quickly if it is not interesting or is created slowly. Every brand needs to figure out how to produce unique content that upholds the brand promise, maintains consistency, and strikes a balance between various topics.

1.4. Contributing to social network marketing is Instagram:

Many businesses today often utilize social media to promote their brands and stay in touch with their customers. In addition to their Twitter or Facebook accounts, many marketers also have access to additional social media networks. Many businesses are already starting to integrate Instagram into their daily operations. An organization may use Instagram to promote its goods or services. Instagram differs from other places for casual communication because it uses a visual-

based marketing strategy. Instagram is just a platform for sharing photos. Instagram showcasing is effective for promoting products as usually words cannot do the image justice. Instagram can help anyone cut costs on their brand strategy. Using Instagram's features, every photo taken for an item can be edited or filtered. Additionally, online entertainment makes it easier for marketers to understand their target audience. Leaving or getting comments on photo uploads on Instagram may boost the quantity of customer feedback on the company. Understanding the feedback would help to strengthen the interaction with customers since people typically want to see how a firm and its users interact.

1.5. Occasions:

Events are the outward expression of the personality of the brand. The encounter or opportunity embodies the story of the brand. The concrete building pieces that underlie the narrative ideas are opportunities. One person climbing a mountain, a group of people camping, or a beautiful sunset view can symbolize a different aspect of the company. These events will drive your brand's visual story to develop a seamless narrative that your audience can follow [7]. The use of social media is increasing rapidly, it is known to all that people spend most of their time on social media. So people are starting their online marketing through the very famous social media platform which is Instagram. So in this paper, the author talks about Instagram as a marketing tool. This paper is divided into several parts including an introduction, literature review, discussion, and conclusion.

As the showcasing system pattern moves from the traditional advertising process to the informal community promotion method, more businesses have begun to participate in promoting their brands across various person-to-person communication venues. Since everyone is always busy today, many people prefer to look at visual ads like photos and videos instead of text-based ads. Instagram is one such platform for online entertainment that integrates well with marketing strategy. Instagram continues to gain popularity. Instagram is becoming famous not only among the youth who frequently use online entertainment but also in the professional world. Instagram is a well-known platform that entrepreneurs use to advertise their products and services. Advertisers and social network users alike are drawn to Instagram's features. Even though Instagram is a very powerful marketing tool in the present era, there are still some disadvantages to using Instagram for marketing. There is a danger that a marketer won't be able to identify their genuine clients due to the poor security of customer information and the fact that marketing interactions with customers frequently take place on a media platform.

2. LITERATURE REVIEW

S. Khan studied Instagram as a marketing tool for luxury brands. This study aims to examine the relationship between Instagram marketing, brand identities, as well as consumer brand behavior. The goal of the study is to evaluate the importance of each Instagram marketing strategy in terms of increasing brand value or influencing consumer preferences. It seeks to appreciate the impact of brand equity and Instagram marketing on promoting brand loyalty or preference, including the ability of businesses to demand higher prices for their goods. Furthermore, it examines the fundamentals of brand equity building through Instagram marketing [11].

Zuraini Harun studied Instagram as a marketing tool for small businesses, the authors of this study used a survey approach to collect the data. The study's conclusions indicate that cooperation and comparative advantage are the primary elements affecting Instagram's widespread adoption. The study also discovered that among SMEs, the strategic approach dramatically changed the

association between perceived profit, direction, cooperation, and Instagram use. This analysis broadens our understanding of social media, in particular, highlighting the value of Instagram as a powerful marketing tool [12].

Darel Nicol Luna Anak Agam studied the Effect of Instagram Viral Marketing, Examining the relationships between Instagram marketing, brand recognition, as well as consumer brand behavior is the aim of this study.

The goal of the study is to evaluate the significance of each Instagram marketing strategy in terms of enhancing brand value or influencing consumer preferences. It also seeks to appreciate the influence of brand equity and Instagram marketing on fostering brand loyalty or preference including on businesses' capacity to demand greater prices for their goods. Moreover, it examines the fundamentals of brand equity creation through Instagram marketing. Since reputation management is currently a rapidly expanding area, the majority of marketers have turned to viral marketing to promote their brands and become engaged. The results demonstrated that the company's social media viral marketing campaigns had a big impact on how well-known its brand was among its customers [13].

Huan Chen studied young consumers in college's opinions on social media marketing, and how young college-age customers understand Instagram and Instagram marketing was investigated through a qualitative survey. Images like Image Me, Take-a-Break, and Celebrity Mirror came to represent how those youthful users viewed the photo-sharing social platform. Subtlety, privilege, and fresh knowledge, but also social interaction and celebrity endorsement, came up as common themes in how participants viewed Instagram user statistics. It has both theoretical and practical consequences [14].

3. DISCUSSION

As the trend in marketing strategy evolves from traditional marketing strategy to the finest social media marketing plan, many companies have begun advertising their brands on various social media platforms. People today prefer to view visual advertisements like photographs and videos over text-based ones since everyone is constantly busy. Instagram is the social media platform that most closely follows the advertising plan.

The popularity of Instagram is increasing every day. Instagram is becoming more and more popular among young individuals who often use social media and in the professional world. Instagram is a popular medium used by entrepreneurs to advertise their goods and services. Instagram provides features that appeal to both social network users and advertisers. Instagram was cited in this paper as one of the top online marketplaces for products and services.

Users may upload pictures and videos, as well as provide comments and show support for other users' creations. Marketers can like the images and videos shared by other users to attract consumers' attention and broaden brand recognition.

Furthermore, since Instagram users may leave comments on one another's photos and videos, advertisers can target certain demographics and engage with people who might be interested in their products or services.

However, privacy problems exist on all social networking platforms. In 2012, a controversy erupted over Instagram's decision to change its terms or conditions. They changed its policy to

make it simpler to exchange information with Facebook, but the shift has drawn criticism from users. They have chosen to reintroduce the earlier policies as a result of the enormous negative criticism [15], [16]. Although Instagram has successfully served as a marketing tool in the present day, there are still some limitations to doing so. There is a potential that marketers might not have been aware of whom their customers are since the contact between consumers or marketers is often through a media platform and customer information cannot be entirely safeguarded. Since it is possible to construct fake identities online.

3.1. *Effect of Instagram on Product Sales:*

Instagram is the most successful social media network for bringing in customers and promoting business on Facebook, YouTube, and Twitter. More than 50% of businesses sell their goods and services on Instagram.

This is because Instagram was created particularly for mobile devices, and since smartphones make it simpler for users to access social media, it also makes it simpler for businesses to reach their clients, wherever they may be.

3.2. *Instagram Marketing's Advantages:*

While Instagram marketing is effective, it is not sufficient to replace Facebook and other social media platforms, but it does provide some distinctive advantages. Figure 1 shows the percentage of different strategies that help grow businesses with the help of Instagram marketing. Here are some of the most effective:

1. *Real Customer Contact:* Instagram will help you understand your customers better. Shares and likes on social media platforms can tell you which elements are particularly appealing to your clients. You can also find out what doesn't work based on the absence of engagement. You can use this knowledge to improve your marketing efforts.
2. *Increased engagement:* Instagram has the potential to provide users with 10x more engagement per user than Twitter, Pinterest, and Facebook.
3. *Trust:* Building solid relationships based on trust between customers and businesses can be challenging, yet Instagram excels at it. Few businesses seem more vulnerable about sharing images and stories. Customers benefit from this relationship and trust these businesses.
4. *More Valuable Traffic:* Although Instagram users need some extra steps to access your website's link, it can still result in increased traffic. More significantly, Instagram often generates more useful traffic because if a user takes the time to click on the link in your bio, chances are they are interested in making a purchase or subscribing.
5. *Gain a Competitive Advantage:* Facebook is one of the most competitive social media platforms available now. However, only a small fraction of smaller companies have adopted Instagram. This can provide your business with a chance to beat rivals that rely on other social media platforms.
6. *Free Ads:* Currently, Instagram offers free ads. As the site becomes more popular, this deal may not be available forever, so you should use it immediately.
7. *See revenue growth:* All these marketing advantages serve to increase earnings, which is the ultimate goal. Instagram helps you build more meaningful relationships, which increases the number of people buying from your website.

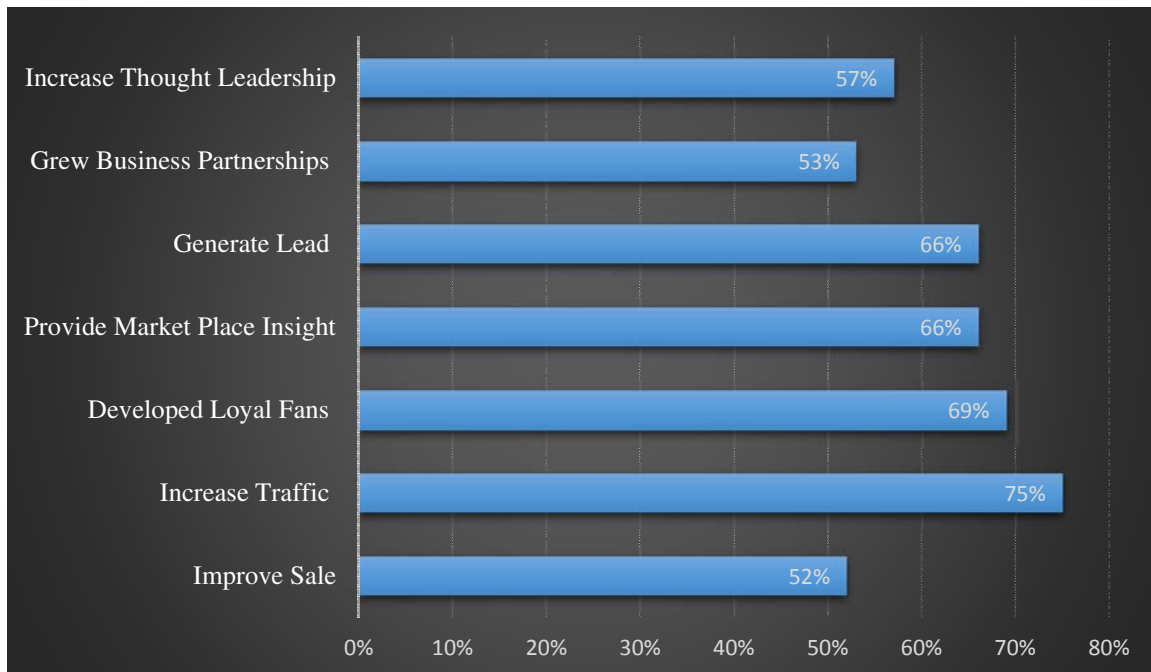


Figure 1: Illustrate the Percentage of Instagram Marketing Helps in Business.

Companies are making sure they don't miss out on this shift in marketing strategies from traditional advertising to social media marketing by starting to advertise their goods and services on multiple social networking websites. Visual ads, such as photographs and videos, have a greater impact on the target consumer base than written copy in the current world when everyone is engaged. Instagram is the social networking platform that fits this criterion the best as a consequence. Instagram has a sizable active user population and a growing user base, both indicators of its rising popularity. Instagram is popular not just among young people who use social media but also in the commercial world, where individuals use it as a brand-new platform to sell their goods and services. As a result, Instagram has features that will appeal to both social media users like you and me as well as marketers that always want to communicate with their clientele. This technology helps marketers to obtain consumer input. Because of these benefits offered to marketers, Instagram has become a powerful tool in social network marketing strategies. If used effectively, Instagram has the potential to be of great benefit to your online platform or business in terms of traffic, list growth, and income growth. However, it would be quite difficult to complete this process without some equipment to clear your route and guide you. With these tools, you can better understand your audience and meet your Instagram goals.

4. CONCLUSION

One of the most widely used social networking services for mobile devices right now is Instagram. It promotes intercultural and international contact. Since Instagram is an application that focuses on photographic features, it has attracted individuals who are interested in photography from all over the world. In addition, social network marketing now uses it as a new marketing technique. Online marketing in the business sector is nothing new, but social network marketing is presently being actively exploited. Social networking platforms have recently become a popular marketing and sales tool for many companies.

One of the most widely used social networking platforms for mobile devices is Instagram. It has created a fresh channel for marketers to reach customers. Unlike other social networking sites, Instagram is a potent tool for social network marketing. It provides a better visual platform and facilitates communication between persons. Instagram has the potential to greatly benefit your online platform or business in terms of traffic, list development, and income growth if used effectively. However, it would be quite difficult to complete this procedure without certain instruments to clear the route and direct the right direction. These tools can help you better understand your customer or meet your Instagram goals. Instagram indeed offers all these wonderful marketing opportunities. But earning rewards requires effort. Increasing traffic and income requires consistency or attention to detail, and these qualities can only be achieved through effective marketing strategies. The main goal of this paper is to find out more about Instagram and its application as a marketing tool. People will be aware of Instagram as a marketing tool used for Internet businesses in the future thanks to this study.

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CHAPTER 17

AN ANALYSIS OF SOCIAL MEDIA'S EFFECTIVENESS AS A TOOL FOR COMMUNICATION TECHNOLOGY

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ABSTRACT:

As communication and information travel through the air at an ever-increasing pace, the world seems to be becoming smaller. Social media platforms like Facebook, Twitter, Instagram, Whatsapp, and Snapchat are heavily utilized for communication given that the globe is now experiencing a social media revolution. In this paper, the author discussed the ability of various groups of people to share ideas and insights online is one of the most significant benefits of using social media. The result shows the growth in communication skills among individuals, particularly among learners and students in educational institutions, is another benefit of this online information exchange.

The author concludes that Modern technological tools have not only greatly facilitated communication but have also changed the fundamental nature of communication itself. The future potential of this paper is how an individual and communal level, social media have the power to radically alter the nature of our social life.

KEYWORDS:

Customer, Communication, Facebook, Marketing, Social Media.

1. INTRODUCTION

The globe seems to be becoming smaller as communication and information move through the air at an ever-increasing speed. As a consequence, particularly in light of the current infatuation with social media networks, this alters how the world communicates. Before actually social sites, our ability to engage with others was severely constrained, and it was mostly restricted to the individuals we knew in person.

The parental of your significant everyone else had to talk on the phone because once you phoned, you had to wait a year to get your photographs after sending them off to be made, and other issues that millennials do not have to bother with.

Digital marketing (DM) is the umbrella term for any product advertising campaign that uses the Internet.

Businesses advertise their brands using digital networks. To reach prospective and anticipated customers, these digital channels include social media (SM), emails, search engines, and other websites. Someone who works in traditional internal marketing claims that inbound promotion and digital advertising is almost identical concepts. There are a few tiny differences, however. Figure 1 illustrates the block diagram of the communication system in social media [1]–[3].

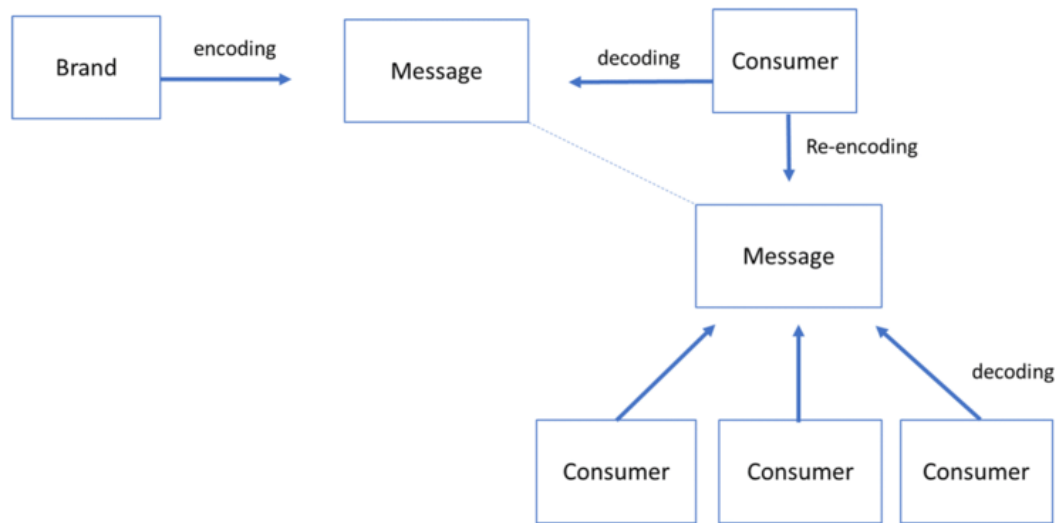


Figure 1: Illustrates the block diagram of the communication system in social media.

1.1.The Value of Communication and Marketing:

Digital promotion uses the Internet, as opposed to conventional promotion, which included newspapers, hoardings, pamphlets, telemarketing, and human promotion. As a consequence, there are several other strategies for establishing a connection between a brand and its consumers. Nowadays, both the brand and the company that supports it depend on digital advertising. It seems like every company has a website. In certain cases, businesses that don't have any promotional strategies would just create a Facebook profile or membership to display their existence or online presence [4], [5].

Due to the prevalence of digital information and advertising, customers frequently use and trust reviews to learn about companies. In conclusion, you need to grasp certain elements of digital advertising to run a respectable firm. Advertising professionals may be inventive and test a range of advertising abilities dependent on their budget since electronic advertising gives so many possibilities and methods.

The use of technologies like analytics dashboards to analyze your company's development and return on investment (ROI) enables customers to use electronic marketing as compared to more conventional promotional criteria like print adverts or billboards.

1.2.Use Of Marketing In The Industry:

Using a variety of channels and marketing strategies to connect with customers who spend the majority of their time Online is referred to as digital marketing and promotion. Content production includes a range of marketing strategies, from a company's website to its promotional assets, including electronic marketing, campaign management, an online brochure, and more. The best marketers are aware of how each digital advertising technique helps them accomplish their goals. Depending on the objective of the promotional strategy, advertisers may also contribute to a wider campaign by offering free or discounted passage at the organization's end [6], [7]. Consider how a content marketer might use a blog to reference the company's most recent e-book in a series of entries to develop a channel of communication with customers. Figure 2 illustrated the social media user and the total population in the world.

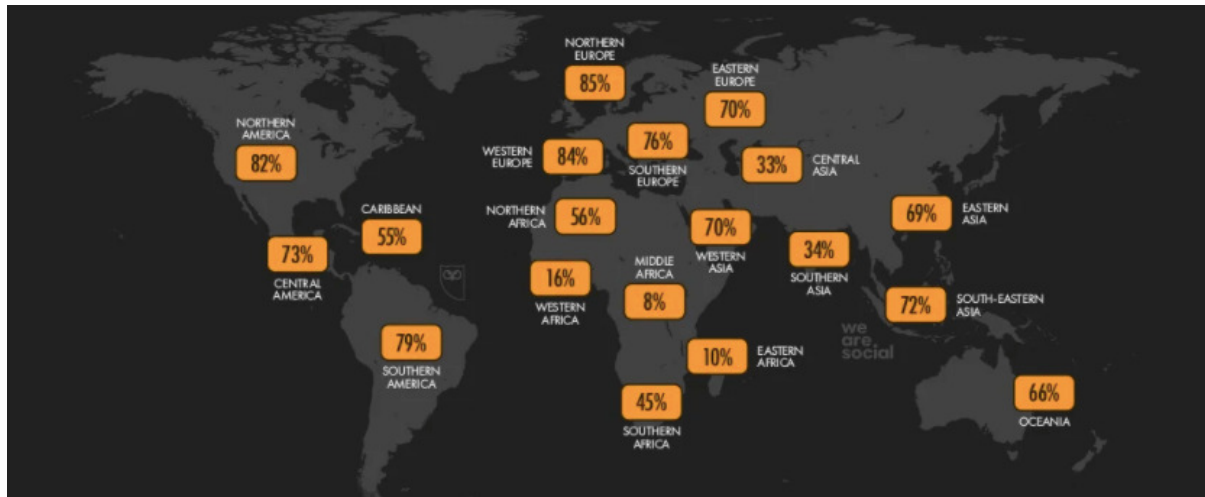


Figure 2: Illustrated the social media user and the total population in the world [8].

The many social media promoter then uses sponsored and organic postings to increase the broadcasts of such blogs on this company's social media account. The administrator of email promotion contacts visitors who visited the company's Twitter and Facebook accounts and downloaded the most current e-book to learn more about it through email. Social networking has also altered the way we communicate, most notably by causing us to lose some of our interpersonal interactions [9], [10]. Due to their dependence on social media, some individuals are entirely incapable of having regular conversations or engaging with others in person. Social media is becoming the most common form of communication and a meaningful chat with their kid or spouse is less common than checking their smartphones every two minutes. Both technologies have drawbacks. Although it's great to have and may be incredibly helpful, this can also blind us to and deafen us to anything which is going on.

1.3. Various Forms of Social Media:

Search Engine Optimization (SEO) is the practice of increasing a website's raw consumer (biodynamic consumer) traffic by making it appear more favorably in search results. SEO is useful for blogs, webpages, and infographics, among other platforms. There are numerous approaches to using SEO to increase the number of online users who visit a website. This requires:

1.4. Search Engine Optimization on the Page:

In this kind of SEO, the whole material that users see when they visit a website is a focus. Flash player questions may be answered to answer search phrases for their experimental premise and purpose and appear at the top of the search engine results page (SERPs). Off-site SEO is a sort of search engine optimization (SEO) that focuses on all activities that take place off-page to enhance website traffic.

The solution is internal links, sometimes referred to as backlinks. How far you can search for the phrases you want depends on how many media people contact you and how powerful they are. You may be able to get the backlinks required to elevate your site in the SERPs by establishing connections with members of the media, blogging as a guest on relevant websites (with a link back to your site), and garnering outside attention [11]–[13].

1.5. Technical SEO:

The focus of this kind of search engine optimization is on a company's infrastructure and how search pages are coded. Every electronic keyword research tool that may reduce a site's loading time is a critical reach factor when taking search engines like Google into account. To boost marketing strategy, browsers, customer acquisition, and ultimately consumers, content marketing refers to the development and dissemination of content.

The approaches listed below may be used as tools in your content marketing plan to leverage content advertising.

1.6. Making Blog Posts:

After a paper has been written, posting it on a reputable blog enables a person to showcase their expertise in the field while also getting raw search traffic for their work. The individual now has access to more sources from which to turn website visitors into clients for the department as a result of these efforts.

In this paper, the author elaborates on the administration of a campaign, online brochures, and more. The greenest marketing strategies are understanding how each digital advertising strategy aids in achieving its objectives. Companies may also donate to a larger campaign by providing free or cheap transportation at the organization's end, depending on the goal of the promotional plan.

2. LITERATURE REVIEW

Appel et al. in their study embellish digital marketing and its impact on sales in light of the way that Appel et al. embellished the many facets of around fifty firms that use a digital marketing strategy in their research.

The results of this study show how important content marketing is for both customers and brand evangelists. The research looks at how digital marketing affects a company's bottom line. The research also looks at the differences between the various types of marketing. According to the author, this research has examined a range of digital marketing methods, their value, and their impact on revenues.

The poll's findings exclude any data on higher sales as a consequence of Facebook's digital marketing initiatives [14].

Wibowo et al. in their study illustrated how crucial Internet marketing is for product promotion. Wibowo et al. used a methodology where participants explained that perhaps a different promotion impact, when done on Facebook and Twitter campaigns, started showing at both the organization and the customer level.

This was in response to a large return of interest in social media marketing at both the retail and corporate levels.

The findings show that social media profiles have the greatest influence on businesses. Although some businesses had trouble with Twitter and Facebook engagement, the author thinks that using measures was helpful and gave them a significant competitive edge [15].

Li et al. in their study embellish that the Internet brought up a plethora of new digital marketing methods in the business environment. According to a technique used by Li et al., marketing managers must now prioritize their goals and choose which digital marketing strategies to invest in because of the new tactical options. The findings demonstrate that four business strategies are taken into account by the author as he analyses these issues: explorers, analyses, cheap defenders, and distinctive freedom fighters. To help managers effectively and successfully implement their organization's desired strategy, the author believes that this study will provide business owners insight into how firms adopting different strategies cope with these issues in digital marketing [16].

This paper explains that there has been a revival of interest in social media marketing at both the consumer and commercial levels. The results show that social media accounts have the most influence on organizations. The author concluded that adopting analytics offered them a substantial competitive advantage while other firms were still struggling with social media duties.

3. DISCUSSION

Because of social media now we can engage with thousands of individuals worldwide thanks to social media networks, which is why we see people with tens or hundreds of online friends or large numbers of Twitter accounts. That couldn't be done without social media. We can express our thoughts to a much wider public thanks to social media platforms. There is no longer a filter on how we communicate, which is another significant development. In the past, independent of individual freedom of expression, there was no means to communicate with others unless you talked to them personally. We may now reach hundreds or perhaps millions of workers without restriction through social media.

3.1. Communication Effects of Social Media:

Consequently, social media is used by almost 3 billion people worldwide, or 50 percent of the total planet's population, for conversation. It is hardly surprising that this broad usage has an impact on communication. On Facebook, 45 % of people said they would rather spend some time at home than out. Form of expression, our assumptions of someone else, and business communications with clients are just a few examples of how the conversation is impacted. Susceptibility to Complexity from Sending messages on social sites, many individuals tend to binge, investing countless hours looking through websites. In the end, this can result in an ongoing desire for increased Internet and social media use [17].

It's challenging to break the pattern of people wanting indeed the better they have. Teenage people View News Reading the news is once again hip thanks to social media. Wibbitz reports that 61 percent of young users acquire political news via Facebook, and 45% of teenagers get news online in general.

On social media, users may follow the sites of numerous news organizations and contribute the positive information they read. Stories, a feature of Instagram, Snapchat, and Facebook, allow users to give followers a complete view of a particular event, action, or incident in their lives. A home-cooked dinner may now be shown to us in its entirety, rather than merely as a picture. This has altered how individuals consider what to write; when a story will be removed within 24 hours, there is far less consideration put into a post. Figure 3 discloses the different percentages of social media in multiple years.

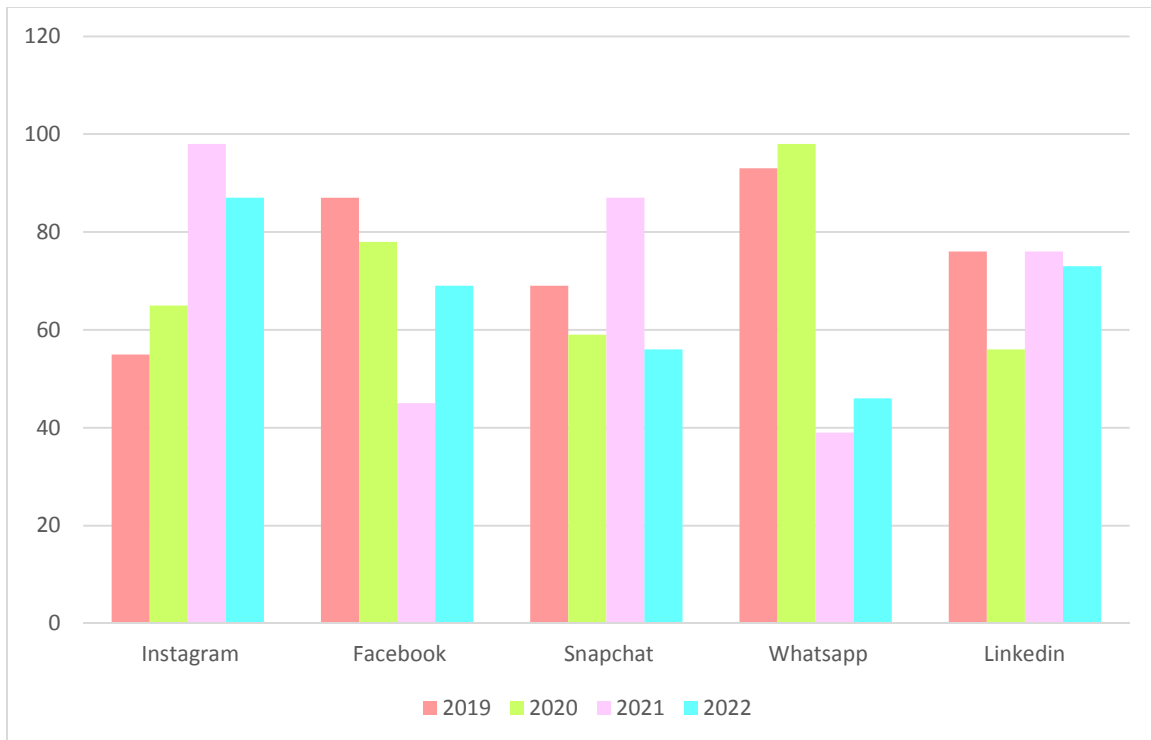


Figure 3: Discloses the different percentages of social media in multiple years.

3.2. Disinterest in Conversation:

A devastating social media impact on communication may be seen here. When we have genuine, face-to-face talks, we start to become bored. People sometimes become bored during genuine discussions and turn to their phones because they have such an amount of social screen time and the quick, colorful response that only digital networks can provide. The quantity and quality of important talks may suffer as a result.

Responses to Social, Emotional and Nonverbal Cues People's in-person responses to non-verbal, psychological, or social indicators are altering since they no longer need to do so while communicating online.

This results in decreased exposure to and understanding of other people's needs centered on these kinds of signals, which are only accessible via face-to-face conversation.

Customers commonly use and trust reviews to learn about firms due to the ubiquity of digital information and advertising. To manage a decent business, you must comprehend several facets of Internet advertising.

Because electronic advertising offers so many options and techniques, advertising professionals may be creative and experiment with a variety of skills depending on their budget. As opposed to more traditional promotional criteria like print advertisements or billboards, electronic marketing allows clients to accurately monitor your company's performance and return on investment (ROI) using tools like analytics dashboards. Figure 4 illustrated the different user cycles in social media chain management.



Figure 4: Illustrated the different user cycles in social media chain management [18].

Email Advertising

Businesses utilize email marketing to get in touch with their target market. In addition to directing users to the company's website, the mail is often distributed to notify them about events, information, and special offers.

- i. One kind of email that may be delivered using an EM plan is a newsletter for blog subscribers.
- ii. Emails are sent to site visitors who downloaded the information as a follow-up.
- iii. Emails giving the client a kind hello.
- iv. A Christmas commercial is sent to each loyalty program participant.
- v. Sending out emails in the same order or recommending food to customers.

Online public relation (PR), often known as public relations, is the practice of obtaining online exposure via electronic publications, blogs, and other data-driven websites. Similar to conventional public relations, but carried out online. To increase one's PR efforts, one can employ a variety of strategies.

For instance, media professionals can communicate with journalists on Twitter instead of using social media platforms, which is a great way to develop relationships with television station that develops paid media alternatives for your business.

Digital Review of One's Organization whenever someone writes about one's organization on a digital platform, one tries to stay away from that space, regardless of how they feel about it. On the other hand, including the views of organizations helps to enhance one's brand and provide a strong message to preserve one's image. As responding to the views of one's organization is the most crucial step in creating effective communication in one's industry, responding to the viewing public who are compelled to watch one's organization's content is the most efficient way to develop good communication in one's industry. This can be done by including opinions on a personal website or blog.

Inbound marketing (IM) is a kind of marketing that involves attracting, involving, and delighting consumers throughout their whole customer journey. There are several automated marketing strategies accessible. Here are some excellent examples of inbound advertising in compared to conventional advertising:

- a. Blogging versus pop-up advertisements
- b. Messaging advertising against video advertising versus sending contacts content-related emails versus spam emails

Funded Content the funded content provides you with a brand that pays another organization to develop and promote information that in some way reflects your product or brand. Product placement is a common kind of content. It is a method of giving talent-filled commercial performances. With this kind of sponsored content, a company pays an influencer to broadcast a video or create content about the company. Figure 5 discloses the increase in online digital activities during the pandemic phase.



Figure 5: Discloses the increase in online digital activities in the pandemic phase [19].

Role of Digital Marketers (DMs) by using all digital channels, both paid and unpaid, that are accessible to a company, and digital marketers (DMs) play a critical role in raising brand recognition and lead generation. Examples of such passages include social media platforms, the organization's website, search engine rankings, mail, hoarding marketing, and the foundation's blogs. For everyone to calculate the foundation's work effectively, the DM principally concentrates on the various key performance indicators (KPIs) or key performance indicators linked with each passage. For instance, a DM in charge of keyword research determines the amount of organic traffic a website receives from users who discover the company's website by using Google. DM is now used to refer to a range of advertising duties. A small company advertiser could be conversant with a range of electronic advertising strategies. Similar strategies are used by a lot of workers at huge companies to promote a designer's digital advertisement [20], [21].

3.3. Sense of Self-Expression and Urgency:

Nobody has to wait more than only a few moments for a reply, and people have become used to that turnaround time for communications. Because of the overwhelming feeling of urgency, individuals often get worried if they haven't received a response from a relative, friend, or spouse

after a certain actual hour a social media-equipped iPhone Users of social media now feel compelled to disclose everything they do, from their dining preferences to their concert attendance to the texts they are now reading. Because more individuals are exposed to things like new readings that they may not otherwise, this can be a beneficial social media impact. However, it may also have a detrimental impact by encouraging individuals to share everything that happens in their life and to make those events seem better than they already are. People often have a bad view of themselves and begin to minimize their particular ways of life when they can see others seeming to be living beautiful lives on social media. The impulse to portray one's life in an untruthfully optimistic and fun light also contributes to emotions of pessimism toward one's actual life [22].

3.4. Insider's Far-Reaching View:

Getting a close-up look at various cultures and locations is one of the advantages of social media. Users of social media may see what everyone is doing everywhere around the globe, particularly on Instagram. Consumers are susceptible to new cultures, travel ideas, and lifestyles they have never experienced before.

3.5. Live Broadcasting:

A joyful, innocent notion for sharing life's events, live broadcasting has evolved into a significant component of political movements, exposing some gloomy realities of contemporary society. The possibility to upload videos online has formed a crucial forum for pressing topics that need discussion [23]–[25].

3.6. Digital Messages That Are Customized:

The highly customized post has gained popularity on both Instagram and Snapchat. With the advent of selfie filters, people can now entirely alter their appearances. They may also now sketch artwork to share with pals. Increased imagination is fantastic, but individuals can spend much time customizing their photo messages.

4. CONCLUSION

Through the use of social media, people and organizations may position themselves as authorities in their domains and then start to have an impact on them. As a result, one of the fundamental ideas of social media is that although one cannot fully control their message on social media, they may participate in discourses. The use of social media platforms allows for global audience access. Businesses use digital networks to promote their brands and these digital channels, which include social media (SM), emails, search engines, and other websites, may be used to contact prospective and expected clients.

The author concludes that both the brand and the business that supports it now depend on digital advertising. It seems that practically every brand has a website. Small companies that don't already have one might easily start a social media page or account to announce their existence or to carry out a digital marketing strategy. Customers commonly use and trust reviews to learn about firms due to the ubiquity of digital information and advertising. To sum up, to be a successful company owner, you must understand certain elements of digital advertising. The future potential of this article is that consumers may use tools like analytical dashboards to monitor the growth and return on investment (ROI) of your organization more precisely than they can with traditional promotional criteria like print ads or billboards.

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CHAPTER 18

SIGNIFICANCE OF MEDIA ADVERTISING WITH A SPECIAL EMPHASIS ON THE TELECOMMUNICATION INDUSTRY

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ABSTRACT:

The term “advertising media” refers to a wide range of promotional outlets. Brands connect with potential consumers through a variety of advertising platforms. The most important element of service marketing is excellent customer connections. The purpose of successful communication is to attract and retain current and potential customers. The communication mix, a component of advertising, has the power to increase awareness of a company's products and services among the general public, and current and future customers, and make them visit a company's manufacturing or distribution facilities to learn more and make purchases. It has been noted that businesses have increased their advertising expenditures over the past ten years to attract customers, but it is still unclear whether these promotions follow ethical standards established by advertising or marketing organizations. People have attempted to conduct an exhaustive literature evaluation to understand the requirements of ethical marketing or advertising and to ascertain whether the norms established by the Indian telecom sector are taken into account. Additionally, it was shown that customers think that telecom ads that exaggerate capabilities and services are unnecessary and ineffective, given their frequency and expenditure. In this paper, the author talks about advertising media or different types of advertising media and its issues. In the future, this paper helps people to understand advertising media.

KEYWORDS:

Advertising, Brand, Customer, Media, Telecommunication.

1. INTRODUCTION

The term "advertising media" refers to a broad range of mainstream or alternative media platforms via which businesses can promote their goods, services, or brands. Understanding which advertisement channels are helpful to your business may be crucial in staying ahead of the competition because it is difficult for every customer to be familiar with every brand's items. Each brand needs to spend money on media advertising [1], [2]. Each channel serves as a go-between between a brand and its clients.

Finding the right channel helps companies to properly display their product, explain its value, as well as develop trusting connections with their target audience [3]. Companies develop brand recognition, create buzz surrounding their brand, display and highlight the advantages of their goods, improve sales volume and income, and collect customers' personal information, which allows them to construct extremely relevant and individualized offers [4].

Advertising is one of the most important components of a company's marketing mix and is widely regarded as the most important aspect in developing a company's brand and corporate image. Both of these elements, it is widely believed, improve a brand's sales and profits. Advertising is

considered important not only to establish the market share of a new brand, but also to maintain the market share of the established companies as maintenance cost. Salespeople, in their desperate attempt to increase their sales figures, rely on press management, as well as 'sales promotion' techniques, for high media frequency of product marketing. Physicians or researchers have tried but failed to create techniques to estimate the relationship between advertising spend and sales [5], [6]. Because the problem is more qualitative than quantitative, the work has proven tough. As the expense of advertising and media has climbed over time, and as a considerable proportion of sales turnover in numerous sectors, marketers have pleaded with management.

1.1. Role of Advertising in Media:

By using the right kind of advertising medium, marketers can connect with different audiences in unique ways. Social media, for example, encourages users to initiate discussions, but television only sends messages in one way. Media planners should thus carefully evaluate which channels provide the most return at the lowest relative cost. Campaign objectives, either brand identity or direct selling or the channel's ability to reach a certain audience, must be taken into account while selecting each advertising medium. In the medium or long term, advertising should be viewed as an investment rather than a one-time cost.

1.1.1. Advertising as a Means of Raising Awareness:

Advertisements inform consumers about new products/services that may be able to meet their wants or offer a solution to their issues. Typical advertising will describe the product or service, where to get it, how much it costs, who should purchase it, or why. The ability of the media to simultaneously reach millions of people makes this conceivable.

1.1.2. Promoting a Brand:

Consider all the well-known brands you are familiar with, such as McDonald's or Coca-Cola. These companies succeeded where they are now by making effective use of the advertising phenomena. The media makes the brand more well-known by repeatedly republishing and playing it for sizable audiences. It's been seen by a lot of individuals several times, and it has stuck with them. They will eventually identify it and be more willing to purchase it whenever they encounter it in the wild.

1.1.3. Demand from customers is rising:

Whether you are advertising on social media, radio, print media, or television, the target audience is often very big. Effective advertising will persuade the audience to purchase the promoted item or sign up for the service. As a result, the supply of whatever is currently on the market is depleted or oversold, which raises demand for the good or service.

1.1.4. Enhanced Business Profits:

The same principles that made the last one effective also apply to this one. Usually, advertisements are shown simultaneously to big crowds of people. This implies that many individuals would eventually buy your stuff, even with a poor conversion rate. Solid execution of your advertisement will result in a high conversion rate and substantial revenues. Naturally, more sales translate into higher earnings [7], [8].

Everything depends on how successfully you execute your ad. No matter how much people view a poorly done ad, it won't help your business. On the other hand, a well-done advertisement can work wonders for your business and make your brand a household name. Lastly, it cannot be denied that media advertising is the engine that drives international trade. In this paper, the author talks about media advertising, types of media advertising, the role of advertising in media, and the importance of advertising for marketing.

2. LITERATURE REVIEW

P.K. Agarwal et al. studied the Telecom Service Sector's Impact on Advertising Effectiveness. This study looks at the effectiveness of advertising or the customer experience in the Indian telecom industry. Both primary and secondary sources were used to compile the study's data. 200 Ghaziabad consumers received a questionnaire, which was created (NCR). To ascertain the influence of advertising effectiveness on India's telecom service business, a study was undertaken. The program's primary objective is to gauge how well and how quickly consumers react to the large players' commercials. In conclusion, the investigation's findings showed that advertising is an effective way to attract clients in the modern telecoms service business [9].

R. Sangeetha studied Marketing Techniques for Telecom Service Providers with Special Reference to Delhi. India's telecom industry has expanded significantly since a sizable section of the population lacks cellular access. Companies that provide superior benefits in terms of quality, pricing, and rapid technological advancements draw more people to the market, which helps to increase brand recognition and increase customer acquisition and retention. The primary goal of this research paper is to examine the marketing technique used by the telecom industry. The study was carried out in Delhi and the major exhibitor in the telecom sector at the moment is India. Given the severe competition for a subscriber service provider, marketing techniques are crucial for the growth and profitability of companies [10].

Makura Tichafa and Nyoni Thabani studied social media marketing's impact on the telecom industry. This study employed a descriptive research methodology and quantitative techniques for data analysis. For this survey, 80 Net One workers were questioned. To gather data from the participants the researchers employed questionnaires with both closed- and open-ended questions, and they looked at every Net One outlet in Harare. Tools for data processing or display included statistical tables or bar graphs. The study discovered that among various marketing communication strategies the business may use, a social media marketing campaign has the potential to increase sales income by 70.09 percent [11].

3. DISCUSSION

The multiple media outlets utilized for advertising are referred to as advertising media. Advertising media, including Television (TV), radio, online, and outdoor, are used to present promotional material in a variety of formats, including text, speech, photographs, and videos. Essentially, they serve as platforms via which companies may reach customers with their goods or services.

3.1. *The Value of Advertising Media:*

The role of advertising media in business or marketing is crucial. Several companies provide their products and services to customers. However, no consumer can be familiar with every brand and item. To attract customers and increase their market share, firms advertise themselves and use various forms of advertising. Based on customer demographics, corporate objectives, advertising

budget, advertising objectives, and other factors, businesses can choose the medium they wish to use and run an advertising campaign. This helps to build a strong brand, explain the benefits of the product and service to clients, and increase brand recognition. Integrated marketing communications often referred to as using all media channels help build a company through 360-degree branding [12].

3.2. *Advertisement Media:*

The multiple media outlets utilized for advertising are referred to as advertising media. Advertising media, including TV, radio, online, and outdoor, are used to present promotional material in a variety of formats, including text, speech, and photographs, including videos. Generally, they serve as platforms via which companies may reach customers with their goods or services.

3.3. *The Value of Advertising Media:*

In business or marketing for firms, advertising mediums are crucial. Several companies provide their products and services to customers. However, no consumer can be familiar with every brand or item. For this reason, companies use marketing and advertising tactics to draw clients and expand their market share. Based on customer demographics, corporate goals, advertising budget, advertising objectives, etc., businesses may choose the type of media they wish to use or run an advertising campaign. This helps to build a strong brand, create brand recognition, and communicate the benefits of the product and service to clients [13].

3.3.1. *Choosing Advertising Media:*

Businesses must have a well-defined strategy for selecting advertising media. The following processes are used while selecting advertising media:

1. The company's goal is assessed in terms of which product and which customers will be marketed.
2. The next step is to have a thorough grasp of the client demographics that will be targeted.
3. Companies may then select from several sorts of advertising media based on the type of goods, type of clients, and advertising budget. Ads medium should be chosen based on the fact that it provides the highest return on investment. Companies must spend as little money as possible on advertising to reach quite as many people as possible and turn those purchases into large profits.
4. Over time, this process of picking suitable advertising media may be repeated to increase the company's cost-benefit.

3.4. *Advertising Media Types:*

Advertising media is a vital aspect of business or advertising. With time, there have been numerous methods for displaying advertisements and communicating with clients. There are several forms of advertising media available. Companies may pick the appropriate advertising media to assist increase their brand based on many aspects such as budget, reach, client preferences, and so on. The following are some of the most essential forms of advertising media:

3.4.1. *Radio and Television:*

Two of the most important broadcast mediums for advertising are television and radio. Here, we need to think about two different types of broadcast media:

3.4.1.1. The Television:

Televisions have developed into an essential tool for business advertising. Companies can study the demographics of television viewers by focusing on serials, reality shows, live events, sports events, as well as other television content. TV channels can be categorized as news, sports, entertainment, information, movies, kids, etc. This helps marketers choose the best channel. Television is one of the most widely used advertising media in the world as a result. Advertising slots are sold by broadcasting companies and networks based on TV program popularity, Television Rating Points (TRPs), etc.

3.4.1.2. The Radio:

The most economical marketing and advertising tool a customer might have is the radio, without a doubt. Due to their broad availability and simplicity of purchasing, radios are an efficient advertising medium. Radio can help businesses connect with a wide range of customers. Radio is an effective strategy for marketing to customers based on regional segmentation since it meets the needs of a certain state or geographic region. Radio is one of the most effective advertising media channels as a result.

3.4.2. The Print Media:

Newspapers, billboards, pamphlets, brochures, magazines, signs, direct mail, and other print publications are examples of print media that feature advertising. Print media has a wide audience, hence it has become a common advertising approach. Print media is available in many languages and targets a local audience. Print media might therefore be able to target a more specialized audience than broadcast advertising platforms like television or radio.

3.4.3. Internet Media:

Due to the rise in Internet usage, businesses have started to employ online media for advertising and marketing purposes. Through social networking, website browsing, and other methods, people access the Internet.

This enables companies to utilize Internet advertising as a kind of this advertising media to attract customers. The Internet serves as a platform for several sorts of advertising, including blogs, content adverts, affiliate marketing, and others.

3.4.4. Outdoor Advertising:

Additionally common are outdoor hoardings, billboards, OOH (out-of-house) media, and other types of advertising. The best results from outdoor advertising come from attracting customers who are moving between locations. This enables companies to use outdoor advertising to develop brand awareness by mounting sizable billboards or hoardings on top of structures, next to highways, and other strategic locations for maximum exposure.

3.4.5. Portable:

Mobile phones have evolved into a crucial tool for all organizations as mobile advertising gains popularity and usage. By promoting social media chat groups, short message services (SMS), and other forms of messaging, mobile as an advertising medium helps businesses connect with consumers. Since websites may be visited on a laptop, smartphone, or desktop, online and mobile media can occasionally overlap.

3.4.6. Specialty Media:

To increase brand awareness, these goods are printed with the identity of the company or brand to the customers. Membership cards, tote bags, and complimentary gifts such as hats or purses are some examples. This type of media advertising has a smaller audience and is more specialized than the media types listed earlier.

3.4.7. Other Types:

In addition to the methods just described, advertising can also be done via electronic billboards, tiny placards seen on buses and trains, including transit signage. As illustrated in Figure 1, certain adverts can also be displayed before films in theatres, where they can reach a large audience of people with similar interests.

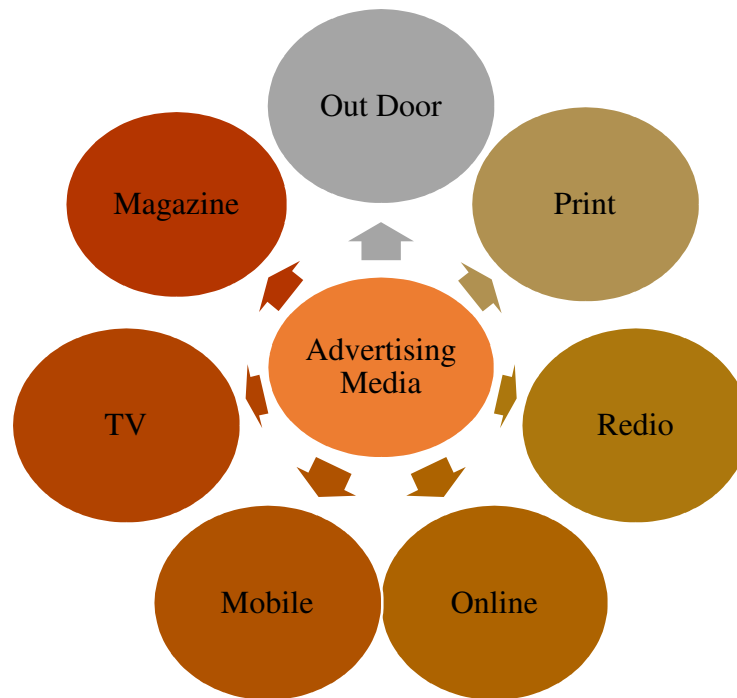


Figure 1: Illustrate the Numerous Forms of Advertising Media Utilized for Advertising.

3.5. Measuring the effectiveness of advertising media:

Several parameters may be used to measure each sort of advertising media:

1. Consumers can contact a company through phone or email if they desire in print or TV/radio advertisements, and the number of people who have made contact can be used to gauge the effectiveness of the advertisement.
2. The number of clicks that direct clients to a company's or brand's online website, if it exists, is used to gauge the success of online ads placed on different website homepages. Nevertheless, contact information can be shown on the banner, much like with print advertising, if the company doesn't even have a website, as well as the impact, can be evaluated accordingly.

3. The impact of advertising media may generally be estimated using feedback tools like discounts, toll-free numbers, as well as feedback registers at stores.

3.6. *Digital Marketing in Telecom Sector:*

Implementation of a digital marketing plan is one way to boost the growth of the sector. Adjust it according to the needs of your audience. A digital marketing plan is a technique used to promote growth in the telecommunications industry. Adjust it according to the needs of your audience. A very competitive industry is telecommunications. It is no accident that one of the top worries for executives of the main telecommunications firms throughout the world is the amount of escalating competition [14].

Additional rivals have developed that are more nimble, technologically sophisticated, and able to better understand customers' demands. Second, the demands and expectations of customers have unavoidably altered as a result of the digital revolution. This problem is made more pressing in the setting of telecoms, which depends on constant advancements that directly affect society and people. Third, technical advancement has accelerated recently, and this is one area where many telecom firms fall behind. This is mostly due to their inability to recognize changes and adapt as necessary, but it is also a result of how challenging it is to update the infrastructure in the form of both prices and the available skills.

To be honest, the response to the increased competition was not especially favorable. Even some of the major telecom firms have struggled to develop a successful plan to accelerate their recovery despite their market dominance. It is no accident that the pricing war between businesses was practically the sole action taken, which sped up the crisis. Given the investment in new technology and infrastructure, the overall revenue of the sector has come down as a result of the price contraction [14]. For this reason, industry analysts are not letting their guard down despite recent signs of progress. However, they continue to promote that to support and strengthen this expansionist phase, players will need to take a variety of actions. It has been suggested that the core business should be reviewed, that it should be made more available to new competitors through alliances, and that the notion of net neutrality, which has been the subject of intense public controversy in the United States [15].

3.6.1. *A New Marketing Approach to Get the Sector Back on Track:*

It is difficult to envisage the telecommunications industry recovering without also anticipating the need to implement a highly targeted marketing plan that can make use of the new technologies made possible by digital transformation. One is that customers no longer have an entirely favorable opinion of telecommunications providers. Users don't generally think of telecoms as being able to deliver truly innovative services. Customers also see players as being less competitive worldwide as a result of consumers' growing perception that offers or fees lack transparency. This perception, coupled with a customer service strategy that frequently falls short of expectations, has stagnated the economic worth of the brand. Two more criteria support the use of sophisticated digital marketing techniques. Customers anticipate a huge industry to be at the cutting edge of technology [16].

Telcom businesses must adopt a digital strategy if they want to restore the confidence and relevance of their consumers, who increasingly see them as a commodity rather than high-end services. Additionally, upon deeper analysis, a sound marketing strategy would enable businesses

that can benefit from the potential presented by the digital transformation of customers' behaviors. Another interesting technique is relationship marketing, which focuses on the customer's relationship to develop a long-term relationship, i.e. loyalty. Relationship marketing can employ tools and methods similar to email marketing, but it demands a different approach as well as the ability to collect and analyze customer data in great detail. The advantage of this method is, inter alia, putting pressure on telecom firms to enhance the quality of the consumer experience they provide [17], [18]. A telecommunications corporation has invested significant resources into setting up a system capable of anticipating and addressing consumer requests, such as quickly correcting network failures. As a result, the company's issue-handling time has been reduced from several hours to 30 minutes, and it can look into connection issues that may arise shortly thereafter. In this situation, promptness and the ability to anticipate demands resulted in two significant benefits: the number of unfavorable reviews fell below 52%, as well as significantly increased customer loyalty [19].

This is a more time-consuming method, similar to relationship marketing, but it allows for long-term engagement with people. The production of engaging content for marketing reasons is particularly beneficial to telecommunications because it helps to sell their products by bringing customers closer to an area, in this example one that can be both technical and sophisticated. Furthermore, delivering current and accurate instructional information enhances brand positioning, which is vital for telecoms to become a valid and relevant reference source for their audiences.

4. CONCLUSION

Media plays an important role in communicating over telecommunication services. The media influences the purchasing decisions of telecommunications consumers, as celebrity advertisements have long been recognized. Telecom companies these days are spending a lot of money on advertising as they are mainly targeting youth through their advertisements or want youth to get their services. All participants in the telecommunications business use an appropriate media mix to guarantee that every prospect is aware of their services. The study found that television advertising is an essential form of communication, which influences customer perception of the choice of the mobile telecommunications service provider. People discuss the commercials they see on TV and urge their friends and family to use the same network as they do. Creative advertisements and billboards are new ways that have increased the interest of customers in the telecom service business. The author discusses advertising media or numerous sorts of advertising media and their challenges in this paper. In the future, this study will aid in people's understanding of advertising media.

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CHAPTER 19

A COMPREHENSIVE SURVEY ON AFFILIATE MARKETING NETWORK

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ABSTRACT:

The core of affiliate marketing, a potential method for digital marketing and e-commerce, is the transfer of sales authority to a 3rd person, specifically to clients who earn commissions for encouraging other audiences to purchase items from a sponsor like e-promotion tools. The features of affiliate marketing are discussed in this article along with the possibilities of affiliate actions on the Control e-market. You may increase the Return on Investment (ROI) from your marketing budgets by using affiliate marketing to connect with businesses that use the CPA model and pay only for performance. Cost-per-action, or CPA, is also frequently referred to as cost-per-conversion. Users must choose Strategic targets for their online marketing (Specific, Measurable, Attainable, Relevant, and Timely) SMART. The future scope of affiliated marketing increase day by day, year and, development is one of the most important affiliates marketing trends humans can see. In 2021, there will be more efforts and resources for affiliate marketing. Additionally, according to Wikipedia, the US affiliate marketing business will be valued at \$8.2 billion in 2021, a growth of more than 15% from 2021.

KEYWORDS:

Affiliate, Advertising, Business, Customers, Internet, Marketing, Online, Website.

1. INTRODUCTION

Affiliate marketing is an effective technique to market goods and services to consumers and businesses without developing our goods and services through affiliate marketing, a type of web advertising. The primary responsibilities of an affiliate marketer are to sign up for affiliate programs, identify effective and reliable items to advertise, and then share those products with the intended market to generate revenue [1]. Many believed that the rapid rise of the Internet would lead to the removal of mediators in the supply chain between producers and final consumers, or disintermediation. According to the author, the distribution channel was reduced from two or three mediators to zero or one contact as a result of the development of new methods of communication in the new economy.

This resulted in greater cost savings and personalization [2]. In any case, businesses still can apply their knowledge in adapting their operations so that they might remain competitive in the market, even though the Internet can reduce the number of mediators in some industries [3]. After the World was introduced, businesses were quick to recognize the Internet's marketing potential. Companies can enhance their unique strength by utilizing the benefits of new technology, but these same technologies can pose a threat to new start-up businesses, some of which may be entirely virtual. Businesses must adapt their operations to the changing trends or risk losing market share shown in Figure 1 [4].

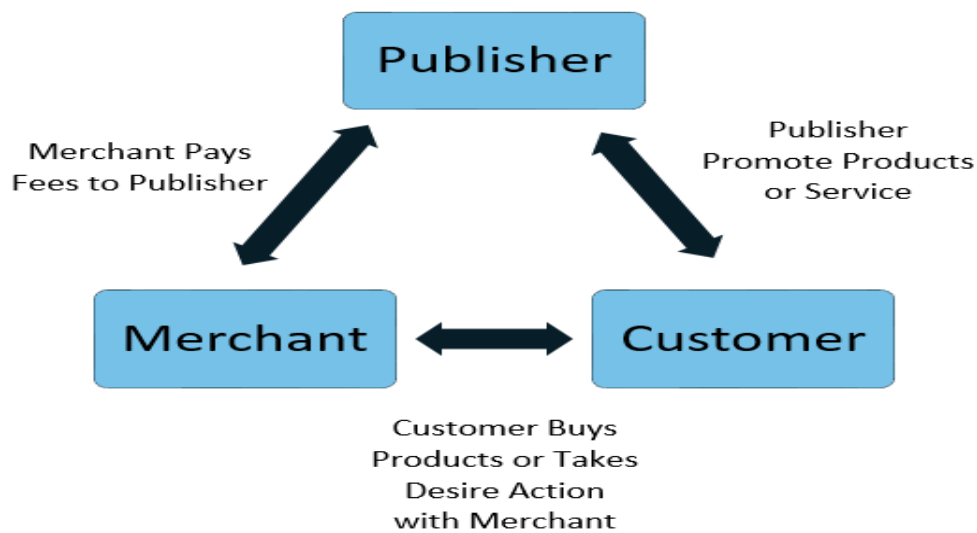


Figure 1: Affiliate Marketing Model works in this method.

Online advertising:

Even though a website is created with commercial intent, online advertising includes much more. Instead, advertising serves as a tool for traffic generation or attracting potential buyers to that website. Online advertising is a significant source of money for content producers. Affiliate marketing is a particular approach to selling advertising time, according to the result-oriented pay systems [5].

The benefits and drawbacks of the alternative options accessible to content producers must be weighed to determine whether it is advantageous [6]. There are several meanings for the phrase "Internet advertising," and there is continuous discussion over whether to classify it as another type of traditional advertising or more closely related to direct sales. Type of business, organizations can be categorized according to how they participate in commercial transactions [7].

Online marketing is the process of using Internet channels to inform prospective consumers about an original product, item, or service.

Display advertising, search engine optimization (SEO), Email, Google AdWords, social media, and other strategies are utilized for online marketing. Reaching potential clients through the Internet platforms they use for reading, browsing, purchasing, and socializing is the goal of marketing [8]. The popularity of the Internet for both personal and professional purposes has led to the creation of new platforms for marketing and advertising communication, including those described above. Online marketing, which largely employs digital platforms to attract, engage, and convert virtual people to consumers, has a lot of advantages as well as difficulties. Traditional marketing, which traditionally includes forms of advertising including print, billboard, television, and radio, is different from marketing done online [9].

Benefits of Online Marketing:

The capability of measuring the impact of each channel as well as how people gained via various channels engage with a website or landing page interaction is a significant advantage of employing

online channels for marketing a company or product. Further research may be performed on the visitors who become paying customers to ascertain which methods are most successful in attracting worthwhile clients [10].

The following may be determined with the use of analytics for online or mobile application experiences:

1. Determined by the rate at which visitors become customers and the cost of those visits, Internet marketing platforms spend the most to attract consumers.
2. Which channels are efficient at recruiting and maintaining consumers with high lifetime value, such as email marketing, which can inspire previous customers to make repeat purchases
3. Client categories, such as software or mobile apps, show good engagement behavior and high sales potential and are expected to sell more items to these customers [11].

A strong Internet marketing program may be built and maintained using a variety of methods. Are listed below [12].

1. Email marketing
2. Social media marketing
3. Content marketing
4. Content management system (CMS)
5. Marketing automation
6. Search engine optimization SEO
7. Display advertising like LinkedIn ads or Google Display Network
8. Marketing analytics like google analytics
9. Search engine marketing (SEM)
10. Customer relationship management (CRM)
11. Video Marketing
12. Online events & webinars
13. Pay-per-click (PPC) advertising like google ads.

2. LITERATURE REVIEW

Norouzi Ali will discuss affiliate marketing in this article and discuss all of its conceptual features, with a focus on commissions and business dealings, preconditions, and the environment. Companies have long complained about the effectiveness of advertising, even saying it dates back centuries. While advertising fees must be covered in advance and any anticipated benefits, if any, will be visible later, there is always the risk of advertisers becoming weak or having no success in a program. The solution to this problem is affiliate marketing, which provides an achievement approach to Internet marketing and requires marketers to spend only when a transaction occurs. The reliable web targeting showing relevant sales to affiliates has resulted in a significant reduction in advertisers' exposure [13].

Neha Chachra In this study used broadly classified strategies to describe affiliate marketing for financial gain. Most business owners who are involved in affiliate marketing can choose between managing their affiliate program on their website or joining a large affiliate network that includes thousands of other businesses and affiliates. The affiliate program offers because it includes many different businesses. More opportunities for unscrupulous affiliates to target multiple traders at once. The user found that large affiliate marketers are significantly more specialized in human

affiliate fraud than affiliate programs run by merchants, which are a bit targeted but more complex [14]. Mazurek and Kucia, Grzegorz Growth prospects and success of various variables affect affiliate marketing methods. An empirical study of the Polish market reveals a significant gap between the potential of e-markets and the expectations of advertisers for the intended results of e-promotional efforts. While advertisers would be willing to work on a fee basis, businesses and people selling marketing space on their websites are desperate to sell less space. The widespread use of affiliate marketing models in e-campaigns is a result of the growing conflict between the providers and owners of the advertising sector [15].

Surabhi Singh Amazon has effectively utilized affiliate marketing as a lengthy web revenue strategy. What matters is that affiliate marketing is effective in bringing in money for the retailer. Many businesses continue to underinvest in tools like SEO and sponsored search. For affiliate websites, native models are constantly seeking a product to promote. However, compared to modern affiliate marketing strategies, these websites offered the client very nothing that was unique. Although these conventional methods assisted in connecting customers looking for an item and the company selling it, they lacked a search profile. When advertising its affiliate marketing program, Amazon should bear a few ideas in mind [16].

3. DISCUSSION

3.1 Affiliate marketing:

A store, generally an online one, pays a website a fee for each consumer they recommend by way of the website's advertising efforts in a practice known as affiliate marketing. Only when the website, which is sometimes referred to as an affiliate, generates a transaction will they be compensated. This company's additional sales force is made up of affiliates. To increase sales for the company, affiliate marketing works with one or more third parties. An advertising company has one or even more affiliates in this kind of results marketing when they successfully refer visitors or consumers to the company's website. Affiliate marketing utilizes the skills of a range of people for a more successful marketing approach while giving contributors a piece of the profit since it works by dividing the responsibility of product promotion and production between parties. Three parties must cooperate for this to succeed:

1. Seller and product creators:

The seller is a supplier, merchant, product maker, or merchant with a product to promote, whether they are a sole proprietor or a multinational corporation. The product may be a tangible item, such as home goods, or it may be a service. The seller, usually referred to as the brand, can also be the advertising and make money via affiliate marketing public funding; they are not required to participate actively in the promotion. The vendor may, for instance, be an online retailer who began a drop-shipping operation and desires to expand its customer base by paying affiliate websites to advertise its goods. Alternatively, the vendor may be a SaaS business that uses affiliates to promote and advertise its marketing tools.

2. The affiliate or advertiser:

The affiliate, also known as a publisher, is someone or any organization that successfully advertises a seller's goods to potential customers. To put it another way, the affiliate advertises the product to persuade customers that it is worthwhile or advantageous to them and urges them to

buy the product. The affiliate gets a share of the sales if the customer decides to purchase the item. Affiliates frequently promote to a highly specialized target and typically follow that consumer's interests. As a result, the affiliate can better target and attract customers who are most likely to take advantage of the deal.

3. *The consumer:*

It is the client who brings them about. Customers will be exposed to the service or item through the appropriate channels, such as social media, blogs, or YouTube videos, and if they find it useful or helpful, they may click the affiliate link and purchase on the advertiser's website. The affiliate gets a share of the sales if the client chooses to buy the product. The consumer must understand that you, the affiliate, are earning a commission from the sale of the goods, so keep this in mind. The Federal Trade Commission states that an affiliate marketer must make their affiliation with the merchant both transparent and obvious so that the customer may determine how much weight to place on your recommendation.

3.2 *Affiliate marketing categories:*

The buyer may not care one direction or the other if an affiliate program has truly utilized the item they are pushing or whether they are just in it for the money. However, there are situations when a buyer won't trust an affiliate until they know that he or she has personally evaluated and approved the item, including dieting programs or beauty items.

Here, describe each topic to aid you in choosing your course of action.

i. *Unattached:*

The online marketer has no affiliation with the commodity or service they are marketing under the detached business model.

They cannot make claims regarding the product's usage since they lack relevant experience or authority in the market. An unaffiliated affiliate will often execute PPC (pay-per-click) marketing campaigns using an affiliate link in the hopes that consumers would click it and buy independently. Unattached affiliate marketing may be appealing due to the lack of connection, but it is often for people who only want to make money without investing in the company or the client base.

ii. *Related:*

Affiliate marketing that is connected but not always dependent just on service or product is a good middle ground between unattached and dependent affiliate marketing. These affiliates can provide some authority because they frequently have a well-established following and some level of control in the area.

For instance, you may be marketing a clothing brand you've never even used previously, but you already have a following thanks to your blog site or YouTube account. You would be regarded as a relevant affiliate marketer in this scenario.

The benefit of this sort of affiliate marketing is that the associate has the knowledge to drive traffic. However, if they haven't utilized the product or service themselves, they run the risk of endangering their audience's confidence by suggesting it.

iii. Involved:

Connected affiliate marketing, as the term implies, refers to people who have a close connection to the item or service they are supporting. The affiliate is qualified to make claims regarding the usage of the product because they have used it personally, believe it will be a positive experience, and have confidence in it. Customers may consider involved affiliate marketers as trustworthy sources of advice since they leverage their individual stories with the item in their marketing strategies rather than depending just on pay-per-click. Naturally, this kind of affiliate marketing takes more effort and time to establish trust, but it is likely to yield higher rewards in the long run.

3.3 Affiliate marketing methods:

The various affiliate marketing strategies employed by businesses today are numerous. Pay per Click, email, social media, and website/content SEO are some of the most often used strategies. Practically speaking, affiliate marketing is a really difficult procedure. Choosing a good and efficient approach to use in the marketing campaign is the most important task. The following list includes the most popular techniques.

1. Pay per Click (PPC):

This is a well-liked paid search strategy tactic. The affiliate or merchant chooses a few of the most pertinent keywords that are associated with his brand or items. The approach has significant shortcomings. The partner must select a group of terms that may differ somewhat from those that the customer could enter to search for a specific product. As a result, the partner or merchant must be well-versed in AdWords, and the business must monitor if the precise "set of terms" in question is capable of driving traffic to the latter's website.

2. Search Engine Optimization (SEO):

Another development in affiliate marketing strategies that is effective for boosting the business is SEO. The business will appear on the first few result pages thanks to SEO. The website's aesthetics will ultimately improve the possibility that people will click on its URL. As a result, this technique is once again dependent on the website employing the appropriate keywords to increase its ranking in the search results.

3. E-Mail Marketing:

This is an easy approach to getting in touch with the customer. This might also include a link that takes the customer to the business' website. When a customer opts to get publications from a website and gives the business his or her email address, the same would be more successful. The connected list that sends email advertisements is then updated with this email account.

4. Website Content Method:

This is a way for affiliates to promote their items by posting links or leaving reviews. The links may be positioned in the header, footer, sidebar, or even on a different page. Merchants can also create a post with links that will advertise their goods. The look of the posts on Facebook and website content differs slightly from each other. The visitors of a link that has been posted on social media will only see the post's headline and image. To learn more about the item and the company, the reader will then need to click a link. However, users can view the entire post's content when using the website/content technique. Thus, several clicks are not required. If a buyer cannot

locate a post on social media, it is correct that online advertising relies more on SEO. Thus, the advertising effect is diminished. A blog for online advertising is another tool for drawing visitors to the website.

5. *Social Media:*

One marketing strategy is social media, where a lot of information may be easily shared on social media networks. Social media's quick distribution is a benefit for both the business and the consumer. This media serves many functions because it simultaneously promotes products, solicits input, and sells products. The sharing service settings make it possible for marketers to follow their affiliates when a firm link appears on social networking sites.

6. *Coupons Model World:*

The moment a buyer clicks on a voucher banner to access the website and make a purchase. An advertising link is used in the shown banner. Prospective members are drawn in by the attractive bargains and offers offered on the business website thanks to the voucher that members have. The website is a successful advertising platform thanks to the affiliate links.

7. *Product Reviews:*

Positive customer feedback on any good or service has the power to influence purchasing decisions. The review sites and the positive comments must be available for potential customers to examine as people are already actively looking for items on the Internet.

8. *Offline Affiliate:*

Offline affiliate is a vital strategy that spreads by word-of-mouth. Here, an affiliate encourages the audience to buy the items by making recommendations about them. This is accomplished by encouraging the viewers to click just on a relevant link and purchase something. A radio station or television program broadcasts an offline affiliate. Here, the content in the advertising draws the viewers in, bothering their interest to click on the link.

9. *Ad Banner:*

These are images of the item. These images feature a backlink that takes viewers to the company's website. The affiliate ID is contained in the link, which aids in affiliate tracking for marketers. Customers have a higher likelihood to see banner ads on the retailer's pages, other websites, or communities.

10. *Compensation methods:*

Affiliate marketing allows merchants the option to select the best form of payment. Cost per Action, Pay per Sale, Cost per Click, Cost per Lead, and are responsible for managing the rewards.

i. *Cost per Action (CPA):*

Here, the partnership or business receives a variety of commissions based on user behaviors like registering and subscribing to the blog's magazine. After the visitor completes enrollment and makes a purchase using a credit card, the affiliate may be compensated. In this sort of affiliate marketing, the client can position the links anywhere he pleases without informing the retailer.

ii. *Pay per Sale (PPS) or Revenue Sharing:*

The safest way for advertising is PPS or profit sharing because they only receive payment for successful orders

iii. *Cost per Click (CPC) and Cost per Mile (CPM):*

When a customer clicks on the advertising, the CPC will pay the affiliate; when they see the advertisement 1,000 times, the CPM will pay the partner. CPC, on either hand, was frequently employed in the past for advertisements and is no longer utilized due to concern over click scamming.

iv. *Pay per Lead (PPL):*

In this sort of affiliate marketing payment, the affiliate gets compensated according to the number of sales made. These might include installing software, seeing business advertisements, etc. These leads are then forwarded to a specific website that the marketer's control, where they may monitor the affiliate's success. The affiliate is compensated if the visitor accomplishes what the advertising link instructs them to do. A lead is not financially necessary for Pay per Lead.

4. CONCLUSION

In the scope of advertising, affiliate marketing refers to the practice of paying outside publications to direct customers to a company's goods and services. The commission payment encourages the affiliate third-party publications to look for methods to advertise the business. Affiliate marketing was mostly discussed in the paper as one of the safest forms of Internet advertising. Following a discussion of affiliate marketing's theoretical aspects, the regulatory and marketing strategies, as well as the system's behavioral criteria, are covered. The future scope of affiliated marketing increase day by day, year and, development is one of the most important affiliates marketing trends humans can see. In 2021, there will be more efforts and resources for affiliate marketing. Additionally, according to Wikipedia, the US affiliate marketing business will be valued at \$8.2 billion in 2021, a growth of more than 15% from 2021.

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CHAPTER 20

A SURVEY OF THE IMPACT OF DIGITAL MARKETING TRENDS ON SOCIAL MEDIA MARKETING

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ABSTRACT:

According to the study conducted on the trends of digital marketing across the globe, social media marketing dominates the list of the most used digital marketing strategies. This paper aims to study the functional and financial effects of the Internet, particularly websites and social networks, on small enterprises. It intends to see the benefits of social media and the Internet for small enterprises that operate in underserved areas. The initial goal of the study was to examine the many problems surrounding digital marketing. The debate showed that connecting with people is the most important factor when it comes to digital marketing. Consumer attachment strategies are displayed on the engagement ladder. The survey also revealed that an effective platform should be created for businesses to use digital marketing effectively. Using interest as an example, the effectiveness of a social media site has been investigated. Additionally included in the paper are recent advancements in digital marketing. This has shown that it is crucial to connect all systems with digital platforms in the present environment. Recent years have seen a stronger influence on economic development from the future of digital marketing. The future potential of this paper is in the next years, this development trend will continue to be positive. Opportunities in this field will continue to exist, therefore every digital marketer needs to remain up to speed with all of the most recent developments.

KEYWORDS:

Advertising, Business, Digital Marketing, Online, Social Media, Website.

1 INTRODUCTION

Social media includes the practice of using Internet sites and other online communities to promote products and services. Even while e-marketing and digital are still the most often used terms in education, social networking is becoming more and more widespread among both practitioners and academics. Most social media tools include business analytics capabilities that enable organizations to track the progress, effectiveness, and engagement of marketing initiatives [1]. Businesses may interact with a wide range of stakeholders via social media, namely existing and prospective customers, employees, bloggers, journalists, and the general population. Managing an advertisement campaign, governance, deciding the scope such as whether to use social platforms more actively or merely passively, and developing the desired social media culture and tone for a firm are all included in a business plan for Facebook and Twitter [2]. When employing social media marketing, businesses may let consumers and Internet users publish user-generated content (UGC), often known as "earned media," such as online comments, product evaluations, etc. [3].

Digital marketing is based on the most popular online channels, which are always changing, dynamic, and influenced by current market trends. In conclusion, content technology constantly employs methods for assessment, examination, explaining, and dissemination and strives to create

better brand-customer experiences while also getting attention and effectively recognizing consumer connections. This unconventional marketing tactic has significantly impacted both revenues and counts, best described as setting commerce trends [4]. If the bulk of their consumers utilizes social media, employers need to do the same. Marketers have previously utilized telephonic, telephone, the online world, direct mail, airwaves, television, and other media to spread information about the company or its goods. Figure 1 discloses the Digital Marketing applications and their uses.



Figure 1: Discloses the Digital Marketing applications and their uses.

The World Wide Web has been used to disseminate advertising material that may swiftly reach huge audiences via page views and sponsorship [5]. It served as a promotional tool that affected how surfers behaved. In the digital age, in which everybody has an Internet connection, it makes complete sense to use this kind of advertisement extensively [6]. The aforementioned features are emphasized making a decision based on customer feedback that has been evaluated and taken into consideration by a company is impression management; complete service demonstration; As a particular discourse of the corporation's message is removed and the debate is generated via online platforms, communication is a key ingredient; Following the business's first enticement by the lures, the next stage is to provide him with a comprehensive list of specialized sources of proof of evidence; brand recognition [7].

1.1. Various Kinds Of Digital Marketing Strategies:

For the first time in years, spending on digital marketing is outpacing traditional marketing. Due to clients' growing use of online platforms, this has happened. Due to the increasing use of

computers, digital marketing venues have become essential to the field of digital marketing [8]. Artificial intelligence (AI) and machine learning-related technological advancements have made it easier for entrepreneurs to get the marketing tools they need to contact clients on mobile phones at the ideal moment. “Sales promotion tactics, on the other hand, need extensive preparation and placement of a platform” similar to that in Figure 2.

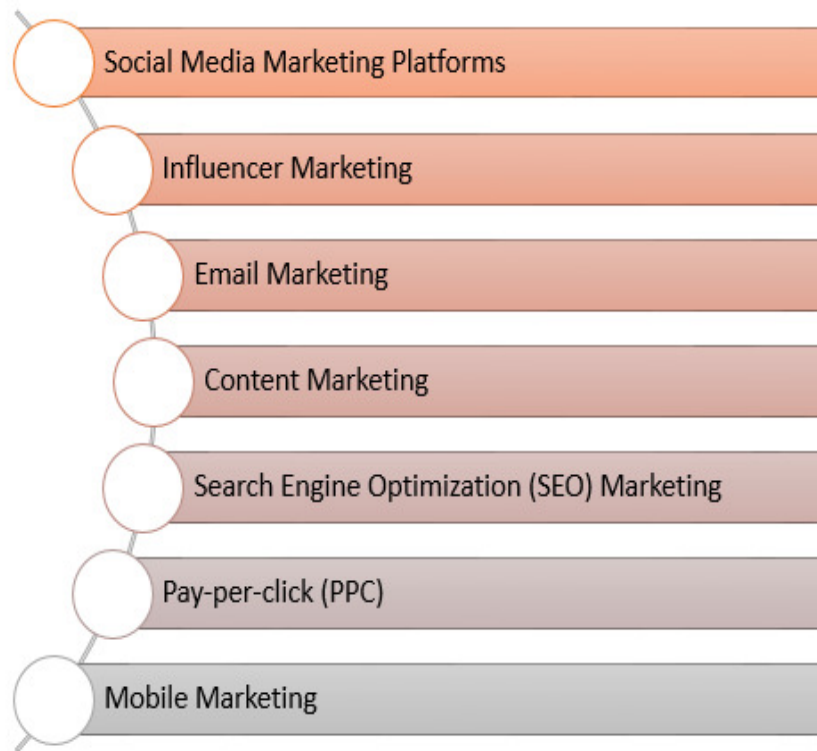


Figure 2: Embellish the types of digital marketing strategies.

Social networking websites like “Instagram, Facebook, LinkedIn, and Snapchat” are very important to today's consumers. Because of this, brands need to be active across accounts. Consider these figures [9]. The regular consumer has eight social media accounts [10]. In addition, one out of every two women who bought anything did it on the recommendation of an influencer [11].

1.2.Email marketing:

By employing email marketing campaigns to give consumers and prospects personalized messages or offers data on past purchase behavior or interaction with the brand, businesses may stay in touch with them. If someone has connected with a few of his brand's encounters, such as an email offering free delivery or a 10% discount on the items they have been considering, they may transfer. Nearly 66% of consumers say email impacts their purchasing decisions. Consumers are also more likely to open email alerts [12].

1.3.Content marketing:

With brand management, business owners may be proactive in dealing with customer inquiries [13]. Figure 3 illustrates how marketing teams handle the creation of content, videos, and other assets in the three phases of the buyer's journey.

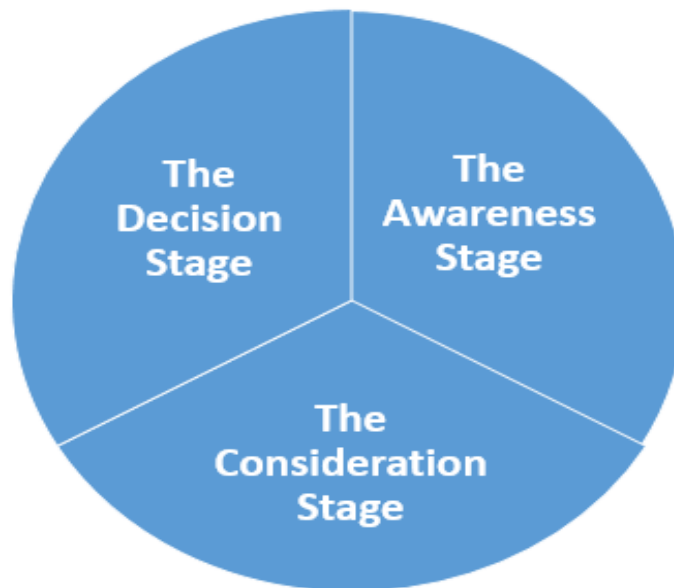


Figure 3: Discloses the phases of content marketing strategies.

1.4. Search Engine Optimization:

Keyword research and content marketing typically work together. When looking for the greatest exercise footwear on Google, the user from the aforementioned scenario is likely to choose one of the first three results.

The sales force for athletic shoes must thus make sure that their article appears in some of those top results. By ensuring that the information is approachable and that the technical elements are in place to make it easy for search engine crawlers to discover and scan this knowledge, this is achieved [14][15].

In this paper the author elaborates the prices of banner advertisements on pages are usually predetermined, these adverts typically show first on results pages and are mostly determined by bids on target keywords [16].

Mobile advertisements, which often employ WhatsApp, social media, mail, alerts, and smartphones, may end up making use of many of the marketing strategies that were discussed above [17] [18].

2 LITERATURE REVIEW

S.A. Shamsudeen Ibrahim et al will discuss the initial goal of the study was to examine the many problems surrounding digital marketing. The debate revealed that connecting with people is the most significant factor when it comes to digital marketing. The consumer attachment strategies are displayed on the engagement ladder.

The poll also demonstrated the need for an efficient platform for firms to use digital marketing. Leveraging Interest as an example, the effectiveness of a website on social media has been investigated. Ongoing advancements in digital marketing have also been highlighted in the paper.

It has shown how important it is to integrate all components with the mobile service in the current climate. The transition of a periodical from its written to online form exemplifies the market developments in digitalization [19].

Nory Jones et al will discuss with an emphasis on the website and social media marketing, this study project tried to solve the issue of efficiently leveraging online and social media. Small enterprises in Maine's mountains made up our sampling. To find firms for the research, A built a web platform. About their marketing approach, attitudes, and restrictions, 26 firms were polled. Then conducted in-depth interviews with five managers. The study produced many important conclusions. First, this research demonstrates how the use of social media can help small companies increase revenue, shopping experiences, and brand awareness. These entrepreneurs are aware of the critical role the Internet and social media play in, among other things, building intangible ties with clients and growing a brand presence to stay competitive [20].

Kenzhegul Bizhanova et al is study on digital marketing is built on the leading popular Internet networks, which are dynamic, continually influenced by industry trends, and capable of changing over time. Huge customer links are facilitated by systematic procedures of assessment, analysis, evaluation, and promotion, which are particularly prevalent in content marketing. This unconventional marketing tactic has adversely affected sales and client counts, and at best, corporate operations.

As a consequence, it can point out some characteristics of Internet advertising in the creation and growth of the corporate structure [21].

Aleksandra Stojiljkovic et al the purpose of this study was to offer solutions to the research questions. As a result, the developed study hypotheses were verified. According to the research, there is a direct and beneficial association between social media marketing and customer relationships.

This may be a crucial signal for businesses to incorporate social media marketing into their marketing plans to develop long-lasting client relationships. It should be emphasized once more that this study was conducted in Serbia and that it specifically demonstrates that Serbian consumers have a favorable attitude toward accepting social media marketing. As a result, domestically based businesses may find this research useful in developing their marketing strategies [22].

3 DISCUSSION

The emergence of social media marketing efforts has considerably facilitated the production of increased marketing opportunities interpersonal media's emergence has provided online business owners like you for building brand awareness. These variables are all greatly influenced by your website's currency exchange rate, customer and lead creation, and search engine ranking. It is effective to increase organic website traffic.

To improve their lead generation and website conversion rates this year, digital marketers will approach their search engine optimization SEO efforts using a variety of social media marketing strategies. Following are some social media advertising ideas that, in the knowledge and opinion of digital marketing professionals, may have an impact on the growth and success of your online marketing and engine optimization initiatives. Figure 4 shows the Search Engine Optimization application and its uses on the site.



Figure 4: Shows the Search Engine Optimization application and its uses on the site.

3.1. Social media marketing investment:

- i. Online marketers today have a clear understanding of the value of shop merchants see an increase in sales of around 134% after marketing their brand in the phone market, which promotes the worth of social media marketing for their organization.
- ii. 42% of US Internet users make in-store purchases using their cell phones.
- iii. Over 72% of consumers make decisions about a particular brand based on comments and suggestions made by social media users.
- iv. Consumers are more likely to believe online reviews than advertisements that are posted directly on brand websites.

The majority of well-known brands have a social media presence to broaden their reach and boost their brand's accessibility to social media users.

3.2. The Advantages of Utilizing Social Media:

- i. Growing social signals your attempts to optimize your website for search engines might benefit greatly from social signals. The search engine deems your website more relevant as more people share, like, suggest, and discuss your company online, enhancing the chance that your web pages will be ranked higher in search results.
- ii. Promote market presence and corporate recognition: Social media users may often recommend your brand's standout attributes to their social media sites. This might be a fantastic marketing boost for your business, bringing in more people who are curious about its reputation and end up becoming brand fans.

- iii. Word-of-mouth marketing is effective customers are more inclined to trust descriptor advertising than product information provided on your website or company. Your influence with your target market grows in direct proportion to the number of likes and shares your website obtains from the online community.

With the necessity to include it in digital marketing to bring small to medium enterprises up to par with and competitive with their rivals, social media marketing has evolved from being just an opulent method of business web promotion into a crucial pillar in SEO.

3.3.Social Advertising:

Cloud-based marketing is lured to social media advertising as a result of the change in consumers' purchasing habits using social media to promote their companies, and by 2014, expenditure on social branding would rise. The following must be put into practice to use social marketing to your company's advantage.

- i. Establish quantifiable objectives for your company.
- ii. To enhance the effectiveness of your marketing initiatives and outcomes, incorporate social advertising in your optimization for search engines plan.
- iii. To ascertain the habits, needs, and pursuits of your target market, use SEO analytics. As a result, it will be simpler to evaluate the potential effectiveness of the social media advertising plan you use to reach your target audience.
- iv. By combining SEO and social media marketing strategies, you may enhance your platform's layouts. Don't undervalue professional networking buttons' ability to make your landing pages more appealing to viewers.
- v. The amount of time users spend liking and sharing photos on social media is increasing. Online marketers have a great opportunity to boost social signals. These businesses use this trend in their SEO efforts as well.

Digital marketers consider email marketing to be one of the foundations for successful lead conversion. Despite the most recent trend in digital marketing, email marketing is still widely used, and marketers are incorporating social media marketing to further increase their company lead conversions. If your business appears in their friends' social feeds, leads will be more likely to purchase from you through social media. Social media marketers frequently update their email marketing material in their statuses on social media, which is an excellent way to promote brand marketing updates.

4 CONCLUSION

According to a study on worldwide digital marketing trends, social media marketing dominates the list of most often used digital marketing strategies. There are several justifications for further study that can be found in specialist and scientific literature that demonstrate the significance of social media marketing in modern marketing practice as well as the clear topicality of this medium. The goals are to determine what pleasures underlie social media usage, how people feel about social media marketing communications, and how well messages about the benefit of online buying are received. To optimize the impact of an online marketing plan, research and interact with various audience types on social media platforms depending on their online behaviors. A linear model was used to examine the impact of various user online and social networking site characteristics on audience perceptions of online marketing. The future of digital marketing has

been the subject of numerous research in recent years. The years that follow seem to maintain this increasing development tendency. Every digital marketer will need to remain up to date with all current trends as opportunities will continue to present themselves in this industry.

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CHAPTER 21

EVALUATION OF THE ROLE OF SOCIAL MEDIA AWARENESS IN COVID-19

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ABSTRACT:

The present study related to social media like Facebook, Twitter, Instagram, LinkedIn, and WhatsApp which are helpful during the COVID-19 pandemic. According to earlier reviews, the pandemic's development and social confinement policies contributed to the rise in the number of anxious patients and medical personnel. The objective of the study is that here describe the social media tools and platforms which are helpful during the lockdown. This study focuses on evaluating the result of social media which plays a very important role in aware people of the condition of COVID-19 when the market and everything was closed. This paper evaluates the role of social media to aware their user about the situation of their state and area. The future Scope of this paper is to describe the people about that how social media helps their users to be aware of the condition of COVID-19 and how their users save themselves from the pandemic.

KEYWORDS:

COVID-19, Data, Disease, Health, Pandemic, Social Media.

1. INTRODUCTION

Many people looked to social media for data and direction after the coronavirus disease. There are advantages and disadvantages to this practice. This essay examines both the drawbacks and the advantages, taking into account who may be more likely to utilize social media and, consequently, be affected by the data shared on online platforms, which are now an essential part of our everyday lives [1].

The COVID-19 epidemic has shown how the broadcast of incorrect information, enhanced by social media and online stages, is posturing an even superior danger to human fitness around the earth than the disease itself. Technological and Social media developments suggestion the opportunity to preserve persons linked, educated, and secure. But similar tools too smooth and expand the current info emic, undermining efforts to coordinate a worldwide response and imperiling efforts to contain the pandemic [1].

Even during the COVID-19 epidemic, social media tools were essential for the quick sharing of information. Sharing of information has benefited greatly from the widespread development and appearance of social media programs during the previous eleven years. Twitter, LinkedIn, YouTube, Facebook, Instagram, and WhatsApp are some examples of these social media applications. Individually social media application provides exclusive qualities and limitations on the categories of media that can be divided, with text, pictures, and video clips. Already 3.6 million smartphone operators universally, but that number is figured out to growth sharply to 4.41 million by 2050 [2].

According to the ASER, 36.5% of rural Indians owned smartphones in 2018. This number rose to 61.8% in 2020 and 67.6% in 2021. Above the previous three years, the percentage of rural ménages with smartphones has rapidly climbed. Due to COVID-19, at minimum, 27.9% of rural families purchased a new mobile for their child's schooling in 2021. In 2020, this percentage was 9.1%. This has opened up numerous opportunities to improve the lives of rural residents. According to the theory, humans have a natural desire to assess themselves about others. According to how they compare to others they have seen on social media sites, people can now more easily estimate their personal and interpersonal value thanks to social media. They can make comparisons with those who are perceived to be in a better position than themselves or with those who are perceived to be in a worse position.

The way communicate has altered as a result of social media. It can either be a blessing or a curse depending on the circumstances. It is a clever method for simple information sharing. This platform has been extremely helpful in keeping people's minds in check throughout the COVID-19 pandemic, overcoming their concerns of being alone even during the shutdown, and finding hope even in the direst circumstances. The online resource has stepped in and made a sincere effort to provide any information or updates about the illness in real time.

A recently identified coronavirus is the source of the coronavirus illness (COVID-19), an infection. In late December 2019, when a strange sickness was discovered in China, Wuhan, the first cases of COVID-19 were discovered. The sickness quickly spread to other nations and developed into a pandemic disease, with a novel coronavirus being identified as the disease's origin. Several websites have made COVID-19 available information and have provided their readers with various advice on how to stop the virus from spreading, including keeping a safe distance from others, washing their hands, and donning masks. Public information dissemination now occurs through social media. Many people will encounter isolation either in the hospital or when being quarantined at home.

Since the COVID-19 epidemic began, social media has swiftly become an essential tool for knowledge generation, delivery, and consumption. For our review, we examined participant research evidence about COVID-19 and social media during the first outbreak between November 2019 and November 2020. After reviewing 81 studies, we discovered five significant public fitness tunes linked to the role of social media sites and COVID-19. Examining the caliber of health data in preventive and rehabilitative videos, identifying infodemics, gauging psychological well-being, detecting or anticipating COVID-19 cases, and examining public perceptions were some of these issues.

Social media and social media are Internet tools used to facilitate two-way contact between users when using computer networks for interaction. A variety of these web applications have been created as an outcome of the first type of “social media's” evolution, and for most people using these platforms is regarded as part of their daily routine. Among the most significant websites and well-known social networking tools are Telegram, Twitter, Instagram, WhatsApp and Facebook. These essential systems are more beneficial and successful at fostering new connections. Sustaining associations from the past and present, promoting communication, enhancing social interaction, and enhancing knowledge and professional skills [1].

The present paper is a study of the social media platform which plays an important role in COVID-19 which is very helpful for people to survive easily. This paper describes an awareness of Social

media platforms during lockdown that offer ways to distribute information and news. People could easily rely on social media platforms during the lockdown to engage with friends, family, and coworkers.

2. LITERATURE VIEW

Mahsa Dalili Shoaie and Meisam Dastani et al. [1] reviewed that during the COVID-19 crisis, social media was utilized to spread opinions about health care, distance learning, and other topics. According to the author using social media can be a useful tool for governments and professionals to stop the spread of this disease and even other problems of the same kind in the future. Although users' and the whole public's usage of social media is advantageous, the risks and difficulties that could occur at the local level should not be disregarded.

Antonio Nyoko discussed the role of social media marketing during Covid-19 in the culinary industry in Kupang City. The method used by the author is to observe on the Facebook group following triangulation of data from inspection, record, and interview, Collective Belkin Lapar came to its views over social media product marketing impact on the Kupang City food industry even during the COVID-19 epidemic.

Joshua Ebere Chukwuere studied about Social media served as the main channel for information exchange and communication during the COVID-19 epidemic, which caused suffering and panic around the world. The goal of this study was to find out how social media sites may help society adopt the COVID-19 pandemic protocol. The study's method examines how social media helps COVID-19 pandemic care procedures. To achieve the study's goal, a desktop research approach was used.

Christos Papademetriou and Sofia Anastasiadou discussed COVID-19 virus forced colleges to switch from conventional teaching methods to distance learning. Social media is therefore being used more frequently in colleges as a tool for education and learning. Several studies have looked into how social media is becoming increasingly popular as a training device. However, scientific data only fully backs up this claim. The present study closes an information gap regarding the benefits of social media use in higher education. The author investigated how social media usage disturbs university teaching and learning, students' motivation and support, and community connection. The methodology used was qualitative.

Tahany Almotawa and Duaa Aljabri [3] during the COVID-19 epidemic, social media (SM) tools were essential for the quick sharing of information. The most trustworthy SM source for knowledge and consciousness regarding the epidemic is just briefly discussed. This study investigates how social media applications helped spread awareness in Saudi Arabia during the pandemic. The study employed a measurable methodology and dispersed a virtual survey via social media stages in October 2020. College students, medical specialists, and members of the general community provided 343 valid responses.

Ranjit Barua and Sudipto Datta [4] for medical or healthcare professionals, there are several social media platforms available, including various online blogs, microblogs, video platforms, blogs, and virtual reality. These many media resources can be used to advance different public health agendas, specialty networking, organizational growth, learning, patient education, and patient care. However, they can also continue to breach patient privacy rights, pose legal dangers to healthcare providers and patients, and circulate information that is of low quality.

Paul Waititu [5] In this study, looked at how students in higher institutions utilize social media and how they view it as a source of knowledge about the COVID-19 pandemic. In this study, the author used the non-probability techniques. In this study, data analysis and conclusions discussion on the reliability and application of COVID-19 information. Joshua Ebere CHUKWUERE Emerging infectious diseases, like the COVID-19 virus, and social media sites are related. Because it can compile current literature articles on the study's subject, the narrative literature review method was used in this study. This paper offers a review of the research and a study of how social media can be used to control the distribution of COVID-19 epidemic data. Previous paper describe about the usage of social media through the pandemic. In this paper utilizing the social media effectively help governments and professionals stop the spread of this illness and even other crises of a similar nature in the future.

3. DISCUSSION

Due to the COVID-19 pandemic's widespread effects, dangers, and threats, it was deemed a worldwide pandemic in 2020. Different pandemics have been experienced by the human race in the past, and information has been disseminated to the public via a variety of printed and Internet media. However, the widespread usage of social media nowadays has sped up and improved the efficiency of communication and material exchange. The COVID-19 pandemic is one of many pandemics that have affected different facets of human living and well-being, according to Abbas et al. Every area of human life and the global health system was severely harmed by the COVID-19 epidemic. The use of social media is very important in people's life.

3.1. Social Media:

Internet-based social media is a kind of interaction. Users of social media can have discussions, make videos, and share information. Numerous platforms can be used as social media, such as posts, social media platforms, blogging, wikis, websites for sharing images and videos, text messaging, radios, virtual environments, gadgets, and more.

People spend most of their time on social media. Social media networks that will be popular in COVID-19.

3.1.1. Instagram

Accessible on both iPhone and Android. Instagram is a free software for sharing images and videos. Users can upload photos and videos to our site to distribute to their fans or a select group of friends. They can also peruse, remark, and like the Instagram posts uploaded by their friends.

- i. Instagram is a social media platform where users create videos and blogs to influence users to follow them.
- ii. The users can take images and videos and upload them online on their profile.
- iii. Users share their daily life and updates on it.

3.1.2. Facebook

Facebook is an online social media website where users easily create their profiles and connect with college friends and colleagues. These social media allow the user to share music, articles, images, videos, and their opinion also if they would like then share this. Facebook enables communication with family and friends by allowing for status updates and message transmission.

The users can also share various types of content, such as images and URLs. However, sharing files on Facebook is a little different from other online interactions..

3.1.3. LinkedIn

Through LinkedIn, a person can connect with people and companies in the industry. This is a great way to stay up to date on new developments and to share data with professionals in the field.

3.1.4. You Tube

Thanks to the popular video site YouTube, viewing videos online is straightforward. Even better, users can upload and share their videos. Users view around 6 billion hours of video on YouTube each month since it launched in 2005, making it among the most popular websites online.

3.1.5. WhatsApp

WhatsApp is a conferencing program that can be downloaded on smartphones. WhatsApp uses the Internet to send messages, pictures, music, and clip. WhatsApp is substantially less costly than sms because communications are sent via the Internet, even though the services are relatively comparable.

3.2. Benefits of social media

3.2.1. User visibility

Social media stages create it humble for persons to chat about issues and content. Administrators can control whether persons with the Viewers and Exploration website roles saw other people and groups on the website. This is crucial for websites that are utilized by numerous clients. Visit Establish People's Site Roles for more information about website roles.

3.2.2. Product Marketing and Business

This platform provides businesses the chance to immediately market their services and product to a big audience. Organizations can utilize social media to grow their followings and discover new marketplaces. In certain circumstances, social media contented itself serves as the final result.

3.2.3. Audience Building

Social media assistances in the growth of viewers for the effort of entrepreneurs and artists. “Social media” has in certain situations swapped the requirement for a supplier with the capability for anybody to publish their material and do commerce online. For occurrence, a beginner performer can part a tune on Facebook, where it instantaneously becomes observable to their groups, who then divide it with their systems.

3.3. Social media has a significant role in pandemic disaster

An epidemic called COVID-19 has unexpectedly struck the entire planet. The disease was thought to occur in just one nation when it was initially discovered in late 2019. The illness quickly spread around the globe, and the second phase of COVID is terrorizing the entire cosmos today. Despite the information that social media has historically received both praise and criticism for a variety of reasons, it is now essential to our ability to successfully connect. Social media channels are more important during an epidemic like COVID than they are daily.

Over the past ten years, social media has grown astronomically. Benefited much from the development of social media sites like Instagram, Facebook, and Twitter, especially in terms of improving communication. Social media is unavoidable at difficult times like epidemics to quickly spread data from one location to another. For example, when entire places were lock declared in March 2020, individuals acquired several time to improve from their shockwave, and “social media” stages significantly assisted them in learning what would effort and what wouldn't through the lockdown.

It is essential to remember that duration of the epidemic, persons can interconnect through social media nearby the availability of couch, oxygen provisions, and immunization. By raising people's knowledge of the disease and its spread, platforms on social media are also assisting governments in containing the pandemic. Social media is more effective than traditional channels at spreading the government's daily warnings to wear masks and stay safe. With numerous new social media platforms launching each year, selecting the ideal one for your department may be challenging. It's important to be aware of new social media networks and understand how your communications strategy might use them. Although, not all social media platforms will complement the department's brand or advertising goals. People used social media during the lockdown for entertainment and education.

3.4.The Effect of fake news on Public Health

Fake news should be taken seriously. Intentionally misleading information that resembles reliable news but is spread to manipulate the audience and bring attention to its material by deceiving and/or benefiting from certain demographics is referred to as false information. In general, fake news has a large audience, especially when it is spread online. Typically, when faced with unpleasant news, people succumb to its emotional or political attractions. Positive news rarely generates as much interest as bad news, which is why these news items spread swiftly. These tales typically feature medical personnel or institutions to provide them more legitimacy.

3.5.Health Behavior and Use of Social Media

People who are looking for up-to-date information regarding the COVID-19 epidemic can now access it through social networks. The coronavirus epidemic has put a lot of strain on individuals and created a serious health hazard, which has led to a surge in “social media” used as persons pursue reliable fitness data and use it to stay in trace with their family, peers, and groups. 103 Using social media platforms, public participation, and communication move beyond the transmission of personal messages to seek accurate information about the COVID-19 pandemic and its entire reach, developing a true feeling of viral protection. In reaction to preventive measures, the COVID-19 pandemic has altered societal norms. There is now a major emphasis on preventing coronavirus infectious diseases due to the ongoing global health problem. It could encourage people to keep their social distance, use hand sanitizer, wear masks, and adjust their health-related behavior. The fitness behavior models, which describe why persons do not take benefits or show checks for the initial diagnosis of infectious disease, are explained by health behavior theories. The health behavior model facilitates comprehension of practical methods for enhancing people's health behaviors, such as adherence to disease-fighting medication. The HBM argues that when people view their sensitivity to a communicable disease with serious health

repercussions, they begin to engage in activities connected to their health. In terms of human behavior relating to health, its advantages outweigh its drawbacks. The impact of social media on the rise in panic around the coronavirus pandemic was recently investigated in this study. According to a review fear of the coronavirus would increase due to the social media networks' swift spread of rumors, inaccurate information, and misinformation. In addition, it was expected that people would experience fear and panic as a result of the rising exposure to incorrect information on social media concerning COVID-19 and its repercussions on their educational status. These hypotheses led to the discovery that social media had a major effect on how the pandemic affected people.

4. CONCLUSION

Here discovered in our online study that social media has an important impact on the dissemination of fear surrounding the COVID-19 pandemic to many students, possibly having a detrimental effect on their psychological and emotional health. According to this study, there is a strong positive association between social media use and the spreading of COVID-19 fear. Students are just using social media during the school closure to complete their education and to learn more about the COVID-19 epidemic. According to a student's gender and age social media fear has varying effects on that student population. Students that frequently use social media to assess, discover, or obtain additional details about the COVID-19 situation require education. During this crisis, stay in touch with the students, give them reliable links to a pandemic, and give the essential direction when it is desired. These findings could aid in managing the COVID-19 outbreak-related panic among students among policymakers. The Covid-19 epidemic outbreak has resulted in a strict lockdown and social seclusion. Social media has grown significantly in popularity throughout the COVID-19 era, partly as a result of its fantastic capacity to help people and groups remain connected even when they are geographically isolated. During the Coronavirus epidemic, social media behemoths Facebook, Twitter, YouTube, Instagram, LinkedIn, and WhatsApp are making great strides in a variety of areas. These online resources are vital during the COVID-19 crisis and continuously work to implement new strategies to combat both false information about the epidemic and increase awareness of how deadly coronavirus is.

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CHAPTER 22

EVALUATION OF THE EFFECTS OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOR

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ABSTRACT:

Social media is being utilized more and more to efficiently market goods and services and draw in a large audience. To discover probable factors, the purchasing decision-making process of the customer was also analyzed. The most crucial element in assisting clients in finding the right goods or services for their needs is social media. Therefore, to maximize the efficiency of information search, online merchants must strengthen and improve information support, such as by providing more specific product information and using internal search engines. This study looks at how customers choose and pay for goods, services, and ideas that meet their needs. Social media influencers are four times more inclined to buy more expensive goods. The effect can also be so great that 29% of customers are much more inclined to buy anything the same day that they visit social media. Consumer behavior can be defined as the decision-making process and individual involvement in evaluating, purchasing, and using products and services.

KEYWORDS:

Consumer Behavior, Products, Services, Social Media, Social Media Marketing.

1. INTRODUCTION

Social media marketing is the most successful strategy for companies trying to interact with their customers and prospects. By replacing traditional marketing techniques, social media has provided businesses with new ways to interact socially with customers online. Social media, in particular, has transformed the way that customers and advertisers interact online. Now that there are several social media platforms and the Internet, entrepreneurs may easily communicate with clients all over the world. Thank the Internet for making it possible for customers to do product research online and read evaluations and rankings from prior customers before making a purchase [1]. Social networking has altered the ways that businesses and customers communicate. The buying decisions of people are affected by e-commerce. Communication through SM is a new channel for sharing information about products and services. Furthermost customers utilize the Internet social media platforms, and the main task in marketing products and services is to study consumer behavior. The use of social media for conducting surveys, launching new products, and marketing them has increased. Today, social media is an essential instrument for marketing advertising initiatives [2].

3.1. Concept of Social Media:

The term social media is defined by several social media specialists, along with their opinions on a variety of subjects, including:

- i. A social networking website that uses the Internet as its power source.
- ii. A channel for two-way communication.

- iii. A means of generating and exchanging information.
- iv. A platform that utilizes web technologies service.
- v. Websites are like Twitter, social bookmarking, Facebook, YouTube, blogs, social gaming, Instagram, and other similar ones legal [3].

3.2. Consumers:

Consumers are those who purchase goods or services for their consumption as opposed to reselling them or generating them. A consumer is someone who makes in-person purchases or is persuaded by advertising and marketing. They are the ones who receive the things and facilities at the very end of the source chain. Consumers are those who fork out cash for things or facilities they might or might not use. The customer is the one who will make use of the product & facility. The ultimate objective market for goods and services is consumers [4].

Client behavior, often referred to as consumer behavior, offers details about the client and his or her purchasing habits. If a company can satisfy the needs and wants of its customers while having a thorough understanding of those needs, it will still be able to exist. A collection or a separate inside a group has the power to affect consumer behavior. The group's size might range from modest to enormous. Members of the family, employees at the company, and people who live nearby the customer are some of the collections that will affect an individual's behaviors. Workers' unions, community groups, trusts, associations, etc. are other groups that may affect a person's consumption habits. These organizations don't regularly communicate with each customer individually [4]–[6].

3.3. Social Media Marketing:

It is a technique for getting people's attention by utilizing social media sites. The focus of these programs is on creating content that will draw readers' attention to SM and encourage them to share the materials on their SN sites. Electronic word of mouth refers to any comment that is spread through social media, including brief messages, or details about a brand, product, service, or organization.

When a user posts data about items, services, companies, or brands, on social media, it is frequently reposted by users in other social networks, and when the information comes from a reliable source, it serves as more effective advertising for the product than advertising carried out through other channels.

This demonstrates SM advertising's effectiveness. The main search engines look for the trust and authority of the source when analyzing social media signals. Authorship and authoritativeness are not the same.

Google's Authorship feature, which was introduced in 2011, enables writers and publishers to contribute various elements, such as images, ratings, and other information, to search engine results pages. For social signals to be interpreted by search engines, trust is essential. According to the notion of consumer socialization, interactions with customers have a significant impact on their psychological characteristics. It affects the customer's mindset as well. Social media networking sites offer a platform for users to communicate online, which will significantly affect the idea of consumer socializing. Figure 1 shows the Social Media Platforms that help to Influence Consumers.

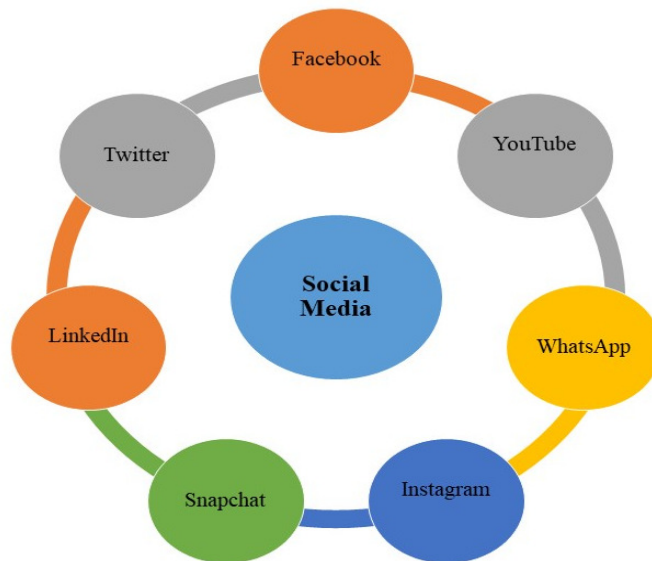


Figure 1: Illustrating the Social Media Platforms that help to Influence Consumers.

3.4. Social Media and Consumer:

SMM, a form of Internet advertising, uses SM apps as a marketing device. By making relevant information that users will share with their particular systems, these SM sites permit industries the chance to interact with their consumers and make a group of fans who will share and discuss content, boost sales, and raise brand visibility. While used as a recruiting instrument, it grows their visibility to sponsors, probable customers, and potentially future laborers. Furthermore, SMM gives industries the chance to engage with consumers and civilize their trademarks [7]. Social media allows businesses to connect with their audience. The following are some variables that affect consumer behavior in Internet marketing:

- i. Consumers developed becoming wise decision-makers.
- ii. Most people rely on customer reviews.
- iii. The great experimenter is the consumer.
- iv. Passion for new fashions and products.
- v. Consumer's level of patience.
- vi. Consumer confidence in online buying.

2. LITERATURE REVIEW

Duangruthai V. and Leslie K. [4] studied that looked at the empirical effects of social media on consumers' choices for complex transactions those that are pricey, infrequent, and marked by significant brand diversity, strong consumer interaction, and risk. The model makes use of the information search, alternative appraisal, and purchase decision phases from the conventional EBM model. According to the author's results, SM uses affected consumer pleasure through the stages of analysis and another assessment of purchase, with consummation growing as the customer approaches the last buy result and asset estimation.

Rabab Murtaza [8] determined how numerous SM features can affect customers' purchasing conclusions. Persons utilize SM in some way while purchasing purchases, regardless of their age

or gender. To learn more about the brand in general, learn about current discounts and specials, or read reviews of the product. Raghuram Iyengar et al. [9] discussed how friends influence social network purchases was examined in Korea. Does their research focus on two crucial issues, the first of which is Is there any convince from friends on purchases made by users in SM networks? Pattern data has been obtained from the social networking website Cyworld to enhance the research. A sample record of 208 Cyworld customers' buy and non-buy statistics for 10 weeks was originally gathered. The researchers build a model based on the decision to buy or not to buy as well as the amount spent. The model is assessed using the Bayesian method and Markov chain Monte Carlo method. The author's findings showed that there are three distinct kinds of shoppers, each with their buying preferences.

Dehghani et al. [2] research examines the impact of technological legacy on consumer behavior and brand recognition. When a person uses social media and copies other people's decisions after seeing their behavior, they are said to be passing on knowledge. The technology cascade is frequently utilized to produce one of two effects on customers: it causes a manufacturer to rank high or low in terms of customer purchasing intentions and, in addition, it can affect how confident customers are in the company. Clients who have faith in the company's image are the ones who learn about the targets. These clients are influenced by the decisions made by others.

Teena Bagga et al. [9] researched and examines both the internal and external components of consumers' online shopping behavior. Once upon a time, a survey of 200 samples was conducted using a structured shape. In addition to being posted online, questionnaires were sent by mail, and the respondents personally responded to them. The statistical analysis identified seven key factors that control consumers' purchasing decisions. These seven factors were: a desire for social interaction, website characteristics, online advertising, leisure, convenience, privacy concerns, and information search.

Arjun Mittal [10] studied primarily examines online characteristics and factors that influence consumer online shopping decisions. To trace the development of online purchasing from the rise of e-commerce, it starts with the present state of Internet technology and then explores the background of marketing representations and how it varies from physical stores. That paper supports the research questions, which cover current patterns, numerous problems with online buying, and key elements influencing customer behavior.

The study's findings also indicate that consumers' perceptions of risk and trust when shopping online have a significant impact on those selections. Customer loyalty, privacy issues, and security issues are the key barriers to online shopping. Consumers' trust in websites influences the products they choose to buy.

Dr.MinamYomso discussed the social media factors that affect consumer buying behavior and how customers use SM during the various phases of the decision-making process. To learn how much their usage of SM affects their decision-making and what role it plays in it, a survey of 100 randomly chosen customers in the East Siang area of Arunachal Pradesh was undertaken. Approximately 66% of respondents said they have paid attention to the occurrence of adverts on SM platforms, and 69% of respondents said they feel social media influences their purchasing decisions. The implications of these findings indicate which market segment companies in Arunachal Pradesh's east sang district should concentrate their market research and marketing efforts on.

3. DISCUSSION

3.5. Social Media Marketing Techniques

The main objective of SMM is to educate customers about items and makes them accessible to those who are not yet aware of them. Businesses use social media to market their goods to prospective customers. Social media marketing is advantageous to customers at many stages of the buying process. One of the ten variables for efficient marketing, according to a study, is social media, which means that if a brand is active on social media, its likelihood of appearing in Google searches will be reduced. Due to the massive numbers of users on Facebook, Twitter, and Google and the extensive information interchange, commercial organization now uses social media to communicate with potential clients [11], [12]. When compared to more traditional forms of advertising that used TV, radio, and print mediums, social media marketing has a far lower cost. Utilizing social networking sites are free, and they cater to a wide range of people. Many businesses are increasingly redefining how they connect with clients, embracing Internet platforms to foster better client relationships. Customers utilize social media as a venue to post reviews, recommendations, ratings, and questions for businesses. People are being hired by businesses to monitor client communications on social media and serve as online community managers. These managers' tasks include handling customer interactions on social media successfully and gaining their confidence. Companies are taking action to handle client issues, establish different SMM strategies, and involve consumers to persuade new and potential consumers to purchase their service or product [13], [14].

3.1. Phases in Consumer Buying Procedure:

Consumers go through a sequence of steps when making a purchase. The buying process is the sequence of steps that a consumer takes while determining what to purchase. An average customer transaction acknowledges both needs and wants. The exploration for information comes next, then an analysis of all the options. Finally, the contract is accomplished, and an evaluation is accompanied subsequently. Each step in the purchasing process for consumers is given below

3.1.1. Recognition Required:

When buyers realize they need a product and that purchasing it will satisfy that need, they have reached this stage. For businesses, this is an opportunity to use additional marketing strategies to help potential clients recognize a need or reevaluate an existing one.

3.1.2. Information Search:

Prospective customers are currently looking for more information on the product they plan to purchase. In this case, websites, blogs, product reviews, and search adverts can all be useful.

3.1.3. Alternatives are Evaluated:

Because a variety of products could suit their needs, consumers usually utilize evaluation criteria based on their priorities. Now, the marketing strategies should concentrate on persuading potential buyers that their needs match the advantages of the product.

3.1.4. Choosing to Buy:

The buyer has compared several products based on their evaluative standards after examining them all. At this point, the consumer has decided to make a purchase.

3.1.5. Post-Purchase Behavior:

Purchasing is still in progress after the transaction. How successfully clients engaged with the product would determine whether or not they were pleased with their purchase. According to how satisfied or dissatisfied they are with the goods, customers frequently share their positive or negative comments. Online reviews, social media sites, or word of mouth could all contribute to this.

3.2. Social Media Factors that Influence Consumer Buying Behavior:

The use of social media has leveled the playing field for consumers and brands. Much more quickly and readily, consumers may become familiar with and interact with brands. Brands may more effectively solve challenges by listening to what matters to their customers on a personal level. Below, analyze the effect of SM on customer behavior through the top four ways it currently affects consumer behavior [15].

3.2.1. Consumers Now Make Direct Purchases on Social Media Platforms:

Social media is nearly as common for learning about brands as word-of-mouth and radio or TV commercials. One in three customers stated that they would prefer to receive information about business in this way in the future. But more and more customers are using social media to research companies and purchase items from them.

3.2.2. Social Media Reviews Have An Important Effect on Customer Behavior:

SM is a living document for social proof, which is a factor in purchase decisions that are growing more and more significant. Before making a purchase, further than a semi (51%) of customers examine reviewed websites or SM. All it takes to scare away a potential customer are one or two unfavorable reviews. Even the most lavish, expensive television commercial cannot give the authenticity that SM does for free. Customers admire, defend, & criticize numerous items & services on review websites like Yelp & SM sites like Twitter. Customers are more prospective to believe the contaminated feedback of peers who have used an item or engaged with a company [16].

3.2.3. Consumers Desire Two-Way Communication With Brands:

The connection between a company and its clients has increased thanks to social media. A brand is no longer a faceless, remote institution that can only be found through publications or Google searches. By examining a brand's network, you may judge its principles, present-day news and products, and connection to its target market.

Customers can communicate and engage with brands on SM in some methods, such as following accounts, publishing content about brands, liking posts, stating their affection for certain brands, and asking inquiries about specific items [17].

3.2.4. Social Networking is used by Customers for Customer Service

Before using social media, get in touch with a company's client service. They are reachable by phone, e-mail, in-person visits, waiting in line to talk with them, etc. These days, customers choose to share their ideas on social media or contact customer support with questions or complaints.

3.3. Consumer Buyer Behavior:

Customer behavior describes the steps consumers take before committing to the purchase of a commodity or service, both online and offline. This strategy could entail using search results for research, taking part in online groups, and some other things. Recognizing this process benefits businesses because it enables them to focus their marketing efforts on strategies that have historically been effective in persuading customers to buy [18].

3.4. Impact Of Social Media On Consumer Decisions:

SM is a consistent source of social information, which is an important consideration to weigh when making purchases. Before making a purchase, more than half (51%) of buyers check the reviews on websites or SM to assess a good or service. Just one or two negative reviews are enough to turn away a potential buyer.

3.5. Impact Of The Internet On Consumer Decisions:

On consumer behavior, both interior and exterior influences may have an effect. While exterior factors are influenced by the environment, internal factors often start in the consumer's mind. Numerous things may have an impact on consumer behavior. The external effects, in Warner's opinion, can be divided into five categories: marketing, reference groups, culture, subculture, demographics, socioeconomics, and technology. Internal effects contain a diversity of psychological procedures, including attitudes, perception, learning, motivation, semiotics (Malcolm), and self-images. Functional and non-functional motives are the two categories of motivations that shoppers can have [19]. The primary functional motivations are time, the retail environment, and the customer wants. One-stop shopping, for instance, can save time, and the retail setting often offers free parking, affordable prices, and a wide range of goods. The non-functional components, such as the name of the retailer, are more intimately associated with culture or cultural norms. Traditional retail simply involves the buyer buying what they need. A portion of the newly purchased goods will be brought home and used after the client makes a purchase, which will be impacted by the seller's advertising and marketing [10].

3.6. Social Media & Consumer Behavior: Challenges & Development:

Purchase decisions are significantly influenced by social media impact. A buyer makes a list of options after deciding to purchase to aid him in selecting the best goods. E-commerce websites offer a range of apparatuses for browsing, searching for products, and verifying item details, but the purchasing procedure is still problematic for the customer. People look for ratings, recommendations, and rankings from former customers as well as from dependable sources like company personnel, family members, and friends. Social networking websites allow users to easily browse and access postings and comments as well as quickly connect with friends, family, and other trustworthy people online [20].

4. CONCLUSION

The positive effects of social media marketing are seen in how customers shop for clothing. The most influential factor among the many other criteria that led buyers to purchase clothing from such sites was brand recognition. Positive shopping experiences among respondents on such sites also had a favorable effect on recommendations of goods obtained from SM websites to others. The education's findings are anticipated to have an important impact on practice and literature even

though social media marketing is a new, but quickly expanding, method establishing trademark recognition & strong brand connection, cultivating connections with customers, and even generating sales and leads. SM is a technology that connects people globally and is also quite effective for marketing.

The study also showed that, unlike most Internet marketing strategies, SM is free to use and encourage goods, making SMM the preferred sort of digital marketing between consumers and marketers alike. Without spending a dollar, you can build a page for your business, objective your audiences, engage with consumers, discover their needs, address their issues, reply to their comments, and make improvements. The upcoming SMM, a branch of digital advertising, seems promising.

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CHAPTER 23

AN APPRAISE OF DIGITAL FOOTPRINTS AND ITS DEPLOYMENT IN MODERN TECHNOLOGY INFRASTRUCTURE

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ABSTRACT:

This fundamental contribution is based on the finding that digital footprints have not received enough attention in the literature on digital inequality while being a significant social differentiator. The study aims to motivate present frameworks of digital inequality to include this additional dimension. Physiological or behavioral characteristics production, passive engagement, and platform-generated data all leave a digital footprint. The examination of the research demonstrates how various social segments may consistently experience benefits or disadvantages depending on their digital footprints. The results show the electronic trail that a person leaves behind whenever they use the Internet is known as your digital footprint. You may leave a digital footprint in several ways, including by posting on social media, subscribing to a newsletter, leaving an editorial piece, or doing online commerce. It's not always obvious how big of an impact you are having on your digital footprint.

KEYWORDS:

Brand Attachment, Consumer, Digital Footprints, Privacy.

1. INTRODUCTION

When you use the Internet, you leave a digital footprint, sometimes referred to as a digital shadow or an electronic footprint. It consists of the websites you visit, the emails you send, and the data you enter online. An individual's online behaviors and gadgets may be followed via their digital footprint. Internet users either consciously or unconsciously leave a digital trace. Personality is the result of a person's behavior and feelings, which are influenced by their environment and biological makeup. This will differ from person to person due to several factors based on their perceptions and emotions.

The person's personality will develop naturally depending on their actions, thoughts, emotions, and general conduct under various circumstances. Any human's behavior is often dependent on his or her nature and expertise. Individual differences exist in this, which falls within the purview of personality psychology [1], [2].

It is possible to assess a person's conduct differently depending on their specific circumstances. Social media platforms have suddenly become more popular recently for many forms of communication. These platforms are being used by people to express their ideas, hopes, and emotions. They are readily characterized based on the activities they like and dislike. Social media has gathered this data as a dataset. Initially, the location and position of the individual are determined by using this information in the banking industry. The gathered data has been investigated annually in several industries. Additionally, this phenomenon raises the quality of goods and services.

1.1.Consumer Brand Attachment:

Consumer brand attachment is one area that marketing professionals and academics have recently shown a lot of interest in. This is largely because brand attachment serves as a key element that describes the nature of the relationship that customers have with the brand. This link ultimately has an impact on how social media apps and virtual service users behave, resulting in the development and maintenance of an emotional and social tie between consumers and companies, brand benefit, and lifelong respect from clients [3], [4]. Additionally, it has been shown that the "brand attachment" construct is a more reliable indicator of consumers' intentions to purchase the items, requiring significant time, money, and reputational resources. Additionally, it is a powerful predictor of customer behavior. Figure 1 discloses the different evolution of digital footprints and their scenario.



Figure 1: Discloses the different evolution of the digital footprints and their scenario [5].

Recently, several MNC industries have started hiring workers based on their level of mental stress and social media use. In the business sector, human capital management is one of the key tools for hiring new workers and developing policies for existing ones. The conventional strategy is to ask a group of questions to assess a candidate's conduct, however, this approach is time-consuming and unreliable for some. No one will be aware of him in front of the interview panel if they can behave well. On the other hand, it has lately been updated in light of people's opinions, knowledge, and trends. This digital footprint provides a more precise response than the conventional approach. The author also thinks that a recent follow-up on a person's digital footprints may be a wise decision and provide accurate results quickly. This assessment is more reliable than the friends and even husband or spouse predictions of those users.

Your digital footprint is the information trail you leave behind whenever you use the Internet. There are several methods to leave a digital footprint, such as posting on social media, signing up for a newsletter, writing an online review, or doing online business. It's not always immediately apparent how much you are influencing your digital imprint. For instance, applications may

compile your data without your knowledge and websites can follow your activities by placing cookies on your device. Once you give a company access to your data, they may sell or share it with other parties. Even worse, a data breach may result in the compromising of your personal information [6], [7].

Due to the commoditization of online services, the business climate has changed drastically. When customers required a product or a service in the past, they would often use a personal computer to browse the Internet and conduct a search for the goods or services using different search engines. Today's customers do this search on their smartphones, however. Companies are embracing an applications-developing culture and releasing their apps with the brand name in the current environment of a rising market for apps. This has facilitated easier consumer communication for well-known businesses, increasing brand success by making services more accessible. Figure 2 embellishes the five p's of the digital footprints.



Figure 2: Embellish the five p's of the digital footprints [8].

Such applications were referred to as "branded apps". The idea behind tying in brand names with applications is that consumer behavior, particularly when it comes to buying on mobile apps, is heavily impacted by past interactions and brand experiences. By providing services via mobile applications, businesses provide marketers additional options to use more specialized advertising through their digital footprint and include a customer-oriented strategy. The problem for marketers today is how consumers connect with branded applications that make it easy and fast for customers to form new relationships with brands.

And this issue has to be thoroughly investigated to build an appropriate plan to track the causes and effects of consumer interaction with branded mobile applications, which aids companies in gaining more adoration from their target market. To meet this issue, almost every respectable firm

today has launched a mobile app to attract clients. However, clients' lives are now more complicated than ever due to the availability of several applications. Therefore, if a user does not find the experience of using mobile applications valuable, having a mobile app is of little benefit. This has caused scholars to turn their attention to an essential area of marketing theory, namely, online brand experience (BE).

Although there is existing literature on consumer BE research, there are several concerns that online BE has not yet addressed. The majority of the aspects mentioned in the research conceptually describe the consumer BE. Inconsistencies in the derived dimensions of consumer online brand engagement and interaction have also been investigated in several empirical studies. However, prior research on consumer engagement and interaction with brands online, which is driving businesses to build brand experience as a moderator, has not been conducted in detail. And the authors of this research have highlighted that this is the study's main flaw in their work. Figure 3 discloses the use of social media and customers' digital footprints.

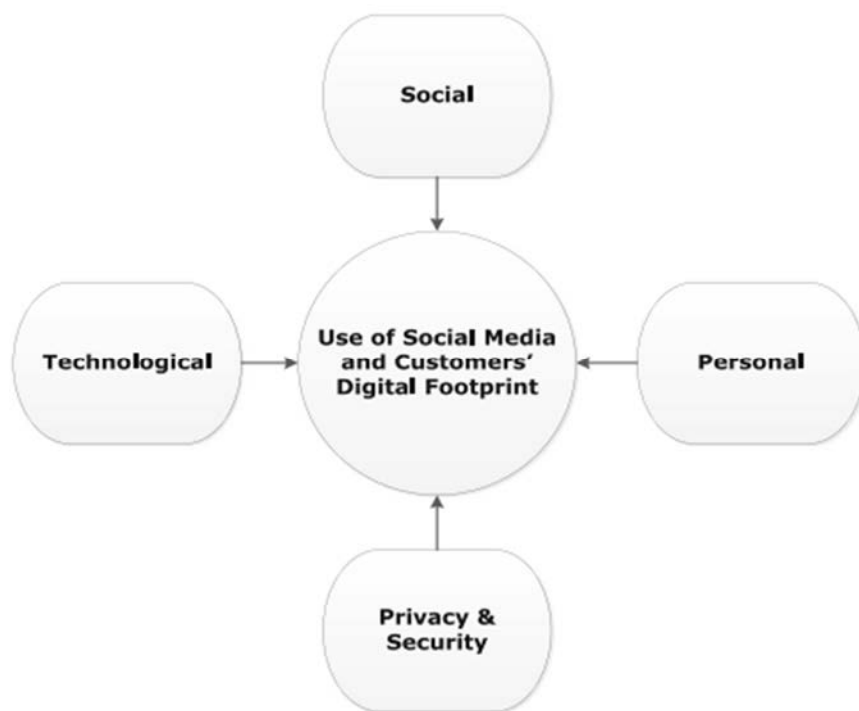


Figure 3: Discloses the use of social media and customers' digital footprints [9].

There hasn't been much study done on customers' brand attachment behaviors, which get stronger when they interact with brand mobile applications and experience its features. Additionally, paying closer attention to the digital footprint of clients left by branded mobile applications. The purpose of this study is to shed light on the marketing and development of e-commerce mobile apps as well as to establish the function of branded mobile apps in understanding the interaction between customers and their attachment to branded apps via empirical research. This study investigates if a brand's connection with customers, their consumption patterns, and their values may sustain and have a long-lasting impact on customers' choice of mobile applications. The idea of consumer

connections with brands put forward by Blackstone and Fournier provides a major foundation for understanding how customers behave while using branded mobile apps.

1.2. Internet Use and Digital Traces:

The Internet footprint is the digital trace we leave behind after visiting websites. Most businesses will ask you to approve their usage of them, which are frequently referred to as "cookies," before you can visit the site without explicitly explaining what this entails. By utilizing a simple search engine, other individuals might passively or actively gather a lot of the information we unintentionally leave behind about ourselves. Employers are more often "cyber vetting" potential workers using their online behaviors. The police may also obtain data from digital footprints about people to use in their investigations [10], [11].

Social networking websites may also provide a fairly accurate picture of a person's life. These websites provide the digital tracking of individuals, including information about their social groupings, hobbies, and whereabouts. It is possible to collect and analyses this data without the consumers being aware of it and should be careful about what you publish on any such sites since many businesses will utilize social media to screen potential workers. On social networking platforms, you may travel back in time indefinitely and there is no manner to entirely delete anything after it has been uploaded. Others may have shared or commented on your content, which may leave their digital traces. You should talk about this with your kids and teens so they may become informed and aware of what might happen to that information.

2. LITERATURE REVIEW

Sürmelioglu et al. in their study embellish that Thanks to information communication and technology, life is changing quickly. In this paper, the author applied a methodology in which they stated that digital identities have started to appear throughout this transitional phase. These identities are connected to the activities that individuals carry out in online settings. These acts leave a digital trace. This research aims to identify higher education students' knowledge of and experiences with their digital footprints. Researchers created a data gathering instrument called "A survey for digital media usage" to gather data for the study. 508 undergraduate and graduate students from 41 Turkish institutions made up the study group. Through the use of an online form with voluntary participation, data were gathered [12].

Azucar et al. in their study illustrate that Internet users' increased use of social media creates a massive and fresh supply of user-generated data - sets, such as written messages and photographs that may be gathered for study. Researchers have created automated ways to collect and evaluate these digital fingerprints to forecast personality characteristics as a result of the growing overlap between interpersonal and computer sciences. These social media-based forecasts may subsequently be used for a range of goals, such as customizing online services to increase user experience, enhancing recommender systems, and even serving as a screening and public health implementation tool. In this study, we perform several meta-analyses to assess the accuracy of digital footprints gathered from social media in predicting the Big 5 personality characteristics [13].

Pozdeeva et al. in their study embellish that the focus of the paper is on issues with learning analytics related to the growth of digital culture in higher education and the management of student activities in the context of career training. This same Center for Scholarly Research of the Peter

the Great Technology University conducted several surveys between 2018 and 2020, which served as the study's empirical foundation. The approach of creating a private mental map, representing the cognitive qualities of the student's interactive behaviors in the network, was used to organize the data on the traces of students' activity in the digital domain. The basic structure of the person's academic digital presence was determined via the analysis of his mental maps, which is crucial for analytics of his academic record and self-evaluation of his professional development activities. The beneficial function of technology in evaluating and simulating the education system is highlighted in the conclusion [14].

3. DISCUSSION

Additionally, sentimental analysis is performed to determine if people are feeling positively or negatively about a certain issue. Researchers are advised to use this information to assess a person's behavior and mental health conditions based on their social media use. Today, surfing the Internet and utilizing social media is a routine part of life.

People use it to express their ideas, sentiments, hopes, and views. Facebook, Twitter, Instagram, and YouTube are social networking services that are used to connect with users who request material. This may lead to the beginning of data exchange and freeform data generation interactions. Additionally, those who are dependent on social media will rapidly express their opinions on social networking sites via their status updates, post publishing, likes and dislikes, images, videos, and self-described interests. In this instance, the vast amount of shared content contains the data for social network relationships. The suggested purpose is to investigate if social media datasets can be used to forecast people's emotional trauma, health, and activities.

3.1.Digital Traces:

When a person has actively published information about themselves online, for example through posting or commenting on social media websites or online forums, this is known as having an active digital footprint. Any postings that a person makes while signed in to a website using a registered username or profile become a part of their active online activity. Other actions that result in advanced online footprints include submitting an online form, such as signing up for a newsletter, or allowing cookies to be accepted by your browser [15]–[17].

3.2.Inactive Digital Traces:

When data about a user is gathered without their knowledge or consent, a passive personal brand is generated. For instance, this happens when websites gather data on user visit frequency, source country, and IP address. Users may not be aware that this procedure is active since it is concealed. Social networking websites and marketers leveraging your likes, retweets, and comments to profile you and target you with particular material are other instances of passive footprints.

Significant Digital Footprints:

They are comparatively permanent, and the owner has little control over how others may use the data once it is made public or even semi-public, as may be the case with Facebook postings. A person's digital profile, which is widely seen as being just as significant as their offline reputation, may be determined by their digital footprint.

Before making recruiting choices, employers might look into the digital traces of prospective hires, notably on social media. Before enrolling a student, colleges, and universities may look up their

digital footprints. Your online postings of words and images run the risk of being misunderstood or edited, which might lead to unintended offense. A wider audience may see private group content, possibly compromising friendships and relationships. Cybercriminals can take advantage of your digital footprint, exploiting it for things like phishing to get access to accounts or fabricating identities based on your data. It is important to think about what your Internet activity says about you because of these factors. Many individuals make an effort to regulate their digital footprint by exercising caution while using the Internet to limit the data that may be collected.

Data left behind by users after they utilize the Internet is known as a digital footprint. Digital footprints come in two flavors passive and active. When data is taken from a user without that person's knowledge, a passive fingerprint is created. An individual who has actively published information about themselves online, whether via websites or social media platforms, is said to have an active digital footprint. When a person has been digital and data has been recorded in an online database, it is an example of a dormant digital footprint. This may contain their origin, the time the footprint was made, and an IP address for the user. Additionally, a footprint may be examined offline and kept in files that only an administration can access. These would provide details on possible uses for that machine but not about the people responsible for the acts.

Where a person may have signed into a website while updating or posting remarks, such as on an online forum or social networking site, is an aspect of an active digital footprint. It is surprisingly simple to learn a lot about the character from the trails they leave behind since the registered name or profile may be connected to the posts that have been made.

4. CONCLUSION

The author of this paper proposed the idea of digital footprints as a brand-new aspect of digital inequality in this essay. The author claimed that prior research on digital inequality had not given consumers' digital footprints enough consideration. After defining a "digital footprint gap" as the difference between individuals or population groups in the amount of online traces they leave behind, the author talked about the importance of actively created content, algorithmically generated data as a byproduct of user activity, and data posted by other users but associated with an individual. The latter two kinds provide intriguing new directions for research on digital disparities since they cast doubt on the idea of agency and active Internet usage with digital divisions. Digital disparities research might enter adjacent discourses and gain a more comprehensive, theoretical, and contextual understanding of digital differences by taking into account algorithmic and other types of digital footprints. Systematic analyses of digital footprints, for instance using the approaches we discussed in the preceding section, would also enable the formulation of useful suggestions, especially concerning inclusive platform design. It is commonly understood that creating structures, services, technologies, and websites that are accessible to all citizens, especially the elderly and disabled is a necessary condition for an inclusive society.

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CHAPTER 24

A COMPREHENSIVE SOCIAL MEDIA MISINFORMATION AFFECTS THE YOUTH AND IMPACT ON THEIR THOUGHTS

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ABSTRACT:

Social media disinformation (SMD), a subset of purposely spread misinformation, is often distinguished from social media misinformation, which refers to material that is inaccurate or misleading that is shared on these networks. The lines are permeable in reality. Many people who distribute erroneous information do so because they honestly believe what they are saying. Information is shown depending on whoever the user chooses to get it from or from friends who have shared it on social media. Whether the user has given their permission or not, accurate or inaccurate information may be shown in their news feed on social media. Research demonstrates that when unconfirmed tales are exposed as being untrue or altered, social media users are considerably more inclined to spread them than to correct them, as shown in this study. In the modern world, fake news is a real issue that has grown in scope and is difficult to detect, and finding fake news early on is a difficult task in the detection.

KEYWORDS:

Detection, Information, Misinformation, News, Political, and Social Media.

1. INTRODUCTION

The public is becoming aware of the "information plague" due to the damaging nature of disinformation. A public's physical and psychological responses to disinformation are referred to as an "information pandemic" because it may be difficult to determine whether the information is accurate and because its spread permeates many aspects of people's lives. Although false information and false impressions about politics have a long history, false information on social media has recently raised a lot of eyebrows [1]. Before the 2016 election, a significant portion of US citizens were exposed to misleading news, and post-election studies indicate that many of those who read these papers thought they were factual. Many contend that false information significantly influenced both the 2016 election and the continuing political conflicts and divides that resulted from it. To stop the spread of fraudulent material, Facebook and other social media firms have implemented a number of algorithmic and regulatory modifications [2].

1.1.Misinformation Definition:

The phrase "misinformation" is similar to several others. Instead of notions that are generally simpler to separate, including spam sent to a lot of people, rumors that are verifiable or unverified, and false news presented as news, disinformation is the most similar or perplexing phrase. The essential difference between misinformation and disinformation is whether the information was purposefully produced to mislead [3]. Misinformation often refers to inadvertent occurrences, whereas disinformation refers to circumstances when the information was intentionally created to fool. People use the word "misinformation" to refer to any erroneous or incorrect information that

is disseminated on social media during our conversation. Humans make this decision because it is extremely difficult for academics, professionals, or even administrators of social network firms to ascertain whether a piece of disinformation is purposefully made or not on a platform where any user may post anything [4]. The different ideas included by the umbrella word, such as misinformation, spam, rumor, and false news, all have in common that erroneous communications may create discomfort and other types of detrimental effects via social media, particularly when prompt action is lacking.

1.2.Manipulation Of Misinformation:

This section will look at potential solutions to the problems posed by antagonistic assaults from disinformation agents. There are many spreaders, and we concentrate on individuals who disseminate false information online. Our study is especially interested in those who do it on purpose [5]. Traditional strategies primarily concentrate on their very suspicious content and network design, which exclude regular consumers. However, as seen by recent cases of rumor and false news, it is difficult to identify misinformation spreaders using straightforward measures like follower count and the followee-to-follower ratio. Instead, they will deliberately hide, and a traditional supervised learning system's performance would quickly deteriorate as a result of the adversarial assaults. A malevolent user could, for instance, replicate articles from other valid accounts or even utilize hacked accounts to disguise the lies they are disseminating [6].

They may even create connections with other accounts to alter the network topology while posing as innocent users. The difficulty is made much more difficult by the absence of label information for material or actions that are disguised, which makes it challenging to detect the signal of false information [7].

In conclusion, there are primarily two kinds of assaults on social media. Controlling Networks Misinformation spreaders might create a sizable number of connections with trustworthy users since many users follow back when they are followed out of politeness. The performance of current methods is compromised by these noisy linkages, which no longer represent homophily between two nodes. Furthermore, those who distribute false information may band together to do so, and such coordinated actions provide significant difficulties for a typical approach [8]. Material Manipulation It is simple for someone spreading false information to duplicate a significant amount of content from reliable accounts. To avoid being noticed, they disguise the false information they want to convey with authentic ones. Traditional methods combine all of an account's postings into a single attribute vector, making it harder to detect the signal of false information.

There is still no proof of how the scope of the information issue is changing. According to recent research, fake tales are still an issue on Facebook even after the platform's news feed algorithm underwent adjustments at the beginning of 2018. Many items that have been deemed fraudulent by significant fact-checking groups have not been identified in Facebook's system, and since early 2016, Facebook interactions on two significant fake news websites have decreased very little, if at all [10]. Although some study shows that the existence of warnings might allow untagged incorrect news to be regarded as more accurate, Facebook's now-discontinued method of marking faulty stories as "Disputed" has proven to slightly reduce the perceived accuracy of marked headlines. Fact-checking attempts to combat disinformation have been criticized by media pundits as "not effective" and as "becoming unstoppable" in general and also represented in Figure 1.

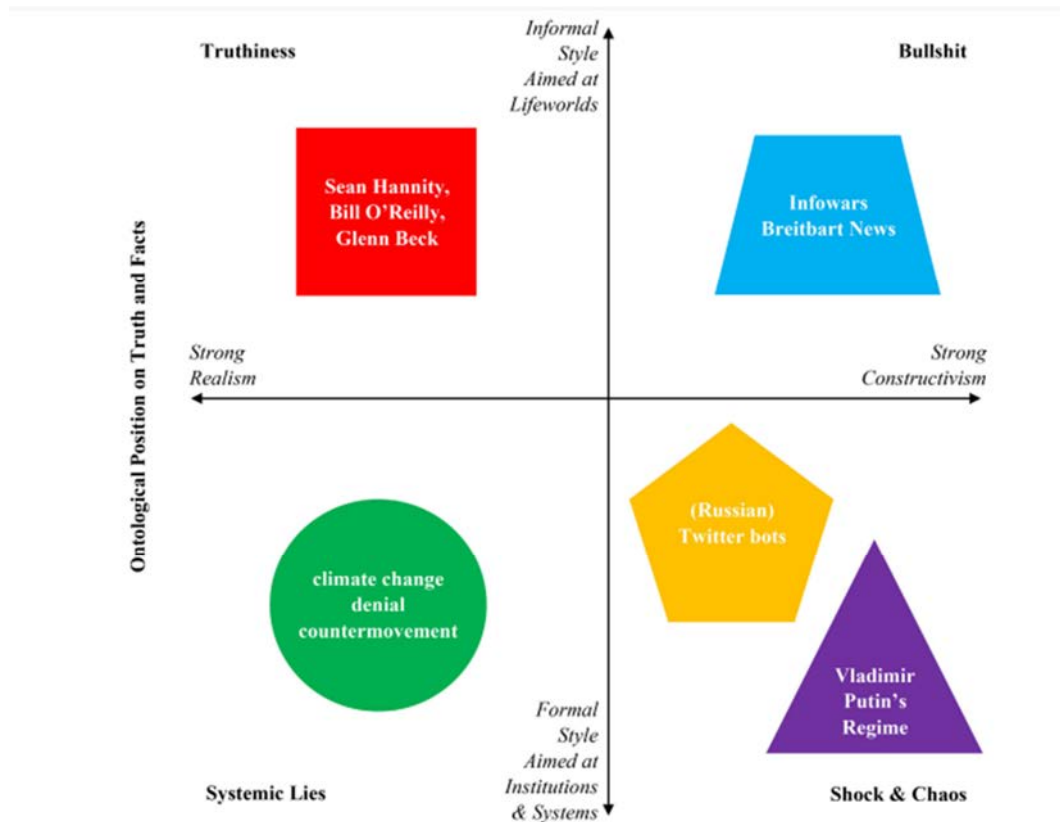


Figure 1: Illustrate the Key types of misinformation with illustrative examples of selected messengers [9].

While many social media users are actual individuals, there is no way of knowing for certain if those who are nasty and trying to propagate misinformation are real people. Social bots, trolls, and individuals that employ cybernetics are the three primary categories of false news contributors. The development of harmful accounts is not discouraged since the cost to register a social media account is so minimal [11]. A social bot is a social networking account that is managed by an algorithm running on a computer. A social bot may produce material on its own and even communicate with other users on social media. It all depends on how they were created, but social bots may not necessarily be bad. A social bot may be quite harmful and help a lot to create fake news if it is created to do damage, such as by disseminating false information on social media [12].

Inaccurate or deceptive information is called misinformation. It differs from misinformation, which is blatantly false information. Rumors are inaccurate and often unconfirmed information that cannot be shown to be true or incorrect. They are information that is not assigned to a specific source. Even if subsequently denied, false information may nevertheless affect how people respond and remember. Because they are emotionally invested in what they hear or read, people may be more likely to trust false information [13]. Social media's function has made information easily accessible to us at all times and has allowed for the simultaneous connection of huge groups of people and their information. Technology advancements have influenced how we convey information and how false information is propagated. The capacity of our society to accept information is affected by misinformation, which subsequently affects our communities, politics, and the medical sector [14].

As an illustration of the power of social bots on social media, "studies show that social bots distorted the 2016 US presidential election discussions on a large scale, and approximately 19 million bot accounts tweeted in support of either Trump or Clinton in the week leading up to the Election Day." Real people are also quite active in the world of fake news, thus fake humans are not the only ones that contribute to the spread of misleading information [15]. As mentioned, trolls are actual people who "seek to disrupt online communities" in an effort to elicit an emotional reaction from users of social media. For instance, there is proof that "1,000 Russian trolls were hired to distribute false news about Hilary Clinton," which demonstrates how real individuals use the information to influence other people's opinions [16].

The fundamental objective of trolling is to resurrect any negative emotions that have been gathered in social media users, such as fear and even wrath, in order to cause users to experience intense sentiments of suspicion and doubt. When a user is filled with doubt and mistrust, they may begin to question the truth and accept the falsehoods instead of knowing what to believe. What happens when false news is mixed with genuine news? Contributors to fake news might be either real or phony. "Automated actions with human input" make up cyborg users. The accounts are often created as a front by actual people, but they employ software to carry out social media tasks. The ability to swap "functionalities between human and bot" provides cyborg users even more power and a tremendous chance to disseminate misleading information.

2. DISCUSSION

Objective social phenomena, misinformation manifests itself in the context of social interaction. It often refers to information that is disseminated extensively without a factual foundation, validation, or explanation, whether on purpose or accidentally. Not just in the social sciences like sociology and journalism, but also in computer science and other study domains, it has been a problem [17]. The dissemination of false information by word-of-mouth has become faster because of the development of social media and Internet technologies, and it has the characteristics of fission diffusion, quick propagation, a broad range of effects, and profound impact. In addition to alarming the people and endangering their physical and mental health, the widespread dissemination of rumors and incorrect information on social media platforms poses severe problems for the government and the stability of the social order.

Getting consistent outcomes on challenges that are similar is another concern. The variety of multiple disinformation applications, where diverse characteristics, experimental conditions, and evaluation metrics may be utilized in distinct studies, is often the root reason. The lack of uniformity makes it difficult to compare one approach to another, which prevents the use of the study findings in practical contexts [18]. In order to examine current methods and literature by classifying them according to datasets and experimental settings, this survey was created. Our objective is to combine disparate findings and observations via the lens of machine learning, enabling practitioners and academics in the field to reuse current techniques and benefit from the findings [19].

The population will feel more psychological strain due to the future's unpredictability and the lack of knowledge, which will raise worry and fear. The public is now likely to get ensnared by the gang due to rumors and false information, which might intensify mass hysteria, cause a social crisis, and even result in several social catastrophes [20]. It has been shown that the damage brought on by false information distributed on social media is more severe as a result of these

platforms' quick diffusion, broad reach, and profound effects. On this premise, it is vital to comprehend how disinformation spreads on social media and to regulate misinformation.

The key to battling false news on social media is comprehending the objectives of both other users and the site itself. You often encounter advertisements that are customized to your interests or search history because social media sites generate money by selling user data to ad businesses [21].

Knowing that the news you receive on your feed has been filtered based on previously gathered data might make you more aware of your own bias. Keep your postings consistent with your brand if you are a representative of a company utilizing social media as a marketing tool. Share items on your timeline that strengthen customer connections, reflect your beliefs, or include unique material [22].

On social media, fake news could be impossible to ignore. But by exercising critical thinking, you may prevent the spread. Keep an appropriate amount of interest in the content you see on social media, be aware of how platforms filter what you see, and often engage in research. When used properly and thoughtfully, social media can be a tremendous tool for both people and organizations. People may access a wealth of information on social media platforms like Facebook and Twitter, but it's becoming more and more difficult to determine what is true and what is false.

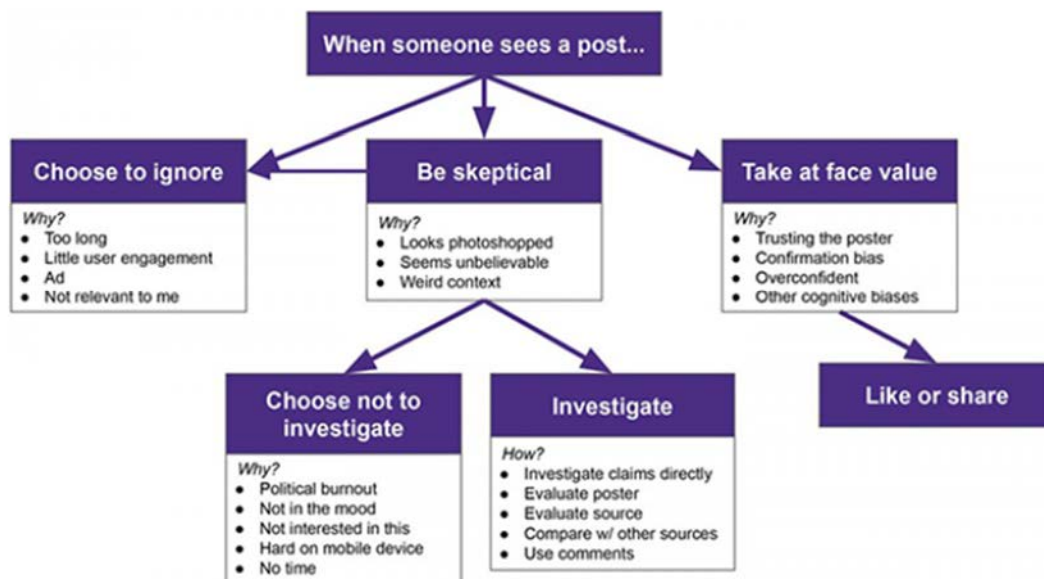


Figure 2: Illustrate the steps which follow during the social media platform [23].

Social media has made it possible for rumors and false news to quickly spread to a wide number of people, as shown in recent episodes of disinformation. While disinformation detection has been the topic of intense investigation, several research works offer observations and experimental findings that seem to be inconsistent which is also shown in Figure 2. People want to compile relevant findings and observations in this survey. In this poll, we specifically want to address the following questions.

i. *Misinformation detection is different from text classification:*

We define misinformation, discuss misinformation spreaders on social media, define other categories that are comparable to misinformation, such as spam, rumor, and disinformation, and explain why misinformation is used as an umbrella term. We also explore the computational differences between misinformation detection and the conventional classification issue, as well as how academics and practitioners approach various difficulties in misinformation detection.

ii. *Identify misinformation spreaders:*

Misinformation is often disseminated by certain accounts that are not typical social media users. By talking about the feature engineering techniques and the accessible sources of label information, we present how these spreaders may be discovered. We propose many cutting-edge strategies that are resistant to such assaults using networks and content since disinformation spreaders deliberately modify social media platforms to avoid being identified.

iii. *Other information can we utilize to characterize misinformation and its spreaders:*

Also discuss various information sources that may assist uncover malevolent behaviors and information, such as temporal trends, posting frequency, and dissemination channels, since we recognize that text information can only go so far in detecting disinformation and misinformation spreaders. The author describes how each kind of supplementary data may be used to enhance text information. Additionally, benchmark datasets and assessment criteria are presented for the detection and remediation of misinformation. We also outline some intriguing potential issues for further research since mining false information in social networks is a relatively new area of study:

iv. *Predict the potential influence of misinformation in social media:*

Existing misinformation detection techniques, for instance, concentrate on improving classification accuracy. However, in practical applications, identifying a powerful spreader may be more helpful than 10 insignificant ones who are rarely able to mislead common users. Determining the effect of disinformation spreaders and developing a computer challenge to address it will be intriguing.

v. *Misinformation spreaders spreading misinformation and attracting attention:*

Research already conducted mostly focuses on the accounts that distribute false information on social media, or "spreaders." In the real world, a spreader would do more to "spread" false information, including becoming friends with other communities, commenting on certain issues, and even privately emailing interested users. It would be fascinating to learn about and comprehend these spreading tendencies in addition to detecting them, since this may eventually help construct a powerful detection system.

vi. *To make detection methods robust to adversarial attacks, or how to exploit adversarial learning to enhance a detection method:*

To make machine learning techniques effective and resilient in the face of adversarial assaults, adversarial machine learning was developed. Current research focuses on adversarial assaults of disinformation spreaders, although current techniques may be weak if an evil opponent has complete or partial knowledge of the misinformation detection system. Finding resilient techniques in the face of hostile assaults will be intriguing.

2.1. Factors Increasing Misinformation Resonance:

SMM may increase the danger of atrocities in a variety of political contexts, from autocratic or oppressive (China, Myanmar, Venezuela, Russia, etc.) to semi-democratic (Philippines, India, Indonesia, etc.). SMM has also been popular in nations with traditionally robust democratic institutions, such as the United States and the United Kingdom, in part as a result of low institutional trust and internal political pressures. Contextual variations are important because they are associated with other mitigating institutional and cultural variables that work to reduce the importance of violent SMM when civil freedoms are expanded. This section goes over three major groups of variables that have an impact on SMM resonance: three factors: the social media ecosystem, individual and group psychological dynamics, and sociopolitical divisions.

2.2. Socio-Political Cleavages:

Domestic political instability, including atrocities, is more likely when there are socio-political divisions. These include serious governance or security crises, anti-democratic or weakening democratic regimes, and considerable social and political division. In-group/out-group divisions becoming more rigid and socialization processes being less effective at reducing tensions are examples of severe social and political polarization. Dehumanizing discourses, official and informal policies, and behaviors propagate to cause it. It also serves to maintain perceived normative gaps between groups, with outgroups being seen as dangers to the security, survival, or pursuit of ingroup objectives. At its worst, such polarization may increasingly take the form of aggressive action, including assaults on rivals. Misinformation highlights the mutually reinforcing nature of radicalization processes by both feeding off of and escalating division.

The type of regime is also important. Disinformation is significantly more likely to be used by authoritarian and semi-authoritarian regimes to quell dissent, target political opponents, and influence public opinion. But SMD and SMM have also proven successful in a variety of "democratic backsliding" circumstances, including democracies where the rule of law is administered unevenly, the free press is attacked or suppressed, and populist leaders are less constrained by legal or constitutional safeguards (such as in Hungary, Turkey, and the United States). The critical point is that with weaker institutional and legal restraints on executive authority, social media may become a potent platform for misinformation and disinformation that is specifically spread by state authorities or their proxies. Misinformation may come from a variety of sources, including civil society. Significant crises in governance or security are particularly conducive to SMM. These crises may involve the potential for or occurrence of military conflict or mass violence, hotly disputed power transitions (such as coups or elections that are very polarizing), constitutional crises, or the declaration of emergency rule. Social media becomes "another battlefield in the narrative war" as a result of crises raising the political stakes.

Consistent disinformation efforts by nations and their proxies may exacerbate the situation in these environments of widespread misinformation. State-sponsored SMD often targets internal audiences, but it is increasingly being used in pressure and destabilization efforts aimed at influencing international policy, as seen by the use of Russian misinformation in settings ranging from Ukraine to the United States. In other words, the variables that contribute to instability are made worse by foreign engagement. These sociopolitical issues engender mistrust both inside and between citizens, which makes it more likely that disinformation on social media will affect those who feel socially, politically, or economically estranged.

2.3. Psychological Dynamics:

Three major psychological processes raise both group and individual vulnerability to false information on social media: Confirmation bias, intelligibility, and belonging.

The first category relates to a fundamental need for group affiliation and security. According to research, individuals have a strong psychological desire to connect with others in order to feel worthy of being part of a community. Participating in social media immediately feeds into this desire since it may, at least in part, satiate the need for belonging by fostering connections with others who have similar interests and enhancing psychological wellbeing. As a result, individuals who are deeply ingrained in a specific online community may find it challenging to challenge prevailing narratives, particularly when the information comes from a reliable or well-known source. Defying authority figures may result in censure, shame, or even expulsion.

People often establish assumptions about linkages, motives, and clear-cut causal connections where they do not exist in order to make a complicated, frightening world understandable. Although this is a typical psychological heuristic, it becomes especially risky under extreme instability. Reductive tales of good against evil and us vs. them may substitute complicated political realities when misinformation is used. These epistemological short cuts, which ignore difficult analyses and often avoid rigorous examination of one's beliefs and preferences, are accentuated in social media echo chambers that support our worldviews.

Confirmation bias, the propensity to emphasize data that supports preexisting ideas while discounting contrary data, is a final psychological aspect. This prejudice is made worse by social media, where individuals tend to go toward news sources that support their opinions and avoid those that challenge them. Additionally, successful deceit tactics amplify these prejudices to produce politically polarizing in-group/out-group divisions. According to research, when tales are exposed as being untrue or fabricated, social media users are significantly more inclined to spread them than to submit a correction.

In atrocity-risk environments, when there is already a persistent moral reorientation from out-group targeting as passively permissible to actively advantageous, these psychological processes become particularly crucial. As we shall go over in more detail, SMM might provide the impression that this moral recasting has broad social support by encouraging a bandwagon effect.

2.4. Social Media Factors:

In areas where there is a danger of atrocity, several context-specific social media characteristics also contribute to SMM consequences and should be carefully considered. These include a strong social media ecosystem with a developed "attention economy" and an SMM concentration on themes with high political valence (very prominent and polarizing, like an election), where the political result is unknown and political success needs some level of popular support.

A significant section of the population that uses social media often is referred to as a strong social media ecosystem. Large, dense networks are created by this activity, allowing information to flow quickly. Format, rules, online culture, and popularity of these sites differ. We also include non-mainstream or locally popular formats like Telegram and Gab as well as messaging applications like WhatsApp and Viber in this category because of their function in SMM and information dissemination. It's also thought that several social media sites, such as VK (Russian Federation) and TikTok (China), exchange user information with totalitarian regimes. These distinctions call

for intricacies to be plucked out in each situation via case studies beyond the purview of this study, such as foreign influence operations, domestic influence operations, and sharing of inaccurate information.

Despite these variations, a key component of social media is the attention economy. People's attention is a finite resource, according to researchers, and social media tech businesses depend on user retention to generate money. Tech businesses use a variety of strategies to pique users' interest, including the usage of "friends," "likes," "subscriptions," and other quantitative metrics. These strategies help to develop the social media ecosystem and provide a targeted, engaged audience for advertisers. The amount of users a digital company has affects its public value, and without a persistent public uproar, businesses are sometimes sluggish to take action against false information that might risk alienating consumers. Some businesses have created particular response mechanisms to deal with troll farms, shell accounts, bots, and other disinformation amplifiers directly, although these initiatives are constrained by income worries brought on by the attention economy.

High political valence issues will vary depending on the context, but the important thing is that they stir up passionate public responses and are structured to hit home along cleavages like political ideology or party, ethnicity, race, religion, or other acknowledged fault lines. Political outcomes that are uncertain and rely on public support are particularly vulnerable to several types of information disorders, such as misinformation and disinformation. Disinformation operations in particular are often used to win support by demonizing the opponent. These dynamics are shown by the run-up to the presidential elections in Brazil (2018), Colombia (2021), Indonesia (2019), and the United States (2020). These tactics often go well beyond random or infrequent disinformation postings in their sophisticated, organized, and ongoing attempts to influence public opinion.

However, comprehensive modeling and projecting how misinformation will interact with hot-button political problems will be very difficult due to the context-specific character of disinformation content, provenance, and distribution patterns. One expert informed us that disinformation is not a completely transferrable issue. Understanding the concept of misinformation is not enough. Before fusing your understanding of a political issue with technological, computational, and other social scientific methods to misinformation, you must be aware of the subtleties of that topic in your particular environment. Disinformation is a byproduct of certain actual occurrences.

3. CONCLUSION

The diffusion of misinformation through social media is a potential threat to democracy and broader society. While its potential effects have been much discussed, there is little evidence of how the scale of the problem has evolved in recent years. The remaining categories of what has been described as fake news require a radically different approach, because they represent content that is far from being damaging, is oriented towards the public interest, provides a valuable form of accountability, and is a natural check on group think. Critical perspectives in journalism and news face huge threats, not least a concerted campaign to describe them as 'fake news'. Many things you read online, particularly in your social media feeds, may seem to be accurate but are often false. False information is information that has been purposefully fabricated to misinform or mislead readers. These tales are often produced to either sway people's opinions, further a political

goal, or create confusion, and they may frequently bring in money for web publications. False information may fool individuals by appearing on trustworthy websites or by utilizing names and web addresses that are similar to those of credible news organizations.

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CHAPTER 25

A COMPREHENSIVE STUDY OF THE TRADITIONAL ADVERTISING AND DIGITAL ADVERTISING

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ABSTRACT:

Digital advertising is the marketing that takes place on websites, streaming media, and other online platforms. Any sort of marketing known as "traditional marketing" reaches consumers using offline media like name plates ads and newspaper ads. The objective of the study is to compare traditional advertising and digital advertising and discuss the component of traditional advertising and Digital advertising.

The conclusion of the study shows that traditional marketing may be more efficient at reaching a bigger audience, but digital marketing is typically more affordable and can be more focused. After the study found that digital advertising is better than traditional advertising, but if the company used both they can reach a broader range of customers by combining the two marketing strategies.

KEYWORDS:

Digital Advertising, Marketing Strategies, Traditional Advertising, Traditional Marketing.

1. INTRODUCTION

For the very first time, digital advertising eclipsed broadcast television and hit the \$40 billion threshold. Internet and mobile advertising spending in the US has grown at a compound annual growth rate of 18% since 2004, and Marketer predicts that this spending will reach \$180 billion in 2014.

Given the rising expense of traditional media, many advertisers have either boosted their expenditure on digital media or have shifted away from it because they feel interactive advertising on the Internet, mobile devices, and social networks is more effective and efficient.

However, this change does not imply that conventional advertising will disappear anytime soon [1].

1.1.Digital Advertising:

The Internet has developed into an effective tool for networking. Its growth catches the attention of marketers as a more alluring route for seeking clients.

Customers are drawn to this advertising strategy since it uses the World Wide Web and the Internet to spread marketing messages. Internet advertising differs from traditional advertising in that customers can contact suppliers right away to ask questions, get more information, or even place orders.

Marketers can target their consumers more precisely and meticulously thanks to Internet advertising. A few examples of online advertising include contextual ads on search engine results

pages, banner ads, blogging, social media network ads, flash commercials, and online classified advertising [2], [3]. A number of these types of adverts are delivered by an ad server. Internet advertising has expanded quickly and is expected to account for a sizable chunk of advertisers' media budgets. Online advertising benefits include versatility, improved demographics, tailored messaging, and a wide and adaptable reach. Digital advertising is positioned to compete fiercely in the rapidly evolving media landscape. Today, there are concerns that advertising strategies based on traditional types of media and experience may need to be revised for the digital market. To gain insight into how Internet advertising strategies may need to be updated, 21 in-depth interviews with organizations representing important stakeholders in the digital advertising sector were conducted [4]. Figure 1 shows the Components of Digital Marketing.



Figure 1: Illustrating the Components of the Digital Marketing.

1.2.Traditional Advertising:

Any form of marketing that isn't done online is referred to as traditional marketing. Print, radio, direct mail, telephone, and outdoor media like billboards are all included in this. This strategy of advertising helps reach specific audiences, whether through radio or newspapers. One of the oldest and most extensively studied forms of marketing is traditional marketing. Because it has been successful in the past, marketers tend to favor it.

Everyday activities, such as receiving the mail or reading the newspaper, involve some form of traditional marketing.

Reaching local audiences requires a significant amount of traditional marketing. Physical ads can be stored for a very long time. Additionally, there is a certain audience that traditional marketing is better able to target than online marketing. Figure 2 shows the Components of Traditional Marketing.

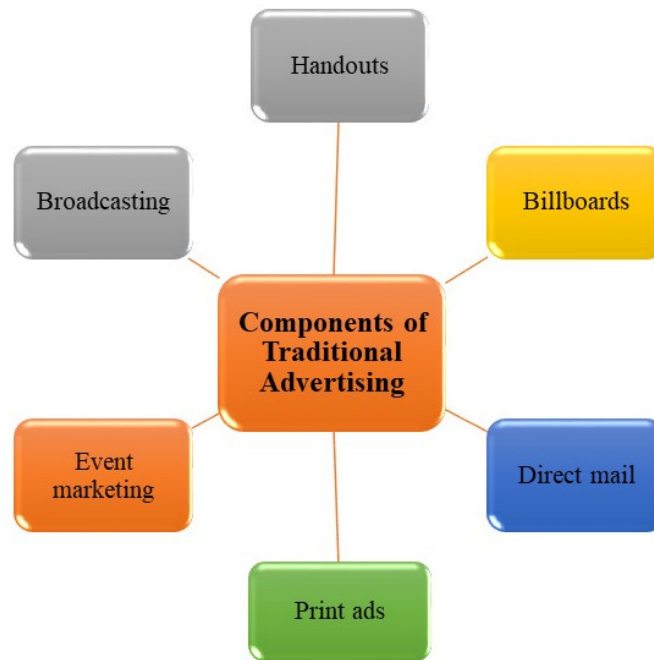


Figure 2: Illustrating the Components of the Traditional Marketing.

2. LITERATURE REVIEW

Mr. Pooran Singh and Dr. Jitendra [5] described the effective digital advertising is at creating product awareness, interest, and preference as well as encouraging purchases by providing product information. There is also an explanation of the most common ad formats. The author's findings show that organizations in the digital advertising ecosystem, especially publishers, should focus on the other two causes that have contributed to the formation of this phenomenon to lessen its effects.

Gulnara Z. Karimova [6] By demonstrating that the characteristics associated with "interactive" advertising are also present in "traditional" advertising, the current study aimed to challenge the traditional distinction between "traditional" and "interactive" advertising. The study examined some aspects of interaction, including direct participation in advertising procedures, physical reactions and actions involvement, customer control, two-way interaction, and feedback, and demonstrated how these aspects of interaction appeared in both "traditional" and purportedly "interactive" advertising.

S. Nazimsha and M. Rajeswari [7] discussed advanced displaying including combined channels and formed associations. The focus of the study is on consumers' preferences for showing media. Indian consumers are in particular information seekers, and before purchasing a product or brand, they seek out information about it. Therefore, brands should focus more on this while advancing their initiatives, and the ideal platform for doing so is digital media. The author's analysis shows that Digital Media holds the key to displaying's present and inevitable future.

Leonora Fuxman et al [8] researched the digital Advertising: A More Powerful Tool for Product Promotion. That research compared the performance of Internet advertising vs traditional media advertising along several mass marketing variables using empirical data. The author's findings

show that, although conventional media advertising is still effective, digital advertising is more efficient in promoting brands and marketers should increase their usage of digital advertising to better target their consumers, especially young ones.

Lisette de Vries et al. [9] studied In order to establish brands and attract new clients, this study compares the relative efficacy of traditional advertising, firm-to-consumer (F2C) impressions on Facebook, and consumer-to-consumer (C2C) message volume and valence on Twitter and web forums. An original data set from a European telecom company is used by the authors to test vector autoregressive modeling. The author's findings demonstrate that conventional advertising is the most successful for both brand development and consumer acquisition.

3. DISCUSSION

Marketers have access to technologies never before available in digital advertising markets. Businesses can now use a variety of formats to advertise to narrowly targeted groups of people with tailored commercial messages at particular times and locations. Digital ads promise superior targeting and relevance compared to traditional forms of advertising, as well as personalized ad content, program sales based on real-time auction sites, and quantification of the correlation between specific consumer ad exposures and a range of offline and online response behaviors [10], [11].

3.1. Benefits of Integrating Traditional and Digital Advertising:

It's crucial to keep in mind that based on the product being sold, both platforms offer various results when a business decides whether to implement its marketing initiatives online or offline. Marketing both online and offline is a smart notion if you want to produce the greatest, most productive outcomes. Marketing both online and offline is a smart move because it will reach and influence more customers than just using one medium. Traditional marketing can fill the gap as not everyone is online all of the time.

A company may lose out on several sales and run the risk of alienating customers if they don't use all the resources at its disposal to reach its whole audience. There are still lots of people who read newspapers, watch television, and listen to the radio.

Traditional advertising is still alive. In actuality, digital marketing is just traditional marketing that has been updated. The secret to combining physical and online marketing strategies is to coordinate them all [1], [12]. When a business develops a marketing strategy, it must make sure that it first captures the customer's attention, as with Internet and social media advertisements, and then holds that interest, as with promotional discounts or billboard advertisements they have seen on their daily commute.

3.2. Combining traditional advertising with digital advertising:

Utilizing both marketing strategies gives businesses complete coverage to guarantee they reach their target market. Customers are most likely participating passively in traditional marketing, which is passive marketing. Including a call for action in a magazine advertisement or television commercial is a fantastic use of traditional marketing. This call to action should compel the audience to visit a website or otherwise engage in a digital experience, turning them from passive viewers into active ones. This is a fantastic method for integrating traditional and digital marketing. Giving your customers a tailored experience is another approach to making digital and traditional

marketing coexist. Traditional marketing makes use of psychographics like likes and lifestyle as well as statistics like age and region. With the help of this information, a particular advertisement may target particular audiences.

A call to action in this advertisement can direct viewers online to carry on with their specific value in a digital medium. An outstanding illustration of the major effect Internet advertising can have on traditional advertising to strengthen a company's marketing initiatives is the use of calls to action in conventional marketing to persuade clients to continue their experience online.

When clients are given calls to action that guide them from one advertising strategy to another, digital marketing techniques and traditional marketing strategies work together. The most effective technique to make sure a company's audience is reached is by combining marketing strategies. A business will reach and attract more customers when it employs all of the available strategies [13]. Figure 3 shows the budget forecast chart demonstrates that while spending will go down for the majority of traditional methods, it will increase for digital.

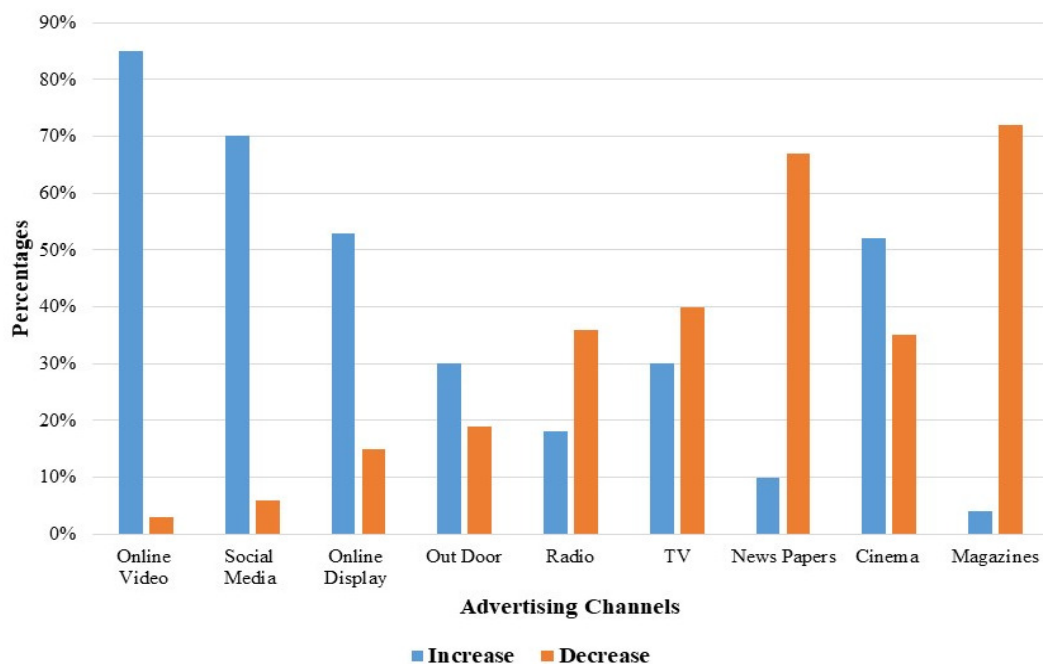


Figure 3: Illustrating the Adverting Channels increment and decrement.

More individuals worldwide can shop online for a range of goods because of the widespread availability of broadband connections on the Internet and the new generation of wireless subscriptions.

Digital and display ads spending shares have seen double-digit growth in recent years, according to eMarketer. Meanwhile, spending on conventional advertising has stayed essentially flat. Figure 4 shows the anticipated spending on conventional media advertising and digital media advertising in the US market.

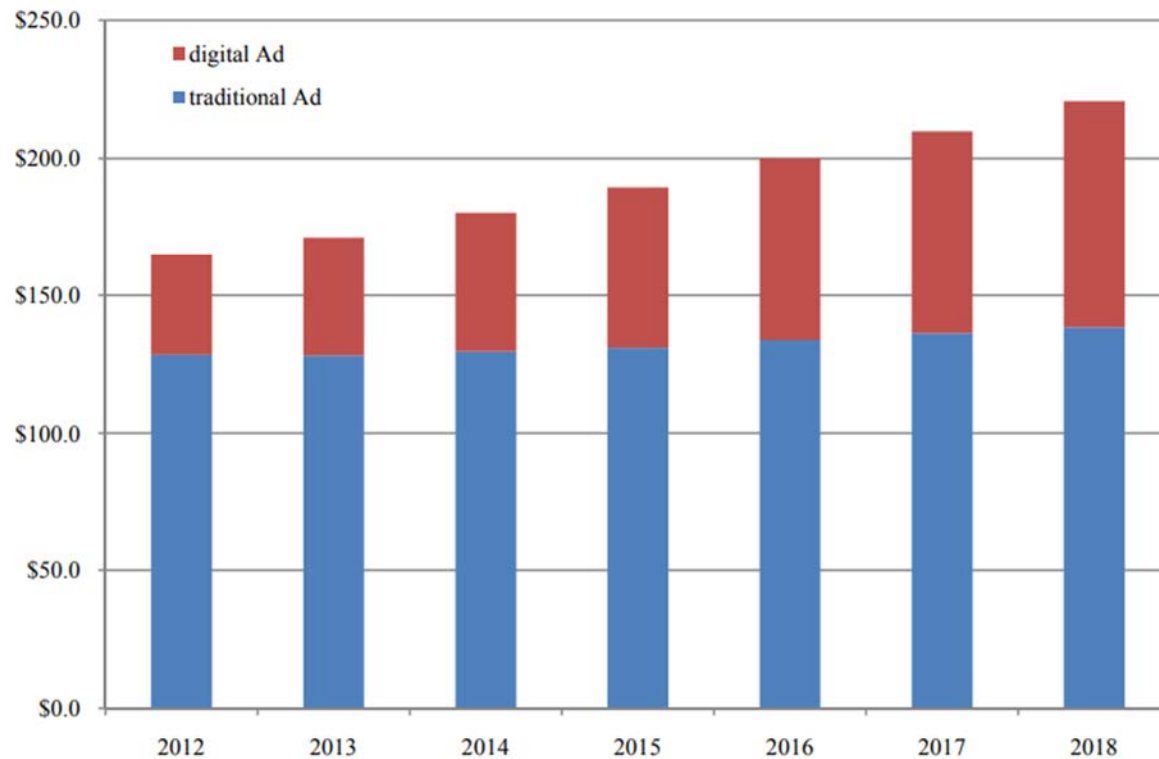


Figure 4: Illustrating the Comparing US Traditional Media to Digital ad spending, 2012 to 2018, in Billions of dollars.

4. CONCLUSION

A company can reach a broader range of customers by combining the two marketing strategies. Combining digital and traditional marketing strategies is a great approach for businesses to expand their consumer base and boost conversion rates. Businesses can profit from both traditional and digital marketing in a variety of ways. Even though most individuals these days are online, traditional advertising still has power in the marketing industry. This is because not everyone is constantly online. For the majority, digital marketing is likely the best choice. Digital marketing is the way to go if you want to target a specific demographic wherever they may be while keeping expenses down. Additionally, by doing this, you'll have the chance to immediately get crucial data on your target market, allowing you to develop marketing strategies that are even more successful. Traditional marketing still has its role in the market, though. Traditional marketing techniques may be more effective and stand out more than digital marketing techniques if you're trying to reach an older or local audience. Despite the fact that these techniques may appear "ancient," they have persisted for a purpose.

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CHAPTER 26

ROLE OF SOCIAL MEDIA AND INCORRECT NEWS IN A DEMOCRACY

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ABSTRACT:

Democracy is a form of administration in which the "people," traditionally made up of a small percentage of the population, directly or indirectly decide on laws, policies, leadership, and major enterprises of a state or other polity. Because they enable public engagement, social media, and more especially news media, are crucial in democracies. Therefore, the news must be accurate in order to maintain individuals' levels of confidence in healthy democratic networks. Political parties now have the means through which to enlighten a sizable audience on important topics ranging from policy to elections. Having more informed voters would result in a more legitimate government, which is described in this paper. The media may be considered a democratic facilitator. Hate organizations who are looking to organize and recruit may utilize the same technology that makes social media possible to inspire democratic campaigners. Additionally, it enables fringe websites, such as those that peddle conspiracies, to reach audiences far larger than their main readership.

KEYWORDS:

Democracy, Disinformation, Fake News, News, Social Media.

1. INTRODUCTION

For democratic countries worldwide, the transmission of false information is a growing problem. Misinformation exposure may be deleterious and can have detrimental effects on democratic governance as well as faith in the media and journalism more generally in today's high-choice media settings. Some academics have even claimed that the post-truth era is characterized by an alternative epistemology and, consequently, an alternative reality, in which, for example, former President Obama was not born in the United States and global warming is merely a Chinese hoax rather than a largely accepted scientific phenomenon [1]. These continuous "debates" draw attention to the significance of several different but connected categories. The first is the idea of "fake news," which describes information that is inaccurate or deceptive.

As a two-dimensional phenomenon, fake news may be conceived as separating (a) the genre of fake news or "the purposeful manufacture of pseudo journalistic deception" from (b) the term used for instance, by politicians like Donald Trump to discredit news organizations. In contrast to misinformation, which disinformation is a subset of, there is a difference between the two [2]. Different actors deliberately propagate false information because they are aware of its falsity. Actors, on the other hand, distribute false information because they wrongly think it is factually accurate when it is not. Traditional information networks in India have been successfully replaced by social media platforms. The connection between political networks, conventional media, and Internet material is so strong that even individuals who are not yet online may successfully spread the messages [3]. Social media is often used to purposefully or accidentally spread misleading information that distorts people's perceptions of a certain group of people, the government, or a

pressing topic. Since public opinion is the currency of democracy, entrenched interests cannot be permitted to manipulate public opinion via the systematic spread of false information. India has mostly concentrated on regulating social media sites through juridical tools and the fear of criminal penalties [4]. However, it is necessary to identify its regulatory initiatives and enact thorough transparency legislation to compel significant disclosures by platforms and empower a larger community of knowledgeable stakeholders.

1.1.The Concerns regarding the Spread of False Information:

- i. *Red-Herring:* All major social media platforms' content moderation-driven strategy for countering misinformation is a red herring used to draw attention away from the far more serious issue of amplified dissemination of misinformation as part of revenue models.
- ii. *The opacity of Social Media Platforms:* Social media platforms, which are largely controlled by a small group of people, are increasingly being used as the main forum for public discourse. The lack of transparency displayed by social media platforms is one of the biggest obstacles to eradicating false information. Even when platforms have made certain types of information available, the data is frequently not presented in a way that makes it easy to perform an analysis.
- iii. *Inadequate Measures:* Instead of developing a cogent structure to combat false information, several social media companies have reacted unpredictably to situations and public demand. The information ecosystem was tainted by the lack of a consistent baseline strategy, enforcement, and accountability [5].
- iv. *The weaponization of False Information:* While allowing themselves to be weaponized by strong vested interests for political and economic gain, social media platforms have embraced design decisions that have resulted in the mainstreaming of misinformation. The unrestricted flow of misinformation, hatred, and targeted intimidation that resulted has harmed real people and weakened India's democracy. Vaccine hesitation, entrenched societal polarization, and actual violence have all been connected to false information disseminated via social media apps.
- v. *Digital Media Illiteracy among Children:* It was a squandered chance to include media literacy in the curriculum with the National Education Policy 2020. Social media literacy is completely ignored in the paper, even though "digital literacy" is referenced just once. Given that social media is the main source of students' literacy, this is a significant discrepancy [6].
- vi. *Threats due to Anonymity:* The most well-known use of anonymity is to avoid having one's opinions associated with a real person in the offline world or to tell the truth against vengeful regimes. While this allows people to express their opinions without feeling insecure on the one hand, it does greater damage since the user may distribute incorrect information to any amount without being held responsible.

1.2.Social Media Mis/Disinformation Affecting Politics: Three significant implications of social media on contemporary politics call for consideration.

- 1.2.1. The politicization of social media has resulted in people commenting on abstract issues online while disengaging from their immediate surroundings.

- 1.2.2. The political discourse in our country has degraded as a result of social media, with memes and "hot takes" replacing serious debate.
- 1.2.3. Because of technological opacity, it has made it difficult to see the providence of significant interventions in our political discourse.

1.3.Social and affective factors:

These cognitive explanations don't specifically address how social and emotional dynamics impact the CIE. The perceived reliability and skill of the sources giving the incorrect information and its correction, as well as their perceived trustworthiness, are socio-affective factors [7]. Although it has been shown that source credibility has minimal effect on whether disinformation is accepted if the source is a media outlet, there is typically good evidence that credibility has a big impact on whether misinformation is accepted from non-media sources.

For (post-correction) misinformation reliance, the credibility of a correction source is also important, but probably to a lesser extent than the credibility of the misinformation source [8]. Although perceived expertise may be more important in situations involving science, such as health misinformation, the success of factual corrections may rely on perceptions of the source's credibility rather than its level of experience. If the correction source lacks credibility, it might also make sense to disregard the correction [9]. Furthermore complicating things, different receivers' perceptions of a source's reliability may differ. Extremely conspiratorial individuals may, under certain circumstances, be suspicious of any official source (for example, health authorities). People are more likely to trust sources that they believe reflect their beliefs and worldviews.

The person's worldview, which informs their values and belief system and forms the foundation of their sociocultural identity, is a second important socio-affective element. Attacks on someone's worldview may be ineffectual or perhaps have the opposite impact. The perception of such adjustments as an assault on one's identity might set off a cascade of evaluations and emotional reactions that prevent the modification of the material [10]. For instance, if a message is viewed as an identity threat for instance, a correction that the risks of a vaccine do not outweigh the risks of a disease may be perceived as an identity threat by a person identifying as an anti-vaxxer), this can cause intense negative emotions that motivate strategies like discrediting the source of the correction, ignoring the worldview-inconsistent evidence, or focusing only on the evidence that supports the worldview. There is growing agreement that even worldview-inconsistent corrections often have some positive effect, however, how a person's worldview impacts disinformation corrections is still a subject of intense controversy [11].

The CIE is influenced by emotion, the third socio-affective element. According to one research, a person may choose to ignore a correction to lessen the psychological distress that it causes. A CIE may be more likely to be triggered by false information that conveys unpleasant feelings like fear or anger. This bias may result from a more general tendency toward negativity or from more particular emotional triggers. For instance, false information that harms the reputation of a political candidate may cause wrath or disdain, which might encourage the spread of this false information, especially among those who are not supporters [12]. However, it appears that negative misinformation has less of an impact on perception when the subject of the false allegation is not a politician who is disliked. This may be because reliance on corrected misinformation may be viewed as biased or judgmental, meaning that it may be inappropriate to judge another person even

though allegations have been proven false. The widespread use of social media platforms in recent years has served as a catalyst and led to an exponential rise in popularity. Thus, on these online social networks (OSNs), which in turn give birth to virtual societies, societies, and social behavior may now be traced. Human behavior patterns may be examined by looking at these virtual communities to better understand cultures by using computational technologies [13]. However, since the messages are not fact-checked and the Internet is uncontrolled, it is easy for incorrect and unverified material to propagate on social media. Manual fact-checking is not a workable approach due to the enormous volume of material uploaded on social media. Therefore, the development of automated ways to combat fake news may be greatly aided by computational tools. We provide a thorough framework that has been modified from several academic research to achieve this goal. The framework is capable of identifying and categorizing content into many kinds, including satire, misinformation, and true information [14]. The method demonstrates the use of multidisciplinary methods derived from core social science ideas and combining them with contemporary computing tools and procedures.

Disinformation is created and spread largely as a result of technological affordances. The efficacy of deception and corrected information was the main emphasis of this essay's discussion of multimodal manipulation. Disinformation gains credibility through audiovisual cues, which may also be used to realistically ingrain false narratives in digital media ecologies. Future studies should consider the modality of misinformation, its long-term repercussions, and its incorporation in fragmented media ecologies in light of the increasing prevalence and accessibility of audio-visual manipulation and doctoring methods.

2. DISCUSSION

The phrase "fake news" is used to describe a wide range of information disorders, including information that is intentionally false and produced to hurt individuals and society, information that is intentionally false or misleading but not intended to harm, and accurate journalistic errors. Fake news and information disorders threaten democracy and effective government via their consequences [15]. Fake news may impact behaviors, including voting and taking a position on many public issues, by influencing views and changing the natural processes of public opinion development. In the end, false news encourages harmful narratives, disseminates uncertainty and confusion, and deepens societal polarization, which has an impact on democratic decision-making.

Young people are especially susceptible to propaganda, disinformation, and false news since information and communication technology has become such a significant part of their life today. Young people spend a lot of time online engaging in activities including playing video games, talking, blogging, listening to music, uploading selfies, and looking for new friends to speak with. For their understanding of the world and their perception of reality, they greatly depend on the information that is disseminated online [16]. Many parents lack the technological know-how necessary to monitor their children's Internet behavior or inform them of any potential concerns. Therefore, it is the responsibility of schools to provide children with the knowledge and critical thinking abilities that they lack at home.

There is currently no widely accepted definition of fake news that might include untrue information and other kinds of misinformation (such as satire and created material). The definition is always evolving and may alter based on the study topic. According to some studies, fake news is characterized as untrue news based on the information's factual accuracy and intended audience. As an example, fake news is defined as "news pieces that are deliberately and demonstrably untrue

and may mislead readers." On the other hand, according to some research, it is "a news piece or message produced and disseminated by media, providing erroneous information regardless of the methods and purposes behind it [17]." According to this definition, fake news is erroneous information that makes someone question the truth or feel misled, and fake news is only helpful if it misleads or confuses its audience. There are two definitions of fake news: a broad one ("Fake news is false news.") that includes fraudulent Internet material and a more specific one ("Fake news is purposely false news published by a news organization. From the standpoint of fabricating false news, the restricted term is appropriate. However, since fake news producers and consumers are increasingly interchangeable (news consumers, for example, act as a gatekeeper for the spread of false news), it is crucial to comprehend and research fake news from the consumer's viewpoint. As a result, the author defines false news broadly in this paper.

Around the last year, governments from all over the globe have drastically expanded their attempts to sway information on social media [18]. More than ten years ago, the Chinese and Russian governments were the forerunners in the employment of covert techniques to stifle dissent and slant Internet discourse, but the practice has now spread around the globe. The idea that the Internet is a liberated technology is seriously threatened by such state-led actions. Online content manipulation, a surge in mobile Internet service outages, and an increase in physical and digital assaults on human rights advocates and independent media all played a role in the Internet's overall drop for the seventh year in a row. Only 13 of the 65 nations evaluated in Freedom on the Net 2017 saw increases, most of them modest, while over half of the nations faced reductions. Less than 25% of users live in nations where the Internet is recognized as free, which means there are no significant access barriers, onerous content restrictions, or grave abuses of user rights in the form of unregulated monitoring or unfair consequences for valid expression.

In particular, the use of "fake news," automated "bot" accounts, and other forms of manipulation attracted attention in the US. Even while the nation's Internet environment remained mostly open, it was disturbed by the spread of false news reports, political animosity, and the relentless harassment of many journalists, both during and after the presidential election campaign. It's commonly known that Russia tried to influence the American election online, but the US wasn't the only country doing this [19]. Over the previous year, manipulation and misinformation strategies were a significant factor in elections in at least 17 additional nations, harming the capacity of voters to choose their leaders based on accurate news and honest discussion. The majority of the time, governments utilized these tactics inside their borders to preserve their grip on power, even while some tried to advance their interests and increase their influence outside, as with Russia's disinformation efforts in the United States and Europe [20].

Furthermore, the infrastructure would be open, addressing concerns about data security, personal privacy, and intellectual property while also being made accessible to the research community. Figure 1 depicts a schematic of the information ecosystem, which is depicted in four "layers": 1) creation, 2) consumption and dissemination, 3) absorption and comprehension, and 4) action and engagement. This diagram demonstrates the size and extent of the proposed infrastructure. Each layer represents a separate phase of the process through which knowledge about democratic-relevant events and problems affects public perception, comprehension, and civic engagement. Each layer also correlates to various data kinds that come from various sources, often in different methods of sampling mat sand.

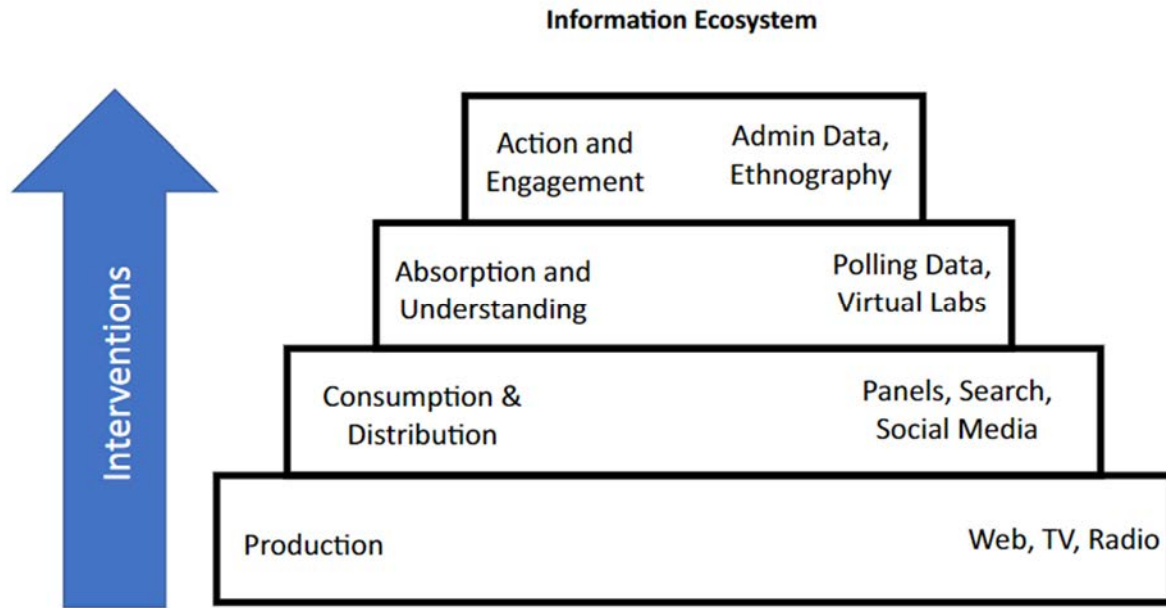


Figure 1: Illustrate the information ecosystem in different parts [21].

The governments of Venezuela, the Philippines, and Turkey were among the 30 nations where it was discovered that armies of "opinion shapers" were employed to propagate official viewpoints, advance specific agendas, and respond to government criticism on social media. Since Freedom House started regularly monitoring the problem in 2009, the number of countries seeking to censor online debates in this way has increased every year. However, over the past few years, the practice has significantly increased in popularity and technical sophistication as a result of the exploitation of social media and search algorithms by bots, propaganda manufacturers, and fake news outlets to ensure high visibility and seamless integration with reliable content.

Online content manipulation is more subtle than overt censorship techniques like website blocking or arrests for online activities. Given its scattered nature and the enormous number of humans and bots used for this, it is also more difficult to counteract. These quickly gaining popularity approaches might have disastrous impacts on civic engagement and democracy. By fabricating widespread support for official programs on social media, the dictatorship effectively ends up endorsing itself, putting independent organizations and common people on the outside. Additionally, authorities are able to legitimize crackdowns on the political opposition and impose anti-democratic changes to laws and institutions without a thorough discussion by fostering the false idea that most people support them. Worryingly, increased limitations on the news media often go hand in hand with state-sponsored manipulation of social media, preventing access to unbiased reporting and making societies more vulnerable to misinformation.

It will take time, money, and innovation to successfully combat content manipulation and rebuild social media trust without jeopardizing Internet and media freedom. Public education that teaches people how to spot false or misleading news and commentary should be one of the first stages in this endeavor. Democracies must also tighten legislation to guarantee that political advertising is at least as transparent online as it is offline. Additionally, tech firms should play their part by reevaluating the algorithms used for news curation and more actively blocking bots and fake accounts that are used to further anti-democratic goals. Without a thorough effort to address this

issue, manipulation, and misinformation strategies might allow contemporary authoritarian governments to increase their influence and power while irreparably destroying consumer trust in online media and the Internet as a whole.

2.1.Important concepts related to fake news:

It's not that the information in the social media postings that sparked the national crisis is entirely incorrect or that specific incidents never took place. Instead, the deceptive context supplied in the postings with what may be a malicious purpose is what causes the majority of the real harm. Finding the motivation for disseminating incorrect information is thus a primary concern. Based on authenticity and goal, literature offers a variety of words for false news, including misinformation, satire, disinformation, and many more. Since it differs depending on the account of the event, there isn't a single definition in the literature that applies to all cases. These phrases have generally been defined in the literature in terms of aim and authenticity. Therefore, false information intended to hurt the audience is known as disinformation; false information intended to amuse the audience is known as misinformation; and fake information intended to harm the public is known as satirical news.

Because humans constantly make mistakes and sometimes tell lies, misinformation, which we define as any information that turns out to be wrong, presents an unavoidable obstacle to human cognition and social interaction. The emergence of disinformation and its consequent impact on memory and decision-making as a key concern in the twenty-first century, however, cannot be adequately explained by this fact. The mental, emotional, and social mechanisms that allow incorrect information to persist and render individuals susceptible to developing mistaken beliefs. The author examines the theoretical frameworks put out to account for the resistance of disinformation to correction. The author provides advice on how to combat false information, including educational and preventive interventions, debunkings, and technology solutions based on psychological knowledge. Finally, we address the practical ramifications of disinformation on media, education, and legislation before returning to the larger socioeconomic issues that have fueled the growth of misinformation.

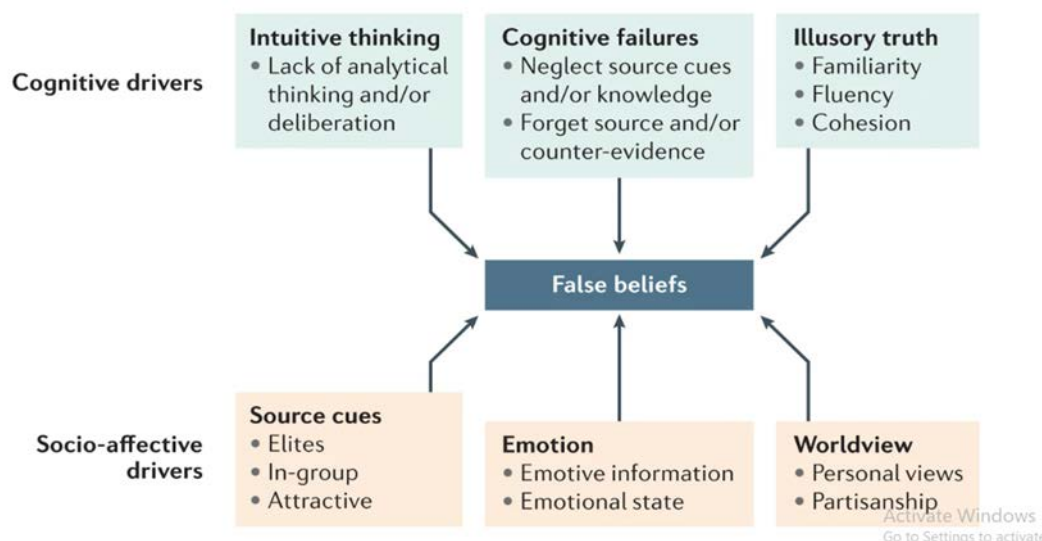


Figure 2: Illustrate the connection between the socio-affective drivers and cognitive drivers [22].

Exposure to erroneous information is almost a prerequisite for the development of faulty beliefs. However, a variety of cognitive, social, and emotional variables impact the development of erroneous beliefs; the availability of high-quality information is not always the major prelude to incorrect belief formation Figure 2. The same processes that create true beliefs also often produce false ones. As a scientific study on this issue is still in its infancy and leaves many concerns unsolved, the academic community still does not fully comprehend visual political misinformation and disinformation. How can visual misrepresentation be successfully refuted, for instance? The invited forum's purpose is to address some of these issues and to bring together eminent researchers from the fields of political communication, visual communication, psychology, and data science to present a thorough overview of the state of the field, highlight significant obstacles, and suggest potential directions for further study.

The promotion of democratic values via the dissemination of information is a key component of media democracy, as is the empowerment of individual people. The approach also contends that the media system should be democratic in its design, avoiding corporate ownership or stringent rules. Media democracy means that both the media itself should be democratic and that it should be utilized to further democracy. For instance, it considers media ownership concentration to be undemocratic and incapable of promoting democracy, making it a component of media that has to be critically analyzed. In reaction to the growing corporate hegemony in the media and the perceived decline of the marketplace of ideas, both the notion and the social movements supporting it have expanded. It recognizes the media as a tool having the capacity to reach a vast audience and as playing a crucial part in influencing culture.

The idea of a media democracy is in reaction to the concentration of ownership in the mass media and the deregulation of broadcast markets. People have the right to take part in media democracy. It broadens the media's engagement with the public by allowing the general public to examine and disseminate the information obtained. In order for individuals to connect via digital media and share the information they wish to broadcast to the public, media democracy extends to many sorts of media, such as social media and mainstream media.

Numerous social media sites, like Facebook, employ surveillance technology to gather user information and micro-target audiences with tailored adverts. Social media networks build user portfolios because users leave digital traces practically wherever they go, allowing advertisers to target them more effectively. As a result, "echo chambers, polarization, and hyper-partisanship" develop. As a result, social media platforms produce information and opinion bubbles that are constantly expanding. These "bubbles" enclose the users and reduce the chances for productive discussion. The "distribution of inaccurate and/or misleading information" is a well-known negative impact social media has on democracy.

Both state and non-state actors often use bots to disseminate false information on social media platforms. Each kind offers a risk because it oversaturates social media with contradictory realities, pushing the truth, facts, and proof to the margins. The assumption that likes or retweets produce authenticity or widespread support is known as the "likes or retweets algorithm," which operates on social media. Theoretically, it gives a misleading representation and a flawed way of judging information. It is much more difficult to tell who is a bot or a troll. Social media also makes it possible for "populist leaders, governments, and fringe players" to manipulate the public. Leaders that identify as "populist" interact with their followers on social media sites like Twitter and

Instagram. However, these platforms provide them complete freedom of movement, enabling them to stifle the minority voice, demonstrate support for their views, or feign agreement.

Last but not least, social media disturbs the public space. Some social media platforms include user guidelines and technological elements that permit unanticipated outcomes, such as hate speech, terrorist appeals, and sexual and racial harassment, and discourage any polite discourse. The targeted groups decide not to participate in public dialogue as a result of this. So, even if social media has made it simpler for people to acquire news and entertainment on their devices, it has also been risky due to the quick dissemination of false information (2019). The public is now readily accessible to individuals who want to distribute false information and deceive the general population. Authorities, authorities, and the elite often use social media narratives to win over their followers and deceive them.

3. CONCLUSION

The frequency and consumption of "fake news" per se, however, have recently been compared to other forms of news and news-relevant material, according to a few articles. This paper suggests that a proper understanding of misinformation and its effects requires a much broader view of the problem, encompassing biased and misleading information that is regularly produced or amplified by mainstream news organizations, even though factual accuracy is not a requirement. This is true even though prevalence or consumption are not direct indicators of influence. In this article, we provide a comprehensive study agenda to evaluate the causes, characteristics, and prevalence of disinformation, generally interpreted, as well as how it affects democracy. The author also provides some illustrative instances of past, present, and future research endeavors that support this objective.

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