A study on impact of social media on small and Medium enterprises

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Abstract: **The present paper briefly provides a literature based review of how the social media affects small and medium sized enterprises in the Arab world. usage by small and middle-sized businesses is gaining prominence in the Arab region. The present paper sought to establish how the social media is influencing the small and medium-sized businesses in the region, in general, as established by recent empirical research and theoretical scholarship. According to the review, there is unique relationship between the social media and SMEs in social, political, religious or cultural and economic spheres. This relationship has enabled the social media to uniquely impact on the Arabian market in such areas as offering (a) a marketing platform for the Information Age, (b) an avenue and forum for increased sales, (c) an innovative edge for SMEs to reduce expenditure/cost and increase profitability, and (d) a benchmark of direct client communication of modern PR.**

Keywords: **SMEs, Social media, Innovation, Profitably, External factors.**

1. Introduction.

Social media marketing is the latest "buzz" in marketing. India is probably among the first proponents of social media marketing. These days, the organizational cause has replaced the social cause as companies seek to engage with their audience via the online platforms. Online presence is a must for businesses today. Apart from a basic website; consumers looks for a blog, a Facebook page, shopping cart, e-brochures, etc. 92% of micro and small businessesagree that social media is an effective marketing technology tool. They are evenly split on the effectiveness of social media for attracting new customers and engaging existing customers. (e-Strategy Trends).

Definitions of Micro, Small & Medium Enterprises In accordance with the provision of Micro, Small & Medium Enterprises Development (MSMED) Act, 2006 the Micro, Small and Medium Enterprises (MSME) are classified in two Classes:

1. **Manufacturing Enterprises-**he enterprises engaged in the manufacture or production of goods pertaining to any industry specified in the first schedule to the industries (Development and regulation) Act, 1951) or employing plant and machinery in the process of value addition to the final product having a distinct name or character or use. The Manufacturing Enterprise are **defined in terms of investment in Plant & Machinery**.
2. **Service Enterprises:-**The enterprises engaged in providing or rendering of services and are **defined in terms of investment in equipment.**.
The limit for investment in plant and machinery / equipment for manufacturing / service enterprises, as notified,vide S.O. 1642(E) dtd.29-09-2006 are as under

Manufacturing Sector	
Enterprises	**Investment in plant & machinery**
Micro Enterprises	Does not exceed twenty five lakh rupees
Small Enterprises	More than twenty five lakh rupees but does not exceed five crore rupees
Medium Enterprises	More than five crore rupees but does not exceed ten crore rupees

Service Sector	
Enterprises	**Investment in equipments**
Micro Enterprises	Does not exceed ten lakh rupees:
Small Enterprises	More than ten lakh rupees but does not exceed two crore rupees
Medium Enterprises	More than two crore rupees but does not exceed five core rupees

Types of Micro and Small Home-based businesses A home-based business is an enterprise in which all or most of the work is performed at or from the owner-operator's private residence. Home-based business is one of the fastest growing sectors in the economy. Common businesses that are operated from home are trade businesses, where general administrative tasks are done at home, with work being completed at various sites. Examples include painters, plumbers and electricians. Many micro-businesses are family operated. Family members will generally have ownership of the business and play a significant role in its day-to-day operations. Many publicly-listed companies and franchises started from the humble beginnings of a family-operated business. Some common examples of family businesses include cake shops, restaurants, café, florists, designers, photography and so on. Independent contractors run their own business, and hire out their time to businesses and other organisations as a service. Their entitlements and obligations differ from an employee in many ways. They own our own business and generally will be able to negotiate fees and working arrangements. Some examples of independent contractors are builders, caterers and personal trainers.

A franchise is an arrangement whereby the originator of a business product or operating system (franchisor) gives a prospective small business owner (franchisee) the right to sell these products and/or use the business operations system on the franchisor's behalf. Some key micro-business franchises include food chains, cleaning businesses franchises. E-businesses are businesses that utilise the internet for business activities, advertising and transactions. With the increase in internet use and popularity, along with relatively low start-up capital requirements, the emergence of e-businesses has seen a dramatic increase in the past decade. Some e-businesses are solely internet-based, with all communications and transactions completed online. Other businesses use a website to support the physical store and products, by providing product information online. Others simply use the internet as an advertising tool. Marketing The management process through which goods and services move from concept to the customer. Marketing is based on thinking about the business in terms of customer needs and their satisfaction. Marketing differs from selling because (in the words of Harvard Business School's retired professor of marketing Theodore C. Levitt) "Selling concerns itself with the tricks and techniques of getting people to exchange their cash for your product. It is not concerned with the values that the exchange is all about. And it does not, as marketing invariable does, view the entire business process as consisting of a tightly integrated effort to discover, create, arouse and satisfy customer needs." In other words, marketing has less to do with getting customers to pay for your product as it does developing a demand for that product and fulfilling the customer's needs. The marketing mix is a familiar marketing strategy tool, which you will probably know, was traditionally limited to the core 4Ps of Product, Price, Place and Promotion The 4Ps were designed at a time where businesses sold products, rather than services and the role of customer service in helping brand development wasn't so well know. Over time, Booms and Pitner added three extended 'service mix P's': Participants, Physical evidence and Processes, and later Participants was renamed People. Today, it's recommended that the full 7Ps of the marketing mix are considered when reviewing competitive strategies. Thus the businessman uses appropriate marketing mix for his product or services and prepare a marketing strategy using various combinations to reach out the customers. Marketing Strategy An organization's strategy that combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business. The marketing strategy is the foundation of a marketing plan. Life for marketers used to be simpler. He just had a few TV channels, some radio stations, a handful of top magazines and a newspaper or two in each market. Reaching consumers was easy by crafting a compelling message. Now there are whole slew of TV channels, millions of web sites and hundreds of thousands of applications. Marketing was never easy, but technology has made it a whole lot tougher. What used to be a matter of identifying needs and communicating benefits now requires to build immersive experiences that engage consumers which requires a seamless integration of a whole new range of skills and capabilities. There's so much going on in the marketing arena today, everybody is struggling to keep up. At the same time, every marketing professional feels pressure to be "progressive" and actively integrate emerging "media" into their marketing program. However, most businesses can be adequately captured by evaluating just three metrics: awareness, sales and advocacy (i.e. customer referral). This metrics can be achieved through traditional media along with combination of new media called SOCIAL MEDIA.

Social Media and Small Businesses

Social Media Is Changing the Traditional methods of Presence.□ The traditional techniques of marketing using print and electronic media along with Internet marketing and lead generation were used to drive traffic to a business and its website. As search engine algorithms evolve, website owners have to stay on their toes to make sure their website is constantly updated with relevant and current information to prevent being devalued in search results. Today, social media like, Facebook pages, Twitter accounts, and YouTube channels are being seen as sites in their own right to mark the presence. Social Media Allows Businesses to Crowd-source Ideas□ Before you launch a new product or service, one would like to have some ideas about what people think about it. So by engaging with prospects and customers via social media, one can actually ask the fans and followers what colors they prefer or what types of features they want. Thus one can involve consumers in valuable free market research, by asking their opinions and can help establish credibility by showing that Page | 32 their opinions matter. After seeing their ideas becoming a reality, business has more than likely just increased their customer base. Social Media Allows to Keep An Eye On Competition□ Businesses are changing marketing strategies based on information they find in social media feeds from their competitors. By keeping an eye on competitors, their strengths and weaknesses can determine their marketing efforts. This gathered information helps to implement things that might be needed to improve such as social media campaigns, contests, giveaways or types of content the followers may be responding to the most. Social Media Allows Business to Be More Transparent□ The process of taking a prospect to the point of becoming a customer has slowed down somewhat due to consumers' awareness. People want to buy from those companies who have established credibility and who seem to be totally transparent in their advertising campaigns. Social media is changing peoples' opinions of businesses. By providing messages that are open, transparent, and helpful, social

audiences will learn that your business cares about its customers and potential customers. One can position their company as a valuable resource by simply sharing information like advice, tips, or just answering questions about the industry.

Social Media

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features:[1]

1.   Social media are interactive Web 2.0 Internet-based applications.[1][2]
2.   User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, are the lifeblood of social media.[1][2]
3.   Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.[1][3]
4.   Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.[1][3]

Users typically access social media services via web-based technologies on desktop computers, and laptops, or download services that offer social media functionality to their mobile devices (e.g., smartphones and tablet computers). When engaging with these services, users can create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. They introduce substantial and pervasive changes to communication between businesses, organizations, communities and individuals.[4] Social media changes the way individuals and large organizations communicate. These changes are the focus of the emerging field of technoself studies. Social media differ from paper-based media (e.g., magazines and newspapers) or traditional electronic media such as TV broadcasting in many ways, including quality,[5] reach, frequency, interactivity, usability, immediacy, and permanence. Social media operate in a dialogic transmission system (many sources to many receivers).[6] This is in contrast to traditional media which operates under a monologic transmission model (one source to many receivers), such as a paper newspaper which is delivered to many subscribers or a radio station which broadcasts the same programs to an entire city.

Some of the most popular social media websites are Baidu Tieba, Facebook (and its associated Facebook Messenger), Gab, Google+, Instagram, LinkedIn, Pinterest, Reddit, Snapchat, Tumblr, Twitter, Viber, VK, WeChat, Weibo, WhatsApp, Wikia, and YouTube. These social media websites have more than 100,000,000 registered users.

In America, a survey reported that 84 percent of adolescents in America have a Facebook account.[7] Over 60% of 13 to 17-year-olds have at least one profile on social media, with many spending more than two hours a day on social networking sites.[8] According to Nielsen, Internet users continue to spend more time on social media sites than on any other type of site. At the same time, the total time spent on social media sites in the U.S. across PCs as well as on mobile devices increased by 99 percent to 121 billion minutes in July 2012 compared to 66 billion minutes in July 2011.[9] For content contributors, the benefits of participating in social media have gone beyond simply social sharing to building a reputation and bringing in career opportunities and monetary income.[10]

Observers have noted a range of positive and negative impacts of social media use. Social media can help to improve individuals' sense of connectedness with real or online communities and social media can be an effective communication (or marketing) tool for corporations, entrepreneurs, nonprofit organizations, including advocacy groups and political parties and governments. At the same time, concerns have been raised about possible links between heavy social media use and depression, and even the issues of cyberbullying, online harassment and "trolling". Currently, about half of young adults have been cyberbullied and of those, 20 percent said that they have been cyberbullied regularly.[11] Another survey was carried out among 7th grade students in America which is known as the Precaution Process Adoption Model. According to this study, 69 percent of 7th grade students claim to have experienced cyberbullying and they also said that it is worse than face to face bullying.

2.   Literature review
1)   Social media is the interaction among people in which they create, share or exchange information and ideas in virtual communities and networks. Andreas Kaplan and Michael Haenlein define social media as "a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content. Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals. Social media differ from traditional or industrial media in many ways, including quality, reach, frequency, usability, immediacy, and permanence. There are many effects that stem from internet usage. According to Nielsen, internet users continue to spend more time with social media sites than any other type of site.
2)   Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media.
3)   Social media broadly defined consists of any online platform or channel for user generated content. By this definition, for example, WordPress, Sharepoint, and Lithium qualify as social media, as do YouTube, Facebook Page | 44 and Twitter. Social

media more narrowly defined includes only channels for user-generated content, as distinguished from platforms, which are referred to as social technologies. By this definition, for example, YouTube, Facebook, and Twitter are social media, and WordPress, Sharepoint and Lithium are social technologies. Joe Cothrel – Lithium Technologies, Inc.

4) Social media is digital content and interaction that is created by and between people. Sam Decker – Mass Relevance

5) Social media is a shift in how we get our information. It used to be that we would wait for the paper boy to throw our news on the doorstep (or into the flowers) and we'd read the paper, front to back, with our morning coffee before going to work. Now we get information, 24/7 and on the fly, from anywhere. In the more traditional senses, online, on our phones, and through the social platforms. Social media allows us to network, to find people with like interests, and to meet people who can become friends or customers. It flattens out the world and gives us access to people we never would have been able to meet otherwise. Gini Dietrich – Arment Dietrich, Inc.

6) All the traditional media print, broadcast, search, and so on provide platforms for delivery of ads near and around relevant content. Social media are platforms for interaction and relationships, not content and ads. This is quite similar to what Ted McConnell, General Manager-Interactive Marketing and Innovation at Procter & Gamble Co. likes to say about social media. Bryan Eisenberg – Author of Waiting for Your Cat to Bark (Affiliate link).

7) Markets have become conversations. Social media are the online platforms and locations that provide a way for people to participate in these conversations. For individuals it is a way to connect and share content with Page | 45 friends and like-minded people. For businesses it's a way to tap into what people are saying about your brand, your product and/or your service, participate in the conversations, be open to new ideas and then use these insights to make better business decisions. Sally Falkow.

8) Social media is people's conversations and actions online that can be mined by advertisers for insights but not coerced to pass along marketing messages. It's the new form of media that does not exist until it happens and that cannot be bought by advertisers to carry their messages. Dr. Augustine Fou – Marketing Science Consulting Group, Inc.

9) Social media is the tools, services, and communication facilitating connection between peers with common interests. Chris Garrett – Chrisg.com

10) Social media are the online technologies and practices that people use to share content, opinions, insights, experiences, perspectives, and media themselves. They are media for social interaction. Howard Greenstein – Social Media Club-NYC

11) Social media is an ever-growing and evolving collection of online tools and toys, platforms and applications that enable all of us to interact with and share information. Increasingly, it's both the connective tissue and neural net of the Web. Ann Handley – Marketing Profs, Author with C.C. Chapman of Content Rules (Affiliate link)

12) Social media is a reflection of conversations happening every day, whether at the supermarket, a bar, the train, the watercooler or the playground. It just allows for those conversations to reach a broader audience due to digital being a megaphone for scale Sarah Hofstetter –

13) Social media is online text, pictures, videos and links, shared amongst people and organizations. Dave Kerpen – Likeable Media

14) Social media is not one thing. It's five distinct things: It's a strategic tool for uncovering business insights.● It's managing the influencers who are driving the conversation around● your brand. It's marketing that provides value and turns customers into evangelists.● It's a critical component customer care.● It's transforming your organization to meet the transparency and● humanity customers now expect of brands. Adam Kleinberg – Traction

15) Social media is digital, content-based communications based on the interactions enabled by a plethora of web technologies. Rebecca Lieb, author of The Truth About Search Engine Optimization (Affiliate link).

16) Marketing is a crucial activity for the survival and success of a business. Businesses today have more marketing opportunities than ever (Bresciani & Eppler, 2010).

17) In small businesses, marketing relies heavily on word of mouth recommendations for customer acquisition (Stokes & Lomax, 2002).

18) Today's economy, distinguished by relationships, technology, and networks, favors some of the characteristics of SMEs (Walsh & Lipinski, 2009).

19) Social media enables companies to network with customers in order to build relationships and achieve a better understanding of customer needs. Businesses want their message to reach as many people as possible.

20) To maximize this reach, a business must have a presence where customers are hanging out. Increasingly, they are hanging out on social networking sites (Halligan, Shah, & Scott, 2009). Social media provides multiple opportunities for small businesses to market to consumers and build closer and more profitable relationships. However, small businesses still struggle to reach customers.

Research methodology

1. Title of the study

" A study on impact of social media on Small and Medium enterprises "

2. Research methodology

The study is purely based on secondary source of data collection. The details are collected from the websites books and journals.

3. Objectives of the study

a. To study the concept of SMEs

b. To study the concept of social Media

c. To Study the impact of Social media in marketing the goods.

d. To find the suggestions for the negative impact of social media on SMEs

4. Limitations of the study

he limitations relevant to the research include:

1. Because a variety of companies exist, it was unfeasible for the scope of this research to cover every industry.
 2. The limitations of the collected data make it difficult to make generalizations across industries, companies, and locations.
3. The research lacks a comparison between the practices of a company recognized for using social media marketing successfully and a company using it less successfully.

4. Impact Of social Media

4.1 The Positive & Negative Impact of Digital Media on Business
Modern media is no longer confined to a television or radio show, newspaper or advertisement. Instead, today's media -- from text to video and sound -- can be saved and shared electronically, using everything from desktop computers to small mobile devices. This electronic dissemination of media has had a powerful impact on the way people communicate for personal reasons, school and even business. However, digital media has not had only a positive impact on business.

Faster Information

Thanks to digital media, companies can get their information out to the public faster than ever. Instead of printing inserts and waiting for the Sunday paper to announce their sales, companies now can let the world know about an exciting promotion through email, social networking, their websites and Internet ads. However, digital media can spread bad information about a business just as fast as it can spread good. A video or camera taken with a cell phone or a Facebook status update featuring a company secret or faux pas can go viral within minutes, leaving a business's reputation damaged when business before digital media would have been able to clear up the mess long before it went public.

Greater Reach

Digital media means businesses can reach more customers than ever before. A simple promotion featuring a giveaway or a freebie can earn a business hundreds or thousands of Facebook fans and email and text message subscribers, meaning that the business can send a message to these consumers with just a touch of a button. However, digital media also means that those consumers can reach back. Through negative comments to your Facebook page and other social networking sites, like Twitter and your blog, customers can use digital media to take a complaint that would have otherwise been between the two of you world wide.

Technology

Using digital media means using new technology both to create and support the media. New technology can be an asset for your business. When you adopt smartphones and laptops in order to use digital media, you also can positively influence other areas of your business. For example, such mobile technology makes communication among employees much easier. However, new technology is expensive, and sometimes it does not have the positive effect its champions think it will have. For example, "Information Week" notes that a number of companies gave its employees home computers when the Internet first became popular hoping that those employees would be a positive influence for the company online. However, the program really ended up causing support and tax problems for the companies and employees.

Options

Thanks to digital media, businesses now have many more options that they can choose from when seeking to get word out about their businesses. Instead of choosing among a TV or radio commercial or a print advertisement, they can now create media that is a combination of audio, visual, text and interactive media. This mixed media can appeal to a larger audience with differentiated preferences. However, it is also more costly to keep up with the ever-changing technology and may require the creation of new strategists who can think and create digital.

4.2 Negative Effects of Social Media on Business
Burden of the Marketing Shift

Business marketing now involves personal engagement with customers; campaigns that do not invite consumer interaction risk being unsuccessful. While social media-based marketing can be used effectively, businesses that are used to providing a one-sided sell must now learn how to develop a relationships with people buying their product. Instead of releasing statements about product lines, companies have to develop stories that promote the culture of the product instead of simply outlining its particular benefits.

Increased Customer Power

In the days before social media, negative company experiences might stay within an individual's circle of friends; now, stories of bad customer service and disappointing products can run quickly through social media networks. It has become more difficult for companies to contain its negative publicity. The upside is that as much as bad publicity spreads more quickly, good publicity spreads more quickly as well.

Tracking Negative or Misleading Statements

Social media is an enormous conversation everyone is invited to join; with all that talk, it's difficult for businesses to track statements about their brand that are negative or even defamatory. Companies have the added burden of tracking statements and

responding when necessary; the response, however, might be of limited effect if the negative statement has already made the social media rounds.

Accidental Release of Confidential Information

Individuals with inside knowledge of the company might inadvertently blurt out confidential information, damaging the company's competitive advantage. Before social media, a letter sent to the wrong address or even an email that ended up in the wrong inbox could be retrieved and the information kept under wraps. In the world of social media, the sheer numbers mean that once confidential information is out, it's out.

Unauthorized Employees Speaking on Company's Behalf

It's difficult for companies to monitor employee social media activity and prevent them from speaking on company matters without authorization. In the era of engagement, companies might strive for employees to have the ability to assert their personalities online; however, this freedom comes with the risk that even a well-meaning social media post about a company's perceived objectives and direction can damage the company's reputation or challenge the company's assertions to investors.

4.3 The High-Level Business Impact of Social Media
Customer Relationship Management

Tom Funk writes in "Social Media Playbook for Business: Reaching Your Online Community with Twitter, Facebook, LinkedIn, and More" that the principle advantage of a social media program is the opportunity to strengthen the relationship between a company and its customers. Through real-time online connections with existing and potential customers, a company conveys information regarding its brand. In turn, the company might benefit from positive word-of-mouth that is exponentially broadcast across a social network. Funk states that the greater the frequency and degree of engagement, the stronger the relationships become and the greater the impact of the relationships on sales, customer satisfaction and product reputation.

Customer Retention

Funk writes that 67 percent of Twitter users who become followers of a brand are more likely to buy the brand's products. This sales result is due in part to a company's use of social media to convey brand values, create positive word of mouth and enforce the connection between the company and its customers. These enhance a company's efforts to build customer loyalty.

Expansion of Customer Base

According to Funk, companies reach new customers through the conveyance of the corporate message on a social media channel, the broadcast of positive customer feedback regarding the corporate message and its products to some of the 100 million Twitter users and 500 million Facebook users, and the conversion of the feedback to product purchases. The broadcast of such third-party endorsements complement such traditional marketing efforts such as print and broadcast advertisements.

Market Research

Stephen Rappaport writes in "Listen First: Turning Social Media Conversations into Business Advantage" that social media is a reliable means to explore the culture, views and lifestyles that influence consumer behavior. The social media arena is a means to profile a target audience to develop marketing and advertising strategies. Social media conversations also alert companies to issues that may negatively affect current market opportunities.

Product Marketing

A product can be directly marketed to the consumer using social media. Such marketing amplifies messages that are conveyed by other product promotions, including website advertisements and press releases.

Achievement of Competitive Advantage

Funk states that 80 percent of Fortune 100 companies are active in one or more social media channels, such as Twitter. The ability to listen to a competitor's message enables a company to develop business strategies and tactics that directly counter that competitor's initiatives. This helps your company to gain a competitive advantage. For example, data transmitted by McDonald's regarding future franchise locations is a key criterion used by Burger King in the selection of its franchise locations. This gives Burger King a cost advantage in terms of saving market research expenses.

Cost Control Initiatives

A reliance on relatively low-cost social media channels to market products to millions of consumers supports a company's efforts to control costs of essential functions, including sales, marketing and customer service. For example, a company can maximize its return on marketing dollars by relying on social media to reach some customers rather than higher cost television advertisements.

Public Relations

Corporate news can be conveyed to an audience in real time using multiple social media channels such as Facebook, Twitter and LinkedIn. According to Funk, a legal or investor relations department relies on multiple social media channels to improve

audience engagement, which is key to the success of efforts to control bad news that can "go viral" or be quickly disseminated to a large number of social media participants once the news emerges.

Sales

Funk states that sales can be increased by adding social media functions to corporate websites. For example, customer product ratings, "fan" and "email friend" options serve as ways to engage website users. This leads to user and company engagement that contribute to increased product sales.

Recruiting

In "Social Media for Business: 101 Ways to Grow Your Business Without Wasting Your Time," Susan Sweeney writes that the social media platform is a cost-effective way to directly reach potential employees in that four out of five online Americans participate in a form of social media each month. Such a program also is a means to determine if a recruiting program resonates with potential employees through the feedback the company acquires regarding such items as the positions advertised and the recruitment program itself.

4.4 The Negative Effect of Social Media on Society and Individuals
A False Sense of Connection

According to Cornell University's Steven Strogatz, social media sites can make it more difficult for us to distinguish between the meaningful relationships we foster in the real world, and the numerous casual relationships formed through social media. By focusing so much of our time and psychic energy on these less meaningful relationships, our most important connections, he fears, will weaken.

Cyber-bullying

The immediacy provided by social media is available to predators as well as friends. Kids especially are vulnerable to the practice of cyber-bullying in which the perpetrators, anonymously or even posing as people their victims trust, terrorize individuals in front of their peers. The devastation of these online attacks can leave deep mental scars. In several well-publicized cases, victims have even been driven to suicide. The anonymity afforded online can bring out dark impulses that might otherwise be suppressed. Cyber-bullying has spread widely among youth, with 42% reporting that they have been victims, according to a 2010 CBS News report.

Decreased Productivity

While many businesses use social networking sites to find and communicate with clients, the sites can also prove a great distraction to employees who may show more interest in what their friends are posting than in their work tasks. Wired.com posted two studies which demonstrated damage to productivity caused by social networking: Nucleus Research reported that Facebook shaves 1.5% off office productivity while Morse claimed that British companies lost 2.2 billion a year to the social phenomenon. New technology products have become available that allow social networks to be blocked, but their effectiveness remains spotty.

Privacy

Social networking sites encourage people to be more public about their personal lives. Because intimate details of our lives can be posted so easily, users are prone to bypass the filters they might normally employ when talking about their private lives. What's more, the things they post remain available indefinitely. While at one moment a photo of friends doing shots at a party may seem harmless, the image may appear less attractive in the context of an employer doing a background check. While most sites allow their users to control who sees the things they've posted, such limitations are often forgotten, can be difficult to control or don't work as well as advertised.

5.   Conclusion

Social media marketing is important because it aligns with the way consumers make purchasing decisions. Study indicates that increasing numbers of consumers are using internet services and research to carry out preliminary product and price research before making final decisions. Social media marketing enables to build relations with customers and prospects through regular, low-cost personalized communication, reflecting the move away from mass marketing. Marketing products through social media costs less than marketing them through a physical retail outlet. Social media marketing enables to personalize offers to customers by building a profile of their purchasing history and preferences. Most entrepreneurs use social media marketing to build communities around there businesses. These communities are then used as owned media to spark conversations, spread awareness, increase following, reward fans and on the whole have a better relationship with their online audience. These active and loyal communities fit right into company's online/offline marketing and communication campaigns. Facebook is still the most used social network in India and advertisers love it. It gives them accesses to segment, reach and advertise to over 96,000,000 active Facebook users. Pinterest, Twitter, LinkedIn and Google Plus are a few fast growing social platforms brands have an eye on. As these networks grow brands are more likely to use these emerging platforms to connect, advertise and nurture social relationships. Compelling generic content which people like to consume and share with their friends is what businesses crave and love to post multiple times a day to keep their communities active, interesting and fun to hang out at. Businesses measure results from social network specific metrics like followers, re-tweets, likes, shares, comments, etc. More than half of the businesses surveyed find it difficult to measure results from their social media efforts.

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