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Impact and Usage of Social Media in Business Sector during Covid-19 Pandemic

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ABSTRACTS

The Impact of covid-19 faced by whole world. The economic growth of all the countries is going down because of covid-19. In India, the covid-19 affected all the sectors but it mostly affected business sector. Social media is used in business sector, but during covid-19 pandemic situation social media is widely used in business sector for work effectively. The purpose of study is to determine the impact of social media on startup and growing business. The researcher wish to investigate how social Media influence on the growth of business and also to analyze which social media tools and application are used for effective work of business. Experiment were done on research data collected from the internet, Journal, Articles and personal prior knowledge. The result showed business sector are work or run effectively during pandemic situation. Most of business are used social media platform for example- Facebook, twitter, Instagram LinkedIn etc. Business sector are use social media platform for improving business both in quality and quantity. So, we conclude that, Business sector widely used social Media platform for effective and continuous work. This study is significant for Business Entrepreneur, Society, stakeholders, Government people and competitors.

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I. INTRODUCTION

In business sector, social media platform is used for easy and fast completion of work. Therefore, social media is important requirement of the business sector. The term social media describes interactive computer-mediated technologies that facilitate the creation or sharing information, Ideas. Most of business are use software system like Management Information System (MIS), Decision Support System (DSS) and Transaction Processing System (TPS) for decision making. Business sector generally use social media in regular business work but during the covid-19 pandemic usage of social media platform widely increased for effective and continuous completion of business work.

There is several research regarding to social media growth in business sector during covid-19 pandemic for example, Social media is top agenda for many business executives. social media is mostly use for decision making for identify ways in which firms can make profitable use application such as Wikipedia, YouTube, Facebook, Twitter etc. (Kaplan et. al 2010)

During the covid 19 pandemic situation, people working from home and on these crises develop many new start-up businesses. Business sector are improved because of most of business conduct with online business with in digital ecosystem. during the covid-19 there are many uses of social media for the business purposes. Across the world people connects each other, they are able to contact and their share experiences because of use of social media. Social media help to people to do business in easy way, with the help of social media business person help to enter into global market and to do advertisement at a low cost. The government companies as well as private sector companies are

increase the use social media in the crises of pandemic situation. During the pandemic situation maintaining the good online presence is one of the key aspects that determine the success of start-up companies. (Leu Fang Yie et.al)

The pandemic situation is having significant and structural impact on consumer purchase behavior as well as their decision process. In covid-19 pandemic situation consumer are use social Media so that business sector has great opportunity to gain competitive advantage through the use of effective social media marketing strategies (John Narcum et al 2021)

Small and Medium Enterprise (SMEs) affected by the covid-19 situation. Small scale and medium scale business are mostly aware during covid-19 because of Social Media. And Business adopt social media for marketing their products and connect with customer in the pandemic situation. (Mohamad Irhas et al)

Social Media is important for long time stay in the live of consumer and business. It is clear that, the need of social media increased during the covid-19 pandemic situation. (www.m4b.co.uk)

This research study comes under the descriptive research. The objective of study to collect current data about social media platform those are helpful solving business problem.

The Novelties are this research is mainly based on creative use of social media, the small-medium-large scale business or new startup are entering into competitive market and also develop growth of business in any situation like covid-19 pandemic.

2. METHODOLOGY

The study is descriptive in nature. Using structured questionnaires for collecting data. Data collect from 30 respondents those who business man. Using 30 samples for research this sample taken from karad. there are total 20 question are in the questionry.

For example-

1. Phase of business
2. Which social Media platform are using during the pandemic situation?
3. Purpose of using social media during covid-19.
4. Which Social Media platform use to hire new employee.
5. Which social media platform are used for reaching and potential as well as target customer?

3. RESULTS AND DISCUSSION

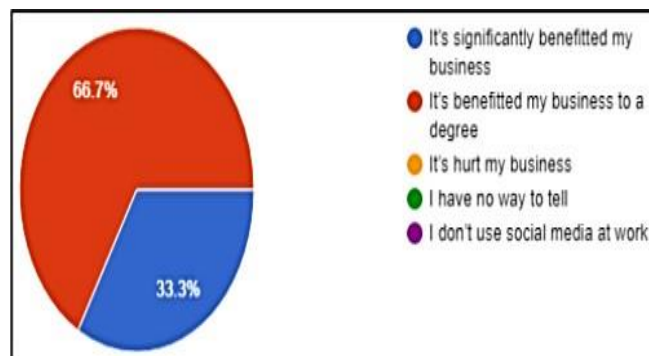


Fig. 1. The use of social Media for business work during the pandemic situation (Leu Fang Yie et.al)

According to the diagram, during the covid-19 situation most of Business are use Social Media. Social Media tools is benefitted 66.7%

3.1 Results

In business sector there are different types of business means that, Small scale, Medium Scale, large scale businesses. Observed that, Improvement of business sector can be seen during the pandemic by using effective social media platform.

And also observe that, during the covid-19 pandemic new startup businesses are also develop. Most of people are to do online business by using social media platform. Also analyze those businesses are not improve before the covid -19 situation but these businesses grow up rapidly during the covid-19 situation.

Observed that during pandemic widely increase the use of social media applications like, Twitter, Facebook, Instagram, WhatsApp and other communication applications for run business function effectively.

business. and there are 33.3% business have significant benefit. And there is some business are not use social media.

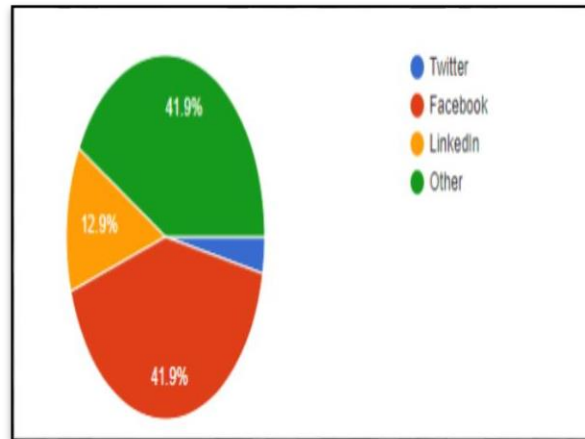


Fig. 2. Which social media platform is used for target customer during the covid-19 pandemic situation.

According to the chart there are 41.9% business men are use Facebook platform for advertisement the product and communicate with customer. And there 41.9% business are use other application, like Instagram or

WhatsApp. The least is occupied by twitter as this application is mostly used for news and informative things rather than sales and advertisements hence this is the least. And 12.9% business men are LinkedIn application for daily updated news.

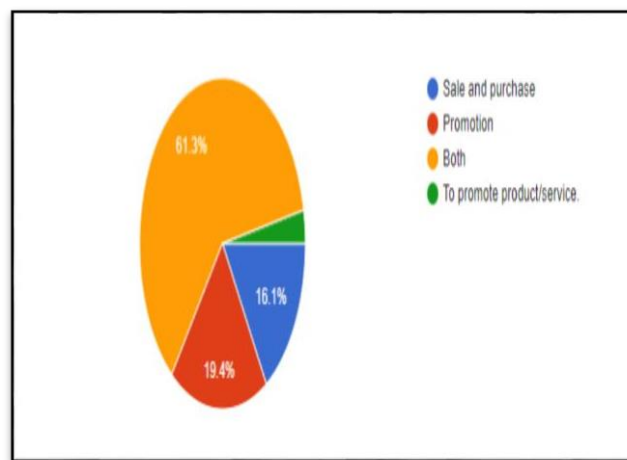


Fig. 3. The purpose of using social media during covid-19 pandemic situation.

The graph show that the purpose of use of social media. According to the graph there are 16.1% business men are use social media for sale and purchase, 19.4% business men are use social media

for promotion, and 61.3% business men are use social media for both, for sale and purchase and also promotion, and some of business are use social media for promote product or service.

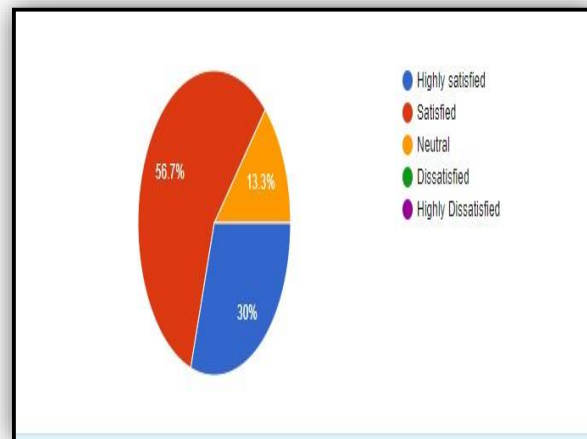


Fig.4. the satisfaction level of business men during the covid-19 situation.

3.2 Discussion

The purpose of study to know and examine how the social media platform used in business sector. The different strategies were used for promoting new products, advertisement, and communicate with suppliers and customers with the help of social media during the pandemic.

Usage of social media during the covid-19 shows increase. There is significant improvement in the business performance during the covid-19 with help of social media platform.

4. CONCLUSION

Social media supported to the business sector during the covid-19 pandemic. Most of businesses able to perform very effectively because of creative use of social media. Data is collected through internet, article and journal, and taken 30 sample from the Karad city for research study. This research uses quantitative method to find out use of social media in the business sector during the covid-19 pandemic. The

research study shows that, the use of social media increased in the business sector during the pandemic situation. We conclude that effective use of social media help to grow and develop business sector during pandemic. It is found that by the use of social media platform, rapid increase in online business during the covid-19 pandemic. Through this research, we understood the positive and negative impact of social media and also usage of social media in business sector during the covid-19 pandemic.

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