AN ANALYSIS OF POWER OF SOCIAL MEDIA IN INDIA

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Abstract
The emergence of Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provide them. Thus, the impact of consumer-to-consumer communications has been greatly magnified in the Indian society. Social media play increasingly important roles as a marketing platform. In today's world, more and more retailers' use social media to target teenagers and young adults as a result importance of bringing social networking sites as a part of daily life transactions cannot be underplayed. In the present paper the emphasis is upon the analyses of the social media mind-set of consumers in India, and examining the impact of various variables of extended TAM in order to explain the variables that influence level of acceptance of social networking sites by Indian consumers. Results indicated positive and significant effects of perceived usefulness while perceived risk influenced negatively. Further, perceived ease of use and personal fit with brands both found to have a positive effect on marketing through social networking sites but were not significant. The results of present study in India pointed out that establishing personal fit with consumers and providing user-friendly web sites, and reducing the perceived risk has impact on developing positive attitudes. The content, timing, and frequency of the social media-based conversations occurring between consumers are outside managers' direct control. Social media nowadays is among the 'best possibilities available' to an item to get in touch with potential customers. Community social networking websites are the method to interact socially. These new media win the belief in of customers by linking with them at a deeper level. Community online marketing is the new mantra for several manufacturers since early a season ago. Promoters are considering many different social media possibilities and beginning to apply new social projects at a higher rate than ever before. Community online marketing and the companies that utilize it have become more sophisticated. One cannot afford to have no existence on the social programs if the competitor is creating waves with its solutions and items. The blast of social media trend is as amazing as that and the speed at which it is improving is frustrating. International companies have identified social media promotion as a potential promotion system, used them with enhancements to power their marketing with social media promotion. This paper discusses about the ideas of social media and social media promotion and other aspects like the development and advantages, aspect and importance of social media in promotion, social media promotion methods. It also presents an outline on social media promotion in India.

Key Words: Business Opportunities, Social Media, Brand Image, Internet Marketing, Communication in Marketing.

Introduction
Social media is best Community Press is now the trend. And for companies it symbolizes a marketing and promotion opportunity that transcends the standard middleman and connects companies directly with clients. This is why nearly every organization on the planet-from giants like Starbucks and IBM to the local ice cream shop-are exploring social media promotion projects. Last season, companies were uncertain about social media. Now it's here to stay and details mill rapidly implementing social media promotion. Much like email and websites first empowered companies, social media is the next promotion trend. Social media promotion is promotion using social systems, social systems, weblog promotion and more. It's the newest "buzz" in promotion. India is probably among the first proponents of social media promotion. These days, the organizational cause has replaced the social cause as companies seek to engage with their audience via the online systems. The blast of social media trend is as amazing as that and the speed at which it is improving is frustrating.[1]Trust and goodwill are the basis of social media, and by promotion in the realm of social media these fundamental notions need to be adhered. It is probably the only promotion system that motivates certified interaction and accountability among sellers as well as customers. International companies have identified Community Press Marketing as a potential promotion system, used them with enhancements to power their marketing with social media promotion.

Social Media
Social media is engaging with customers online. According to Wikipedia, social media is internet-based resources for sharing and discussing details among humans. Community social networking websites are all about social networking as well as social networking in a way that espouses believe in among parties and areas engaged. Any website which allows customer to discuss their material, views and motivates connections and group developing can be classified as a social media. Some popular social media websites are: Facebook or Fb, YouTube, Tweets, Stumble upon, Myspace, Stumble Upon, Delicious, Scribed, and Flickr etc. The meaning of the word 'social media' can be derived from two terms which constitute it. Press generally relates to marketing and the interaction of ideas or details through publications/channels. Community implies the

connections of people within a team or group.[2] Taken together, social media basically relates to communication/ publication systems which are produced and sustained by the interpersonal connections of people through the specific method or device. Wikipedia has a common definition of the term: Community Press is the democratization of details, transforming people from material visitors into material publishers. It is the move from a broadcast mechanism to a many-to-many model, rooted in discussions between authors, people, and colleagues. Social media uses the "wisdom of crowds" to connect details in a collaborative manner. Community social networking can take many different forms, such as Internet forums, forums, weblogs, wikis, podcasts, pictures, and video clip. Social media is created up of user driven websites that are usually centered on a specific concentrate (Digg = news) or feature (del.icio.us = bookmarking). Sometimes, town itself is the centre of interest (Facebook and Myspace = networking). Social media are media for social connections, using highly available and scalable publishing methods. Community social networking uses web-based technologies to turn interaction into interactive dialogues. Andreas Kaplan and Michael Haenlein[3] determine social media as "a team of Internet-based applications that develop the ideological and technological foundations of Web 2.0, which allows the development and return of user-generated material."

Objective of the Study
- To establish the position of Social Media in the Marketing Communication Mix.
- To identify the challenges and opportunities presented by Social Media.
- To identify ways of implementing Social Media Marketing.

Research Methodology
Social media websites like Facebook, Twitter, LinkedIn come with unbelievable techniques to communicate with family, colleges, friends and also market your product in that effective manner that the users of that sites can like your product. All the previous researches that have been done on social media as an effective medium to target the youth has come on that conclusions that social media can be a very handful tool for the companies to market their product.

The Role of Social Media in Indian Politics
Social media is not only confined to you and me but to politicians as well. Through different activities politics and politicians in India have brought social media into the limelight. It is expected that social media will play a huge role and influence the coming general elections to a great extent. The study by IRIS Knowledge Foundation and supported by the Internet and Mobile Association of India (IAMAI) has indicated this fact. Social media will be real game changer with political leaders having millions of fans on Twitter and supporters on Facebook as well as Google+. In order to build a certain image, most of the politicians also have their own websites. A few examples: All the recent lectures by Gujarat chief minister NarendraModi got huge social media attention. He even hosted a political conference on Google+ hangouts and this makes him the third politician across the globe to do this after Obama and Australian PM Julia Gillard. Ajay Degan hosted his Google+ Hangout in which the common man was free to ask live questions from him.[4] He has a strong presence on YouTube, Facebook and Twitter. Shashi Tharoor is very active on Twitter and his tweets are quoted in mainstream media. Few months back, you must have seen a page on Facebook seeking Dr. Abdul Kalam as president of India. Then there is Anna Hazare's Social Media Campaign against corruption in India. Many researchers have indicated that social media would be stronger and more persuasive than television in influencing people.

Social Media and Business
Role of social media in business and consumer market in India cannot be undermined. It is the change in consumers' behaviour that is changing the role of social media in India. With time, use of social media has seen a drastic change from just used for fun to fun plus knowledge and marketing. For business purposes, Facebook is the most important social media platform as there is customers' engagement, followed by Twitter, YouTube and blogging. Social media is used by brands to build communities for interaction and spreading news. So not only individuals but every organization, be it big or small, has an online presence on Facebook, Twitter, Pnterest, YouTube channels and other related social media platforms. 95.7% of organizations in India use social media to build communities, 76.1% for highlighting brand news, platform specific parameters such as number of likes, share, comments, and people taking about the company are considered by 81% of the organizations to measure their success. As far as the budget is concerned, most of the organizations set budget below INR 10 million on their social media spending that makes 1-5% of their total marketing budget. Social media interaction provides useful information about the behaviour of the customers to the organization on regular basis.[5]

Social Media and Recruitment in India
Social media and recruitment go hand in hand with social media becoming an integral part of recruiting firms. These firms are using LinkedIn, Facebook and Twitter to find new employees and skills. So, gone are the days when for employment

recruiters as well as employees used to rely on employment exchange and classified ads in the newspaper. Hiring through traditional media was based on gut feeling whereas through social media, it is based on interaction, communication and direct response. Most of the organizations have well planned strategies for talent acquisition through social media.

Social Media and IPL
Social media is also playing an active role in the Indian Premier League (IPL) by providing up to date and live information on sites like Facebook, Twitter, Google+ and YouTube. Teams are in constant touch with their fans through social media and there is great interaction. For IPL sponsors and brands, such an interaction and reach of social media is a boon. Thus there is no way to ignore social media for business and entertainment purposes.

The Power of Social Media
Social media is a new phenomenon worldwide and is here to stay. Social media has enabled people to be connected in real time and is bringing out new facets of people interest, engagement and behaviour. From trivia to disasters, information reaches people as it happens and is keeping them engaged like never before. But how they express or react thereafter, makes social media a double-edged sword. Just yesterday, the plight of a young schoolboy from a poor family, sitting outside a Noida metro station, trying to earn some money through a weighing scale and studying at the same time, caught a commuter's attention. He took a picture and uploaded on Facebook, which went viral. In response, there have been several people who have come forward to help, including the U.P Chief Minister Akhilesh Yadav, who has promised to ensure full opportunity for the boy to study without having to work. While this may be an example of the positive impact of social media, the negative side is also gaining ground, perhaps dangerously.[6]In 2012; one of the early cases of misuse of social media came to the government's attention, when morphed pictures and videos of earthquake victims began to go viral on social media. Miscreants were morphing these images to show that these were Muslim victims of civil riots in Assam and Burma. This was done to provoke further riots by vested interests and it did bring a reaction. The social media space was soon full of hate and revenge messages against Hindu migrants living in South India, which spread panic and soon there was mass exodus of people from the North East, who were forced to return back to Assam and other Northeastern states. This was a clear example of the negative side of social media which helped in stoking mass hysteria in a very short time. At the individual level, social media is full of examples where a relationship gone sour results in one of the partners uploading intimate pictures, videos or information, in revenge against their former partners. Whatever the subsequent legal consequences, the damage to the victim's reputation is instant and in some cases, results in fatal consequences. Another fallout of social media is the evolution of all types and genres of porn and its easy access by minors, which is resulting in rapidly changing social behaviour and redefining morality, especially amongst the younger generation. With more people participating in porn and even greater numbers accessing it, the opportunity to make easy money is unfortunately helping the industry grow rapidly, on the back of social media. The society can neither do away with it nor ignore it.[7]The problem is that society is not keeping pace with the rapidly changing technology and is not prepared to address the social consequences that will most likely result in unfamiliar, and perhaps unacceptable, social behaviour by the next generation. In many societies, social media is increasing the gap between the older generation and the younger one rather than bringing them closer.

Should the Government Intervene by Banning or Curbing the Use of Social Media from Time to Time?
In a world where, Facebook, Twitter and Instagram have become everyday places to hangout, the consequent responsibility of using these platforms is still evolving. As the internet and mobile penetration increases in India and brings more first time users onto these platforms, the dangers of mass hysteria or communal reactions spreading with serious consequences, increases manifold. Therefore, it is imperative for the government to get together all stakeholders of civil society and try and address the issue of balancing media freedom with media regulation. In any free society, this is a sensitive subject that will result in an uproar of opposition to any kind of curbs or regulation, but the problem is that all societies are not equal and therefore each society will have to evolve its own mechanism to address the negative consequences of a free social media. The Indian government recently blocked the internet and social media for a day during the Patel agitation in Gujarat. They did the same thing in J&K on Eid this month as a preventive measure. While Gujarat was more or less peaceful, in J&K, despite the ban, there was violence and clashes with the police. The situation could have been much worse had internet and social media been accessible. There are enough vested interests out there waiting to take advantage of moments like these and it's the government's responsibility to deal with it.

Ignorance and Lack of Training on Part of the Police is Adding to the Problem
Cases of arrest for uploading comments on Face book against politicians or public figures, often results in police taking action without knowing the current laws, or understanding the facets of social media. The arrest of two girls for uploading comments against a bandh called in the aftermath of Bal Thackeray's death in Mumbai, is a case in point. Police in most

states are completely ignorant of the developments in technology or social media, and therefore ignorant of its use and misuse. With no exposure or training in cyber-crimes or social media, most are completely unprepared to take either preventive measures or deal with any resulting situation as it emerges.

Are Cyber Laws in Place to Address All Kinds of Evolving Situations?
The answer is no. Social media has been gaining popularity since the last 8-10 years but the government's response has been far from satisfactory. There are several issues that are related and need to be addressed. At an individual level, there is a thin line between freedom of speech and someone using social media to tarnish another person's reputation, business or livelihood. Then there are issues of privacy of individuals and also right to information, all of which needs to be clearly defined and laws written to address all related issues. In terms of social media content, where do you draw a line between what is freedom of speech and what comprises derogatory, seditious or communal content? What may seem acceptable to one part of the country may be completely unacceptable to another part? Again, what is seen to be acceptable to urban citizens may not be socially acceptable to the rural folk. And, it takes just one upload to go viral and trigger a violent reaction. These are very real issues and the government is yet to respond to these emerging threats with the urgency that it should. With the world getting increasingly connected through the web and India on the cusp of a 'Digital' revolution, the government must take up establishing clear cyber security laws and cyber management policies on an urgent basis. As on June 2015, there are already 213 million mobile internet users in the country and the numbers are increasing rapidly. Social media could work as a development catalyst or could become a national threat. The government must act now and fast before this dinosaur turns into a Jurassic Park.

Growth of Social Media Marketing
A latest research, "The State of Little Business Review," sponsored by System Solutions, LLC and the University of Maryland's Robert H. Smith School of Business, points to economic struggles as the catalyst for social media's rapid reputation. The research outcomes show that social media utilization by small organization proprietors improved from 12% to 24% in just latest times, and almost 1 out of 5, definitely uses social media as an element of his or her online marketing technique. During 2009, only 23% of marketers were using social media for a long period. Now that variety has grown to 31%. Here's a breakdown of what the little companies revealed as the main uses of social media marketing: 75% have a organization web page on a social media website. 69% publish position up-dates or articles of interest on social media websites. 57% develop a network through a website such as LinkedIn. 54% monitor reviews about the organization. 39% maintain a weblog.[7] 26% tweet about areas of skills. 16% use Tweets as something route. According to the research, different sectors are implementing social media promotion at different rates, and while many sectors have started using social media promotion in their projects to achieve more clients, many still have not positioned it as their top priority. A research has shown that non-profit companies are still outpacing the organization group and academia in their use of social media. In a research conducted in 2008, a remarkable 89% of non-profit companies are using some form of social media such as weblogs, podcasts, forums, social media, video clip writing a blog and wikis. A greater aspect (57%) of the companies is writing a blog. 45% of those studied report social media is very essential to their fundraising events technique. While these companies are best known for their non-profit position and their fundraising events strategies, they demonstrate an acute, and still improving, knowing the importance of Web 2.0 associated with meeting their goals.[8]In just the last couple of several weeks, marketers have shifted their attitudes toward social media promotion investing. This was recently affirmed in the new research, "The CMO Survey", from Duke University's Fuqua School of Business and the United States Marketing Association. A key finding: Community online marketing costs continue to increase. According to the outcomes, companies currently spend 6% of their promotion costs to social media, an allotment they anticipate to increase to 10% during the coming season and 18% over the next 5 decades. Back in Aug 2009, marketers had already planned on devoting more money to social media. However, in Feb 2010, marketers revealed that they strategy to spend 1/5th of their promotion costs to social media promotion in the next 5 decades. This is a definite enhance from the 2010 projections. The research features the following comparison from Aug 2009 to Feb 2010.

Understanding the Relevance of Community Press in Marketing
The portion of social media in promotion is to use it as an interaction device which creates the companies available for those fascinated in their item and creates them noticeable to those that don't know their item. It should be used as something which creates a character behind their item and creates connections that they otherwise may never gain. This creates not only repeat-buyers, but client commitment. Reality is social media is so diversified that it can be used in whatever way best suits the interest and the needs of the organization [4]. According to 2010 Community Press Marketing Market Review 2010, a lot of marketers (56%) are using social media for 6 times or more each week, and nearly one in three spend 11 or longer weekly. Tweets, Facebook or fb, LinkedIn and weblogs were the top four social media resources used by marketers, to be able. A

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significant 81% of marketers thinking about improving their use of weblogs. Most of the marketers are employing social media for promotion purposes and small companies were slightly more likely to use social media. 76% of marketers are investing at least 4 times each week on their social media promotion projects. In the present context, it is progressively becoming pertinent for companies to:

Develop a Favourable Base of Customers
Involve them to create decisions. According to Soft-pedal, during the last quarter of 2009, 86% of online stores in US had a Facebook or fb web page. It was predicted that this figure would achieve 99% very soon. During this same period, e-marketer pointed that 65% of its surveyed online stores were effective on Tweets. Another 26% were planning to incorporate Tweets in their plans' E-marketer projects that by 2011, 91% of online stores will be Tweets ready and all of them will have a Facebook or fb web page. Currently, greater than 700 thousands companies have a dynamic Facebook or fb web page. And around 80 thousand web portals are Facebook or fb Linked presently. Social media gives marketers a voice and a way to connect with colleagues, clients and potential customers. It personalizes the "brand" and allows you to spread the concept in a relaxed and conversational way. [9] Adult beverage companies, exotic automobile manufacturers, pastry shops have been using social media device. Pepsi, Nokia and many of the top manufacturers have successfully used social media for achieving their organization goals. Few companies that have become engaged in social media are: Absolute Vodka - Online Video on YouTube and Using Facebook or fb to house their Top Bartender fan web page. BMW - Using Facebook or fb to advertise their 1-Series Road Journey and they have created a Rampenfest Page for fans. Dunkin Donuts - They've found value in social media and have set up a micro blogging Twitter account. General Motors - GM leverages the social media to boost the online equity of its item and create customers feel more connected. Until latest past, social media successfully served as another client outreach action of companies- essentially developing item interest and prospecting. However, trends are now changing towards utilizing social media for positively impacting sales. A mindset move towards creating social media a committed involvement route is already underway. A research by Wetpaint and Altimeter-engagementdb.com concurs that the most effective companies on social systems were maintaining profiles on 7 or more programs. The pervasiveness of community media social media is no more a fancy term; its reputation can be deduced from the results of the newest PEW Research as much as 70% of the economically effective population is well entrenched in to the social media space. Similar research, albeit from a different source-e Marketer, further corroborates this notion; 46% of people in age team of 44-62 decades and around 61% under category 27 to 43 decades are socially networked.

Role of Social Media in Marketing
Social media is now increasingly becoming an ingrained aspect of political campaigns, national defence strategies, public policy, public relations, brand management and even intra company communication. Since the major task of marketing as tool used to inform consumers about the company's products, who they are and what they offer, social marketing plays an important role in Marketing.
1. Social media can be used to provide an identity about the companies and the products or services that they offer.
2. Social media helps in creating relationships with people who might not otherwise know about the products or service or what the companies represent.
3. Social media makes companies "real" to consumers. If they want people to follow them they need not just talk about the latest product news, but share their personality with them.
4. Social media can be used to associate themselves with their peers that may be serving the same target market.
5. Social media can be used to communicate and provide the interaction that consumers look for.

Why Businesses Need to Consider Social Media Marketing Services?
Size: Facebook has over 250 million users globally. On an average, 70-100 tweets happen by the second. An average user on Facebook has 120 friends. This is the kind of enormity Social networking sites espouse and with this comes the license to communicate powerfully. But when such large numbers are involved, there is a danger of something going wrong and when it does, it happens in a big way. An expert should be hired to do what is best for business.[10]

Transparency: No cheat code involved. No black hat techniques allowed. Everything that happens in the social networking landscape is fool proof. Companies cannot fake authenticity in an attempt to get more people involved. Members can choose to associate with the company or opt out. Opinions made on social networking platforms are taken seriously and the more authoritative the companies get, more seriously they are taken.

Reach: It is possible to make mark globally and do it quickly using social networking sites.

Boost website Traffic: Social media is probably the fastest and easiest means of redirecting traffic to company's website. By simply placing their website URL in their profile, the company can have all their profile visitors check out their website and a percentage of traffic is sure to get converted in course of time. This is the virtual

Conclusion

Majority of the companies are using a combination of traditional and social media to reach out to their customers. It has been seen that use of social media has helped companies to reach out to more customers and to satisfy their needs better. Companies have seen an enhancement in their brand awareness and brand image by use of social media. Companies can use the social media better by making their message clear, avoiding chaos and ensuring that their online image matches with their brand image. Marketers consider social media, a space many of their consumers, as a gold mine for brand building.. From feeling excitement, novelty, bewilderment, and overwhelmed, a lot more people now speak of social media as basically another route or tactic. Blogging can have a very positive effect on your Company's marketing and development. As per the Hubspot report, Customers with weblogs gathered 68% more brings than clients without weblogs. It is imperative to know that nowadays, social media have exponential potential. They are in an ever-growing online network of those who discuss, comment, participate, discuss and create. Whether you are an individual, a start-up, small organization or a huge corporation, an online business and an ongoing discussion with your constituents is a baseline requirement-and will devote a while and skills. Companies are diverting resources and rethinking their conventional outreach methods. And as the social media trend dissipates into the vast ocean of connected encounters, the word itself will become an entry in dictionaries and encyclopaedias and we will embark on a new era of information, accessibility and encounters unbound by distance, time or physical walls. It's time that every organization adopts social media and takes it seriously!

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