SOCIAL MEDIA PLATFORMS FOR BUSINESS

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Abstract
Nowadays social media platforms are very important. Social media platform will help to promote our brand. Social media is the main platform to create brand awareness to increase sales activities and profits of an enterprise. And it is easy to advertise in social media platform like Facebook, Instagram, Twitter, LinkedIn, Snapchat, Pinterest, You Tube, Whatsapp etc. But in rural region people aren't aware of the social media, regarding sales or brand of an enterprise. In rural area they will take time to reach their product. If any product is damaged it is very difficult to claim warranty and replacement of the product. . In rural areas the people cannot manage to order the product through online. They don't have any technical knowledge. Indeed, social media platform made business run long term. All the people who held smart phones and gadgets which are accessible were in touch of the updates of many businesses that have used digital platform.But the ones who are illiterate; though they could afford smart phones, are they still aware or known about Businesses and their products or services that are running or streaming in websites? That's the question.

So this research showcases the reason for not approaching to certain region people and because of that how people are deprived of not being able to use business products and services.

Keywords: Social Media Platform, Rural Region, Illiterate, Websites, Business Product and Service.

Introduction
1.1: An Overview
  We live in the Era where we can see majority of population are in many social media platforms. Namely, whatsapp, facebook, Instagram, Pinterest , twitter and adds on So, population are aware about usage of these platforms. Businesses found this way feasible to conquer customer and make sales, build in financial positions and profits.

Nowadays, 9 out 10 Businesses use this way as core means.

Question arises here is that what exactly social media platform is?
Is it only pertaining to definition about communication of information related to society or commune of idea about surroundings or indeed is it serving the purpose?
Also, are they portraying contents which are relevant: both to customers as well as welfare of the Businesses?
Is the platform, showcasing products at reasonable price and with durability which are in both the terms quantitative and qualitative good?

So many pros and cons add on to this But we in this study focus on how is this platform (social media) being helpful in serving remote places and village people.

Research Design
2.1: Scope of the study
When you hear social media platforms what comes to your mind? Facebook, Twitter, Whatsapp, YouTube and Instagram etc. This is another important form of digital marketing, and it is similar. Frome Facebook, Twitter, YouTube Instagram the marketer to attract the customer while advertising the product. Many people use different social media channels based on the taste and preference of the brand. Social media platform help the customer to reduce their time, effort etc when compare to tradition business. Corporate world cannot reach the rural areas through traditional business so they choose social media platform to advertise their products so it reaches to rural areas also that is they can increase their sales, profit and generate brand.

2.2: Limitation

- Social media is not only for message with friends, family members like uploading the photos and videos etc. But also we can use social media like to promote business to create brand awareness through social media platform.
- In traditional marketing it consumes our time, efforts, etc.
- Social media platform is one of the main platforms for business to target consumers to influence their brand product to achieve their goals.
- Social media platform will reach rural areas so they can get awareness about all the products, news, throughout the world.

2.3: Objectives of the study

- To give emphasis on people who are unaware of these platforms so that they know basics of it.
- To look up on the vulnerable people who are misguided on usage of these platforms of business.
- To get view of the usage of social platforms being beneficial.

Literature Review

3.1: Review of literature

1. Introduction to the Special Issue social media and Business Transformation: A Framework for Research
Sinan Aral, Chrysanthos Dellarocas, David Godes Information systems research 24 (1), 3-13, 2013
   a. This paper outlines a broad research agenda for understanding the relationships among social media, business, and society.
   b. placed the papers comprising the special issue within this research framework and identify areas where further research is needed.

2. Why people use social media platforms: Exploring the motivations and consequences of use Petri Hallikainen From information to smart society, 9-17, 2015
   a. This paper proposes a value based view to analyze the motivation to use social media platforms.
   b. A research model exploring the motivations and consequences of the use of social media platforms is developed.
   c. The model includes the perceptions of the social capital and the social rewards as consequences of the use of social media platforms.
   d. Understanding the use motivations becomes increasingly important when more and more businesses and not-for-profit organizations start using these platforms as part of their daily business processes.

3. Identifying business value from the use of social media: an SME perspective
Rosemary Stockdale, Ashir Ahmed, HelanaScheepers
   a. This research examines how smaller businesses can derive business value from the use of social media.
   b. It is anticipated that the findings of this research will foster an understanding of the business value that can be derived from social media by small and medium enterprises.

Research Methodology

4.1: Source of information

We have considered; Students who are using social media
Platforms, homemakers, professionals, corporate, and all the ones who use cell phones with Primary data consist of questions regarding the topic Received 100+ responses.
Questionnaires were framed using Google Forms and passed now.
Later, acquired data and statistics were moved to excel sheet and are presented through charts.
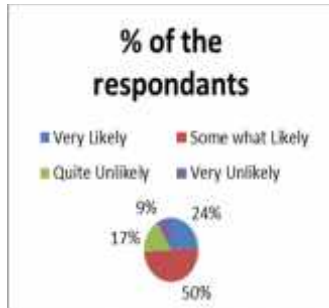
4.2: Data Analysis and Interpretation
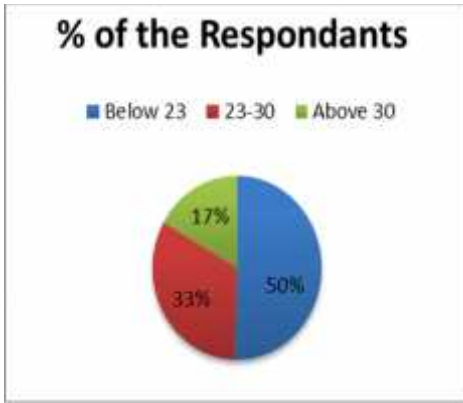
Interpretation: from the data, we observed that most the respondents are below23 i.e. 50.5%

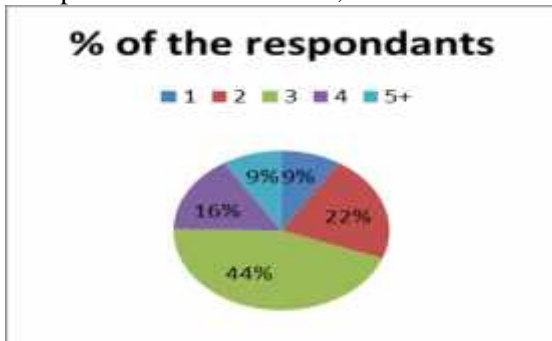| Age of the Respondents	% of the Respondents
Below 23	50.5
23-30	32.7
Above 30	16.8

Prefer the Products through Social Media	% of the Respondents
Very Likely	23.8
Somewhat Likely	50.5
Quite Unlikely	16.8
Very Unlikely	8.9

Interpretation: from the data, we observed that most the respondents are responses somewhat likely i.e. 50.5%
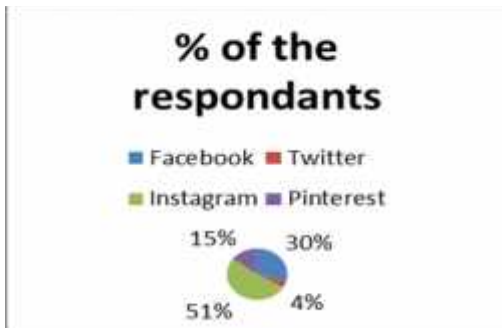
preference of Social media channels	% of the Respondents
Facebook	29.7
Twitter	4
Instagram	51.5
Pinterest	14.9

Interpretation: from the data, we observed the most of the respondents are responses Instagram i.e. 51.5%.
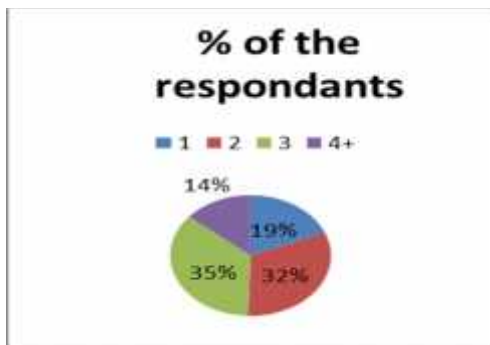

social media sites preference	% of the Respondents
1	8.9
2	21.8
3	44.6
4	15.8
5+	8.9

Interpretation: from the data, we observed the most of the respondent in social media sites preference i.e. 44.6%
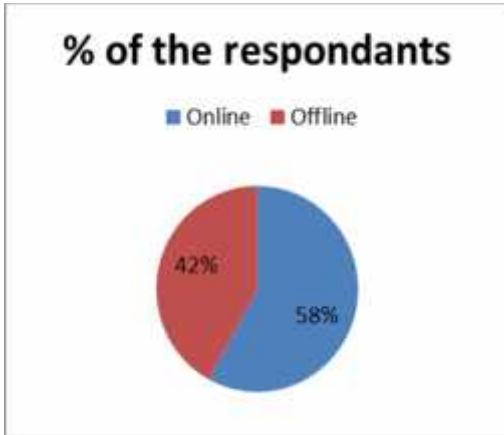
Product purchase preference	% of the Respondents
Online	58
Offline	42

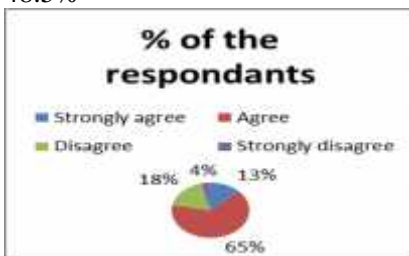Interpretation: from the data, we observed the most of the respondents are responses online i.e. 58%

How many Channels to purchase the product	% of the Respondents
1	18.8
2	31.7
3	35.6
4+	13.9

Interpretation: from the data, we observed the most the respondents use to purchase the product prefer 2 to 3 channels i.e. 35.6% to 31.7%
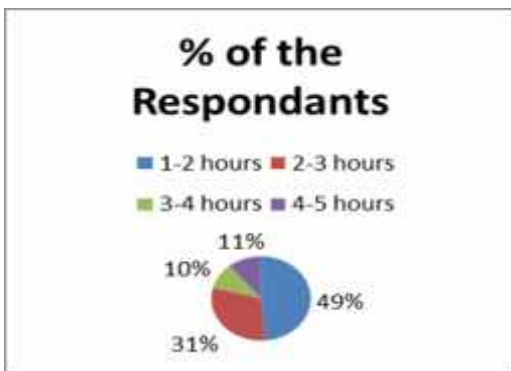
| Hours to spend to buy the product through online	% of the Respondents
1-2 hours	48.5
2-3 hours	30.7
3-4 hours	9.9
4-5 hours	10.9

Interpretation: from the data, we observed that maximum respondents are spend their time is 1-2 hours i.e., 48.5%

| Satisfaction level of the product	% of the Respondents
Strongly agree	12.9
Agree	65.3
Disagree	17.8
Strongly disagree	4

Interpretation: from the data, we observed that the respondent satisfaction level is 65.3% i.e., mostly choose agree
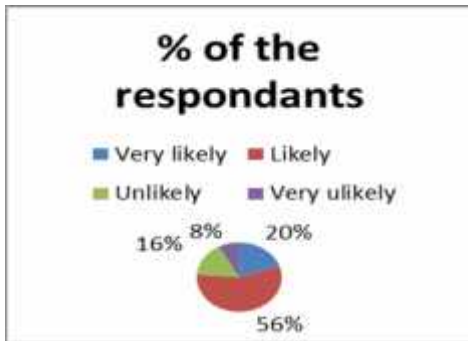
Likely to buy the product from social media	% of the Respondents
Very likely	19.8
Likely	56.4
Unlikely	15.8
Very unlikely	7.9

Interpretation: from the data, we observe that maximum respondents likely (56.4%) to purchase the product from social media platform.
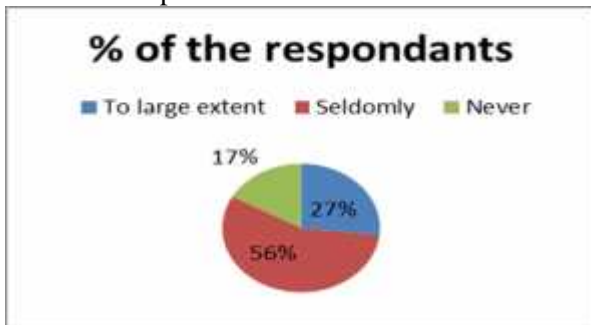
Influence of social media on your mentality	% of the Respondents
To large extent	26.7
Seldom	56.4
Never	16.8

Interpretation: from the data, we observe that maximum respondents are seldom influenced by social media.
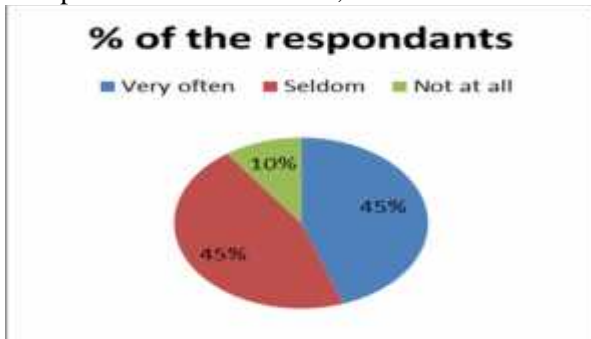
often you come across this product in online	% of the Respondents
Very often	44.6
Seldom	45.5
Not at all	9.9

Interpretation: from the data, we observe that maximum respondents are very often come across the products while selecting the products.

Findings, Suggestions, and Conclusion
Findings:
- Social media can reach their product in rural areas.
- People in rural areas have access to the gadgets like cell phones so if more literacy added about these platforms then there can be change.

Suggestions
- Social media platform for business is one of the most tools to achieve their targets.
- They need to explore the products in rural areas.

Conclusion:
Social media platform is a biggest challenge in today's world. It deals between sellers and customers. It is a biggest communication all over the world. It may be positive and negative impact of the business and the customer.