

**PROJECT DISSERTATION REPORT**  
**ON**  
**“SOCIAL MEDIA: THE DRIVING FACTOR**  
**OF A STARTUP AND BUSINESS”**

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# **CERTIFICATE**

The forgoing work is submitted in partial fulfilment of requirement for the degree of Masters in Business Administration (MBA) carried out and presented in a manner satisfactory to warrant its acceptance as a prerequisite to the degree for which it has been submitted.

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Signature of Mentor

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Signature of HoD

## **DECLARATION**

This project is a presentation of my original research work. Wherever contributions of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions. The work was done under the guidance of Dr. Archana Singh at the Delhi School of Management, Delhi Technological University.

## **ACKNOWLEDGEMENT**

I am greatly thankful to Dr. Archana Singh for her help and guidance without which I could not have completed my research project. I am grateful to our Department Delhi School of Management, Delhi Technological University for providing me the opportunity and facilities to complete the project successfully.

# **EXECUTIVE SUMMARY**

- **PURPOSE:**

The main purpose of this research paper is to determine the important characteristics of social media, advantages, disadvantages, risks, and roles during the covid-19 pandemic. And also to find out from common people through questionnaires whether they think social media is one of the main driving factor of a business or a startup.

- **METHODOLOGY:**

Secondary evidence gathered from findings in online social media apps and resources, websites, research papers, interview forms mailed to business development managers, and self-made questionnaire. Also case studies of companies who took help of social media to regain their lost audience are there in this paper as well.

- **FINDINGS**

After going through qualitative data we found out how much social media is important for a business/startup growth and development. And in questionnaire after taking responses from 100 people and then analysing it, we found that almost 80%+ responders responded in such a way that it confirmed the social media is one of the most important driving factor of a business and a Startup.

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## **1. INTRODUCTION**

The World Wide Web has a significant influence on how people interact and shape relationships today. It has been broadly adopted by people of different races, backgrounds, and ages in their day to day lives, assisting them in developing and maintaining personal and professional connections. These new technology innovations are becoming more commonplace and appealing to all, even how businesses treat themselves. The market has moved away from conventional business marketing methods and into social media-based public relations. After the implementation of social networking, it has become the latest frontier of doing business. Individuals can generate and exchange content, ideas, interests, and other modes of expression through virtual computer platforms by using online networks and communities. As the obvious benefits of using these networks have been noticed, the majority of businesses are now putting similar effort into taking advantage of them. So, what else does social media have to give businesses?

The aim of this dissertation is to show the influence of social media from the perspective of business organisations. Its aim is to examine the benefits and drawbacks of using social media in businesses, as well as the risks involved. And also to find out whether social media is one of the main driving factor of new/old business and startups.

## **2. LITERATURE REVIEW**

Several polls have documented the use of social media for market expansion. Social media ads, campaigns, and influence analysis highlighted the role of social media in linking people with social networking platforms, enabling consumers to live more independently while still linked. Furthermore, social media platforms like Facebook promote a close relationship between the manufacturer and the consumer, resulting in significant promotional opportunities. Some social media platforms, such as blogs, offer a medium for sharing comments on any event that needs to be publicised, which can be used as a customer adoption and marketing strategy. Another research project examines "the History of Social Media and Its Effect on Industry." According to the author, social networking has become a habit for certain individuals. This essay's authors explain the characteristics and development of social media, particularly large social networking platforms that appeared in the twenty-first century. According to a doctoral student's thesis, the company's management must develop relevant operational expertise to ensure that the social network incorporation phase is effective, and key functions like marketing, advertising, public relations, and customer support can be enhanced. Multinational corporations must ensure that their social media platforms are integrated in the current business environment. According to research performed by students from New York University, promotional activities paired with features allowing tacit or overt activism on social media platforms result in statistically substantial positive irregular returns in terms of new followers for the associated brands. According to an Indian analyst, most companies use a combination of traditional and social media to communicate with their customers. Businesses have confirmed that using social media has aided them in reaching out to more customers and meeting their needs. As a result of their use of social media, companies' brand awareness and image have increased. According to a Malaysian researcher titled "Effects of Social Media Use of Organization," the qualitative approach was used to classify the factors that affect social media use and its effect on organisations. According to a Malaysian researcher titled "Impact of Social Media Usage of Organization," the qualitative tool was used to classify the factors that affect social media usage and its effect on organisations. Six classes out of a total of 36 were selected for their effective use of social media. Semi-structured face-to-face interviews were conducted. On average, interviews lasted over an hour and were recorded and later transcribed. Many companies receive their social media from the marketing or corporate relations departments, with the exception of one company that had its own social media agency. Two firms' senior managers and social media executives were consulted. For the rest, senior managers were questioned. Between October 2011 and February 2012, data



was obtained. Consumer electronics, telecommunication, airlines, manufacturing, and finance are all represented by the companies interviewed.

**TABLE 4. INTERVIEW RESULTS IDENTIFYING FACTORS**

<b><u>THEMES</u></b>	<b><u>FACTORS</u></b>
Purpose of Social Media usage	Branding, advertising, and marketing are all important aspects of every company. Search for information on rivals and consumers. Customer care, customer relationship building
Factors influence Social Media usage	Top management helps with relative advantage, compatibility, entrepreneurial orientation, and institutional strain.
Social Media on organization	Improve customer support, create relationships, and cut costs (marketing, communication, and customer service). Brand exposure, company image, and strategic position have all improved.

*Table 4 (Source: Radhakrishnan, Venkateswaran & Ugalde, Bernard & T., Rogelio. (2019). Impact of Social Media Application in Business Organizations. International Journal of Computer Applications. 178. 5-10. 10.5120/ijca2019919126.)*

Table 4 factors described in terms to social media usage, effect of social media usage, and organizational effects.

### 3. DISCUSSION

User-generated content refers to content produced by people on social media. It's more than just a place to look around; it's a group of people who share their ideas and viewpoints. For example, Twitter is a free microblogging site that encourages people to post and follow brief messages known as tweets. Users on Facebook and Google Plus, on the other hand, are encouraged to post their opinions, photos, and videos with their peers, who can then comment, share, and like them. Social networking provides a future market as well as an incentive to have an impact on a business, resulting in the development of a company's identity, name, logo, and visibility.

Advertisers and companies alike are enticed to use social networking sites due to the large number of people who use them. For example, Facebook has over 2 billion users worldwide. A major website advertisement can reach a large audience at a low cost, placing it at the forefront of business decision-making.

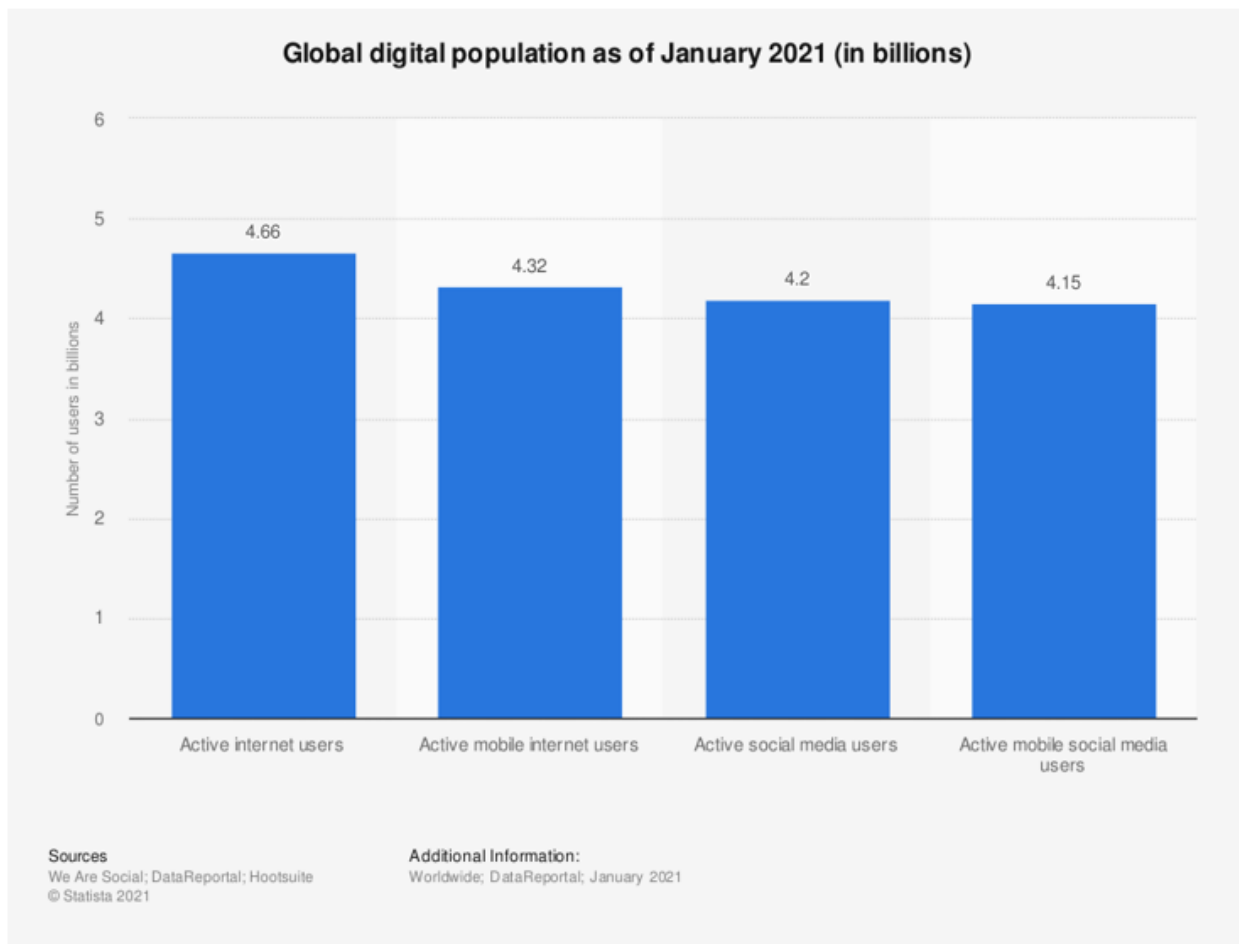


Figure 1 (Source: We Are Social; DataReportal; Hootsuite, January 2021)

Figure 2. Statista ranks the most common social networks used worldwide as of Jan 2021, based on the digits of total active users. The most popular social media platform is Facebook, which is followed by YouTube, Whatsapp, and Instagram.

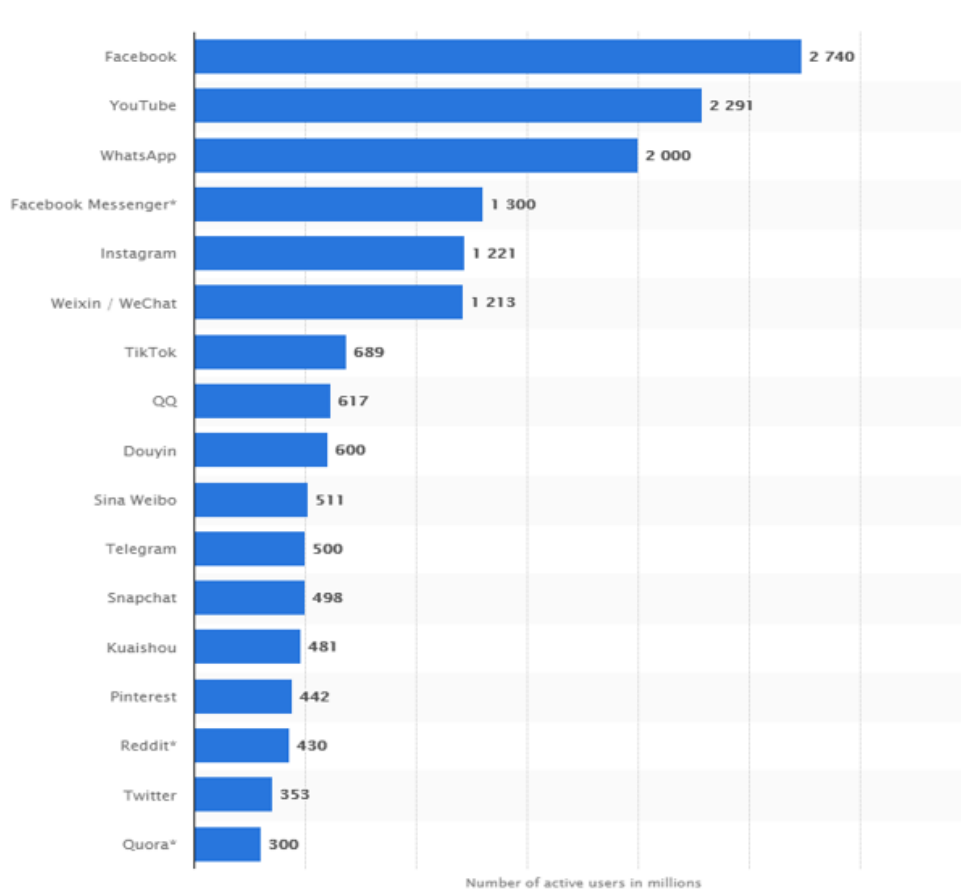


Figure 2 (Source: Statista (Global social networks ranked by number of users 2021))

### **3.1 FEW OF THE MOST FAMOUS SOCIAL MEDIA PLATFORMS:**

- **FACEBOOK:** Facebook is a social networking and online social media platform headquartered in Menlo Park, California, and is a division of the namesake corporation. Mark Zuckerberg co-founded it with Chris Hughes, Andrew McCollum, Dust Moskovitz, and Eduardo Saverin. They were both Harvard College classmates and roommates. Initially, Facebook's founders limited membership to Harvard pupils. Following that, enrolment was extended to cover high school students as well as the rest of the Ivy League, MIT, NYU, Boston University, and a number of other colleges in the United States and Canada.

In order to sign up on Facebook you must be minimum of 13years old. The name comes from the face book repositories that are often circulated to university students in the United States. Facebook is accessible through any device that have internet connection be it on your Laptop, PC, Smart Phone, etc. After the user sign up's on Facebook, he/she can setup his/her profile that contains his/her personal data. You exchange messages, pics and other multimedia with all other people who have chosen to be their "friend" or someone with a different atmosphere of privacy. Users may also use a range of embedded applications in the marketplace, join groups of shared interest, buy and sell goods and services and get notification of their Facebook friends' actions and the pages they follow.

By Dec 2020, Facebook claimed to have 2.8bn daily users, and it was on the top list of most downloaded applications on smartphone for a whole decade across the world.

(Wikipedia, 2021)

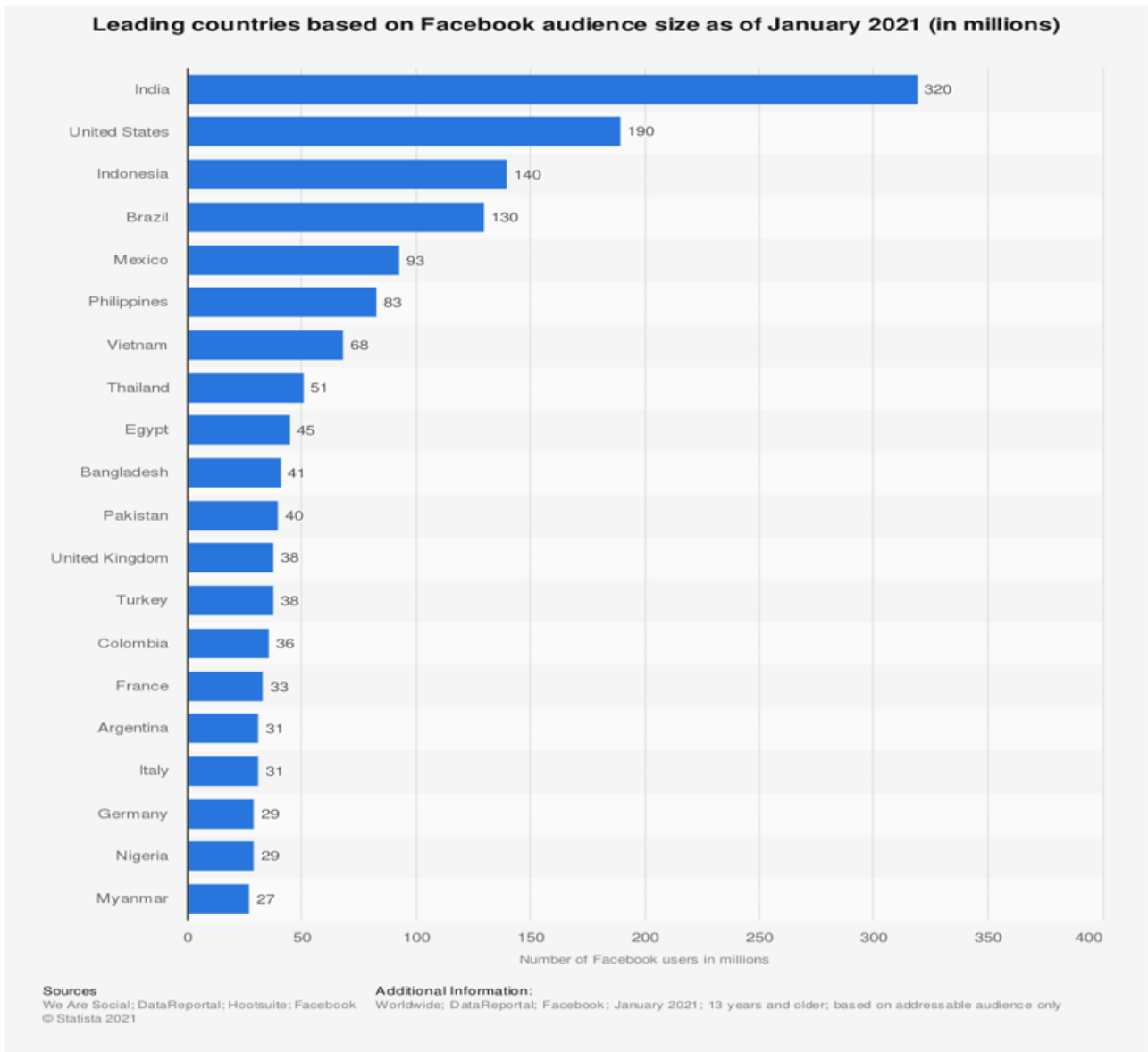


Figure 3 (Source: Statista (We Are Social; DataReportal; Hootsuite; Facebook, January 2021))

India alone got over 290mn Facebook users, making it the most popular social media platform across the globe. To put this in perspective, it would be ranked fourth worldwide in population terms if India's Facebook public were a nation. In addition to the United States, Indonesia and Brazil with 190 million, 140 million and 130 million users, and many other markets have more than 100 million Facebook users each.

- **YOUTUBE:** YouTube is a platform where users can make their video content or watch other people's video content. Every day you tubers watch over 1billion hours of videos, while new videos are being uploaded on YouTube every minute. One can watch YouTube videos on his smartphone, pc, laptop, or even on other websites as YouTube allows people to upload their YouTube videos elsewhere as well. On YouTube there is infinite possible content one can make and enjoy watching like reaction videos, live gaming videos, funny videos, compilations, movies, vlogs, etc. Users as well as companies create content on this platform. Users can rate, share, like, leave a feedback on videos if they are logged in to their youtube account as well. It was founded in 2005 and was later purchased by Google for \$1.65bn. It is now one of the most profitable subsidiaries, with revenue of \$19.8bn in 2020. You tube's content is free to watch for users and on the other hand for creators of content on YouTube, Google's AdSense helps in generating revenue by running advertisements on their videos. YouTube's popularity and huge video content have given it a power to influence the social media. There have also been various debates about YouTube's business, moral, and political aspects. (Wikipedia, 2021)

If we look into the recent statistics of YouTube, there are 2.3bn subscribers across the world as of 2021 (Statista, 2021). Second comes Facebook who surpasses YouTube in total active users. YouTube is not only the second-most popular social media site, but it is also the second-most popular search engine. After Google, people use YouTube as a search engine and it is now the second widely used search engine. In reality, it gets more monthly searches than OL, Microsoft Bing, sk.com, and Yahoo put together. 500hrs worth of content is being created and published on YouTube every minute (Tubefilter, 2019). Any hour, 30,000hrs of content is being uploaded. Every day, 720,000hrs of content is being uploaded to YouTube. To put it in simple words, it is going to take you 82years of time to watch the content that is uploaded every single hour on YouTube. (Oberlo, 2021)

- **WHATSAPP:** WhatsApp Messenger is a platform where users can start conversations with the ones who are in their contact list or with others who they don't know but have their mobile numbers. Users can do simple text conversations, voice chats, video calls and even send multimedia like images, documents, music, videos to each other's or on groups that can be created on WhatsApp. WhatsApp is available on your smartphones and also if you want to use WhatsApp on your computers, then you just have to use its feature of WhatsApp web. By using WhatsApp web one can use his mobiles WhatsApp on personal computer or laptops but the mobile device should be connected to the internet while you are using it on your computer. For small business owners WhatsApp released WhatsApp enterprise, which was released on Jan 2018 which helped the small businesses to communicate with normal WhatsApp users. Facebook acquired WhatsApp in February 2014 for approximately US\$19.3bn. WhatsApp is now the most used platform in terms of conversation. Most of the users only use WhatsApp for conversation with other people. A number of locations, including, large swaths of Europe and Africa, the Indian subcontinent, and Latin America uses WhatsApp as their primary mode of chatting with other people. (Kuru, 2021)
- **INSTAGRAM:** Instagram is a social media platform developed by Mike Krieger and Kevin Systrom in the United States. Facebook purchased Instagram on April 2020 for \$1bn in cash as well as in stock. On Instagram users can upload their photos, use different kinds of filters on them, use hashtags and add locations to their pictures. The content that is shared on Instagram can be viewed by public if the profile is set to public and if the user only wants his/her friends to see the content they post they can do so too on Instagram. On Instagram users follow other accounts on which there are new posts everyday containing something which is funny, thoughtful, useful, entertaining, etc. Later on Instagram added chat option on its application where users can send text messages, send multiple pictures and videos to other users. Also Instagram added feature which is also present in Snapchat which is called stories, in stories you add a picture or a video that lasts for only 24hrs and vanishes. Nearly 500mn users use this stories feature recorded as of Jan, 2019. Instagram was initially made only for iOS devices. It became a huge success as it gained from millions to billions of users in no time at all. After that it was introduced to Android platform as well. There is a desktop version of Instagram as well where users can use Instagram like normal but with less features than

on the mobile. So far around 40bn pictures are uploaded on Instagram by the users as of Oct, 2015. Despite its power, Instagram has been chastised, because of the content that is being uploaded on Instagram. Illegal and inappropriate content is present on Instagram. Cristiano Ronaldo is the most followed account on Instagram. The most hearted picture on Instagram is of an egg which was uploaded by the user just to mess with Kylie Jenner's post which was the most liked post previously on Instagram. About 55 million people have liked the photo so far. Insta is on number 4th when it comes to downloads on mobile devices. (Wikipedia, 2021)

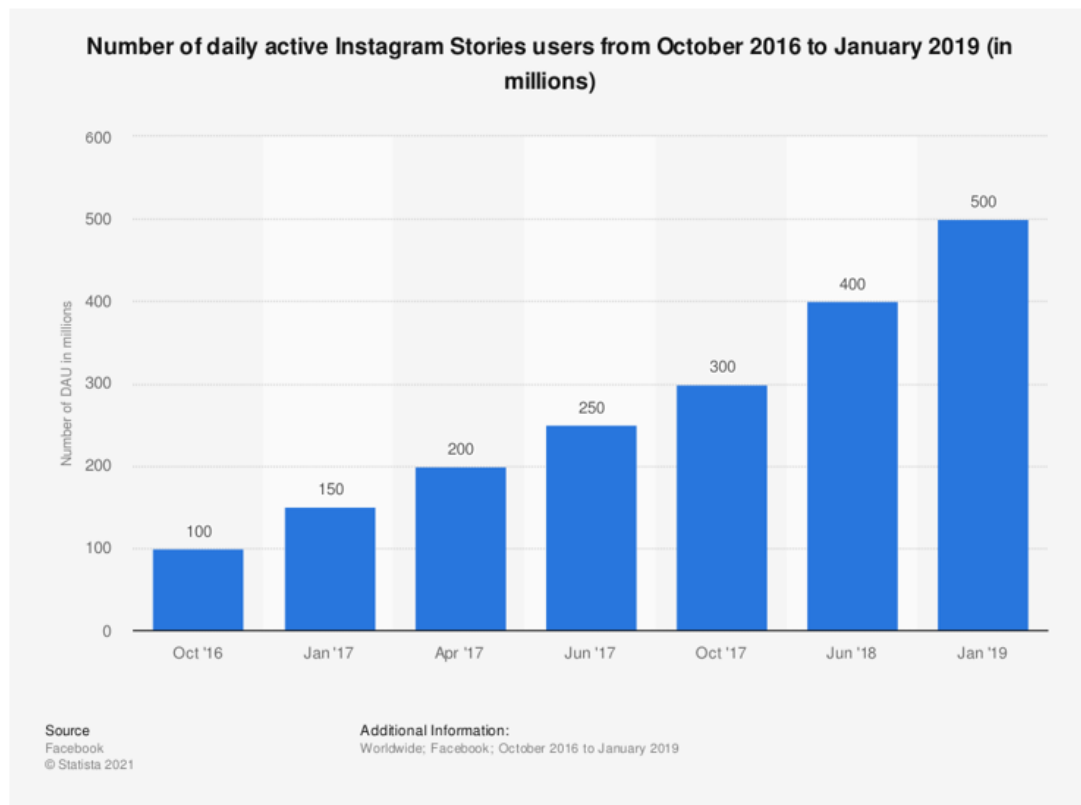


Figure 4 (Source: Statista (Facebook, January 2019))



## 4. IMPORTANT CHARACTERISTICS OF SOCIAL MEDIA

There is also much to learn about how far social media can take a business. The following discussions exemplify them by laying out the well-known advantages, drawbacks, and dangers of using social media in the workplace.

### 4.1. KNOWN ADVANTAGES OF SOCIAL MEDIA

**TABLE 1 ADVANTAGES**

<b><u>FEATURES</u></b>	<b><u>ADVANTAGES</u></b>
Find out all about the target audience.	Keep note of what people are doing and how their lives are going.
More successfully target audiences	The most of friendships are formed with people who have similar interests.
Cost is less	When compared to newspapers, magazines, television, and radio, it is less expensive.
Get instant feedback from the point of view of the customers.	Market input that is fast, frank, and detailed.
Engages customers in a more personalised way.	Allows for more tailored customer experience and greater user interaction.
Establishes a corporate identity	Enhances the prestige, name, logo, and integrity of organisations. Creating and presenting the reputation of corporate organisations.
Improve market intelligence	Keep track of an organization's strategic role by presenting critical demand data and statistics on the industry as a whole, as well as customer recommendations.
Increase visibility in the internet	Increase the number of visitors to your website and your search engine score.
Facilitate the hiring and recruiting process.	It can be used to attract young talent more efficiently.
Communication is easier and smoother.	Enhances contact between businesses and their customers.
Creating trust and loyalty	Growing customer satisfaction and trust.

Table 1 (Source: Radhakrishnan, Venkateswaran & Ugalde, Bernard & T., Rogelio. (2019). Impact of Social Media Application in Business Organizations. International Journal of Computer Applications. 178. 5-10. 10.5120/ijca2019919126.)

- **YOU REACH OUT TO A HUGE NUMBER OF PEOPLE:** Millions of people use social networking sites. It is a fantastic way for your startup/business to find out the large range of people interested in products or services delivered by your business/startup. The ability of social media to target large audiences is a significant advantage. It enables the business to generate more leads that are interested in the products or services.
- **YOU HAVE A CLEAR LINE OF COMMUNICATION WITH THE TARGET AUDIENCE:** Social media is a platform which helps the businesses to communicate with their audience. The interest of individuals can be judged by the act of them following your social media account. When you get to know your consumers better, you'll be able to provide them with more relevant material. You tailor the content to their tastes, resulting in increased interaction with your website and company. If you have a real interaction with the audience, you can fix problems faster. Addressing a customer and solving their problem while interacting with him/her individually will create a good image of your business. You can learn more from the audience because of the intimate interaction. You'll be able to see who leaves feedback on your posts and how they react. It allows you to fine-tune your strategy to make it more appealing to your target market. It's always beneficial to know what other people think about your business. When you use social media ads, you get real feedbacks from people. It's a huge advantage of social media marketing that you can focus on the aspects of your business that people like and ignore the parts that they don't.
- **BOOST MARKET RECOGNITION:** More than half of the world's population is now using social media platforms of different kinds. Which makes social media one of the best ways to reach people all across the globe. Most of the users (around 60%) of Instagram said that they found out about new products which they actually liked with the help of social media.
- **OBTAIN LEADS:** If you provide good products and services to the customers, the customers will express interest in the company via social media platforms. Which is very good for obtaining leads for your company without having to face any risk of losing a lead. Some of the social networks now have content specially made for lead generation as they know that social media can generate leads very easily and smoothly.
- **BOOST SALES:** Social media will help you market whatever you're selling. In order to attract a potential customer you must be having an active social media page of your company. If the number of users following your social media page increases drastically

then there is a chance that your business is going to be successful in the market. Social media is also helping in discovering new products and ecommerce alternatives.

- **GO VIRAL:** When users talk about your product or debate with other users about your product, then your product get introduced to new people and there is a high chance that your product will go viral. Users who already like your social media account will share it to their friends and followers and just like that those new followers and friends will share it with their followers and friends which is going to make a chain and increase the numbers of share to millions. This helps in expanding your company as when one of your friend is sharing something you will think about what your friend has shared must be something that is good and just like that you will share that ahead. As others who are going to like your posts would like to know what this company has to offer us. In today's world going viral is possible only because of social media. Without it one cannot even think about going viral, it is completely impossible.
- **CUSTOMER ENGAGEMENT:** On social media platforms one can talk or chat with its customers and users. This way the users can interact with you as well. If you want to keep the customers engaged then you must remain active on social media and post relevant information about your upcoming products and services. Unlike traditional means, connecting with customer base is very easy on social media platforms. Responding to customers queries also keep them connected with you as they feel satisfied that they get instant resolution from your end.
- **LOOKING OUT ON COMPETITION:** Company must be aware of what the customers are talking about their rival companies. On social media when someone mentions the rival company and how bad its services are, then is your chance to convert that potential customer towards your company by addressing him/her with the benefits of joining you instead of the rival company.
- **ANALYTICS AND REPORTING:** With Social Medias tracking and analytics software one can see and examine the influence of the social media activities they are creating on the fans in order to keep them engaged with your company. There are many software's available like Google Analytics and Hoot suite which can be used for organic and paid promotions on social media. One can also track the traffic generated from social media.

## 4.2 KNOWN DISADVANTAGES

Using social media for commercial purposes comes with a number of drawbacks and threats. The given table summaries each consideration:

**TABLE 2. DISADVANTAGES**

SN	DISADVANTAGES
1	It takes time and commitment to keep your social media pages up to date.
2	It is not entirely free to use social media.
3	Information is only available for a short time before being supplanted by newer articles.
4	Reduce the amount of face-to-face communication.
5	You lose influence when you use social media marketing.

*Table 2 (Source: Radhakrishnan, Venkateswaran & Ugalde, Bernard & T., Rogelio. (2019). Impact of Social Media Application in Business Organizations. International Journal of Computer Applications. 178. 5-10. 10.5120/ijca2019919126.)*

- **YOU CAN RECEIVE BAD FEEDBACK:** Users use social media to share both positive and negative experiences, as well as to share content they love. If a user had a bad experience with your business then he/she might take it to social media and post negatively about your business there. Users tend to show their anger in variety of ways on social media, like a user can leave a bad comment on your website and also post a tweet about it on social media platforms like Twitter. To share their bad experience, users can tag an organisation in their posts on social media sites like Twitter. The bad experience has the potential to be retweeted and shared all over the internet. People rely on others to educate them about your organisation, particularly if it's the first time they've heard of it. Negative social media feedback will make it harder for the business to generate leads.
- **YOU WOULD DEVOTE A SIGNIFICANT AMOUNT OF TIME TO THE CAMPAIGNS:** Social networking is not an easy task which is done once and then you can just sit back and relax. You must be catering to the needs and wants of the customers by creating new products and contents on your social media pages. One thing in social media promotion is that it takes a lot from the company side. It gets quite hard and difficult when your company is small and the budget for advertising your company have is comparatively lower than others. You have to post on regular basis and also you have to respond to the users on daily basis because if you fail to do so the users might lose interest in your business. If you don't do enough on social media and don't have adequate money, staff, or programmes to help you run your marketing plan, your campaigns will fail. You won't be as effective as someone who understands how to run a successful social media campaign.

- **YOU ARE EXPOSED TO TROLLS:** Even if you give your customers the best service possible, you could run into people who aren't customers but who want to have a good time by "trolling" you. There are the Internet's well-known "trolls." Trolls are prized as jewels in some countries, but they aren't allowed in the corporate world, so you'll have to learn how to deal with them.
- **YOU MAY BE A VICTIM OF BLACKMAIL:** Trolls aren't the only thing that can happen to you on social media, no matter how irritating they are. While it is not common at the moment, it has occurred in the past and continues to occur in the present; some companies have been extorted by consumers – and even non-customers – who demanded a variety of rewards (discounts, prizes, and even monetary amounts) in return for not spreading derogatory messages on social media.
- **EXPOSURE TO COMPETITORS:** You will study the rivals' strategies using social media marketing. They can, however, use your social media site to research your business practises. This places the company at risk of being outperformed.

### 4.3 RISK OF SOCIAL MEDIA

**TABLE 3. RISKS**

SN	RISKS
1	Negative feedback.
2	Malware and viruses
3	Brand thievery.
4	Regulation over corporate content is lacking.
5	Customer expectations that are unrealistic.
6	Non-compliance with record-keeping requirements.

Table 3 (Source: Radhakrishnan, Venkateswaran & Ugalde, Bernard & T., Rogelio. (2019). Impact of Social Media Application in Business Organizations. *International Journal of Computer Applications*. 178. 5-10. 10.5120/ijca2019919126.)

- **INCONSISTENCY IS A PROBLEM:** Businesses tend to get into social media without realising about its consequences. Outdated or unfinished social media accounts, if not maintained, may have a negative impact on the company. A Facebook page for your company which is not being updated regularly is a bad impact on the customers. Developing and sticking to a social media strategy is the perfect way to avoid becoming an erratic online presence. Not all the platforms are useful to be in. You must find which social media your target audience is using and you just get into that platform. If you are able to post engaging content on your social media then definitely users are going to share your pages and your followers are going to go up and up.
- **EXCESSIVE USE:** Sending unnecessary messages and posting unrelated topics posts on your pages is going to impact your business badly instead of making it boom. Here in social media posting in excess number is not what counts, what counts is the content you are posting. Is the content you are posting relevant? Are users going to like it? Think it this way before posting unnecessary information's. When you are trying to engage more users, begging them to follow or like you is the worst thing you can do to your business. As users only come to you when you're content is engaging on its own. Researching how much the company's leaders share on social media is a smart place to start.

- **ACCOUNT HACKING:** Just like any other thing, social media as well faces risk of thieves or attacks. On social media there are hackers who can hack into your account and change your passwords and steal your account. In some cases hackers tend to post messages on the walls of famous companies Social Medias pages. For this reason many business tend to encourage their employees to conduct social media vulnerability checks in order to detect technology flaws and keep potential intruders and hackers out. Because of hackers many major corporations have suffered tremendously in the past.

Tables 1, 2, and 3 depict the most important characteristics of social media. Despite the many beneficial factors that affect social media in industry, organisations must also consider some of the disadvantages and threats to performance. The next issue is how businesses integrate social media with their operations. The following segment demonstrates how companies have successfully and creatively used social media in their operations.

#### **4.4 THE ROLES OF SOCIAL MEDIA DURING COVID-19**

- **USERS ACTIVITIES IN SHARING VIEWPOINTS AND EXPERIENCES:**

Individual activities have increased on social media with the outbreak of the coronavirus 2019 crisis (COVID-19). Twitter, Facebook, YouTube, and Instagram are among the most important networks throughout this period. In these networks, different people publish their thoughts, viewpoints, attitudes, and feelings about the crisis and share with others. Twitter being one of the most famous platform for people to express their thoughts and opinions. In this social network, the global trend related to the disease is followed, and important news and information about the disease such as quarantine and other related issues are shared. The root of COVID-19, origins of a novel coronavirus, and impact of COVID-19 on people and nations, as well as methods for reducing COVID-19 spread, were discovered by analysing the tweets of Twitter users. Another research discovered that the most common topics on social media were "events notification," "popularization in prevention and treatment," and "government answer ". There have also been tweets about COVID-19 and older people on Twitter, most of which were personal comments, jokes and insults, and no informative content, and only a third of the information has been intended to provide information to old patients and recommendations for the general population. In contrast, older people are known to be vulnerable to this disease. These people also use social media to learn about the disease and share their viewpoints.

- **SHARING EDUCATIONAL RESOURCES AND THE SPEED OF ITS SPREAD:**

Speed and sharing of resources are important features in social networks. For instance, Chan et al. posted a sample infographic on Twitter, WeChat, and the official website of their hospital, which was designed in the field of protecting health workers against COVID-19. Their results indicated that the speed of resharing and visiting this educational resource on social media, especially Twitter, was much higher than the websites. Due to the high speed of content sharing, social media are useful for receiving up-to-date and fast information around the world in response to the current changing conditions. Social media is also an opportunity to change modern education during the quarantine period.

- **PROVIDING HEALTH CARES:**

In the COVID-19 pandemic, social networks, if appropriately used, can provide fast and effective routes of important information. Therefore, it can be stated that access to high-quality information from confirmed sources on social media can be the optimal response of global medicine to the epidemic of COVID-19. In general, social networks such as Twitter have changed communication, and the provision of health care, and people can use this platform for "social health" topics. Rapid provision of information on the prevalence and resistance to antimicrobials is essential for physicians and the general population.



Guo et al. provided a successful experience in providing services and information through online social networks (WeChat) in dental patients' health care. They provided a positive experience of remote healthcare services due to the special circumstances of the coronavirus crisis and the need for less traffic and home quarantine and found social media useful to prevent the outbreak of the disease. Another study has found that existing pages on specific diseases and health care were more active at the time of the coronavirus outbreak and responded to people's concerns. Moreover, virtual question and answer sessions have also been conducted for specific diseases on social media in a desirable and effective way. Also, the use of social media to provide more secure health information and services helps COVID-19 patients be aware of existing procedures and conditions. Social networks can also be applied as a platform for sharing medical resources for healthcare provider groups, which will reduce the sense of uncertainty, ensure the quality of healthcare, and reduce the workload. In general, social networks cannot replace public health measures; however, they are able to increase the attention to the crisis of COVID-19 among individuals by providing news and accurate and relevant information. They can also help medical professionals in complex and decision-making processes.

- DATA COLLECTION AND POLLS:

Due to the coronavirus crisis and the lack of face-to-face meetings between individuals and researchers, Social media may be a suitable platform for gathering data and accessing survey feedback remotely. Accordingly, Facebook, as a social network, can be an effective and cost-effective research strategy for collecting valuable data on a large scale concerning the epidemic of COVID-19 because the presentation of optimal advertising patterns on Facebook has led to the increase of the response to the questionnaire in the statistical sample. Facebook can also be effective in planning, developing, implementing health communication promotion programs, and reducing health threats. The public awareness of the disease can be monitored using social media and through publishing online polls. The polls can be distributed not only in one society but also in different communities without limitations.

- OBSERVANCE OF SOCIAL DISTANCING

The usage of social media allows the implementation of social separation between individuals. The effects of a lack of communication among people, on the other hand, may reduce social isolation. Simple social distancing rules will help to mitigate the spread of COVID-19 disease as well as the social, psychological, and economic stresses on individuals. As a result, states and organisations, as well as policymakers, prioritise strategies based on social networks. During the COVID-19 crisis, social media will aid public interaction and facilitate communication between the government and individuals. Individuals' position and duty as members of society become more visible as a result of access to information on these networks, and the content of social media will promote participation and growth of the social distancing community. Social media may also be used to strengthen emotional connections and raise awareness.

- CHALLENGES OF USING SOCIAL MEDIA:

Social media is used for information transmission during the outbreak of the COVID-19 crisis, which can change the behaviour of individuals in the community. Since most social networks allow all users to share information, and also due to the lack of scientific monitoring of health information published on social networks, the problem of publishing incorrect information among users during the COVID-19 crisis is considered as the primary concern. Incorrect medical information and unconfirmed content, and even false information as the information based on evidence on the global epidemic of COVID-19 are publishing on social media at an alarming rate. In the meantime, wrong home remedies and dedicated consultations shared on social media can increase the outbreak risk of coronavirus. The rapid spread of invalid information on social media and the inability to detect the correct and incorrect information by users has increased fears and concerns about the outbreak of COVID-19 disease among people in the community. However, concerns and impacts of social media on people may vary depending on their gender, age, and education level.

## **5. OBJECTIVES OF THE STUDY**

The primary aim of this dissertation is to determine the factors that influence organization's decisions to use social media for business, specifically:

1. Determine the factors that affect the usage of social media in the developmental phase of a company. Discuss about the advantages, drawbacks, and risks of using social media platforms in the workplace, as well as the functions of social media during the COVID-19 pandemic.
2. Examine how companies have successfully incorporated social media into their operations. And find businesses that use social media for business.
3. Showing how, the aura of social media is impacting the new businesses and startups in such a way that either they get to the top or their existence in the market completely vanishes because of it.

## **6. RESEARCH METHODOLOGY**

This dissertation is a comprehensive analysis that employs a qualitative approach and relies on case studies, secondary evidence gathered from findings in online social media apps and resources, as well as interview forms mailed to business development managers.

Also a questionnaire was shared to know more about what common people think about social media being one of the main factor for the success of business or a Startup. The questionnaire received 100 responses. After gathering all of the data, I responded to the questions about social media and its influence on a startup/business. The question “Is the social media really an important factor for the growth of a business or not” will be answered with the help of questionnaire.

## 7. CASE STUDIES

### 7.1. THE PEPSI LIKE MACHINE

**1** Go to [likepepsi.com](http://likepepsi.com) with your smartphone or use the built-in touchscreen

**2** Login with your Facebook account & Like the Pepsi Facebook Page

**3** Pick your favorite Pepsi

**4** Your free drink rolls out the vending machine

## THE PEPSI LIKE MACHINE

A new way of sampling

1 x Like = 1 Pepsi

**Problem:**  
For over 50 years promo girls have been handing out samples at crossroads, in malls and other high traffic areas. Making consumers taste the product and hoping they will eventually buy it. But after the sampling there was no possibility to interact with the prospects who received a sample.

**Idea:**  
Enter the Pepsi Like Machine, a vending machine that doesn't accept money, only likes. The machine enables marketers to interact with the audience just after sampling. And it delivers the sample at a lower cost per sample distributed. Simply log-in with your smartphone, like the Facebook page and receive a free sample.

Rather than creating a campaign, we created a new sample method, a new channel if you like. On average brands spend 65 cents to distribute a sample by a promo girl. Acquisition of a Facebook like costs 3 dollar on average. Our Facebook Like Machine does both in one for a fraction of the cost. The machine collects e-mail address, sex, date of birth and product preference (Pepsi regular or Max).

**Results:**

- On average 3 samples were distributed each minute
- 99% of all users finalise the procedure (liking the page)
- The world premiere was "trending subject" on Mashable, and opinion article in The Huffington post, and got picked up on over 300 blogs worldwide.

Figure 5 (Source: <https://shortyawards.com/6th/the-pepsi-like-machine>)

When the marketing landscape advances and the minds of creative and young people begin to change the way we advertise and distribute goods, there is a constant challenge to stay ahead of the competition and come up with the next great idea. Pepsi has no problem keeping up with the competition. Their marketing team in Belgium, TWB, has come up with the next great idea: a Pepsi-like machine.

This vending machine dispenses Pepsi samples in exchange for the customer's Facebook details. In other words, this machine isn't after your money; it's after your Facebook information. The below is how it works: Users with smartphones can approach the machine, "Like" the Facebook page, and a free Pepsi will appear. Many without smartphones will get their soda fix by using the machine's touchscreen and logging into Facebook. This machine, which was first seen at a Beyonce concert in Antwerp, Belgium, is a marketer's dream: their free samples no longer vanish into thin air, but are instead linked to personal data.

## **7.2 PAMPERS “LITTLEST FIGHTERS”**



Figure 5 (Source: <https://www.marketingdive.com/news/pampers-supports-the-littlest-fighters-with-social-media-interactive-oooh/510473/>)

A drive to increase awareness of prematureness is under way by Pampers, a P&G brand. The "Littlest Fighters" initiative, according to a press release, will include a video spot, social media content created by users and an Off-Home (OOH) atmosphere. Pampers has worked with the March of Dimes non-profit to help protect and preserve the wellbeing of mothers from birth defects and premature birth.

Pampers encourages people to share Facebook, Twitter and Instagram posts about their babies' fighting spirits with the hashtag #LittlestFighters that is a \$5 gift every day to the March of the Dimes. There is also a link to NBC's Today.com where supporters can submit a show that might go into a potential episode. There will be a \$5 donation for each submission for up to \$50,000.

From 9-11 November Pampers also organises an immersive exhibition in L Live. Includes a photo gallery by photographer and March of Dimes Ambassador Anne Geddes, immersive technology stations featuring games and puzzles, selfie stations, DIY flower crowns and crafts, and garden photo booths, the show is called 'Imagine a World.'

### 7.3 HOW JETBLUE USED SOCIAL MEDIA TO CONNECT WITH ITS CUSTOMERS



Figure 6 (<https://www.infocubic.co.jp/en/blog/wp-content/uploads/2018/09/jetblue-airways-twitter-account.jpg>)

The airline business is fiercely competitive, and customer service is the most important factor in a company's growth. If frustration arises, airline will easily go off the grid. As a result, airline companies place a high value on consumer experience and satisfaction in order to be called the industry's leading air transport carrier.

The extraordinary 71 percent response rate on the social media platform Twitter is virtually as amazing as the overall 9 minute response time of the accounts, according to the same Social Bakers poll. This means that users can almost automatically schedule their journey, often tumultuous, without waiting for any terrible videos.

On 14<sup>th</sup> of Feb, 2007, about 1000 flight cancellations within 5 days were made because of a shoestring communication scheme that left the flight attendants and pilots in the dark. An aviation company fears such a tragedy in public relations. JetBlue responded via the conventional and social media with advice to its customers.

CEO Neeleman appeared in an unscripted YouTube video in an effort to address the customer and apologised for the shortcomings of the airline and announced a 'Customer Bill of Rights' detailing steps that the airline would take in case of a service interruption.

Admitting complete responsibility for this accident, as well as recognising the distress created by it and a credible commitment to fix it, amounted to "in truth, it's possible that the ideal business apology is a widely agreed norm for dealing with business errors." This led to a vast number of views, many positive because it seemed genuine and authentic. The video apologies. The YouTube experience has shown the business the importance of using social networks to engage in a two-way conversation. After realising how effective social media can restore a compromised reputation and enhance customer ties, the airline began to develop an overall social media marketing campaign. A central part of the social media campaign was JetBlue's Twitter account, which soared from 700 on March 7th, 2008 to around 1.1mn followers in Aug, 2009. This much of popularity in just over 17 months is unbelievable and can be credited directly to the social media approach of the business that uses Twitter for a first time to see what the people have done with it, first to react to the questions and eventually to have absolute talks with their customers.

JetBlue has regained its image and taken major strides in improving its client relations through the use of social media. Todd Wasserman wrote "Jetblue is one of the top web-associated airlines." It's less about open sales and more about social media brand growth, and JetBlue has fully embraced it." At the end of October 2011, the JetBlue YouTube channel had received more than one million views. About 1.6 million folders and over 12,000 messages are on the JetBlue Twitter list. There are over 500,000 followers on the company Facebook page. Via the efficient use of content, micro blogging and social networking, the company's reputation has been improved. In addition, JetBlue uses its properties in social media to appeal to visitors to his website, jetblue.com, to buy tickets and turn customers' followers.

Thus, regardless of the approach on social media, remember that it's not about who is more tweeting or what you offer. The appearance you give the public is all about, and it either strengthens the identity of the brand or reminds customers that you are almost as far away as the times are.



## 7.4 STARBUCKS'S UNICORN FRAPPUCCINO



Figure 7 (Source: <https://www.singlegrain.com/social-media/8-social-media-success-stories-to-inspire-you/>)

The worldwide selling and selling of Starbucks in the same store in the US rose by three percent in the second quarter following use of Instagram to promote Unicorn Frappuccino. Not only the Unicorn Frappuccino, a neon-coloured pink-and-purple fruity drink that changes its colour when drinking, picks the attention of its young customers, but it also effectively stirring up feelings of FOMO in the Millennia community, because of the time constraints on the drink. The photogenic concoction drew countless eyeballs with the help of a multitude of customer posting images on Instagram and Facebook, Pinterest and Twitter: Almost 155000 tweets were made, and a lot of foot traffic was carried to physical stores to check out drinks, until it was sold off. The Unicorn Frappuccino and the #unicornfrappuccino hashtag.

Creating shortage is an age-old sales tactic that continues to succeed in modern times, as the popular Instagram campaign of Starbucks demonstrates. Using this technique via social media would help to ensure a viral promotion in no time. Starbucks was wise and knew how the social-media scientists were interested and lost no time in implementing their approach. All will see the results and learn.

### **7.5 OTHER MAJOR CORPORATIONS THAT PERFORMED BUSINESS VIA SOCIAL MEDIA**

Table 5 details the major corporations that use social media platforms in their operations, demonstrating that the usage of social media platforms in industry is exploding.

APPLE	MICROSOFT	CADBURY	CREE
SONY	SAMSUNG	PIZZA HUT	FORD
CLAIROL	GODIVA	COKE	JELLYBELLY
DORITOS	NESTLE	ZAPPOS	DOCE
OREO	MCDONALDS	AMAZON	NIKE

*Table 5 (Source: Radhakrishnan, Venkateswaran & Ugalde, Bernard & T., Rogelio. (2019). Impact of Social Media Application in Business Organizations. International Journal of Computer Applications. 178. 5-10. 10.5120/ijca2019919126.)*

## 8. DATA COLLECTION

### 8.1 QUESTIONNAIRE

#### Social Media - driving factor of a Startup and Business .

\*Required

Name: \*

Your answer \_\_\_\_\_

Gender: \*

Male

Female

Prefer not to say

Other: \_\_\_\_\_

Age group: \*

Below 20

20-30

Above 30

Employment Status: \*

Employed

Unemployed

Student

Retired

Other: \_\_\_\_\_

Which Social Media platforms you use or have used before: \*

- Facebook
- Instagram
- Whatsapp
- Twitter
- Reddit
- Tumblr
- LinkedIn
- YouTube
- Twitch
- Other: \_\_\_\_\_

Which of the following Social Media platforms you use on daily basis: \*

- Facebook
- Instagram
- Whatsapp
- Twitter
- Reddit
- Tumblr
- LinkedIn
- YouTube
- Twitch
- Other: \_\_\_\_\_

How often you get to know about a new company or a startup with the help of Social Media platforms: \*

- Never
- Occasionally
- Sometimes
- Often
- Always

Social Media is the only place from where you get information about what is happening in business/Startup industry: \*

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Social Media helps you in making decisions regarding which company it is going to be beneficial for investment by giving you knowledge about what is happening or what is going to happen in an organization: \*

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Social Media impacts the growth rate of a Business/Startup: \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

In order to expand a business, Social media plays vital role in it: \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

A single bad tweet or post on Social Media from a well established company can strongly impact their reputation in the market: \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

A new Startup/Business who is actively promoting their company on Social Media is going to be more successful comparing to the ones who are not that active on social media platforms: \*

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Submit

## 9. DATA ANALYSIS

100 responses + ⋮

**Not accepting responses**

**Message for respondents**

This form is no longer accepting responses

[Summary](#) [Question](#) [Individual](#)

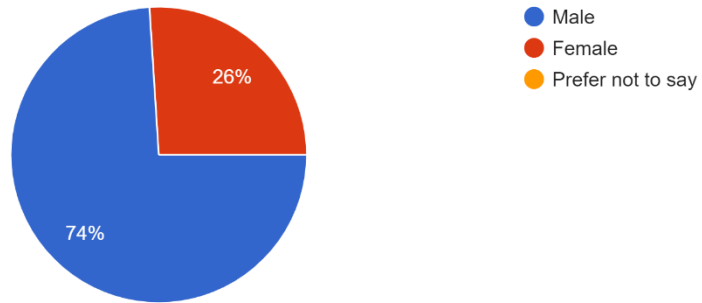
Name:

100 responses

- Harshita Dogra
- Priya Sharma
- Rahul Singh
- Anmol Jain
- Shubham Syal
- Simran Kaur
- Mohit Sharma
- Kanchan Sharma
- Akshay Sharma

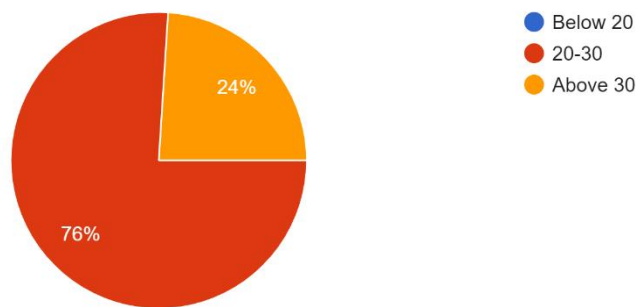
## Gender:

100 responses



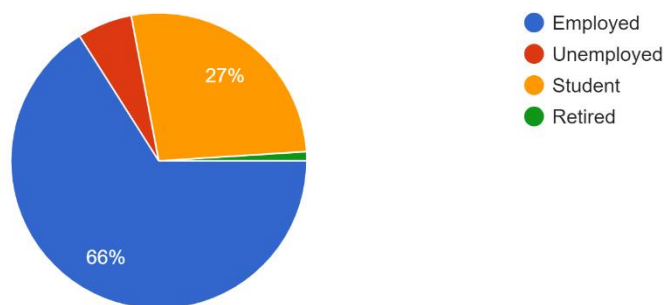
## Age group:

100 responses



## Employment Status:

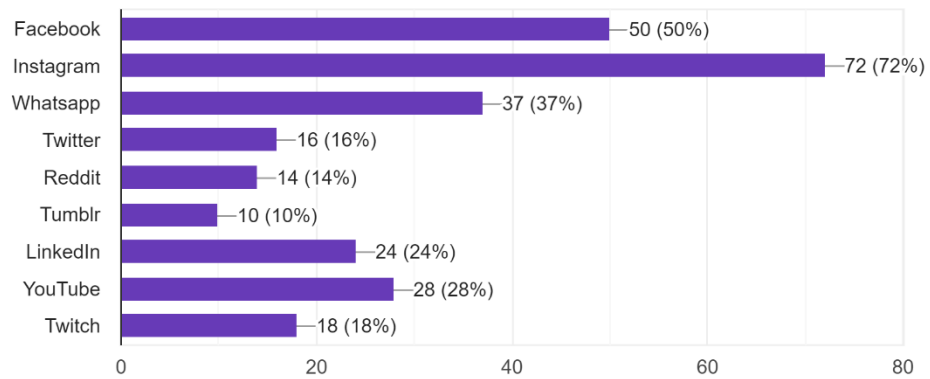
100 responses





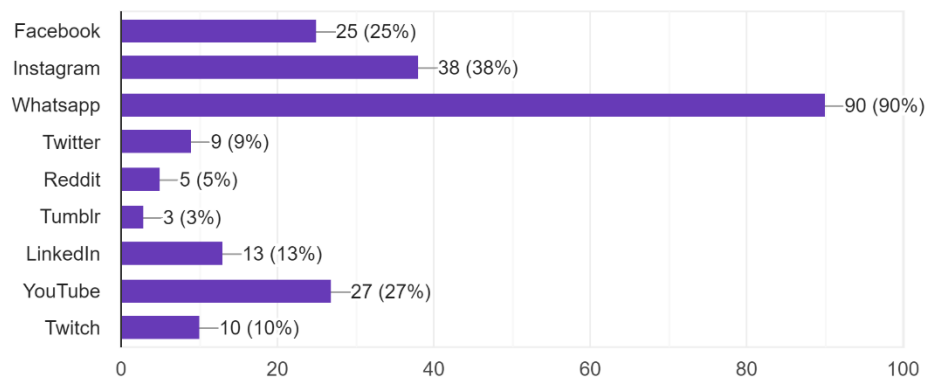
### Which Social Media platforms you use or have used before:

100 responses



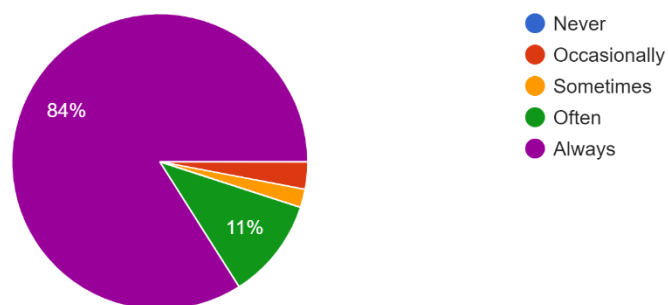
### Which of the following Social Media platforms you use on daily basis:

100 responses



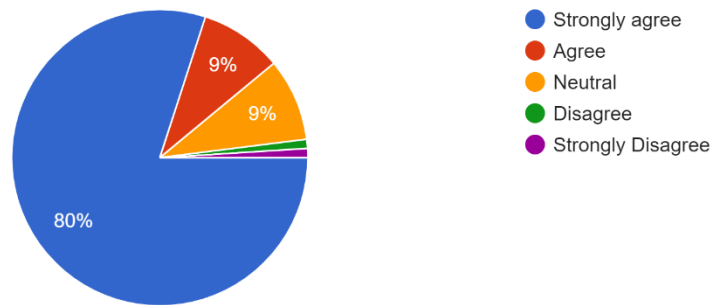
### How often you get to know about a new company or a startup with the help of Social Media platforms:

100 responses



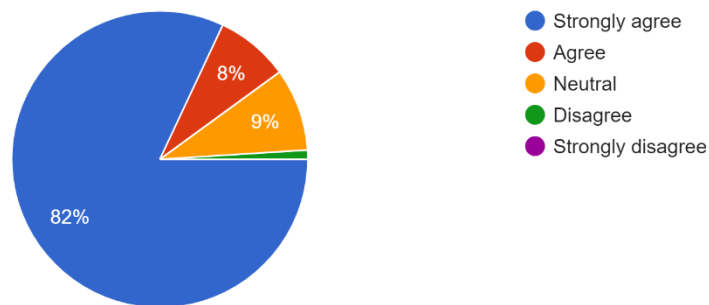
Social Media is the only place from where you get information about what is happening in business/Startup industry:

100 responses



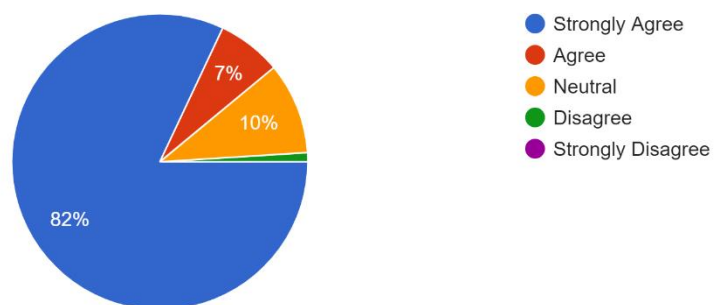
Social Media helps you in making decisions regarding which company it is going to be beneficial for investment by giving you knowledge about what...ng or what is going to happen in an organization:

100 responses



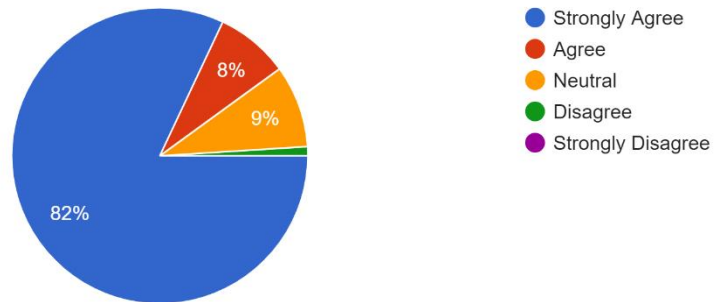
Social Media impacts the growth rate of a Business/Startup:

100 responses



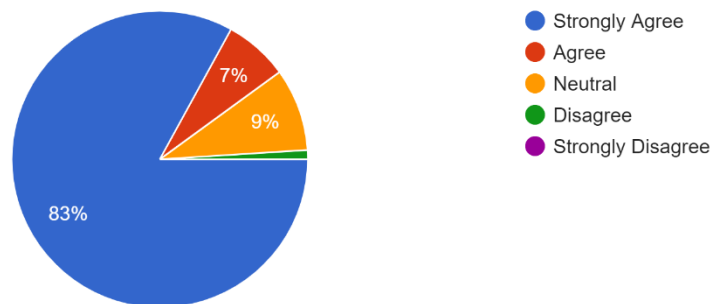
In order to expand a business, Social media plays vital role in it:

100 responses



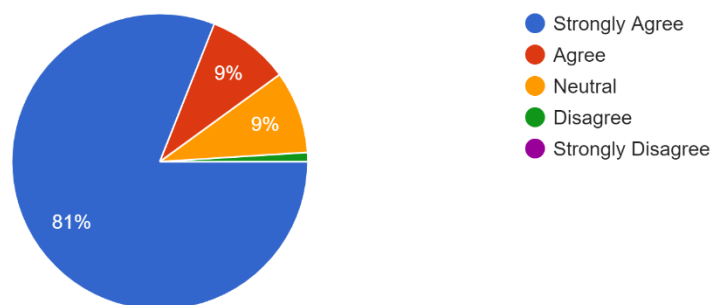
A single bad tweet or post on Social Media from a well established company can strongly impact their reputation in the market:

100 responses



A new Startup/Business who is actively promoting their company on Social Media is going to be more successful comparing to the ones who are not that active on social media platforms:

100 responses



## **10. FINDINGS**

After analysing the responses of 100 people, I discovered that nearly 80% of them reacted in such a way that it proved that social media is one of the most important motivating factors for a company and a startup.

### **10.1 FINDINGS REGARDING THE RESPONDERS FROM QUESTIONNAIRE:**

- There were 100 responses in total for the questionnaire.
- 74% of the responders were males and 26% of the responders were females.
- Considering the age group, most of the responders were from 20years of age to 30 years. Which is ideal age for starting a Startup or a business.
- 66% of the responders were employed, 27% were students and rest were either unemployed or retired.
- • Of all the social media networks (Facebook, Instagram, WhatsApp, Twitter, YouTube, Tumblr, LinkedIn, Reddit , and Twitch), “INSTAGRAM” was the one that the majority of the respondents had used previously.
- And talking about the social media platform responders use daily, “WHATSAPP” Was way ahead of all the other platforms.

## **10.2 FINDINGS FROM ANSWERS I GOT BY RESPONDERS IN QUESTIONNAIRE:**

### **1. How often you get to know about a new company or a Startup with the help of Social Media platforms:**

As we can see in the chart that 84% of the responders said that they always get to know about new company or a Startup with the help of social media platforms. 11% of them said often times they get to know about it from social media. Only 5% of the responders get the information from other sources. It shows that social media is such a powerful platform for new business or a startup that most of the people know about a company through social media websites or apps. Most of the people just browse social media all day and from there they get most of the news and new information on a daily basis.

### **2. Social Media is the only place from where you get information about what is happening in business/Startup industry:**

Here 80% of the responders strongly agree that they get information regarding business/startup industry from social media. Most of the time people get to know about the offers or the products while browsing the internet. Social media is the best platform to promote the product as I can reach people who are in other countries within seconds.

### **3. Social Media helps you in making decisions regarding which company it is going to be beneficial for investment by giving you knowledge about what is happening or what is going to happen in an organization:**

Nowadays the CEO's of the companies announce new news or changes on their social media pages first so that the investors in their company know about it. All the investors need to know about the changes that are going to be implemented in the company they have invested their money in. 82% of the responders strongly agree that social media is where they get this kind of useful information from.

### **4. Social Media impacts the growth rate of a Business/Startup:**

82% of the responders believe that social media impacts the growth rate of a business/startup. As social media can provide ample opportunities to a company where they can attract millions of new users to their business. An eye-catching advertisement can make social media users come to your website and join your business.

**5. In order to expand a business, Social media plays vital role in it:**

In order to expand a business a business man needs to attract people and social media is a platform where millions of users are active every day. With the help of social media a businessman can promote its business all across the globe within seconds. People who like the services a business provide tend to promote it to others through their social media accounts. Instagramers promotes the restaurants, hotels, cars, books etc. in their profiles and get paid for it as well. This way the business get more attraction and can grow in different areas in the world. 82% of the responders thinks the same way.

**6. A single bad tweet or post on Social Media from a well-established company can strongly impact their reputation in the market:**

As we can see there are many ways for a business to grow rapidly with the help of social media platforms, there are times when companies tend to fall to ground because of social media as well. There are cases where one viral video against a business/startup can make the users hate it. If the users across the social media feels offended because of the tweets or posts from official accounts of a company, the company starts losing its customers and its reputation in the market as well. 83% of the responders strongly agrees with this statement.

**7. A new Startup/Business who is actively promoting their company on Social Media is going to be more successful comparing to the ones who are not that active on social media platforms:**

Being active on social media platforms is necessary now a days. You have to keep the consumer base engaged with you with your social media accounts. Many new businesses tend to do giveaways for their company so that they get customers in short period of time. Promoting a business on social media platforms is very easy as well as very much effective as well. If the users like your content you are going to provide through your business, then the users will start sharing your company on social media platforms and make your business go viral in no time. 81% of responders strongly agrees that being active on social media platforms is really helpful for a new business/startup.

## **11. CONCLUSION**

This dissertation examines the factors and prime factors, as well as the benefits, drawbacks, and dangers of social media, both of which affect people's decisions to use social media in the advancement of their company or startup. According to the observations and questions, the majority of companies are using social media to establish their businesses because social media has been shown to be really beneficial for business/startup growth. We can see how social media has aided, and will continue to aid, companies in reaching out to new markets and increasing brand awareness of their goods and services by customers in order to better meet their needs. There are many advantages but few disadvantages, but companies can make more use of social media by making their messages clear, avoiding misunderstanding, and ensuring that their online image matches their brand image. Many of their clients use social media, so marketers see it as a gold mine for company and market growth and development. With the aid of the questionnaire, we can see that almost 80% of respondents believe that social media is one of the most important driving factors for a company or a startup.

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## 13. PLAGIARISM REPORT



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