

Investigating the Impact of Facebook on Small-Scale Businesses in India : Analyzing the Effects of Social Media Influence

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ABSTRACT

We observe "Change" every minute in the current scenario of a quickly changing globe. Because of the development of new technologies and the use of gadgets like Android phones, iPhones, iPads, and other similar devices, The way of life of people has altered. One of the best methods for marketers is through digital marketing. to leverage social media to expand their brands. This paper makes an effort to investigate how Facebook.com has affected small-scale business. This study also looked at the motivations behind small business social media usage of the owners. The present investigation has found that examined only one aspect of the social media industry, namely facebook.com. An analysis of consumer perceptions, preferences for characteristics that boost Facebook user adoption and alter purchasing behavior has been done.

The most crucial variables that have the most impact, which enables the business owner to create their decision support system and enhance the attainable business (Hyde et al., 2017) .The factors that led Facebook users to purchase products through the social media platform, were utilizing component analysis to determine for the analysis. The same analysis was used to assist the researchers in their goal of understanding why proprietors of small businesses use via social media to grow their establishments. I have gathered 250+ samples for this study and provided a helpful conclusion from the perspective of the consumer demographic information aspects from India.

Literature review

In his article, Hunt (2010) looked into how crucial social media is to businesses' efforts to hire new staff. According to their research, Businesses are promoting their value propositions on social media platforms like Twitter and Facebook in order to draw in talented people and increase equity associated with a brand (Bruhn, Schoenmueller, & Schäfer, 2012). Employer

reputability is crucial for attracting qualified applicants rather than just the masses. Lack of employer branding will have a negative impact about the procedure for branding. Social media's influence on an organization's strategic reputation management was stressed by Aula (2010). In his study. Additionally, they underlined how crucial it is to begin reputation management before a crisis. Additionally, the study demonstrated the critical role that ambient publicity plays in protecting an organization's reputation. Numerous organizational tactics, including the "approach of failure," "method of the existence," "approach of enrollment," and "method of constant presence," had been illustrated. In contrast to the previous style of pure-bricks company model, Bashar, Ahmad, and Wasiq (2012) have shown the reality that social media is currently an essential component of marketing as well as promotion mix to sustain the firm. Additionally, they discovered that social media has a bigger influence on the study's participants' purchasing decisions. According to Gunther et al. (2014), small businesses are now increasingly adopting Facebook. The main justification is that it saves time and money, which makes it easier to promote the products. They have also made an effort to demonstrate how Facebook aids in bridging poor links between businesses. Additionally, it promotes corporate expansion by expanding exposure to specific target markets with less expense.

Keywords: Facebook, Small-scale businesses, India, Social media influence, Business impact, Digital advertising, E-commerce.

I. INTRODUCTION

The digital transformation of enterprises involves social media significantly (Kunsman 2018). According to The term " According to Sivarajah et al. (2019) and Westerman et al. (2014), "digital transformation" depicts the worldwide and it accelerated process of technical adoption by businesses and communities as a result of digitalization. As a result of how Social communication has changed as a result of the Internet. and behavior, new communication platforms and channels have appeared (Ismagilova et al. 2017).The web has evolved from a tool for information delivery that was passive into a collaborative environment that encourages and supports active user engagement. In contrast to the past, when social networks were used to spread information about a company or brand, businesses are now using social media more and more as a component of their marketing goals and plans. in

order to enhance consumer involvement and solidify customer relationships.

The major goal of this essay is to ascertain how Facebook affects the expansion of small businesses, including how Facebook may support them by enabling them to use Facebook applications or Facebook business pages. As a result of increased internet usage and mobile applications, social media has, on the other hand, officially entered both our personal and professional lives. The profiles on Facebook are more thorough than those on other social media. Excellent marketing and commercial prospects are offered by Facebook. Facebook pages are a terrific method to establish more casual relationships with your target audience and put them at the top of your customers' minds.

Facebook business pages are better suited than ever to help small businesses. In comparison to other social media advertising, it aids in sharing our enterprises to

billions of clients. Evidently, the expansion of exposure is crucial for the expansion of business. In addition to these, Facebook provides a platform for collecting leads for businesses so they can be shared with other parties. In addition to these benefits, it also aids in precise targeting, offers Facebook insights-based company research, and boosts online traffic. Facebook and other social media platforms open doors for businesses to expand and make money in their sector. Businesses are getting more eager to use social media for business purposes as a component of their marketing, communication, and hiring plans (Kietzmann et al., 2011).

II. Objectives

- To investigate what causes users to purchase things over the Facebook platform.
- To determine how much the descriptive variables are affecting and encouraging people to purchase more purchasing goods on the Facebook website.

III. Research Methodology

Research Type: Secondary research

Population: The population includes all other users and includes those clients who use Facebook and its media to make purchases.

Design of the study: Work has been conducted in both analytical and descriptive in parts. Only secondary information is utilized as the study's foundation.

Sampling method: The data for this investigation were gathered using the Multi stage Sampling and Purposive sampling techniques.

Tools for data Collection: Academic sources and online portals.

Sampling Area: Demographics of India is the survey's sampling area. Sample Period: used the random sampling idea

Example Units: Users of Facebook.

Size of Sample: 1000

Data Gathering Techniques

- Collecting secondary data: Secondary data was gathered from books, journals, research studies, and online sources.

Social media statistics

India's online social networking statistics in 2022. In January 2022, 467.0 million individuals active on social media in India. It's important to keep in mind that these users may not all be unique persons, as there were 48.7% more social media users in India at the beginning of 2022 than there were people overall. An analysis by Kepios found that between 2021 and 2022, social media users in India increased by 19 million. (+2.2%).

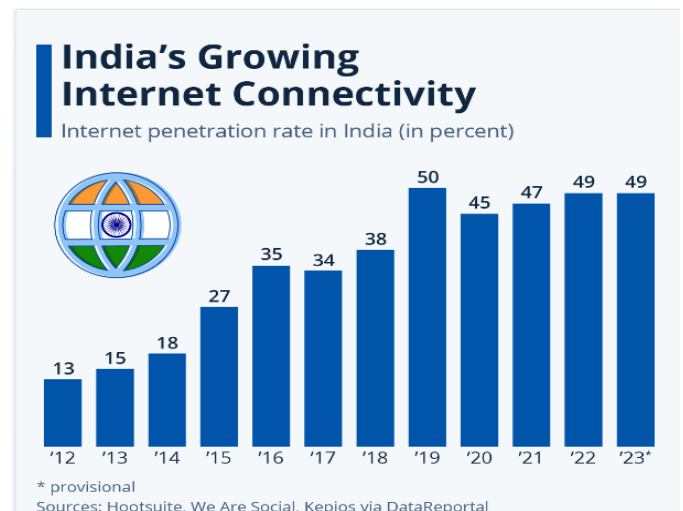
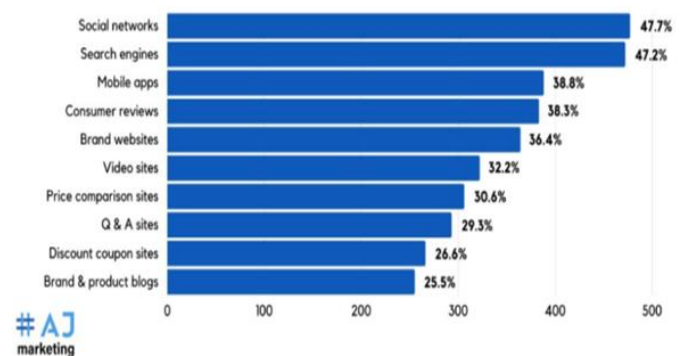


Fig 1.0 : The growth of the internet in India.

Offline & Digital Marketing Channels in India in 2022:

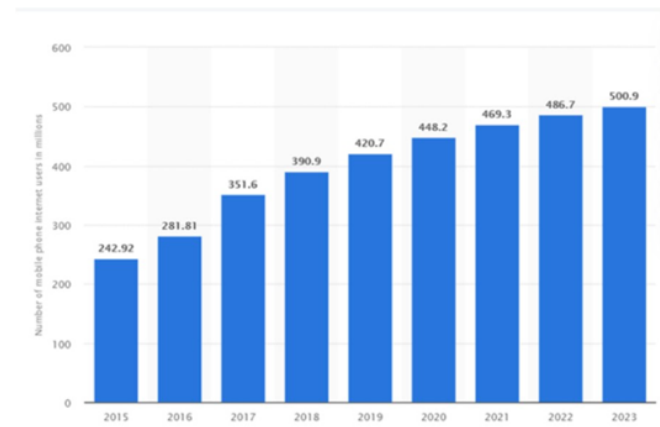


This graph displays utilization data for Indian marketers' online and offline digital marketing platforms in 2022.

The highest positions:

- The top spot goes to social networks, which have a percentage of 47.7%.
- Second place goes to mobile apps, which have a rate of 28.8%.

Indian digital marketing channels forecast till 2023:



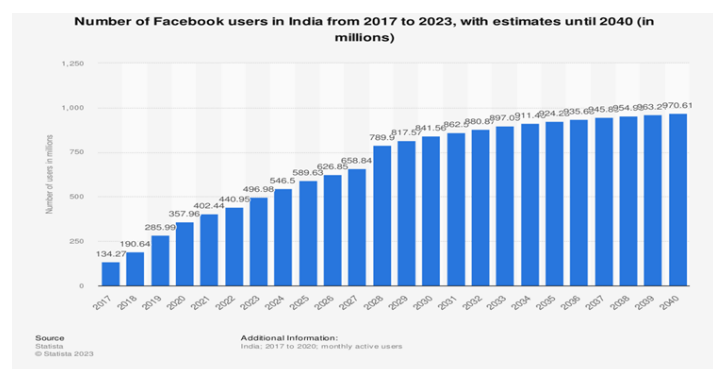
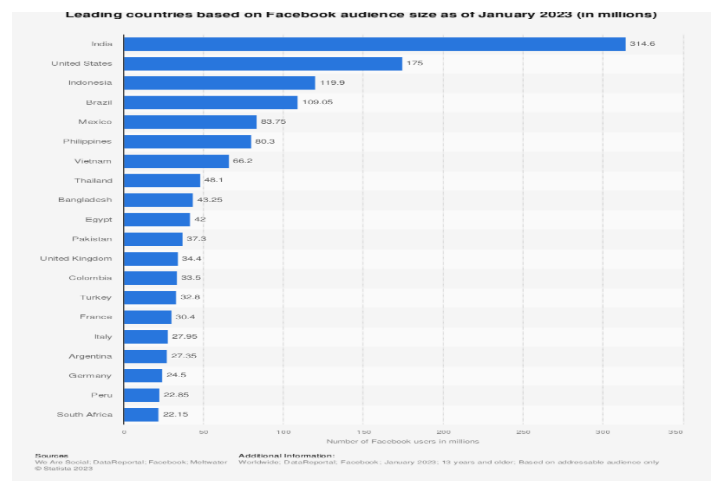
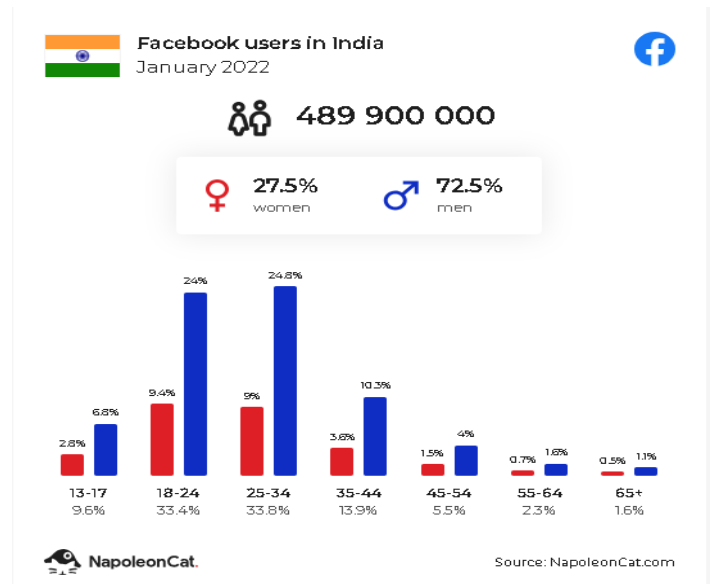
A forecast for 2023 states that between 2018 and 2020, the Indian digital marketing sector will expand steadily at a compound annual growth rate of 23%.

India's users of Facebook in 2022

By the beginning of 2022, there would be 329.7 million Facebook users in India, per data from Meta's advertising resources.

However, the numbers reported here are not directly comparable to those in the earlier publications. Because Meta significantly revised its base audience data for Facebook, it also significantly revised the way its marketing sources document target market reaches data for the year 2021. For more contexts, in India, the entire internet population (across all age categories) in January 2022 was 50.1%, according to Facebook's ad reach statistics.

Beginning in 2022, there were 27.5 percent women and 72.5 percent men in India's Facebook ad audience.



Why do businesses opt for online selling these days?

Why do businesses opt for online selling these days?

- 1) Web design centered on the user: The component was introduced via internet portals, which produced websites based on user requirements. The display of goods and services takes into account customer choices.

2) Startup Platform: Social media can occasionally be used by start-ups and entrepreneurs as a business platform. With little financial investment, they can reach millions of clients thanks to this. Social media therefore provides a platform for start-up companies.

3) Brand Understanding : Social networking use has become so ingrained in society that it is now taken for granted. It has become a location where brand recognition can be increased as a result. It thus helps to increase brand recognition. Brand recall and brand recognition will eventually result from the rising brand awareness.

4) Product Adoption: Social media sites contribute to a higher rate of product adoption. Long-term browsing and the use of social networking sites raise client knowledge of the product. This aids small and medium-sized enterprises sector in boosting product uptake and accelerating growth.

5) Dependency-Based Purchasing: Users of social networking platforms now utilize them considerably more frequently. As a result, its consumers have formed a habitual dependence. Facebook users not only trust it, but also rely on it. Customers commonly purchase products through links to commercial websites that are put on Facebook as a result..

6) Value-Based Content: Sometimes, advertisements are written in a way that speaks to the reader's morals and values. By doing so, the emphasis is shifted from being product-centric to customer-centric. It assists in projecting trustworthy advertisements that encourage consumer loyalty.

7) Friendly for Users: The design of social media networks ensures that they are both technically and aesthetically pleasing, making it very easy to use and maintain them. The web interface is designed to make it extremely simple to browse a wide range of social media platforms and commercial websites without running into any technological issues.

Social media's implications for business

Some exploration examines the effects of social media on B2B and B2C businesses with regard to new

customer acquisition, salesman performance, hand engagement with the brand, sustainability, relationship structure with guests, brand mindfulness, knowledge creation, and perceived commercial credibility.

User satisfaction

Client satisfaction is the dimension position of any client when he she purchases and uses any product or service. The position that a client is satisfied can either make or break any business. Some exploration (Agnihotri et al. 2016, Ancillai et al. 2019, Rossmann and Stei 2015) looked at how social networking continuous usage affects consumer satisfaction. For instance, Agnihotri et al. (2016) examined how B2B salesmen's use of Online media affects customer satisfaction.. Social media use by salesmen is described as" salesman's application the use of social media technologies, according to Agnihotri et al. (2016), p. 2. Data from 111 deal experts who engaged in B2B artificial selling was used to test the offered hypotheses. It was shown that salespeople using social media will improve information exchange, which will also boost client satisfaction with the salesperson. The dissemination of information was also looked at. Customer satisfaction has a positive association with responsiveness. Rossmann and Stei's (2015) investigation into the reasons why people use social media as well as the effects it has on customers and how B2B companies use it. The study's findings were based on information gathered from 362 senior Managers of information for B2B businesses. Deals reps' usage of has served to increase client satisfaction. Material formation is negatively impacted by age. Social media usage by older employees seems to be limited to passive consumption or contacting with customers instead of producing innovative stuff. A positive impact on social media operation in terms of information consumption, content development, active involvement, and visitor engagement was intended from the outset of commercial social media

initiatives. Additionally, the usage of social media by a salesperson benefits that business.

Value creation

A forward-looking commercial effort called "value creation" aims to keep shareholders' long-term investment in a company. A shareholder is a person who invests in the success of a company by buying Stock in it and acquiring a stake in it. In order to successfully operate a business, it's pivotal to produce value. Companies do this by generating income that outpaces their costs. This happens when a company's profit from deals of its products or services exceeds the cost of manufacturing and distributing those products or services. Value creation, still, can relate to further than just financial benefit. Value creation, in a broader sense, refers to generating commodity useful (a service, a product, or a hand benefit) in exchange for commodity indeed more precious (cash, fidelity or customer pleasure). Rather of raising the price of the company's stock and total fiscal input or affair, value creation instills a shareholder's long- term investment by satisfying their requirements and business interests. Value creation involves making commodity helpful for the possessors, guests, and workers that has a positive impact on the frugality. Some research examined the salesperson's role in value creation after the sale. In a business-to-business environment, the direct effects of deals-based CRM technology on the post-sale service behaviors of diligence, information sharing, persuasion, empathy, and sportsmanship were examined by Agnihotri et al. (2017). The study also investigates how these habits interact with deal-based CRM systems on social media. The results show that salespeople who utilize deals-based CRM systems in conjunction with social media are more likely to display advanced situations of salesman service behaviors(SSBs) than their peers who use social media less constantly. Information was collected from 162 Indian clerks. The data were analyzed with SmartPLS. Purchase intention and deals with the idea which a client might purchase a product or service

from a specific company is referred to as buying intent (also called purchase intent and purchase intention). Professionals in marketing and business use this index to identify the most promising target request and determine whether implicit consumers are about to convert. In this manner, they avoid wasting time on fostering individuals who are doubtful to make purchases. Rather, they concentrate on a lower followership in order to epitomize marketing juggernauts and boost conversion rates.

Purchase intention and sales

The term "buying intent" (sometimes referred to as "purchase intent" and "purchase intention") refers to the likelihood that a client would acquire a good or service from a specific company. Marketing and sales professionals use this indicator to pinpoint the most promising target market and assess the propensity of potential customers to convert. In this manner, they avoid wasting time on fostering individuals who are unlikely to make purchases. Instead, they focus on a smaller audience in order to personalize marketing campaigns and boost conversion rates.

4 Purchase Intent Types Based on Funnel Stages

1. Informative = Conscious

When consumers seek out knowledge on a certain subject, this purpose takes place. For instance, a person might search for how to get rid of acne and find some beneficial advice. Although they are searching for information or a solution to their issue, they are not interested in your product or service.

This form of purchasing intent falls under the marketing funnel's awareness stage. Merchants shouldn't yet provide discounts or promotions; as an alternative, they need to merely tell leads and direct them to the following degrees.2. Investigative = Take into account

These leads are still being investigated. They may already be aware of the good or service they require, but they need more time to choose from their options.

They research various manufacturers, evaluate goods, and check out reviews and for internet research, look at the content on social media.

The primary objective of people with investigative purchasing intent is to assess the market's offerings. Showing them pertinent offers and customizing marketing messaging is the greatest strategy to nurture such leads.

3. Acquisition = Navigation

People who exhibit navigational buyer intent are drawn to a particular brand. As an example, when a person seems for the "Genuine Motors website," they maximum probably want to make purchases at cardekho.Com. This type of intent is associated with those who have a stronger desire to purchase something as opposed to the informative and investigative intentions. Even though you may have already acquired them as leads, you haven't yet converted them into clients.

Keep in mind that even if they show interest on your logo, they can determine to switch to one in all your competition. That's why you should use account-based marketing and incentives to nurture them.

4. Transactional = Loyalty/Service

The favorite indicator is undoubtedly the transactional intent because it indicates that potential customers are going to make a purchase. They need the sales and marketing team's full attention because they are the most likely to convert. One can provide a special promotion to these leads, such as a 10% discount on the product put to favorites. Customers should be kept and encouraged to convert as a result.

These shoppers might stick with your business and develop into devoted clients after a transaction. They will frequently return directly to your store with strong transactional or navigational intentions.

Social media was determined to have a favorable effect on the consumer's (Hsiao et al. 2020; Mahrous 2013) Intention to buy. For instance, after studying the literature on both business-to-business firms, Mahrous (2013) came to the conclusion that social

media has the most impact on consumer purchasing behavior.

Relationship-building with clients

Constructing relationships at paintings makes it viable for people to work collectively, alternate ideas, acquire comments, and feel less burdened because of social aid. All parties ought to sense favored as good sized individuals to the partnership for properly operating relationships. Making sturdy expert connections calls for actively pursuing -manner conversation, asking perceptive questions and actively seeking out feedback from others. By doing so, one can build trusted ties.

How do social media platforms facilitate the growth of fruitful business relationships?

Thanks to social media, professionals have fantastic opportunity to publicly recognize the accomplishments of other partners in a relationship. Making that party feel more secure, valuable, and a part of something makes them more at ease and willing to invest.

As a new tool for managing and boosting sales-force automation within enterprises, CRM originally emerged in the 1970s (Buttle, Citation 2004). Since then, it has developed into one of the most widely used tools for keeping track of business records, becoming increasingly important for advanced consumer interaction (King & Burgess, Citation 2007), customer knowledge management, and the understanding of organizational behavior as well as sales and marketing. Professionals have fantastic opportunities to speak in public. Chen and Popovich (Citation 2003) define the management of client relationships as the fusion of processes, human resources, and technology in an endeavor to create the best possible understanding of a company's customers. If we especially focus on client retention and relationship management, CRM is also the most modern interactional method accessible for relationship management.

IV. E-commerce Trends

There are a few E-commerce trends:

1. The Growth of Online Sales Is Unstoppable
2. Internet Market
3. Mobile commerce is expanding
- 4: Voice Commerce's Growth
- 5: Increasing Number of Mobile Payments
- 6: Environmental Issues Affect Purchasers
- 7: Buyers Are Influenced by Environmental Issues
- 8: Examine the Foundations of the Ecommerce Industry
- 9: Localized Internet Market
- 10: Online shopping in real time
- 11: Group Buying and Un-contactable Delivery
- 12: PWA Scan & Go with AR Based Shopping
- 13: Social Business.

The truth is that online business will be bigger in 2023. In addition, there are more than 1.92 billion internet stores. people shopping online, there are a ton of potential customers for an online company store. This makes it a worthwhile endeavor for individuals who want to track down a respectable form of income. Each and every financial transaction, including ownership and consumption of products and services. Wireless commerce is the conduct of business via a mobile device. Sometimes referred to as mobile commerce or wireless E-commerce. The fundamental objective of all e-commerce enterprises is to increase conversions and personalize the shopping experience for each customer. Any specialized information as well as client information may be enhanced and customized by AI. Enhancing stock management is similar to computerizing customer service. The current internet store must operate on several channels and be accessible around-the-clock. Robotizing customer service can help online businesses save time, money, and human resources. Additionally, by freeing up personnel from having to react to repetitive questions, they are able to focus on more challenging enquiries. Intelligence based on computers motivated personal assistants or

Chabot's can surely care about the issue of recording all enquiries. Localized online marketplaces in layman's terms, we may also refer to it as "hyper local" because it links customers with nearby businesses that are located in the same region service of delivery on demand. We have all recently watched as the Coronavirus pandemic situation has spread around the globe. People who were stranded in their homes without house help due to crisis lockdown in various parts of the world. In such circumstances, hyper local Administrations developed fast and provided services to a huge number of clients around the world. Their needs could be prepared during urgent situations thanks to hyper local governments. People who were capable of cooking May, for instance, order food online using food delivery services like Zomato. People when ran out of something, they could order it through an app from nearby stores, and it was helpfully delivered to their doorsteps. According to the study, the market for hyper local marketplace services was estimated to be worth \$1,324.2 billion in 2019 and \$3,634.3 billion by the year 2027, with a CAGR of 17.9% from 2021 to 2027.

PWA Scan & Go, an AR-based shopping app: The PWA Scan & Go functionality is one of the best inventions that make Magento PWA Studio's products easier to use. Through a simple scanning process, it makes it easier for customers to purchase and pay for things. The Progressive Web App that is built on top of the Magento Store is to be used to scan the product's barcode.

Gathering Purchase (Group Purchase): Using this element, a group of customers can make a purchase jointly. This element's important gain is that users can advise goods and services to their buddies, own family, associates, and other contacts. Not only this, but they may also acquire and benefit from various alluring limitations as they recommend the products to others and buy them at attractive limits.

Social Trade vs. Social Business: As suggested by the name, online businesses leverage web-based media

platforms to provide unique in-app purchasing experiences for customers. It introduces web-based media platforms to laypeople and clarifies the utility of online commerce. It is obvious that you would promote and share the services and products associated with your brand through online media. Additionally, because web-based media is all about content distribution.

Brand awareness

The worlds of performance and brand are merging as a result of the advent of mobile. Mobile consumer does not distinguish between brand and direct response (DR) advertisements: Everything revolves around performance and is a brand experience.

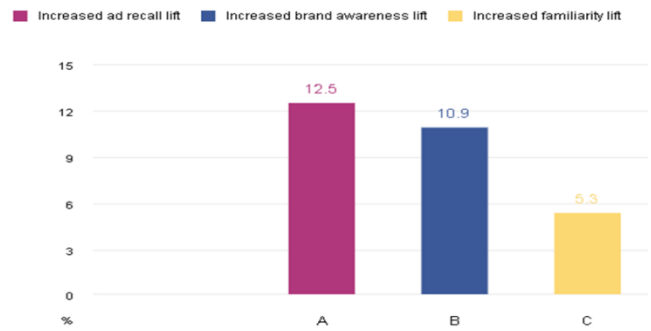
Studies (Ancillai et al. 2019; Hsiao et al. 2020) have suggested that social media may have an impact on brand recognition. For example, Hsiao et al. (2020) looked at how social media has affected the fashion sector. Regression analysis of 1395 posts from lookbook.nu showed that the popularity of the post was boosted by the inclusion of national brands and independent fashion labels, which in turn increased brand awareness and purchasing interest.

Many advertisers now struggle to strike a balance between immediate sales activation and sustained brand expansion. These methods have historically been seen as separate, despite the fact that both are essential to the success of marketing. Performance marketing/DR and brand teams frequently work in separate silos with their own budgets, unique objectives, and sometimes conflicting agendas.

However, advertisers who follow the performance branding strategy—driving performance outcomes while also creating powerful, enduring, and recognizable brands—can generate tremendous value and close the gap between brand and DR.

The study discovered that there is a brand halo effect produced by performance media on Facebook's platforms: Advertisers can measurably gain by expanding their brand-building initiatives while DR is the main objective.

Analysis of 35 studies found a 10.9% average increase in brand awareness lift, 12.5% in ad recall lift, and 5.3% in familiarity lift for performance campaigns, compared to vertical norms.



Creative Navigator Source: Analysis of 35 lift studies with 34 advertisers in NA and EMEA across 10 verticals (9/24/2018-12/18/2019). Research results do not guarantee future performance.

Creation of knowledge

The continuous synthesis, transmission, and modification of many types of knowledge is known as knowledge creation. Users converse, practice, and learn while this happens. Simply defined, the core of a company's competitive edge is the generation of Ideas. A Corporation has a competitive advantage when it has the upper hand over its rivals. Specifically, when it has an advantage in the delivery of a certain good or service.

Perceived corporate credibility

This provides them a high level of perceived trustworthiness, the more likely he is to buy a product or do business with that company. Customers are willing to spend more money on reputable businesses. Trust and satisfaction levels rise in correlation with credibility. Trials, endorsements, and collaborations are excellent strategies to raise your business' perceived credibility score.

Kho (2008) listed the progress of social networking sites use for Business to business enterprises in a different study, including quicker and more individualized customer and vendor communications that can boost company legitimacy and solidify partnerships.

Gaining new customers

Customer acquisition is the process of finding and persuading potential customers to buy from your business using a repeatable and quantifiable manner rather than at random. Using a CRM, email marketing, and providing exceptional customer service are a few examples of customer acquisition strategies.

Meire et al. (2017) investigated the role that social media plays in locating B2B clients. The study conducted an experiment utilizing commercially purchased prospecting data, website data, and Facebook data from beverage companies, and it discovered that social media is an effective tactic for luring B2B clients.

V. Salesperson performance

It takes more than just maximizing your profits to succeed well in sales. It's a crucial component of both your own and your reps' professional development.

Monitoring performance metrics is a wonderful technique to gauge your sales team's development. You can use information like each rep's appointment-setting rate or conversion rate to help your team members reach their particular goals. These particular "micro goals" provide your agents with something to strive for and act as a measurable barometer of success.

Employee brand engagement

Although they are not the same, Place of business culture and worker engagement are regularly confused. So as to reap amazing performance, employers must address their staff's needs. The performance element of a corporation's culture is engagement.

In line with Gallup, tradition refers to "how we plan so that distinguishes us from other organizations out there. Years of Gallup data demonstrate that effective organizational cultures simply characteristic differently. But, a current Gallup Panel analysis shows that engaged cultures actually speak differently as well.

That has a massive effect on the recognition of your corporation's brand. People talk what it's want to paintings to your firm, save at your store, or use your offerings on an each day foundation. Employees who are engaged and those who are not are speaking in very different ways about "how we do things around here.

In reality, personnel who are engaged are 23 times much more likely to strongly agree that they would suggest their company as a terrific place to work than those who are disengaged.

VI. Sustainability

A company is said to be sustainable if it can "Meet its current requirements without compromising its ability to meet future needs."

(Page 41 of the Environment and Development Report from the World Commission, 1987). Out of 70 studies, only two (Sivarajah et al. 2019; Kasper et al. 2015) addressed the significance of social media for business-to-business long-term viability Sivarajah et al. (2019), as instance, made the case that big data and social media in a participatory web environment might help B2B firms become profitable and sustainable through strategic operations and commercial marketing efforts.

Why adoption of Social networking is crucial for small businesses?

- After engaging with a brand on social media, 78% of customers are ready to make a buy. Positive client experiences are crucial because they promote repeat business and increase brand loyalty. They may even encourage and persuade their network to pick your brand over rivals.
- Consumer expectations that are well-defined are the first step in every positive experience. This experience is molded by factors including timely and relevant information, attentive customer service, and in-depth audience awareness.
- Consumers claim that their ability to engage with brands via social media 68% of cases.

Social media involvement is crucial for businesses since it greatly increases the likelihood that buyers will adore their brand. Brands that regularly interact with their customers and respond to their feedback are better able to meet their demands and humanize their content in a way that strengthens the bond between the two parties.

- On social media, 55% of customers find new businesses for the first time.

Social media serves as a platform for exploration. Clients are much more likely than ever to find your agency on social media rather than through television or radio commercials.

Due to the fact that 55% of consumers discover about new businesses and brands on Social media, television and radio commercials are becoming much less powerful in setting your organization in the front of capability customers. The number of social networks will keep growing as internet users' spending power increases. In India, there were 376.1 million active social media users in 2020; by 2023, that figure is predicted to reach 448 million.

Why You need Social Media in your enterprise?

- 1) For Brand building
- 2) For growth
- 3) For profit maximization
- 4) For communication
- 5) For Content and distribution
- 6) For reaching out to large customer base
- 7) For brand awareness
- 8) For new opportunities
- 9) For expansion

Social Media Strategies

Having a social media plan for your small business is crucial for building brand awareness, connecting with the target marketplace, and boosting income. Establish the Social Media Strategy and Goals.

Setting SMART goals ensures that the process of developing a social media strategy from scratch remains reasonable and doable.

A SMART objective is:

- 1) Specific
- 2) Measurable
- 3) Achievable
- 4) Relevant
- 5) Timely

- Pick out the high-quality Social Media systems for the Business in Step 2

Every social networking platform has a different mix of advantages and drawbacks, so one may be choosy approximately the way to use them. One will save time and prevent becoming overburdened by your content calendar by starting with the platforms that make the most sense for the company.

- Establish Your Brand's Voice

Any company's personality can be compared to the brand voice, which is how it addresses the audience. Additionally, it may vary slightly from one platform to another.

- Make enough Social Media Posts and Manage Them

It's time to start producing and posting content once you've established your objectives, selected the platforms you'll employ, and established your brand voice.

Practice content batching as a busy small business owner to prevent feeling overburdened when creating content.

You can use this productive method to produce a lot of captions, pictures, and videos in a short amount of time.

- Track and evaluate your social media objectives.

Now that the content approach is perfect, the most difficult part has been completed

But it should be in mind that consistency is the key to a fruitful social media strategy for small businesses.

Monitoring the statistics will help in determining how well the plan is working by letting one know how many people are seeing your posts and how they are responding to them?

It's a good thing that Later Analytics makes it simple to track information you can use to guide your

content strategy, whether it's for raising audience size or increasing interaction.

VII. CONCLUSION

Social media platforms, particularly Facebook.com, hold immense potential for small-scale businesses in India. The study underscores the need for small business owners to harness the power of social media to enhance their competitiveness, expand their reach, and achieve sustainable growth in the digital era. This study's objectives were to provide a detailed, systematic examination of the social networking sites literature in the light of business-to-business (B2B) and business-to-consumer (B2C) interactions and to propose a framework outlining social media's role in the digital transformation. It was shown that while Social media is used by small businesses, however, not all businesses incorporate it into their marketing plans. Studies on social media reveal that small businesses employed them with an emphasis on the impact, antecedents, adoption, social media strategy, and effectiveness evaluation. The current study can be used as a valuable framework for researchers looking into how social media affects small enterprises. Here is a summary of the paper's key conclusions, summarized as follows:

- Facebook.com is the most famous and very first social media to introduce online capability of small size business
- Customer relationships, sales, stakeholder engagement, customer happiness, and getting new consumers all benefit from social networking sites.

A methodical investigation of 30 articles utilizing social media for business-to-business and B2C organizations led to the development of this study paper, which includes online surveys and content analysis. Social media use by businesses has been found to have a favorable impact on sustainability

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