SOCIAL MEDIA TRANSFORMATION

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Abstract:

Social media nowadays is among the best possibilities available to get in touch with potential customers. Community social networking websites are the method to interact the students in socially. These new media believe in of customers by linking with them at a deeper level. Community online marketing is the new mantra for several manufactures since early a season ago. Promoters are considering many different social media possibilities and beginning to apply new social projects at a higher rate. This study contain the scope of the study, objectives of the study, review of literature, chi-square test analysis, findings, conclusion and recommendations with some reference books by authors.

Keywords: Customers, Students, social media, marketing, networks communities, virtual communities.

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1. Introduction:

The term social media refers a computer based technology that facilitates the sharing of ideas, thoughts and information through virtual network and communities. Social media is internet based, gives users quick electronic communication of content, such as personal information, documents, videos and photos. Uses engage with social media via a computer, tablet or smart phone via web-based software or applications. While social media is ubiquitous in America, Europe, Asian countries like Indonesia lead the list of social media usage. More than 4.5 million people use social media at present.

Understanding social media

Social media originated as a way to interact with friends and family but was later adopted by business that wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is ability to connect and share information with anyone on earth or with many people simultaneously. There are more than 3.8 billion social media users in and around the world. Social media is an ever-changing and ever-evolving field, with new apps such TikTok and clubhouse coming out seemingly every year, joining the ranks of established social networks like Face book, YouTube ,Twitter and Instgram. By 2023, the number of social media users in the United States is forecast to increase to approximately 257 million in easily.

According to the Pew Research Centre, social media users tend to be a younger. Nearly 90% people between the ages of 18 and 29 used at least one form of social media. Further, these users tend to be better educated and relatively wealthy or earning over $75,000 per year.

Social media Importance

Social media is important because it always you reach, nurture and engage with your target audience no matter their location. When a business can use social media to connect with audience, it can use social media to generate brand awareness, leads, sales and revenue.
1. Get more qualified leads

In many marketing campaigns most of the target recipient is possibilities at best. They may or may never be interested. You can't be sure they will take advantage of the offer or even bother to review it.
2. Build a community

In most traditional marketing initiatives, your company is solely responsible for the spreading your message. Your flyers may be passed around and someone might occasionally forward an email newsletter, but these things don't happen often enough to have an impact on your campaigns. With social media marketing, sharing is encouraged which can have a huge impact on your business people.
3. Grow your brands reputation

Traditional marketing helps companies promote their products and services without having to reveal their flaws. Social media doesn't offer this protection because consumers are all too happy to post their complaints about product performance, poor customers service and other issues that can hurt a business.
4. Use advanced targeting options easily

If these benefits seem nice enough but you are wondering if social media marketing is cost – effective ,the answer is yes. Think about how much information social platform have on their users. They know each person's age, location, gender. Interest and friends among many other details. Considering that you can target your ads to users based specifically on those things, social media marketing can be extremely effective.

Role of social Media in a Students Life

The digital age has led to increase the social media usage among the people of different age group. With the quarantine time, social media has gained traction among all kinds of people including student life. However, some people still believe that social media is always considered to be a deterioration tool in academics, instead of criticizing, it is better that we learn to take the better part of its and learn how to make an opportunity out of it.

Like everything around social media has its set of perks and shortcoming. While on one place it is also a source of distraction for students, it is also a quick way of interacting, learning and solving problems.

Objectives of the Study

1. Heighten the brand awareness and strengthen the engagement strategies.
2. Increase the student's satisfaction and positive brand perception.
3. Convert the social followers into qualified leads and business.
4. Find out the way of expand the network that you have as well

Research Design: Descriptive Research Design
Sampling Methods: Since the population is large in number, the researcher undertook a sample survey. Convenient sampling method has been adopted to collect data from students.
Sample Size: 350

Method of Data collection: Surveys questionnaire method and Personal Discussion.

Scope of the study
1. Establishing a social media presence on major platforms.
2. Creating sharable content and advertorials.
3. Cultivating customers' feedback throughout the campaign through surveys and contests.
4. The scope is very wide and in terms of careers this is one of the most sought –after field

REVIEW OF LITERATURE
1. Priyanka P.V and Padma Srinivasan (2019) in her research study identified factors that determine the purchase of a product using social media from a customer's point of view. A model from the retailer's perspective has been developed that explains how social media can be used for increasing customers' loyalty. The study concludes that continuous customers support services will result in improvement of customers' retention. New applications and social platforms will flourish and allow even the greater personalization and real-time, location based engagements in media.

2. Lempert (2020) says that customers are turning away from the traditional sources of advertising: radio, television, magazines and newspaper. Customers also consistently demand more than control over their media consumption. They require on demand and immediate access to information at their own convenient. Customers are turning more frequently to various types of social media to conduct their information searches and to make their purchasing decisions at earlier.

3. Ates Bayazit Hayta (2021) in their research paper "A study on the of effects of social media on young consumers buying behaviors" determines the effects of social media networks on purchasing behaviors of young consumers. The study results indicate that social media tools directly effects the purchasing behaviors of consumers, depending upon their age group and educational status.

FRAMEWORK OF ANALYSIS AND ANALYTICAL TOOLS
QUALITY OF THE TECHNOLOGY VERSUS LITERACY LEVEL OF THE STUDENTS
CHI SQUARE TABLE

O	E	(O-E)	(O-E)2	(O-E)2 /E
20	20	0	0	0
10	11	-1	1	0.0909
25	17	8	64	3.7647
30	24	6	36	1.5000
5	12	-7	49	4.0833
10	16	-6	36	2.2500
20	28	-8	64	2.2857
15	15.40	-0.40	0.1600	0.0103
10	23.80	-13.80	190.400	8.0016
40	33.60	6.40	40.9600	1.2190
25	16.80	8.20	67.2400	4.0023
30	22.40	7.60	57.7600	2.5785
30	24	6	36	1.5000
15	13.20	1.80	3.2400	0.2454
25	29.40	4.60	21.1600	1.0372
20	28.80	-8.80	77.4400	2.6888
20	24.20	0.80	0.6400	0.0333
350		350		35.1998

CHI SQUARE

Df: (r-1)(c-1)
(6-1)(5-1)
20.

Table value: 31.410
Calculated Value: 35.1998

2. **Result:**

Since the calculated value of Chi Square is greater than the table value of X2, H0 is rejected. So the

students' literacy level is influenced by the quality of technology.
Hence there is evidence of association between students literacy level and the quality of technology.

STUDENTS PERFORMANCE VERSUS TECHNOLOGY AVAILABLE
CHI SQUARE TABLE

O	E	(O-E)	(O-E)2	(O-E)2/E
28	28.32	-0.32	0.1024	0.0036
17	25.44	-8.44	71.2336	2.8000
35	18.72	16.28	265.0384	14.1580
30	34.56	-4.56	20.7936	0.6016
10	12.96	-2.96	8.7616	0.6760
52	40.12	11.88	141.1344	3.5178
47	36.04	10.96	120.1216	3.3330
45	48.96	-3.96	15.6816	0.3202
16	18.36	-2.36	5.5696	0.3033
28	30.68	-2.68	7.1824	0.2341
32	27.56	4.44	19.7136	0.7152
10	39.48	-4.04	16.3216	1.1625
360	360			27.8253

CHI SQUARE

Df: (r-1)(c-1)

(5-1)(4-1)

12.

Table value: 21.026

Calculated Value: 38.1160

3. Result:

Since the calculated value of Chi Square is greater than the table value of X2, H0 is rejected. So the students performance is influenced the technology available.

Hence there is evidence of association between students performance and the technology available.

Summary, Conclusion and Recommendation

The study is about determining the impact of most popular factor of modern age social media usage on the academic performance of the students. What activities performed by student on these media and how much time they spent on these sites in their life? Firstly take a review of the literature from previously conducted researchers related to the study. Then identified the methodology to conduct the study and for the analysis of results from the above.

4. Conclusion

The study gives the illuminations and confirming information. In recent years; use of social media has become very popular all round the world due to a great development to technology. Not only for celebrities but general public has also turned out to be a huge user of these social media sites. The basic purpose behind conducting this study was to see the academic outcome of the student who spend most of the on such interacting sites. The findings from conducted studies has find out to be mostly positive because of students spend time of their day activities on these social media sites have able to share and generate new ideas and concepts related to their studies they also use these sites for having fun as these social websites are helpful in their academic work.

Recommendation

The social media web has brought about many new types of recommender systems. One of the most important is recommendation people, which bear many unique characteristics and challenges. In this chapter, we will review much of the researcher that has studied people recommendation in social media. The three main types of people recommendation are based on the presumed level of relationship of the user with the recommended individual and thereby the goal of the recommendation: from recommending familiar people is a user may invite to their network or meet at a place, through recommending interesting people the user may subscribe to or follow, to recommending similar people the user may want to familiarize with. We will reveal each of these recommendation types and the techniques used to address them through different case studies.

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