

The Impact of Social Media Presence on Companies

Student's Name

Department, Institution

Course Code: Course Number

Professors' Name

Due Date

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Introduction

Technological evolution has contributed to the introduction of internet connections, which has made the dissemination of information more efficient than was the case in the past. The invention of social media apps, such as Facebook, Twitter, Pinterest, and Instagram, has also altered how people interact. Currently, social media accounts for 22% of the time people spend online (Norton, 2017). In addition, two-thirds of internet users regularly visit social media sites. In this case, businesses with significant social media presence are likely to enjoy greater visibility from customers. The rise of social media is among the biggest changes experienced by businesses in the 21st century (Norton, 2017). Progressive businesses have witnessed the speed with which social media has developed and capitalized on these changes to improve their customer engagement.

The study seeks to investigate the impact of social media presence on companies. The researcher aims at identifying the positives and negatives of a firm that actively engages in social media activities. They also intend to assess if the benefits of using social media outweigh the costs, and the way organizations can capitalize on their social media presence. The findings of this study would play a vital role in ensuring that firms implement their media presence in the most beneficial approach.

Literature Review

The regular use of social media is likely to be beneficial to most organizations. For instance, social media can be used to build brand loyalty among customers (Jaiswal, 2022). Brand loyalty happens when an organization successfully forms an honest relationship with its clients, making them faithful buyers of its products. Furthermore, social media plays a vital role

in improving communication between customers and companies (Jaiswal, 2022). Consumers can share their grievances and receive feedback in real time. The social media presence of a firm allows its customers to share their views publicly, which could be an advantage or disadvantage depending on the nature of the information (Jaiswal, 2022). Additionally, companies can reach a big audience since the coverage of social media is borderless and its cost is low. Customers can also connect easily to share their experiences, which improves word-of-mouth marketing (Jaiswal, 2022). On this note, the technology is effective in reducing an organization's marketing and promotional costs, allowing it to maximize its brand awareness at the least possible cost.

Several studies have been conducted to determine the impact of social media presence on companies. Almazrouei et al. (2021) performed a systematic literature review in which they tested four hypotheses. The first one argued that social media significantly influences sales in a business, whereas the second case hypothesized that social media has a strong relationship with business loyalty; the third hypothesis maintained that social media influences business through awareness, and the fourth one stated that social media influenced the level of business performance (Almazrouei et al., 2021). The study results confirmed all four hypotheses, making the authors conclude that social media has a significant influence on business competencies by advancing their capabilities.

Tajvidi and Karami (2021) also conducted a quantitative study to determine the influence of social media on the performance of an organization. The researchers approached the matter from the perspective that social media has an impact on the marketing capabilities of companies. In the study, 384 hotels in the UK were sampled, and the results indicated that there was a positive and significant relationship between social media presence and business performance (Tajvidi & Karami, 2021). Focusing on branding and innovation marketing capabilities, the

study's findings demonstrate that the social media presence of a company has a positive effect on its brand reputation. However, depending on how the process is handled, social media use can also harm a company's image (Tajvidi & Karami, 2021). Therefore, the management should ensure they apply evidence-based measures to ensure social media positively impacts their market performance.

The current literature indicates that there is a gap in knowledge concerning the impact of social media presence on companies. Sufficient details do not exist on how the social media presence of an organization affects its operations. Furthermore, limited studies have been conducted to establish how a firm can optimize its social media use. Hence, there is a need to conduct more research on the topic to fill the identified gaps.

Research Definition

This study will apply a qualitative approach to collect data on the impact of social media presence on a company. A qualitative methodology focuses on the collection of descriptive data through observation or interaction with the study population (Bell et al., 2022). The style is applied when a researcher seeks to conduct an in-depth analysis of the subject matter. In this situation, the application of qualitative research will allow the researchers to interact with various organizations to obtain direct feedback concerning their perceived and measured impact of social media presence on operations (Bell et al., 2022). The method would be more suitable than the quantitative approach since it will give an insightful observation into social media marketing and other operations associated with the use of digital platforms.

Research Design

The research will apply a phenomenological research design to collect data. The method involves the study of a phenomenon in relation to the experience of the respondent (Hair Jr. et

al., 2019). Thus, this design offers a subjective view of the issue being investigated as the researcher engages directly with the respondent. The application of this method in the study would offer insights into the experiences of the sample population concerning the presence of their firms on social media.

Data Collection Instruments

Data will be collected through structured interviews with senior marketing employees of various firms. Interviews are ideal tools for collecting qualitative data since the researcher can seek further clarifications on various matters to obtain a deeper meaning of the issue. Although tiresome and expensive, the data collection method will provide information that quantitative research may not (Bell et al., 2022). Hence, face-to-face and video call interviews will also be used to collect data on the topic.

Sample Population

The research will target ten marketing executives of large and medium-sized local companies. These individuals will provide the information needed to understand the cost and benefits of social media presence in an organization. Purposive sampling will be conducted in this situation to ensure the selected companies have an efficient social media strategy (Bell et al., 2022). Ideally, the higher the number of followers and social media activities, the more likely a company would be selected.

Research Ethics

Ethical consideration is an essential part of any research since it affects the quality of the outcomes. Hence, in this study, several measures will be implemented to ensure the operation is conducted within the permissible ethical codes. For instance, the researcher will seek permission from the relevant authorities, including the university. They will also offer full disclosure of the

purpose of the study and use of the data to be collected. Furthermore, the information gathered will be kept private and the anonymity of the respondents ensured by using codes to identify the transcribed information from the interview. Lastly, the researcher will ensure that the study does not cause harm to the respondents or any other individuals involved in the process.

Schedule

Stage	Activity	Estimated duration	Start date	End date
Research design and planning	Finalize research problem/questions	5 days		
	Develop research design	1 week		
	Prepare research proposal	1 week		
Literature review	Search, capture, and synthesize relevant literature	2 weeks		
	Prepare a draft literature review	1 week		
Data collection	Finalize sampling plan	3 days		
	Develop data collection instrument	1 week		
	Pre-test/pilot data collection instrument	5 days		
	Carry out data collection	2 weeks		
	Write up data collection			
Data analysis	Prepare data for analysis	1 week		
	Analyze data	1 week		
	Draw conclusions/recommendations	1 week		
Writing up	The final draft of the report	3 weeks		
	Review draft with supervisor	1 week		
	Final editing	2 weeks		
	Printing, binding, and final submission	2 weeks		

References

- Almazrouei, F. A., Alshurideh, M., Al Kurdi, B., & Salloum, S. A. (2021). Social media impact on business: A systematic review. In A. E. Hassanien, A. Slowik, V. Snášel, H. El-Deeb, & F. M. Tolba (Eds.), *Proceedings of the International Conference on Advanced Intelligent Systems and Informatics 2020* (pp. 697–707). Springer International Publishing. https://doi.org/10.1007/978-3-030-58669-0_62
- Bell, E., Bryman, A., & Harley, B. (2022). *Business research methods*. Oxford University Press.
- Hair Jr, J., Page, M., & Brunsveld, N. (2019). *Essentials of business research methods* (4th ed.). Routledge. <https://doi.org/10.4324/9780429203374>
- Jaiswal, S. (2022, May 23). Top 10 impacts of social media on business | Digital Marketing | Emeritus India. *Emeritus - Online Certificate Courses | Diploma Programs*. <https://emeritus.org/in/learn/impact-of-social-media-on-businesses/>
- Norton, J. (2017, December 20). *How social media has changed business*. The David Eccles School of Business. <https://eccles.utah.edu/news/how-social-media-has-changed-business/>
- Tajvidi, R., & Karami, A. (2021). The effect of social media on firm performance. *Computers in Human Behavior*, *115*, 105174. <https://doi.org/10.1016/j.chb.2017.09.026>