

# The Development of Business Strategy in the Digital Society of Social Media

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Available online at: [www.ijcseonline.org](http://www.ijcseonline.org)

**Abstract**— Internet image has been improving day by day, where every activities of a person is concerned with the digital environment. This surfing behaviour of an individual can be monitored and analysed for various purposes. We should be aware that our accessing strategy is a key factor for various companies that leads business growth and the privacy of the user is compromised. Mainly when we are accessing social networks like Facebook, twitter, YouTube and Instagram etc. there are lot of data is being served to the agents of the organization. Accumulating these data, the marketing growth can be analysed. So the user must be known what is happening in the social network. So in this paper we expose how the privacy and knowledge data can be collected from customer and thereby companies use the customer interaction for their business directly through social media.

**Keywords:** SNS, behaviour, business, marketing, privacy, analysis

## I. INTRODUCTION

Internet marketing has been improved worldwide and people started using social networks because that is connecting with friends , getting the latest news feed, playing games and creating memories with their life time events. It makes everyone to attach with the daily activities. So many of the social networks users wants to do the shopping with this easy go marketing , where they like the pictures and videos of the products they likes or they want to purchase through the corresponding websites.

On the other hand the organization vendors watch the behaviour of each every access level of the post they have created. Thereby they get to know interest of the customer. Today, many of the messages are designed to provoke audiences into responding, either physically, cognitively, or emotionally. Digital technologies and the impact on digital television, internet, email, viral marketing, blogging, and social networking sites, now represents major forms of interactive and direct marketing opportunities.

These digital trends are not only altering consumer expectations of their interaction with the web or an organization, but they are also changing how we market in the digital space. While companies cannot directly control consumer-to-consumer messages, they do have the ability to influence the conversations that consumers have with one another.

## II. IMPACTS OF SOCIAL NETWORKS

The marketing strategy has been widely increased by the usage of social media. Where, most of the customer interact with the websites and looks the product and starts analysing the services of the companies according to their needs. Because most of the person use social media to connect with people and updates the information on daily bases.

So the small to large organization attracts the customers by using their advertisement and linking the websites by which the every individual makes their purchase more easily than opening the websites separately for each and every purchase.

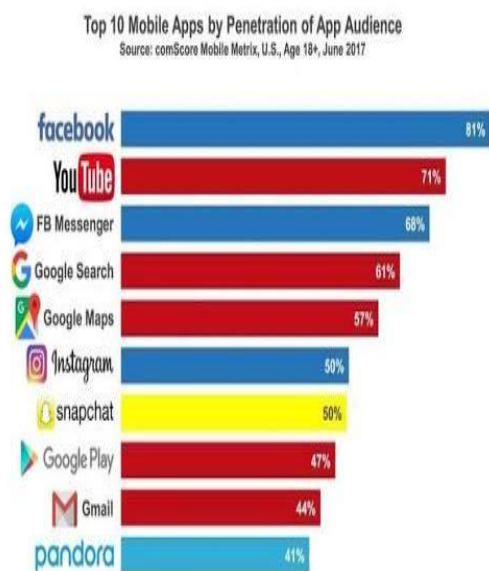


Fig.1

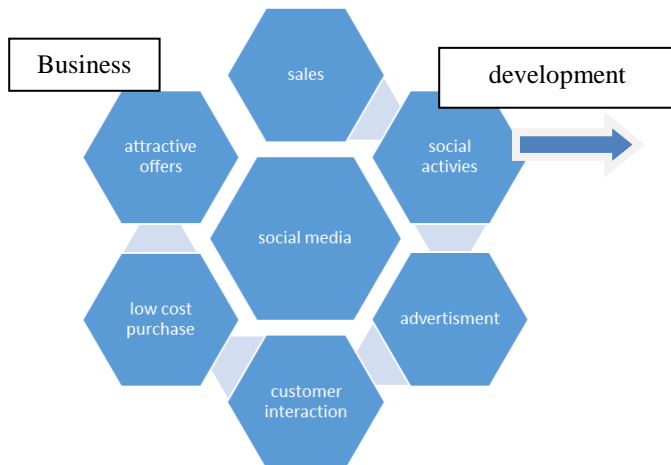


Fig. 2

### III. METHODOLOGY

The research method used here is based on the empirical research and also uses the literature review. Where the usage of the world wide web given a statistics that the online marketing has been increased a now a days by social media users. The Research questions :

- ❖ Why we need use the social media for marketing?
- ❖ How the companies analyse the sales criteria in social media?

#### 1. Low cast marketing

The efforts taken to market a product is not that expensive, and moreover within the less amount of time it can reach vast category of people. The maintenance of the marketing is easy compared to other methods. The company gets more exposure of its products.

#### 2. Customer relationship

As customer use social media often or daily bases. The interest of the customer is gathered through some techniques for example in Facebook liking the page and sharing and commenting positive feedbacks about the product makes greater impact for the company. It is easier for them to see and interact with the marketing websites and make the decision quickly.

#### 3. Advertisement

Instead of advertising their products only in their website or many of the websites it will be a beautiful idea to advertise their product through social media.

#### 4. Social activities

Social activities are done on media such as Facebook, LinkedIn, twitter and many more application that makes them to see the products and they can show their interest of the product. Where, most of the customer relaxes and can see

the advertisement and make the plans according to their wish on the go.

#### 5. Attractive offers

Customers buy products mainly because of attractive offers that the companies shows during the time interval and the purchase price is low compared to the normal purchase.

#### 6. Sales

All the factors about will definitely lead the company to the greater sales results. Where they could analyse the sales record and maintain their business in the higher rank by adding positive feedbacks from customers.

### IV. IMPROVING BUSINESS USING USER BEHAVIOUR

User behaviour on social media is carefully watched by using personalization algorithms there they could filter the interest and preferences of the each and every individual. We cannot believe that the companies are always transparent. So accessing SNS (Social networking sites) may affect the privacy of the customer as well.

#### 1. Clicking the links

When the user saw the advertisement on social media they click the link to see the website. Here the activities of the user is been analysed by the company. Such as the purchase category or the item they are interested to buy are monitored and filtered. Sometime the link will activate other type of advertisements where the customer must see at least for 1 minute.

#### 2. Searching

Searching on google for a specific information is stored in the database of the server. The location, gender, culture, native language, time sent on SNS and the behaviour when they navigate through that website will be thoroughly seen and based on that the record of each and every customer details are stored.

#### 3. Reflection in social media

When the customer makes purchase using social media, the behaviour of the user is keenly watched by the companies, for example if they like the page or says something good about the company or tweets about the website or recommending our friend to buy etc., makes a great change for the companies. And they would continuously sending the offers, advertisements by messages or emails.

#### 4. Privacy threats

It makes the storage and selling and use of privacy information without the awareness of the user. These actions can result in personal privacy damage. Companies collect information of people to target the product and built their

business needs. This leads to illegal or unethical acquisition of information, storage and selling. For example they collect information like address, email id, accessing newsgroup are collected and handed over to the third parties. In which the threats of misusing the information is not predicted.

### 5. Payment

In the digital environment the payment becomes online like credit, debit or check which traces the behavior of the customer. Where, digital signature should be maintained in order to map the identity of the user with their bank. Chips can be inserted to the smart card thereby misusing or hacking the data is minimized.

## V. RESPONSIBILITES

- While collecting the information from the public, the disclosure of that information is properly done
- the cookies should be disabled
- privacy settings should be maintained by both user and the company.
- The companies should mention the collected information are stored properly and how it is been used for the growth of the business.
- Privacy policy of the companies should be clearly quoted and they should keep up the promise.
- The collector must realize the importance of the privacy protection that is the main factor for their business growth
- Restricting the user to enter the information while entering into the websites should be avoided.

## VI. CONCLUSION

Social media widely used for companies to improve their business by accessing the personal information and uses technologies to gather information, analyses it and use that information for the growth of the company. Monitoring the behaviour of the user should not go beyond the privacy protection policy. User believes the website that they can use the social media for the benefit of their need. So the violation of the usage of the social networks should not be done. These websites should maintain the privacy policy. Which makes both customer and the business people get profit, the customer must satisfy by buying the product thereby marketing should also be improved.

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