

Social media usage among Indian companies: A website content analysis

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ABSTRACT

With the advancement in technology, various social media platforms are being used by the companies to disseminate information to their consumers, employees, suppliers and other stakeholders. Social media are gaining popularity and are increasingly used in many companies. The purpose of this research is to explore the social media usage among Indian business organization using web content analysis method. A total of 50 business organizations were investigated and it was found that all of them have some form of social media presence. The main objective of this study is to explore the presence of big business houses on social media and secondly evaluate which social media platforms are mostly used. Analysis revealed that 100% companies have presence on social media. It was found that twitter was the most popular social media networking site.

1. Introduction

Social media are media for social interactions using approachable and modular communication techniques. Andreas Kaplan and Michael Haenlein (2010) define social media as “a group of internet based applications that build on the ideological and technological foundations of web 2.0 which allows the creation and exchange of user generated content. Social media is not only media for communication but medium of interaction among users. Social media enables the organizations to create a platform that attracts the attention of clients and prospects of products, services and capabilities. It enables them to exchange their views on a topic of common interest. Because of connectedness feature of social media, companies can use it in marketing, advertising, sales, innovation, customer service, problem resolution, information technique, human resources and also for driving cultural change. Social media which include various social network sites like Facebook, Twitter, You tube etc. has become an essential marketing and communication tool in the hands of companies. Social network sites are considered the core of network resource for organizations that link strategic value and business performance (zhou,wu&luo,2007). Companies share information and receive comments about their products or services with the help of social networking sites. These social networking sites have changed online consumer behavior. The growing usage of social media has provided opportunities for the organizations to increase their value (Malhotra& Singh 2014). The use of social network sites has increased tremendously. This growing usage of social networking sites enables the corporate world to utilize the value of social media as a marketing tool and can manage their corporate image efficiently.

2. Literature Review

Bhanot (2012-A) Conducted a study to investigate how Social media has helped Indian companies to enhance their brand image and to reach out in a better way to their customers. The study was based on primary data. The Descriptive statistics and Chi square test were used to analyze data. Results of the study indicated that social media has helped companies to

reach out to more customers and to satisfy their needs better. Further companies saw an enhancement in their brand awareness and brand image by use of social media.

Haigh et al. (2012) examined the content of ‘for-profit organizations’ Facebook pages and how the communication strategies impact stakeholders’ perceptions of the organization-public relationships, corporate social responsibility, attitude and purchase intent. They used Content analysis to achieve these objectives. Results revealed that for-profit organization discuss programs/services, achievements and awards on their Facebook pages. The main communication strategies employed on Facebook is corporate ability. It is also indicated with interactive with Facebook pages bolsters stakeholder’ perceptions of the organization-public relationship corporate social responsibility and purchase intent. The organization used a corporate social responsibility communication strategy had the most success bolstering these variables.

Bhanot (2012) analysed the use of social media for companies in their business processes that will transform the relationships with customers. The study was based on secondary data. The result of the study indicates that the increasing number of Indian companies is using social media as an effective business tool. Most of the companies in India are already applying it and prove to be an effective business tool. 83% of firms in India believe that companies’ success cannot be imagined without it. 64% of the Indians agreed that social media is the best way to connect with customers. The study revealed that 9% of the Indian co. devotes their 20% marketing budget for these activities. It also emphasized that 52% of the Indian companies increasing their customer base with the help of social media.

Parveen et al. (2013) conducted the study to analyze whether business use social media in their daily business and to identify which social media channels do they use. Content analysis was used. It was depicted that Malaysian organizations use social media but the percentage is still relatively low. Secondly Facebook was the most popular social media used.

For the level of usage, the disclosure, information dissemination and interactivity and involvement was used.

Correia et al. (2013) Surveyed to learn about the contribution of Facebook as a marketing tool for companies. The study was based on secondary data. It was depicted that organizations should consider social network and mobile technology as a new way of expanding the business. The social aspects are a part of the experience in the Facebook community and also the shopping experience. It is important to monitor these behaviors in Facebook for long periods to perceive user's behaviors. The study of the behavior helped the companies to transform their fans into loyal customers.

Tsimonis and Dimitriadis (2013) examined the reason for creating brand pages in social media. They used Qualitative exploratory methodology for this purpose. The findings revealed that firms are making price competition, announcing new product/services, interacting with fans, providing advice and useful information and handling customer's issues.

Schivinski and Dabrowski (2014) identified the effects of firm-created and user-generated social media brand communication on the matrix of consumer based brand equity. The study examined the impact of social media on the consumer waste brand equity across non-alcoholic beverages, clothing and mobile networks provider industry. Structural equation modelling technique (SEM) and critical ratio difference was used for data analysis. The results indicated that consumers of non-alcoholic beverages brands are stimulated by social media brand communication from both firms & peers. Firm- created social media brand communication generate brand awareness. However it was further reported that in the clothing industry social media brand communication had no impact on CBBE metrics. Further positive impact on brand awareness was found for mobile network provider industry. The results also concluded that user generated social media brand communication influenced both brand loyalty & perceived quality.

Ainin et al. (2014) investigated the factors influenced Facebook usage among small and medium enterprises. It further examined the impact of Facebook usage on financial and non-financial performance of SME. Integrated model, Partial Least Square (PLS) method was used. The results revealed the positive impact of Facebook usage and financial performance of SME. It was further found that it positively impact the nonfinancial performance of SME in terms of cost reduction on marketing and customer service.

Malhotra and Singh (2015) examined the impact of Facebook usage on the financial performance of banks in India. Univariate analysis and also regression tools of research methodology were used. It was found that Facebook user banks are more profitable as compare to non user of Facebook. Further it revealed no significant association between use of Facebook pages and their financial performance.

3. Objectives of the study

- To analyze whether Indian businesses use the social media in their daily business.

- To identify which social media networking sites are mostly used.

4. Research Methodology

This study has been confined to 50 companies that are included in BSE 500 Index for the year 2016. Web content analysis was used to gather data from Indian business organizations website and their social media pages. Listed below are descriptions of the social media platforms that were found in this study's sample of company websites.

Facebook: An online social networking service. Users may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics.

Twitter: An online social networking service and micro blogging service that enables its users to send and read text-based messages of up to 280 characters.

YouTube: A video-sharing website where users can upload and view videos.

LinkedIn: A social networking website for people in professional occupations.

Instagram: An online photo-sharing and social networking service that enables its users to take pictures and share them on a variety of social networking services, including Facebook or Twitter.

Google+: A social networking service. Unlike other social networks which are generally accessed through a single website, Google has described Google+ as a "social layer" consisting of not just a single site, but rather an overarching "layer" which covers many of its online properties.

Pinterest: A photo sharing website that allows users to create and manage theme-based image collections such as events, interests, hobbies, and more. Users can browse other people's pinboards.

Company Blog: A discussion or informational site. Blogging is a form of social networking because it is interactive, allowing visitors to leave comments. Companies may use it for online brand advertising.

RSS (rich site summary; originally RDF site summary; often called really simple syndication) is a type of web feed which allows users to access updates to online content in a standardized, computer-readable format.(Wikipedia)

Web content analysis was used to gather data from Indian business organisations' website and their social media pages. The analysis was carried out in different steps .The first step involves collecting the list of Indian business organizations. For this top 50 companies were selected from BSE-500 index. After getting the list of companies the second step was to identify

whether the organization is using any type of social media. For this purpose website homepage of every organization were searched and screened. Each of the organisation's homepages was screened for the Facebook, twitter, youtube, linkedin, instagram, g+, pintrest, RSS, blog. The presences of these tools were identified from their symbol or tagline "find us on Facebook ". For the purpose of analysis a table was constructed in the Microsoft excel worksheet with the following headings: name of the organization, Facebook, twitter, youtube, linkedin, instagram, g+, pintrest, RSS, blog. Data is entered in the excel sheet if the organization has a presence on social media, it is coded as 1 otherwise as 0. subsequently, the frequencies and percentages were calculated to identify which social media is most popularly used by the organizations.

5. Finding and Results

After collecting the list of business organizations, their websites were browsed to search for their social media presence. A total of 50 business organisations' websites were browsed. it was found that all 50 business organization has presence on social media. The result showed that among the 50 organisations that are using social media, twitter was the most popular social media used. Nearly 92% of the organizations were using twitter, followed by Facebook 84%, linkedin 76%, youtube 74%. google+ 26%, instagram 14% and only 6% using RSS and pinterest tools of social media. The least used social media tool is company blog (4%).

Table 1: Averages of numerous social platforms used by different companies

Table 1 Specific social media platforms used by firms	
Social media platforms	Used by firms (%)
Twitter	92%
Facebook	84%
Linkedin	76%
Youtube	74%
Google+	26%
Instagram	14%
RSS	6%
Pinterest	6%
Blog	4%

Table 2 Facebook

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	8	16.0	16.0	16.0
1.00	42	84.0	84.0	100.0
Total	50	100.0	100.0	

Table 3. Twitter

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	4	8.0	8.0	8.0
1.00	46	92.0	92.0	100.0
Total	50	100.0	100.0	

Table 4. LinkedIn

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	12	24.0	24.0	24.0
1.00	38	76.0	76.0	100.0
Total	50	100.0	100.0	

Table 5. Gplus

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	37	74.0	74.0	74.0
1.00	13	26.0	26.0	100.0
Total	50	100.0	100.0	

Table 6. YouTube

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	13	26.0	26.0	26.0
1.00	37	74.0	74.0	100.0
Total	50	100.0	100.0	

Table 7. Instagram

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	43	86.0	86.0	86.0
1.00	7	14.0	14.0	100.0
Total	50	100.0	100.0	

Table 8. RSS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	47	94.0	94.0	94.0
1.00	3	6.0	6.0	100.0
Total	50	100.0	100.0	

Table 9. Pinterest

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	47	94.0	94.0	94.0
1.00	3	6.0	6.0	100.0
Total	50	100.0	100.0	

Table 10. Blog

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	48	96.0	96.0	96.0
1.00	2	4.0	4.0	100.0
Total	50	100.0	100.0	

As shown in Table -1, 92% firms are using twitter and 84% are using Facebook, linkedin is the next most commonly adopted social media with almost 76% of firms using it. The interesting point about these findings is that they may show a shift from former social media ranking cited in the literature review. Public practitioners consider Facebook to be the most important communication venue in 2010. Next in line was twitter, linkedin and youtube (wright&hinson, 2010). But this study found that twitter is more in usage than Facebook by corporate. Firms may be using twitter's format of ongoing short

conversations to increase brand awareness and keep their brands uppermost on consumer's need. Which is similar to the previous study results by (smith, blazovich &smith, 2014)

6. Conclusion

Despite of so many advantages of social media for business purposes, in India the organizational usage of social media is still in its growing stage. Not so many studies have been conducted on usage of social media among organizations in India. So, this study contributes to the field of knowledge in the Indian context. Organizations must understand the power of social media platforms like twitter, Facebook which can improve the quality of relationship with existing customers and make them as loyal customers at the same time. Usage of these platforms will help to reach new customers through interactive communications. So there is need of more awareness about the

benefits of social media among corporate and users. There are various social media platforms; each has its own merits and functionality. The organizations should select suitable social media as per their business and use these social media effectively.

This study also has some limitations. Firstly the research method used in the study is content analysis gives just overview of the social media usage but future studies can use other methods to investigate in detail and its impact on organizational performance. Secondly this study's investigation not based on size of organizations. Future studies might investigate the difference the usage of social media among large, medium and small organizations.

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