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## Paradigms shift in business perspectives: Offline to Online

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### **Abstract:**

*In the twenty-first century, people lack the opportunity to meet up and draw in with each other. Social media Platforms help individuals in associating person-to-person communication, and permitting them to remain associated in any event, when they are physically isolated. Aside from that, social media platforms encourage strong bonds major between the product and the individual, bringing about critical promoting potential via blogs or day to day updates. It likewise gives an opportunity to post remarks on any occasion that must be communicated and can be utilized as a special promotional instrument for client adoption as well as marketing. Small start-ups owners are now gaining followers and subscribers by directing customers to their social media profile as there is an upper hand over other famous public media, for example, TV, these media enjoy a serious benefit. Through this medium, new ways of doing business have emerged where those who have the opportunity to start a business do not have to take on too much infrastructure, investment, or risk. This study aims to investigate the phenomenon of this new entrepreneur. It is unquestionable that people do not find time to interact with each other. One of the most significant developments of internet and social media, people can remain connected to each other and create loyal connections to their companions.*

**Keywords:** - social media, small start-ups, marketing, entrepreneur, internet

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### **Introduction**

After the progression in Indian Economy Policy, in 1991, we, as clients encountered an extreme change in our day-to-day existence, as well as in commercial centre. The presentation of MNCs, alongside their top-notch items, with an exceptionally cutthroat value; the living standard of normal Indian has raised a ton. As an ever-increasing number of new innovations are accessible, business houses ready to embrace them will acquire huge influence over its rival. Organizations like, Microsoft, eBay, Amazon, Facebook, Google are administering the world since they have embraced the progressions in innovation by considering client's and customer's conveniences and assumptions.

Alongside the development of IT-based organizations, web-based entertainment platforms have become one of the most flourishing areas where youth are the significant clients and adherents of such media. Social Media Marketing (SMM) has turned into the most smoking mode of advancement for the greater part of the organizations regardless of the confidential area or public area. A large portion of the business people miniature or little, medium or huge, are involving in

online platforms for advancement as well with respect to lead age. Business people have understood the power of social media and its job in building brand picture and client relationship.

The acceleration of learning processes through social media in the present scenario has a taken paradigm shift. There is a metamorphosis in the interaction that takes place in the present time. People appear to be overworked in order to meet or contact their customers. As a result, face-to-face communication is no longer possible; as a result, there has been a massive shift in ideologies, communication routes, and the way we interpret and observe information (Ismagilova et al. 2017). Practically every section of the world, social computing has gradually won almost every role, such as email, tweet, post, or text, rather of meeting or sometimes conversing.

With the advancement of digitalization, social media has achieved widespread acceptability. Living in a virtual world where our hands are grasping mobile phones and our fingers are moving as if through our digital devices is no longer a novelty. Nowadays, every section of the society is establishing a virtual presence on social media to build stronger relationships and learn marketing know-how (Sivarajah et al. 2019) in order to attract more clients and customers.

Nonetheless, there is a compelling case to be made that social media has turned to be a vital component of our lives. The web tools and technologies that make it simple to share audio and video files, as well as communication and marketing across various groups of people. It also allows for social advertising and social gaming, which allows businesses to enhance brand awareness and sales (Chatterjee and Kar 2020, Kapoor et al. 2018) without having to put in a lot of hard work to develop their business and products through conventional marketing operations.

This shift from traditional to new media has been experienced around the world. In today's environment, buyers and sellers communicate with one another by allowing open and broad talks to expand businesses and start-ups (Agnihotri et al 2016). Furthermore, marketing through social media and digital channels enables businesses to meet their marketing objectives at a relatively minimal cost ( Ajina 2019). Consequently, it has become obligatory for each business either small or large business houses, to mark its presence on different social media platforms to build trust and meet organizational goals to get the optimum value for their products and services.

New companies and Small and Medium Enterprises (SMEs) have consistently confronted the challenge how to amplify benefits without compromising quality of the product. The business visionary comprehends that his business can't succeed unless the clients know his items, products and its services, for which he could need to make flashy marketing and promotion investments. Numerous organizations fall flat because of absence of financial plan and their capacity to spend on their brand advancement/promotion to increase the sales (Chan, 2016). In such scenario the word of mouth is one of the best options for a start-up with restricted financial plan (Dugan, 2016).

This research paper is an analysis of measures that could be taken to define social media and its role in the development and improvement of start-ups and small businesses. It initially deals with the *Guanxi of Customer-Entrepreneurs enhancement via social media followed by some real start-up instances*.

### ***What is the definition of social media?***

The phrase "social media" does not have a universally accepted definition. The word alludes to a widespread adoption of 2.0 web-based and smart mobile technologies that allow individuals to

speak with one another through the Internet. Facebook, Twitter, blogs, Instagram, Skype, YouTube, and other social media platforms are just a few examples.

With the world in the midst of a social media revolution, billions of people are using various social media platforms to share their insights, make familiarity with public administrations, political advancements (Grover et al., 2019; Hossain et al., 2018), skills, information, videos, pictures, and messages, among other things.

It also works instantly, which is a fascinating feature because they were time consuming and onerous, the archaic days of writing letters to express affection, request, complain, and apply for jobs are long gone. In the marketing arena, social media works quickly to avoid negative electronic word of mouth and negative effects (Ismagilova et al., 2017, 2020b; Javornik et al., 2020) and provides an immediate response to a query to meet the needs of customers.

Users spent a large amount of time utilising their weblogs and microblogging to solve problems or share information with the rest of the world. As a result, it serves the aim of communication, and the ecology of social media is always evolving. It functions as an umbrella term that encompasses a larger set of facilities, online programmes, and apps. According to recent figures, more than 50 million organizations have Facebook accounts, as well as more than 88% of firms use Twitter to achieve the goals of marketing (Lister 2017).

Social media promotion is characterized as a sort of Internet promotion that utilizes long reach social communication sites to achieve the chief objective of Social media promotion to deliver content and information that clients will disseminate to their respective social groups to help an organization to enlarge their brands reach and also widen client reach. Indeed, different aspects have likewise been proposed to mirror the unique elements of social business: perceivability, meta voicing, direction shopping, social associating.

### ***The Internet as a Game-Changing Technology***

Due of the multiple usage of the internet, it is quite conclusive that the Internet has a significant influence on people's ability to communicate and form relationships nowadays. it has been widely used in daily life by people of all races, cultures, and ages, not only to communicate with loved ones but also to maintain professional relationships and businesses. Emerging technological advancements are allowing global business partners to join together under one roof. In today's environment, digitization has shifted the entire sector; for example, traditional business techniques (Ancillai et al 2019) are no longer sufficient to attract clients. Brands and businesses are putting up equal effort to market their products, plans, and policies across various social media platforms via internet.

All over the planet, over 80% of the populace is presently utilizing at least one smart device. and associates with the web every day. With the use of smart gadgets and now of course the Internet of Things technology, people are now able to register in their minds the tremendous impact on how business operates and promotes online.

### **Literature Review:**

There is no normal definition for a start-up that is acknowledged universally. A start up could be characterized as a novel business or organization that drives towards the advancement or improvement of innovation with the assistance of financial investors or self-supporting system. As

per the report of the Grant Thornton, currently, there is no apt definition of a 'Start-up' in the Indian context because of the subjectivity and intricacy included (HV et al., 2016). Taking into account different boundaries about any business, for example, the phase of their lifespan, the sum and level of financial accomplishments, including the revenue generated the area of tasks, and so on, a few reasonable definitions are accessible in the public domain. As per the start-up India, an entity will be considered as a Start-up on the off chance that it is consolidated as a confidential restricted organization or enrolled as an organization firm or a restricted obligation organization in India. The firm can be considered as a beginning up for as long as a decade from the date of its joining/enlistment. The idea of business ought to be pursuing development, improvement, or improvement of items or cycles or administrations, or on the other hand on the off chance that it is a versatile plan of action with a high capability of work or wealth creation (Startup Recognition & Tax Exemption 2020).

Effectiveness of their marketing strategy, control costs, and reach out to targeted prospects. It's true to say that social media sites are measured as a means of associating what's more, communicating with individuals and making new sorts of dynamic and participatory correspondence. Likewise, when individuals spread their insights, abilities and aptitude among individuals from their association, execution improves and organizations become more creative. Hence, effective and efficient knowledge management seems essential for success in this regard (Al-Kurdi, El-Haddadeh, & Eldabi, 2020). Therefore, associations endeavor to manage knowledge more effectively and productively to improve their performance in order to sustain (Hatefi & Rousta, 2019). It is observed that mostly customers and clients use social media websites to communicate at liberty. Consequently, it is a mandatory element for the organizations to communicate effectively in order to improve continuously (Turaga, 2019) which requires an organized activity between the source and the collector of the message (Labelle & Waldeck, 2020).

Further, the greatest and most vulnerable resource of any organisation is its identity and prestige which can be hampered through the weak communication processes and lack of well organised documents (Abbas et al., 2020).

### ***The Business Impact of social media***

The phenomenal surge in social media usage has had a huge influence on businesses and start-ups. It easily assists them in developing fresh techniques to capture the public's attention. It also enables businesses and entrepreneurs to engage in successful discussion (Ancillai et al. 2016) with the goal of making a substantial impression on them. Customers feel more connected to companies and brands (Agnihotri et al 2016) when they have profiles such as fan pages, contests, sweepstakes, and other activities that allow them to gain direct comments, likes, and preferences from them.

Nowadays, social media platforms are seen as proactive tools for achieving company objectives, facilitating information posting and downloading, sharing photographs and videos, and multimedia AI message. Understanding the ever-changing analytics of social media is a daunting undertaking. It is appropriate to use the example of social media influencers, often known as influencers. Some people of society can influence with the spell of their words and presentation to promote their brands and services on social media. Customer influence effect, stickiness index, and customer influence value (Kumar & Mirchandani, 2012) have arisen as key variables in assessing potential influencers to share information and data of the brand respectively, increment brand mindfulness, and advance electronic verbal exchange discussions about the brand (Schomer, 2019).

It has also been widely discovered that social media sites have a beneficial impact on purchase intentions (Hsiao et al. 2020) as well as has enormous potential to produce big money for businesses. Nowadays, businesses consider social media marketing to be an important component of their business strategies ( Felix et al., 2017; Shareef et al., 2019a; Shiao et al., 2017, 2018) in order to maintain and grow market share ( Felix et al., 2017; Shareef et al., 2019a; Shiao et al., 2017, 2018). Niedermeier et al. (2016) did another study in China, employing in-depth interviews and a survey of 42 medications. The study looked into the impact of social media on developing culture-specific Guanxi (relationships) for business reasons via evolving trust and connection tactics.

Certainly, in online business, social media sites have played a vital role in altering the system of online shopping and selling. Past researchers have found the interpersonal relationship is the vital component of the success of online business via social media. Nowadays, it is trending to discover group buying in social commerce environment from the Chinese “guanxi” perspective. Guanxi is a kind of interpersonal interaction that individuals tend to interact through the ren-quin (favor), and individuals have to give and save face for their friends to show their social friendship. Hence, solid guanxi factors in influencing shopper partaking in the gathering purchasing navigation has its exploration creativity to bring the Chinese relational connections Guanxi into online entertainment setting. As per Priyanka P.V and Padma Srinivasan (2015) in her research exploration which concentrates on various factors that decide the purchase of a product using social media based on client’s perspective. A model according to the retailer's point of view has been fostered that makes sense of how online entertainment can be utilized for expanding client reliability. New applications and social websites will thrive and permit significantly more prominent personalization and continuous, area based commitment in media.

### *Guanxi of Customer-Entrepreneurs enhancement via Social Media*



**Collaboration:** One of the most well-understood platforms for forming new partnerships is social networking sites. It assists start-ups to conquer all aspects of their business, including budget, machinery, and marketing, by receiving expert assistance to flourish the customer entrepreneur guanxi.

**Customer Relationship Management:** Social media has brought about substantial changes in customer relationship management, such as privacy control and concerns. Companies and entrepreneurs must gain a deeper grasp of client demands in order to maintain long-term customer relationships in order to optimise their reach. (2019, Mandal).

**Clear Communication:** Social media makes it easier to communicate with customers in an open and transparent manner. It allows them to talk about, remark on, and ask questions about their product. Customers can order personalised products based on their budget and requirements, making it more participatory.

**Collect Data to Improve:** Some time ago organizations weren't in any way shape or form intrigued to hear what purchasers needed to say regarding their items and products. Indeed, circumstances are different. The capacity to acquire item criticism from clients in a generally reasonable manner is rapidly becoming one of web-based( social media's )greatest advantages. Checking informal organizations is a decent initial step to involving online platforms in item improvement. Item architects or production team and supervisors cannot just realize what clients like and don't like their items, but also get thoughts, new insights to upgrade their products and features to appeal consumers in the future.

**Create Brand Recognition:** Social platform can be used to portray your brand personality the way you want it to come across based on various attributes such as some are business arranged (LinkedIn), some empower art and thoughts (Pinterest, Instagram), some produce conversations (Twitter). It is a good way of coming down to your viewers' level and having a little fun with the photos you post. Social networks are used by millions all over the world making it the most effortless way to converse with customers, to advertise your product or service and most importantly to build brand recognition.

**Cost Effectiveness:** Most of the social networking sites act as a method for promoting without paying a dime All business houses can save money on marketing with the help of social media and one can do this job effortlessly. There is practically zero expense included and showcase a wide range of promotions going from extraordinary special occasions, discounts or free gifts. Thusly, it is a generally cheap method for giving real time data to on a continuous premise.

Here are some examples of Start-ups or small budget business houses which expand their wings of revenue and publicity through social media:

- 1. Coconut Bliss is an ice cream firm that has successfully promoted itself through social media services. The company was able to reach more people because to the use of photographs, graphic design, and animation on their blogs. Extensive social media integration and analytics enable online marketing and advertising to create brand awareness among consumers. Customers are being sought out, and sales are being improved. The corporation has made good use of promotions and engage its audience by innovative ideas. The organisation has successfully attracted customers by utilising its cameras and integrated photographs of the consumers (Mershon, 2018).*
- 2. Meesho is founded in 2015 by IIT- Delhi graduates, is the reseller platform that is all set to become the big e-commerce distribution channel where the homepreneurs sell their product. Meesho primarily connects sellers with customers through social media platforms such as WhatsApp, Facebook, Instagram.*

3. *Jamaicans Music is an online music station that promotes itself through social media as well as the expansion of its business. This web channel's popularity has skyrocketed as a result of in just four months, savvy social media strategies resulted in 1.5 million new admirers (Mershon, 2018). Jamaicans Music makes great use of Facebook by offering contests, free music, games, and other activities.*
4. *Easy Lunchboxes was developed by Kelly Lester out of a genuine desire to find healthy methods to package food. Due to sound social practises and social branding, the organisation has achieved extraordinary success. Multiple ways to connect socially and subscribe have been integrated by the company newsletter. The company's founder has effectively utilised the area while maintaining their brand thrilling. The company's strategic marketing plan, which includes Facebook, Twitter, and YouTube has aided in the creation of original content and its integration.*
5. *SUGAR's success has been attributed in part to its use of influencer marketing and social media hype development. With more than 1.5 million Instagram followers, 300 million impressions across all social media channels, and 2 million monthly visits to its website, SUGAR has generated income of INR 100 crore for FY2020. SUGAR Cosmetics, she continued, largely uses social media to educate women about makeup rather than bombarding the online community with offers or promotions. This resulted in slower sales and community growth, but it also meant that SUGAR had established a devoted client base. SUGAR encouraged ladies to demonstrate their support and fight against female foeticide and infanticide by posting a family photo to social media platforms like Instagram, Facebook, and Twitter and scribbling out the women in the photo, along with the statement —"Make a difference on Women's Day by speaking up for those who didn't make it!" Make a difference in India by speaking out against female foeticide and infanticide. Spread the word and show your support by posting your scribbling photos, so everyone can #GetThePicture. #BetterWithHer #TrySUGAR #SUGARCosmetics."*
6. *Tablewalla is India's first multi-city, real-time, online restaurant booking site. It allows to make reservations for your favourite restaurant in real time. By providing a single location known as Tablewalla, the portal eliminates the pain of calling individual eateries to check availability. For pre-launch marketing operations, they largely depended on social media sites such as Facebook, Twitter, and their website. The website was up for preview and integrated with their blog because the service had not yet been launched. Tablewalla allows users to register by filling out a simple form. The website makes it obvious what the organization's goals are. The blogs cover new restaurants, local chefs, events, recipes, and anything else linked to food. The content on their Facebook page is well-chosen and relevant to their area of expertise. They are marketing restaurants as well as food. They've also gotten the attention of restaurants and culinary bloggers via Twitter. Users have already begun inquiring about the brand after reviewing the outcomes through discussions. This is a positive sign, indicating that they are excited to use the service. As a result of our social media initiatives, they have produced a lot of talk and received a lot of sign-ups. The brand has been successful in gaining attention and developing relationships with its customers. Tablewalla, for example, allows users to book the restaurant of their choice. The website is available for preview and is integrated with their blogs, as it is a new service. In reality, the blogs provide us with a comprehensive overview of new restaurants, chefs, and recipes. Overall, the website has generated positive buzz and established a solid relationship with its visitors.*
7. *Zindigo (number 7) Zindigo is an online direct-selling platform that uses Facebook to operate. Consumers create their own shops on Facebook as company pages. They can supply their stores with a diverse choice of garments and accessories from more than 80 designers. They will be paid a 40% commission on every sale they make. Every sale generates a 15% commission for the company. It is utilising Facebook as a social media tool to advertise the individual's shop,*

*spread the word about the concept, and raise awareness among friends. Zindigo will be able to reach a wider audience by enlisting the help of potential customers as product ambassadors. Zindigo has raised \$4 million in funding to help it develop its direct-selling platform. Zindigo receives a 15% sales commission for its efforts, with the remaining 35% going to the direct fashion brand seller.*

8. *Prafull, a native of Dhar, Madhya Pradesh, had lost interest in his MBA programme at Ahmedabad University, which he had been studying since 2017. Reading books and absorbing statements from prominent business executives, on the other hand, kept him motivated. Five years later, the 25-year-old is a multi-millionaire entrepreneur who has launched MBA Chai walla, a Rs 4 crore turnover firm with 50 locations across India. In an interview with SMBStory, Prafull explains why he drinks chai and how he overcome challenges from both his friends and his family. "Other than tea, no other food or beverage is enjoyed in India." I had no idea how to make one, but I knew it would be a hit. If I wanted to start another firm, I'd need to invest at least Rs 1 lakh, and I didn't have that kind of cash. I started selling chai on the side of the road with Rs 8,000 in my pocket," he says. However, Prafull did not consider founding MBA Chaiwala, which stands for Mr Billore Ahmedabad (MBA), to be a poor idea. He continues, "You see, where there is a will, there is a way."*

### **Conclusion:**

There is a plenty of social media platforms accessible today for interpersonal communication, and large numbers of them might be connected to permit cross-posting. This offers an environment where clients can speak with the best number of people while keeping up with the closeness of one-on-one contact. We can guess on how person to person communication will develop over the course of the following 10 years or maybe 100 years, yet it seems sure that it will exist in some structure however long people exist. Certainly, there's no discussion about the virtues and vices of virtual entertainment sites (simply ask Dean McCrae), that doesn't make it any less interesting or persuasive. Social media is presently a significant component of how people speak with their loved ones. Around the world, there are 2.62 billion web-based entertainment clients, with that figure anticipated to increment to almost 4 billion by 2025. By and large, the present business is overwhelmed by many organizations on various platforms such as Facebook, Twitter, and Instagram, however their journey for new clients in an undeniably gathered massive market which motivates them to foster their products.

Furthermore, in order to stand out in the cutthroat competitive world, businesses are adopting novel channels to reach out to their customers and gain new followers. According to statistics, more than 75% of consumers expressed a new interest in online activities in 2020. Twenty-one percent of those surveyed made their first internet purchase. (Source: Qualtrics, 2021). In comparison to traditional means of marketing, dynamically using social media tools and technology is leading to more affordable advertising platforms. Long advertising, polished booklets, glossy brochures, and gigantic hoardings no longer appear to have the same powerful influence on consumers as they once did.

It is relevant to say that organizations and business houses are communicating key standards to a larger crowd through social media websites to help their brand recognition and charm clients by tossing energizing offers. Business houses pay attention and learn from their clients to plan their necessities against what else is occurring in the web-based entertainment space to stand apart from the opposition for example to customise the product, reorder offers as well as the conveyance delivery date and time, each type of service is accessible at fingertip.



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