

**AN OVERVIEW OF PERFORMANCE OF SMALL BUSINESS IN
SOCIAL MEDIA PLATFORMS IN MIZORAM**



*A report submitted to Department of Commerce, Higher And Technical
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CERTIFICATE

This is to certify that the dissertation entitled “An Overview of Performance of Small Business in Social Media Platforms in Mizoram” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by C. Lalchhanhimi, Roll No. 2123BCOM005, IV Semester B.Com. She has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of her investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

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DECLARATION

I, C. Lalchhanhimi , hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

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LIST OF CONTENTS

| Chapter | Content | Page no. |
|---------|--|---|
| | CERTIFICATE | i |
| | DECLARATION | ii |
| | ACKNOWLEDGEMENT | iii |
| | LIST OF CONTENTS | iv |
| | LIST OF TABLES | v |
| | LIST OF FIGURES | vi |
| I | INTRODUCTION 1.1 Conceptual Framework 1.2 Literature Review 1.3 Rationale of the Study 1.4 Statement of the Project 1.5 Objectives of the Project 1.6 Research Methodology 1.7 Limitations of the Project | 1-12 1-7 7-10 10 10-11 11 11-12 12 |
| II | ANALYSIS AND INTERPRETATION OF DATA | 13-25 |
| III | RESULTS AND DISCUSSION | 26-28 |
| IV | CONCLUSIONS AND SUGGESTIONS | 29-30 |
| | REFERENCES | 31 |
| | APPENDIX | 32-35 |

LIST OF TABLES

| Sr. No | Name of Table | Page No |
|---------------|---|----------------|
| 2.1.1 | Gender of the respondents | 13 |
| 2.1.2 | Age Group of the respondents | 14 |
| 2.1.3 | Marital Status of the respondents | 15 |
| 2.1.4 | Educational Qualification of the respondents | 16 |
| 2.2.1 | Year of commencement of business of the respondents | 17 |
| 2.2.2 | Formation of business regarding their capital | 18 |
| 2.2.3 | Production Capacity | 18 |
| 2.2.4 | Where they stock their products | 19 |
| 2.3.1 | Mode of Distribution of Orders | 20 |
| 2.3.2 | Average Feedback from customers | 21 |
| 2.3.3 | Platforms used the most by them for their business | 22 |
| 2.4.1 | Factors influencing the used of social media for business purpose | 23-24 |
| 2.4.2 | Prospect of Social Marketing in Mizoram | 25 |

LIST OF FIGURES

| Sr. No. | Name of Figures | Page No |
|----------------|---|----------------|
| 2.1.1 | Gender of the respondents | 13 |
| 2.1.2 | Age Group of the respondents | 14 |
| 2.1.3 | Marital Status of the respondents | 15 |
| 2.1.4 | Educational Qualification of the respondents | 16 |
| 2.2.1 | Year of commencement of business of the respondents | 17 |
| 2.2.2 | Formation of business regarding their capital | 18 |
| 2.2.3 | Production Capacity | 19 |
| 2.2.4 | Where they stock their products | 20 |
| 2.3.1 | Mode of Distribution of Orders | 21 |
| 2.3.2 | Average Feedback from customers | 22 |
| 2.3.3 | Platforms used the most by them for their business | 23 |

CHAPTER-I

INTRODUCTION

1.1 CONCEPTUAL FRAMEWORK

Social media has so much influence in the modern world. People use social media to stay in touch and interact with friends, family and various communities. Businesses use social applications to market and promote their products and track customer concerns. The study aims to find out how social media impact on small business owners, their socio-economic status, the factors that influence them to adopt social media in their business and the prospect of social marketing in Mizoram.

1.1.1 Meaning of Social Media and Marketing

Social Media

Social media is a digital technology that facilitates the sharing of content, multimedia, and information through virtual networks and communities.

Social media facilitates the sharing of ideas and information through virtual networks. From Facebook and Instagram to Twitter and YouTube, social media covers a broad universe of apps and platforms that allow users to share content, interact online, and build communities. More than 4.7 billion people use social media, equal to roughly 60% of the world's population.

Marketing definition includes activities undertaken by a business establishment or an individual to promote their services and products. Marketing includes promotion, advertisement and selling products and services to the consumers. Marketing is the key component of any venture and includes aspects like writing product descriptions, designing website pages, improving customer services, establishing business & market segments and conducting market research. Marketing involves strategies that aid in the growth of a business venture.

1.1.2 Meaning and Concept of Social Media Marketing

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements.

The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. Each platform has elements that makes it attractive to use. And when a company uses several in combination to deliver a multichannel message, consumers can see those messages on their preferred channels.

There are also a range of social media management tools that help businesses to get the most out of the social media platforms listed above. For example, Buffer is a platform of social media management tools, which can help you achieve success with your social media marketing. Whether you want to build a brand or grow your business, we want to help you succeed.

Producing relevant content that users will share with their own networks helps brands increase their exposure. It also extends their reach toward fans, potential customers and even potential employees when used as a recruitment tool. Social media marketing also enables organizations to get customer feedback while making the company seem more personable. Social media enables organizations to create relationships with their audience. It gives end users a platform to ask questions, voice complaints and generally be heard. It also gives brands the opportunity to respond, adapt and adjust business processes or products.

1.1.3 Five (5) Pillars of Social Media Marketing

When developing marketing programs, one key area that marketers care about is how to deliver their messaging. Social media helps spread those messages to the right people at the right time, through both free and paid means. Social media also enables brands to learn more about their audience's personal, geographic and demographic information. This enables organizations to customize their messaging and content for the best engagement.

There are five pillars of social media marketing that will lead to a successful program.

- 1. Social Strategy:** With any marketing campaign or activity, an appropriate strategy should be laid out in advance. Organizations need to determine the goals of the program, the channels that will be used and what types of content will be shared. Using social media for marketing should align closely with business and other marketing program goals. There are many social platforms available, but it doesn't make sense for businesses to use them all. Organizations need to know their audience and choose the platform(s) that best fit their demographic. Each social platform has a unique flavor for distributing content -- including video, imagery, links and direct messaging. So brands need to identify which content their marketing persona is most likely to engage with.
- 2. Planning and Publishing:** After establishing a strategy, it is time to begin publishing. This can be as simple as posting a new blog post, sharing information about an upcoming event or posting a new product video. But being consistent is the key to an effective SMM program. To build an audience, organizations should post frequently to their page. Posting relevant content consistently will keep the audience coming back for more.
- 3. Listening and Engagement:** Businesses that create activity on social platforms can see growth in interaction and conversations about the brand and products. Users will comment on and share posts, tag the company in their own posts, and even begin communicating through the instant messaging functionalities. These types of interactions are ideal because there are notifications in place to alert social media managers. This enables them to practice good customer service, which in turns boosts the customer experience.

People on social media may also discuss a brand, product or service without tagging or speaking directly to a company. There are several social media listening tools available to stay plugged into the conversation, such as Brandwatch, NetBase Quid and Sprinklr. Free tools such as Google Alerts can also notify marketers when their company is being mentioned.

- 4. Analytics and Reporting:** As more content is published and the audience expands, it is a good idea to continuously measure performance. The success of any marketing program is dependent on its data and analytics outputs. A marketing team can use this information to make more informed decisions on future campaigns and take advantage of what works.

Each social platform has its own analytics data, but there are other tools that can collect data from many channels into one location. This enables marketers to evaluate the overall success and failures of their marketing campaigns.

- 5. Advertising:** Much of social media marketing is free -- with the exception of resource time and specialized tools. Building an audience and publishing content on free social media sites is a great way to achieve marketing goals, but as the program grows, so does the budget.

Paid marketing features can be very valuable to organizations. They can target their advertisements at audiences based on many factors, including demographic information, retargeting and behaviours. There are tools to help manage social media marketing at volume, but using the native ads functionality to begin is enough to promote posts, capture leads and ensure messages get in front of the right audience.

1.1.4 Advantages of Social Media Marketing

Social media marketing has embedded itself into every organization's sales and marketing roadmap. It is an additional channel to distribute content and messaging to a significantly larger audience than a homegrown database of contacts. While there are advantages to rolling out a social media marketing program, there are disadvantages as well.

First, we will look at the advantages of Social Media Marketing practices:

- 1. Reach a wider audience:** There are more than 3.6 billion users across all social media channels. A single post share can exponentially increase brand exposure.
- 2. Improved customer satisfaction:** Organizations don't just market to customers on social media, they also interact with them. This can improve customer service and create one-to-one relationships.

3. **Cost-effective tool:** When executed correctly, the cost of managing a social media program can be low. Once the knowledge, team and program strategy are in place, marketing teams find it easy to use with very little overhead.
4. **Increase website traffic:** Social posts are a great way to drive traffic back to a brand website. Promoting blog content, landing page offers and more can entice users to click through and engage further with a brand.
5. **Gain better insights:** Using the analytics and reporting features from each social media platform gives insight into who page followers are, what content they are interested in and how they like to engage with a brand.
6. **Ability to build brand affinity and thought leadership:** Social networks are excellent platforms to build brand affinity and thought leadership. You can do this by regularly sharing helpful content and offering insights and perspectives on the latest developments in your industry.
7. **Good for contests and other promotional campaigns:** Nothing beats a Facebook or Instagram contest when it comes to gaining fresh eyeballs and new followers to your brand. While there may be some contest fatigue in recent years due to overuse, most brands still find some benefit in organising the occasional giveaway to spike consumer interest

1.1.5 Disadvantages of Social Media Marketing

Even though there are quite a number of advantages, there are some disadvantages of Social Media Marketing as well, which are:

1. **Time-consuming process:** A lot of time can be spent on social media campaigns to ensure they are effective. Marketing teams also need to constantly fill the calendar with new content and respond to inquiries. This can make it difficult for small marketing teams to tap into the full capabilities of SMM.
2. **Need qualified resources:** It takes the right person or team to run a social media marketing program. Social media marketing programs don't benefit from entry-level employees. Instead, skilled and seasoned social media marketers are key.
3. **Have to wait to see ROI:** SMM is a long-term investment. Social media platforms yield a high ROI, but not in the form of immediate results. The success of an

SMM program isn't determined by one piece of content, but rather several over long periods of time.

4. Competitor's market research: Posting to social media is a public forum and everyone can see the content, including the competition. There is no workaround for this.

5. Brand reputation is vulnerable: SMM can open a brand for public embarrassment and bad press. Negative reviews can be plentiful as customers take to social media to vent frustrations. And because of the public nature of the platforms, anything a company says or does will be seen and reacted to. Brands should expedite response times to mitigate this risk.

1.1.6 Social Media and Small Business

Social Media increases brand awareness

Social media is no longer just a place to connect and socialize with friends and family. According to data gathered by SCORE, 77% of small businesses use social media to help build brand awareness, facilitate customer service, and increase revenue. For example, data from Meta shows that 83% of Instagram users say they discover new brands while using the platform. Those users are then able to share posts with friends, further increasing brand awareness.

1. Social posts drive traffic to your website

Social media platforms allow small businesses to drive traffic to their website. For instance, on Instagram, you can post the URL to your website in your account bio and direct users to this link via a post on your feed or story. Giving users a taste of what your business has to offer through posts on your feed will intrigue consumers to want to know more about your brand.

2. Social platforms help us promote content

Since there are multiple popular social platforms out there, that translates into more ways for small businesses to promote content. Whether they favour Instagram stories or Facebook Messenger, businesses have options to express their creative side and showcase their expertise. For example, providing stats and fun facts about the

products you are selling or services that you are providing can prove to viewers your business is worth taking a chance on.

3. Social media remains a valuable communication avenue

When it comes to small businesses, or any business really, it's better to have too many than too few methods for communicating with your customer base. Mailing addresses, phone calls, email and contact forms on websites are all helpful, but if the customer has a quick question to ask or wants to share the good news about their order arriving earlier than anticipated, they tend to do this through platforms like Twitter and Instagram. The real-time advantages of social platforms allow your business to engage with your customers promptly. You don't have to be on every platform, but it's helpful to have a few active accounts where you know your customers can be found.

4. Social media keeps us a step ahead of our competitors

While a small business shouldn't copy every move that their competition makes, they should be mindful of where their competitors are at and what they're up to. If your competition actively engages its customers through social media, they have the advantage of being able to boast about that presence.

1.2 LITERATURE REVIEW

This section provides detailed overview of various studies that related to the studies of adoption of social media by small business and small enterprises owners in order to promote and manage their business more effectively.

Harris and Rae (2009) study the topic "*Social Networks: The future of marketing for small business*" which focus on online marketing strategy adopted by entrepreneurial businesses for strengthening their relationship and associations with customers and brand reputation of online communities. The recent trends and developments were studied as it draws the attention of the business enterprises towards the integrated marketing strategy by using both the online and offline networks to meet the needs of the modern customers. The study was based on 30 business enterprises in West London. The study found out that social network played a prominent role in attracting and holding customers for a long span and transforming their focus on collaborative approach and help the business to survive in the modern business world.

LC Schaupp and France Belanger (2014) study the title *“The Value of Social Media for Small Businesses”*. The researchers found out that being technologically competent, clients’ pressure and characteristics of the mobile environment were the things that often happen before the usage of social media. They also agreed that different dimensions like marketing, customer service, perceived impact on internal operations and sales are also the factors that influence the small business owners to adopt social media.

Farzana Parveen et al (2015) study the topic *“Factors influencing the use of social media by SMEs and its performance outcomes”*. The study focused on the impact of usage of Facebook by the SMEs with respect to their financial and non-financial performances. The study proved that usage of Facebook had positive impact on SMEs financial and non-financial performance relating to reduction of cost on marketing and improved customer service and relations as well.

Muhammad et al., (2016) study the topic *“Impact of Social Media Applications on Small Business Entrepreneurs”*. The main purpose of the study is to investigate how the application of social media affect small business entrepreneurs and how they are motivated to apply one. They agree that social media is an efficient and effective tool for small business entrepreneurs for advertising and publicizing their products and services. They concluded that the applications of social media have positive impact on small business entrepreneurs and at the same time they are highly motivated to use this platform.

Renu and Sanjeev Bansal (2018) in *“The Impact of Social Media on Small Enterprises in India”* shows how small businesses are affected by social media networking sites and social media penetration in India. The researchers agree that social media is a marketing tool to reach the target customer for the companies and is flourishing rapidly. Based on their study they found out that social media networking sites have positive impact on small business entrepreneurs and are self-motivated to use this platform.

S. Chatterjee and A Kumar Kar (2020) study the topic *“Why do small and medium enterprises use social media marketing and what is the impact”*. They have studied the reason of adoption of social media marketing by small and medium enterprises and the impact of the same in their business. The main purpose of this study is to find out the factors that would increase the positive impact of Social Media Marketing (SMM) for

the Small and Medium Enterprises (SMEs). In order to explore the impact of SMM, through business performance, sales, creativity of the employees, a theoretical model has been developed based on Technology Adoption Model (TAM) which has been validated empirically with the help of a survey of 310 firms which was analysed using structured equation modelling. The results showed a positive impact of SMM regarding the usefulness, ease of use, and compatibility after adoption by the SMEs. Adoption of social media marketing was found to have negative impact on these enterprises.

Lydiawati Soelaiman and Sanny Ekawati (2021) study the topic “*The Role of Social Media in Enhancing Business Performance*”. The study was conducted to find out the factors that influence business owners to adopt social media in their business and the benefits of using it. The study found out that adopting social media by business owners help them in promoting their products, reduction in marketing costs, their relationship with customers also improved, and accessing more information for product development purpose.

Kiran (2022) study the title “*Social Media Marketing Practices & Small Enterprises*”. Kiran studied about how small enterprises make use of social media marketing in their business, the challenges they faced, awareness level about various kinds of social media and usefulness of those practices in their business. The study found out that the awareness level of the SSEs towards social media can be categorized into four factors which are product promotion, customer tapping, business growth and social media knowledge. The study concluded that social media marketing is necessary and the size of the business does not matter at all. It found out that increasing the awareness level towards social media tools and marketing practices is necessary for both the SSEs or social media companies since it increase the usage level of those tools and practices and also increase the perceived benefits of the social media marketing for the SSEs.

Norull Adlila et al., (2022) study the title “*Factors That Impact the Effectiveness of Social Media as A Marketing Tool in Small and Medium-Sized Enterprises in Selangor, Malaysia*”. The main purpose of the research is to provide an understanding in improving the application of social media as a marketing tool in SMEs relating to its relationship with brand awareness, consumers’ engagement, word-of-mouth, conversion rate, and effectiveness. The study found out that word-of-mouth and engagement were insignificant while brand awareness and conversion rates were

significant. The researchers claim that the study is significant for SMEs so as to survive in the competitive markets as it motivated them to establish their presence in marketing and enhance brand equity.

Nyanga T. (2022) study the title “*The Role of Social Media in Enhancing the Activity of SMEs: Case Study in Gwanda Town*”. The study concluded that the most common social media platforms used by workers are WhatsApp, Facebook, Twitter and LinkedIn. The study found out that workers used social media platforms to perform their duties and responsibilities. The researcher found out that social media if applied well enhance business growth and survival in the short and long run, at the same time it can disrupt organizational growth, survival and performance if not used properly.

1.3 RATIONALE OF THE STUDY

This study is conducted to find out the status and performance of small business in various social media platforms in Mizoram. The study focus on social marketing and small business owners in Mizoram since many people are engaged in social media and there is a higher chance of being exposed to larger audience in these platforms. The main aim of the study is to find out the performance of small business in social media platforms, their marketing practices, the factors that influence them to adapt social media in their business and prospects of social marketing in Mizoram.

Social media is one of the biggest platforms for small business owners with small or less funds which make it really convenient for them to perform efficiently. The study of this topic is important since it provides better understanding on how small business owners have been performing in social media and the challenges they faced as a performer in social media.

1.4 STATEMENT OF THE PROJECT

Small business owners play an important role in today’s world. They provide opportunities for entrepreneurs and create meaningful jobs with greater job satisfaction than positions with larger, traditional companies. They foster local economies, keeping money close to home and supporting neighborhoods and communities. Social media is enlarging among many people and is used for business purpose by not only small business

owners but also by many big business enterprises for performing and promoting their business since many people are engaged in social media.

The study on the performance of small business owners in social media platforms is minimal specially in Mizoram given their importance in the economy and the involvement of small business owners in social marketing is quite large.

1.5 OBJECTIVES OF THE PROJECT

The main objectives of the project on ‘An Overview of Performance of Small Business in Social Media Platforms in Mizoram’ are as follows:

- a) To find out the socio-economic status of the small business owners.
- b) To study the factors influencing the use of social media by small business entrepreneurs.
- c) To find out the prospect of social marketing in Mizoram.

1.6 RESEARCH METHODOLOGY

1.6.1 Data Collection

The data were collected from both primary as well as secondary sources. For collection of primary data, a structured questionnaire with open ended and close ended questions were prepared for the respondents.

The secondary data were collected from various published and unpublished sources including Journals, Magazines, Publications, Reports, Books, Dailies, Periodicals, Articles, Research Papers as well as Websites which have been very helpful in understanding the concept and meeting the objectives.

1.6.2 Sampling Method

A non-probability with convenience sampling technique was used in this study because it more suitable for researcher for approachability and nearness with respondents. Questionnaire was distributed to 32 where 12 responses were received. The total number of respondents for the study is 12.

1.6.3 Data Processing

The collected data is processed by using Microsoft Word and Microsoft Excel and presented in frequency tables and percentages.

1.6.4 Percentage Analysis

It is the method to represent raw streams of data as percentage (a part in 100 percent) for better understanding of collected data. It has been used to establish the contribution of variables in both the optional and bi-polar type questions raised in the questionnaires.

1.7 LIMITATIONS OF THE PROJECT

The following are some of the limitations of the project:

- a) The study is purely based on only 12 respondents.
- b) Since the study is done through online, many small business owners do not attempt the questionnaires.
- c) The study is conducted within a limited short time. Therefore, there is not enough time to cover more sample.

Chapter-II

ANALYSIS AND INTERPRETATION OF DATA

This chapter attempt to study the demographic profile and socio-economic status of the small business owner who are performing through different social media platform in Mizoram. It also analyses their performance in their business, the factors that influence them to based their business in social media, and the prospect of social marketing in Mizoram.

2.1 Profile of the respondents

In this section, the profile of the respondents, i.e., gender, age, marital status, and educational qualification is being analyzed.

2.1.1 Gender of the respondents

In 2.1.1 the gender of the respondents is indicated. The gender of the respondents is classified into two categories, viz., Male and Female.

Table 2.1.1 Gender of the respondents

| Gender | Frequency | Percentage |
|--------------|-----------|-------------|
| Male | 1 | 8.3% |
| Female | 11 | 91.7% |
| Total | 12 | 100% |

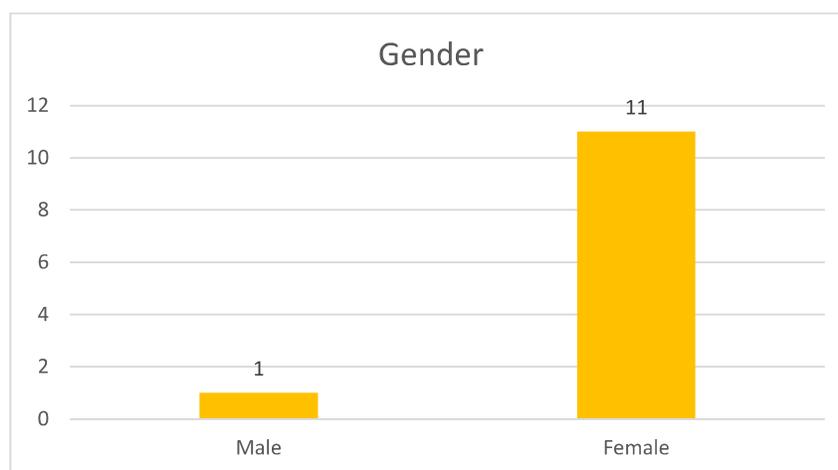


Figure 2.1.1 Gender of the respondents

From the above table and figure, it can be seen that out of the total respondents, i.e., 12, the maximum number of respondents belong to female i.e., 11 which comes to the percentage 91.7%, and the minimum respondents belong to the male i.e., 1 which comes to the percentage 8.3%.

2.1.2 Age group of the respondents

In 2.1.2 the age of the respondents is indicated. The respondents are classified into two different age groups: the first age group is the representation of the respondents between 20-25 years, and the second group represents the respondents between the age group of 25-30.

Table 2.1.2 Age group of the respondents

| Age group (in years) | Frequency | Percentage |
|----------------------|-----------|------------|
| 20-25 | 8 | 66.7% |
| 25-30 | 4 | 33.3% |
| Total | 12 | 100% |

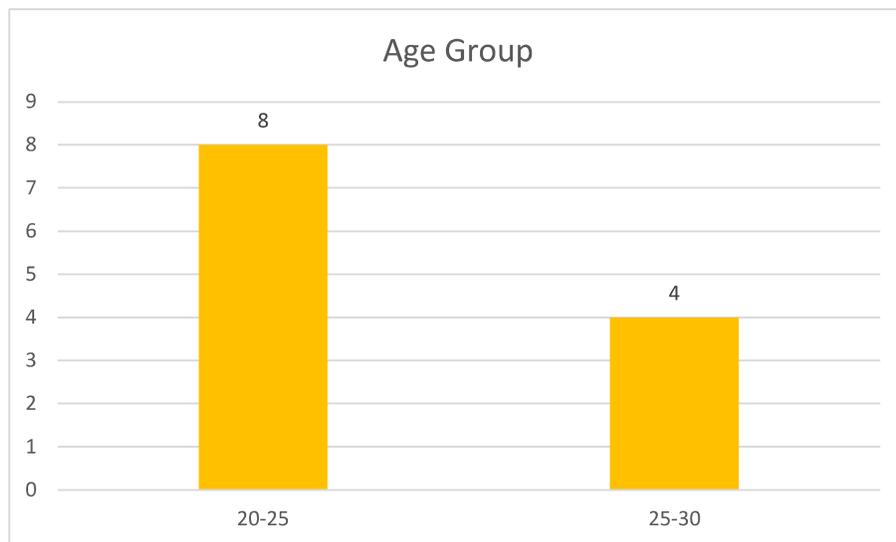


Figure 2.1.2 Age group of the respondents

From the above table and figure, we are able to know that out of the total respondents, i.e., 12, the maximum respondents belong to the age group of 20-25, i.e., 8 which comes to the

percentage of 66.7%, and the minimum respondents belong to the age group of 25-30, i.e., which comes to the percentage of 33.3%.

2.1.3 Marital status of the respondents

In 2.1.3 the marital status of the respondents is indicated.

Table 2.1.3 Marital status of the respondents

| Marital Status | Frequency | Percentage |
|----------------|-----------|------------|
| Married | 1 | 8.3% |
| Unmarried | 11 | 91.7% |
| Total | 12 | 100% |

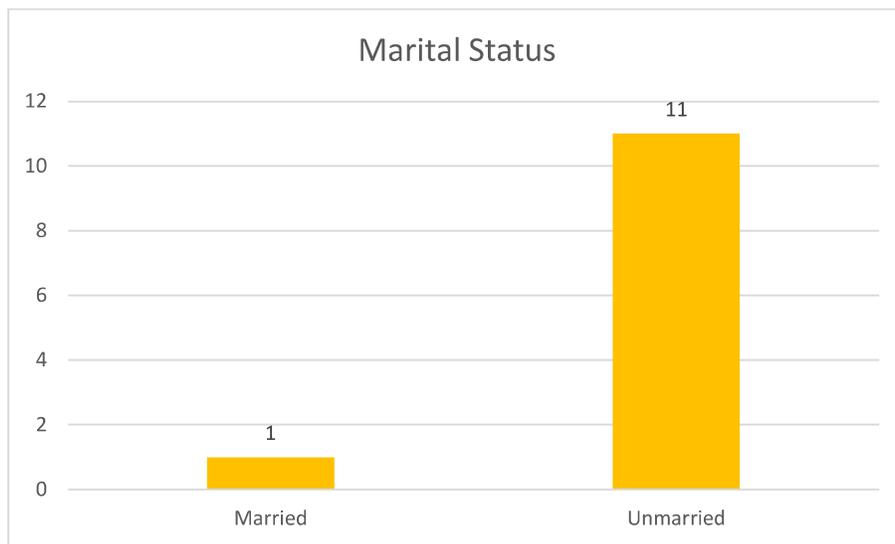


Figure 2.1.3 Marital status of the respondents

From the above table and figure, we find out that out of the total respondents, i.e., 12, 8.3% of them is married which belongs to the minimum respondents i.e., 1, and 91.7% of them are unmarried which belongs to the maximum respondents i.e., 11.

2.1.4 Educational Qualification of the respondents

Both table 2.1.4 and figure 2.1.4 indicate the educational qualification of the respondents. Their qualification is divided into four categories which are HSSLC, Under-Graduate, Post-Graduate and Professional.

Table 2.1.4 Educational Qualification of the respondents

| Educational Qualification | Frequency | Percentage |
|----------------------------------|------------------|-------------------|
| HSSLC | 1 | 8.3% |
| Under-Graduate | 7 | 58.3% |
| Post-Graduate | 3 | 25% |
| Professional | 1 | 8.3% |
| Total | 12 | 100% |

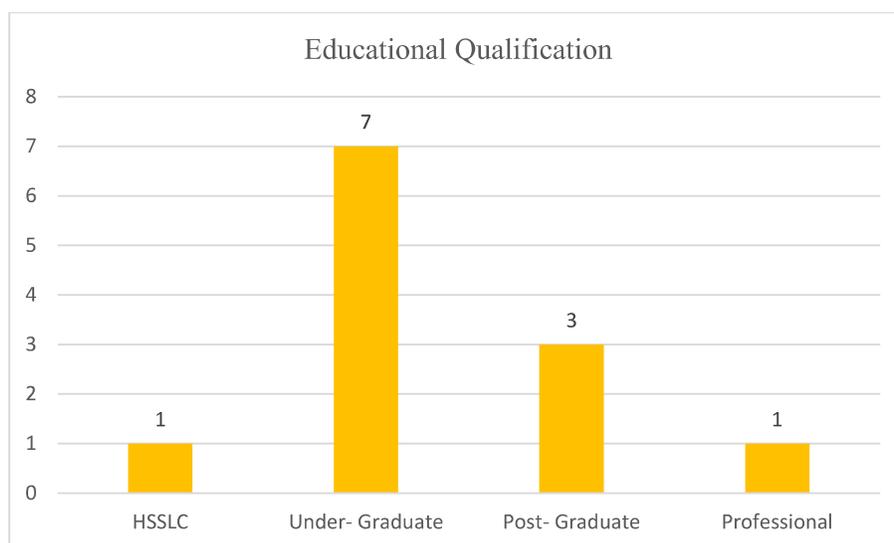


Figure 2.1.4 Educational Qualification of the respondents

From the above table and figure, we can see that out of the total respondents, i.e., 12, the maximum respondents belong to the Under-Graduate category, i.e., 7 which comes to the percentage of 58.3%, and there are 3 respondents under the Post-Graduate category which comes to the percentage of 25% and the other two categories, i.e., HSSLC and Professional got 1 respondent each in which they come to the percentage of 8.3% each.

2.2 Profile of their Business

The profile of the business of the respondents is being analyzed in this section.

2.2.1 Year of commencement of business of the respondents

In 2.2.1, the year of commencement of business of the respondents are being indicated. The respondents usually had started their business on the year of 2020, 2021 and 2022.

Table 2.2.1 Year of commencement of business of the respondents

| Year | No. of respondents |
|------|--------------------|
| 2018 | 1 |
| 2019 | 1 |
| 2020 | 1 |
| 2021 | 6 |
| 2022 | 3 |

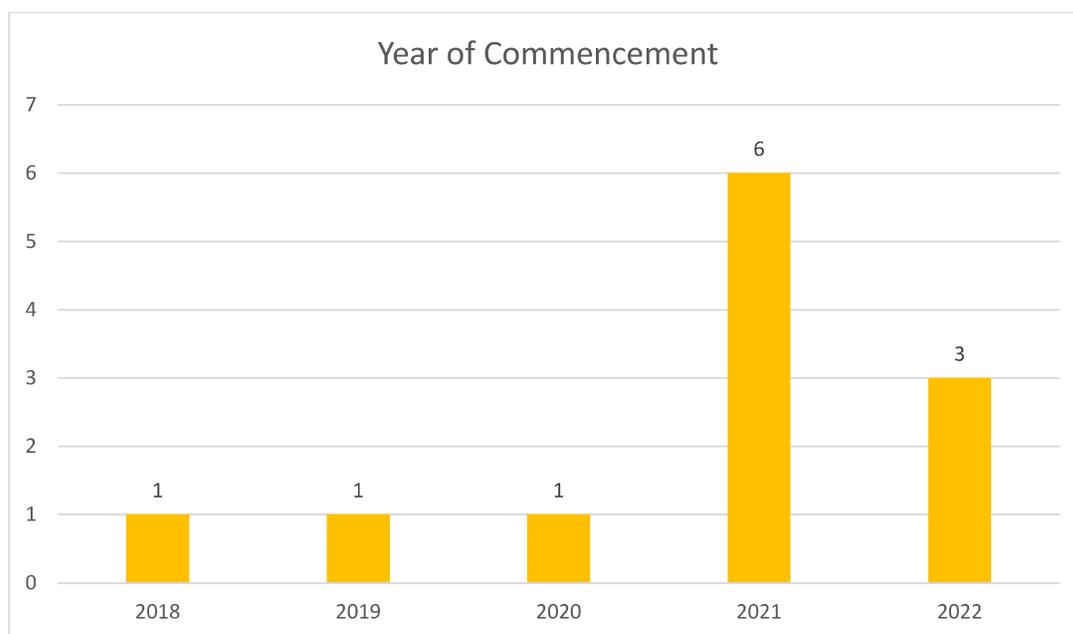


Figure 2.2.1 Year of commencement of business of the respondents

From the above table and figure, we find out that out of the total respondents, i.e., 12, on the year 2018, 2019 and 2020 one respondent each had started their business while the other 6 had started on the year 2021, and the other 3 started on the year 2022.

2.2.2 Formation of business regarding their capital

In 2.2.2 the formation of business of the respondents regarding their capital is indicated, in which it is divided into two categories, which are Low Capital and Average.

Table 2.2.2 Formation of business regarding their capital

| Capital | Frequency | Percentage |
|--------------------|------------------|-------------------|
| Low Capital | 11 | 91.7% |
| Average | 1 | 8.3% |
| Total | 12 | 100% |

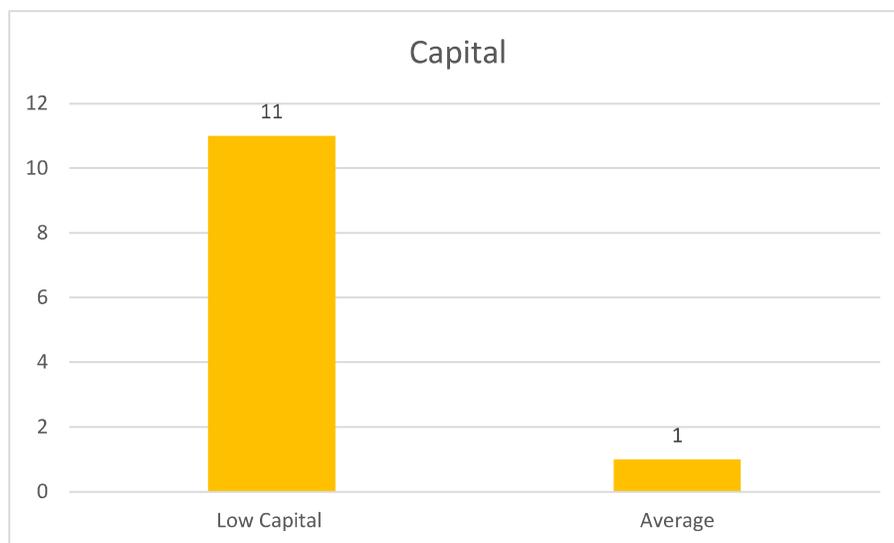


Figure 2.2.2 Formation of business of their capital

From the above table and figure, we can see that out of the total respondents, i.e., 12, the maximum respondents belong to the Low Capital i.e., 11 which comes to the percentage of 91.7% while the minimum respondents belong to the Average, i.e., 1 which comes to the percentage of 8.3%.

2.2.3 Production Capacity

In 2.2.3, the production capacity of the respondents is being analyzed. It analyses whether they produce their own product or they gather it from others.

Table 2.2.3 Production Capacity

| Production capacity | Frequency | Percentage |
|-------------------------------|------------------|-------------------|
| Produce my own product | 1 | 8.3% |
| Gather it from others | 11 | 91.7% |
| Total | 12 | 100% |

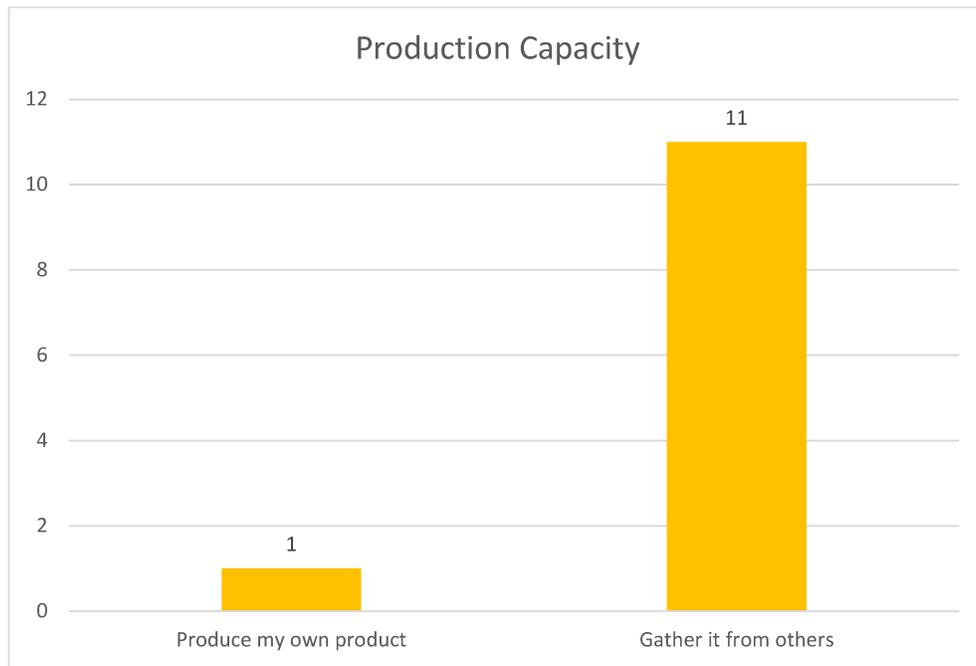


Figure 2.2.3 Production Capacity

From the above table and figure, we can see that out of the total respondents, i.e., 12, 8.3% produce their own product which comes to only a single (1) respondent, while the other 11 gather it from others which comes to the percentage of 91.7%.

2.2.4 Where they stock their products

In 2.2.4, the place where the respondents stock their products is being analysed where they stock in their own Home or Have their own place for this purpose.

Table 2.2.4 Where they stock their products

| Place for stock | Frequency | Percentage |
|----------------------------|-----------|------------|
| Have my own place for this | 2 | 16.7% |
| Home | 10 | 83.3% |
| Total | 12 | 100% |

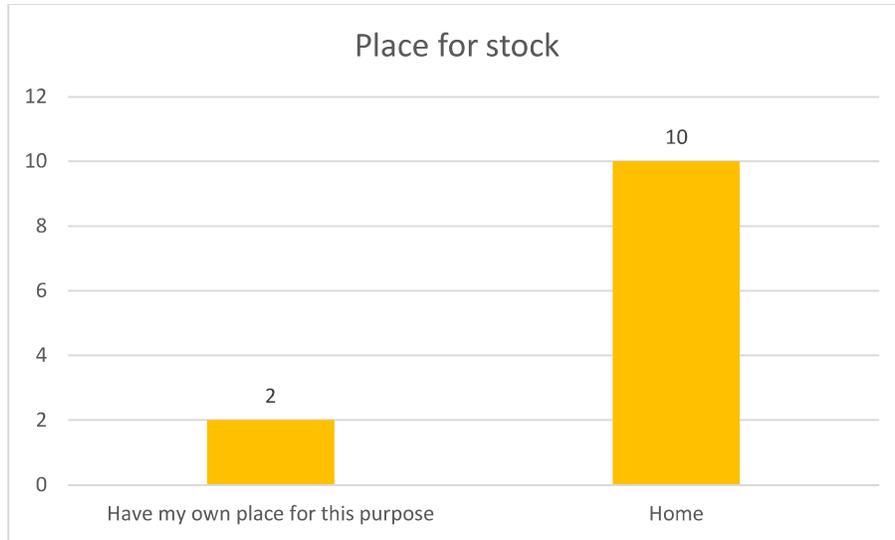


Figure 2.2.4 Where they stock their product

From the above table and figure, we can see that 2 of them have their own place for the purpose of stocking their product which comes to the percentage of 16.7%, while 10 of them stock it in their home which comes to the percentage of 83.3%, out of the total respondents, i.e., 12.

2.3 Performance of Business

In this section, the performance of business of the respondents is being analysed.

2.3.1 Mode of distribution

In table 2.3.1 and figure 2.3.1, the means of distribution of orders being placed is being analysed. It is divided into three categories, i.e., Through Mail, Through Courier, and Local delivery services.

Table 2.3.1 Mode of distribution of orders

| Mode of distribution | Frequency | Percentage |
|---------------------------|-----------|------------|
| Through mail \ Speed post | 6 | 50% |
| Through Courier | 4 | 33.3% |
| Local delivery services | 3 | 25% |
| Other Delivery means | 6 | 50% |

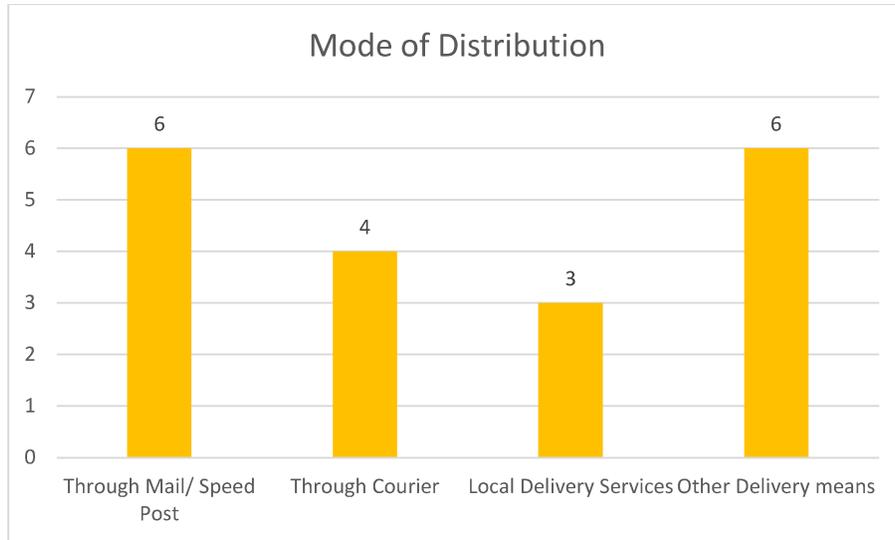


Figure 2.3.1 Mode of Distribution of Orders

From the above table and figure, we can see that 50%, i.e., 6 of the respondents used Speed Post for their delivery means, while 4 of them used Courier which comes to the percentage of 33.3%, and 3 of them also used Local Delivery services which comes to the percentage of 25%, at the same time 6 of the respondents used other delivery mode as well which comes to the percentage of 50% out of the total respondents, i.e., 12.

2.3.2 Average Feedback from customers

In 2.3.2, customers are either satisfied or very satisfied with the quality of the products and delivery services.

Table 2.3.2 Average feedback from customers

| Average Feedback | Frequency | Percentage |
|------------------|-----------|------------|
| Very Satisfied | 2 | 16.7% |
| Satisfied | 10 | 83.3% |
| Total | 12 | 100% |

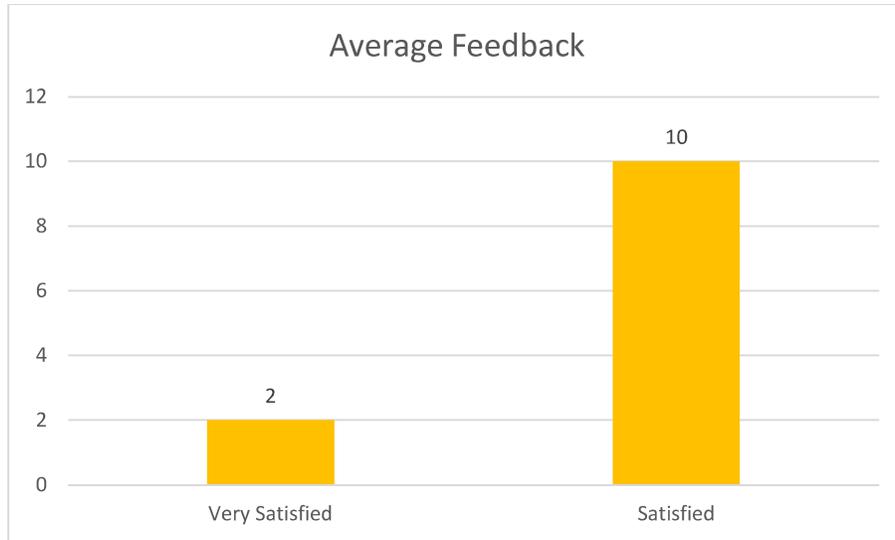


Figure 2.3.2 Average feedback from customers

From the above table and figure, we can see the average feedback from customers regarding their delivery and quality of the products where 16.7% of them are satisfied while 83.3% are very satisfied with the delivery and the quality of the products.

2.3.3 Platform being used the most by them for their business

In 2.3.3, the platform being used the most by the respondents is being analyzed in which the platform being used are mostly Instagram and WhatsApp.

Table 2.3.3 Platform used the most by them for their business

| Platforms used | Frequency | Percentage |
|----------------|-----------|------------|
| Instagram | 12 | 100% |
| WhatsApp | 8 | 66.7% |

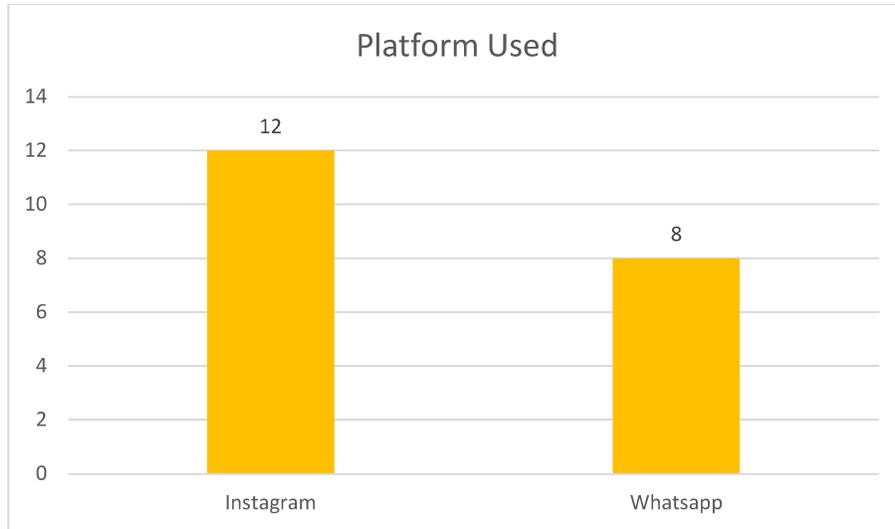


Figure 2.3.3 Platform used the most by them for their business

From the above table and figure, we find that all of the respondents, i.e., 12 used Instagram for their business which makes it 100% and 8 of them, i.e., 66.7% used WhatsApp for their business as well.

2.4 Social Marketing

In this section, the relationship between the business of the respondents and social media is being analyzed.

2.4.1 Factors influencing the used of social media for business purpose

In 2.4.1, the factors that influenced the respondents to used social media for their business is being analyzed.

Table 2.4.1 Factors influencing the used of social media for business purpose

Strongly Agree- SA, Agree- A, Moderately Agree- MA, Disagree- DA, Strongly Disagree- SDA

| Factors | SA | A | MA | DA | SDA |
|---|----|---|----|----|-----|
| 1. Most of your customers heard about your business through social media. | 9 | 3 | | | |
| 2. You are able to promote your business quite effective in social media. | 5 | 7 | | | |

| | | | | | |
|---|---|----|---|---|--|
| 3. Conducting business in social media is cost friendly since expenses on rent, many employees, and other factors are almost not required at all. | 8 | 4 | | | |
| 4. Social media is reliable enough for business purpose. | | 7 | 4 | 1 | |
| 5. You are able to interact with your customers more effectively in social media. | 1 | 11 | | | |
| 6. Through social media, people are able to easily access and meet their needs which may not be available in many nearby stores. | 3 | 7 | 2 | | |

From the above table, we can see that with regards to the factor ‘Good platform for advertisement’, 75% (9) have strongly agreed that it is a great platform for advertisement, while the other 25% (3) have agreed with it. With regards to the factor ‘Effective tool for promoting business’, 41.7% (5) of them have strongly agreed that it is effective enough for business promotion and the other 58.3 (7) agreed with it. With regards to the factor ‘Cost Effective’, 66.7% (8) of the respondents strongly agreed with this factor, while the other 33.3% (4) agreed with it. With regards to the 4th factor, i.e., ‘Reliability’, 58.3% (7) have agreed that it is reliable enough for business, while 33.3% (4) have moderately agreed with it, at the same time 8.3% (1) disagreed with it. According to the 5th factor, 8.3% (1) strongly agreed that they are able to interact with customers in social media and 91.7% (11) agreed with it. Relating to the accessibility and availability of variety of products 25% (3) have strongly agreed that social media make it easier, and 58.3% (7) agreed with it while 16.7% (2) moderately agreed with it.

2.4.2 Prospect of Social Marketing in Mizoram

In 2.4.2 the prospect of social marketing in Mizoram in accordance with the respondents is being analysed.

Table 2.4.2 Prospect of Social Marketing in Mizoram

*Strongly Agree- SA, Agree-A, Moderately Agree- MA, Disagree-DA,
Strongly Disagree- SDA*

| Statement | SA | A | MA | DA | SDA |
|--|-----------|----------|-----------|-----------|------------|
| 1. There is wider audience reach in social media channels. | 4 | 6 | 2 | | |
| 2. Social media helps to build recognition and reputation for your products and services. | 2 | 8 | 2 | | |
| 3. There are greater chances of inspiring people through social media. | 3 | 6 | 3 | | |
| 4. Social media provides opportunities to represent your products and its unique features with the utmost transparency as well as proficiency as well. | 3 | 6 | 3 | | |
| 5. Since many people are engaged in social media, there is a high chance that social marketing will be prevailing soon in Mizoram. | 3 | 8 | 1 | | |

With regards to the prospects of social media marketing in Mizoram, from the first statement we can see that 33.3% (4) out of the total respondents have strongly agreed that social media channels have wider audience reach, and the 50% (6) agreed with it while the other 16.7% (2) have moderately agreed with it. Through the second statement, we found out that 16.7% (2) out of the total respondents have strongly agreed that social media played a great role in building recognition and reputation of small business and their services, while the other 66.7% (8) agreed with it and 16.7% (2) respondent moderately agreed with it. With regards to the third statement, 25% (3) have strongly agreed that there are greater chances of inspiring people through social media, while 50% (6) agreed with it and the other 25% (3) moderately agreed with it. From the fourth statement, we found out that 25% (3) of the respondents have strongly agreed that social media provides small business owners to exposed themselves and their products with transparency and proficiency, at the same time 50% (6) agreed with it and 25% (3) moderately agreed with it. Through the fifth statement, we found out that 25% (3) of the respondents have strongly agreed that social marketing will be prevailing soon in Mizoram, while 66.7% (8) have agreed with it, at the same time 8.3% (1) moderately agreed with it.

CHAPTER-III

RESULTS AND DISCUSSION

Major Findings

This chapter finally highlights the findings of the study from the data collected from 12 respondents.

Profile of the Respondents

The profile of the respondents is one of the most important factors that helps the researcher find out the socio-economic status of the respondents.

- 91.7% (11) of the respondents are female while 8.3% (1) of the respondents are male which indicates that females are more interested in social marketing in Mizoram.
- 66.7% (8) of the respondents belong to the age group of 20-25 while 33.3% (4) of the respondents belong to the age group of 25-30.
- The respondents are mostly unmarried as 91.7% (11) of them are unmarried while only 8.3% (1) are married.
- 58.3% (7) of the respondents are under the category of Under-Graduate, while 25% (3) are post-Graduate, at the same time there are 8.3% each (1 each) are under the category of HSSLC and Professional each.

Profile of their Business

- On the year 2018, 2019 and 2020 8.3% each (1 each) of the respondents had started their business while 50% (6) had started on the year 2021 and 25% (3) started on the year 2022.
- 91.7% (11) of the respondents started their business with a low capital while 8.3% (1) started with an average capital.
- 25% (3) of the respondents got a helping hand financially from their families, while the other 75% (9) use their own money.
- 8.3% (1) of the respondents produced their own product for business purpose while 91.7% (11) gather it from others.
- 16.7% (2) respondents have their own place to stock their products, while 83.3% (10) of them stock it in their home.

Performance of Small Business Owners

- 50% (6) of the respondents delivered their products through Speed Post, while 33.3% (4) used Courier, at the same time 25% (3) used Local Delivery services as well and again 50% (6) of them also used other delivery services as well.
- 16.7% (2) of the respondents are satisfied with the quality of the products and the delivery services, while 83.3% (10) are very satisfied with it.
- 58.3% (7) of the respondents had started their business solely for profit, while 41.7% (5) of them had other purposes.
- All of the respondents, i.e., 12 of them used Instagram for their business which makes it 100% and at the same time 66.7% (8) of them used WhatsApp as well.

Social Marketing

- From the study, we found out that small business owners are influenced by different factors to adapt social marketing in which with regards to the factor 'Good platform for advertisement', 75% (9) have strongly agreed that it is a great platform for advertisement, while the other 25% (3) have agreed with it. With regards to the factor 'Effective tool for promoting business', 41.7% (5) of them have strongly agreed that it is effective enough for business promotion and the other 58.3% (7) agreed with it. With regards to the factor 'Cost Effective', 66.7% (8) of the respondents strongly agreed with this factor, while the other 33.3% (4) agreed with it. With regards to the 4th factor, i.e., 'Reliability', 58.3% (7) have agreed that it is reliable enough for business, while 33.3% (4) have moderately agreed with it, at the same time 8.3% (1) disagreed with it. According to the 5th factor, 8.3% (1) strongly agreed that they are able to interact with customers in social media and 91.7% (11) agreed with it. Relating to the accessibility and availability of variety of products 25% (3) have strongly agreed that social media make it easier, and 58.3% (7) agreed with it while 16.7% (2) moderately agreed with it.
- From the results, we found out that the perspective of small business owners is positive regarding the prospect of social marketing in Mizoram. From the first statement we can see that 33.3% (4) out of the total respondents have strongly agreed that social media channels have wider audience reach, and the 50% (6) agreed with it while the other 16.7% (2) have moderately agreed with it. Through the second statement, we found out that 16.7% (2) out of the total respondents have strongly agreed that social media played

a great role in building recognition and reputation of small business and their services, while the other 66.7% (8) agreed with it and 16.7% (2) respondent moderately agreed with it. With regards to the third statement, 25% (3) have strongly agreed that there are greater chances of inspiring people through social media, while 50% (6) agreed with it and the other 25% (3) moderately agreed with it. From the fourth statement, we found out that 25% (3) of the respondents have strongly agreed that social media provides small business owners to exposed themselves and their products with transparency and proficiency, at the same time 50% (6) agreed with it and 25% (3) moderately agreed with it. Through the fifth statement, we found out that 25% (3) of the respondents have strongly agreed that social marketing will be prevailing soon in Mizoram, while 66.7% (8) have agreed with it, at the same time 8.3% (1) moderately agreed with it.

CHAPTER-IV

CONCLUSIONS AND SUGGESTIONS

4.1 CONCLUSIONS

Social media has a great impact in our daily lives and influenced us in many ways which may be positive or negative. One of the greatest impact social media has been on marketing. So, there is a huge need to study the performance of small business owners in social media as there is still very little knowledge and studies about them in Mizoram considering how popular it has been and how great impact it has on the small business owners and society in general.

According to this research, we found out that women are more interested than men in social marketing and all of the respondents are between the age group of 20-30 which indicates that social marketing will become well known and larger in Mizoram since youths are the one who are drive with more passion. Most of the respondents are not yet married and a large number of them are Under-Graduate. A large number of the respondents had started their business in the year 2021 which indicates that the spread of Covid 19 had an impact on the adoption of social marketing, and most of them claimed that they started their business with a low capital. Majority of them gather their products from others and stock it in their home and use different kinds of delivery services to deliver their products. From the study, we also found out that all of the respondents use Instagram for their business and a large number of them also use WhatsApp as well. Majority of the respondents are greatly influenced to adapt social media in their business due to many factors like advertisement, promotion, cost effective, reliability, better interaction with customers, and easy accessibility and availability of products. With regards to the prospect of social marketing in Mizoram, majority of the respondents have a positive perspective regarding the impact of social media in their business since it helps them built recognition and inspire many people by having larger audience to represent their products and business with true transparency.

4.2 SUGGESTIONS

- 1) It is recommended that the small business owners extend their business not only in social media platforms, but also create different websites for easier accessibility for their customers. It will also help them in their time management.

- 2) It is also recommended that small business owners attend more exhibitions, workshops, seminars, etc., that could inspire them and enhance their business and ideas.
- 3) We found from the study that not many small business owners produce their own product. So, it is highly recommended that entrepreneurs in Mizoram take initiatives to set up their own business with the products they produce.

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3. Have you got a helping hand from others financially when you started the business?

Yes () No ()

If yes, from where/ whom?

Family () Friends () Loan ()

Others()

4. You produced your own product or you gather it from others?

Produce my own product ()

Gather it from others ()

If you gather it from others, from where?

Mizoram () Outside the State ()

Outside India or Foreign Countries ()

5. Where do you stock the products?

Home () Have my own place for this purpose ()

Others ()

6. Do you employ any workers?

Yes () No ()

If yes, how many employees do you currently have?

Below 10 () Around 10-15 () Above 15 ()

PERFORMANCE OF THEIR BUSINESS

1. How do you distribute the orders being placed?

Through Mail/ Speed Post () Through Courier ()

Other delivery means ()

2. What is the average feedback from customers regarding your delivery and products?

Very Satisfied () Satisfied () Not Satisfied ()

3. Is the main reason you started your business solely for profit?

Yes () No ()

If no, please specify your reason _____

4. What is the platform you used the most for your business? (can choose any two from the options)

WhatsApp () Instagram () Facebook ()
 Telegram () Others ()

SOCIAL MARKETING

Factors influencing the used of social media for business purpose

*Strongly Agree- SA, Agree- A, Moderately Agree- MA, Disagree- DA,
 Strongly Disagree- SDA*

| Factors | SA | A | MA | DA | SDA |
|---|----|---|----|----|-----|
| 1. Most of your customers heard about your business through social media. | | | | | |
| 2. You are able to promote your business quite effective in social media. | | | | | |
| 3. Conducting business in social media is cost friendly since expenses on rent, many employees, and other factors are almost not required at all. | | | | | |
| 4. Social media is reliable enough for business purpose. | | | | | |
| 5. You are able to interact with your customers more effectively in social media. | | | | | |
| 6. Through social media, people are able to easily access and meet their needs which may not be available in many nearby stores. | | | | | |

Prospect of Social Marketing in Mizoram

*Strongly Agree- SA, Agree-A, Moderately Agree- MA, Disagree-DA,
Strongly Disagree- SDA*

| Statement | SA | A | MA | DA | SDA |
|--|----|---|----|----|-----|
| 1. There is wider audience reach in social media channels. | | | | | |
| 2. Social media helps to build recognition and reputation for your products and services. | | | | | |
| 3. There are greater chances of inspiring people through social media. | | | | | |
| 4. Social media provides opportunities to represent your products and its unique features with the utmost transparency as well as proficiency as well. | | | | | |
| 5. Since many people are engaged in social media, there is a high chance that social marketing will be prevailing soon in Mizoram. | | | | | |