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Impact of social media on small business

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ABSTRACT :

In today's digital world era, social media has transformed the small business/brands connects with their customers, establish their brands and grow, with the right approaches these platforms offer an cost effective and powerful way for business to engagement with their audience, increase visibility and increase sales.

This study takes look on how small business THE LOCAL NATION, YESGIRL.STORE, AND VILVAH uses social media platforms to expand their reach and thrive in a competitive market. We uncover the importance of engaging content, strong customer relationship interactions, influencer collaborations, and data driven strategies in creating a successful online presence.

However the journey isn't without challenges, ups and downs. Changing algorithms, rising competition and security risks can create obstacles. Business that stay innovative and adaptable can turn these challenges into opportunities. This research highlights that social media platforms isn't just about a promotional tool its crucial part of modern business success.

INTRODUCTION

In today times, social media is more than just to stay connected, it has become multiple uses for small business/brands who wants to grow their business at good level and indulge with new audiences, gave them their products and services and make loyal and trustworthy followers as well as customers. With the help of unique strategies and unique creative ideas will help to gain popularity and interactions with customers, compete in the market without spending a fortune on traditional ads and promotions forms.

Brands like the local nation, yesgirl.store and vilvah have successfully take advantages of social media platforms for gain, grow and connect with their audience. By understanding their journey, small business can learn how to make the uses of social media and turn it into a powerful tool growth and success.

OBJECTIVE

- To examine how THE LOCAL NATION supports and promotes homegrown brands through digital marketing strategies.
- To find the role of influencer collaborations, content marketing, and customer interaction through online platforms.
- To find the impact of social media on small business performance. Based on sales distribution, customer engagement, monthly profit and social media presence

LITERATURE OF REVIEW

Social media has completely changed how business connect with their customers. What was once a space for personal interactions has now become a powerful marketing tool, helping brands builds their identify, engaging with audience and customers, grow their presence. Researchers have explored the role of social media in business, especially in helping smaller brands build themselves in competitive markets. Success in social media marketing requires continuous learning, creativity, and the ability to adapt to an ever evolving digital landscape.

RESEARCH METHODOLOGY

To know about social media works especially instagram and facebook, impacta small business, I choose a qualitative approach for this study, i focused on real stories, visible patterns, and practical examples.

I collected information from secondary data such as websites, instagram pages, and company reports of three Indian small business/brands THE LOCAL NATION, YES.GIRL STORE, and VILVAH. These brands were chosen because they actively use instagram as marketing tool and havr grown significantly through their social media presence.

By analyzing their posts, customer engagement, product strategies and even revenue information. I was able to get information about how instagram contributes to their growth. A comparative analysis helped me spot the similarities and differences in their strategies and results.

RESEARCH GAP ANALYSIS

- **Gap:** limited research on how women entrepreneurs build distinct brand voices and identities on instagram to connect with a audience.
- **Gap:** lack of academic exploration on how feminist storytelling and personal experiences influence consumer loyalty and engagement.
- **Gap:** missing critical insight into how aesthetic choices shape consumer perception and reinforce brands values in the Indian context.
- **Gap:** no in depth analysis of how emotional, cultural or humorous engagement techniques perform in terms of consumer retention or conversion.
- **Gap:** absence of comparison between quirky expressive brands(YesGirl) and functional clean beauty brands(vilvah) in terms of voice and engagement.

DATA ANALYSIS

This section provides a comparative data analysis of three prominent Indian small business targeting similar demographics: The Local Nation, Vilvah, and Yesgirl.store. The analysis focuses on four key dimensions:

1. Social media presence
2. Customer engagement
3. Sales distribution
4. Monthly profit

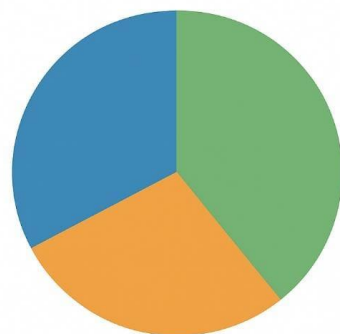
1. Social media presence

Social Media Presence



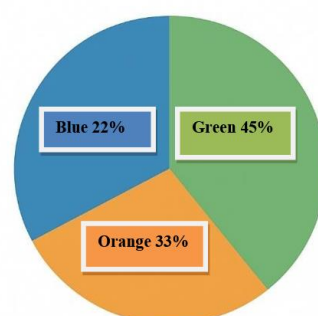
2. Customer engagement

Customer Engagement



● Yes Girl.Store ● Vilvah
● The Local Nation

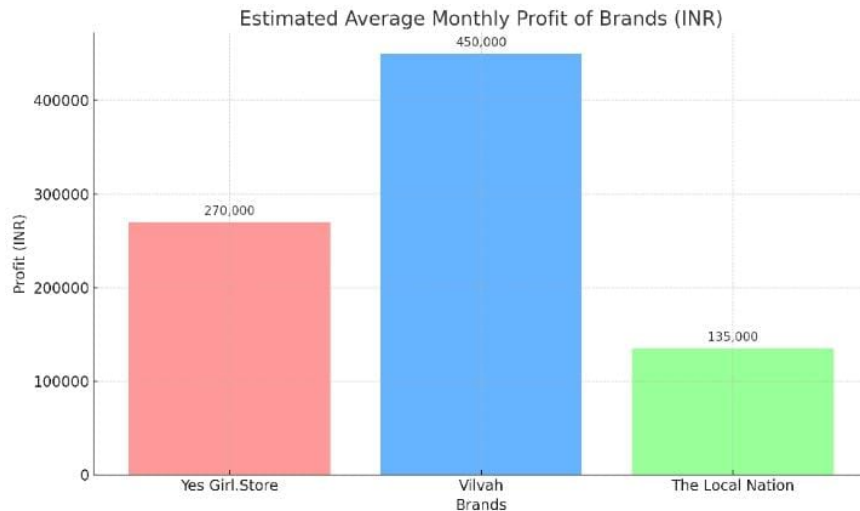
3. Sales distribution



● Yes Girl.Store ● Vilvah
● The Local Nation

Blue 22%
Orange 33%
Green 45%

4. Monthly profit



FINDINGS AND RESULTS

- **Brand visibility and engagement:** all these business successfully use instagram to reach their customers people and build strong connections. Their stories, reels and interactive posts help humanize their brand and build trust.
- **Content works:** all three business rely on consistency, visually appealing, and related content. The collaboration with influencers, share behind the scenes moments, and actively respond to their targeted audience and attracting new audience.
- **Communication Style:** Most of them offer direct, communication through whatsapp or email, which makes the shopping experience feel more intimate and trustworthy.
- **Sustainability and identity:** Each brand has a clear identity, whether its about homegrown goods, cruelty free skincare or quirky Indian culture and they stay true to it. This helps them stand out in the crowded online space.
- **Confidence and empowerment:** despite the hurdles be it time, family responsibilities or limited support, many women feel proud of the independence instagram has given them.

CONCLUSION

Social media platforms has really become more than just a social platform for connecting people with eachother, its now a powerful business tool for small brands in india. The success stories of THE LOCAL NATION, YES.GIRL STORE, VILVAH. Proved that small business/ brands can grow and thrived by building a strong social media platforms presence.

However, only stay visible and uploading content is not enough to get success, real success from meaningful engagement, consistency, great customers service and knowing your brand's stories. Instagram helps these brands not only sell their products but also build a community. And in todays digital age, that sense of connection is priceless.

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