

A STUDY ON POPULARITY IN NEW MEDIA AS A MEASURE OF MARKET INSIGHT IN OMAN

PRAMOD KUMAR TIWARI

Research Scholar

Department of Management

Shri JJT University, Rajasthan, India

Dr. RUPALI TARU

Assistant Professor

Department of Management

Shri JJT University, Rajasthan, India

ABSTRACT:

People's interactions, communication, and engagement have been fundamentally transformed as a result of the widespread usage of social media. Social media platforms are becoming more important in the transformation of the interaction between consumers and businesses. Companies now create social media accounts in order to reach and connect with their consumers, listen to and take their opinions, improve the purchasing choice, and boost their income. The primary purpose of this research is to identify the characteristics that influence consumer engagement. One of the most important findings of this research is that the quantity of comments and shares has a favourable impact on customer engagement (Figure 1). The amount of likes received by posts that have been published remains unaffected. Video posts also generate more consumer engagement than other forms of postings, which is a significant advantage. Discovered the characteristic of three different types of consumer involvement (low, moderately, and high active).

Keywords: Entrepreneurs' Social Media; Marketing, Strategy; Awareness Perspective

1.0 INTRODUCTION

The popularity of social media platforms is not a new phenomenon. Despite the fact that it became very popular among people of all ages all over the globe, the manner in which it was used differed from individual to individual and requirement to need. Small and medium-sized firms are increasingly turning to social media as a new marketing platform, and the same competitive marketing methods that apply everywhere apply here as well. Uncertainty persists on the degree to which these techniques are successful and useful to the organisations and enterprises. Also lacking in scope and quantity is research on the effects of using social media as marketing tools for small business firms in order to promote their goods and services. Because of the increasing use of social media platforms, marketers have had to rethink their strategy to communicating with their present and prospective clients. It is often believed that social media marketing is the most effective and quickest communication strategy for attracting a big number of clients who will pay attention to the advertising and proceed with their purchase choices.

It is described as a platform that allows users to create content, communicate with others, or spread information, professional interests, and pictures/videos via functional communication and networks. Social media, according to (Dolan et al., 2015), has empowered consumers by providing them with more freedom and exposure when it comes to marketing material, hence distinguishing the link between the consumer and the firm. It converted clients from being passive receivers of marketing materials to becoming active participants in the brand's communication strategy.

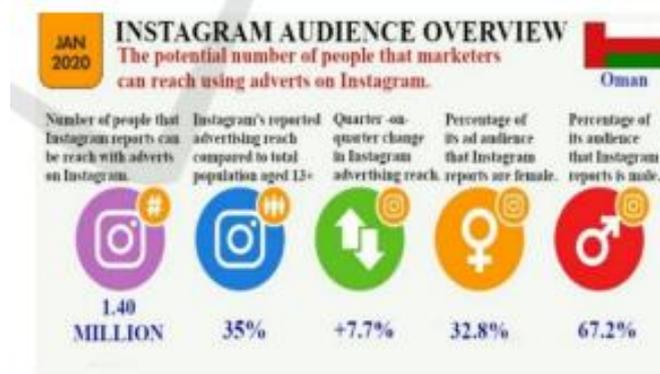


Figure 1: User of Instagram on Oman.

Instagram is a marketing and sales platform that small companies and shops use to advertise and sell their goods and services. Customers and marketers may connect with one another via the use of Instagram in marketing campaigns.

The use of social networking sites for marketing, publicising, and promotion is becoming more popular. The term "marketing" is not a new one in the world of business. All throughout the world, this has been utilised to market and promote the items or services in question. In contrast, the way in which people perceive, demand, and approach things is changing as a result of the shifting perceptions, demands, and approaches of people all over the globe. With the evolution of marketing communications from print to electronic, and then from electronic to social media in cyberspace, they have an abundance of options for purchasing online via a variety of online shopping websites. Consumers have a fantastic chance to not only purchase online, but also to obtain information and access to internet resources by using social networking sites. They are able to make quick selections before making any major purchases. Customer confidence in commercial marketing is increasing as a result of social media interactions and friends recommending products and services to their friends and family.

Business organisations utilise social media tactics and tools to bring about substantial changes in their industries and to spread information about their services and goods to the general public. According to the research of Mangold and Faulds, marketing via social networking sites is a blend of old-style elements and components that have been employed by commercial organisations for a long period of time. They communicate with customers via the use of IMC (integrated marketing tools). Consumers share their own experiences via word of mouth, and in this situation, advertising managers have little control over the substance of particular information and resources.

On social media, there are several beautiful venues where individuals may engage with one another in a straightforward and straightforward manner. People share their experiences, share videos, related jokes, and comments, among other things. This sharing of information, experiences, videos, and jokes plays a critical role in shaping the perceptions of customers and consumers towards products or services, as well as the perceptions of other people. As a result, the information supplied has a significant influence on product presentation, performance, and the development of brand recognition. Organizations of all shapes and sizes have made use of social media tools as marketing vehicles. When compared to other communication tools, social media gives consumers and customers the ability to browse for cost-effective items while also being very efficient. This enables social media to disrupt the monopoly of bigger commercial organisations while providing equal chance for medium and small businesses to thrive as a result of their presence.

2.0 LITERATURE REVIEW:

Hofacker, C.F., E.C., and F. Malthouse. Sultan. Sultan. 2016 An emerging technology marketing research framework clarifies and develops the marketing contact points and methodology for marketing strategies that have a substantial impact on emerging technologies.

Using the application, we may develop and analyse existing components and contact points within the wide domain of digital marketing, as well as evaluate research literature in the field. **Alves, H., M., and C. Fernandes. Raposo.2016** It is our goal to determine whether or not 132 hotels in Belgium have investigated this mechanism, and whether or not successful and indirectly digital marketing technologies (such as DMC concepts, guest reviews reactions, and on-line review monitoring and tracking details) influence hotel occupancy and RevPar by mediating their estimation of the scale and validity of the online evaluations.

Barczak, G. 2017 Traditional networking tactics are ineffective in the rapidly changing digital economy, necessitating a total overhaul of marketing curriculum for students and enterprises in the twenty-first century. In recent years, customer experience (CX) has evolved as a realistic technique of competitively diversifying businesses. The use of Big Data Analytics has showed how company awareness can be used to manage customer satisfaction (CXM). There has been minimal study in both sectors, therefore realistic work is required to 1) explore the possibilities for CXM to utilise BDA; and 2) evaluate the possibilities for CXM to utilise BDA. As a result, this article tries to provide a conceptual framework for customer experience management (CXM) based on the experiences of BDA's customers.

Around Kingsnorth, S. (2017) This study sought to contribute to Bali's activities via the use of information technology, particularly via the use of current networking channels like as websites and social media. Focus on the numerous tour operators and ticket sellers operating on a small to medium-sized scale who are using information technology to boost brand exposure of their services and reach the possible target market. The semi-structured interview was employed as a qualitative analytic methodology by the snowball team, which consisted of 16 informants.

3.1 AMOUNT OF INVESTMENT IN THESMEs

A summary of all SME investments that have been made in the research is presented as a result of the above. More importantly, due to the nature of small and medium-sized enterprises (SMEs), the majority of their investment is directed into production and has a significant influence on the industry, regardless of whether or not marketing has an influence on the unit's performance. One of the profile factors is then taken into consideration as a result of these findings. Investing Rs 10, 26, 50,000 to 50,000,000, Rs. 25,000 to Rs. 1,000,000,000, Rs. 6,00,000 and Rs. 3,00,000,000 in expanding the value of their holdings was placed in a range of R.10 to R.25, R.50,00,000 to R.50,00,000, and Rs. 6,00,000 and Rs. 3,00,000,000 in expanding the value of their holdings was placed in a range of R.10 to R.25, R. As seen in the chart above, how many units are delivered to patients with a total expenditure of \$xx in order to reach X, where 0x SpenderSpending equals x, is represented by the number xx.

Table 3.81 Amount of Investment in the Units

Sl. No.	Amount investment (Rs)	Number of units in			
		Small enterprises	%	Medium enterprises	%
1.	10-25 lakhs	11	3.99	-	-
2.	25-50 lakhs	161	58.33	-	-
3.	50 lakhs – 2 crores	61	22.10	-	-
4.	2 – 5 crores	43	15.58	9	3.30
5.	5 – 10 crores	-	-	264	96.70
	Total	276	100	273	100

The key rating at the level of small companies is the range of investments between 25 and 50 lakhs rupees, as 58, 33 per cent of this study's lot. 96, 70 percent of medium-sized companies

fall in the 5-10 band of crores. The study indicates that the expenditure ratio in medium-sized companies is greater than that in small businesses.

3.2 NATURE OF MANAGEMENT IN THE UNITS

It is critical to the kind of marketing carried out by small and medium-sized businesses since it is one of the most significant elements influencing marketing strategies in this sector. The chief executive officer (or the president of a small or medium-sized corporation) is in charge of the whole operation. Straight to the point, the entrepreneur, the workers, and even those in control of a small or medium-sized business all characterise the nature of their jobs as "interesting and challenging." administrative structure: The table displays administrative structure by unitation, illustrating the nature of division.

Table 3.2 Nature of Management in the Units

Sl. No.	Nature of management	Number of units in			
		Small enterprises	%	Medium enterprises	%
1.	By the Entrepreneur	151	54.71	103	37.73
2.	By the Salaried Staffs	96	34.78	118	43.22
3.	By the Entrepreneur & by the Salaried Staffs	29	10.51	52	19.05
	Total	276	100	273	100

Entrepreneurs, who account for 54.71 percent of the total, are vital for the administration of small enterprises, according to the World Bank. The working population in medium-sized businesses accounts for 43.22 percent of the total. According to the findings of the research, the essence of management differs for small and medium-sized businesses.

3.3 MONTHLY TURNOVER IN THE SMEs

An annual churn rate in small-period enterprises may be equivalent to one month's growth rate in the same period the following year. SMBs would be able to examine the fundamental marketing strategies, their implementation techniques, and the potential influence they have on the development of their companies. According to the findings of this research, three are between one and five million per month, six to fifteen thousand per month, and fifteen to twenty million per month respectively. A monthly allotment of units has traditionally been calculated as a proportion of the preceding month's gross profit or loss. Table 3.3 is an example of a table with three rows and three columns. The method of dissemination.

Table 3.3 Monthly Turnover in the Units

Sl. No.	Monthly Turnover (Rs. in lakhs)	Number of units in			
		Small enterprises	%	Medium enterprises	%
1.	Up to 5 lakhs	80	28.99	20	7.33
2.	6 – 10	81	29.35	28	10.26
3.	11 – 15	43	15.58	44	16.12
4.	16 – 20	42	15.21	62	22.71

5.	Above 20	30	10.87	119	43.58
	Total	276	100	273	100

Small firms in the 29 percent to Rs.20 lakh range have two types of income that vary between Rs. 28.10 lakh and Rs. 28.10 lakh but are almost equal in quantity; 28,99 percent accounts for half of the income of medium-sized enterprises in the Rs. 3.58 lakh to Rs. crore range. According to a Canadian research study, the turnover rate for medium-sized enterprises was shown to be higher than the turnover rate for small enterprises.

3.4 Life OF DEPARTMENT MARKETING OF ATSMES

It is essential to have a separate small and medium company marketing department that is responsible for handling capital in order to make the most of any of the organization's resources. However, it is sometimes considered to be one of the candidate traits in the selection process. According to the most recent research, the marketing department's existence will be terminated within a relatively short period of time if the current trend continues. Small and medium-sized firms in Table have very varied perspectives on communications, which is reflected in the ways in which they employ them.

Table 3.4 Existence of Marketing Department in the Units

Sl. No.	Existence of Marketing Department	Number of units in			
		Small enterprises	%	Medium enterprises	%
1.	Yes	60	21.74	131	47.99
2.	No	216	78.26	142	52.01
	Total	276	100	273	100

In the small and medium-sized business sectors, divisions with a dedicated communications department account for 21.74 percent and 47.99 percent, respectively, of the total. According to the findings of the survey, the vast majority of small and medium-sized businesses in their branches lack a clearly defined contact department.

3.5 Practices In MARKETING INSMEs

The degree of optimism may be determined by how often a company promotes its product or service. Without effective marketing efforts, any amount of personnel, resources, or industry, no matter how much land, cash, or support you supply, would be a complete waste of time and resources. To put it another way, it is stated as an excess of enterprises in the marketplace of commercial success. In today's extremely dynamic market environment, there are a variety of elements that influence organisations. Business planners are becoming more and more aware of the increasing unpredictability and complexity in their environments. What is a problem, on the other hand, is something that is an issue.

New equations in both directions regularly confront the firms that operate in the authors' operational universe, such as Bettis and Hift, which are continuously presented with new equations. Since consumer competition is unpredictable and evident in channel products, products with short life cycles, the message will become almost completely irrelevant; advertisements will not play a prominent role in the following and advanced distribution systems; and due to numerous commodity production increases, which have been documented in marketing channels, the messaging value may be diminished. When it is finally sold (i.e., when all economic output has been sold), economic activity comes to a crashing halt. As a result, earnings are often subject to marketing efforts that cause a revolution in the economic market. In order to have a comprehensive understanding of small and medium-sized enterprises' business processes, we must also look at the goods manufactured by smaller and mid-sized businesses, as well as the sorts of items they create.

Small-enterprises, on the idea that

3.6 The essential customers

Customers who buy on behalf of small companies, even though the company's target customers are people, are known as "third-party customers." Small and medium-sized enterprises may then source the items for their own use, while giant corporations may get the items from small and medium-sized firms. A company's profitability is based on the performance of a variety of stakeholders, including manufacturers, wholesalers, traders, institutional investors, private investors, customers (domestic and international), retail investors, and the United States government. There are a variety of sectors that include clients that are small to medium-sized businesses, and it is vital to determine which of these consumers are the most important in order to suit their specific requirements. On the other hand, all of the scales points were given to the opposition team. For each market sector, the total company ratings are established by taking into account the performance of small and medium-sized enterprises (SMEs). The SWOT Analysis will be used to determine which goal categories are the most essential, and then the SWOT Analysis will be used to determine which organisations have the most significant differences between them.

Table 3.5 Importance Given to Customers by the SMEs

Sl. No.	Type of consumers	Mean score in		't'-Statistic
		Small enterprises	Medium enterprises	
1.	Distributors	3.0617	3.8649	-2.3049*
2.	Wholesalers	3.8196	3.2341	1.7386
3.	Retailers	3.7331	3.9081	-0.3962
4.	Households	3.2161	4.1086	-1.9948*
5.	Hotels/restaurants	3.9694	2.8684	2.5646*
6.	Institutions	3.8586	2.5611	2.6873*
7.	Government	2.9094	2.7086	0.4549
8.	Foreigners	2.6069	3.8189	-2.8186*
9.	Brokers	4.1433	2.3314	-3.2346

The table demonstrates that small- to medium-sized firms contribute significantly to overall consumer demand by providing a valuable service. Small-scale investors are expected to pay between \$4,1433, \$3,969, and \$3,586 for the centre of the pack. Large-scale investors, such as traders, hotels, and restaurants, are often valued more highly than smaller-scale ones. In contrast to mid-sized firms, which have improved their overall rankings by 486.00 points, families and shops have witnessed gains, with 3,081 points gained in the medium range and 3,081 points gained in the large category. Medium-sized businesses rely more on trust, and suppliers provide increased or decreased estimates based on how much they believe clients will trust their client and associates; large businesses put their 't' into action with higher or lower estimates, depending on how much they believe clients will trust their client and associates. In the context of price calculation, stakeholders are those who have a significant impact on the outcome of the price calculation process.

4.0 Education and networking experiences

Figure 4.2 illustrates how new methods of connecting all educational categories in auto purchases surpassed traditional networking networks in terms of results.

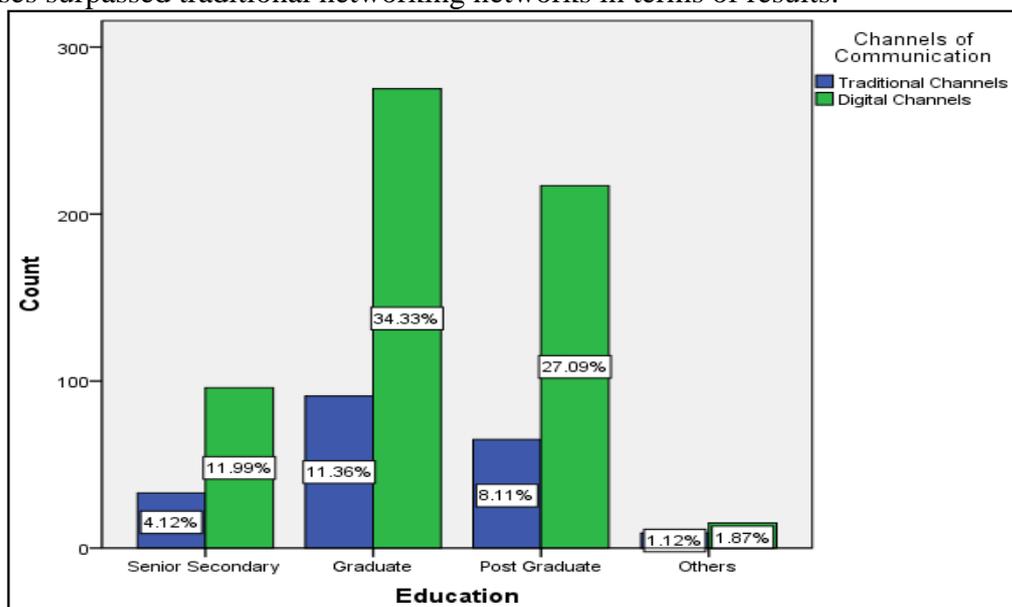


Figure 4.1: Education and Channels of Communication

As may be seen in Fig. 4.1, this is the situation. Only 12 percent of grads use conventional communication methods, but 34 percent of grads make use of cellular networking services. Only 8% of postgraduates utilised conventional contact networks to purchase an automobile, but 27% of postgraduate respondents utilised wireless channels to make their purchase. When it comes to post-secondary education, just 4% of respondents utilise analogue contact networks, compared to 12 percent who utilise digital networking channels. WCNs were utilised by around 2 percent of respondents from other technical groups, whereas only 1 percent of respondents from other occupational groups utilised conventional communication methods.

Table 4.1: Statistic value of profile feature account

	Posts count	Video view count	No of likes	No of share	No of Comment	Ave_ video view	Ave_ like	Ave_ share	Ave_ comments	Followers count	ER
Count	530,366	322,98	530,366	530,366	530,366	270	296	296	296	296	530,366
Mean	15,140	1,985	62	3	6	2,84	101	15	27	52,62	8
Std	20,090	6,384	324	285	377	11,41	226	175	284	67,56	1,12
Min	18	0	0	0	0	0	1	0	0	175	0
25%	2,123	143	5	0	0	451	17	0	2	10,63	0
50%	6,769	549	13	0	0	1,17	40	1	4	29,68	0
75%	16,009	1,747	38	1	3	2,24	102	3	11	716,9	2
Max	633,02	334,404	30,792	147,07	237,92	169,65	2,96	3,01	4,88	734,53	816,01

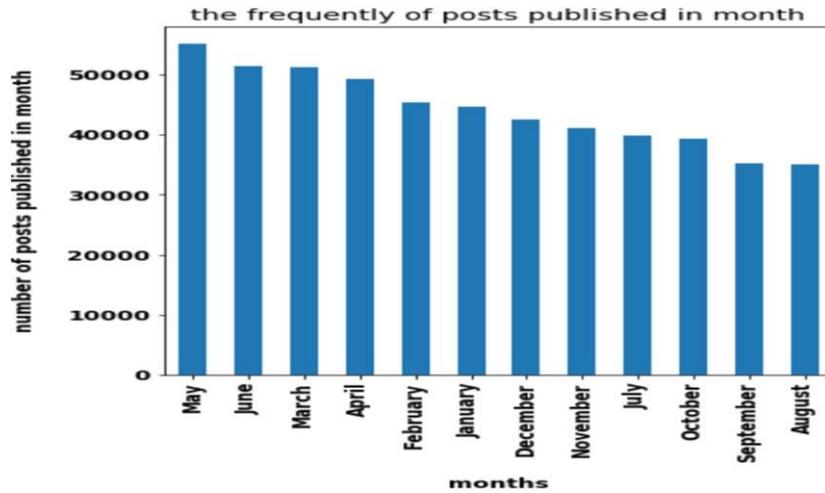


Figure 4.2: Aggregation of posts published over the 7 years in the month

Table 4: The correlation coefficient between the Features for every post published.

	posts count	No of likes	No of Comment	No of Share	E R
posts count	1.000	-0.099	-0.009	-0.006	-0.01
No of likes	-0.099	1.000	0.121	0.105	0.09
No of comment	-0.009	0.121	1.000	0.929	0.88
No of Share	-0.006	0.105	0.929	1.000	0.73
Engagement Rate	-0.005	0.085	0.879	0.726	1.00

Figure 1 depicts the relationship between the characteristics of typical business accounts. There is a statistically significant positive relationship between the number of total posts and the number of total video posts, with a correlation coefficient of 0.67. In terms of average likes, comments, and engagement rate (0.90), the average video watch has a high positive impact on the average likes, comments, and engagement rate (0.90), and the average likes has a medium positive impact on the average likes (0.42). The number of followers has a significant beneficial impact on the average number of likes (0.62). The Average Likes have had a little positive impact on the Average Comments, Engagement Rate, and Shares, with 0.22, 0.23, and 0.19, respectively, on the average comments, engagement rate, and shares. The average comment has a very strong positive link with the average engagement rate and the average number of shares, with correlation coefficients of 0.99 and 1, respectively. The Average Shares has a very strong positive link with the Average Engagement Rate, with a correlation coefficient of 0.98.

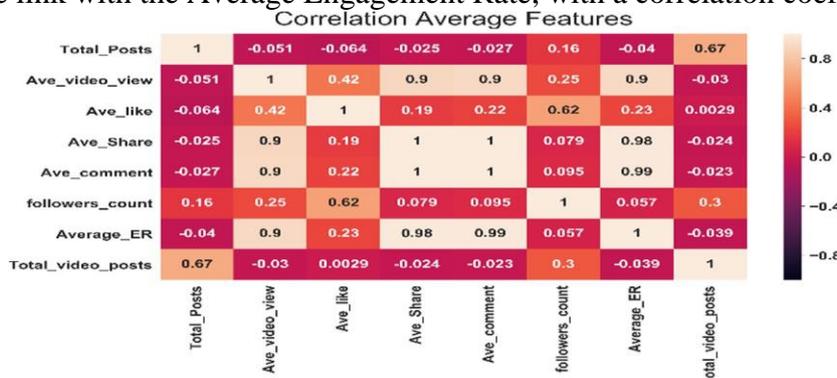


Figure 4.3: The correlation between features of average business accounts.

The smallest value of SSE is the best for the number of clusters in a given situation. As a consequence, there are two to four distinct clusters in the dataset, as seen in the image.

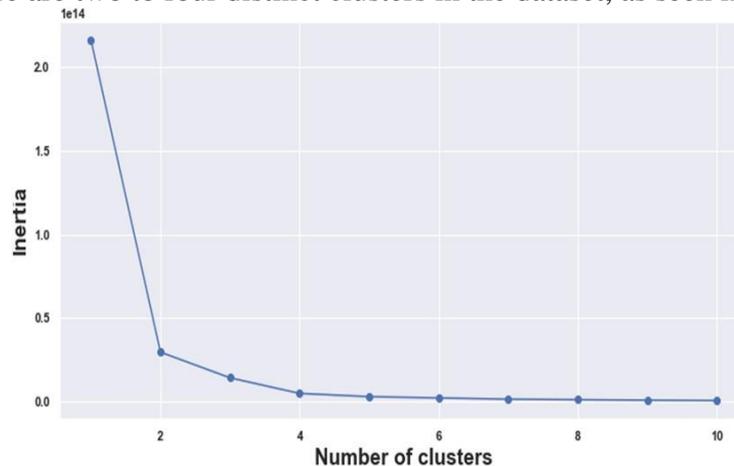


Figure 4.4: Maximum and minimum number of clusters.

A clustering analysis using the K-means algorithm (Muhammad et al., 2018) was used to classify posts made on company accounts in the Sultanate of Oman's fashion sector into three categories. There are 527921 posts in the first cluster. There are 62 posts in the second cluster, and 2380 posts in the third cluster, which is the most populous.

5.0 CONCLUSION

Specifically, the present study seeks to examine and explore consumer interaction in the fashion business, as well as who could benefit from the usage of social media as a promotional tool.

1. There are no variations in the average number of hours spent following up on New Media between men and females.
2. There are no statistically significant disparities between kids based on their grades and the mean of following up on New Media activities.
3. During the academic year, the average number of hours spent by a student browsing the internet was around 1.98 hours per student.

The mean has climbed to 3.88 hours per day over the holidays, up from 3.88 hours per day before.

Small company owners and, indirectly, financial and economic advancement are benefiting from the use of social networking sites for strategic marketing purposes, which is evident and has a considerably positive influence on their businesses. Furthermore, it is suggested that the developed strategy be put into action in order to determine its relevance and applicability, and that additional research studies be conducted in order to increase its applicability and relevancy in other topographical and ecological settings that face the same issues and problems.

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