

BUSINESS NETWORKING, BUSINESS RELATIONSHIP AND BUSINESS OPPORTUNITY – THE SUCCESS MANTRA IMPACT OF SOCIAL MEDIA ON MALL BUSINESS AND GROWTH

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ABSTRACT

Social Networking is an online platform making use of the Internet to build network or relationships with other people/entities. Social networking strategies have proven to be of great use in increasing business growth of organizations. In this paper, we examine the various social media strategies that are used by shopping malls for their sustainable growth. We also examine how these social media strategies are used effectively by malls to generate business and we also examine how these strategies can help in creating sustainable business growth for malls. In this research paper, we make use of surveys done of customers of malls and retailers in shopping malls to understand the impact of social media on malls. The results of the survey show majority of people visiting shopping malls are a part of social networking platforms. It also shows that retailers who make use of social media to promote their businesses have a better connect with customers and are able to increase their footfalls and business. This paper highlights that well-planned social media strategies can help mall stores to attract customers to the store and persuade them to buy their products and thus increase their revenue.

Keywords: Social Media, Strategies, Mall, Business, Growth