A STUDY ON COMPARATIVE ANALYSIS OF HANDLING INDIA & APAC SOCIAL MEDIA PAGES.

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Abstract

This article is an analysis comparing mainstream social media sites in India with social media sites in Asia Pacific. This researcher investigated the perception of social media sites in India and APAC regional areas such as Malaysia and Singapore etc. This study is based on the timing differences and content differences in India and APAC regional areas. This study is conducted using questionnaire research and primary and secondary data. The respondents to the research questionnaire are those who look after the India side and the channel side for APAC. This article compares popular social media platforms in India with those in the Asia Pacific region. This study looked into how social media sites are perceived in India and other APAC nations like Malaysia and Singapore. This analysis is based on the schedule and content variations in the APAC and India regions. In order to perform this study, survey data as well as primary and secondary sources were used. The people that oversee the India side and the channel side for APAC answered the research questions. The study's findings give us insight into the degree to which Indian social media pages and APAC social media are used for the same purposes when it comes to content publication, planning content, unique posters.

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INTRODUCTION

The usage of social media platforms as a primary source of news and entertainment has brought about significant changes to the media landscape in India and the APAC (Asia-Pacific) region. In response, traditional media outlets such as television channels have also joined these platforms to connect with their audiences and engage with them in novel ways.

Although there are similarities between Indian and APAC social media pages, there are also some noteworthy differences. Both individuals and businesses utilize social media platforms to connect with their audience, share content, and promote their brands. Furthermore, the major social media platforms such as Facebook, Twitter, Instagram, and YouTube are prevalent in both regions. Nevertheless, the utilization of social media differs somewhat in India compared to the APAC region.

APAC social media pages are the social media profiles of businesses and individuals in the Asia-Pacific region. Social media is an influential and highly popular medium in this region, with a considerable percentage of the population using various social media platforms for communication, entertainment, and news consumption. Popular social media platforms in the APAC region include Facebook, Twitter, Instagram, YouTube, WeChat, Line, and KakaoTalk, among others..

The impact of social media on communication, information sharing, and connection among people has been significant. It has allowed individuals to communicate with friends and family around the world and interact with businesses, organizations, and public figures. Additionally, social media has become an essential tool for businesses and organizations to engage with customers, promote their brands, and market their products and services.

The research topic at hand seeks to provide insights into the role of social media in the media landscape of India and the APAC region, as well as how traditional media outlets are adapting to these changes. Specifically, the study will examine the social media pages of selected Indian television channels, considering factors such as their follower count, audience engagement, content type, and posting frequency. Additionally, the research will analyze the social media strategies employed by these channels in the context of their business objectives, such as increasing viewership and advertising revenue.

LITERATURE REVIEW

Socialmediaisbecomingmoreandmorepopularandshouldbemanagedlikeanyothermediumanorganizationusestoachieveitsgoals. Nonetheless, because of their egalitarian nature and social network structure, social media are essentially distinct from any traditional or other online mediums (**Peters et al., 2013**)[1] The paper aims to social media marketing which briefly explains how consumers briefly use social media(**Tuten & Solomon, 2017**)[2]&examine how evolving social media platforms have impacted on brand(**Helal et al., 2018**)[3]. It recommends two fundamental concepts—mobile intimacy and intimate (and social) publics— in order to comprehend the complicated, political, social, cultural, technical, and, above all, dynamic nature of mobile social media in the Asia-Pacific(**Hjorth & Arnold, 2013**)[4]. Understanding of social media and its effects is continually compared to global events(**Amedie, 2015**)[5]& highlights many prospects for business managers and offers advice on how to handle social media in an efficient manner(**Tsimonis & Dimitriadis, 2014**)[6]. It presents a straightforward framework for comparing locations, occasions, and events both within and between countries(**Timothy & Prideaux,**

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2004)[7], state-of-the-art computational methods to process social media messages and highlight their contributions and short **(Imran et al., 2015)**[8]Soit introduces the concept of a penalty matrix, which results in a more reasonable loss function for negative mentions**(Vo et al., 2019)**[9]. In order to create viral campaigns, social media has the potential to be a powerful tool for locating and interacting with important consumer influencers as well as for producing brand champions**(Miller & Lammas, n.d.)**[10]. Achieving good customer service through social media (also known as social care) is not only astrategic imperative of customer relationship management, but also aviable way to reduce customer service costs. When businesses respond via social media platforms, the resulting positive brand reputationis shown too their customers.Social care has the ability to deal with unhappy clients directly and provide fixes for the issues raised by complaints**(Maecker et al., 2016)**[11].In addition to following meet-ups or other original content, content gratification also includes the role of gratifications in the development of addiction and how it applies to social media functions**(Balakrishnan & Griffiths, 2017)**[12]In-depth interviews with a variety of social media experts were conducted to further explore the findings. The goal was to determine how the tensions between organisational strategy and management and the open, uncontrolled social media practises might be alleviated or balanced, particularly in relation to goals, control, and governance. The conclusions suggest new approaches for strategic communication that moderate the interests of businesses and online communities.**(Macnamara & Zerfass, 2012)**[13].It outlines the ways that the interaction between social media content and customer-centered ideas will emerge as successful new products are created**(Rathore et al., 2016)**[14]. An essential component of crisis management is social media management, particularly when it comes to assisting with staff social media education. Even less research has been done on dialogic communication using social media during **(Valentini et al., 2017)**[15]. Analyzing the distinctions between high- and low-reputation organisations with regard to their capacity for using corporate communication is the first step in determining which social media communication strategy is more effective with differing levels of reputation**(Floreddu & Cabiddu, 2016)**[16].

OBJECTIVES

To compare and analyze the performance of Indian social media pages and APAC social media pages.
To research the impact of APAC social media pages on a company's reputation.
To examine the relationship between a company's reputation and its subscriber count on social media.

RESEARCH METHODOLOGY

The study utilizes a qualitative approach that involves distributing surveys to individuals working in media organizations to understand how Indian organizations prioritize social media sites in India and the APAC region. Basic data is collected online through a questionnaire that consists of two parts. The first part includes demographic questions, while the second part aims to familiarize participants with the questions to facilitate data analysis. The data is collected using a simple sampling method. Additionally, secondary data is collected from various websites, journals, articles, and other publications related to the research topic.

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DATA ANALYSIS

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.564[a]	16	.484
Likelihood Ratio	16.802	16	.399
Linear-by-Linear Association	.795	1	.373
N of Valid Cases	153		

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .26.

To measure the relationship between the company's fame and the number of subscribers, we have taken the following variables. Getting more likes for the webpage and more no of followers for the webpage. So here more like indicates the fame of the company and more followers indicates the subscription rate and amount of subscribers. So here the null hypothesis is getting rejected, so there is a close correlation between the company's fame and the no.of subscribers for the company

CROSSTABS

Gets more likes * More followers Crosstabulation

Count

		More followers		Total
		India page	APAC page	
Gets more likes	India page	89	24	113
	APAC page	15	25	40
Total		104	49	153

In this analysis we have taken 2 variables that is likes and followers, from the result we came to know that the Indian social page is having more likes and their insights are highly positive than APAC page. So, the popularity of Indian page is higher than that of APAC page.

DISCUSSION

Based on the results, it can be concluded that Indian social media pages have performed better than APAC social media pages. Indian social media pages have higher levels of popularity in terms of reach and engagement compared to APAC social media pages. Social media pages have played a significant role in growing the subscriber base of companies, and these sites are also responsible for shaping a company's reputation.

CONCLUSON

The data suggests that Indian social media pages have a larger and more engaged audience, indicating better performance compared to APAC social media pages. To improve the performance of APAC social media pages, incorporating more creative

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posts and designs could potentially help attract and engage audiences. However, it is important to note that there may be other factors influencing the performance of social media pages that need to be considered as well.

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