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An Exploratory Research on the Use of Social Media

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ABSTRACT

Peering years into the future may seem bit hubris, but in today's uncertain society there seems to always be room for change. Ignoring short and long-term trends of social media could be damaging to a company whose main source of reaching their target market is through social media. Consumers are using social media as part of their daily routine, so why shouldn't companies try and reach their customers through this platform? Can companies actually keep up with the changing trends demanded by the consumers? How do consumers feel about their social media being used as an advertising strategy for companies? This study seeks to provide an understanding to how consumers are using the social media and their expectations of companies that are present in social media platforms utilizing grounded theory approach.

ABOUT THE AUTHORS

Raven Clark is an undergraduate student in College of Business at Tennessee Tech University. Her major is marketing and research interest is in social media.

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