

The Impact of Social Media Networks on Determining SWOT Analysis

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Abstract: Social media networks such as (Facebook, Instagram) play today a vital role and consider for many organizations as marketing way of the future. The social media networks today also are becoming the most effective way to build online communities and connect with people. Many of us have these tools and know the basics of how to use them and would like to know more about the strategy behind the social media marketing techniques. The main objective of this study to determine the impact of social media networks on determine the strength, weakness, opportunity and threat analysis components, the results show a positive relation between started a business through Facebook and Instagram and between making a profit.

Key words: Social media networks, SWOT analysis, internet, business profit, communities, networks

INTRODUCTION

According to the World Bank, 44.2% of Jordan's 6.459 million populations are internet users. As this percentile continues to increase, so have the opportunities for entrepreneurs. These opportunities have begun to impact the dynamics of Jordanian households. In a society where culture, tradition and religion clearly identify each family member's role, many are attempting to break the mold.

Today, expectations of women have grown to unrealistic limits. A successful modern woman is expected to excel as a wife, mother, home keeper and provider all while staying effortlessly beautiful. However, women, especially, in the Middle East have been struggling to be viewed as equal providers for the household.

In actual life when companies trying to change their ways to research and their internal structure must they make a SWOT analysis. In this research, I will study how company can determine strength and weakness which affected the internal environment of the company from their work with a virtual life and how training of employees and adapting them with this new trend will effect on the internal environment to adapt with this big change. Also, will show how company can determine the opportunities which are available for and the threats which facing a company when the employee want to transfer from traditional work to virtual world. Especially, I will focus on the clients from the internal components of the company because they act as big influencers on the internal environment of the company.

MATERIALS AND METHODS

Problem statement: What is the impact of social media (Facebook Instagram) on SWOT analysis of any business.

Questions of study:

- What is the impact of social media on SWOT analysis of any business
- What is the impact of Facebook on business profit
- What is the impact of Instagram on business profit
- How SWOT analysis of business affected by social media

Rationale of study: I select this topic to talk about because it's become one of the most important parts to our lives and it's an huge evaluation that have an positive impact at our life, business (social media) by using social media everything become more easy to deal with and it's an new resource for more income for organization to generating their profit, expanding their segment which they selected it and increasing their market shares by increasing number of their beneficiaries a lot of business changed their strategy to be more flexible profitable and become internationally because of the change they make and developed on the strategy of research by update new way on it as they become more socially. SWOT analysis is a useful technique for understanding the organization strengths, weaknesses and for identifying the opportunities open to any organization and the threats it's face. It helps you carve a sustainable niche in your market. SWOT analysis helps you develop your career in a way that takes best advantage of your talents, abilities and opportunities. Analysis is a great way to break down and analyze a particular strategy. So, I will talk about using SWOT specifically for social media networks. Before any organizations get started its should make sure that the organization have a clear understanding of your business goals and objectives and should understand the bigger picture. Without knowledge of the goals and objectives it's not possible to create an effective SWOT analysis.

Statement of research objectives:

- Identify impact of social media on SWOT analysis of any business
- Identify the effect of Facebook on the success of business
- Identify the effect of Instagram on the success of business
- Identify the positive effect of social media on SWOT analysis of any business strategy
- Identify positive impact of Facebook on business profit
- Identify positive impact of Instagram on business profit

Hypothesis:

- H_{a1}: Facebook have a positive impact on SWOT analysis
- H_{a2}: Instagram have a positive impact on SWOT analysis
- H_{a3}: Facebook have a positive impact on decreasing a company weaknesses threat
- H_{a4}: Facebook have a positive impact on increasing a company strength opportunity
- H_{a5}: Instagram have a positive impact on decreasing a company weaknesses threat
- H_{a6}: Instagram have a positive impact on increasing a company strength opportunity

Previous studies: According to study on the application of SWOT method to the strategic planning of operations in port corporate. “The research and study were made in strategic planning for port corporate operations. The data was collected and analyzed. This dissertation is aimed at the application of new analysis methods to strategic planning for port corporate operations. The analysis methods used in the dissertation include SWOT, AHP and questionnaire. These methods are all different from the conventional environmental analysis approach inaway that they deal with both internal and external environments. The analysis method of Strength, Weaknesses, Opportunities and Threats (SWOT) is a new approach to improving an organizational management quality. The SWOT method generally applies to the strategic planning for port corporate. The SWOT method is used in this dissertation to analyze the complicated internal and external environments of port corporate. Four key factors were also found out which are of essence for the strategic planning of a corporate. A practical example of port of Gaoyang is taken in the analysis. By using cross and combined analysis and matrix modal, the SWOT method can identify the weaknesses and possible solutions to them as well as improve the strategic planning of a corporate. The application of the SWOT analysis method can assist the

corporate not only to determine the important part of the strategic plan but also to locate its right position in the industry. The results of the analysis to the port Gaoyang indicate that the application of the SWOT analysis method has potential prospect to port corporate and other corporate in its strategic planning, it also adds certain economic values to corporate”. According to another research on the financial television media by utilizing methodology of SWOT.

“With the influence from market globalization, professional finance television media comes into being to meet the strong demand for financial information flow and finance analysis. It is not only a reflection of movement of finance subsystem in economic society but also one of the favorable media in capital operation. However, several years, since, its emergence, development in financial television media is characterized by difficulty and frustration and it faced with suspicions because of the big gap between rational analysis and market reaction. In this study by clarifying the opportunity and dilemma that finance television media encounters in the process of development, the researcher based her research on the study of three typical cases of finance television media by utilizing the methodology of SWOT and analysis in core competence in enterprises management and also discussed the tendency for future development of Chinese finance television media.”

Another important study in title “Strategy formulation through SWOT analysis: a case study of three rural people business organizations in Northeast Thailand” by Cliff (1998).

“Rural People business Organizations (RPBOs), like business organizations, need appropriate strategies to keep their organizations vital. This study was conducted with the following objectives to investigate the compositions, relationships and formulation process of the current strategies employed by three selected RPBOs, and (2) to investigate the SWOT (Strengths, Weaknesses, Opportunities and Threats) process as a tool for formulating the future strategies of the RPBOs and investigate its resultant strategic compositions and relationships. Qualitative approaches, case studies and action research were employed under the conceptual framework built from business strategy and formulation, and people organization in Thai rural contexts. The three selected RPBOs, located in the Northeast of Thailand, were native weaving Prae Pan Group, Trasang Credit Union Cooperative and Rice Millones Farmer Association. The future strategies of the three RPBOs, formulated through the SWOT process, not only retained most of the relevant current strategies but also contained a number of important

additional strategies. These additional strategies were either revised versions of some current strategies or new strategies. Organizations, developing younger generations and the members, improving incentive for key staffs and strengthening allied network were additional group development strategies to cope with the growth of their businesses or organizations. Developing new products or services and reducing production cost were their additional production strategies to increase their competitive edge. Building brand names and having sale persons were their additional marketing strategies to penetrate their markets more offensively.

These future strategies were defensively constructed based mainly on solving their weakness. This is in contrast with those of general business organizations whose strategies are offensively constructed based mainly on their strengths and opportunities. This can be a reflection of their differences in socio-economic backgrounds. The rural people grown up peacefully in peasant farming culture of rural society are more generous and less competitive when compared with business men who have to struggle severely in city. However, comparing with the current strategies, the resultant future strategies were more competitive. This can be due to their gain in experience received from handling their businesses for some time.

Last important study “Effects of Facebook usage and how it relates to personality, life satisfaction, perceived social support and depression (Tokunaga, 2011; Gundry and Welsch, 2001; Marlow and Patton, 2005; Roomi, 2013; Tsyganova and Shirokova, 2010; Verheul, 2005).

“Online social networking sites are a growing phenomenon that continues to gain popularity with a wide range of ages and diversity of users. One of the most popular and globally recognized social networking sites is Facebook. In 2012, Facebook was estimated to have over 845 million users who spent more than 9.7 billion min per day on the site (as cited in Wilson). As the use and popularity of online social networking has grown, so has an interest in examining motivations behind using the sites and any affects that use may have on user’s offline worlds. More specifically, how the use of online social networking affects user’s mental health in terms of depression, overall life satisfaction and perceived social support and what role personality plays in motivation of use of online social networking. About 100 and 43 participants, ages 18 and older, completed an online survey which included a questionnaire regarding specific uses of Facebook and demographic information along with the NEO-FFI-3 to assess the five factors of personality, patient health questionnaire-9 to assess severity of depression, social

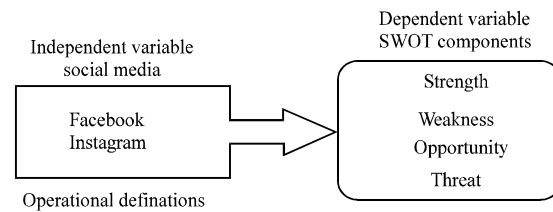


Fig. 1: Conceptual suggested model

provisions scale which assesses level of perceived social support and satisfaction with life scale which assesses feelings of life satisfaction. Findings indicated that decreased levels of perceived social support were correlated with an increased severity of depression. Regarding personality, four of the five traits (neuroticism, extraversion, openness and conscientiousness) are related to multiple specific uses of Facebook. Neuroticism was the only personality factor significantly related to the amount of time spent on Facebook per day. These results were discussed and recommendations for future research were made (Langowitz and Minniti, 2007) (Fig. 1).

A-dependent variable:

SWOT analysis: Consider as one of the most important techniques for understanding business environment which helps organizations assess issues inside and outside the organization. The SWOT analysis, made up of an assessment of strengths, weaknesses which are affected on the internal environment of the company while external environment affects by opportunities and threats. When using SWOT analysis, it can show distinguish between where your organization is today and where it could be in the future. Also, when a company makes its SWOT analysis it has to keep it short and simple and avoid complexity in to use it as a guideline. Now will explain each aspect of the SWOT analysis components.

Strength: It’s one of the internal attributes that helpful to achieve organization objectives and it is necessary for the ultimate success of a project. Strengths are resources and capabilities that can be used for competitive advantage. Strengths can be either tangible or intangible which includes human competencies, process capabilities, financial resources, products and services, customer goodwill and brand loyalty.

Weaknesses: It is one of the internal attributes which influences on the organizational success and growth. Weaknesses are the factors which do not meet the standards that organization should meet. It is segment contains needed improvements within an organization to meet organization’s

objectives. After determines the weaknesses there are many tools to meet them as action alternative plans which determined from managers and implementing goals formation to provide ways to meet them too.

Opportunities: Are something the team may be able to do to help be more competitive or improve sustainability. They are presented by the environment within which our organization operates. These arise when an organization can take benefit of conditions in its environment to plan and execute strategies that enable it to become more profitable. Opportunities can grow from market, competition, industry and technology. They help organizations to achieve their objectives if they exploit them a true way.

Threats: Are something that poses a risk to the organizations to sustain themselves between their competitors. And they are affected on the company from outside it. Always organizations have to deal with all threats which are new or old to ensure their success.

Independent variable

Social media network: Social media gives ability to any company to be closer to their target audience, especially, if they are in the other place of the origin of company. You just have to use one social media platform such as Facebook and Instagram. You can communicate with your customers over the global immediately or guide a conversation to gauge opinion amongst them. The two main networks which will talk about them in this research are Facebook and Instagram.

Facebook: It is a social networking website that makes it easy for you to connect and share with your family and friends online. Originally designed for college students, Facebook was created in 2004 by Mark Zuckerberg while he was enrolled at Harvard University. By 2006, anyone over the age of 13 with a valid email address could join Facebook. Today, Facebook is the world's largest social network with more than 1 billion users worldwide. And it is available in 37 different languages includes public features such as: marketplace, groups, events and pages.

Instagram: It was founded in 2010, derived its name from the combination of "instant camera" and "telegram." Starting with 1 million monthly users the photo-sharing app found itself with 100 million uploaded photos by July 2011 and 10 million users in September of that same year. Now Instagram become one the most usage social media all over the world because of its many characteristics it gives to user.

Table 1: Correlations

Variables	Cronbach alpha
Facebook	0.87
Instagram	0.95
Strength	0.91
Weakness	0.84
Opportunity	0.87
Threat	0.92

Study limitations:

- Limited time created limitations on in-depth study of SWOT analysis social media
- Limited access to clients or customers who willing to answer the questionnaire and under handed

Study population: To examine the research problem, questions and the objectives of this study, the researcher has chosen to conduct her research on the only clients of Jordanian telecommunications mobile company (Umniah). In Jordan we have three telecommunications mobile companies which dominated the Jordanian markets they are: Zain (Kuwaiti), orange (French) and Umniah (Jordanian). Umniah Company was granted in August 2004 a license to provide mobile telephone services in Jordan besides the two other mobile telecommunications companies.

Unit of analysis: The units of analysis are the clients at Jordanian mobile company (Umniah). The researcher distributed 75 questionnaires, a total of (61) questionnaires were returned (11) questionnaires were dismissed because of incomplete data (50) questionnaires were valid for statistical analysis.

Validity and reliability of the instrument

Validity test: The validity test was checked by a group panel of professionals and experts who agreed that the questionnaire appears logically reflecting what it supposed to measure correctly. The researcher considered all the comments and recommendations made by the experts and professionals.

Reliability test: Cronbach alpha was used to test the internal reliability of the measurement instrument. In this study 0.60 or higher is considered acceptance (Sekaran, 2010).

As shown in Table 1 and 2 the Cronbach alphas ranged from 0.84-0.95, thus, establishing the reliability of the survey questionnaire. It is obvious that all values of alpha are high. This indicates that for each measurement of a variable, the items are highly correlated and hence highly consistent.

Table 2: Characteristics of respondents

Variables/Category	Frequency	Percentage
Gender		
Male	26	52
Female	24	48
Age		
Under 20	8	16
20-30	16	32
31-40	21	42
Over 40	5	1
Educational level		
High school degree	2	4
College degree	20	40
University degree	24	48
Post graduate degree	4	8
Use of social media		
Yes	48	96
No	2	4
Portal		
Facebook	23	46
Instagram	22	44
Twitter	4	8
My space	1	2

RESULTS AND DISCUSSION

Data analysis and results: Demographic information of the student who's using social media sample from this study.

As shown in Table 3 shows that the majority of respondents over half (52%) were males and (48%) were female while (42%) of the respondents age were between (31-40) and this a logic results because more than (40%) of Jordanians population age between (24-40) years old, so, Jordanians citizens consider one of the youth population in the Middle East Region. The data shows in the previous table that over the half respondents (48%) hold university degree while (96%) of the respondents use social media and this make, since, because the Jordanian populations is describe as youth society (46%) of the respondents use Facebook while (44%) use a Instagram as a social portal, just only (8%) and (2%) for using Twitter and my space, Jordanians not prefer to use Twitter and my space, they are more social medias usage in gulf. The study shows that while there is positive correlation between number of people using social media and the number of those who have expanded or started their business on Instagram on a website, it is relatively strong. The correlation between those who have used Instagram as a portal for their business and personal use is (94.3) The correlation of those who have made a profit through Instagram is the correlation between those who have used a website as a portal for their business. The correlation of those who have made a profit through a website is 0.169. However, the positive correlation between those who have used Facebook as a portal for their business and personal use is a strong one.

Table 3: Correlations for Instagram

Instagram	Education
Started a business through Instagram	
Pearson correlation	0.163
Sig. (2-tailed)	0.213
N	50
Profit made through Instagram	
Pearson correlation	0.229
Sig. (2-tailed)	0.078
N	50

Table 4: Correlations for Facebook

Facebook	Both
Started a business through Facebook	
Pearson correlation	0.416***
Sig. (2-tailed)	0.001
N	50
Profit made through Facebook	
Pearson correlation	0.300*
Sig. (2-tailed)	0.020
N	50

*, ***Significant values

Table 5: Correlations for website

Website	Both
Started a business through a website	
Pearson correlation	0.092
Sig. (2-tailed)	0.485
N	60
Profit made through a website	
Pearson correlation	0.169
Sig. (2-tailed)	0.196
N	50

The correlation between those who have used Facebook as a portal for their business and personal use is 0.416. The correlation of those who have made a profit through Facebook is 0.30 (Table 4).

The use of Facebook as a portal for business has a stronger correlation because of its deeper penetration into the Jordanian society sample. Of the sample, 79.5% have Instagram accounts and 72.5% check their account every day. In comparison, 85.2% of the sample has a Facebook account and 100% check their account every day. However, both Facebook and Instagram have a higher correlation with education than websites. The reason behind this that unlike Facebook and Instagram, a website is not a social media portal and does not allow you to interact and make connections with others (Table 5) (Fig. 2).

The study has shown that there is a strong positive correlation (0.474) of those who have started a business through Instagram and making a profit. There is almost a perfect correlation between those who have used Facebook (0.901) or a website (0.904) as a portal for their business and making a profit. Therefore, the study shows that female electronic entrepreneurship has been successful on all portals (Table 6-8).

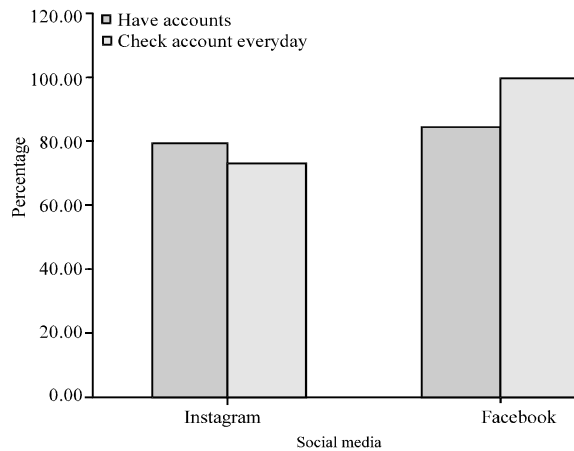


Fig. 2: Positive correlation of business storage through social media

Table 6: Correlation business through Instagram

Variable	Profit was achieved
Business through Instagram	0.474

Table 7: Correlation business through Facebook

Variable	Profit was achieved
Business through Facebook	0.901

Table 8: Correlation business through website

Variable	Profit was achieved
Business through a website	0.904

Table 9: Trust buying through Instagram

Trust buying through Instagram	Frequency	Percent
Valid		
Disagree	3	6
Neutral	5	10
Agree	12	24
Strongly agree	30	60
Total	50	100

Results show that only 2.8% of the sample does not trust buying through Instagram, 6.5% through Facebook and 16.8% through a website. Once again social media has proven to be a more effective virtual store because it is more trusted than websites. Levels of trust, however are rather high for a country that in comparison to other developed countries has only recently entered the electronic market. However, these trust levels can be linked to the most widely used payment method of the Jordanian female electronic entrepreneurs in this sample. The payment that has most likely the strongest variable of high trust levels is a cash payment upon receiving a purchased good. Many delivery companies in Jordan allow any enterprise, no matter how small to setup accounts as a method to both securely deliver products and receive payment (Westhues *et al.*, 2001) (Table 9-11).

Table 10: Trust buying through Facebook

Trust buying through Facebook	Frequency	Percent
Valid		
Disagree	5	10
Neutral	5	10
Agree	20	40
Strongly agree	20	40
Total	50	100

Table 11: Trust buying through a website

Trust buying through a website	Frequency	Percent
Valid		
Strongly disagree	2	4
Disagree	4	8
Neutral	4	8
Agree	20	40
Strongly agree	20	40
Total	50	100

CONCLUSION

It also will focus on competitors of the companies because there is a very strong competition in the virtual world according to huge number of costumers and huge number of competitors and also because a big influencers element of the components of the external environment of the company is competitor.

SUGGESTIONS

Areas for future research:

- Further study on available resources offered by social media
- In depth analysis of reason behind SWOT analysis
- Further analysis of social media impact

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