SOCIAL MEDIA MARKETING AND CUSTOMER ENGAGEMENT

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ABSTRACT:

Social media marketing is tremendously growing, as the world is becoming digitalized it has paved the platforms to many industries as well as people to make the whole world Know and connect them. Now-a-days we find every small retail shop going digitized may be in case of payment method or in case of selling the products through a connecting website and companies like Zomato, Swiggy, Amazon, flipkart, meesho etc., The whole world is now meeting on social media, social media has become a major place for advertising, marketing the products on their networking sites like Facebook, YouTube, Instagram, Google mail, WhatsApp, we chat etc., It is good to see the nation developing globally and economically. According to Statista, it is estimated that, in 2020, there are around 3.6 billion people using social media around the globe; up from 3.4 billion in 2019. This number is expected to increase to 4.41 billion in 2025. So, there is a lot of influence of social media marketing on consumers buying decisions. My research would mainly focus on bringing out the factors that social media marketing influences customers' online engagement and users' perception toward social media applications.

INTRODUCTION:

SOCIAL MEDIA MARKETING:

Social media marketing is a market where social media acts as a platform and websites to promote the business products as well as services. Even when traditional marketing, digital marketing, e marketing is prevailing social media marketing is becoming a major platform where marketing has become easy because social media is a platform where we have a big network channel which connects maximum people. Social media is now a place for business partnership, collaboration, mergers blogging etc., Previously it was only a network where people connect globally.

Social media platforms being captured to make profit by connecting existing customers and potential customers along with knowing about the personal needs and perception of customer and also by marketing the goods on social sites making their products as trend, brand has been so easy now.

Traditional media and social media:

Traditional media are the print magazines, newspapers, TV, radio broadcasting etc, which is a monological transmission model which means one source to many receivers, where as social media outlet is dialogic transmission which means many sources to many receivers.

Social media:

Social media is an interactive digital media technology that provides creation, sharing, exchange of information, ideas, interests, etc., platform of expression through virtual communities and networking applications.

List of top Social media applications:

1. Facebook
2. Instagram
3. WhatsApp
4. Twitter
5. YouTube
6. snapchat
7. LinkedIn
8. Tiktok
9. Telegram

Social media and marketing:

Marketing:

Marketing is a set of activities which a company performs to promote and develop the buying and selling of a product and services. It includes advertisement, sales promotion, selling, delivering the product or services to the customers or other business enterprise. The main purpose of marketing is capturing the attention of the target customers, persuade a customer to purchase the product.

Social media marketing:

Use of social media platforms in promoting a product or a service refers to social media marketing. Social media marketing has become an emerging concept as we find millions of

social media users, businesses and its marketing department are capturing social media platforms to capture a huge crowd and targeting the customers.

Instagram Blogging:

Instagram blogging is a way to share the information through small posts with large audience, and also will give chance to get paid for the Instagram posts by partnership with brands and showcasing the product. Celebrities post the paid partnership with the brands and market, advertise, promote the brand and influence their followers to purchase the products.

Facebook pages:

Brands create the Facebook page which allows Facebook users to discover the business deals, products, offers etc., to capture the customers at large and persuade them to purchase their product by advertisement, promotions etc., by posting the content, putting the attractive sale offers as stories brand attract the viewers to their page and official sites to move with further sale process. Sometimes if it does not have an official website it just manages to sell the product using Facebook id and personal contact and address to deliver the product.

WhatsApp business groups:

Business account users create WhatsApp groups, put status of their business offers, products, services availability in order to have buy and sell transactions with their personal contacts like friends, relatives and promote that account with friends of friends and relatives of relatives to have a big network. It's like you are in the store where you can find products readily available with one step you can make a purchase. This kind of business is highly preferred by homemakers, especially women they deal with clothing sections, jewellery, cosmetics etc., Meesho is one of the apps that provides this facility to have a margin on their sales and earn money.

YouTube channels:

YouTube is a video sharing platform where all kind of media are found news, music, movies, entertainment etc., people with special talent like cooking, singing, dancing, fitness freaks, teaching skills, art making, comedians etc., open their own channel and upload videos for viewers to watch and subscribe them in the same manner the business sectors create their own channels to upload unique idea videos to attract the customer towards their brand or provide sponsorship to the events, and before watching every video their comes advertisement of 2-3 mins which cannot be skipped unless skip option appears on the screen and if the consumer is interested in their product by clicking on the screen while video is playing it takes to the official website for more details.

Sponsored advertisements in YouTube, Instagram, Facebook are also a part of marketing where they can approach a customer directly and convince them to purchase the product or services.

The tremendous increase in the economy in terms of globalization, digitalization the need to formulate cyber law has become very important as social media marketing, online marketing is being digital, the payments are also made digital with the help of bank account details, debit or credit cards the authentic information is being exchanged on websites due to this cyber-crime like phishing, hacking, etc., Are seen now a days. The privacy of customers has to be secured, it should be made a part of e-ethics of all the websites, blogs, social media

markets. The safety and security should be given priority by the networking sites to make the marketing more dominant. Along with the customer creation, customer safety security is very important to keep the customers satisfied.

PRIVACY ISSUES:

- **Scam** - Internet fraud is a fraud or deception which makes use of the Internet which could involve hiding information, providing incorrect information for the purpose of tricking victims out of money, property, and inheritance.
- **Phishing** - The fraudulent activity of sending emails as reputable companies in order to induce individuals to reveal personal information, credentials, such as passwords and credit card numbers.
- **Hacking** - To use a computer to look at and/or change information that is stored on another computer without permission.
- Unsecured mobile phones and applications - some mobile applications use the data stored in your mobiles and can be used to hack or do any type of scam.

LITERATURE REVIEW:

- **F. Safwa Farook, Nalin Abeysekara,** in his study **Influence of Social Media Marketing on Customer Engagement,** has analysed the relationship between social media marketing and customer engagement.

- **Abu Bashar, Irshad Ahmad, Mohammad Wasiq,** in his study **Effectiveness of social media as a marketing tool: an empirical study,** concludes that the transactional relationship between a buyer and seller has now become a social relationship. Suggested strategies to improve its effectiveness.

- **Ana Javornik, AndreinaMandelli,** in his study **Research Categories in Studying Customer Engagement,** this study has focused on behavioural, psychological, multidimensional, and social customer perspective.

- **RESEARCH GAP:** Review of literature reveals that there were few projects on present study. To analyze customer engagement (the social media users) towards social media marketing, impact of social media marketing in their product purchase decisions and their experiences. As the previous study were concentrating mostly on the behavioral, psychological, multidimensional factors, social relationship between buyer and seller and suggested strategies to improve the effectiveness of social media marketing to fill the research gap present study has taken place to know the users perception, satisfaction, their experiences and suggestions to improve social media marketing.

NEED OF THE STUDY:

Social media marketing is an emerging concept for business to engage the customers and persuade them to buy so it is very important to study the factors attracting the customer engagement in social media marketing and its impact on product purchase decision.

OBJECTIVES:

- To know the factors attracting customer engagement towards social media marketing.
- To know the experience of social media users in selling and buying products.
- To bring out the privacy issues of social media marketing.

- To know the suggestions of users with respect to solving purchase issues and privacy issues.

SCOPE OF THE STUDY: The scope of the study is respondents who are residents of Hyderabad city and are users of social media apps. It has been taken on a sample of 100 respondents. The time scope for the project is 45 days

HYPOTHESES FOR THE STUDY:

HYPOTHESIS 1:

NULL HYPOTHESIS (HO): There is no significant association between the age group and response towards time spent on social media apps

HYPOTHESIS 2:

NULL HYPOTHESIS (HO): There is no significant association between the occupation and watching of advertisement on social media apps.

HYPOTHESIS 3:

NULL HYPOTHESIS (HO): There is no significant association between the gender and following of pages/blogs/groups on social media apps.

LIMITATIONS:

- The scope of the study is limited to the citizens of Hyderabad.
- The study includes the perception of 100 respondents who live in Hyderabad city so it may not give true picture of population.
- The duration of the study was for the period of 45 days, which was not sufficient for detailed study.

RESEARCH METHODOLOGY:

- **Type of study:** The research is Descriptive in nature.
- **Sources of data**: The data for the study is consists of both primary and secondary Sources.
- **Primary data**: The primary data is collected using a well structured questionnaire with the help of Google forms, which includes the Demographic information, usage of social media apps, users perception, satisfaction, experience etc.,
- The link of Google form questionnaire is: https://forms.gle/Wyeod3rJMgR8QxrX8
- **Secondary data:** The secondary data is collected from the books, journals and online journal and websites related to the study.

    SAMPLE DESIGN:

- **Sample size**: sample size taken for the purpose of study is 100 respondents who are users of social media residing in Hyderabad and the city was chosen on a convenience basis.
- **Sampling method**: Simple random sampling technique is used for the purpose of Study.

TOOLS USED FOR ANALYSIS:

- Percentage analysis
- Chi square test

DATA ANALYSIS AND INTERPRETATION
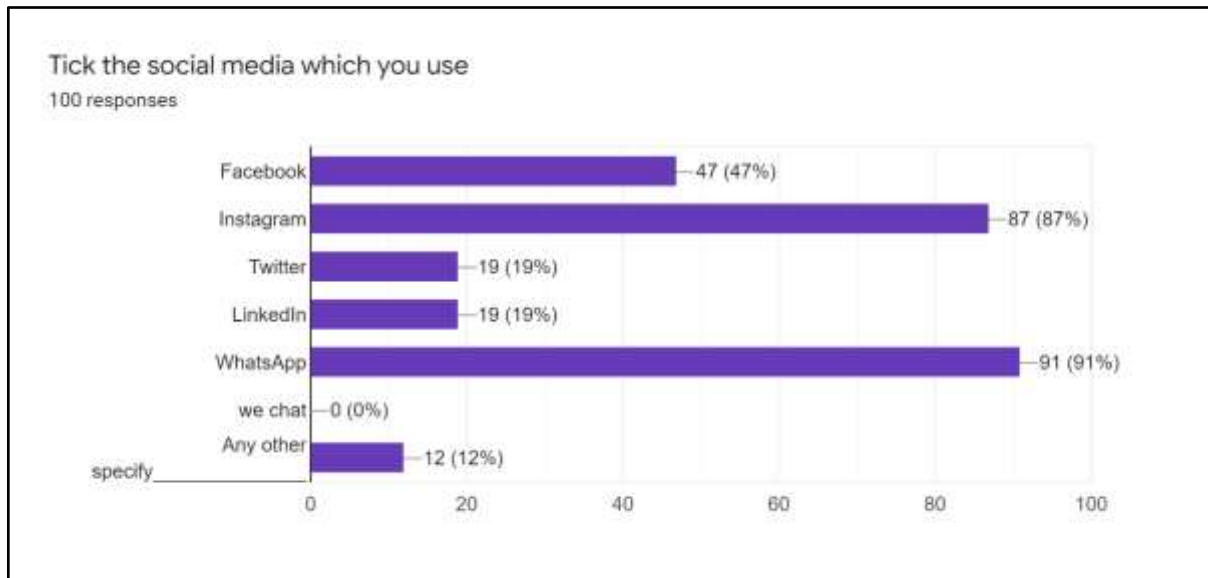
DEMOGRAPHIC TABLE:

Gender	Respondents
Male	27
Female	73
Total	100
Age group	
15-25	88
25-35	9
35-45	3
45&above	0
Total	100
Occupation	
Self employed	2
Employee	25
Student	72
Homemaker	0
Others	1
Total	100
Educational qualification	
SSC	0
Intermediate	28
Graduate	38
Post graduate	34
TOTAL	100

SOCIAL MEDIA APP USERS:

Table 1:

Social media app users	Respondents
Facebook	47
Instagram	87
WhatsApp	91
Twitter	19
LinkedIn	19
WeChat	0
Other apps	12

These table total exceeds more than 100 because it was a checkboxes question where respondent can choose more than one option as more than one social media app is used by everyone.

Chart 1:

Tick the social media which you use
100 responses

Facebook — 47 (47%)
Instagram — 87 (87%)
Twitter — 19 (19%)
LinkedIn — 19 (19%)
WhatsApp — 91 (91%)
we chat — 0 (0%)
Any other specify_____ — 12 (12%)
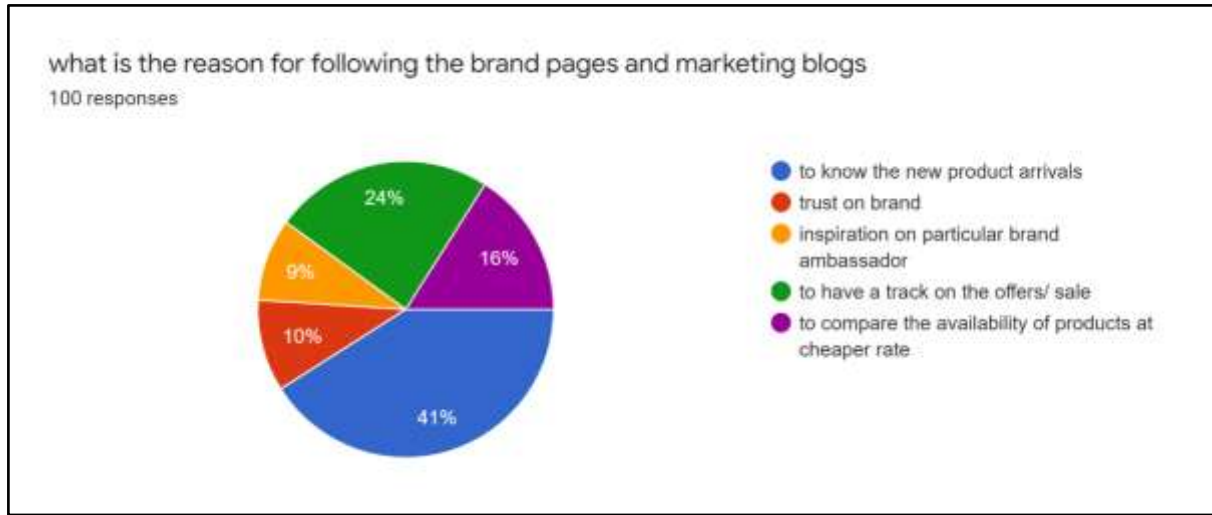
INTERPRETATION:

From the above analysis it is clear that maximum respondents i.e., 91% use WhatsApp, 87% use Instagram, 46% use Facebook and minimum respondents use twitter LinkedIn i.e., 19% and 12% use other apps too.

REASONS FOR FOLLOWING BRAND PAGE:

Table 2:

| Reasons for following brand page	Responses
To know the new product arrivals	41
Trust on brand	10
Inspiration on particular brand ambassador	9
To have a track on the offer/sale	24
To compare the availability of products at cheaper rate	16
Total	100

Chart 2:

INTERPRETATION:

From the above analysis it is observed that 41% of respondents follow the brand pages/ blogs to know the product arrivals, 24% say to have a track on the offers/sale, 16% to compare availability of products at cheaper rate, 10% due to trust on brand, and 9% due to inspiration on particular brand ambassador.

FACTORS ATTRACTING TOWARDS SOCIAL MEDIA BLOGS/PAGES/GROUPS:

Table 3:

Factors	Responses
Blog/page designing	**7**
Content in the post	**28**
Friends/colleagues recommendations	**5**
Sponsored advertisement	**1**
Content with attractive offer price/sales	**38**
Videos with uniqueness	**21**
Total	**100**

Chart 3:
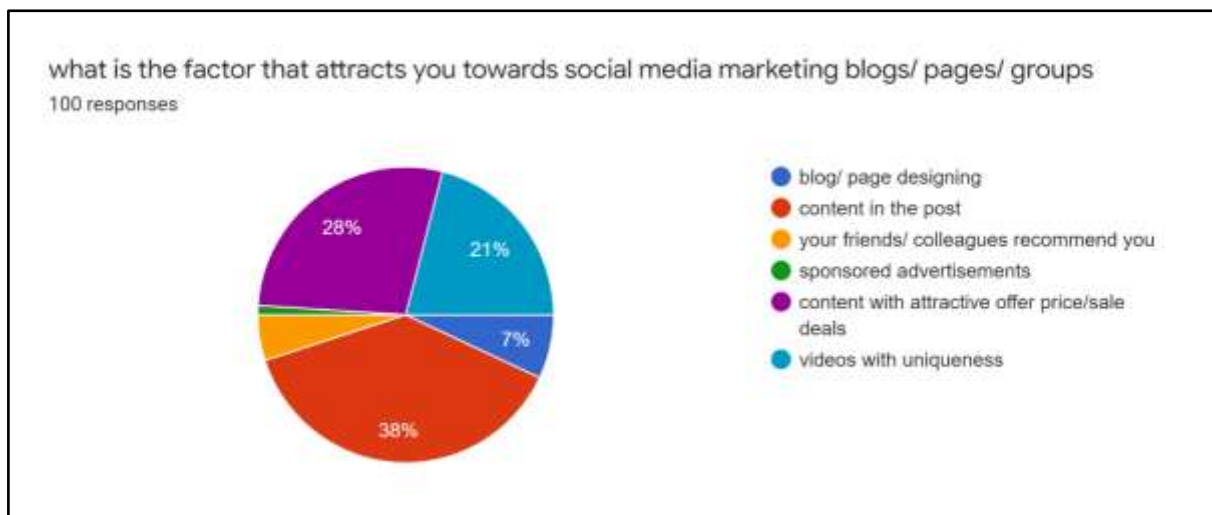
INTERPRETATION:

From the above analysis it is observed that 38% of respondents get attracted due to content in the post, 28% say because of content with attractive offer price/sale, 21% say videos with uniqueness, 7% attract because of blog designing, 5% due to recommendations of friends and colleagues and remaining 1% due to sponsored advertisements.

CHI SQURE TEST:

1.ASSOCIATION OF THE AGE GROUP AND RESPONSE TOWARDS TIME SPENT ON SOCIAL MEDIA APPS.

To analyse the whether there is association of the age group and response towards time spent on social media app, a Chi-square test is conducted at 5% level of significance with 2 Degree freedom. the results of the testes are presented as follows:

Age-group	Time spent on social media apps					Total
	Active user	1-2 hrs per day	Alternate days	Weekly twice	Weekends	
15-25	36	47	3	0	2	88
25-35	2	5	0	0	2	9
35-45	3	0	0	0	0	3
45&above	0	0	0	0	0	0
Total	41	52	3	0	4	100

NULL HYPOTHESIS (H$_O$): There is no significant association between the age group and response towards time spent on social media apps

ALTERNATIVE HYPOTHESIS (H$_1$): There is significant association between the age group and response towards time spent on social media apps

LEVEL OF SIGNIFINACE	5%
DEGREE OF FREEDOM (n-1-pooling)	2
CRITICAL/TABLE VALUE	5.991
Chi X^2 VAULE	0.1493
DECISION: **NULL HYPOTHESIS (H$_O$)**	**ACCEPT**

DECISION: Since the calculated value 0.1493 is lesser than the critical value 5.991 at 5% level of significance and 2 degrees of freedom, therefore we accept the null hypothesis, i.e., there is no significant association between the age groups and time spent on social media app.

2. ASSOCIATION OF THE OCCUPATION AND WATCHING OF ADVERTISEMENT ON SOCIAL MEDIA APPS.

To analyse the whether there is association of the occupation and watching of advertisement on social media apps, a Chi-square test is conducted at 5% level of significance with 4 Degree freedom. The results of the testes are presented as follows:

	Advertisements appear on the screen are watched			
Occupation	Yes	No, I will skip	Sometimes it varies	Total
Students	12	21	39	72
Employee	1	12	12	25
Self-employee	0	1	1	2
Software	0	1	0	1
Homemaker	0	0	0	0
Total	13	35	52	100

NULL HYPOTHESIS (HO): There is no significant association between the occupation and watching of advertisement on social media apps.

ALTERNATIVE HYPOTHESIS (H1): There is significant association between the occupation and watching of advertisement on social media apps.

LEVEL OF SIGNIFINACE	5%
DEGREE OF FREEDOM (n-1-pooling)	4
CRITICAL/TABLE VALUE	9.488
Chi X^2 VAULE	2.725
DECISION: **NULL HYPOTHESIS (HO)**	**ACCEPT**

DECISION: Since the calculated value 2.725 is lesser than the critical value 9.488 at 5% level of significance and 4 degrees of freedom, therefore we accept the null hypothesis, i.e. there is no significant association between the occupation and watching of advertisement on social media apps

3. ASSOCIATION OF THE GENDER AND FOLLOWING OF BRAND PAGES/BLOGS/GROUPS ON SOCIAL MEDIA APPS.

To analyse the whether there is association of the gender and following of brand pages/blogs/groups on social media apps, a Chi-square test is conducted at 5% level of significance with 3Degree freedom. The results of the testes are presented as follows:

	Brand pages/blogs/groups are followed		
Gender	Yes	No	Total
Male	10	17	27
Female	36	37	73
Total	46	54	100

NULL HYPOTHESIS (HO): There is no significant association between the gender and following of pages/blogs/groups on social media apps.

ALTERNATIVE HYPOTHESIS (H1): There is significant association between the gender and following of pages/blogs/groups on social media apps.

LEVEL OF SIGNIFINACE	5%
DEGREE OF FREEDOM (n-1)	3
CRITICAL/TABLE VALUE	7.815
Chi X^2 VAULE	1.196
DECISION: **NULL HYPOTHESIS (H$_0$)**	**ACCEPT**

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DECISION: Since the calculated X^2 value 1.196 which is lesser than the critical value 7.185 at 5% level of significance and 3 degrees of freedom, therefore we accept the null hypothesis, i.e., there is no significant association between the gender and following of brand pages/blogs/groups on social media apps.

FINDINGS:

1. 73% (73) of respondents are female and 26% (26) are male.
2. 83% of respondents are of 15-25 years of age, 14% are of 25-35 years, 3% are of 35-45 years.
3. 72% of respondents are students, 26% are employees and 2% are self employed
4. 38% of respondents are graduate, 34% are post graduates and 28% are intermediate
5. The most used social media are WhatsApp and Instagram. Out of 100 respondents 91% of respondents use WhatsApp, 87% use Instagram, 47% use Facebook, 19% use twitter and LinkedIn and 12% use other applications.
6. 52% of respondents spend social 1-2 hours on social media, 42% are active users,4% use alternate days and 4% use weekends.
7. 35% respondents say they skip the advertisement while using social media, 13% say they watch the advertisement and remaining 52% say sometimes it varies.
8. 51% respondents are neutral about advertisement on social media are useful, 24% agree, 7% strongly agree, 10% disagree and remaining 8% strongly disagree.
9. 73% respondents agree that social media marketing is time saving, 27% say it is time consuming.
10. 55% of respondents say that they do not follow the brand marketing pages/blogs on social media and WhatsApp marketing groups remaining 45% respondents follow.
11. 45% of respondents opine that they follow the brand pages/blogs to know the product arrivals, 24% follow to have a track on offers and sale, 16% follow to compare the availability of products at a cheaper rate, 10% follow because of trust on the brand and remaining 9% follow due to inspiration on brand ambassador.
12. 38% respondents opine that the content in the post attract them towards social media marketing blogs/ pages, 28% opines the offer price and sales, 21% say video with uniqueness, 7% say blog/page designing, 5% say their friends and colleagues' recommendations and remaining 1% say sponsored advertisements are the attracting factors towards social media marketing pages and blogs.
13. 59% respondents agree that based on social media marketing blogs/pages post they make product purchase decisions and remaining 41% denies it.
14. 53% respondents are not sure about sharing personal details on social media during product purchase is safe or not, where as 8% feel safe and remaining 39% feels unsafe.
15. 59% respondents say that after making purchase decision they will go to the official website to make an order, 9% purchase from social media blogs/pages/groups whereas remaining 32% will neither do both.

16. 42% of respondents say the purchase experience with social media marketing blogs/pages/groups varies and depends upon the product quality, 39% have no idea as they have not purchased yet from social media blogs/posts, 15% say they had a good experience remaining 4% have bad experience.

17. 56% respondents are neutral regarding customer service with respect to after purchase issues and complaints, 5% are highly satisfied, 19% are satisfied, 14% are dissatisfied and remaining 6% are strongly dissatisfied.

18. 60% of respondents are aware of receiving messages on mobile about the product or stuff searched on social websites, 25% never noticed it and 15% are not aware about the receiving messages.

19. 48% respondents have no idea whether it is safe to receive messages about their search on websites, 15% say it is safe and remaining 37% say it is not safe.

20. 38% respondents say that they read terms and conditions before they install any app, 40% say they read it sometimes and remaining 22% never read it.

21. 54% of respondents say sometimes the terms and conditions are in understandable vocabulary, 23% say yes, it is understandable remaining 23% say it is not understandable.

22. 79% respondents are aware about phishing, scams, hacking and unsecured mobile apps and 21% are not aware of it.

23. 64% respondents say awareness should be made about dos and don'ts to improve social media marketing, 31% say legal protection for users should be improved, remaining 5% say no changes required.

CHI SQUARE FINDINGS:

The chi square is performed for three hypotheses formed to find the association between different variables. The findings of these test are as follows:

- The first test is performed to find the association between the age groups and time spent on social media apps. The calculated chi square value is 0.1493 is lesser than the critical value of chi square is 5.991 at 5% level of significance and 2 degrees of freedom, hence, the null hypothesis is accepted, i.e., there is no significant association between the age groups and time spent on social media apps.
- The second test is performed to find the association between the occupation and watching of advertisement on social media apps. The calculated chi square value is 2.725 which is lesser than the critical value of chi square is 9.488 at 5% level of significance and 4 degrees of freedom, hence, the null hypothesis is accepted, i.e., there is no significant association between the occupation and watching of advertisement on social media apps.
- The third test is performed to find the association between the gender and following of brand blogs/pages/groups on social media apps. The calculated chi square value is 1.196 which is lesser than the critical value of chi square is 7.185 at 5% level of significance and 3 degrees of freedom, hence, the null hypothesis is accepted, i.e., there is no significant association between the gender and following of brand pages/blogs/groups on social media apps.

BAD EXPERIENCES FACED BY SOCIAL MEDIA USERS WITH MARKETING BLOGS/PAGES ARE:

- Fake product on Facebook.
- Advertisement of firearms, drugs, alcohols and other illegal goods should not be there on social media marketing.

- Fraud websites and loss of money paid online without receiving the product.
- Receiving continuous mails even without giving mail id.
- On the name of refund of unsatisfied product return blogs collecting the bank details and done fraud by debiting the remaining amounts through illegal activities.
- The quality and quantity differ from what has been promised. This effects the purchasing factor and welfare of the customers.
- Time wasting, no proper response after sale, pop ups advertisements are irritating.

SUGGESTIONS GIVEN BY SOCIAL MEDIA USERS:

- protection required for the users and customers from fraud, scam, spams, and data privacy and security must be improved.
- Proper law, rules and regulations active associations, or a regulatory body which deals with cybercrime and frauds.
- Only advertisements facility must be provided and no direct selling options in social media apps.
- Description and details of the product should match the delivered products to maintain trust and loyalty.
- Government certification or certain authorised certification must be given to the blogs/ accounts/ pages/ groups to do their business to avoid frauds.
- Awareness must be created among the customers about the reported frauds and accounts as a particular story/notification or guidelines to the users.
- Customer's reviews must be highlights before payment process.
- Proper guidelines and terms and conditions should be mentioned before installing an app which should be in understandable terminology dos and don'ts must be shown before the first use of app.
- Mostly purchases must be done with flipkart, Amazon etc., to ensure the safety and security instead of unknown accounts/ blogs/ pages etc.,
- Social media should spread genuine news before making it to public.
- Remove unwanted content

CONCLUSION:

Bottom line of the research paper is that social media marketing has been increasing day by day. This study is conducted to know the perception of social media users towards social media marketing it can be concluded by saying social media marketing has an impact on customer purchase decisions and advertisements on social media are time saving.

In case of users WhatsApp has maximum users followed by Instagram, Facebook and so on.

Maximum respondents follow the brand pages/blog/business groups to know the product arrivals, to have a trackon offers and sales. Content in the post and uniqueness in the videos attract them to follow the blogs/ pages/groups. There are many quality issues, fraud cases faced by the respondents when they are dealing with unknown blogs/pages/groups which are not known at large. Many suggestions are directing towards framing of cyber law with a regulatory authority certifying the blogs/pages/groups to be followed and to protect the customers from fraud and privacy issues.

On the whole study concludes that when there is a great impact of social media marketing on purchase decisions it is also important to take care of the satisfaction of social media users while purchases with the business blogs/posts/pages/groups and provide the genuineness in

order to avoid frauds in online shopping. privacy of our customers is also very important to win the trust and build a brand as a part of business ethics, e – ethics. cyber law must be made accordingly, steps must be taken for the protection and secure the users from the fake business ids and protect the privacy of the customers and users.

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