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AN EMPIRICAL STUDY ON INDULGENCE AND APPROACH TOWARDS SOCIAL MEDIA MARKETING

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Abstract

Social media has been acknowledged as a very strong channel for business and communication. The reasons why people use social media and how they interpret social media marketing messages however are not well understood. Social media gives businesses the chance to communicate with customers in a way that strengthens their existing customer relationships, is study looks into and aims to show: (1) Why People Use Social Media and their Satisfaction Underlying Social Media Usage; (2) Attitude towards social media marketing communications / messages they receive through social media; and (3) The competence of the messages concerning Online Shopping Value.

Keywords: Social Media, Social Media Marketing, Online Shopping, attitude towards Social Media.

Introduction

In today's dynamic environment, new information-based plot forms like Web 2.00 have exponentially increased the amount of internet content and are now accessible to practically everyone with internet connection. Every day, social networks and social media are becoming more and more ingrained in society. A sound Social Media Marketing strategy creates desire for a brand in an individual who spreads the brand's message to his social network, giving marketers an opportunity to communicate with an expanded network of potential customers" is how social media works, like most human endeavors, by bringing people with similar interests and characteristics together.

Companies are looking for various strategies to connect with their target audiences. The term "social media marketing" (SMM) has become popular in the marketing world, and businesses are using into connect with their clients and boost productivity. Finding the organization's brand qualities is the first step in developing an SMM strategy. The organization's positioning statement and general mission must be taken into account in the strategy. The businesses build comprehensive websites that draw website visitors, provide them the ability to browse their products, and facilitate online purchases. Social media come in a wide range of forms, including social networking websites like Facebook, Twitter, You Tube, My Space, Google Plus, LinkedIn, What's App, and others. The World Wide We made the internet a global network, and as internet usage rose, social media evolved and gained popularity, especially after 2003. Internet users are participants in social networks of one kind or another.

Even though they still make up a sizable portion of the advertising budget, traditional forms of marketing and advertising including television, print publications, and outdoor advertising cannot be completely relied upon to reach the target population. The relevance of using social media for product marketing, such as blogs and networking sites, is rapidly rising. Social media offers businesses the chance to communicate with consumers in venues that foster relationship-building. Social media user reviews of a product can generate either favorable or

Index

Kanpur Philosophers

Volume IX, Issue-II, December 2022

1.	A STUDY OF FINANCIAL PERFORMANCE OF KSSIDC	ANUSHA .S. P R GURUMURTHY BHAT	1
2.	A STUDY ON USAGE OF E-COMMERCE ACTIVITIES THROUGH SMARTPHONES BY YOUNGSTERS WITH REFERENCE TO BENGALURU CITY	BHARATHI S. ASHWINI G	8
3.	A STUDY ON GENDER DIFFERENCES IN INVESTMENT OPTIONS	CHAITHRA V., SHREEDEVI N.PRABHU	13
4.	STUDY HABITS AND ACADEMIC ACHIEVEMENT AMONG B.ED. TRAINEES IN COLLEGES OF EDUCATION IN BENGALURU DISTRICT	CHANNAKESHAVA .B, DR. K. ANANDAN, DR. A. THOLAPPAN, DR. A. SRINIVASACHARLU,	19
5.	IMPACT OF BRAND IMAGE ON CONSUMER BEHAVIOUR	DEEPAK .G	24
6.	AN EMPIRICAL STUDY ON INDULGENCE AND APPROACH TOWARDS SOCIAL MEDIA MARKETING	PROF. JAYARAMA, DR. KUBERA NAIK. L	29
7.	IMPACT OF COVID-19 ON BANKING STABILITY – AN ANALYSIS OF SCHEDULED COMMERCIAL BANKS IN INDIA	DR. MANGALA T	37
8.	EMERGING TRENDS IN GLOBAL BUSINESS MANAGEMENT	MOHAMED SADATH	41
9.	ROLE OF SKILL AND KNOWLEDGE FOR SUSTAINABLE DEVELOPMENT	MOHAN KUMAR N	45
10.	ORGANIC FARMING AND SUSTAINABLE AGRICULTURAL DEVELOPMENT IN INDIA: AN ANALYSIS	NAVEEN .S	50
11.	BENEFITS AND CHALLENGES OF IMPLEMENTING FORENSIC ACCOUNTING TO THE CORPORATE WORLD- A CONCEPTUAL STUDY	SOWMYA ERAPPA. K, POOJA G	55
12.	THE FUNCTION OF INFORMATION SERVICES & LIBRARIES AT INDIAN AGRICULTURAL UNIVERSITIES	RAVI KUMAR.M	59
13.	A STUDY ON THE SIGNIFICANCE OF PHYSICAL EDUCATION	DR.RAVIKUMAR	64

negative brand buzz, and the virtual messages have an impact on customer purchasing decisions. Literature Review. In Social Media Gratification and Attitude toward Social Media Marketing Messages, Chung, Christine and Austria, Kristine (2017) report findings that attitudes toward social media marketing messages are strongly correlated with social media interaction and information gratifications but not with entertainment gratification. Positive social media marketing messages also raise the hedonic values of online shoppers. In order to generate favourable consumer marketing messages and raise the value of online buying, marketers should use social media to provide helpful information and an interactive virtual space. In the near future, up to one third of consumer purchasing may be impacted by social connections, according to the McKinsey Global Institute (2018), with more than 1.5 billion individuals using social networking services worldwide and more than five hours per week spent online. As businesses explore the possibilities of the 80% of the world's internet population that regularly utilizes social networks, this translates to more than \$500 billion in sales every year. Social networking sites have been found to help firms better understand their consumers' tastes, sentiments, and opinions. They also allow for more tailored interactions with customers and the utilization of their trusted peer networks to increase their client base (Dorsey, 2017). Additionally, a study with 120 participants that looked at whether online CRM initiatives boosted customer loyalty (Behravan and Rahman, 2017) discovered a substantial association between social CRM and customer retention. Social media platforms are referred to as "prosumer platforms" by Arvidsson and Colleoni (2012), who explain that they have the ability to start and maintain affective relationships as well as realise value through "informational capitalism" (p.135). Bernoff, Cooperstein, Lussant, and Munchbach (2018) measured the informational capitalism and discovered that customers produced more than 500 billion impressions of goods and services each year. The makeup of the network and the effect of participant diversity have been studied. The content analysis of consumer contributions in a social network for Starbucks Sigala (2019) discovered that the more diverse the group of customers sharing experiences, the more impacts the group was able to exert. The majority of participants, as found by Nicole A. Buzzetto, more in the article Social Media and Prosumerism (Volume 10, 2020), have made purchases based on the knowledge they gained through social media. This is because social networking site (SNS) users have a significant influence on these decision by aggressively advertising goods and services to others.

However, corporate professionals are not sufficiently knowledgeable about the strategies for effective use of social media to support marketing and brand management efforts. Social media adoption was found to be a strategic imperative for contemporary businesses that can, if used expeditiously, support customer relationship management efforts. Finally, word of mouth messages was shown to have the highest salience when message type was taken into account.

Research Methodology

A questionnaire was created based on the suggested objectives and sent to 50 people; 42 of them responded, yielding an 84% response rate. Multiple-choice questions with a Likert scale and a dichotomous response option made up the questionnaire. Based on the response percentage, mean, median, and standard deviation, quantitative questions were investigated. A Chi Square test was also run on the chosen question. The analysis was presented using tables and figures as well. While some of the factors were investigated, hypotheses were also generated and put to the test. The outcomes of the empirical investigation were given in addition to the survey results.

Objectives Of The Study

1. To determine why people use social media and their level of satisfaction with it.
2. To determine how people feel about the social media marketing interactions and messaging they are receiving on social media
3. To assess the accuracy of the communications regarding the usefulness of online buying.

Data Analysis And Findings

1. Demographic Profile Of The respondents

There were 50 different profiled individuals for whom questionnaire copies were provided. Of these, 42 completely filled out and submitted the questionnaire. 60% of the respondents were female, 61% were between the ages of 18 and 28, 29% were between the ages of 29 and 38, and the remaining respondents were over the age of 39. 69% of respondents were graduates, 31% had postgraduate degrees, and 55% of respondents were married.

Figure 1 Shows The Participant Composition By Age.

PERCENT OF RESPONDENT AND PARTICIPANT AGE

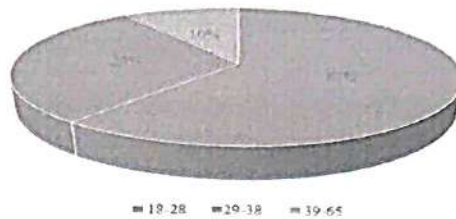


Figure 1 : Participant Age

78% of respondents identified as employees, 10% as professionals, 7% as students, and 5% as business owners. Figure 2 shows the participant breakdown by occupation.

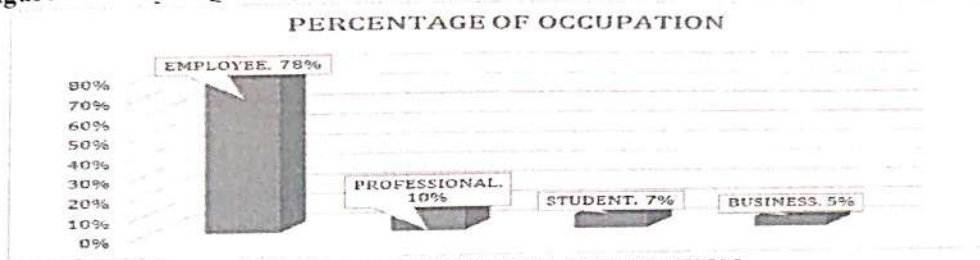


FIG 2: PARTICIPANTS OCCUPATION

62% of the responders have less than five years. 24% of respondents reported having between six and twelve years' worth of work experience while they were young. 10% of those between the ages of 11 and 15 have employment experience up to 10 years. and the others have a combined 16 years of professional experience and higher.

Fig 3 Displays The Respondents' Professional Backgrounds.

WORK EXPERIENCE



■ FACEBOOK ■ Twitter, LinkedIn, Google+, YouTube and What's app

Fig. 3: Respondents' work history 55% of participants had monthly incomes of up to Rs 15,000, 36% had monthly incomes of up to Rs 50,000, and the remaining participants had monthly incomes of more than Rs 50,000.

2. Member of Which Social Network?

86% of respondents claimed to have a Facebook page, with the remaining respondents having profiles on Twitter, LinkedIn, Google+, YouTube, and What's App. The data agrees with the 2013 Michael Slizner Report. The statistics are displayed in figure 4.

RESPONSES FOR MEMBER OF SOCIAL MEDIA NETWORK



■ FACEBOOK ■ Twitter, LinkedIn, Google+, YouTube and What's app

FIG 4: RESPONSES FOR MEMBER OF SOCIAL MEDIA NETWORK

3. Why People on Social Network and the Satisfaction / Indulgence Underlying Social Media usage.
Table I — shows the satisfaction / Indulgence underlying social media usage.

Response	Entertainment	Information	Interaction
Strongly agree	31%	45%	40%
Agree	59%	55%	60%
Neutral	10%	0%	0%
Disagree	0%	0%	0%
Strongly disagree	0%	0%	0%
TOTAL	100%	100%	100%

Only 10% of respondents disagreed with the assertion, while 31% strongly agreed and 59% agreed that social media provides amusement. Additionally, 55% of respondents and 45% of respondents strongly agreed that they are satisfied with the information offered on social media. 40% of respondents firmly agreed that they enjoy connecting with people. 60% of people agreed. In order to comprehend the level of pleasure associated with using social media, a descriptive analysis was conducted. The results show that participants were satisfied with the ways in which social networks were used for amusement, information, and interaction.

Table 2: Descriptive Statistics

Response	N	Min	Max	Sum	Mean		Standard deviation
	Statistic	Statistic	Statistic	Statistic	Statistic	Standard error	Statistic
Entertainment	42	1	3	76	1.81	.092	.594
Information	42	1	2	64	1.52	.078	.505
Interaction	42	1	2	66	1.57	.077	.501
Valid n (list wise)	42						

4. Attitude Of Social Network Users Towards Social Media Marketing messages:

A Hypothesis was developed to gauge how social media users felt about messages compared to internet purchases. Chi-square analysis was done.

HO: Marketing messages on social media are ineffective at getting people to shop online.

H1: Using social media marketing effectively to draw clients to online stores.

Table 3: Chi-Square Test to measure attitude towards marketing messages

Statistical Tools	VALUE	df	Asymp.Sig. (2 - Sided)	Exact.Sig. (2 - Sided)	Exact.Sig. (1 - Sided)
Pearson Chi-Square	.360 ^a	1	.548		
Continuity Correction	.000	1	1.000		
Likelihood Ratio	.659	1	.417		
Fisher's Exact Test				1.000	.723
Linear-by-Linear Association	.351	1	.553		
N of Valid Cases	40				

a. 3 cells (75.0%) have expected count less than 5. The minimum expected count is .30

b. Computed only for a 2X2 table

Since the significance level of the Chi Square Test was 0.548, which is greater than 0.05, the result is interpreted as $X(1, N=42) = .360, p = .548$, and the test was conducted. We accept HO. We can therefore conclude that social media marketing messages are ineffective at persuading consumers to make an online purchase.

1. Effectiveness Of The Messages Concerning Online

Shopping Value:

To gauge the success of social media marketing messaging about the value of online buying, two hypotheses were developed.

H1: Reliability and trust in social media communications are successful in luring customers and users of social networks to online stores.

H2: Social media messages that are trustworthy and reliable have a positive impact on the value of online purchases.

5a. To gauge the users' attitudes on the dependability and trustworthiness of social media marketing messages and their ability to be persuaded to engage in online commerce.

H1: Reliability and trust in social media communications are successful in luring customers and users of social networks to online stores.

The replies were measured using the Chi Square test to determine whether or not the respondents' attitudes of dependability and trust in marketing messages were luring them to engage in online buying. Crossover table the results of the Chi Square test are provided in Table 4 and Table 5. Symmetric measurements are shown in Table 6.

Table 4: Cross tab to assess attitudes on the trustworthiness and reliability of social media postings and the utility of online buying.

			Attracts towards online shopping				
			Strongly agree	Agree	Neutral	Dis agree	Total
			0	6	0	0	6
Reliability and Trust	Strongly agree	Count					
		% within Reliability and Trust	0.00%	100.00%	0.00%	0.00%	100.00%
		% within attitude attracts online Shopping	0.00%	27.30%	0.00%	0.00%	14.30%
		% of total	0.00%	14.30%	0.00%	0.00%	14.30%
	Agree	Count	5	9	5	2	21
		% within Reliability and Trust	23.80%	42.90%	23.80%	9.50%	100.00%
		% within Attitude Attracts online Shopping	71.40%	40.90%	62.50%	40.00%	50.00%
		% of total	11.90%	21.40%	11.90%	4.80%	50.00%
	Neutral	Count	2	6	3	1	12
		% within reliability and Trust	16.70%	50.00%	25.00%	8.30%	100.00%
	Disagree	% within attitude attracts online shopping	28.60%	27.30%	37.50%	20.00%	28.60%
		% of total	4.80%	14.30%	7.10%	2.40%	28.60%
		Count	0	1	0	2	3
		% within reliability and trust	0.00%	33.30%	0.00%	66.70%	100.00%
		% within attitude attracts online Shopping	0.00%	4.50%	0.00%	40.00%	7.10%
		% of total	0.00%	2.40%	0.00%	4.80%	7.10%
Total		Count	7	22	8	5	42
		% within reliability and trust	16.70%	52.40%	19.00%	11.90%	100.00%
		% within attitude attracts online Shopping	100.0%	100.0%	100.0%	100.0%	100.0%
		% of total	16.70%	52.40%	19.00%	11.90%	100.00%

Table 5: Chi Square Test

Reliability and Trust on Social Media Marketing Messages Versus Online Purchase

Statistical Tools	VALUE	df	Asymp.Sig. (2 - Sided)
Pearson Chi-Square	16.012 ^a	9	.067
Likelihood Ratio	15.400	9	.081
Linear-by-Linear Association	2.966	1	.085
N of Valid Cases	42		
a. 14 cells (87.5%) have expected count less than 5. The minimum expected count is .36			

Table 6: Symmetric Measures

		Value	Asymp.Sig.
NOMINAL by NOMINAL	Phi	.617	.067
	Cramer's V	.356	.067
	Contingency Coefficient	.525	.067
N of Valid Cases		42	

Since the significance level of the Chi Square Test was 0.067, which is greater than 0.05, the result is read as $\chi^2 (9, N=42) = 16.012, p=0.067$.

H1 is disproved, demonstrating that trust in social media statements and attitudes toward dependability are ineffective in luring customers to online stores. To evaluate the reliability and trustworthiness of social media statements in relation to their ability to affect the price of online purchases.

H2: Social media messages that are trustworthy and reliable have a positive impact on the value of online purchases. The results were measured using the Chi Square Test to see whether respondents' attitudes on dependability and trust in marketing messages are influencing them to engage in online purchasing or not.

Table 7 displays cross tabulations of the replies, and the results of the Chi Square test

			Attracts towards online shopping					Total
			Strongly agree	Agree	Neutral	Dis agree	Strongly disagree	
Reliability and trust	Strongly agree	Count	0	4	2	0	0	6
		% within reliability and trust	0.00%	66.7%	33.33%	0.00%	0.00%	100.00%
		% within attitude attracts online Shopping	0.00%	18.2%	15.4%	0.00%	0.00%	14.30%
		% of total	0.00%	9.50%	4.80%	0.00%	0.00%	14.30%
								21
	Agree	Count	2	13	5	0	1	21
		% within reliability and trust	9.5%	61.9%	23.8%	0.00%	4.8%	100.00%
		% within attitude attracts online Shopping	50.0%	59.1%	38.5%	0.00%	100.0%	50.0%
		% of total	4.8%	31.0	11.9%	0.00%	2.4%	50.0%
								12
	Neutral	Count	2	3	6	1	0	12
		% within reliability and trust	16.7%	25.0%	50.0%	8.3%	0.00%	100.0%
		% within attitude attracts online Shopping	50.0%	13.6%	46.2%	50.0%	0.00%	28.6%
		% of total	4.8%	7.1%	14.3%	2.4%	0.00%	28.6%
								3
	Disagree	Count	0	2	0	1	0	3
		% within reliability and trust	0.00%	66.7%	0.00%	33.3%	0.00%	100.0%
		% within attitude attracts online Shopping	0.00%	9.1%	0.00%	50.0%	0.00%	7.1%
		% of total	0.00%	4.8%	0.00%	2.4%	0.00%	7.1%
								42
Total	Count	4	22	13	2	1	42	
	% within reliability And trust	9.5%	52.4%	31.0%	4.8%	2.4%	100.0%	
	% within attitude attracts online Shopping	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of total	9.5%	52.4%	31.0%	4.8%	2.4%	100.0%	

Chi Square Test: To assess the effectiveness of social media marketing is presented below

Chi Square Test: To assess the effectiveness of social media messaging in influencing the value of online buying is presented below.

Table 8: Chi Square Test

Statistical Tools	VALUE	df	Asymp.Sig. (2 - Sided)
Pearson Chi-Square	16.012 ^a	9	.067
Pearson Chi-Square	14.374 ^a	12	.0277
Likelihood Ratio	14.863	12	.249
Linear-by-Linear Association	.650	1	.420
N of Valid Cases	42		
a. 17 cells (87.0%) have expected count less than 5. The minimum expected count is .07			

Table 9: Symmetric Measures

NOMINAL by NOMINAL	Phi	Value	Asymp.Sig.
	Cramer's V	.585	.277
	Contingency Coefficient	.338	.277
		.505	.277
N of Valid Cases		42	

Since the significance level of the Chi Square Test was 0.277, which is greater than 0.05, the result is read as $X^2 (12, N=42) = 14.374, p=0.277$. Since H2 is rejected, it is demonstrated that social media communications' dependability and trustworthiness have no bearing on the price of online purchases.

Limitation Of The Study

Similar to primary research, the study included some limitations that were important to consider when evaluating the results. The study's most notable constraint was the number of participants, which was set at 50 people, of which 42 gave responses.

Conclusion

It is well known that the majority of internet users are Facebook users, while others also use Twitter, LinkedIn, Google+, YouTube, and what's App. They range in age from 18 to 28 years old; the majority are workers with up to five years of experience. The majority of respondents are content with how social networks are used for entertainment, knowledge, and interaction. It is anticipated that social media marketing messages will catch users' attention, but this study shows that these messages are ineffective at persuading users to make an online purchase.

The results of this study indicate how effective communications about the values of internet purchasing can be ineffective in luring customers to shop online. Additionally, it was discovered that social media messages' dependability and trustworthiness had little impact on the price of online purchases.

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