

An Analysis Of The Impact Of Social Media Marketing On Consumer Engagement Process

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ABSTRACT

The study examined the influence social media marketing has on customer engagement. The study was decided to be investigated as we can see that organizations spending on social media continue to soar, but measuring its impact remains a challenge for most businesses. All in all, social networking sites facilitate active communication between companies and users and spur interactions among users. Here the need arrived to find out the factors influencing customer engagement; to explore what content they enjoy most on a Facebook brand page which drives them to re-visit. Data used for this study was obtained through questionnaires distributed to fans of a particular Facebook brand page. The results demonstrated that media and content type of posts exert a significant effect on customer online engagement. It also emphasized that higher the influence of social media marketing, higher would be the customer engagement. The findings of this study revealed the five factors that have a significant impact on customer engagement. SNSs are an additional medium through which information can be disseminated because it encourages a two-way communication between customers and firms. Hence, marketers need to be more cautious on what they post online as this is more likely to influence customers. The study also emphasizes the significance of _self-disclosure as a major factor to intimate relationships among persons, as a strengthened brand- consumer relationship online will ultimately impact their purchase behaviour in reality.

Keywords:- Consumer engagement, consumer awareness, loyalty, implementation, E-commerce, E-marketers. E-engagement

I. INTRODUCTION

Social Media Marketing has just experienced substantial variations in the mode of transferring data to online patrons (Mangold and Faulds, 2009). Entire social network (SN) are essential for Web 2.0 innovation, give the cutting edge stage to individuals to go along with it, make their content and share it in online social networking sites (Boyd and Ellison, 2008). As such, for online marketers, they give proposal likely for:

- (1) online promotion—by helping them through viral marketing,
- (2) product expansion—by getting the ideas from online patrons for designing the product and,
- (3) studying market — one can perceive or analyse contents created by the users (Richter et al., 2011).

Social media marketing which is an experience that came into force because of the improvement in the method of advertising. According to Kozinets et al., 2010 social media marketing, a method of (informal) word of mouth advertising, yet in addition called as viral showcasing, murmuring, and partisan too is the overall influencing of customer to-purchaser passing on between specific promoting rehearses. It is not an

alternative for conventional advertising rehearses, yet moderately as a helper-promoting channel that can be gotten together with the regular ones as a portion of the marketing mix.

The upside of this latest online medium is that it tends to be utilized to convey talks around the world and to advance advertising toward buyers at the individual level (Mangold and Faulds, 2009). By the inputs given by the clients' or by noticing social media discussions, an organization can find out about client's necessities, conceivably prompting contribution of individuals from the local area in the co-formation of significant worth through the age of thoughts (Palmer and Koenig-Lewis, 2009). Even after all this notoriety, on SNSs this viral marketing has not as of yet arrived at the elevated requirements set (Clemonset al., 2007).

While most Social Media Marketing medium, established earlier, what medium is engaged to what probability and the way patrons, interrelate endure mostly unsung. Social networking, the largest web-based media stage, may assume a huge part in the subsequent of doing marketing activities. It can grow clients participation and assist to change the conventional fix and command with a combining passage benefitting, contemporary business climate, heading on the idea of SMM (Berthon et al., 2012; Harris and Rae 2009; Mangold and Faulds, 2009).

One can consider SMM as a social media dais for enhancing trademark information between customers on the electronic medium to application of the Word of Mouth fundamental(Drury, 2008). Genuinely, promotion acceleration is done in two ways:

- (1) Conventional advertising, related to the transmission operated by organisations for their patrons and
- (2) Electronic advertising, which is lone for web-based media stages and is represent inbuilt the customer - to-customer transmission (Mangold and Faulds, 2009).

The affiliate marketing that has conferred marketing done through social media, has driven changes in organisation demand of “forcing to sell” toward “establishing connections” with customer (Goldhaber, 2009). Organisations demand to remain away with respect to “huge operations” also “upright with tiny acts” Earlier few little crusade could freely compass many persons and fulfils the goals in a limited time duration (Coon, 2010).

Social Media and Facebook

Social media has been defined by several classifications as “content that has been formed by its viewers”(Comm, 2009); as “social media tools and platforms that allow online customer to work together and share their consent on product content”, and join it for occupational purpose or preference (Strauss and Frost, 2009, p.326). There is a critical factor of various classes of web-based media (Kaplan and Haenlein, 2010). However, these social media (for example Facebook), proficient systems administration (for example LinkedIn), Video-sharing (for example YouTube), picture sharing (for example Flickr), social bookmarking (for example Delightful, Digg), social sharing of information (for example Wikipedia), miniature writing for a blog (for example Twitter), web journals (for example blogger), and client discussions are difficult to differentiate because they all have similar factors. The similar features of all these SM is, they let people to involve in social communications, this was not introduced earlier (Fischer and Reuber, 2011).

Huge number of online users are attracted by the companies, they have formed brand societies in social media platforms such as Facebook, it boasts increasing a billion active users on monthly bases (Facebook, 2013). Facebook speedily grown into one of the most significant platforms for social media and business discussion.

Smith et al. (2012) studied that Facebook settled in focused on the functions of sites and ethics and how and why people are using it, as well as individuality administration and presence on the website. Though, it necessary to know whether the investments in Facebook are well expended or not. In fact, Chapman (2008) endorses observing outside the “friend and fan” measured subsequently they are a simple figures game.

CUSTOMER ENGAGEMENT

Organizations have been identifying, persistent essential for emphasising on the structure of private cooperative relations with clients who stand-in connections (Kumar et al., 2010). Customer engagement is known as connectivity between an organisation and its clients attentive on communication with its customers and their involvement. The main factor of customer engagement is sharing knowledges, so data and message

skills offer huge prospects for companies to the discussion of information and involve with clients (Vivek, 2009).

Bowden (2009) stated that client engagements as a mental cycle, which push customers to buy products again and again, and encourage more customers to purchase the products. In the recent study Vivek et al., (2012) gave definition for engagements of client was , offers attraction along with activities provides specific involvement and joining towards the brand.so, that customers or an organization are intense to buy the product.

Mollen and Wilson (2010) had defined the precise situation regarding engagements of the patrons on online mode as intellectual, emotional assurance of the patrons to a dynamic connection with respect to the brand that has been embodied on the internet site or an additional processor - facilitated objects considered to join brand worth.

Factors influencing Customer engagement

Online clients are followers of the pages of different brands because posts can be seen easily by them and the like given by them on the post makes them get involved with it, sharing it if they liked and commenting their views and feedback (Araujo and Neijens, 2012; Lin and Lu, 2011, Ruiz-Mafe et al., 2014). The test for organizations is to draw in users curiosity towards their posts of brand and convince them on view the substance.

Gaudiness as a factor influencing customer engagement

All page administrator allows the sharing all the media types of posts inside Facebook pages of different brands (De Vries et al., 2012). It consists of a notices, photograph transfers, recordings or a connect to share. Media of such kind signify numerous stages of productivity, known as online gaudiness (Coyle and Thorson, 2001; Daft and Lengel, 1986). Gaudiness means a level on which brands posts arouses numerous minds (Steuer, 1992). Thus, hypermedia contents attract people and try to engage them by the help of its direct different faculties (Coyle and Thorson, 2001). Referring to the earlier work on gaudiness a high grade seems to have maximum amount of effectiveness in manipulating attitude to online pages (Coyle and Thorson, 2001; Fortin and Dholakia, 2005) also, expanding navigate rates (Lohtia et al., 2003, 2007).

Interactivity as a factor influencing customer engagement

According to Liu and Shrum, (2002) the step of communications wherein at least two individuals can follow up on one another, the mode of communications and posts, and the progression where these activities are coordinated is known as interactivity.(Liu and Shrum, 2002). Posting a product is said to be only a text, it's not called interactivity. However, the link of that product to a site is interactivity, because people can click on it and get the information about the products (Fortin and Dholakia, 2005). The term interactive, generally observed like a vital aspect for defining the changes related to emotion and behaviour products like fulfilment, boldness, deciding and participation (Coyle and Thorson, 2001; Fortin and Dholakia, 2005; Stewart and Pavlou, 2002). Henceforth, Effective way of data offers serious level of interaction resulting in customer engagement.

Explanation of a product as a factor influencing customer engagement

On condition that brand content of a product covers complete data like date of release of a product with detailed account about the product, users are inspired to interact with a brand and buy it (De Vries at al., 2012). If fans are impressed with the brand, they are to be expected to give responses on posts (Cvijikj and Michahelles, 2011).

Enjoyable as a factor influencing customer engagement

Earlier research stated that entertaining posts is extremely important element influencing people's nature who are using SNS (Lin and Lou, 2011; Sledgianowski and Kulviwat, 2009). SNS users are highly influenced by the information contains entertaining features which leads to re-visit the website (Raney at al., 2003).

Content originality as a factor influencing customer engagement

All innovative contents induce larger quantity enough for exclusive note prompts and outside stimulant (Tokunaga, 2013). The unique content importance in the correspondence cycle leads to involvement of

user's notice (Mendelson, 2001; Tokunaga, 2013). An individual is tied to exclusive or rare data as these data stimuli attention and is essentially fulfilling (Yim, 2011).

Relationship between social media marketing and customer engagement

Using SNS for the purpose of communication has built a relation between the users and SNS. The dedication of the users towards SNS has been built naturally. The web stakeholders by being a part of the conversation of the firms SNS page (e.g. giving comments about the firm and their services or products, giving positive feedback or negative, sharing data through social links), have been able to make a direct involvement with the firm and other clients. Patron involvement inside the subject of relationship marketing, does not only comprises of the relationship between shoppers and dealers, but also may add to plausible integration capable and real clients; non- customers, society, in standard; dealers and to put it in other words the stakeholders.

According to Vivek et al., 2012, it is SNS that has made it possible to originate trust, goodwill and dedication to build a relation between the people and the brands irrespective of the fact if the same people are purchase them or not. Interacting with one another is a manner reaping involvement; the outcome of collaborators partaking items, different aids and other things shaping firms morals. Such interactions cannot happen until and unless the patron participate or gets involved. Social network marketing has a direct impact on the relationship between customer engagements, loyalty and satisfaction, which has been derived from E-wom (Shoemaker and Lewis, 1999; Kasavana et al., 2010). According to Sigala, 2005, retaining a customer for a long term does not happen only by the means of direct sales, however additionally via different incorporated correspondence channels with patrons which incorporates electronic mail, online media or digital networks.

The previous research work done has found that businesses look for more and more devotion and partaking by means of their brand (Pralhad and Ramaswamy, 2004; Shawney et al., 2005)

According to Shawhney et. 2005, the image that people are the submissive receiver of advertising and marketing movements from the outlook of customer engagement has changed. People are now seen as cautious contributors taking part in the interactive process of co- design that generates value. Suggestions has been made that consumers commitment creates better organizational performance, which includes increase in the number of sales, greater competitive benefit and more profit (Kumar et al., 2010; Hollebeek, 2011), sentimental relation/ bond (Chan and Li, 2010) and accreditation and patrons value (Schau et al., 2009).

Social media have intensified the relationship between already present firm to patron and patron to firm, however it has additionally created a new variance on traditional alternatives strengthen the ability of the firm to communicate by making interaction available in firm customer dialog. Modifications has been done in the way of contacting with ease, extent, pace and characteristics of such interplay (Gallaughier and Ransbotham, 2010). People who were beyond firm's boundary can be grasped (Dong-Hun, 2010; Newman, 2003). Transformation of social media has contented to different area of users in comparison of mass medias. Compact global networking is created (Newman, 2003) wherein content is effortlessly allotted to masses because the network is the result of voluntarily making connection and calls for few steps to share the information.

The Objective of the Study

It is getting critical to feature the importance of users who are actively being online and communicating, thus creating interests in the minds of consumers for the brand and its activities. All this will create a positive effect resulting in brand trust. Thus, the two objectives are:

1. To assess the elements that has an impact online engagement of customers
2. To assess the connection of marketing done though social media and engagement of the customers.

Hypothesis

Relationship between Social Media Marketing and Customer Engagement

Social media marketing and customer engagement has been paired rarely in the relationship marketing literature with very few researchers discussing one with the other. In the case of communication oriented toward relations through SNS, the commitment of users to SNS pages leads on naturally to the cultivation of relations.

Through participation in conversations on the SNS page of a firm (e.g. commenting on the company and its products, expressing support and criticism, sharing information with social connections), the online stakeholders make direct commitments with the firm and other consumers. Customer engagement in the field of relationship marketing, not only incorporates the relations established between buyers and sellers, but also any possible

combination between potential and actual clients; non-clients; society, in general; and sellers, in other words, the stakeholders. SNSs offer possibilities for this participation that develop trust, goodwill and commitment to form relations between individuals and brands regardless of whether those same individuals acquire them (Vivek et al., 2012). Therefore, it is hypothesized that: H: Higher the influence of Social Media Marketing, higher would be the Customer Engagement.

RESEARCH METHODOLOGY

To meet the aims identifying various parameters of preference elements that has an impact on online engagement of customers exploratory as well as descriptive research designs were considered that will justify the study in consideration. To initiate with, a well-structured questionnaire was designed and a survey was done to complete 350 responses from the respondents. The responses from the respondents were based upon convenience and judgment sampling techniques. Later the responses collected were analysed using SPSS software. The different analysis tools used in the study

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.771
Bartlett's Test of Sphericity	Approx. Chi-Square	1661.054
	Df	105
	Sig.	.000

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy is a statistic that indicates the proportion of variance in your variables that might be caused by underlying factors. KMO values between 0.7 and 1 indicate the sampling is adequate. KMO values less than 0.6 indicate the sampling is not adequate and that remedial action should be taken. The calculated KMO value for the study was .771 which means sampling is adequate.

Communalities are the proportion of each variable's variance that can be explained by the principal components. It also denoted by h² and can define as the sum of squared factor loadings. Communalities show how much of the variance in the variables have been accounted for by the extracted factors. The proportion of variance of a particular item that is due to common factors (shared with other items) is called communality. The proportion of variance that is unique to each item is then the respective item's total variance minus the communality.

Communalities		
	Initial	Extraction
Social media marketing helps in regular two way interaction with its followers and fans	1.000	.724
Social media marketing is cost effectiveness	1.000	.445
Social media marketing helps in covering the wide area and save time	1.000	.660
Social media marketing speeds up the buying process	1.000	.663
Marketing on social media helps in faster delivery and feedback	1.000	.434
Social media marketing targets particular user groups	1.000	.452
Social media marketing increases conversion rate	1.000	.644
Social media marketing makes easier accessibility for new customers	1.000	.656
Social media marketing changes the way people shop	1.000	.476
Social media marketing reduces mental stress for consumers	1.000	.568
Marketing done through social media has attractive display	1.000	.543
Social media marketing helps in persuading the consumers about products even before consumption	1.000	.769
Social media marketing generates online social support for their peers	1.000	.595
Social media marketing builds or enhances brand awareness for the products	1.000	.734
If I use internet for making Purchases, I do not feel a lot of uncertainty	1.000	.571

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Extraction Method: Principal Component Analysis.

The values in the column of the table given below indicate the proportion of each variable's variance that can be explained by the principal components. Variables with high values are well represented in the common factor space, while variables with low values are not well represented.

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.850	25.665	25.665	3.850	25.665	25.665	3.698	24.656	24.656
2	2.175	14.500	40.164	2.175	14.500	40.164	1.864	12.428	37.084
3	1.576	10.508	50.672	1.576	10.508	50.672	1.761	11.743	48.827
4	1.334	8.892	59.564	1.334	8.892	59.564	1.611	10.737	59.564
5	.997	6.648	66.213						
6	.948	6.320	72.532						
7	.738	4.921	77.454						
8	.624	4.159	81.613						
9	.570	3.800	85.413						
10	.530	3.531	88.944						
11	.419	2.791	91.734						
12	.397	2.648	94.382						
13	.349	2.329	96.711						
14	.292	1.945	98.656						
15	.202	1.344	100.000						

Extraction Method: Principal Component Analysis.

In the above table, it is seen that the Perceived usefulness explain the 25.665% variance, the efficiency accounts for 14.500% of the total variance, the e-satisfaction account is 10.508% of the total variance, readiness accounts for 8.892% of total variance.

The component matrix contains component loadings, which are the correlations between the variable and the component. Because these are correlations, possible values range from -1 to +1. This makes the output easier to read by removing the clutter of low correlations that are probably not meaningful anyway.

Component Matrix^a				
	Component			
	1	2	3	4
Social media marketing helps in regular two way interaction with its followers and fans	.794	-.238	.053	-.187
Social media marketing is cost effectiveness	.049	.274	.603	.068
Social media marketing helps in covering the wide area and save time	.763	-.194	.059	-.191
Social media marketing speeds up the buying process	.808	-.043	.088	-.007
Marketing on social media helps in faster delivery and feedback	.184	.413	.007	.479
Social media marketing targets particular user groups	.032	.144	.653	-.059
Social media marketing increases conversion rate	.030	.554	.212	-.539
Social media marketing makes easier accessibility for new customers	.043	.219	.710	.319
Social media marketing changes the way people shop	.606	.254	-.167	-.128
Social media marketing reduces mental stress for consumers	.736	.082	-.052	.126
Marketing done through social media has attractive display	.533	.038	-.178	.476
Social media marketing helps in persuading the consumers about products even before consumption	.830	-.210	.072	-.177
Social media marketing generates online social support for their peers	.064	.709	-.295	-.030
Social media marketing builds or enhances brand awareness for the products	.020	.737	-.159	-.407
If I use internet for making Purchases, I do not feel a lot of uncertainty	.240	.542	-.208	.420

Extraction Method: Principal Component Analysis.
a. 4 components extracted.

The above table shows the loadings of the 15 variables on the four factors extracted. The higher the absolute value of the loading, the more the factor contributes to the variable.

Rotated Component Matrix is sometimes referred to as the loadings, is the key output of principal components analysis. It contains estimates of the correlations between each of the variables and the estimated components. The idea of rotation is to reduce the number of factors on which the variables under investigation have high loadings. Rotation does not change anything but makes the interpretation of the analysis easier.

Rotated Component Matrix^a				
	Component			
	1	2	3	4
Social media marketing helps in regular two way interaction with its followers and fans	.846			
Social media marketing is cost effectiveness				.656
Social media marketing helps in covering the wide area and save time	.810			
Social media marketing speeds up the buying process	.791			
Marketing on social media helps in faster delivery and feedback			.634	
Social media marketing targets particular user groups				.656
Social media marketing increases conversion rate		.736		
Social media marketing makes easier accessibility for new customers				.778
Social media marketing changes the way people shop	.558			
Social media marketing reduces mental stress for consumers	.669			
Marketing done through social media has attractive display			.568	
Social media marketing helps in persuading the consumers about products even before consumption	.874			
Social media marketing generates online social support for their peers		.617		
Social media marketing builds or enhances brand awareness for the products		.846		
If I use internet for making Purchases, I do not feel a lot of uncertainty			.725	
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 6 iterations.				

Perceived usefulness

Social media marketing helps in regular two way interaction with its followers and fans

Social media marketing helps in covering the wide area and save time

Social media marketing speeds up the buying process

Social media marketing changes the way people shop

Social media marketing reduces mental stress for consumers

Social media marketing helps in persuading the consumers about products even before consumption

Efficiency

Social media marketing increases conversion rate

Social media marketing generates online social support for their peers

Social media marketing builds or enhances brand awareness for the products

E-satisfaction

Marketing on social media helps in faster delivery and feedback

marketing done through social media has attractive display

If I use internet for making Purchases, I do not feel a lot of uncertainty

Readiness

Social media marketing is cost effectiveness

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Social media marketing targets particular user groups

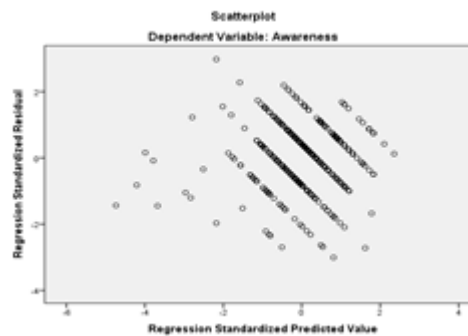
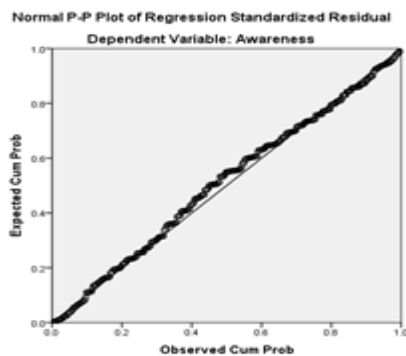
Social media marketing makes easier accessibility for new customers

Factor 1 :- Perceived usefulness accounts explain the 25.665% variance, it includes variables such as ; Social media marketing helps in regular two way interaction with its followers and fans, Social media marketing helps in covering the wide area and save time, Social media marketing speeds up the buying process, Social media marketing changes the way people shop, Social media marketing reduces mental stress for consumers, Social media marketing helps in persuading the consumers about products even before consumption.

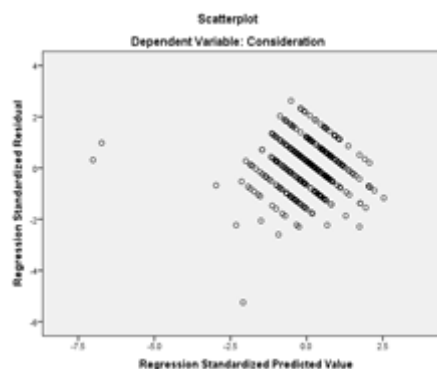
Factor 2:- Efficiency accounts for 14.500% of the total variance, it include variables such as; Social media marketing increases conversion rate, Social media marketing generates online social support for their peers, Social media marketing builds or enhances brand awareness for the products.

Factor 3:- E-satisfaction account is 10.508% of the total variance, it includes variable such as ; Marketing on social media helps in faster delivery and feedback, Marketing done through social media has attractive display, If I use internet for making Purchases, I do not feel a lot of uncertainty

Factor 4:- Readiness accounts for 8.892% of total variance, it includes variable such as; Social media marketing is cost effectiveness, Social media marketing targets particular user groups, Social media marketing makes easier accessibility for new customers.



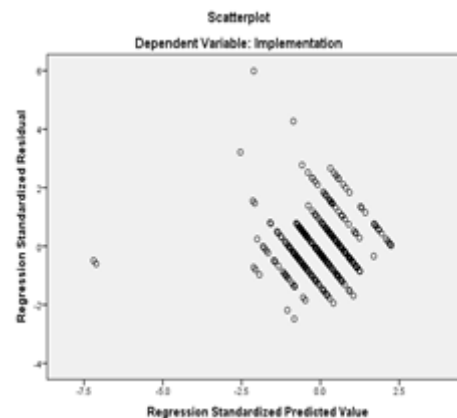
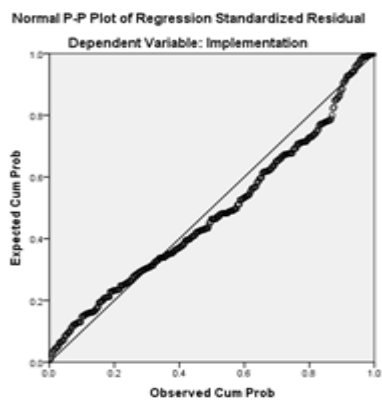
There is a homogeneity in all the variables



There is a homogeneity in all the variable

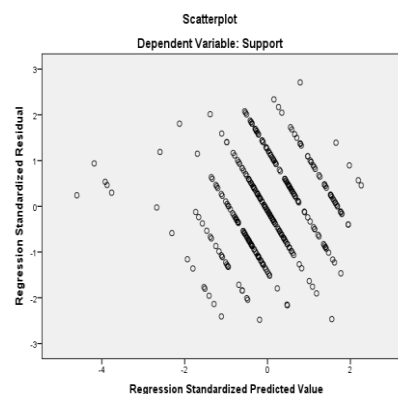
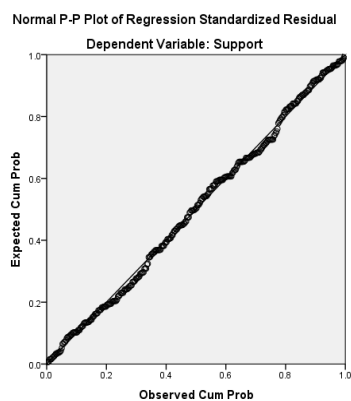
Coefficients										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.344	.256		1.343	.180	-.160	.849		
	PerceivedUsefulness	.674	.051	.600	13.144	.000	.573	.774	.735	1.360
	Efficiency	.158	.055	.170	2.868	.004	.050	.266	.434	2.303
	ESatisfaction	-.004	.056	-.004	-.074	.941	-.115	.107	.432	2.316
	Readiness	.129	.056	.109	2.306	.022	.019	.239	.686	1.459

a. Dependent Variable: Consideration



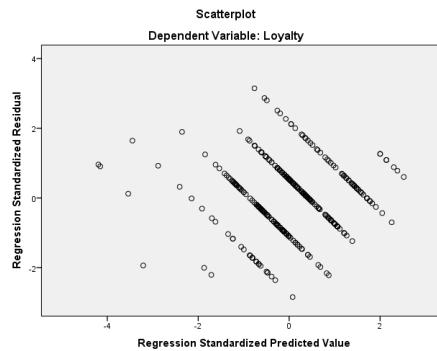
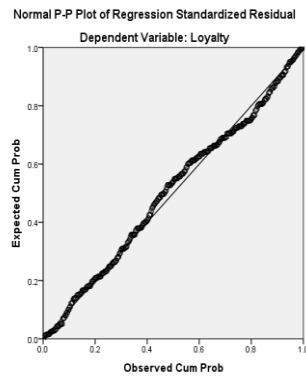
There is a heterogeneity in all the variable.

Charts

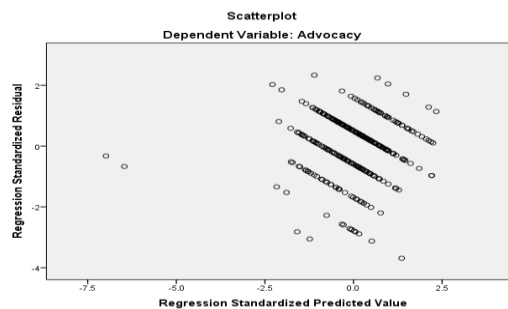
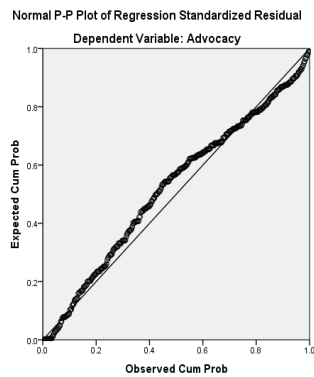


There is a homogeneity in all the variable

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There is a heterogeneity in all the variables



There is a heterogeneity in all the variables

In the above analysis, there are four independent variables: - Awareness, consideration, implementations, and support .in the part of awareness, durbin-watson value is 2.025 which means the data is autocorrelated. Awareness is dependent upon all the predictors. The value of Annova is 0.000 which is acceptable. In consideration the value of Annova is .000, which is acceptable. Implementation the durbin Watson value is 1.578, which means the data is autocorrelated and the value of annova is .000, which is acceptable. In support, the durbin Watson value is 1.795 and annova value is .000 which is acceptable. In Loyalty, durbin - watson value is 1.748, annova value is .000. Advocacy, Durbi Watson value is 2.068, which is too high and not acceptable. annova value is .000 which is acceptable.

CONCLUSION

social media marketing is a big deal not just to generate leads but also for making relations.. Social media marketing connects customers with the company by helping the company to get suggestions and feedback directly from their customers. It allows customers to put questions and file complaints and are made to feel that they are being heard. Social customer relationship management (social CRM) manages this. According to the Forrester consultancy's research (2008) consumer engagement is defined as "creating deep connection with customer, that drive purchase decision, interaction and participation, overtime".social media is a field of inquiry and it is an effective way to engage the profitable consumer. Building a marketer community strong enough to make marketing effective & initiative buying. Therefore, this study focuses on the impact of social media on consumer engagement process. The findings of the study are presented in the model and shows that there is a significant impact of the various factors on consumer engagement process.

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