

IMPACT OF SOCIAL MEDIA MARKETING AND CUSTOMER RELATIONSHIP MARKETING

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Abstract

Today's Business scenery is influenced by Social media propagation. The companies need the information about the How, when and where the business to exit, where the customer exist and needs of the customer changes significantly because of implementation of social web. In relationship marketing previous studies proposes before going to purchase of any product customer will need the information the product will going to be right or wrong to him and to maintain the product for a long period through commitment and responsible and emotional bonding with the company. Therefore, the success of any marketing campaign is depending on trust, commitment, responsibility and bonding of the customer with the company. Indian Corporate has just begun to invest in Social media and are thinking of effective engagement strategies with their audience. The study revealed certain important implications for practicing managers.

Key words: Social media, Marketing campaign, Customer relationship, Effective engagement strategies.

I. Introduction

All over the world, the interaction and communication of individuals have to be transformed through the Social media. In present times, a huge number of aspects in human communication has been effected by social media, thereby impacting in business. In strategy of business marketing, Social media plays a an important role. It acts as a platform to connect with the customers and upsurge the brand awareness

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about the product and increasing the sales, there by profits to the company. Investing in social media is a wise business move because of communicate authority, show authenticity, encourage engagement, provide support, Grow affordably. For continuing the long run relations with the customers through the relationship marketing strategies is used. In the present study determines the impact of social media marketing variables and customer relationship marketing variables.

II. Objectives Of The Study

1. To Study the relationships between the social media variables and brand trust, brand commitment.
2. To examine the mediating relation between the variables of social media marketing and variables of relationship marketing.

III. Hypothesis of the Study

H0: There is no association between Social mediavariabes vis a vis Entertainment, Interaction, customisation, trend, word-of-mouth and trust.

H1: There is associationbetween the socialmedia variables vis a vis Entertainment, Interaction, customisation, trend, word-of-mouth and trust.

H0_a: There is no association relationship between Social mediavariabes vis a vis Entertainment, Interaction, customisation, trend, word-of-mouth and Commitment.

H1_a: There is associationrelationship between the socialmedia variables vis a vis Entertainment, Interaction, customisation, trend, word-of-mouth and Commitment.

IV. Review of Literature

Calder and Malthouse (2008) explores consumer media and its psychological practices, Facebook brand pages provides an opportunity to connects or act as an intermediary between the customer and media.

Kaplan and Haenlein, (2010) explores Social media is a group of web applications and permits to formation and exchange of user generated information.

Vandoorne et al. (2010) concludes social media marketing acts motivational driver and it permits word of mouth activity,blogging, writing reviews.

Mollen and Wilson (2010) intricates consumer's experiential response to a website with a affective commitment and brand as personified by the website with a cognitive & active relationship designed for communicating the value of brands.

Kumar et al. (2010) proposed the components of a customer's engagementvalue (CEV) such as customer lifetime value, customer referral value, customer influencer value and customer knowledge value with a firm.This study concludes the customer's engagementvalue (CEV) affords efficient marketing strategies with long term contribution from customers.

Vivek et al. (2012) explore the relationship between the customer engagement and relationship marketing. This study concludes customer engagement is composition of social elements such as emotional, intellectual and behavioural factors. This concept consists of value, brand, loyalty, word of mouth and trust.

Wirtz et al. (2013) explore Web based Brand Communities such as brand orientation, internet-use, funding and governance both from a consumer point of view, brand-related, social, functional and company viewpoint. This study concludes that the Web based Brand Communities creates an opportunity in idea generation, developing sales and customer relations and brand images.

Sabate et al. (2015) studies the effect of Facebook branded post popularity on basis of 164 respondents by using multiple linear regression analysis. This study concludes the present literature on the marketing strategies of management in social networking sites for consumer engagement.

Mariani et al. (2016) explores the factors determining the higher level of social activity, it means strategically employed the way of Facebook varies significantly from the regional Destination Management Organisations on basis of big data analysis and determines negative impact on engagement.

V. Data Analysis And Interpretation

H0: There is no association between Social media variables vis a vis Entertainment, Interaction, customisation, trend, word-of-mouth and trust.

H1: There is association between the social media variables vis a vis Entertainment, Interaction, customisation, trend, word-of-mouth and trust.

Table 1 Showing Normality and Test of Collinearity of Social Media Marketing Variables on Trust

Model		Collinearity Statistics	
		Tolerance	VIF
1	Customisation	0.786	1.972
	Interaction	0.923	1.579
	Word-of-mouth	0.684	1.852

In this analysis, the value of Durbin – Watson is 1.750, which is to be satisfactory. Which shows that in the given data there were no autocorrelation. In this study independent variables do not reach which indicate the presence of multicollinearity.

Table 1.1 Table Showing Model Summary of SMM Variables on Trust

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.934 ^a	.762	.475	.36025	1.750

The coefficient of determination R square value is 0.762. This shows that more than 76.2% of trust value is determined by Interaction, customisation, and word-of-mouth.

Table 1.2 Showing ANOVA with Dependent Variable Trust and Independent Variables SMM and Dimensions

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	147.847	5	29.979	135.445	.000 ^b
Residual	121.013	412	.331		
Total	252.119	417			

Dependent Variable: trust

The above table 1.2 shows that the The F value is significant which it means at 99% confidence level independent variables can be forecasting by the dependent variable.

Table 1.3 showing the Beta Coefficients off SMM Dimensions on Trust

Model		Standardized Coefficients		Sig.	Relationship
		Beta	t		
1	Customisation	.591	3.012	.020	Significant
	Interaction	.143	5.130	.000	Significant
	Word-of-mouth	.286	8.614	.000	Significant

The results obtained, as shown in table 1.3, reveals that relationship between Customisation, Interaction, Word-of-mouth and trust were found to be positive and significant.

To test whether Social media variables have different effects among different groups on Trust, Comparative analysis was done by splitting the file in terms of Facebook page viewed and the result obtained is tabulated below after multicollinearity tests and autocorrelation tests were done and found that they were not a concern.

Table 1.5 Summary of Multiple Regression Analysis of Social Media Variables on Trust among Different Groups

	Malabar Gold & Diamonds	Beta Values	Samsung Mobiles	Beta Values	Reliance Infra	Beta Values	Overall	Beta Values
Customisation	NS	0.052	NS	0.164	S	0.175	S	0.095
Interaction	S	0.28	S	0.258	S	0.251	S	0.134
Word-of-mouth	S	0.21	S	0.279	S	0.364	S	0.268

From the above table it is found to be positive and significant for Malabar Gold & Diamonds, Samsung Mobiles, and Reliance Infra. Therefore, we can conclude that the independent variable customisation is significant only in the dependent variable trust only in Reliance Infra ($=0.175$, $p=0.006$).

The interaction is significant trust in Malabar Gold & Diamonds ($=0.280$, $p=0.005$), Samsung mobiles ($=0.258$, $p=0.000$) and Reliance Infra ($=0.351$, $p=0.001$).

2 Relationships between Social Media Variables and Commitment

H0_a: There is no association between Social media variables vis a vis Entertainment, Interaction, customisation, trend, word-of-mouth and Commitment.

H1_a: There is association between the social media variables vis a vis Entertainment, Interaction, customisation, trend, word-of-mouth and Commitment.

Table 2.1 Showing Normality and Test of Collinearity between Social Media Marketing Variables Dimensions and Commitment

Model		Collinearity Statistics	
		Tolerance	VIF
1	Customisation	0.603	2.025
	Interaction	0.615	1.657
	Word-of-mouth	0.758	1.798

In this analysis, the value of Durbin – Watson is 1.795, which is to be satisfactory. Which shows that in the given data there were no autocorrelation. In this study independent variables do not reach which indicate the presence of multicollinearity.

Table 2.1 showing Model Summary of SMM Dimensions on Commitment

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.624 ^a	.325	.318	.65810	1.795

b. dependent variable: commitment

The coefficient of determination R square value is 0.325. This shows that more than 32.5% of Commitment value is determined by, Interaction, customisation, and word-of-mouth.

Table 2.2 Table showing ANOVA with Dependent Variable as Commitment and Independent Variable SMM and its Dimensions

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	152.238	5	27.352	55.241	.000 ^b
	Residual	254.387	412	0.568		
	Total	425.288	417			

Dependent Variable: commitment

The above table 2.2 shows that the F value is significant which it means at 99% confidence level independent variables can be forecasting by the dependent variable.

Table 2.3 showing Beta Coefficients between SMM Variables and Commitment

Model		Standardized Coefficients Beta	t	Sig.	Relationship
1	Customisation	0.203	3.672	.000	Significant
	Interaction	0.152	3.241	.000	Significant
	Word-of-mouth	0.189	4.046	.000	Significant

The results obtained, as shown in table 2.3, reveals that relationship between Customisation, Interaction, Word-of-mouth and Commitment were found to be positive and significant.

To test whether the Social media variables have different effects among different group on Commitment, Comparative analysis was done by splitting the file in terms of facebook page viewed and the result obtained is tabulated below after multicollinearity tests and autocorrelation tests were done and found that they were not a concern.

Table 2.4 Summary of Multiple Regression Analysis Group wise of Social Media Variables on Commitment

	Malabar Gold & Diamonds	Beta Values	Samsung Mobiles	Beta Values	Reliance Infra	Beta Values	Overall	Beta Values
Customisation	S	0.252	NS	0.104	NS	0.325	S	0.205
Interaction	S	0.053	S	0.198	NS	0.368	NS	0.234
Word-of-mouth	S	0.171	S	0.253	NS	0.264	S	0.183

From the above table the results found to be positive and significant for Malabar Gold & Diamonds, Samsung Mobiles, Reliance Infra. Therefore we can conclude that the customised information is significant commitment only In Malabar Gold & Diamonds (=0.252, $p=0.005$). In interaction there is significant commitment in Malabar Gold & Diamonds =0.053, $p=0.006$) and Samsung mobiles (=0.198, $p=0.004$) .

VI. Findings & Suggestions

Findings

Table 6.1 Consolidated table showing the Results of Multiple Regression Analysis of SMM on Relationship Marketing (S Supported, NS Not Supported)

Companies	SMM Variables	Relationship marketing variables	
		Trust	Commitment
Malabar Gold & Diamonds	Customisation	NS	S
	Word-of-mouth	S	S
	Interaction	S	S
Samsung Mobiles	Customisation	NS	NS
	Word-of-mouth	S	S
	Interaction	S	S

Reliance Infra	Customisation	S	NS
	Word-of-mouth	S	NS
	Interaction	S	NS

The results shows that there is a significant and positive relationship between Customisation on trust, Interaction on Trust and word-of-mouth on trust.

Comparative analysis shows that the content that Customisationsignificant Commitment only in Malabar Gold & Diamonds, the Interaction significant Commitment in Malabar Gold & Diamonds, Samsung Mobiles, the word-of-mouth significant Commitment in Malabar Gold & Diamonds, Samsung Mobiles.

Suggestions

A technological infrastructure of the firms consists appropriate planning can be provide by the social media. This study compares difference and similarities between the three industries such as Jewellery, Mobile phones and Infrastructure. According to the type of the industry Marketers are recommended to improve approaches and deliver the pertinent content to their fans.

Such strategies include:

1. To improve the opportunities for interacting likely minded followers of a brand's Facebook page to substitute sharing of interests and carrying out likely determinations for joining.
2. Monitoring followers' communications to recognize sectors of new market and deliver customized services created on basis of common interests about the products & services.
3. Facebook page provide positive experiences by integrating features with the brand

VII. Conclusion

This, in turn, induces a desire in the consumer's mind to maintain a long-term relationship (Commitment).The study concludes that in this segment the consumer decision making is a combination of both emotions and rationality. The content on facebook brand pages induces trust which in turn induces commitment. It shows that the dimensions of social media which has tremendous impact in building relationships in Jewellery, mobile phones, Infrastructure are the content that entertains, provides opportunity to interact and induce the fans to share the content. So managers and retailers can keep this in view and design their content strategy accordingly.

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