

**Impact Of Effective Social Media Advertisements On Customer Engagement
And Relationship**

**S. N. KHODHAI
(REG NO.17PBM014)**

**A major Project Report submitted to
Avinashilingam Institute for Home Science and Higher Education for Women,
Coimbatore -43**

**In partial fulfilment of the requirements for the Degree of
Masters in Business Administration
(IT Organization Administration)**

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CERTIFIED AS BONAFIDE RESEARCH WORK

**Signature of the
Guide**

**Signature of the
Head of the Department**

**Signature of the
External Examiner**

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SYNOPSIS

The study aims to impact of effective social media advertisements on customer engagement and relationship in today's era.

The primary objective of the study was to examine the perception that influence customer engagement through social media advertisement and to analyse the relationship between social media advertising and customer engagement. The research design used for the study is descriptive in nature.

Primary data was collected through survey method using a structured questionnaire. Data was collected from 140 sample respondents.

The questionnaire includes the decisions to purchase goods online based on social media marketing, social media advertising, online shopping through links/info available on social media, and the social media platforms is measured to know the effects on customer engagement.

The statistical analysis was done by applying simple percentage, mean score, composite reliability, validity, multicollinearity, correlation analysis, variance, path analysis, effect size, bootstrapping in order to meet objectives of the research using SPSS and SmartPLS 3.0.

The findings of the study results like, there is the highly positive significance in the social media advertisements to achieve the customers engagement on the social media platforms and their relationship is considered to be strong. Here, the Facebook and Instagram are highly consumed by customers for the interaction, content sharing, commenting etc, also customers prefers and expects security and trustworthiness while shopping online. It concludes that the social media advertisements highly influence the customer engagement through various social media platforms and effects the behaviour of the users.

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CHAPTER I

INTRODUCTION

1.1 INTRODUCITON TO THE STUDY

Social media, an application of a novel category of information technology, has proliferated in modern human lives, where cooperative communication among various partners is supported through internet-based operating systems. Facebook, Twitter and LinkedIn are the prime social media examples, which are used by millions of people.. The reach of social media applications is so vibrant that almost everyone yield to a particular segment. The ability to create customized self- presentations, otherwise called as avatars with the help of massive multiplayer virtual world games such as World of Warcraft and virtual social worlds such as Second Life are great examples for users getting caught in the frenzy of social media usage **(Kaplan and Haenlein, 2010)**

Social media is becoming increasingly widespread and is changing how individuals communicate with each other. It is believed that an average of 4.6 hours per week is spent on social media platforms by people all over the world. Social media enables the consumption of online content followed by suitable interaction by the consumers. It is regarded as a platform that enables individuals to generate a specific online profile that can be accessed either by members of the public or by members of a particular group. Opinions, perspectives, beliefs and insights in the form of content and media can be shared among a targeted group of receivers, and is considered as highly interactive (Aula, 2010). Social media is about the people's interrelationships and the connections between organisations **(Nair, 2012)**. The exchange of information occurs through various modes, including text, audio and video. The tools of social media include Wikis, chat rooms, social networking sites, discussion boards, blogs, widgets, video logs, etc. Social networking sites allow users to create profiles on the site, post and share information, and communicate with other users **(Kaplan and Haenlein, 2010)**.

Consumers use social media mostly to keep in touch with family members and friends. Their decision making on purchases are influenced by the recommendations from their relatives and friends. They also use social media for entertainment and while doing

so, may be exposed to advertisements placed by companies. The content shared in social media platforms lack formal organization, thereby encouraging conversation among the users and strengthening relationships within brand communities, which in turn influence the purchase decisions of the customers (Nair, 2012). Unlike traditional methods, social media allows the interaction of potential customers with the advertisers. The consumers can also directly contact the advertiser as well as an unlimited number of other consumers using the product (**Mangold and Faults, 2009**). The instant exchange of views and opinions of like-minded and contrasting populations assists the organizations to judge public sentiment towards a specific cause or event. Additionally, long-term public relationships and loyalty factors can be sensed through the social media utilisation. However, control over where and when the message was placed was higher for the advertisers while using traditional methods, whereas, advertisers had control only with the initial placement of information in social media

Social media are now considered as mainstream and the users cover a broad demographic spectrum. The number of preadolescents and adolescents using social media sites has rapidly increased in the past few years with studies reporting that 75% of the teenagers present worldwide possess cell phones while 25% used them for engaging in social media activities for the purpose of entertainment and content sharing with peers.

1.1.1 E-commerce in India

India has an internet user base of around 150 million. Among the BRIC nations, India has the fastest growing e-commerce market adding over 18 million internet users and growing at an annual rate of 41% (**Assocham report, 2012**). India's e-commerce market was worth about \$2.5 billion in 2009. It went up to \$6.3 billion in 2011 and to \$16 billion in 2013 and is expected to touch \$56 billion by 2023 which will be 6.5 per cent of the total retail market (**Assocham report, 2013**). Consumer e-commerce is perceived to have wider and stronger impact on the retail economy and is expected to grow by 33% in 2013 (**KPMG, 2013**). The number of users making online transactions has been on a rapid growth trajectory, and it is expected to grow from 11 million in 2011 to 38 million in 2015 (**Ernst & Young, 2012**).

The considerable rise in the number of internet users, growing acceptability of online payments, the proliferation of internet-enabled devices and favorable

demographics are the key factors driving the growth of e-Commerce in the country. Slow economic growth and increasing inflation has made many customers price conscious and e-commerce websites allow users to get more value for their money with lower prices, discounts and other promotions. The growth of online retail is partly driven by changing urban consumer lifestyle and the need for convenience of shopping at home (**Ernst and Young, 2013**).

Young generation on the internet has emerged as the driving force behind the growth of the e-commerce industry in India. Nearly 90% of online shoppers in India belong to the 18-35 year age group, while 8% fall in the 36-45 year age group. While classifying the online shoppers based upon gender, men contribute more to online shopping revenue. Nearly 65% of online shoppers in India are male as against 35%, who are female (**Assocham Report, 2013**). Given the scenario, understanding Indian consumer's online shopping behaviour is found to be apt and focussed from a retailer as well as researcher's point of view.

1.1.2 Online Consumer Behaviour

The Internet offers more interactivities between consumers and product/service providers and has greater transparency of information sharing about products/services (**Chen, 2009**). Therefore, online consumers have more bargaining power, lower switching costs and wide range of choices than consumers of brick and mortar stores. For e-commerce managers, better understanding of online consumer behaviour is critical to effectively attract and retain online consumers (**Kacen, Hess and Kevin – Chiang, 2013; Kamari and Kamari, 2012; Rose, Clark, Samouel and Hair, 2012; Dawn and Kar, 2011; Tseng, Kao, Lee and Wu, 2011; Wu and Cheng, 2011; Ling, Chai and Piew, 2010**).

Understanding the mechanisms of virtual shopping and the behaviour of the online consumer is a priority issue for practitioners competing in the fast expanding virtual marketplace (**Constantinides, 2004**). Much of the recent research is focussed on the identification and analysis of factors that influence or shape online consumer's behaviour. A good deal of research is focussed on modelling the online buying and decision making process (**Li, Jiang and Wu, 2014; Zhang, Shi and Lu, 2014; Kim,**

Han and Lee, 2014; Yoon and Steege, 2013; Gao, Zhang, Wang and Ba, 2012; Lee, Shi, Cheung, Lim and Sia, 2011).

1.1.3 IMPORTANCE OF SOCIAL MEDIA

Social media is quickly becoming one of the most important aspects of digital marketing, which provides incredible benefits that help reach millions of customers worldwide. And if you are not applying this profitable source, you are missing out an incredible marketing opportunity, as it makes it easy to spread the word about your product and mission.(Forbes 2018)

Improved brand awareness

Social media is one of the most stress-free and profitable digital marketing platforms that can be used to increase your business visibility. To get started, create social media profiles for your business and start networking with others. By applying a social media strategy, it will help you significantly increase your brand recognition. By spending only a few hours per week, over 91% marketers claimed that their social marketing efforts greatly increased their brand visibility and heightened user experience. Undoubtedly, having a social media page for your brand will benefit your business and with a regular use, it can also produce a wide audience for your business in no time.

Cost-effective

For an advertising strategy, social media marketing is possibly the most cost-effective way. Creating an account and signing up is free for almost all social networking platforms. But if you decide to use paid advertising on social media, always start small to see what you should expect. Being cost-effective is important as it helps you attain a greater return on investment and hold a bigger budget for other marketing and business payments. Just by investing a little money and time, you can significantly increase your conversion rates and ultimately get a return on investment on the money that you primarily invested.

Engage with your customers

Social media is a good way for engaging and interacting customers. The more you communicate with the audience, the more chances you have of conversion. Set up a two-way communication with your target audience so that their wishes are known and their interest is catered with ease. Moreover, communication and engagement with customers is one the ways to win their attention and convey them your brand message. Thus, your brand will reach more audience in real terms and gets itself established without any hassle.

Improved brand loyalty

When you have a social media presence, you make it easier for your customers to find you and connect with you. By connecting with your customers through social media, you are more probable to upsurge customer retention and customer loyalty. Since developing a loyal customer base is one of the main goals of almost any business. Customer satisfaction and brand loyalty typically go hand in hand. It is essential to often engage with your customers and start developing a bond with them. Social media is not just limited to introducing your product, it is also a leading platform for promotional campaigns. A customer sees these platforms as service channels where they can directly communicate with the business.

Healthier customer satisfaction

Social media plays a vital role in networking and communication platform. With the help of these platforms, creating a voice for your company is important in improving the overall brand image. Customers appreciate the fact that when they post comments on your page, they receive a modified reply rather than a computerized message. A brand that values its customers, takes the time to compose a personal message, which is perceived naturally in a positive light.

Marketplace awareness

One of the best ways to find the needs and wants of your customers instead of directly communicating with them is Marketplace awareness. It is also considered as the most valuable advantage of social media. By observing the activities on your profile, you can see customers' interest and opinions that you might not know otherwise if you didn't have a social media presence. As a complementary research tool, social media can help you get information and a better understanding of your industry. Once you get a large following, you can then use additional tools to examine other demographics of your consumers.

More brand authority

For making your business more powerful, brand loyalty and customer satisfaction both play a major role, but it all comes down to communication. When customers see your company posting on social media, especially replying to their queries and posting original content, it helps them build a positive image in their minds. Regularly interacting with your customers proves that you and your business care about them. Once you get a few satisfied customers, who are vocal about their positive purchase experience, you can let the advertising be done for you by genuine customers who appreciated your product or service.

Increased traffic

One of the other benefits of Social Media is that it also helps increase your website traffic. By sharing your content on social media, you are giving users a reason to click-through to your website. On your social account, the more quality content you share, the more inbound traffic you will generate while making conversion opportunities.

Enhanced SEO rankings

Social media presence is becoming a vital factor in calculating rankings. These days, to secure a successful ranking, SEO requirements are continuously varying. Therefore, it is

no longer enough to simply optimize your website and regularly update your blog. Businesses sharing their content on social media are sending out a brand signal to search engine that speaks to your brand validity, integrity, and constancy.

Final words

There is no denying that Social media marketing has many advantages for startups and established brands. By regular updating the right social media marketing strategy, it will lead to increased traffic, better SEO, improved brand loyalty, healthier customer satisfaction and much more. Your competition is already increasing on social media day by day, so don't let your competitors take your probable customers. The earlier you start, the faster you see the growth in your business.

1.1.4 SOCIAL MEDIA PLATFORMS

Social media functions on platforms that use Web-based technology to develop, deploy and manage social media solutions and services. The social media platforms cater to different individual needs of the users. Broadly speaking, the social media platforms can be classified into six major categories, namely, networking, collaborative, image-sharing, blogging, video-sharing and micro-blogging based on their functionality .

Networking

A social networking site enables the exchange of information between people who have common interests and are engaged in similar activities. Several features, such as sharing of ideas, notifications of events and activities, and topics of mutual interest are enabled by networking social media platforms. Facebook is a popular social networking site as it is commonly used across the world . Networking is advantageous to the users as they can share the information discovered by them, thereby facilitating open communication among the intended group members.

CATEGORIES OF SOCIAL MEDIA PLATFORMS

Categories	Description	Example Applications
Networking	<ul style="list-style-type: none"> • Exchange of ideas • Up to date information on activities and events of other users • Facilitate sales by directing potential customers to specific websites • Facilitates market studies through which people's inclinations towards certain products and services can be gauged 	Facebook, Twitter, YouTube, Google Plus, LinkedIn, Instagram, Snapchat, Pinterest, Four Square, Blogs, Forums, Chat Rooms
Collaborative	<ul style="list-style-type: none"> • Facilitates content sharing for self-directed studies and peer-based learning • Appreciated by young people for facilitating interactive learning • Helps in honing knowledge and skills using information provided by field experts 	Wikipedia, Google Docs, Slideshare, Survey Monkey
Image-sharing	<ul style="list-style-type: none"> • Services such as transferring, sharing, uploading and archiving of images in a closed group or in a public platform • Features such as online gallery, ability to add comments or blog entries along with the images • Technical advancements such as unlimited cloud storage for the users to upload unlimited photographs and videos at a better bandwidth 	Instagram, Picasa, Pinterest
Blogging	<ul style="list-style-type: none"> • Allows creative individuals to key-in and share their thoughts instantly through platforms, followed and commented by a huge audience • Additional features to improve aesthetics such as sharing of images, videos, etc. • User-friendly for beginners 	Tumblr, Wordpress, Blogger
Video-sharing	<ul style="list-style-type: none"> • Allows rapid uploading or sharing of multimedia files in a public setting • Abundant space for storing the data-heavy multimedia content • Features such as live video streaming, free viewing of trending videos, comments, rating, tagging by viewers 	YouTube, Vimeo, Google Video, Grouper, Jumpcut, Dilymotion, AOL, Eyespot
Micro-blogging	<ul style="list-style-type: none"> • A micro-blog is much shorter than blogs, where the content is limited to a specific number of words and short messages and phrases are allowed to be shared. • Twitter is the currently dominant player 	Twitter, Tumblr, FriendFeed, Jaiku, Plurk

COLLABORATIVE

Collaborative social media enable individuals involved in a particular kind of work to collaborate with each other and work towards attaining a common goal. The modern day computer software and applications facilitate such transfer of knowledge, views and opinions through various online platforms. Collaborative social media platforms enable content sharing among the concerned people, where they can build and maintain a certain degree of association for enabling self-directed studies and peer-based learning. The interactive learning opportunities are particularly appreciated by young people, who look for consistent accessibility through various hand-held devices. Young people have a strong urge to be constantly connected with their preferred partners, expecting an immediate update from them. Some of the prime examples of collaborative social media include wikipedia, e-mails, chatting links, bookmarking sites, etc.

Collaborative social media platforms provide access to several communities that share relevant information online. It is important to note that online platforms work far better than physically accessing the required information, as in the case of libraries.

IMAGE-SHARING

Image sharing is one of the common online activities that has increased over the years. The modern trend of capturing every daily life event and sharing the images has caught everyone's fancy. Various websites and applications render the services of transferring images, where a person can upload and share images either to a closed group or on to a public platform. Individuals have the option of creating and maintaining an online gallery of their preferred images, which can be viewed by other people. One can share unlimited images and videos by subscribing to the paid channels of such image sharing social media platforms. Some websites and applications also allow users to write their comments and blogs along with the sharing of the pictures .

Recent technological advances have resulted in several websites offering unlimited cloud storage spaces for the users to upload unlimited photographs and videos at a better bandwidth. Additionally, high-resolution images can be archived, managed and shared with several groups. A few examples for websites offering image hosting are Imgur, Flickr, Google photos, 500px, PostImage, etc.

BLOGGING

Several people think creatively in a sporadic manner and they need to instantly express those valuable ideas at the spur of the moment. Websites that allow individuals to key-in their thoughts and opinions, and share them online are known as blogging websites. These websites provide the technologically advanced platforms through which users can share their content in the form of text, images, videos, etc. Certain websites also provide theme- based online structures that allow the otherwise monotonous text to be presented in an aesthetic form. The content is allowed to be followed and commented by other users. Some websites allow for reblogging, where users can write their blogs on other existing blogs.

Bloggers use hypertext markup language (HTML) to generate their blogs since no specific blogging software is required. Nevertheless, a blogger without any HTML knowledge can generate and maintain a blog through blogging software, since it enables the blogger to concentrate on the subject rather than worrying for maintaining record logs and periodic archives. Blogging also enables users to work in tandem with other online platforms and web-based technologies (Schlinke et al., 2013). For example, the blogging platform and open source content management system Drupal allows creation of modern and manageable web pages, thereby making it a useful option for business organizations. Another such open source content management system widely used by marketers is Joomla which allows creation of highly interactive webpages for e-commerce applications .The process of setting up the blogs is also user-friendly and requires minimal user effort. Further, a huge audience could be targeted through blogging sites as they are capable of transmitting the information in varying degrees of detail, without the loss of subject relevance.

TOP BLOGGERS IN INDIA

Amit Agarwal

Another top blogger of India is Amit Agarwal, a pioneer on India blogging industry. He is one of the top tech blogger in India. He is a former IITian and until 2004 he used to work for a US based firm. He quit his job and started his first blog known as Labnol. For him it was a great success quite after few months of starting. On his blog, he mainly writes about consumer software and mobile apps etc. Monthly earnings of Labnol.org are nearly about \$30,000 to \$60,000 i.e. roughly 16 Lakhs. Yearly income is around 2 crore rupees.

- Name: Amit Agarwal
- Blog URL: Labnol.org
- Estimated Monthly Earnings: \$60,000 = INR 30,00,000/-
- Top Income Channel:
- Google AdSense,
- Paid Advertisement
- Affiliate Income etc.
- Global/India Alexa Rank: 13817/7508

Faisal Farooqui

He is the founder of mouthshut.com, a consumer review and research website in India. In spite of the fact that it is not a blogging website but he is one of the well-known entrepreneurs in India. Mouthshut is mainly a consumer research and web-based service portal.

- Name- Faisal Farooqui.
- Blog URL- MouthShut.com
- Monthly Average Earning- \$50,000.
- Alexa Global rank- 16072
- Alexa Rank in India- 1329

Harsh Agarwal – ShoutMeLoud

Harsh Agarwal is a Delhi based young, energetic and promising blogger. As per our research and information we got from various sources, he absolutely be a perfect example of the young Indian who fully independent and has sufficient amount of money to take pleasure of his life.

Harsh Agarwal talks about various topic in his including starting a blog, making money from blogging, SEO (Search engine marketing), Social media marketing, Affiliate marketing, starting business, Best web hosting services and many more. His main motive is to liberalize each and every person from the regular 9-6 job and guide them to be their own boss. He started hit blog Shout me loud in September 2008 at still running and attracting numerous of visitors on daily basis.

Here is the earnings and total expenses report for ShoutDreams blog network.

Income report:

- Affiliate marketing: \$34165
- AdSense: \$416
- Media.net: \$801.70
- eBooks + ShoutMeLoud Store: \$372
- Clickbank: \$112.25
- ShareASale: \$1086
- Ezoic: \$88.86
- ElegantThemes: \$302.50
- NativeAds Direct ads: \$2300
- PropellerAds: \$410.75

Total: USD 40055 (Approx 26 Lakh)

Shradha Sharma

Shradha Sharma is the one and only female blogger listed in the list of top Indian bloggers of 2019. Shradha is well-known for her widely accepted website known as YourStory.com, initially started as YourStory.in. It is one of the top leading media

website in India, which is focused on sharing information related Entrepreneurs, business leaders, business founders and their stories.

- Name: Shradha Sharma.
- Estimated Monthly Earning: \$30,000.
- Blog: YourStory.com
- Alexa Global/India rank: 9193/718

Amit Bhawani

Another top blogger in India is Amit Bhawani who begin his blogging life in 2007. His blog talks about latest technology and gadgets. He manly write about mobile phones, tablets and technical stuffs around the world.

The maximum income he earned from his blog was nearly \$25000/month- approximately Rs.1630140/month. He is the owner of some other blogs such as AndroidAdvices.com. Anyway from past 1 year he is not working on his blog and not doing much blogging because has started one company that provides digital solution in his hometown Hyderabad.

- Name: Amit Bhawani
- Blog URL: AmitBhawani.com
- Estimated Earnings: Nealy \$25,000/mo. = Rs 1 630 155/-
- Top Income Channels: Mainly Google Adsense, and Ads network
- Word/India Alexa Rank: 896,521/55,867 , now he is actively doing blogging.

VIDEO-SHARING

Several websites allow registered users to upload and share videos, which can be viewed by anyone accessing the website. Comments made by users are allowed to be posted on such video-sharing websites and the users are allowed to rate or tag the videos. These user reviews are meant to be read by other consumers who gauge the experience of other people before deciding to use a specific content.

The websites govern the storage size and the time allotted for the uploaded videos (Kichatov and Mihajlovski, 2010). In the past, uploading or downloading videos were time consuming tasks owing to several limitations such as internet speed. However, latest advancements in internet and other technologies have enabled the rapid uploading or sharing of multimedia files. Video-sharing websites provide abundant space for storing the data-heavy multimedia content intended for use by the restricted communities or by the general public. The restrictions on the content size have been alleviated by storage solutions, thereby enabling a better online experience to users. Youtube is a prime example of video-sharing websites, as it has developed creative and ingenious working solutions in response to the past issues of uploading and using video files. Youtube was ranked as the third social media platform to attract web traffic in US, following Google and Facebook (Cha, 2014).

Video-sharing websites enable business establishments to create and upload their profile videos without any specialist web knowledge, helping them to reach out to a vast number of potential clients. Video-sharing media seek to tap the preferences of the audience and provide appropriate content, which is related to their queries and interests. Such user- friendly features offer a great level of convenience to people with inadequate resources. Another important point to be noted is that video-sharing websites can only function if the internet connectivity speeds and the hardware requirements are up to global standards.

MICRO-BLOGGING

A micro-blogging website is similar to a blogging website, except that the micro-blog content is much shorter and crisp. Twitter is the currently dominant player in the category of micro blogging sites (DeVito, Birnholtz and Hancock, 2017) where the micro-blogs written by users are known as tweets. Twitter allows a maximum length of 140 characters per tweet. The tweets are read by friends, followers and other registered members, thereby expanding the micro-bloggers' circle of contacts. Both personal and commercial uses are possible through Twitter, wherein the necessary information can be instantly relayed to the concerned group of individuals. Internal organisational

communication and group discussions are also possible through micro-blogging websites (Johansson, 2010).

The chief advantage of using micro-blogging is that the information is comparatively short, easy to send and read. Micro-blogging also offers other advantages, such as facilitating the discovery of improved content, instant flashing of important news, providing a platform for various organisations, improving of client relations, eliminating the need for advertising, expanding the scope of market surveys, facilitating marketing campaigns, tracking the latest news and related information and exploring novel opportunities.

1.1.5 Social Media Advertising Spending

In a report from the Statistics Portal, social media advertising budgets have doubled over the past two years from \$16 billion in 2014 to \$31 billion in 2016. The United States is the largest social media advertising market with a projected spending of \$13.5 billion this year. However, despite these huge numbers, a surprising 46% of B2B marketers say they are unsure if their social channels have actually generated any revenue for their brands. In an infographic by Invest, the social media advertising revenue in the US is estimated to reach \$15 billion in 2018, an increase of more than 194%! Mobile revenues for social ads in the US are expected to grow from \$1.5 billion in 2013 to \$7.6 billion in 2018, a 38.3% growth rate! While North America has the biggest share of the pie, other regions are also keeping up with the trend with a 26.3% increase in global spending this year for social ads. Proof that social media and social media advertising is a global phenomenon. Advertising agency Zenith Optimedia has predicted that global advertising expenditure on social media will account for 20% of all internet advertising in 2019, hitting \$50 billion. The amount is just one percent smaller than newspaper ads, predicting a complete overtake by 2020. How expensive do you consider paid social media advertising to be? According to a survey of 200 business-to-business marketers in the United States, 50.9% of them consider the cost-per-lead of paid social leads to be very low cost or somewhat low cost. In comparison, 42.5% of them gave the same answers for leads generated from search engine marketing and 20.1% answered the same

for leads generated from traditional media such as print, radio, or TV advertising. (Forbes.2018)

Facebook

With its 1.94 billion monthly users as of Q1 2017, Facebook is indeed the biggest social network in the world. This is why many brands are comfortable experimenting with ads on Facebook than anywhere else. Plus, it has a proven track record when it comes to social media advertising. Facebook's ad revenue is exploding at a rapid rate, growing 53% from 2015 to 2016. Ad revenue in 2015 came to \$5.64 billion, while 2016 grew to an astonishing \$8.62 billion. Those numbers truly depict just how many marketers are making Facebook a bigger focus of their digital marketing, largely due in part to the effectiveness of the campaigns. Still a big believer in general web retargeting ads? Think about these stats for a minute: Facebook desktop ads have an 8.1X higher CTR than those ads and Facebook mobile ads have a 9.1X higher CTR. When you consider the survey above and the marketers ranking social advertising lead costs as being cheaper than search engine advertising lead costs, and the fact that Facebook ads blend far better than search engine ads do and are interactive, it's no wonder the CTRs are so much higher.

Twitter

Twitter's ad revenue numbers haven't looked too good as of late - Q4 2016 ad revenue was \$637.8 million, but Q1 2017 brought a significant drop, with total ad revenue coming to \$473.8 million. Actual ad performance, on the other hand, is excelling on Twitter. The completion rate for live video ads is 95%. Live video ads have been an attractive social advertising option to marketers, but it's worth noting these numbers could be skewed, as users may have to watch the ad in its entirety in order to get to the actual content. Blocked ads also weren't accounted for in this metric. Ad engagement is on the rise, while ad costs are on the decline, bringing more good news to those purchasing ads on Twitter. Between Q1 2015 and Q4 2016, the number of times people engage with ads on Twitter (this could include clicking on a link within the ad, watching the video, retweeting them, etc), has increased 151% year over year. And between Q3 2015 and Q4

2016, how much money Twitter makes per ad engagement has decreased quite a bit, down a grand total of 60% .

Instagram

With over 600 million active monthly users(400 million users actively use Instagram daily, surpassing the daily use of Twitter and Snapchat), Instagram expects their mobile ad revenues to reach \$2.81 billion this year! Considering how young Instagram is, it's crazy to consider that number accounts for 10% of Facebook's global ad revenue (Facebook is the parent company of Instagram). US companies are flocking to Instagram for marketing activities. In 2015, 32.3% of companies in the US with at least 100 employees were using Instagram for marketing activities. That number jumped to 48.8% in 2016, and by this year, it will jump to a whopping 70.7% of US companies. That number will, for the first time, edge out Twitter. According to a 2016 Social Media Marketing Industry Report published by Social Media Examiner, up from 52% in 2015, 57% of marketers plan to increase their use of Instagram. Also, business-to-consumer marketers are significantly more likely, 63%, to increase their Instagram activities than business-to-business marketers, 48%.

Pinterest

As of April 2017, Pinterest now has 175 million monthly active users. Much of their recent growth has come from international markets. According to Pinterest, "***For example, we've seen 3x year over year growth in Germany and Brazil and 2x year over year growth in France and Japan.***"Pinterest generates all of its revenue from advertising and is expected to pull in more than \$500 million in revenue this year, with some believing that number could reach as high as \$600 million. Pinterest generated over \$300 million in revenue last year, so even if they pull in revenue closer to the \$500 million range, that would still represent a growth of at least 67%. Not too shabby for a company that just started selling advertising a few years ago and only offers one form of paid ads, Promoted Pins. According to Pinterest, in excess of 75% of the Pins saved to Pinterest come from businesses. And when someone saves a Promoted Pin, others see that Pin

within their feed. Advertisers on Pinterest receive, on average, 20% more free clicks in the month after launching a Promoted Pin campaign.

1.2 COMPANY PROFILE

Arthamandapam Advertising:

Arthamandapam promotions provides services like PR(public relations), Content writing(copyright), Book writing(Family tree books, Coffee table books), Facebook Posts and ads, Blogs, Posters, Promotional events etc.

PR Services:

Initiative and events on Art, Literature, Culture and Heritage, Education, Sports, Health, Entrepreneur, Social dilemma should contemplate through media. Media emphasize on such events encourage the event organizer and sponsors to be hit on public. Pave way for voluntary efforts with self-responsibility and due respect.

Sometimes, Media fails to focus on two reasons – one lack of interest and attraction; two lack of resources. Another pitfall is paucity of journalist to news wrap such social events.

What they do?

We ensure that the left out news due dearth in Magnitude and journalists reach the media on time with accurate language scripts, photos and videos that sequentially reach public.

How do they do?

1. We start our work along with organizers as the event finalized.
2. Comprehensive report in Tamil and English along with invitation is sent across media.
3. We explain the significance on events to Journalists.
4. On spot, we send extensive report on the event in Tamil and English with photos and videos.
5. We resource in all means to get the events published in media by explaining the importance to journalists.

1.2.1 Importance on Media Coordination

A healthy practice is to plan for media coordination as the event finalized. Media coordination is not an expense, an investment. Media coverage reduces the burden and budget on advertising the event. News published with highlights on keynote tasks and photos rather than publishing on journalists preview.

Why “Arthamandapam”?

1. “Arthamandapam” works together from the inception of event finalization with extensive experience in language and content presentation.
2. Media focus is bestowed across globe without limiting to zone.
3. Our service does not limits to Newspapers we extend through technology to Magazines, News and YouTube Channels, Websites, Social medias.

1.3 Scope of the Study

The study will provide comprehensive insight to the social media advertising and how they impact the customer engagement and relationship . The empirical results of the study will provide valuable information for retailers about the relevant factors that drive consumers to shop online and make those customers to engage with social media advertising. The information could help e-retailers adapt their strategies to fit consumer needs and attract and retain customers. From the marketing point of view, gaining useful insight into online consumer behaviour is fundamental and the inputs from this study could help create marketing strategies tailored to respond to online consumer’s specific requirements and needs. The customers engagement is effective on social media marketing through social media advertising.

1.4 OBJECTIVES OF THE STUDY

- To analyse the relationship between social media advertising and customer engagement.
- To explore relationship between effectiveness of social media advertisement, customer engagement and relationship.
- To examine the perception that influence customer engagement through social media advertisement.

1.5 LIMITATIONS OF THE STUDY

- To provide a reference for future research on social media advertising and further explore the consumer engagement behaviour in social media advertising to provide more comprehensive research.
- Only few hypothesis was used to test the influence of social media marketing on customer engagement. A more comprehensive study using a number of other hypotheses in different cultural contexts can be examined in the future.
- The development of measured indicators of this study makes it possible to monitor and evaluate engagement behaviours in social networking sites is important for the design of organizational strategies both for the firm itself and for its brands.

CHAPTER II

REVIEW OF LITERATURE

2.1 SOCIAL MEDIA ADVERTISING

Social Media has a very significant role in furnishing the information to the consumers in much a faster pace which leads them to decision making. Hence, the present study was designed to study the impact of social media and its role in marketing. The following were the major efforts at research in the subject, which have been referred for the research purpose.

The study made by **Bhagwat and Goutam (2013)** is in line with the study done by Jati and Mohanty (2012) where they assert the need for social networking sites in a business. They highlight that social technology is connecting people in ways to share information and other things to each other. From their study they found Facebook to be the leading Social media networking site. They have also provided with statistical data which shows that social media sites are growing and providing facilities to both business organizations and the people. Their reputation in short time is in lieu of their requirement in society for communication and also for business as well.

Bajpai and Pandey (2012) examines how viral marketing as a concept marks its place through social networking sites. They have taken Facebook for their analysis. They have clearly put forward that those direct marketers with intelligent strategies for Facebook environment will definitely taste success. They also highlight upon the offers provided by Facebook for brand marketers and conclude that there are many things left to learn and marketers are still in the early stages.

Greer & Ferguson (2011) studied the use of twitter for promotion and branding using a content analysis. They used a tactical and strategic model of media promotion to examine the Twitter sites of 488 local television stations in the United States. One finding of their study was that news stories were the most commonly occurring items on the sites and

also found that, however, stations that offered news items also seldom promoted their regular newscasts. However, other items in this category such as contest promos, breaking news, or invitations for user interaction did not occur many a times. They conclude their study by saying that overall, stations did not come out to use Twitter to direct viewers to the station's on-air programming.

Kaplan et al. (2010) discusses the idea of social media being the top of the plan for business executives. To make a firm profitable decision makers, as well as consultants are trying to identify modes for it through use of various social media. They also put forward a clear understanding of what the term "Social Media" exactly means. At last, they have provided with 10 pieces of guidance for organisations which have decided to use Social Media.

Mangold & Faulds (2009) in their study purported social media as a new hybrid element of promotion mix. They strongly put forward that modern marketing should include social media as a promotional tool when crafting and implementing their Integrated Marketing Communication strategies. As Social media tools reaches a large mass of audience, the managers must take into consideration consumer discussions in a manner that is relied with the organization's mission and performance goals. They have also highlighted on the methods that can be used to accomplish this viz., providing the customers with good networking platforms, promotional tools to engage customers, etc.,

Li and Bernoff (2008) illustrated via 25 cases as to how organisation can increase raise their market knowledge, create income, save funds and systematize their employees using "social technologies". Such organisations follow a "groundswell" model, similar to that of a wave that sweeps markets. They also highlight on the importance of understanding how new relationships are created in social media.

This argument, made by **Mangold & Faulds**, is consistent with **Boone and Kurtz's (2007)** assertion that the purpose of integrated marketing communications is an effort to coordinate and control almost all the elements of the promotional mix viz., Sales

promotion, publicity, advertising, direct marketing, personal selling, and public relations to construct a unified customer-focused communication and, therefore, accomplish various organizational objectives. To achieve this objective the organisation has to adapt to a new communication paradigm where information can be exchanged among users in the social media space.

Yang et al. (2007) has examined the role of new business models and new trends introduced frequently in the e-marketing world by using a 7C framework. Here they discuss on social networking sites, a latest trend which has drawn not only the attention of a large number of people, but also online advertising companies. By taking Ning.com as an example they analyzed it using a Porter's Five Force Model by developing a business model intended for online social networking sites. They also discussed about the major revenue models which can be used by companies giving online social networking services.

2.2 CUSTOMER ENGAGEMENT

(Cummins et al., 2014) To help provide structure for research on consumer engagement, we offer a conceptual framework. We operationalize consumer engagement as a set of measurable actions that consumers take on social media in response to brand-related content: reacting to content (e.g., likes, hearts, +1's, 1 to 5 star ratings), commenting on content (e.g., Facebook comments, Twitter replies), sharing content with others (e.g., Facebook shares, Twitter retweets), and posting user-generated content (e.g., product reviews, Facebook posts about brands). The reasons consumers engage with content are listed under "Antecedents", and these are further categorized into brand, product, consumer, content, and social media factors. The possible outcomes of consumer engagement are listed under "Consequences," and these are further categorized into effects on brands, products, consumers, content, and markets. Within each type of antecedent/consequence are bullet lists of factors/effects that have been investigated in the literature. In the following two sections we review the literature on these antecedents and consequences, respectively.

One of the key conclusions from **Schultz and Peltier (2013)** was that consumer engagement is an elusive construct, and that researchers and marketers needed to better define, conceptualize, and operationalize this measure of relationship strength. Broadly,

Firms are recognizing the pressing need to focus on building personal two-way relationships with customers who foster interactions (**Kumar et al., 2010**). Customer engagement has been recognized as an emotional connection between a company and its customers focused on interaction with customers and their participation. The key element to customer engagement is knowledge exchange, so information and communication technologies provide immense opportunities for organizations to exchange knowledge and engage with customers (Vivek, 2009). **Li and Bernoff (2008)** illustrated via 25 cases as to how organisation can increase raise their market knowledge, create income, save funds and systematize their employees using “social technologies”. Such organisations follow a “groundswell” model, similar to that of a wave that sweeps markets. They also highlight on the importance of understanding how new relationships are created in social media.

2.3 SOCIAL MEDIA ON CUSTOMER ENGAGEMENT

Wang and Kim (2017) conducted a similar study and suggested that the business organizations should merge their marketing strategies to social media in order to achieve improved customer engagement, thereby resulting in enhanced business performance. While adopting social media marketing strategies, the organizations should pay attention to social CRM capability, in order to achieve better performance of the firm as well as customer engagement.

Go and You (2016) analysed the social media usage among several business organizations and reported that the organizations preferred to use established social media options such as blogs, but were hesitant to adopt options like virtual worlds. The study also reported a noteworthy finding that Facebook and Twitter were not the first options for organizations, in spite of their popularity among the internet users.

Organizations preferred to use blogs over Facebook and Twitter, as blogs allowed greater control of information. It was also found that well established and large organizations used any one channel of social media, preferably a channel that encourages one-way communication, such as blogs, to ensure complete control of information passed to the customers.

Ab Hamid, Akhir and Cheng (2013) conducted a survey among 134 respondents to study the relationship between social media, customer retention and trust with respect to the hotel industry. The researchers found that the aforementioned three research variables were positively correlated. Further, the possibility of viral marketing using social media helped the marketers to identify and reach out to new potential customers in a cost effective way. The study also shows that young and literate customers respond well to social media tools as marketing communications.

As the use of the Internet continues to grow, the level of trust in e-commerce has grown but online sales compared to offline are still relatively very low. Consumer concerns related to privacy and security issues are still high (**Urban, Amyx, Lorenzon, 2009**) and bring to light the necessity for trust. Lack of trust has been considered as the greatest barrier to consumer transactions online and researchers have come a long way to understand online trust over the past decade. The growth of Internet use has overcome some of the online trust barriers but the trust issues are complicated and still remain a central concern in e-commerce (**Ye, 2013**).

Trust is generally assumed to be an important precondition for people's adoption of electronic services. **Beldad, De Jong and Steehouder (2010)** provided an overview into the antecedents of trust in both commercial and non-commercial online transactions and services. The development of online trust is influenced by factors like users' experience with the technology used for the transaction, their tendency to trust (client-based trust antecedents), the quality of the website used for the transaction, the presence of security assurances on the website (web-based trust antecedents), their experiences with online organizations and the reputation of those organizations (organization-based trust antecedents).

Chi (2011) defines social media marketing as a means of rendering significant connectivity between brands and consumers, where social networking and online interaction is facilitated. The impact of consumers' involvement with social networking sites and their interactions on such online media is analysed in this study, in which the author posits that the content of social media marketing must be according to the persisting needs of social media users. Two types of social media marketing, namely, virtual brand community and interactive digital advertising, are studied along with two features of user motivation, namely, psychological well-being and the necessity of online social capital.

Kaplan and Haenlein (2010) argue that social presence/ media richness and self-presentation/self-disclosure are the defining characteristics of social media. Using these characteristics, they distinguish collaborative projects, blogs, content communities, social networking sites, virtual game worlds, and virtual social worlds. Finally, **Kietzmann et al. (2011)** distinguish social media platforms by using seven functional building blocks: identity ("the extent to which users reveal their identities in a social media setting," p. 243), conversations ("the extent to which users communicate with other users," p. 244), sharing ("the extent to which users exchange distribute, and receive content," p. 245), presence ("the extent to which users can know if other users are accessible," p. 245), advertising embedded in these vehicles (Malthouse, Calder, and Tamhane 2007; Calder, Malthouse, and Schaedel 2009; Calder, Isaac, and Malthouse 2016). These studies show there is a carryover effect of engagement with a vehicle to advertising evaluations. The more engaged a consumer is in a television program, magazine, or online newspaper, the more favorable the evaluation of the embedded advertisement.

Fogel (2010) emphasized the challenges of measuring the efficiency of word of mouth in social media marketing, as the latent effect of online communication between consumers is exponentially exaggerated. The researcher believes that organizations must adopt some means to evaluate the features of online conversation about brands, products and services for attaining the goals of effective marketing strategies. The research paper

provides an insight into the contemporary issues prevalent in the assessment of conversation in social media about products, services and brands.

Cho (2004) using TRA identified evaluative, attitudinal, and behavioural factors that enhance or reduce the likelihood of consumers aborting intended online transactions. Path analysis showed that risk perceptions associated with e- shopping had direct influence on the transaction abort likelihood, whereas benefit perceptions did not. The results also showed that attitude toward e-shopping mediate relationships between the transaction abort likelihood and other predictors (i.e., effort saving, product offering, control in the information search, and time spent on the Internet per visit).

Consumers' attitude towards online shopping, particularly their beliefs significantly influence their shopping behaviour and is the highest contributor to predicting intention (**Troung, 2009; Wang, Chen, Chang and Yang, 2007**). The influence of these control beliefs were stronger than that of the consumers' online shopping attitudes, while the subjective norms of the consumers had no influence on their online shopping intentions (**Wang et al., 2007**). However, attitude towards use and subjective norms were found to have moderate predictive power in few other studies (Lan and Yizeng, 2014; Celik and Yilmaz, 2011; Troung, 2009).

George (2004) investigated the relationships among beliefs about Internet privacy and trustworthiness, along with beliefs about perceived behavioural control and the expectations of important others, and online purchasing behaviour. Beliefs about trustworthiness positively affect attitudes toward buying online, which in turn positively affect purchasing behaviour. Also beliefs about self-efficacy regarding purchasing positively affect perceived behavioural control, which in turn affects online purchasing behaviour.

Online consumers tend to rely on tangible evidence that signals trustworthiness and decide whether to continue the relationship based on the evidence (**Castaldo, Premazzi and Zerbini, 2007**). Previous studies suggest that consumers infer trustworthiness from a

range of informational cues on a web site including navigation and presentation, privacy and security seals (**Bart et al., 2005; Chen and Dibb, 2010; Yoon, 2002**).

Consumers' perception of privacy and security influenced their trust in online transactions (**Chellappa and Pavlou, 2002**). Perceived privacy is defined as "the subjective probability with which consumers believe that their personal information (private and monetary) will not be viewed, stored, and manipulated during transit and storage by inappropriate parties in a manner consistent with their confident expectations."

Trust plays a key role in creating satisfied and expected outcomes in online transaction (**Pavlou, 2003; Yousafzai et al., 2003; Gefen and Straub, 2004; Wu and Chen, 2005**). However, lack of trust in the online transactions and the web vendors is an important obstacle in the market penetration of e-shopping (**Corbitt et al, 2003; Liu et al., 2004**). Studies have investigated the effects of specific trust beliefs on the intention to purchase online. Specifically, transaction security, privacy and reliability have been found to increase consumers' e-shopping intention (**Gefen and Straub, 2004; Heijden and Verhagen, 2004**). Web awareness was also found to positively impact consumers' e-shopping intention (**Yoon, 2002**).

Bart et al., (2002) developed a conceptual model that linked web site and consumer characteristics, online trust, and behavioural intent. Privacy and order fulfilment were the most influential determinants of trust for sites in which both information risk and involvement were high. Navigation was strongest for information-intensive sites and brand strength was critical for high-involvement categories. Online trust partially mediated the relationships between web site and consumer characteristics and behavioural intent, and this mediation was strongest (weakest) for sites oriented toward infrequently (frequently) purchased, high involvement items, such as computers and financial services.

Constructs and Sources

Constructs	Definition	Sources
Social Media Advertising	<p>1. Social media advertising, a form of WOM marketing, but also known as viral marketing, buzz, and guerilla marketing is the intentional influencing of consumer-to-consumer communication through professional marketing techniques.</p> <p>2. Social Media has a very significant role in furnishing the information to the consumers in much a faster pace which leads them to decision making.</p> <p>3. social media as a marketing communication tool helps in building brand equity and customer relationship.</p>	<p>1. (Kozinets et al., 2010)</p> <p>2. Bhagwat and Goutam (2013)</p> <p>3. Kumar and Singh (2013)</p>
Customer Engagement	<p>1. Customer engagement has been recognized as an emotional connection between a company and its customers focused on interaction with customers and their participation.</p>	<p>1. (Kumar et al., 2010).</p>
	<p>2. A person's relative strength of intention to perform a behaviour. Motivational factors that capture how much effort a person is willing to make in order to perform a behavior.</p>	<p>2. Fishbein & Ajzen, 1991</p>

	3. It is a continuous process which reflects a positive behaviour regarding buying any products or services to fulfill any need, with virtual satisfaction based on certain persuasive emotional and physical factors.	3.Shareef, Kumar & Kumar, 2008
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CHAPTER III

RESEARCH METHODOLOGY

Research is defined as a, “scientific and systematic search for pertinent information on a specific topic”. The purpose of research is to discover answers to questions through the application of scientific procedures. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet.

3.1 Research Methodology

It is the scientific procedure adopted to do a market research. It is a systematic way of doing research. The methodology of a research work provides an outline and a frame of how it is conducted. Methodology is defined as “the study of methods by which we gain knowledge, it deals with cognitive processes imposed on research by the problems arising from the nature of its subject matter”

3.2 Type of research

The present type of research belongs to the category of ‘Descriptive study’. Descriptive study are undertaken when the researcher is interested in knowing the characteristics of certain groups, assessing behaviour, making projections or for determining the relationship between two or more variables.

3.2.1 Sampling Technique

- **Sampling procedure**

Non-probability sampling method involves a deliberate selection of particular units of the universe for constituting a sample which represent the universe. Non probability sampling is any procedure in which elements will not have the equal opportunities of being included in a sample.

- **Convenience Sampling**

When the population elements are selected for inclusion in the sample based on the ease of access is known as the convenience sampling. The research design is descriptive which is concerned with narration of facts and description of various characteristics of particular group of customers. Here the respondents are chosen on the basis of non-probability sampling under which convenience sampling design was used.

3.3 Sources of data

The research should keep in mind two types of data while collecting data via primary data and secondary data.

✓ **Primary data:** Primary data may be described as those data that have been observed and recorded by the researcher for the first time to their knowledge. I used the survey method frank questionnaire with general face-to-face interaction of consumers. A questionnaire was prepared and with the help of which the primary data has been collected.

✓ **Secondary data:** These data already exist in the companies magazines. I collect the secondary data from:-

- Journals
- Internet

3.4 Sample size

140 respondents were taken for the study.

3.5 Source of Data Collection

The mode of data collection is survey method. The survey method is more appropriate to the study.

- **Data collection instrument**

The instrument used for data collection through Questionnaire. A questionnaire is simply a formalized set of questions for elicit information.

- **Multiple choice questions**

When you want respondents to pick the best answer or answers from among all the possible options, consider writing a multiple-choice question. Multiple-choice questions are easy to lie out on a written survey.

3.6 Research Design

Research design is the description of the overall structure of the intended research identifying the various element or components of research, the type of each element, and how these elements relate to each other. Research design helps us to define the overall

structure and methods of intended research that will enable us to answer the initial research question effectively and efficiently.

3.7 Statistical Tools used

Tools used for the study are Simple Percentage Method, Ranking with weighted average, Correlation and regression

3.7.1 PERCENTAGE ANALYSIS:

The percentage analysis was extensively used for findings various details. It is used for making comparison between two or more series of data. It can be generally calculated.

Percentage of customers is given by = $(\text{Number of customers} / \text{total customers}) * 100$

3.7.2 WEIGHTED AVERAGE RANKING METHOD

Under this method, the respondents are asked to rank their choices. This method involves ranking of the items given. To secure a ranking of all the items involved, the researchers total the weights which are given to each item. The highest weighted score is ranked first and correspondingly the other ranks are assigned.

3.8 Data Analysis and Tools Used

The statistical tools used are selected based on the suitability to examine the objectives of the research using SmartPLS 3.0 statistical package. The various statistical tools used to determine the survey results are as follows.

TABLE 3.8.1 Data Analysis and Tools Used

S. No.	Objectives	Tools used
1.	Data Reliability and Validity	Cronbach's Alpha
2.	Descriptive study of Perceived Risk, Trust, TAM and TPB variables	Mean
3.	Sample size adequacy	G-Power
4.	Model validation and hypothesis testing <ul style="list-style-type: none"> • Correlation • Multicollinearity • SEM - Graphical path modelling using latent variables 	Pearson's Correlation SmartPLS 3.0

TABLE 3.8.2**Sources of Questionnaire Items**

Source	Variable	Question No.
Chiu et al(2006),Zhang and Wang(2012),Chandra et al(2013)	Social media advertising	10-15
Verhagen et al(2015),Subrahmanyam et al(2008)	Customer behavior	16-19
Spielmann&Richard(2013)	Relationship	20-25
Hilde A. M. Voorvelt, Muntinga, Fred Bronner(2017)	Social media platforms	27-32

CHAPTER IV

4.1 DATA ANALYSIS AND INTERPRETATION

The term analysis refers to the computation of certain measures along with searching for patterns or relationships that exist among data groups. After collection of data, the data has to be processed and analyzed in accordance with the outline laid down for the purpose at the time of developing the research plan. Interpretation refers to the task drawing Interpretations from the collected facts after an analytical and or experimental meaning of research findings. The task of interpretation has two major aspects:

- The effort to establish continuity in research through linking the result of a given study with those of another.
- The establishment of some explanatory concepts.

Interpretation is essential for the simple reason that the usefulness and utility component of research process.

4.2 PERCENTAGE ANALYSIS

TABLE 4.2.1
GENDER OF THE RESPONDENTS

Gender of the responders	Number of respondents	Percentage
Male	58	48
Female	62	52
Total	120	100

It is inferred that 52% of the respondents are female and 48% of the respondents are male. This shows that Female are more engaged to social media gets attracted by the advertisements on social media platforms to buy products.

CHART 1
GENDER OF THE RESPONDENTS

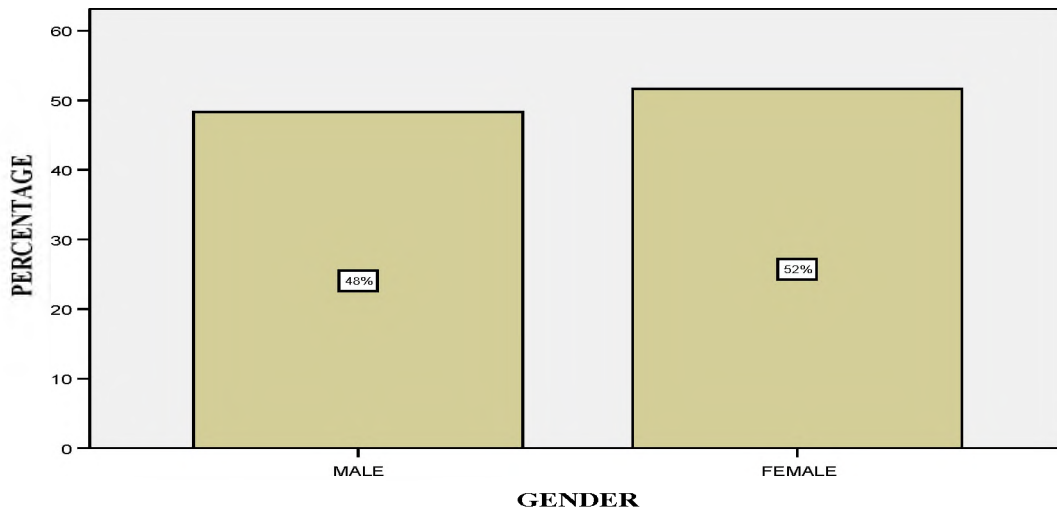


TABLE 4.2.2
AGE OF THE RESPONDENTS

Age of the respondents	Number of Respondents	Percentage
Below 25 years	45	37
25 - 35 years	36	30
35-45 years	23	19
45-55 years	10	8
Above 55 years	6	5
Total	120	100

It is inferred that 37% of the respondents are coming under the age group below 25 years, 30% of the respondents are coming under the age group between 25-35 years, 19% of the respondents are coming under the age group between 35-45 years, 8% of the respondents are coming under the age group between 45-55 years and 5% of the respondents are coming under the age group above 55 years. Thus social media advertisement is very attractive, often viewed and goods are purchased by the Youngsters mostly.

CHART 2
AGE OF THE RESPONDENTS

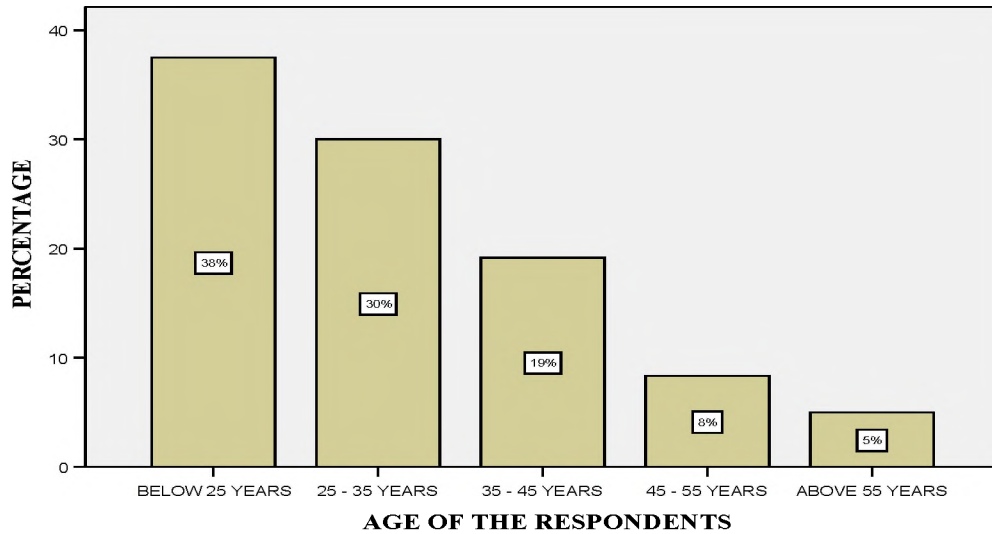


TABLE 4.2.3
ACADEMIC EDUCATION QUALIFICATION OF THE RESPONDENTS

Academic Education	Number of Respondents	Percentage
School level	14	12
Diploma	26	22
Graduate	45	38
Post graduate	35	29
Total	120	100

It is inferred that, 38% of the respondents educational qualification is graduate, 29% of the respondents educational qualification is post graduate, 22% of the respondents educational qualification is Diploma and 12% of the respondents educational qualification is upto School level. So, Most of the people who uses social media marketing is the Graduates.

CHART 3
ACADEMIC EDUCATION QUALIFICATION OF THE RESPONDENTS

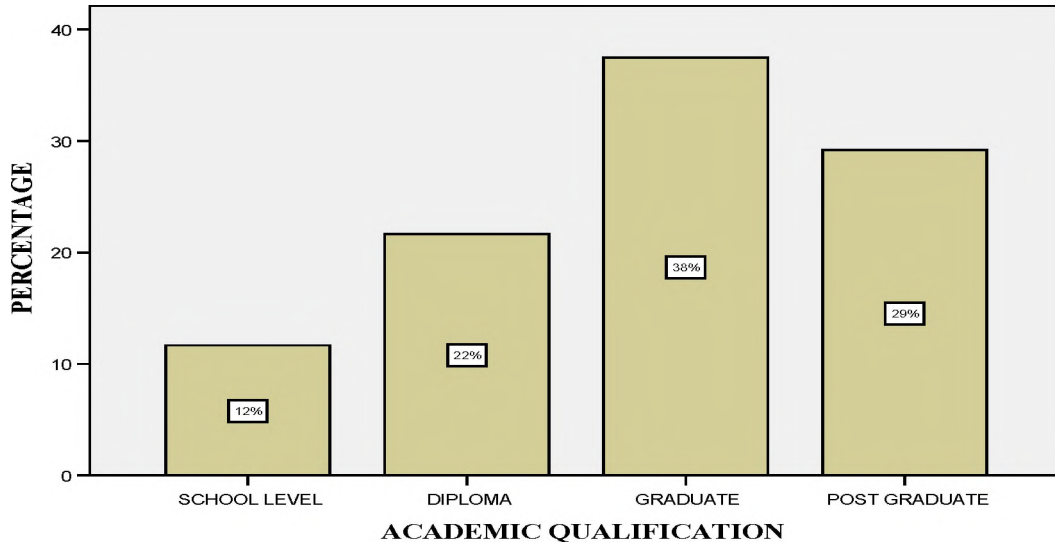


TABLE 4.2.4
MARITAL STATUS OF THE RESPONDENTS

Marital status	Number of Respondents	Percentage
Married	41	34
Unmarried	79	66
Total	120	100

It is inferred that 66% of the respondents are unmarried and remaining 34% of the respondents are married. It has been showed that youngsters are engaged with social media so it is considered that they are unmarried, often buys products on it.

CHART 4
MARITAL STATUS OF THE RESPONDENTS

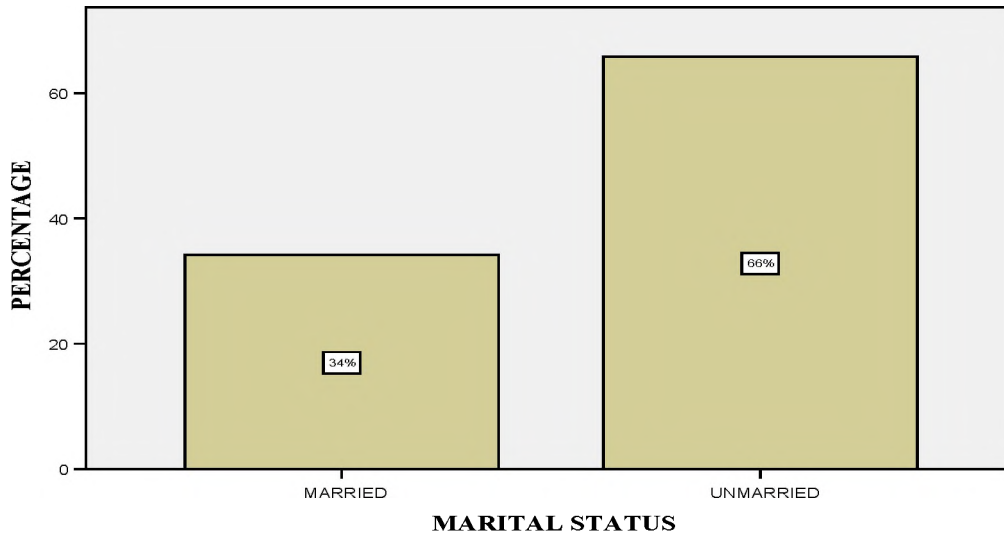


TABLE 4.2.5
MONTHLY INCOME OF THE RESPONDENTS

Monthly income in (INR)	No. Of. Respondents	Percentage
Below Rs.10,000	18	15
Rs.10,000-20,000	23	19
Rs.20,001-30,000	62	52
Rs.30,001-40,000	11	9
Above Rs.40,000	6	5
Total	120	100

It is concluded that 52% of the respondents monthly income is between Rs.20001 to 30000,19% of the respondents monthly income is between Rs.10000 to Rs.20000, 15% of the respondents income is below Rs.10000,9% of the respondents monthly income is between Rs.30,001 - 40,000 and 5% of the respondents income is above Rs.40000. It is considered to be average earners are the customers who are engaged into social media.

TABLE NO 5
MONTHLY INCOME OF THE RESPONDENTS

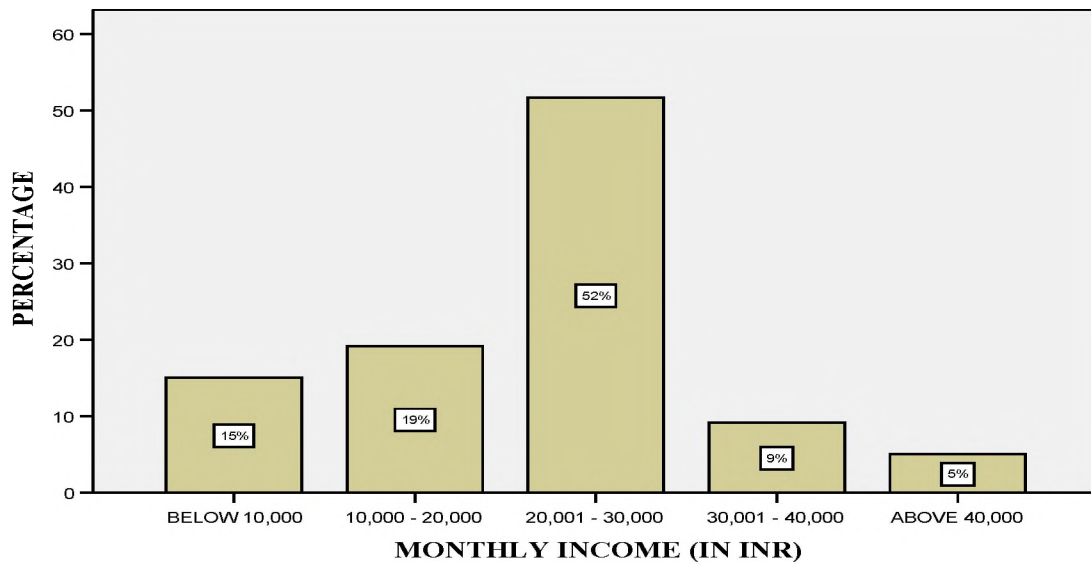


TABLE 4.2.6
USUALLY ACCESS SOCIAL MEDIA THROUGH

Access of social media	Number of Respondents	Percentage
PC	11	9
Laptop	22	18
Tablet	9	7
Mobile phone	78	65
Total	120	100

It is inferred that, 65% of the respondents are usually access social media through Mobile phone, 18% of the respondents are access social media through Laptop, 9% of the respondents are access social media through PC and 7% of the respondents are usually access social media through Tablet. Overall, mobiles phones are used for accessing social media because it is reliable.

CHART NO 6
USUALLY ACCESS SOCIAL MEDIA THROUGH

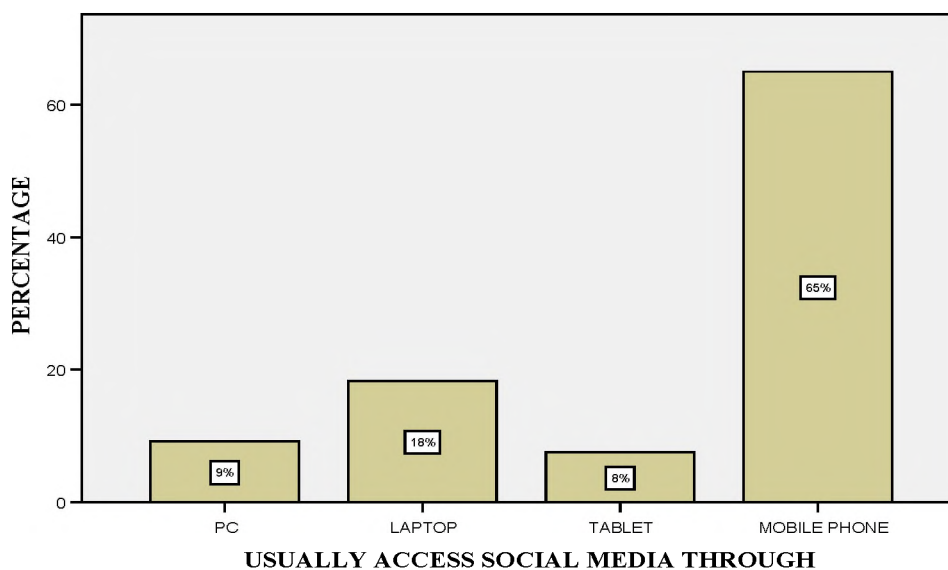


TABLE 4.2.7
PURPOSE OF USAGE OF SOCIAL MEDIA

Purpose of usage	Number of Respondents	Percentage
Knowing about friends & classmates	22	18
Interactive communication	57	47
Information search	23	19
Sharing status	18	15
Total	120	100

It is inferred that, 47% of the respondents purpose of usage of social media is, interactive communication, 19% of the respondents purpose of usage of social media is information search, 18% of the respondents purpose of usage of social media is Knowing about friends & classmates and 15% of the respondents purpose of usage of social media is sharing status. Facebook and Instagram etc are very helpful for customers to interact with other peoples and to share their thoughts

CHART NO 7
PURPOSE OF USAGE OF SOCIAL MEDIA

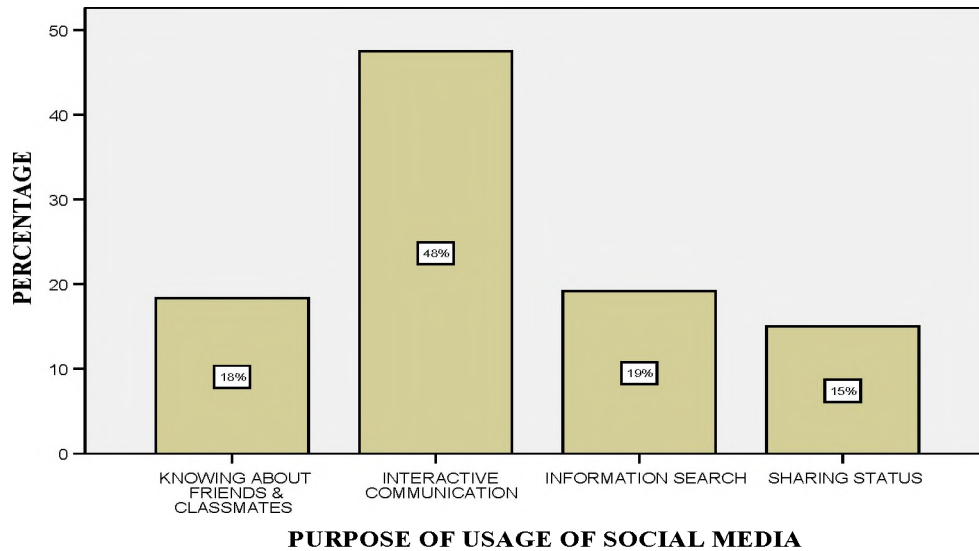


TABLE 4.2.8

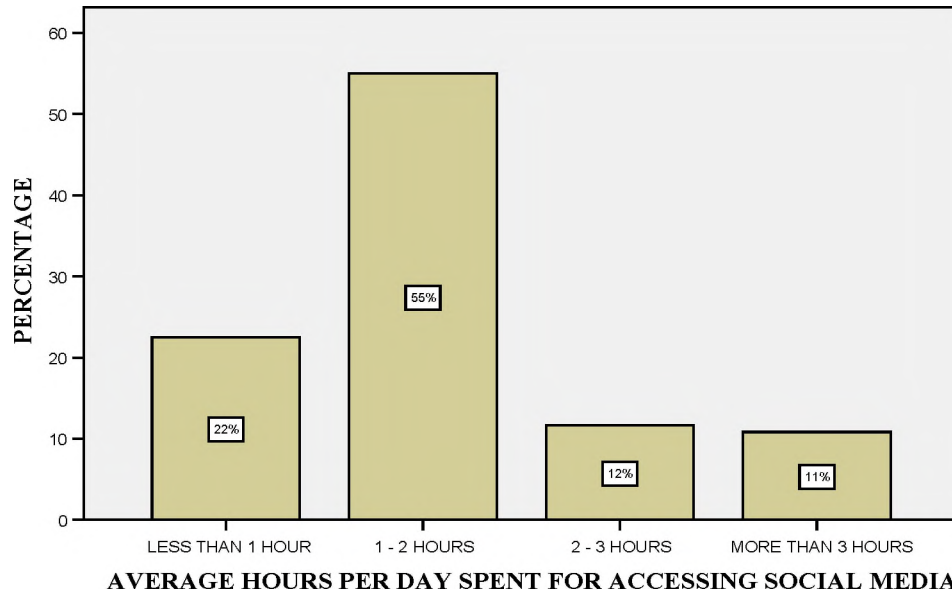
AVERAGE HOURS PER DAY SPENT FOR ACCESSING SOCIAL MEDIA

Average hours	Number of Respondents	Percentage
Less than 1 hour	27	22
1 - 2 hours	66	55
2 - 3 hours	14	12
More than 3 hours	13	11
Total	120	100

It is inferred that, 55% of the respondents are accessing social media per day 1-2 hours, 22 % of the respondents are accessing social media less than 1 hour per day, 12% of the respondents are accessing social media per day 2-3 hours and 12% of the respondents are accessing social media per day more than 3 hours. The table shows that minimum of 2hours has been spent on social media to get the updates of new ads on products.

CHART NO 8

AVERAGE HOURS PER DAY SPENT FOR ACCESSING SOCIAL MEDIA



4.3 WEIGHTED AVERAGE

TABLE 4.3.1

IMPORTANT FACTORS IN DECISION TO PURCHASE GOODS ONLINE BASED ON SM (SOCIAL MEDIA) MARKETING

Factors	5	4	3	2	1	Total	Weighted score	RANK
Delivery time	25	40	30	20	5	420	3.50	V
	125	160	90	40	5			
Reputation of the company	50	25	10	20	15	435	3.62	VI
	250	100	30	40	15			
Guarantees and warrantees	75	25	10	5	5	520	4.33	VII
	375	100	30	10	5			
Privacy of the information	40	30	15	14	21	414	3.45	IV
	200	120	45	28	21			
Goods description	30	20	40	25	5	405	3.37	III
	150	80	120	50	5			
Security	20	10	30	40	20	330	2.75	I
	100	40	90	80	20			
Prices	10	30	40	25	15	355	2.95	II
	50	120	120	50	15			

From the table customers are purchased goods online based on SM (social media) marketing they ranked Security is the first rank with weighted average 2.75, ranks Prices second with weighted average 2.95, Goods description ranks third with weighted average 3.37, Privacy of the information ranks fourth with weighted average with 3.45, Delivery time ranks fifth with weighted average 3.50, Reputation of the company ranks sixth with weighted average 3.62 and Guarantees and warrantees ranks seventh with

weighted average 4.33. So, As the result, Security of goods delivery is considered to be the most important factor in decision to purchase goods online.

TABLE 4.3.2
FACTORS INFLUENCING ONLINE SHOPPING THROUGH LINKS/INFO
AVAILABLE ON SOCIAL MEDIA

Factor	5	4	3	2	1	Total	Weighted score	Rank
Extensive & current information available	75	25	10	5	5	520	4.33	VII
	375	100	30	10	5			
24x7 Availability	40	30	15	14	21	414	3.45	VI
	200	120	45	28	21			
Can shop from anywhere	30	20	40	20	10	400	3.33	V
	150	80	120	40	10			
Can engage in other online activities while shopping	20	10	30	40	20	330	2.75	II
	100	40	90	80	20			
Home delivery	10	30	40	25	15	355	2.95	III
	50	120	120	50	15			
Cheaper price	45	12	14	30	21	396	3.28	IV
	225	48	42	60	21			
Trustworthiness	17	18	16	19	49	292	2.43	I
	85	72	48	38	49			

From the table salary factors influencing online shopping through links/info available on social media , Trustworthiness is the first rank with weighted average 2.43, Can engage in

other online activities while shopping ranks second with weighted average 2.75, Home delivery ranks third with weighted average 2.95, cheaper price ranks with fourth weighted average with 3.28, Can shop from anywhere ranks fifth with weighted average 3.33, 24x7 Availability ranks sixth with weighted average 3.45 and Extensive & current information available seventh rank with weighted average 4.33. Hence, it is showed that the Trustworthiness is highly influencing the online shopping through information links on social media, considered customers have faith when they order online.

TABLE 4.4.1
SOCIAL MEDIA ADVERTISING

Variables	Mean	Std. Deviation
Messages	3.10	1.332
Compared social media	2.97	1.402
Attention	3.26	1.407
Content	3.01	1.363
Advertising	3.06	1.434
Reliable	3.12	1.301
Overall	3.0868	.68418

The customers who likes social media marketing, will pay attention to the opinions from Facebook have the highest mean score value ($\mu = 3.26$). In the same way, customers feel social media advertising is very reliable, have the second highest mean value ($\mu = 3.12$). People nowadays believe in the messages received from social media is trustworthy have the next highest mean score value ($\mu = 3.10$). Customers of social media feel that social advertising gives them more informations about the new arrival products with the mean value ($\mu = 3.06$). Compared

with other social media Facebook helps customers to find friends easily have low mean value ($\mu= 2.97$) which says people nowadays have many choices of social media platforms to make friends. (Ling-Hui wang et al,2017)

TABLE 4.4.2
CUSTOMER BEHAVIOUR

Variables	Mean	Std. Deviation
Share	3.05	1.290
Comments	2.93	1.413
Record	3.17	1.321
Provide suggestions	3.26	1.315
Overall	3.1054	.74285

The customers of social media will be more interested in making discussions with firms and provides suggestions about the product is been highly significant with the mean score ($\mu= 3.26$). customers are now making the demo or film/animation of the new products with their creative skills on social media have the next high mean value ($\mu= 3.17$).customers who bought the new product from e-market will share the info/link about the experience how it works on Facebook with the mean value ($\mu= 3.05$) . People are responding for the comments on their Facebook posts in the wall with mean value ($\mu= 2.93$). Wang et al., 2005.

TABLE 4.4.3

SOCIAL MEDIA PLATFORMS

Variables	Mean	Std.Deviation
Facebook	3.18	1.394
Twitter	3.12	1.308
Instagram	3.21	1.538
Pinterest	2.98	1.348
Blogs	3.07	1.495
Forums	2.90	1.346
Overall	3.0634	.73889

The customers who likes and uses social media platforms like Instagram is highest with the mean score($\mu = 3.21$).In the same way, customers use Facebook have the higher mean value($\mu= 3.18$) .people nowadays likes Twitter to be the next high mean score value ($\mu = 3.12$). Blogs are read by the users on social media is frequent with the mean score ($\mu= 3.07$). Pinterest is most often used for the shopping have the mean score ($\mu= 2.98$).Forums are mostly used by the customers for the discussions made as chat with mean score ($\mu= 2.90$). (A.M.Hilde,2017)

**TABLE 4.4.4
USER RELATIONSHIP**

Variable	Mean	Std. Deviation
I will often discuss	3.34	1.376
Interacting	3.01	1.381
Overall	3.1736	1.06987

The user relationship is all about, customers will often discuss about the new products in e-market on social media makes the high mean value($\mu= 3.34$). They will interact with the other social media community members have the mean value ($\mu=3.01$).

**TABLE 4.4.5
PRODUCT RELATIONSHIP**

Variable	Mean	Std. Deviation
To learn more	2.86	1.392
Buying is trustworthy	2.99	1.446
Overall	2.9256	1.13222

The product relationship is where the customers think trust is important when buying products on social media makes the high mean value($\mu= 2.99$) .simultaneously, customers are interested to learn more about the products that they want to buy on social media have the mean value ($\mu=2.86$).

TABLE 4.4.6

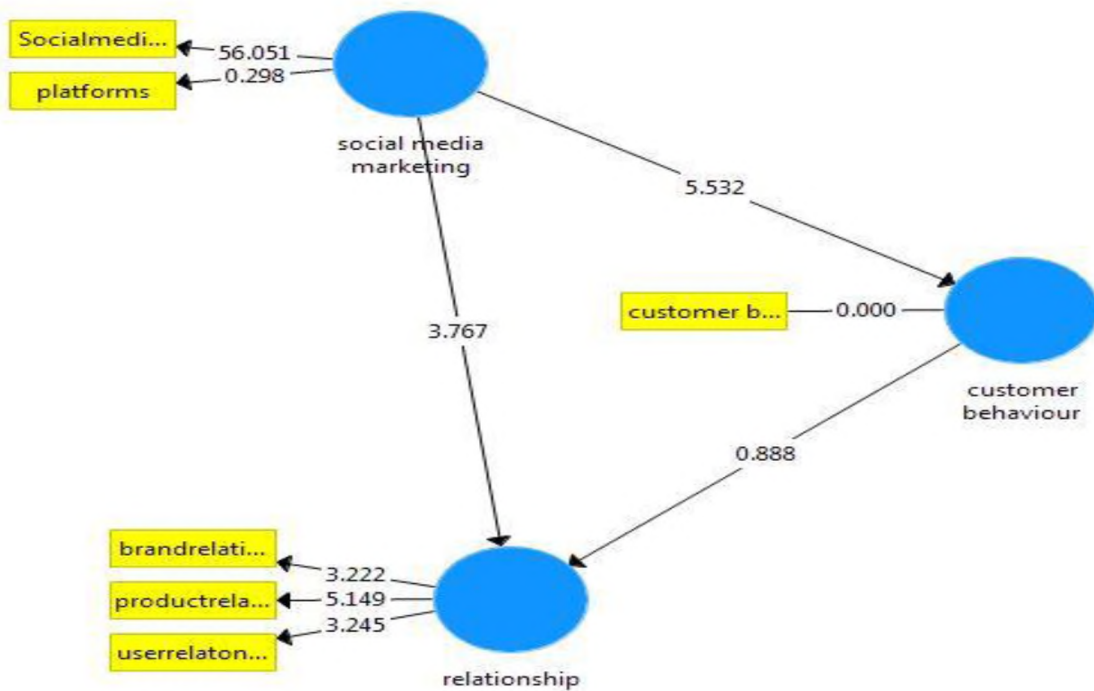
BRAND RELATIONSHIP

Variable	Mean	Std. Deviation
Particular product brand	3.06	3.20
Buy product of this brand	1.286	1.276
Overall	3.1281	.97794

The brand relationship of each customers for the firms on e-market are very fond of particular brand product on social media that makes the high mean value($\mu=3.06$). where the customers will not always go with the products of the same brand at the same time with the mean value ($\mu= 1.286$).

CHART 9

PLS MODEL DIAGRAM



4.5 PARTIAL LEAST SQUARE ANALYSIS

Structural Equation Modeling (SEM) is a multivariate data analysis method that is used to test theoretically supported linear and additive causal models (**Chin, 1996; Haenlein and Kaplan, 2004**). Partial Least Squares (PLS) is a soft modeling approach to SEM with no assumptions about data distribution (**Vinzi et al., 2010**).

PLS model consists of a structural part, which reflects the relationships between the latent variables, and a measurement component, which shows how the latent variables and their indicators are related. PLS is useful for structural equation modelling in applied research projects especially when there are limited participants and that the data distribution is skewed. SmartPLS is one of the prominent software applications for Partial Least Squares Structural Equation Modeling (PLS-SEM). It was developed by Ringle, Wende and Will in 2005.

There are two types of measurement scale in structural equation modeling; it can be formative or reflective. If the indicators cause the latent variable and are not interchangeable among themselves, they are formative. Formative indicators can have positive, negative, or even no correlations among each other (**Haenlein and Kaplan, 2004; Petter et al., 2007**). If the indicators are highly correlated and interchangeable, they are reflective and their reliability and validity should be thoroughly examined (**Haenlein and Kaplan, 2004; Hair et al., 2013; Petter et al., 2007**). The measurement scale of the current study is reflective in nature and the measurement model results are presented as follows.

Measurement Model

The first step in presenting the results of PLS analysis is to calculate the reliability and validity of the measurement items, as it is important to determine whether the measures represent the constructs. This section provides an evaluation on how accurate the measures are and also their convergent and discriminant validities.

4.5.1 RELIABILITY

Cronbach's alpha is used to assess internal consistency, since it provides an estimate for the reliability based on the indicators' intercorrelations (Henseler et al., 2009). Alpha coefficients range from 0 to 1 where higher coefficients indicate higher

reliability. The accepted value of Cronbach's alpha is 0.70, whereas a value below 0.6 indicates a lack of reliability (Nunnally et al., 1967). Table shows that all constructs present alpha coefficients higher than 0.70.

TABLE 4.5.1.1

COMPOSITE RELIABILITY AND CRONBACH'S ALPHA

Constructs	No.of indicators	Composite Reliability	Cronbach's A
Social media marketing	12	0.8407	0.79
Customer engagement	4	0.8197	0.73
Relationship	6	0.7882	0.70

Cronbach's alpha tends to provide an underestimation of the internal consistency (Henseler et al., 2009) and hence it is important to apply the composite reliability measure. The composite reliability takes into account that indicators have different loadings, and can be interpreted in the same way as Cronbach's alpha. The accepted value for composite reliability is 0.70 or higher (Henseler et al., 2009). The composite reliability values are shown on Table 4.5.1.1, the values for all constructs are above the accepted level. The average composite reliability for all constructs is 0.80 showing high reliability. Therefore, the measurement model of this study is reliable.

4.5.2 VALIDITY

For the assessment of validity, convergent and discriminant validities are used. Convergent validity means that a set of indicators represents one and the same underlying construct, which can be analysed through their unidimensionality. Discriminant validity is a complementary concept, meaning that each indicator should not have a stronger connection with constructs other than the one it attempts to reflect. To check convergent validity, each latent variables Average Variance Extracted (AVE) is evaluated. The AVE values for the conceptual model are tabulated below.

**TABLE 4.5.2.1
VALIDITY**

Constructs	AVE
Social media marketing	0.627
Customer engagement	1.592
Relationship	0.501

Fornell and Larcker (1981) suggested using the average variance extracted (AVE) as a criterion for convergent validity. AVE measures the amount of variance that a latent variable captures from its indicators relative to the amount due to measurement error (**Chin, 2010**). An AVE value of at least 0.5 indicates sufficient convergent validity, meaning that a latent variable is able to explain more than half of the variance of its indicators on average (**Henseler et al., 2009**). AVE is only applicable for outward-directed reflective constructs or latent variables. The entire measurement instrument in the present study is reflective, and thus AVE is applicable to all constructs. The AVE values are presented in Table 4.5.2.1, are greater than 0.50, thereby achieving convergent validity.

4.5.3 CORRELATION ANALYSIS

Pearson's Bivariate Correlation analysis was used in the study to identify the interdependence of the variables. Pearson's correlation coefficient "*r*" measures the strength and direction of the linear relationship between two variables. It tells whether each variable is positively or negatively associated with the other variable. The value of correlation coefficient ranges from +1 to -1 where +1 implies perfect positive correlation and -1 implies perfect negative correlation (**Whitley and Ball, 2002**).

TABLE 4.5.3.1**CORRELATION ANALYSIS**

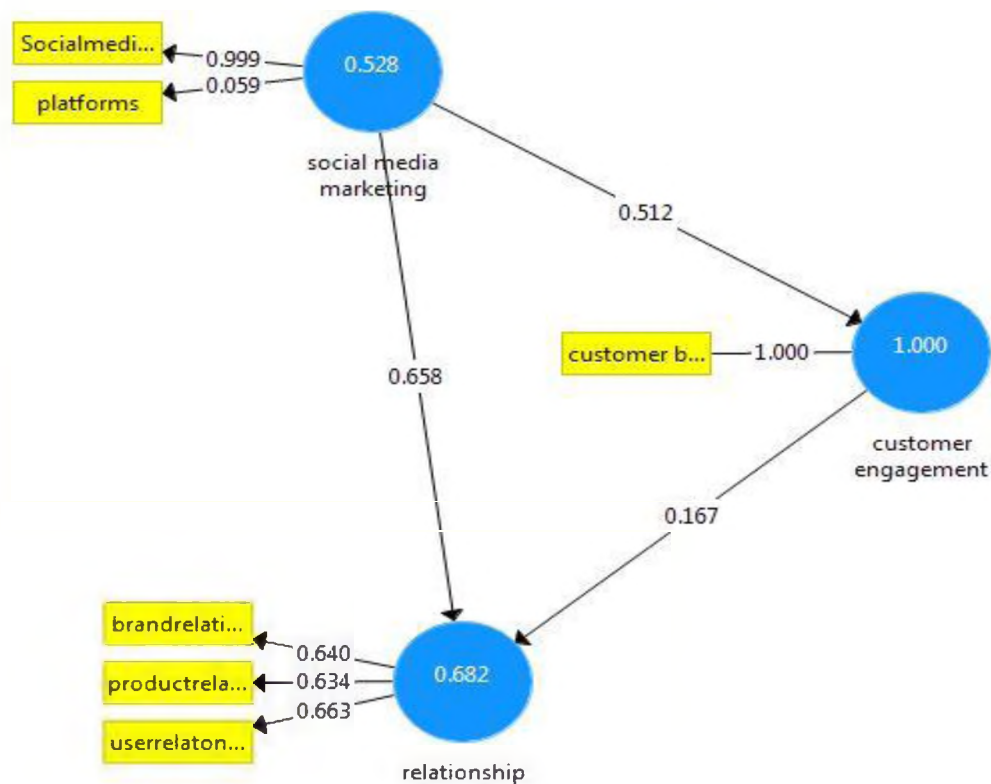
Variables	Social media advertising	Customer engagement	Platforms	User relationship	Product relationship	Brand relationship
Social media	1.000					
Customer engagement	0.510	1.000				
Platforms	0.012	0.078	1.000			
User relationship	0.622	0.105	0.019	1.000		
Product relationship	0.441	0.396	-0.075	0.028	1.000	
Brand relationship	0.337	0.548	0.052	0.104	0.267	1.000

From the table 4.5.3.1, the Pearson's correlation value for user relationship is positively high significant on social media advertising with the value **0.622**. The Pearson's *r* for customer engagement on social media advertising is highly significant with **0.510**. Thus, it can be inferred that product relationship on social media have **0.441** is highly significant. Then, it can be inferred that brand relationship on social media have **0.337** is highly significant. It is found that there is also highly positive significance between customer engagement among brand relationship **0.548**, product relationship **0.396** and user relationship **0.105**. So, the relationship on customer engagement are positively correlated. There is a negative association on product relationship on social media platforms. Thus, results are accepted as they confirm to research findings that favourable engagement towards social media has a positive impact on its relationship (Ajzen and Fishbein, 1980).

STRUCTURAL MODEL RESULTS

PLS algorithm was executed on SmartPLS 3.0. The following primary observations are made from the PLS path diagram,

CHART 10



4.5.4 VARIANCE EXPLANATION

The explanation power of the structural model is assessed by the R² values of the endogenous constructs. These values represent the amount of variance in the construct that is explained by the model (Tabachnick and Fidell, 2007). Table 4.5.4.1 summarizes the R² values obtained for the conceptual model.

TABLE 4.5.4.1
VARIANCE

Constructs	R square
Social media marketing	-
Customer engagement	0.563
Relationship	0.574

The coefficient of determination, R² for the endogenous latent variable relationship on social media marketing to achieve customer engagement is **0.574** variance value. The other latent variable customer engagement has **0.563** variance on social media.

4.5.5 EFFECT SIZE

Henseler et al. (2009) recommend that all indirect effects of a particular latent variable on another variable should be evaluated, considering that the standardized inner path model coefficients decline with an increased number of indirect relationships. In order to evaluate the effect size in the path model, **Cohen's (1988) f^2** was calculated as the increase in R² relative to the proportion of variance of the endogenous latent variable that remains unexplained(**Henseler et al., 2009**).

According to (**Cohen, 1988**) values of 0.02, 0.15, and 0.35 can be interpreted as small, medium, and large effects at the structural level, respectively.

CHART 11

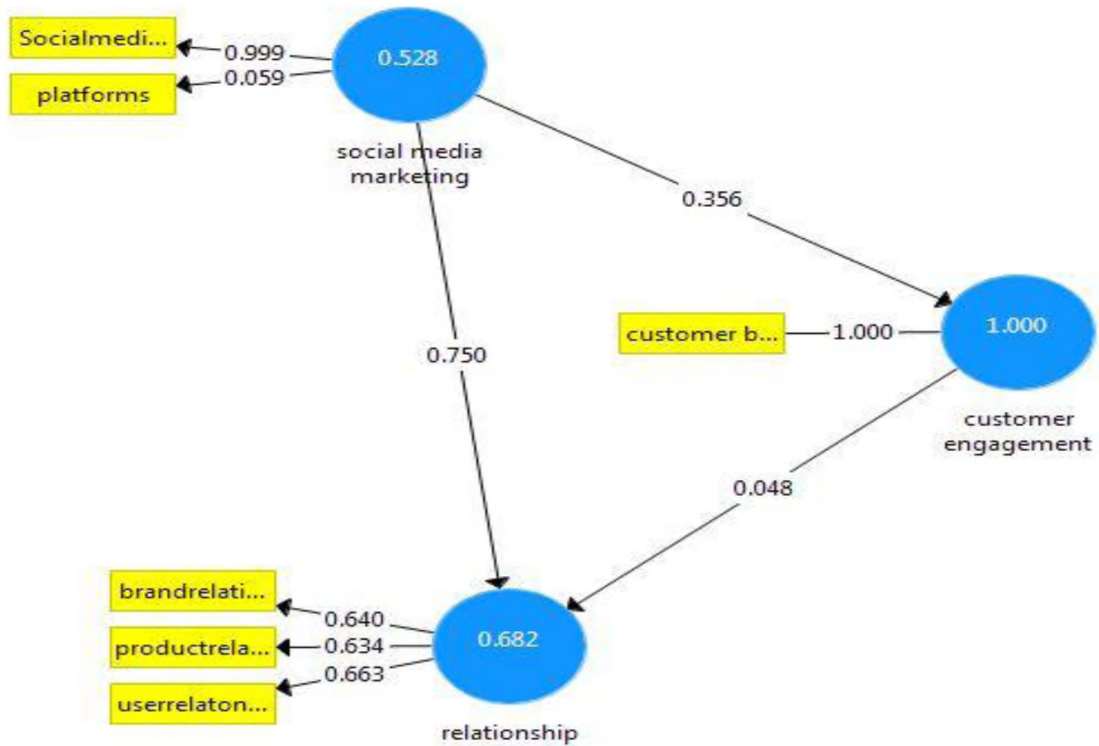


TABLE 4.5.5.1
EFFECT SIZE

Effects	F square
Effects on Customer engagement	
Social media marketing	0.356
Effects on relationship	
Social media marketing	0.750
Customer engagement	0.048

From the above table we can infer that social media marketing have high effect on customer engagement with 0.356. Also, social media marketing have very highest effect on relationship with customers with 0.750. Then the customer engagement have relatively small effect on relationship.

4.5.6 MULTICOLLINEARITY

Multicollinearity is a statistical phenomenon in which two or more predictor variables in a multiple regression model are highly correlated. Signs of multicollinearity in a regression analysis include:

1. Large standard errors on the regression coefficient, so that estimates of the true model parameters become unstable and low t-values prevail.
2. The parameter estimates vary considerably from sample to sample.
3. Drastic changes in the regression estimates after only minor data revision.
4. Conflicting conclusions will be reached from the usual tests of significance (such as the wrong sign for a parameter).
5. Extreme correlations between pairs of variables.
6. Omitting a variable from the equation results in smaller regression standard errors.
7. A good fit not providing good forecasts.

Multicollinearity exists when the independent variables have a correlation rating of $r=0.9$ or above, and pose problems when trying to draw conclusions about the relative contribution of each predictor variable. Two common measurements for checking for multicollinearity are the variance inflation factor (VIF) and tolerance (**Hair and Black, 2006**). VIF values of less than 10 are considered favorable. The tolerance values should be higher than 0.1 to be considered good (**Field, 2009**). The table 4.5.6.1 indicates VIF values well below 10 and tolerance values greater than 0.6. Thus we can conclude that the data collected for research shows no signs of multicollinearity.

TABLE 4.5.6.1
MULTICOLLINEARITY

Constructs	Tolerance	VIF
Platforms	0.974	1.026
Customer behaviour	0.659	1.020
User relationship	0.981	1.247
Product relationship	0.802	1.265
Brand relationship	0.791	1.518

4.5.7 BOOTSTRAPPING

Bootstrapping procedure is used to estimate the significance of path coefficients in the model. Bootstrapping provides an estimate of the shape, spread, and bias of the sampling distribution of a specific statistic (**Adams et al., 2007**). Bootstrap procedure creates a number of samples where each bootstrap sample has the same number of cases as the original sample; bootstrap samples are created by randomly drawing cases with replacement from the original sample and PLS estimates the path model for each bootstrap sample. The obtained path model coefficients form a bootstrap distribution and this information is used to calculate t-test for the significance of the path model relationships (**Henseler et al., 2009**).

TABLE 4.5.7.1
BOOTSTRAPPING

Hypotheses	Path co-efficients	T statistics
H1: There is highly positive influence on Social media marketing towards customer engagement.	0.521	5.361
H2: Social media advertising positively affects the relationship.	0.658	3.605
H3: Customer engagement positively influence the relationship	0.167	1.875

According to one tail t-test (df = 500), 95 percent significance level or $p < 0.05$ requires t-value > 1.645 . The empirical results support the proposed relationship between the variables of the conceptual model as their T-Statistics values are greater than 1.645.

CHAPTER V
FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

5.1.1 Demographic Factors – Percentage Analysis

Factors	Findings
Gender	52% of the respondents are female.
Age	37% of the respondents are coming under the age group below 25 years.
Academic Education	38% of the respondents educational qualification is graduate.
Marital Status	66% of the respondents are unmarried.
Monthly income	52% of the respondents monthly income is between Rs.20001 to 30000,
Access of social media	65% of the respondents are usually access social media through Mobile phone.
Purpose of usage	47% of the respondents purpose of usage of social media is, interactive communication.
Average hours spent per day	55% of the respondents are accessing social media per day 1-2 hours.

5.1.2 WEIGHTED AVERAGE ANALYSIS

- Customers are purchased goods online based on SM (social media) marketing they ranked Security is the first rank with weighted average 2.75, ranks Prices second with weighted average 2.95, Goods description ranks third with weighted average 3.37, Privacy of the information ranks fourth with weighted average with 3.45, Delivery time ranks fifth with weighted average 3.50 , Reputation of the company ranks sixth with weighted average 3.62 and Guarantees and warrantees ranks seventh with weighted average 4.33.

- Salary factors influencing online shopping through links/info available on social media , Trustworthiness is the first rank with weighted average 2.43, Can engage in other online activities while shopping ranks second with weighted average 2.75, Home delivery ranks third with weighted average 2.95, cheaper price ranks with fourth weighted average with 3.28, Can shop from anywhere ranks fifth with weighted average 3.33, 24x7 Availability ranks sixth with weighted average 3.45 and Extensive & current information available seventh rank with weighted average 4.33.

5.1.3 Mean Score Value

Factors	Findings
Social media advertising	3.0868
Customer behavior	3.1054
Social media platforms	3.0634
User relationship	3.1736
Product relationship	2.9256
Brand relationship	3.1281

It shows that all the factors have overall high mean score values. Hence, it should considered to be positively significant between the factors.

Path Analysis using Partial Least Squares (PLS)

The research model was validated and tested using SmartPLS 3.0, after ascertaining the reliability, validity and multi-collinearity.

5.1.4 Summary of the Relationships

Hypotheses	Result
Reliability and Validity	
H1: There is a positive significance of social media advertising on customer engagement.	Accepted
H2: Social media advertising positively achieve the user, product, brand relationship factors.	Accepted
H3: Customer engagement highly influenced by the social media advertising.	Accepted
Multicollinearity	
H1: Social media platforms are highly influenced on the advertisements on social media.	Accepted
H2: User relationship positively significant on the social media marketing.	Accepted
H3: Product relationship highly affects the customer engagement and social media advertising.	Accepted
H4: There is the positive significance on the brand relationship in social media marketing.	Accepted
H5: Customer behaviour highly influences the social media advertising.	Accepted

It shows that in all factors social media advertising influences the customers to opt for any products/services on the social media marketing platforms. And the three factors of relationship positively engages the customers on the social media advertising.

5.2 SUGGESTIONS

- Social media provides a great opportunity for the marketers to increase the market share and to communicate with their customers and at the same time, it allows customers to talk to one another or with the company. Findings of the research will allow marketers to thoughtfully place the promotion of their products and services efficiently. Further, organizations should strive to consistently update information and maintain an active online presence to network with potential and established clientele. Moreover, frequently posting updates and regularly maintaining Facebook pages demonstrate the page is current and credible.
- First and foremost, advertisers should plan and evaluate their digital media expenditures not only on such quantitative metrics as the numbers of likes, comments, views, or followers; eyeballs continue to matter, but, as this study argues, as a stand-alone metric they are a solid proxy for neither engagement.
- In addition, the findings can encourage brand page administrators to prepare engagement strategies that facilitate the interactivity of fans and enhance the performance of their brand pages, which will help increase the activity of fans and promote sustainable brand loyalty.
- It suggests that social media advertisers must select the right social medium for their brands' purposes to enhance the effectiveness of their interactive advertising programs. Social media applications come and go; new applications appear almost daily. Because advertisers simply cannot be active on all digital platforms, selecting the proper platform is important. The current results provide advertisers with means to assess whether, what, and how to advertise on which platform, so that a decision to advertise is motivated by "should" rather than "could."
- To fully benefit from social media, advertisers should either adapt their content to the platform or choose a platform that matches the goal and message of the ad. Thus, if an advertiser wishes to communicate a message that helps people relax, makes them cheerful, or allows them to enjoy themselves, Facebook, Instagram, Twitter and/or Pinterest are good fits, whereas forums is not.

- Since the marketers use more than one platform for social media marketing, the effects of one platform over the other can be studied. For instance, the effects of rising numbers of Facebook messenger users on the number of users of e-mail can be studied based on which the marketers could reinvent their marketing strategies. The advantages and disadvantages of every social media platform with respect to marketing communications and incorporating the findings to bring positive effects on customer engagement can be studied.

5.3 CONCLUSION

The findings indicate that a higher level of interaction between a user and other social community members stimulates the exchange of information or thoughts. By contrast, in terms of advertising, social media exert a more significant effect. Social media advertising with a higher mutual connection with users increases the favourability of users towards advertising, thus increasing their attention and interest. User's engagement behaviour in social media advertising has the most significant effects. Moreover, according to the users' engagement behaviour in social media advertising, sharing, commenting, and creating behaviour in social media advertising have significant effects on the enhancement of the relationship of the users with social community members, brands, and products. Thus, the finding indicates that more frequent consumer engagement in social media advertising represents that consumers have a specific emotional preference for the brands involved, thus increasing their satisfaction and connection with the brands and products, consequently resulting in positive effects.

The study, however, unambiguously shows that different functionalities and characteristics of social media platforms translate into different consumer experiences. The results demonstrate that each digital platform is experienced in a unique way. Of course, there are also similarities. Except for YouTube and Pinterest, all social media platforms are experienced as a way to remain up to date. While Facebook, Instagram, Blogs and Twitter are used for social interaction, Pinterest are not. While Facebook and Instagram are used to fill an empty moment, others are used in this way to a much lesser extent. Only Pinterest is used for innovation and practical use. Therefore, the conclusion

is justified that all social media platforms have their own strengths and weaknesses in the various experiences delivered to the user.

Being an evolving media, its viral effect and the advancement in technology can bring down the marketing cost and make it a viable solution for marketing. Social media marketing is sure to grow into a remarkable self-sufficient marketing strategy in the course of time. In summary, the study concludes that social media marketing can be an extremely powerful tool with respect to increasing the sales, revenue and profit of a company, as well as improving the purchase behaviour of customers, when implemented strategically.

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APPENDIX

IMPACT OF EFFECTIVE SOCIAL MEDIA ADVERTISEMENT'S ON CUSTOMER ENGAGEMENT AND RELATIONSHIP

Dear Madam/Sir,

This questionnaire is a part of research project “**IMPACT OF EFFECTIVE SOCIAL MEDIA ADVERTISEMENT ON CUSTOMER ENGAGEMENT AND RELATIONSHIP**” as a requirement for our Master degree at the Avinashilingam Department Of Business Administration. We kindly ask you to participate by answering the following questions. It will take only few minutes and your answers will be kept confidential. There are neither rights nor wrong answers. The most important thing is your true opinion. Your contribution is very valuable for us. Thank you.

I-Demographic factor

1. Gender

- a) Male b) Female

2. Age

- a) Below 25 years b) 25 – 35 Years
c) 35-45 Years d) 45-55 Years e) Above 55 Years

3. Academic qualification

- a) School Level b) Diploma c) Graduate d) Post Graduate

4. Marital Status:

- a) Married b) Unmarried

5. Monthly income (in INR)

- a) Below 10,000 b) 10,000 - 20,000 c) 20,001 - 30,000
d) 30,001 - 40,000 e) Above 40,000

6. How do you usually access social media

- a) PC b) Laptop c) Tablet d) Mobile phone

7. Purpose of usage of social media

- a) Knowing about friends & classmates
- b) Interactive communication
- c) Information search
- d) Sharing status

8. Average per day hours for which you access social media?

- a) Less than 1 hr
- b) 1 to 2 hrs
- c) 2 to 3 hrs
- d) More than 3 hrs

9. How important are the following factors in your decision to purchase goods online based on SM (Social Media) marketing? (Rank the following from 1 to 7, 1 – Most important, 7 – least important)

Factor	Rank
1. Delivery time	
2. Reputation of the company	
3. Guarantees and warranties	
4. Privacy of the information	
5. Goods description	
6. Security	
7. Prices	

State your opinion about the factors related to social media – tick the relevant option

SA: Strongly Agree; A: Agree; N: Neutral; D: Disagree; SD: Strongly disagree

S.No	Particulars	SA	A	N	D	SD
SOCIAL MEDIA ADVERTISING						
10	Messages which send from Face book members is trustworthy.					
11	Compared with other social media, using Facebook can find out what’s going on with friends immediately.					

12	I pay attention to the opinions from Facebook members.					
13	The content of social media advertising is attractive to me.					
14	Social media advertising can let me know more about product.					
15	The source of social media advertising is reliable.					
CONSUMER BEHAVIOUR						
16	I will share the link or information about the product on Facebook.					
17	I will respond to comments on my page/posts on my wall.					
18	I will record the skills of using the product as a film/animation.					
19	I will discuss with firms and provide suggestions about this product.					
USER RELATIONSHIP						
20	I will be more often to discuss interesting things with community members of the fan page.					
21	Interacting with members of the fan page with same interests, will make me more interested.					
PRODUCT RELATIONSHIP						
22	I would like to learn more about the specifications and materials of the product.					
23	I think buying this product is trustworthy.					
BRAND RELATIONSHIP						
24	When i want to buy particular product, this brand is one of the brands that comes to my mind.					
25	I will buy all products which launch by this brand.					

26. Factors influencing your online shopping through links/info available on social media:
Rank the following from 1 to 8, 1 – most important, 8 – least important.

Factor	Rank
Extensive & current information available	
24x7 Availability	
Can shop from anywhere	
Can engage in other online activities while shopping	
Home delivery	
Cheaper price	
Trustworthiness	

Which social media platforms are used by you while obtaining information or shopping? Please tick among the following options in a scale of 1 to 5, where 1 is Very Often and 5 is Never.

S.No	Social Media Platforms	Very Often	Often	Sometimes	Rarely	Never
27	Facebook					
28	Twitter					
29	Instagram					
30	Pinterest					
31	Blogs					
32	Forums					

33. Any suggestions _____

