

**EFFECTIVENESS OF SOCIAL MEDIA MARKETING
IN CONTEXT OF E-COMMERCE**

**A Dissertation Submitted to the Office of the Dean, Faculty of Management in partial
fulfillment of the requirements for the Master of Business Studies (MBS)**

By

Nabin Raj Awasthi

Campus Roll No: 3934/075

Exam Roll No: 13611/19

T.U. Regd. No: 7-2-39-317-2013

Shanker Dev Campus

Kathmandu, Nepal

April, 2024

CERTIFICATION OF AUTHORSHIP

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled **“Effectiveness of Social Media Marketing in Context of E-Commerce”**. The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor it has been proposed and presented as part of requirements for any other academic purposes. The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of this dissertation.

.....

Nabin Raj Awasthi

Date:

REPORT OF RESEARCH COMMITTEE

Mr. Nabin Raj Awasthi has defended research proposal entitled “**Effectiveness of Social Media Marketing in Context of E-Commerce**” successfully. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestion and guidelines of supervisor Bhoj Raj Ojha submit the thesis for evaluation and viva-voce examination.

.....

Bhoj Raj Ojha
Dissertation Supervisor

Dissertation Proposal Defended Date:

.....
Asso. Prof. Dr. Sajeeb Kumar Shrestha
Head, Research Department

Dissertation Viva-voce Date:

APPROVAL SHEET

We, the undersigned, have examined the thesis entitled “**Effectiveness of Social Media Marketing in Context of E-Commerce**” presented by Nabin Raj Awasthi, a candidate for the degree of Master of Business Studies (MBS Semester) and conducted the Viva voce examination of the candidate. We hereby certify that the thesis is worthy of acceptance.

.....
Bhoj Raj Ojha
Dissertation Supervisor

.....
Internal Examiner

.....
Internal Expert

.....
External Expert

.....
Asso. Prof. Dr. Sajeeb Kumar Shrestha
Chairperson, Research Committee

.....
Asso. Prof. Dr. Krishna Prasad Acharya
Campus Chief

ACKNOWLEDGMENT

I would like to forward my deepest gratitude to Bhoj Raj Ojha of Shanker Dev Campus who supports me with their invaluable scholarly supervision, constructive comments and suggestions that allow me to furnish this thesis report in this final format.

I would like to pay my sincere thanks to Asso. Prof. Dr. Sajeeb Kumar Shrestha, Head of Research Department and Asso. Prof. Dr. Krishna Prasad Acharya, Campus Chief of Shanker Dev Campus. Besides, I would also like to thank to other respected teachers of Shanker Dev Campus and all the staff of this campus for their help in providing me various kinds of suggestions, information and comments.

Further, my deep regard to known and unknown individual who helped to collect the data at preliminary stage of this dissertation writing.

It is the matter of my immense pleasure to express my deep sense of gratitude and heartfelt respect to my parents for their affection, inspiration and incredible support to precede my academic career.

Nabin Raj Awasthi

TABLE OF CONTENTS

	Page No.
<i>Title Page</i>	<i>i</i>
<i>Certification of Authorship</i>	<i>ii</i>
<i>Report of Research Committee</i>	<i>iii</i>
<i>Approval Sheet</i>	<i>iv</i>
<i>Acknowledgement</i>	<i>v</i>
<i>Table of Contents</i>	<i>vi</i>
<i>List of Tables</i>	<i>viii</i>
<i>List of Figure</i>	<i>ix</i>
<i>Abbreviations</i>	<i>x</i>
<i>Abstract</i>	<i>xi</i>
CHAPTER-I INTRODUCTION	
1.1 Background of the Study	1
1.2 Problem Statement	4
1.3 Objectives of the Study	5
1.4 Hypothesis	6
1.5 Rationale of the Study	6
1.6 Limitations of the Study	7
CHAPTER-II LITERATURE REVIEW	
2.1 Conceptual Review	8
2.1.1 Social Network Site	8
2.1.2 Social Networking in the World of Business	10
2.1.3 Social Media	11
2.1.4 Social Media Outlets Categories	12
2.1.5 Use of Social Media	14
2.1.6 Social Media for Businesses	15
2.1.7 Social Media Marketing	16
2.1.8 Integration of Social Media with Marketing	17
2.1.9 Social Media Marketing Strategies	19
2.1.10 Impact of Social Media Marketing	20

2.1.11 Brand Exposure and Awareness	23
2.3 Empirical Review	26
2.4 Research Gap	36

CHAPTER-III RESEARCH METHODOLOGY

3.1 Research Design	37
3.2 Population and Sample	37
3.3 Sample and Sampling Technique	38
3.4 Method of Data Collection	38
3.5 Data Analysis	38
3.5.1 Descriptive Statistical Analysis	38
3.5.2 Reliability Test	40
3.5.3 Inferential Statistical Analysis	41
3.6 Hypothesis Verification	43
3.7 Conceptual Framework	43

CHAPTER-IV RESULTS AND DISCUSSION

4.1 Presentation of the data	45
4.2 Descriptive Statistical Analysis	48
4.3 Reliability Test	52
4.4 Inferential Statistical Analysis	54
4.5 Discussion	58

CHAPTER-V SUMMARY AND CONCLUSION

5.1 Summary	60
5.2 Conclusion	61
5.3 Implications	63

References

Appendix

LIST OF TABLES

	Page No.
Table 1 Respondents Classified by Gender	46
Table 2 Respondents Classified by Age Group	46
Table 3 Respondents Classified by Academic Qualification	47
Table 4 Respondents Classified by Buy/Sell decision	48
Table 5. Descriptive statistics of Quality of Content	49
Table 6 Descriptive statistics of User Experience	50
Table 7 Descriptive statistics of Frequency of Visit	51
Table 8 Descriptive statistics of Customer Engagement	52
Table 9 Cronbach's Alpha Score for Quality of Content	53
Table 10 Cronbach's Alpha Score for User Experience	53
Table 11 Cronbach's Alpha Score for Frequency of Visit	54
Table 12 Cronbach's Alpha Score for Customer Engagement	54
Table 13 Tests of Normality	55
Table 14 Model summary showing correlation between dependent and independent variables	56
Table 15 ANOVA Test showing how well the data is fitted into regression equation	57
Table 16 Regression results of UE, QOC, FOV and Customer Engagement	57

LIST OF FIGURE

	Page No.
Figure 3.1 Dependent and independent variables used in the study of effectiveness of social media marketing in context of ecommerce	43

ABBREVIATIONS

ANOVA	:	Analysis of Variance
B2B	:	Business to Business
B2C	:	Business to Consumer
C2B	:	Consumer to Business
C2C	:	Consumer to Consumer
CE	:	Customer Engagement
FOV	:	Frequency of Visit
QOC	:	Quality of Content
UE	:	User Experience

ABSTRACT

The study's major goals are to look into the relationship between customer engagement and independent variables (frequency of visit, quality of content and user experience) for effectiveness of social media marketing in context of Ecommerce. Furthermore, the role of social media in ecommerce marketing also has been studied thoroughly. The hypothesis were generated and tested based on the acquired data in order to accomplish the study's goal. To gather data, this work used a convenience sampling technique and purposive sampling technique to gather response from respondents of varied ages, professions, genders, and academic qualifications. To summarize the data, descriptive statistics were employed, and the connection between the dependent and independent variables was further examined using an inferential statistical analysis. The computed correlation coefficient R is 0.643 which shows that there exists a significant correlation in between dependent and independent variables. The R squared value obtained is 0.413, which shows that the independent variables are influencing by about 41% to dependent variables. The significance value of 0.007 (i.e., $p = 0.007$) is obtained from ANOVA test, which is lower than 0.05. It shows that, there is a statistically significant impact of independent variables (user experience, frequency of visit and quality of content) on dependent variable (customer engagement). The results from multiple correlation analysis are used to accept or reject the hypothesis proposed. Sig or P value of 0.035 has been computed for independent variable frequency of visit (FOV) which is less than 0.05 and hence the proposed hypothesis has been accepted. Independent variable quality of content (QOC) shows a Sig or P value of 0.499 which is greater than 0.05 which rejects the proposed hypothesis. Similarly, independent variable user experience (UE) has a Sig or P value of 0.007 which is less than 0.05 and hence the proposed hypothesis has been accepted. The results shows that customer engagement is highly influenced by frequency of visit (FOV) of customers in social media and easy user experience (UE) rather than quality of advertisement content published in social media. The study shows young people are most probable buyers as they are more engaged in social media platform and are more comfortable in using ecommerce platforms.

Key Words: Social media marketing, Ecommerce, Customer Engagement,
Personalized Recommendation

CHAPTER-I

INTRODUCTION

1.1 Background of the Study

The social web will become the dominant center of activity in our lives. To put it another way, for the majority of the services provided, individuals use the social web, as the World Wide Web and is used more often rather than traditional media. Furthermore, the social web has created a plethora of new options for global information exchange. In June 2010, the Internet World Statistic reported that there were over 1.96 billion individuals online. As a result, it may be stated that the social web has a significant impact on people. In recent years, businesses have used this information to better target and reach customers.

What exactly is social media? Social media is defined by Kaplan and Haenlein (2010) as "a series of internet-based apps that build on the ideological and technological foundations of web 2.0, and that allow the creation and exchange of user-generated content". Web 2.0 is the foundation for social media (Carlsson, 2010). Social media can take numerous forms, including social networks, online forums, web logs, social blogs, micro blogging, wikis, podcasts, images, videos, ratings, and social bookmarking (Kaplan & Haenlein, 2010).

In recent years, social media has functioned as a tool for businesses to disseminate information about new and existing products, as well as allowing customers to make online transactions and assisting in the businesses Weber (2011). We are in the midst of a worldwide communication boom, with extensive usage of social media by individuals for both personal and professional purposes. According to Carlsson (2010), 2010 will be the year when the use of social media for branding goals in the corporate sector really takes off. He went on to say that marketing executives believe that 2010 will be the year when social media is fully integrated into organizations and begins to truly serve as a valuable tool for businesses and an important communication tool.

Social media marketing uses social media to promote products and services to general public. It is a form of digital marketing and is an alternative to traditional form of

marketing. Online business-like e-commerce are in initial growing phase in Nepal and it is estimated to grow much rapidly in Nepal in future. Social media is an online platform that allows users to share their opinions, views, contents and help them interact and build a community. Some of the popular choices among Nepalese are: Facebook, Twitter, YouTube and Integra. Many digital marketing agencies are currently being developed and are replacing some portion of traditional marketing processes.

E-commerce is defined as "the purchasing and selling of products and services by businesses and consumers over an electronic medium, without the use of any paper documents". E-commerce refers to the process of purchasing and selling products over the internet. E-commerce is classified into three types: business-to-business (B2B), business-to-consumer (B2C), and consumer-to-consumer (C2C). Ecommerce is also called electronic commerce or internet commerce. It involves buying and selling goods using internet medium and all the transactions are also handled electronically. Generally, ecommerce is more popular as a medium to sell products online but companies may sell the services as well. E-business is another popular terminology for internet-based business. It involves all the business processes operating online whereas ecommerce is limited up to transactions of goods and services only.

Many people confuse the phrases electronic commerce (e-commerce) and electronic business (e-business). According to Allen and Fjermestad (2000), e-business is a more comprehensive word that refers to the use of the internet or any form of electronic mechanism to execute an organization's commercial processes. This definition says that e-business is a word used to describe the use of internet technology to increase a company's productivity or profitability. E-commerce, according to Andam (2003), is "on-line trading. "To put it another way, e-commerce refers to the purchasing and selling of goods and services over electronic systems such as the internet and other computer networks.

The history of ecommerce begins with the first ever online sale: on the August 11, 1994 a man sold a CD by the band Sting to his friend through his website Net Market, an American retail platform. This is the first example of a consumer purchasing a product from a business through the World Wide Web—or “ecommerce” as we commonly know it today. Since then, ecommerce is widely accepted and evolved to a great extent to make

products easier to discover and purchase through internet. There are various types of ecommerce models developed. Some of the ecommerce models are listed below:

- Business to Consumer (B2C): When a business sells goods or services to individual customers.
- Business to Business (B2B): When a business sells goods or services to other businesses.
- Consumer to Consumer (C2C): When a consumer sells goods or services to another consumers.
- Consumer to Business (C2B): When a consumer sells goods or services to business or organizations.

In Nepal, both Business to Consumer (B2C) and Consumer to Consumer (C2C) types of ecommerce are in operation. Some of the popular ecommerce business in Nepal are: Daraz, Sastodeal, Hamrobazaar and Foodmandu. There are many others too, but for the research work we will be gathering the data based on these popular ecommerce businesses in Nepal. In context of Nepal, online activity is centered in Kathmandu and a half-dozen major towns, with rural areas having relatively low internet penetration, however this is improving as more individuals access the internet via mobile phones. Despite the fact that relatively little business is conducted online, the sector is expanding. When dealing with overseas partners, many firms rely on the internet.

Not all forms of social media are created equal. We're not just talking about social media posts here. The wide category of "social media" includes a variety of social media networks meant to cater to the various interests that drive individuals to social media to interact. While social media marketing and advertising are virtually second nature these days due to their efficacy and low cost, learning more about the many sorts of social media will help you design stronger, more targeted social media marketing campaigns for your brand. This equates to more qualified leads, increased brand engagement, and increased income. There are various reasons why people are drawn to social media, just as there are various sorts of social media. The primary reason people are drawn to social media is a strong need to connect with others who feel and think similarly to them. A close second is social media, which allows people to express themselves creatively. Social media allows marketers and influencers to create leads, improve traffic to our

websites and other platforms, and generally increase brand awareness and recall (Carlsson, 2010).

People who are new to social media marketing sometimes believe that they must maintain an active presence across all social media networks. Not only is that a near-impossibility given the sheer number of social media platforms available today, but it's also not a good idea to try because different demographics are drawn to different sorts of social media and different platforms. It's preferable for marketing to pick the channels where your target demographic hangs out and focus your efforts solely on those platforms.

The title “Effectiveness of Social Media Marketing in Context of E-Commerce” has immense potential in reaching mass people within fraction of seconds. People can share their responses and react to product and services of e-commerce providers very easily on social media platform. People can share their good and bad experiences with the products and service providers very easily via comments and social media posts. The thesis will focus on tracking the buying behaviors of consumers by tracking and studying how consumers react to social media marketing. The overall research work studies the effectiveness of social media-based marketing on these ecommerce businesses. The work gathers data using questionnaires analyze the data and generate statistical insights from the collected data. This work predicts how effective the social media marketing is for ecommerce businesses in Nepal (Carlsson, 2010).

1.2 Problem Statement

It is known and obvious that in today's world where the information and internet take a significant role in peoples' lives, the social media phenomenon will be an interesting topic to research, as well as its influence on customers' attitudes toward influence of business. In the current modern societies, social media channels are commonly used in order to connect people together throughout the world using internet. Whether it is through social networks. Forums, blogs or media sharing websites, people can now have a conversation online, also called interactive dialogue, with anybody and on any subject, permitting them to share their experiences and valuable information.

From a business perspective, social media marketing has offered a large variety of new opportunities for companies to promote their brand, products and services. Today people

are actively connecting with each other and talking about their experiences, sharing their opinions about procedures about products and services they have tested or even just heard about.

The problem is that organizations in the current phase just use social media as a communication channels but not professional tools to uplift the business. In many research and articles, we found that some organization use social media as strong tools to identify the target market in order to reduce cost. But there are many organization whether it is small, medium or large scale, they does not recognize the potential ROI available from social media and other current developing tools for communication. In addition, many organization are focusing on niche market and use little budget for the promotion and expansion of business through use of social media marketing. Finally, there is limited research dictating the true value of social for an organization (Miller & Lin, 2009).

In this research project, the following research questions have been formulated:

- What are some of the most effective social media platforms for attracting customers ?
- What are the strategies that aid businesses use of social media to interact with customers?
- What is the relationship between user experience, frequency of visit, Quality of content, customer engagement in Fackbook, Youtube Twitter, LinkedIn, Instagram,

1.4 Objectives of the Study

The major objective of the study is to investigate the effectiveness of social media marketing in ecommerce industry growing in Nepal. Other specific objectives of the study are as follows:

- To assess the effectiveness of social media marketing in Nepalese ecommerce industry.
- To identify the strategies that aid businesses use of social media to interact with customers.
- To examine the relationship between user experience, frequency of visit, Quality of content, customer engagement in Fackbook, Youtube Twitter, LinkedIn, Instagram.

1.4 Hypothesis

The size of a company's follower base isn't the only metric for social media marketing; it's also how customers communicate with the brand, how they share its content, how they suggest it to their friends, how many followers and admirers a company can gain and keep, and much more. So, we need to know how all of these things work. Thus, we want to make some hypothesis to prove the effectiveness of social media which are:

- There is a positive significant relationship between quality of content (QOC) and customer engagement.
- There is a positive significant relationship between user experience (UE) and customer engagement.
- There is a positive significant relationship between frequency of visit (FOV) and customer engagement.

1.5 Rationale of the Study

The expansion of modern business is heavily influenced by digital media. Marketing is essential for any organization to reach out to customers and inform them about the products and services it offers. Marketing items, promoting brands, communicating with customers, and discovering new opportunities are all done through social media. Customer's feedback on social media helps businesses make business decisions. Social media analytics is the term for this type of analysis. For promoting their brand and services, ecommerce applications have relied extensively on social media. They attract new customers to their websites with the use of social media optimization (SMO). This social media optimization allows them to keep in touch with their clients and solicit feedback on the services and products they offer.

With increasing number of social media platforms, active users, availability of internet to most of the rural areas in Nepal, the need for social media base marketing has immensely been raised. Ecommerce platforms need to know how their potential customers are distributed demographically so that they can target them more easily. Furthermore, knowing how the social media users are distributed also helps in understanding which social media platform is to be targeted for attracting more visitors to their websites or platforms. Thus, the study of the effectiveness of social media on ecommerce businesses

will aid them in making informed decisions about how to improve their business procedures and operations.

1.6 Limitations of the Study

There are couples of limitations, which weaken the generalization and objectives of the study. Some of the limitations are as follows:

- Sample size is very small in comparison to the populations of the study. Only 200 respondents are selected for questionnaire. Such limitation makes it difficult to make generalization across industries, companies and locations.
- Because of variety of companies exist, it was unfeasible for the scope of research to cover every industries.
- This study is totally based on the views and responses received from employee working in the organizations and the findings of the study may not be applicable for other.
- The research lacks a comparison between the practices of a company recognized for using social media marketing successfully and a company using it's less successfully.

CHAPTER-II

LITERATURE REVIEW

2.1 Conceptual Review

In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Social media marketing as a "connection between brands and consumers. Offering a personal channel and currency for user centered networking and social interaction. "The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold and Faulds 2009).

Although social media marketing is a well-researched topic, it has only been studied through experimental and theoretical research. Social media marketing is as well as examining what factors affect consumer behavior relative to social networking. Despite the initial progress made by researchers, development in this area of study has been limited. Research needs to expand by providing a deeper understanding of the long term promotional gains retailers obtain from social media marketing. More formalized studies are also needed to progress beyond theorized or predicted outcomes in order to gain knowledge of real life applications. It is elaborated in the following way.

2.1.1 Social Network Site

The social media importance is on the interaction between people and in the facilitation of asynchronous, immediate, interactive, and low-cost communications (Miller & Lin, 2009). Social network sites are considered the core of network resource for organizations that link strategic value and business performance. SNSs allow individuals to construct a public or semi-public profile within a bounded system; to articulate a list of other users with whom they share a connection, and to view and traverse their list of connections and those made by others within the system. On larger social network sites, individuals are normally not looking to meet new people but are more interested in managing relationships by maintaining contacts with old friends who are already part of their extended social network. To sum up, social network sites can be seen as alternative communication tools which support existing relationships and activities in a fun and

colorful way that can deepen the users' experiences. Many social network web sites have emerged; attracting especial groups of users based on their demographics and some tend to communities with specific shared interests. There is now a lot of evidence that social network sites have become mainstream and it has been reported that globally, these sites account for one in every 11 minutes spent online. 54 percent of internet users between 16 and 24 have set up their own page or profile on a social networking site.

Social network sites have audience more than any other social media tools, today. Facebook reaches 710 million users. Meanwhile, if Facebook were a country, it would be the third largest nation in the world, lagging behind only China and India. Half of those "citizens" log in every day and using the site on a daily basis (Zarrella & Zarrella, 2011). The average user has 130 friends and is connected to 80 community pages, groups, and each one spend an average of 46 minutes per day on Facebook. Also, 100 million people take a social action on YouTube every week and 800 million unique users visit this site each month. Social network sites offer opportunities to connect with these hard-to-reach audiences drifting away from traditional media. It can be implied that usage of social networking is increasing at a tremendous speed, and it is influencing how people share knowledge across the globe. However, impact of social networks is increasingly pervasive, with activities ranging from the economic (e.g., shopping) and marketing (e.g., brand building) to the social (e.g., cultural and physiological impacts) and educational (e.g., distance education). Among the wide impacts of social network sites, they are, anecdotally, becoming increasingly important in today businesses. It seems that some factors are driving this trend. First, regarding the rapid rise in the popularity of social media, the number of potential customers engaged on SNSs was previously underestimated by many organizations. Second, in the current economic depression, where there are fewer customers in general, finding and engaging them get higher priorities. Third, there is now a "main street" acceptance of SNSs as a powerful tool. Finally, there has been a breakdown in traditional lead generation programs (Gordhamer, 2009).

SINS is getting a lot of media coverage as well is a brand new topic for researchers due to its relative novelty, but all the attention does not necessarily make it easier to understand which functions are actually useful in business. However, despite its importance in the digital economy, no comprehensive literature review has been

conducted in the field. Nevertheless, there is a need for conducting this kind of research works, because it will serve as a roadmap for both academics and practitioners. It will also indicate the current state and direction of research topics, and should be of interest. So, the purpose of this study is to presents a literature review of and classification scheme for research works in business impacts of SNSs and with the aim of clarifying the ways SNSs might have an impact on businesses. Hence, this study provides managers and academics with guidance in that area by measuring which social media applications are being applied right now in businesses.

2.1.2 Social Networking in the World of Business

Before the arrival of the internet, when there is no such thing called social media like Facebook, Twitter, Wikipedia. People used to use dairies for punch cards with appointment details and engagement times. But even then the business world moved through these unfavorable situations. With the arrival of the internet several radical changes took place in the business. This elevated the capabilities of the business people in managing their resources available for maximum benefit. The advent of social media like Twitter, Facebook, MySpace, LinkedIn, blogs enhanced business people to exploit the popularity of the Social media. As the applications are being developed on Facebook and YouTube, twitter the business people got to know how to address the business challenges through social media and they made business issues to be worked out with great precision and fun. There are millions of users worldwide for the internet (Metric, 2013).

The main intention of the social networking websites is to facilitate the communication between users who are well acquainted with each other and friends. Later with the greater reach of the social networking websites like Facebook, Twitter etc. the business community got an innovative idea to use the social media for business like propagating their business through fan pages providing information about their products uploading videos and knowing the feedback from the people and making new contacts etc (Zarella, 2011).

The business people constantly reviewed their products with the feedback given from different stakeholders from various areas of interest of the people. So business people

learned themselves the ways to explore people from different social, economic and cultural backgrounds and promoting their products through social media (Zarrella, 2011).

These new strategies and steps that are undertaken by the business community paved the way for interaction of the users with the Producers/Management personnel. According to Cheong, businesses are using social networking sites as tools to provide the information about their products and their offerings and about the support provided by them. They are creating profile pages with the product details and providing the contact information and by uploading the photos of the personnel who are the stakeholders of the company. So this type of move personalizes their businesses. Similarly, creating profile pages and fan pages on social networking sites draws people from a variety of users. They aid different groups of people to interact with each other. As the application the social media sites provide options for adding friends and create communities there is a lot of scope for gathering people and promoting the products of their businesses. As each person who starts to use the social networking website connects to different sets of people the network keeps on increasing and it's a continuous process. The networks keep becoming bigger and bigger with the advancement of days. So there is a greater scope for drawing attention from a greater number of people (Bollen, 1989).

2.1.3 Social Media

Social Media started in 1978 when the first Bulletin Board Systems exchanged data over phone lines with other users. According to Evans (2008) 'When the Internet really started to take off, consumers started to tune out those carefully crafted messages and take more control over how they voiced their experiences with products and services. From websites to blocs, to forums and message boards, conversations started to spring up around products, brands, and companies. These conversations have had more influence on what others buy, subscribe to, and believe is valuable than any marketing message could manage.

Nowadays, Social Media and more particularly Social Networks are becoming increasingly important in consumers' purchasing decisions. mainly because they amplify word-of-mouth. They may even become more important than advertising as a trusted source of information. However, it is important to stress the fact that, in Social Media Marketing, marketers have less control over messaging and positioning different meaning

for the term depending on whether content or communication is highlight. However, Social Media can also be defined as the future of communication, a countless array of internet based tools and platforms that increase and enhance the sharing of information. New social media has influence businesses and regular internet users by providing a platform to transfer video, photos, texts and much information among the internet users (Bollen, 1989).

Social media combine what is needed for a company to succeed in the present day: openness, peering, sharing and acting globally. The founder of O'Reilly media said moving to the Internet as a new platform and an attempt to understand the rules for success on the platform as bring a new business gyration to the computer industry with web 1.0. He explained further that a general business aspect in relations of Web 1.0 as the harnessing of collective intelligence in which Web 1.0 provides platforms and fills the Web with user generated content where all individuals the former audience are able to take part in instead of important decisions made by few people (Metricies, 2013).

Social media marketing is the new mantra for several brands since early last year. Marketers are taking note of many different social media opportunities and beginning to implement new social initiatives at a higher rate than ever before. Social media marketing and the businesses that utilize it have become more sophisticated. One cannot afford to have no presence on the social channels if the competitor is making waves with its products and services. The explosion of social media phenomenon is as mind boggling as that and the pace at which it is growing is maddening. Global companies have recognized social media marketing as a potential marketing platform, utilized them with innovations to power their advertising campaign with social media marketing. This paper discusses about the concepts of social media and social media marketing and other aspects like the growth and benefits. role and relevance of social media in marketing, social media marketing strategies (Metricies, 2013).

2.1.4 Social Media Outlets Categories

Social media outlets are categorized into various groups based on their functionalities. These outlets are very effective for the purposes of networking and maintaining relationships. It also provides a unique features and experience to entities and individuals.

Which make it easier to use for organizing and marketing events. The categories are as follow:

- Social Networks
- Bookmarking Sites
- Social News
- Media Sharing
- Micro blogging
- Blog Comments and Forums

Social media cannot be understood without first defining Web 1.0 (Holly Paquette, 2013): a term that describes a new way in which end users use the World Wide Web, a place where content is continuously altered by all operators in a sharing and collaborative way. It is much more to do with what people are doing with the technology than the technology itself, for rather than merely retrieving information, users are now creating and consuming it, and hence adding value to the websites that permit them to do so” Web 1.0 has evolved from simple information retrieval to interactivity, interoperability, and collaboration (Campbellet, 2011).

Social media as “a group of Internet based applications that build on the ideological and technological foundations of Web 1.0, (Kaplan & Haenlein,2010) Reilly’s (2005) depicted“ social media is a broad term that describes software tools that create user generated content that can be shared.“ However, there are some basic features necessary for a website to meet the requirements as a social network website: the site must contain user profiles. Content, a method that permits users to connect with each other and post comments on each other’s pages, and join virtual groups based on common interests such as fashion or politics (Lenhart & Madden, 2007). The phrase social networking sites’ is often used interchangeably with social media However, social media is different because it alto s participants to unite by generating personal information profiles and inviting friends and colleagues to have access to those profiles (Kaplanand Haenlein, 2010). Thus, social media is the environment in which social networking takes place and has altered the way in which consumers gather information and make buying decisions.

Consumers Sentiment toward Marketing (CSM) is a factor considered by researchers to measure how well consumers will perceive social media marketing. CSM is defined as a concept which refers to the general feelings that consumers have for marketing and the marketplace. An individual's perception of the overall marketplace plays a major role in whether or not they are motivated to partake in consumption activities (Mady, 2011). In order to create a successful marketing campaign via social media, a consumer must be open to the technology. Consumer technology readiness is defined as "people's propensity to embrace and use new technologies for accomplishing goals in home and work" (Parasuraman, 2000). Consumer technology readiness is important for retailers to remember when marketing on social networks because if their intended target market does not use social media, is not familiar with it, or perceives it negatively, then their social media marketing will be unrewarding. Analysis of technology readiness can determine if marketing via interactive advertising would be a good fit for a retailer's target market.

2.1.5 Use of Social Media

Twitter was the most widely used form of social media, used by all the businesses in this survey and for a variety of purposes including making customers aware of technical issues. Provision of knowledge to clients, marketing and networking. Twitter is valued for its highly interactive nature. Facebook was not widely used by business-to-business based sectors as it was seen as too social and consumer focused. However, it was widely used by those businesses which sell products and services directly to consumers such as those in the Food & Drink sector. All the businesses interviewed had adopted a strategy of carrying out at least daily updates on social media (Carter, 2014).

The interviews also found that participants appreciated the benefits of using social media for a range of business purposes and not purely for sales and marketing. Some activities discussed included the use of Twitter for networking with businesses, use of LinkedIn for recruitment of staff and the use of Twitter to make customers aware of service interruptions (Carter, 2014).

There was some interest by participants in social media sites which focused on photos such as Pinterest and Tumblr as these were seen as a useful way of promoting businesses. Several businesses had started to use Google+ and identified this as useful due

to the associated reviews and search engine optimization. Other participants were interested in Google+ as an opportunity to use a new platform. In the majority of the organizations interviewed, all of the staff did not have access to social media for business purposes. Several reasons were identified for this and included other work requirements preventing staff from actively participating in social media use. Other suggestions were reluctance of staff to use social media for fear of saying something inappropriate about the business and lack of familiarity with social media in some staff members (Carter, 2014).

2.1.6 Social Media for Businesses

Companies across variety of industries such as hospitality, travel and tourism, banking and financial services, life sciences, retail and consumer products, airlines, automobiles, fashion, education and many more are exploring social media to tap opportunities in market research. They also look at brand building, product promotion, product development, customer service, collaboration with stakeholders, employee engagement, and recruitment etc. An increasing number of Indian corporations are turning to social media in an attempt to reach out to their customers in the wake of marketing budget cuts. Indian corporations are not new to the virtual world. As of today, top IT firm Wipro is running "Innovation Centers" on social media, while Infosys is using Twitter to address customer concerns. Social media has become a powerful tool for enterprises across the globe (Bhanot. 2011).

A study by Burson-Marsteller in 2010 showed that of the Fortune Global 100 companies. 65 percent have active. Twitter accounts, 54 percent have Facebook fan pages. 50 percent have YouTube video channels and 33 percent have corporate blogs. Enterprises that aggressively embrace social media as part of their strategy are more financially successful. Of the Fortune Global 100 companies, 65 percent have active Twitter accounts. 54 percent have Facebook fan pages, 50 percent have YouTube video channels and 33 percent have corporate blogs Enterprises are using social media in many functional areas of the business and are enjoying numerous tangible benefits such as increasing brand recognition, sales, search engine optimization (SEO). web traffic, customer satisfaction, and revenue (Bhanot. 2011).

In addition, rapid feedback and insight from consumers provide a mechanism for executives to assess consumer opinion and use this information to improve products,

customer service and perception. Enterprises have also discovered that they are able to monitor the market, their competition and their customers via social media outlets. This allows engaged enterprises to be on top of any changes that may be needed and to proactively make appropriate adjustments to strategies, products or services. The ability to search for and communicate with potential employees is another area that has seen great enhancement via sites such as LinkedIn and Plaxo. Given its ease of use and measurement and its ability to reach large populations almost instantly, social media is becoming a powerful force in the way businesses reach, attract and engage their customers, employees and other stakeholders (Bhanot. 2011).

2.1.7 Social Media Marketing

When the Internet really started to take off, consumers started to tune out those carefully crafted messages and take more control over how they voiced their experiences with products and services. From websites to blogs, to forums and message boards, Conversations started to spring up around products, brands and companies. These conversations have had more influence on what others buy, subscribe to, and believe is valuable than any marketing message could manage (Evans, 2008).

Nowadays, Social Media Marketing and more particularly Social Networks are becoming increasingly important in consumers purchasing decisions, mainly because they amplify word-of-mouth. They may even become more important than advertising as a trusted source of information. However, it is important to stress the fact that, in Social Media Marketing, marketers have less control over messaging and positioning. In this next section focusing on the notion of Social Media Marketing, we will define the notion of Social Media, the different concepts of Social Media Marketing, and its power on customers and global benefits for businesses (Evans, 2008).

Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. Social media has become a platform that

is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns (Evans, 2008).

2.1.8 Integration of Social Media with Marketing

Social networks put the customer in touch. It is the customers who decide the fate of products brand and images even if use spend huge amount resources for advertising the product. Any wrong move by a company can be a reason for initiating negative conversation among users, which leads to diminishing public relations or even stops the further promotion of the product. Smart companies can step in, joining these conversations before it's too late and taking steps to rectify the problem and improve their image. Marketing can take this to a new extent of forming relations, starting new relations and contacts through a social media platform like Facebook, Twitter, Marketers can gain information of the customers through feedback and product reviews. We should consider some important steps for promoting marketing through Social media. If we want to merge marketing's with the Social there are some steps that are to be considered these points may be helpful for developing marketing through social media (Techradar, 2008).

Building Cordial Relationships

While promoting products through social media we have to be careful on how to attract the customers. If our only intention is to promote our products then the customers are not interested because for buying and selling products they would prefer e-commerce website rather than Social networking websites. Even though getting to the point in straightforward ways pays you. But involving the customer in the Process for enabling him to choose the right product comes all under social networking. A good social networking builds relationship with the customers which in turns payoff for the businesses (Techradar, 2008).

Don't Over Expect

Social media is a great tool for aiding in promoting the products of a business. But social media cannot be relied upon as a marketing channel. Social media should also be accompanied by traditional ways of marketing that are employed. Replacing the other marketing strategies with social media is not a good idea (Kaplan & Haenlein, 2010).

Because business through social media is still an evolving concept not a completely evolved concept. In near future we can expect full implementation of strategies for business through social media (Kaplan & Haenlein, 2010).

Finding People Who can Impact Larger Groups of People

There are few people in any community or society or in any company whose words are considered to be valuable and people are ready to believe what they say. So find such kind of people for promoting business is useful task. If we can convince them that our product is up to the mark of the customer's needs then we can reach to larger groups of people if you can make these people to promote for us (Kaplan & Haenlein, 2010).

Building a Brand

For promoting a product through social media it's always a good idea not to stick to any single channel for promoting business through social media rather promoting the product through various means of social media under a brand name. So people will be recognizing your brand. Looking into a product advertised for several times creates an impact on the sub-conscious mind of the customer. This can help in building a brand that gets into people faster than any other brand.

Connecting with Today's Customers Through Social Networking

Social media creates a common platform for meeting of people from different backgrounds and cultures and countries. If any Business needs to globalize their market and products then it requires a globalized platform for promoting their products. Social media is an appropriate platform for globalized marketing (Schnofeld, 2009). Because a social media is not regulated by any state rules it is easy to gain people's attention across the globe. As social media are having a variety of platforms like Facebook, Twitter, LinkedIn etc. Each can be used in a variety of ways for gaining promotion for the business products. As Twitter allows the comments up to 140 characters, the positive comments can be used as testimonials for the product and can promote the products. The negative comments can be used as feedback for better improvement of the product (Kim, 2008).

In a various business process recruitment of employees at various stages is crucial. By using the social media these recruitments can be undertaken like LinkedIn. By followings the Personal traits and qualifications and Experience, the recruiters can easily find their

employees through Social media. Another Important Business Process is Customer support. Through Blogs and creating fan pages and discussion forums the people can be readily in contact with customers for supporting them in their problems or needs regarding their products (Blog Cyclope-Series. 2013). As social media is readily accessible by various groups simultaneously all around the world the customers can get instant support through social media. Usage of social media for business is a new and worthwhile concept. As these platforms for promoting their products are absolutely free business people can easily adapt to this new trend through which they can gain promotion all over the world.

2.1.9 Social Media Marketing Strategies

SMM is still in its infancy. Most of the online retailers though appreciate its positive fallouts on the brand awareness and promotion; they are still in the early stages of adoption. For an organization willing to invest in social media marketing, it is important to understand why SMM is an important marketing strategy and how it can help: This is the age of consumer satisfaction. It is not about selling it is more about interacting. There is a lot to learn from the customers. Using social media one can identify customers, listen to their feedback and use them to improve and innovate on products or services (Davis, 2014).

SMM is not a mass advertising strategy. It can be used to identify peer groups and advertise to that particular group. Social Media can help in identifying influencers and through them one can guide a prospective customer into making a purchase. SMM calls for novel advertising methods as the attention span of online users is very low. This is largely due to the multitasking phenomena. A person watching a video clip on YouTube might be simultaneously updating a blog, while reading another one and watching friend's photographs on Facebook. In order to garner their attention away from distractions the advertisement must be innovative and interesting to hold the imagination and attention of the prospect. At the same time the message must also provoke the recipient into action: like seeking a detailed description of the product/service, or suggesting to a friend or initiating purchase. So, if the advertisement is trying to sell something then it should be conveniently placed with links so that the prospect can make a purchase with least effort. Similarly Social Media can be used to increase customer loyalty through customer

support services and hence improve customer retention. Social Media Marketing can also be used by brands to ward off any negative publicity (Davis, 2014).

But the brands will have to be cautious here as over doing it may further aggravate their customers / stakeholders. Companies using traditional marketing methods (e.g. surveys, focus groups, test marketing) often spend millions to locate their target markets. Establishing a social media strategy will help them see where potential customers are hanging out. The companies can search for related groups and Fan Pages through Facebook, start accounts on social bookmarking sites such as Digg or Stumble Upon, and check on who is linking to your site to find out who's interested. Social media gives businesses on small budgets the ability to find out what people are saying about them (and others) in their industry, without paying large sums on market research. With its ear to the ground on social media, the company will be the first to know' if its product is working or if changes need to be made (Davis, 2014).

2.1.10 Impact of Social Media Marketing

According to Davis, social media creates huge impact in the business organization according to the categories presented (Davis, 2014).

Connect with Customers

One of the greatest advantages of social media is its ability to connect us with our customers. A strong social media presence gives personality behind your brand and helps you engage with your customers in a way that is not only relevant, but will inspire your customers to impact change. In order for this to be effective, you need to truly be engaged. Share content that your audience can use (for me the focus is on being eco-friendly) and participate in online conversations. Be sure to respond to customer service issues in a timely manner social media mention of a problem involving your brand can usually be diffused with a quick and courteous reply.

Create Collaboration

While many companies are focused on competition, Social entrepreneurs tend to focus on collaboration. Social media networks allow us to find and connect with like-minded businesses, creating deep relationships with those who are as committed to a cause as we are. Create a Twitter List of people who want to closely follow so you can re-tweet or reply to their post, .share links to stories where other businesses are mentioned and

consider collaborating on a social media initiative such as hosting a Twitter Party, Facebook contest or group Pinterest board.

Become an Expert

It may be tempting to use your networks to do nothing but promote your business, but your focus should be on building knowledge about the social problem you are trying to solve (for me that is protecting the environment). The more knowledgeable your audience becomes, the more inspired they will be to take action. In turn, you will become an expert in your space, serving as a primary source for information and insight from reporters, bloggers and other media outlets. Ultimately, this will drive people to your website, your phone lines or your storefront.

Stay Relevant

In today's world, things change quickly and it is hard to keep up with the trends that affect our mission while we are also trying to grow our business. Set up Google Alerts for news and information that is impacting the social change you are trying to make and keep your finger on the pulse of what is generating conversations by searching Twitter or Facebook hash tans (i.e. green living) or joining LinkedIn groups. It isn't enough to just know about a topic. you need to also know how people feel this will help you with your own messaging and allowyou to effectively engage in online discussions.

Benefits of Social Media Marketing

The benefit of social media as marketing tool that significantly different from conventional marketing strategies. Social Media Marketing (SMM) offers three distinct ad advantages. One, it provides a window to marketers to not only present products services to customers but also to listen to customers' grievances and suggestions. Two it makes it easy for marketers to identify various peer groups or influencers among various groups. who in turn can become brand evangelist and help in organic growth of a brand. And, three, all this is done at nearly zero cost (as compared to conventional customer outreach programmes) as most of the social networking sites are free (Neti, 2011).

Social media marketing helps in:

- Generating exposure to businesses.
- Increasing traffic/subscribers.

- Building new business partnerships.
- Rise in search engine rankings.
- Generating qualified leads due to better lead generation efforts.
- Selling more products and services.
- Reduction in overall marketing expenses.

Companies in the west are investing increasingly in SMM to get in touch with their customers. They are indulging in constant interaction with their prospects in order to understand their needs and hence make products better. It's the best way to learn from your customers about their needs and your own shortcomings. However, SMM is a very personalized way of advertising and promotions can be targeted only to particular groups which are interested in a particular domain, quite unlike conventional advertising. The role of social media in marketing is to use it as a communication tool that makes the companies accessible to those interested in their product and makes them visible to those that don't know their product. It should be used as a tool that creates a personality behind their brand and creates relationships that they otherwise may never gain. This creates not only repeat-buyers, but customer loyalty. Fact is social media is so diversified that it can be used in whatever way best suits the interest and the needs of the business.

In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. defines social media marketing as a connection between brands and consumers. Offering a personal channel and currency for user centered networking and social interaction Chi (2011).” The tools and approaches for communicating with customers have changed greatly with the emergence of social media; Therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold & Faulds, 2009).

Applied to Business Organization

Social media marketing enables companies to achieve a better understanding of customer needs in order to build effective relationship. The foundation of any business is the customer. Social networking provides business with multiple opportunities to build closer and more profitable relationship with customers. However, not all social media are the

same and some are better suited for certain marketing strategies than others. The research aims to find the strategies a business uses to engage consumers through social media (Mangold & Faulds 2009).

2.1.11 Brand Exposure and Awareness

The main benefit acquired by businesses implementing Social Media strategies represents to increase in brand exposure. Brand exposure occurs when the customer becomes aware of a product, service or advertisement through at least one of their five senses, whether or not they paid attention to it. Marketing to build their brand's reputation and enhance their popularity. This is also called online reputation management.

Media platforms are widely used by a business, it becomes extremely important to measure the impacts of Social Media Marketing on brand awareness. This can be done with social media metrics. According to Nichole (2010) on the Social Media Examiner website. There are three main areas to take into account when evaluating brand awareness. These social media metrics are social media exposure, influence and engagement.

Measuring Social Media Exposure

Social Media Exposure metrics show how many people can be reached with a message or attracted to the brand through social media. They include the number of visits, views, followers, fans, subscribers or brand mentions. The efforts to track these metrics might be complex though, because it often has to be done manually and because it is hard to isolate the unique users and avoid duplication.

Measuring Influence

The Influence metrics are basically looking at the effects of the engagement metrics. They are more subjective and depend on the company's perspective of positive, neutral or negative impacts. They represent the share of voice, sentiment and the top influencers report. Some automated tools can be used in that area, but manual check must still be done.

Measuring Engagement

These metrics represent how many people cared about the message and did something with it. They incorporate the number of clicks, re-tweets, shares, and replies wall posts and comments. Also, brand exposure or brand awareness, is the initial stage of the customer relationship. In this first stage, the customer goes from knowing nothing about the brand to their first exposure. Social Media Marketing is an excellent way to take this first step. Being exposed to a brand for the first time by reading a post on Social Media channels will let the consumer know that the brand is active online and provides them with a non-confrontational and valuable way to take a step closer towards the brand, product or service. Exposure can then lead to consideration and purchase. Consequently, customers can become loyal and regular purchaser, and can even reach the stage of brand evangelist.

Building an optimized social media presence to increase the brands online awareness has become an absolute must for building marketing. Besides, Social Media signals are beginning to play an important role with organic rankings. With Social Media Optimization (SMO). Businesses can net a hefty boost in Search Engine Optimization (SEO) initiatives. Therefore, it goes without saying that making sure that brands receive the proper exposure is important to companies. There are many Social Media sites out there where marketers and their brand can receive the proper exposure in order to build brand awareness.

One of the biggest advantages that advertising through Social Media can offer marketers is the ability to specifically target customers based on a variety of different factors. Social Media sites are storing all kinds of data on their users, such as age, gender, geographical location, interests, and many other pieces of information. Consequently, these data can be used to reach the company's target audience. Therefore, marketers can deliver marketing messages directly to the people who are the most likely to notice them and click on them.

Besides, search engines love Social Media. Most top search engines are paying significant amounts of attention to Social Media channels because they are interactive and provide real-time data. When one Social Media page or profile, such as a company's blog, gets the number one spot on Google, it will boost the traffic to the company's website. Social Media can generate high quality incoming links back to the websites just because trusted

Social Media channels tend to get fast listings. Blogs for instance are really important for boosting traffic on the websites.

Targeted Traffic

With millions of users, Social media sites makes a convenient target base for people who are trying to market products or services to people online. Actually Social Media Marketing has become a very effective way to drip e targeted traffic to companies' website or blogs. Search engine optimization (SEO) still plays a significant role in the website traffic, but Social Media has opened many new doors, generated an extremely high amount of online traffic. Indeed. Social media channels are now providing a huge avenue for business owners, as they have millions of members and make the scope of the reach unlimited. Social media Sites will drive targeted visitors back to the company's website. The more channels the company is using the more back links and interested referrals ill point back to the website.

In order to define targeted traffic, we should provide a definition of traffic first. Traffic occurs whenever a person visits a website. There are lots of techniques for getting traffic to websites and they can easily get thousands of visitors every day. However, unless this traffic is targeted, the visitors will probably not be interested and purchase the product or service. In contrast, targeted traffic is traffic that reached a website thanks to an interest in the product or service offered. Targeted traffic is when the audience reads an ad for a product or service that a brand is promoting on its website and they are actually interested in purchasing that product, and so they click this link to go to the company's website.

One of the biggest advantages that advertising through Social Media can offer marketers is the ability to specifically target customers based on a variety of different factors. Social Media sites are storing all kinds of data on their users, such as age, gender, geographical location, interests, and many other pieces of information. Consequently, these data can be used to reach the company's target "audience. Therefore, marketers can deliver marketing messages directly to the people › ho are the most likely to notice them and click on them.

Besides, search engines love Social Media. Most top search engines are paying significant amounts of attention to Social Media channels because they are interactive and provide real-time data. When one Social Media page or profile, such as a company's blog, nets

the number one spot on Google, it will boost the traffic to the company's website. Social Media can generate high quality incoming links back to the websites just because trusted Social Media channels tend to get fast listings. Blogs for instance are really important for boosting traffic on the websites.

2.3 Empirical Review

Sharma and Soundarabai (2022) researched on Evolution of Social Media Marketing. Social Media is a Platform Where People Socialize Virtually and stated that several social media platforms such as Facebook, Whatsapp, Twitter, Quora, LinkedIn, YouTube and many more which are all used to acquaint with people across the globe by sharing their lifestyle status, Opinions, interests and also to create Awareness amongst each other. Social Media has impacted modern World on a very high scale. It can also be called as a first ever virtual creation that has revolutionized the world by Toppling governments; by keeping people on toes regarding day to day news, fashion, trends; by Sharing information's, bold facts which never reached common man in the recorded history. It is also providing a voice to common man which he/she never realized that he/she ever had. Human race has never been this aware; never pushed its potential to this extent. Never were our lives this easier, aware and revolutionary. Although there are several factors that made this world as it is today, it's evident that Social Media is to be thanked the most. As people are sharing pretty much; everything about themselves with each other over the servers using social media platforms, their data's are stored in the databases which are hawked by corporate companies to promote their products by Mining, analyzing, predicting the data in the database. Sports Brand like Nike, Addidas, Under Armour and Puma use this data from different social media such as Facebook. Instagram to promote their product using the users search site records. This paper proposes a framework to develop a Social Media which is exclusively staunches to a distinct domain such as sports, fashion, music which makes mining of data and promoting of products efficient without much hassle. Proposed Framework is further narrowed down to Sports domain for better understanding of the framework that's been explained.

Hallgrimsdotir (2021) examined Advertising on Social Media Consumer's Attitude and Behavior Towards Social Media Advertising and stated that advertising today is different from what it used to be before the usage of social media got to the stage that it is today. Marketers are facing a new reality which involves the consumer as a part of the

marketing matrix, involving them more and with the help of influencers, the advertisement is more direct, and it's easier to reach the market segment for that product or service. Advertising is everywhere today, and with increased usage of technology, majority of people have their smartphone in their hands, work on computers, watch television or listen to the radio so the stimuli are constant during the day to day basis of people's lives. Therefore, it is interesting to research whether this constant exposure of advertising is influencing people's attitudes towards products or services. The purpose of this study was to find out whether an advertisement in general on social media affects the attitudes of people regarding products or services and their purchasing behavior. Advertising, in general, can include direct advertisements, cooperation and unclear advertising on social mediums. Further, to see if a person's demographic profile affects the attitude towards these advertisements and the effect on the purchasing behavior. A framework was based on the literature and from that, a market research was conducted. Total of 375 individuals participated by answering an online questionnaire regarding advertising. The findings reveal that advertising on social media does affect the attitude and behavior of the consumer, in relation to reliability towards a product or service and the purchasing decisions.

Hainla (2020) analyzed "Social Media is continuing to be Trending and growing Facebook and stated that successfully influenced 52% of the consumers on online and offline buying behavior as compared to 36% back in 2014. In facts, there are 50 million small businesses worldwide are actively using social media channel such as Facebook to connect with their customers. A staggering of over 4.4 million videos were uploaded to Facebook directly back in February 2016, and successfully generated over 199 billion views from social media users worldwide. On different platform, Twitter has 328 million active users, and it is very active among its members in tweeting. The power of Twitter has proven that over 78% of people took the complaints to a brand via Twitter are expected to be answered within an hour. Instagram, the picture, and video posting social media platform are popular among the businesses to engage with their followers which expected to rise to 70.7% by 2017. Thus, it is not just a social media platform for sharing videos or pictures, but a marketing channel for businesses to engage with their followers. In an online setting, customers build more trust towards a brand due to certain risks attached with browsing online. Therefore customers have a tendency to be more attached and loyal to a brand in an online environment. A way of awaking customers' attention to

a brand is by using social media to communicate with the costumers. When companies are uploading pictures to Instagram, they are influencing customers and creating noise about their services or products. Through images on Instagram, companies can create more reasons for a customer to keep choosing them in the future. According to Cancialdi, companies should try to avoid using social media to sell and promote products or services. Instead social media should be used to add actual value for the followers. Companies need to interact with their followers and customers on social media in order to create more brand loyalty, the approach should be engaging and genuine.

Rimal (2020) conducted a study on Digital Marketing in the Tourism Industry of Nepal current impacts and future perspectives. Aim of the thesis was to identify the importance and key impacts of digital marketing in Nepalese tourism industry. The research was conducted in a quantitative method. An online questionnaire was distributed to collect data of approximately 30 respondents from different tourism business of Nepal. He illustrates that most of the companies (87%) are planning digital marketing for long term and 73% of total respondents are looking forward to invest more in it as 90% believed digital marketing as an effective marketing source for tourism business. His findings reveal that all of the respondents agreed digital marketing a drive engine to expose the tourism industry of Nepal globally. The researcher concludes that in Nepal internet marketing is growing rapidly and companies are considering and focusing on this trending tool boost the sales. However, lacking in professional methods, safety and technical issues were things he pointed out and suggested the necessity of hiring technicians to update content regularly and to protect official sites from cyber issues are other.

From the research conducted by Rimal, it can be observed that tourism organizations have understood the need of digitalization and despite some difficulties they are trying to implement internet marketing to promote their business. For the sustainable and fertile growth of Nepalese tourism industry digital advancement and online presence are to be considered most.

Bekoglu and Onau (2019) presented Strategic Approach in Social Media Marketing and a Study on Successful Facebook Cases and stated that social media has led to significant changes in marketing. Companies are now making serious efforts to integrate social

media into their marketing strategies. In order to be successful in these efforts, marketing experts need to think strategically, integrate social media campaigns into their marketing plans and use the right tools in the right way. They should also evaluate the campaign performance and its effect on business performance. The aim of this study is to define the strategic approach adopted by the companies and to explore how companies structure and measure their campaigns. First of all, literature review was made and then twenty successful Facebook campaigns were selected and analyzed through content analysis within the scope of this study. The result of the analysis shows that companies used megaphone strategy (by informing consumers through pages, advertisements and videos) and magnet strategy (by creating an environment for interaction through applications, surveys and competitions), however they did not use monitor strategy (following customers interaction with one another). Regarding how the campaigns are structured, it is found that half of them aimed to give new information and 20% aware supported in offline platforms. The most preferred tool was the Facebook page. Facebook advertisements were more popular when compared to Facebook videos and the usage rate for surveys, competitions and applications were low. It is also found that like rate and participation rate were the two basic criteria companies used to measure the campaign performance however, as the data provided by the companies were limited, it was not possible to comment on the general strategic approach they adopted.

Mrozkova (2018) conducted study on Social Media Marketing in the Hotel Industry Explored the Impact of Social Media Marketing on the Hotel Industry. As per the research social media has changed the way people interact and make purchasing decisions and has also contributed to customer empowerment, and at the same time it provided hospitality businesses with attractive marketing opportunities. Consequently, hotels are increasing their social media budgets whereas spending less money on traditional marketing involves which involves more than just setting up an account or using paid ads. The thesis was divided in three main sections. The first part seeks to evaluate the current situation in the hospitality industry along with the effect of Airbnb on the accommodation market. The second part covers the fundamentals of social media platforms, and distinguishes them from traditional media. And finally, the third part is concerned with social media marketing in the context of hotel industry. It compares and contrasts leading social media platforms hotels need to be present on and also attempts to advise hotels on the best social media practices along with key steps to

strategy building. The researcher aims to both hotel marketers and academics to make a better sense of what is the essence of social media marketing and how to approach it.

However, only the study on social media marketing is not enough in this competitive market. The main source of receiving the booking in hotel is through the website of hotel. Social media may provide the attractive information to the probable visitors but the website has power to receive and confirm booking. So the better presence in hotels' website is also necessary.

Sthapit and Khadka (2017) researched on Social Media Marketing in Nepal: A Study of Travel Intermediaries of the Kathmandu Valley and stated that social media marketing activities in Nepal in the context of that of travel intermediaries in the Kathmandu Valley, and specifically probes into three key areas: use of social media in travel intermediary business, influence of social media on customers and customers' response to social media sites (SMSs). Adopting a mixed study approach, the paper made use of both primary surveys (on travel intermediaries and customers between March-May, 2016) and secondary data search from the former's SMSs for which a convenience sampling technique was used to choose the intermediaries from the Thamel area, the main travel-tourism business hub of Nepal. The study found constant rise in the use of social media by travel intermediaries in communicating about product and price, which customers also most look for and respond to Facebook alone and Facebook in combination with other social media were most popular among both intermediaries and customers; and SMSs are influential in making most customers buy the mixed category of travel products. What of the SMSs influences the customers most is the recall factor of the sought product information and comments and reviews. The findings can be useful to the travel managers in strengthening their social media marketing.

Sotnikova (2016) conducted study on The Application of Digital Marketing Strategies to Increase Profits of the Organization Monitors how the Organization has Applied Internet Marketing Strategies. The main objective of the to study the existing digital marketing tools, to analyze Mad Professor Amplification effectiveness in this field, determine the most suitable methods for the company to represent itself online and to provide objective recommendations and suggestions on digital marketing strategy based on the actual situation, theoretical and practical research results. Interviews and

questionnaires were conducted with the employees of the company and with partner companies including distributors, dealers, and agents to collect the data.

Strengths and weaknesses of the digital marketing strategy of the company were indicated through analysis of the actual situation, which proved insufficiency its approaches. Action plan for improvement of the situation was proposed by the author and also recommendations on optimization of social media channels and utilization of content marketing.

Morris and Tomasi (2015) researched on Podcasting is the Major Tool for Social Media Marketing Strategy and stated that many innovations are being developed in the field of computers and Podcasting seems to be more emerging technology in informatics. Its popularity and usage is tremendously being distributed among the common users and also the multinational companies. Furthermore simplified and user friendly solutions are being analyzed and added to increase the usage of this embracing podcasting technology and also to make this spread of usage in other fields. At present, many popular fields are using this technology like in radio shows, museums, tour guides, and also in the churches. Podcasting is being introduced as an academic subject under e-learning tools. Many business organizations have already set this as their major tool for their projects. The basics of this technology from its phylogeny are presented to the reviewer about publishing and subscribing to podcasts. Present and expected growing concepts in this come forth technology is also provided.

Chi (2014) analyzed on Social Media Provides a New Stage for Brand Marketing and Consumers are Actively Contributing to the Communication by Marketing Brands and stated that businesses have become creative when trying to gain control of their marketing. This study further depicted that social media marketing helps to increase the brand awareness to the customers so that organization can understand the customer's choice and preference accordingly. Similarly, social media channels offer the opportunity to test the marketing campaigns and gather feedbacks before spending the money on trying to reach the target market as a whole. This will help the company getting a better understanding of what will reach the target audience more effectively. In summary, social media marketing does clearly offer many opportunities to business in regards to their

market research, whether it is aiming at competition monitoring, marketing strategies testing or target market understanding.

Mashable (2013) researched on the customer business strategy through collaboration and stated that keeping or staying in touch with customers and business affiliates can lead absolutely necessary to success where Skype promotes peer-to-peer communication. And fixing the times or setting out the times to meet and hold conferences with the customers can be adopted by the business world. Through cloud computing, customer relationship management (CRM) is made better or more attractive using Skype because it allows businesses to make easier and more collaboration with customers in order to share ideas and solve issues. Setting times and places to have conversations is made easy and possible with the implementation of services which are provided by the cloud computing. Similarly CRM strategies by providing different channels of communications. Businesses can offer different meetings for connecting different company customers. The mere means of the communication the more we present a company's businesses heighten the levels of the customer services so we have to be present for customers.

Koku and Ogbah (2012) conducted a study on Investigating Internet Marketing Strategies Among Hotels in Ghana aims to investigate the internet marketing strategies among hotels in Ghana based on the ICDT model which includes the traditional four Ps and Customer relation dimensions. The researcher incorporated both primary and secondary data to collect information and for quantitative study. Combination of self-administered and structured questionnaire along with website observation of 226 hotels were used as primary source whereas for secondary data search engines, websites of hotels used for the study, online articles and journals were considered to develop the frame of reference, research question for the study. The survey shows that most hotels in Ghana are underutilizing the potential of the internet despite the fact that many of them have websites. The researcher also suggested the use of professionals to enable them take full advantage of the benefits associated with internet marketing.

Internet marketing strategies in Ghana may be comparable to that of Nepal considering its economy and reach. However, the research was conducted 8 years ago influencing the practicality of it now. There has been significant development in internet marketing strategies and tools to compare its impact on industry at present.

Meta Table

Author	Title	Objectives	Research Methodology	Findings
Sharma and Soundarabai (2022)	Evolution of Social Media Marketing. Social Media is a Platform Where People Socialize Virtually	several social media platforms such as Facebook, Whatsapp, Twitter, Quora, LinkedIn, YouTube	The researcher incorporated both primary and secondary data to collect information and for quantitative study	Although there are several factors that made this world as it is today, it's evident that Social Media is to be thanked the most
Hallgrimsdotir (2021)	Advertising on Social Media Consumer's Attitude and Behavior Towards Social Media Advertising	advertising today is different from what it used to be before the usage of social media	Primary data to collect information and for quantitative study	Further, to see if a person's demographic profile affects the attitude towards these advertisements and the effect on the purchasing behavior
Hainla (2020)	Social Media is Continuing to be Trending and Growing Facebook	businesses worldwide are actively using social media channel such as Facebook to connect with their customers	Primary data to collect information and for quantitative study	Therefore customers have a tendency to be more attached and loyal to a brand in an online environment
Rimal (2020)	Digital Marketing in the Tourism Industry of Nepal”	The importance and key impacts of digital marketing in Nepalese tourism industry	Questionnaire was distributed to collect data of approximately 30 respondents from different tourism business of Nepal	All of the respondents agreed digital marketing a drive engine to expose the tourism industry of Nepal globally
Bekoglu and Onau (2019)	Strategic Approach in Social Media	Companies are now making serious efforts to	Primary data to collect information	The result of the analysis shows that companies

	Marketing and a Study on Successful Facebook Cases	integrate social media into their marketing strategies	and for quantitative study	used megaphone strategy (by informing consumers through pages, advertisements and videos) and magnet strategy (by creating an environment for interaction through applications, surveys and competitions)
Mrozkova (2018)	Social Media Marketing in the Hotel Industry Explored the Impact of Social Media Marketing on the Hotel Industry	social media has changed the way people interact and make purchasing decisions	Primary data to collect information and for quantitative study	Only the study on social media marketing is not enough in this competitive market
Sthapit and Khadka (2017)	Social Media Marketing in Nepal: A Study of Travel Intermediaries of the Kathmandu Valley	social media marketing activities in Nepal in the context of that of travel intermediaries in the Kathmandu Valley	Primary data to collect information and for quantitative study	The study found constant rise in the use of social media by travel intermediaries in communicating about product and price
Sotnikova (2016)	The Application of Digital Marketing Strategies to Increase Profits of the Organization Monitors how	the existing digital marketing tools, to analyze Mad Professor Amplification effectiveness in this field,	Primary data to collect information and for quantitative study	Interviews and questionnaires were conducted with the employees of

	the Organization has Applied Internet Marketing Strategies			the company and with partner companies including distributors, dealers, and agents to collect the data.
Morris and Tomasi (2015)	Podcasting is the Major Tool for Social Media Marketing Strategy	innovations are being developed in the field of computers and Podcasting seems to be more emerging technology in informatics	The researcher primary data to collect information and for quantitative study	The basics of this technology from its phylogeny are presented to the reviewer about publishing and subscribing to podcasts
Chi (2014)	Social Media Provides a New Stage for Brand Marketing and Consumers are Actively Contributing to the Communication by Marketing Brands	businesses have become creative when trying to gain control of their marketing.	The researcher primary data to collect information and for quantitative study	Similarly, social media channels offer the opportunity to test the marketing campaigns and gather feedbacks before spending the money on trying to reach the target market as a whole
Mashable (2013)	the customer business strategy through collaboration and stated that keeping or	CRM strategies by for providing different channel of communications. Businesses can offer different		The mere means of the communication the more we present a company's businesses

staying in touch with customers and business affiliates	meeting for connecting different company customers	heighten the levels of the customer services so we have to be present for customers.
--	--	--

2.3 Research Gap

It is known that social media marketing are being more popular among all level of people which has been able to draw the attention of researchers. This research generates a scope for several other researchers who want to do research in social media marketing in Nepal. The findings of the previous researchers were mostly based on primary data. There have been several studies about the social media and its impact, but this research is focused on social media marketing with given choice of context of e-commerce. Furthermore, this research establishes that a firm can benefit from social networks to predict the likelihood of purchase intention. This can be done by taking into account a firm's choice of network (Facebook, Twitter, LinkedIn etc.) and by examining that network's data. Hence, company should be assessing a network's data substantially to improve a company's marketing efforts. Similarly company should provide the vital information on the network's users, which helped to determine the best social media tactics for that particular site. Based on this study, it can further be argued that knowing which social media sites a company's target market utilizes is another key factor in guaranteeing that online marketing will be successful.

CHAPTER-III

RESEARCH METHODOLOGY

The methodologies under taken in relation to the research paradigm are sampling process, data collection and analysis techniques to study the social media marketing and its impact in business are explained in this chapter. This chapter also explains the collection procedure of data and methodology used by researcher for analyzing the available data. It includes preparation of the questionnaire to be answered by the people. A description of method and procedure employed for collecting and analyzing the data has been explained.

3.1 Research Design

A descriptive as well as exploratory research was carried out for the purpose of carrying out this research. The findings of this research were based upon the primary survey. The data had been collected by formulating a set of questionnaire and the questionnaire was distributed to the respondents. The questionnaire was self-administered. The findings had been totally based in the data and facts provided by sampled respondent. Apart from questionnaire, the expert opinion was obtained depending upon the necessity of the research.

The Microsoft Excel was used to analyze and interpret the quantitative data. This software is commonly used by researchers an easily available in business setting and it is also the most popular test for the inter-item consistency reliability.

3.2 Population and Sample

A population is a full collection of individuals or items with comparable features on which we want to perform a certain analysis, whereas a sample is a subset of the population that attempts to reflect the entire population. So that the study is not biased, the sample must appropriately define the population. A research population is typically a huge group of people and objects, making it considerably more challenging to manage. As a result, researchers use sampling procedures to obtain small samples that are representative of the community. A sample is a smaller, easier-to-work-with subset of the population that infers details about it customers who regularly use ecommerce websites to

purchase goods and services, as well as regular users of social media, will be the sole subjects of the study. So, for sampling purpose 200 samples of the customer will be used and analysis is done on their responses to estimate effectiveness of social media on their buying behavior.

3.3 Sample and Sampling Technique

A sample population is a subset of the complete population, and inferential statistics is to generalize from the sample to the population” according to Furlong et al (2000).A sample of two hundred people (200) was chosen from the population. To collect data from users, a convenience sampling strategy was used. In addition, the purposive selection technique, also known as judgmental sampling, was used to collect data from users, allowing the researchers to use their judgment to select respondents who best answered the study questions and met the research objectives.

3.4 Method of Data collection

For the study we will be collecting the data from customers which is referred to as primary data. To get primary data, the structured questionnaire based on 5-point Likert scale will be used. 5-point Likert scale is a type of psychometric response scale in which responders provide their level of agreement to a statement categorized into five points: (1) Strongly disagree(2) Disagree (3) Neutral (4) Agree and (5) Strongly Agree. It is the one of the most popular and widely used approach for collecting responses in survey research.

3.5 Data Analysis

The data analysis has been done using descriptive and inferential statistics. Furthermore, reliability test also is done for dependent and independent variables.

3.5.1 Descriptive Statistical Analysis

Descriptive statistics are short descriptive coefficients that summarize a particular data set, which might be a representation of the complete population or a sample of the population.Measures of central tendency and measures of variability are two types of descriptive statistics (spread).The mean, median, and mode are examples of measurements of central tendency, whereas standard deviation, variance, minimum and maximum variables, kurtosis, and skewness are examples of measures of variability. For performing data analysis and results interpretation, descriptive statistical scores will be

calculated with respect to dependent and independent variables. The mean, median, mode, standard deviation, minimum value, maximum value and total sum of values will be computed.

Mean

The mean, often known as the Greek letter " μ ", is the most widely used measure of central tendency. To find the mean of a group of numbers, add them all up and divide by the number of numbers. Mean is computed by equation (1):

$$\mu = \frac{1}{n} \sum_{i=1}^n x_i \quad (1)$$

Where μ represents the mean, x the group of numbers and n denotes the total number of items.

Median

The value of the middlemost observation obtained after organizing the data in ascending order is referred to as the data's median. Median is computed by equation (2) when number of items n is odd:

$$\text{median} = \left(\frac{n+1}{2} \right)^{\text{th}} \text{ term} \quad (2)$$

where n denotes the total number of items in the collected data. When we have even number of observations, median is computed as given by equation (3).

$$\text{median} = \frac{\left[\frac{n}{2}^{\text{th}} \text{ item} + \left(\frac{n}{2} + 1 \right)^{\text{th}} \text{ item} \right]}{2} \quad (3)$$

Mode

A mode of data is the value that appears the most frequently in the supplied data, i.e., the observation with the highest frequency. The mode, like the statistical mean and median, is a technique of conveying crucial information about a random variable or a population in a (typically) single number. In a normal distribution, the numerical value of the mode is the same as the mean and median, but it can be substantially different in severely skewed distributions.

Standard Deviation

A standard deviation is a statistic that quantifies a dataset's dispersion from its mean. By calculating each data point's departure from the mean, the standard deviation is determined as the square root of variance. There is a larger variance within the data set if the data points are farther from the mean; hence, the more spread out the data, the higher the standard deviation. Standard deviation is computed using equation (4):

$$\sigma = \sqrt{\frac{1}{N} \sum_{i=1}^N (x_i - \mu)^2} \quad (4)$$

Where N denotes the total number of observations, μ is the mean of the distribution and x represents observations.

3.5.2 Reliability Test

Second phase of data analysis will include the reliability test for dependent and independent variables. Data analysis will be conducted to check the reliability of data using Cronbach's alpha score. In research, the term reliability refers to the consistency of a research study or measuring test. For example, if a person weighs themselves throughout the day, they should expect a comparable reading. Scales that measured weight differently every time would be useless. The similar comparison may be used to describe a tape measure that measures inches differently each time it is used. Findings from study are reliable if they are consistently replicated. A correlation coefficient can be used to determine the level of reliability. A test that is reliable should have a high positive correlation. Because participants and settings differ, it is improbable that the same findings will be produced each time, but a substantial positive correlation between the outcomes of the same test suggests reliability. This reliability test is done for quality of content, frequency of visit, user experiences and customer engagement.

Cronbach's alpha is a metric for internal consistency, or how closely a group of things are connected. It is regarded as a scale dependability indicator. The presence of a "high" alpha value does not mean that the measure is unidimensional. Additional analyses can be done if you want to offer proof that the scale in issue is unidimensional in addition to assessing internal consistency. One approach for determining dimensionality is exploratory factor

analysis. Cronbach's alpha, in technical terms, is a coefficient of reliability, not a statistical test (or consistency). Cronbach's alpha is a function of the number of test items and the average inter-correlation between them. The Cronbach's alpha formula is shown here in equation (5) for conceptual purposes:

$$\alpha = \frac{N\bar{c}}{\bar{v} + (N - 1)\bar{c}} \quad (5)$$

where N is the number of items, \bar{c} is the average inter-item covariance among the items and \bar{v} is the average variance among items.

3.5.3 Inferential Statistical Analysis

In the third phase, correlation and regression analysis were used to do inferential statistical analysis.

Pearson Correlation Coefficient

The Pearson correlation coefficient is a measurement of the linear correlation between two variables X and Y that yields a value of -1 to $+1$. A number of -1 indicates a high negative correlation between X and Y variables, whereas a value of $+1$ indicates a strong positive correlation. A 0 value indicates that the X and Y variables have no connection (also known as zero correlation). A collection of statistical procedures for evaluating the connections between a dependent variable (also referred to as the outcome variable) and one or more independent variables is known as regression analysis (often called predictors; covariates; or features). The Pearson correlation coefficient is computed as shown in equation (6).

$$r = \frac{\text{cov}(x, y)}{\sqrt{\text{var}(x)} + \sqrt{\text{var}(y)}} \quad (5)$$

Where $\text{cov}(x, y)$ is the sample covariance of x and y , $\text{var}(x)$ is the sample variance of x and $\text{var}(y)$ is the sample variance of y .

ANOVA Test

The data were then subjected to an ANOVA test to determine the significance of the predictions. Analysis of variance (ANOVA) is a statistical analysis tool that divides observed aggregate variability within a data set into two parts: systematic factors and random factors. Random factors have no statistical influence on the supplied data set,

whereas systematic factors do. In a regression research, analysts utilize the ANOVA test to examine the impact of independent factors on the dependent variable. The analysis of variance (ANOVA) is a statistical technique for determining if the means of two or more groups differ substantially. ANOVA compares the means of different samples to determine the influence of one or more factors. In this research work one way ANOVA test is done to find relation between dependent and independent variables. The one-way ANOVA examines the means of the groups we are interested in to see if any of them are statistically substantially different from one another. It tests the null hypothesis, which states:

$$H_0: \mu_0 = \mu_1 = \mu_2 \dots = \mu_k$$

where μ = group mean and k = number of groups. The null hypothesis says that, all the k population means are equal. If, on the other hand, the one-way ANOVA yields a statistically significant result, we accept the alternative hypothesis (H_A), which is that there are at least two group means that are statistically significantly different from each other.

F denotes for the test statistic in a One-Way ANOVA. The F statistic determines if the group means are substantially different for an independent variable with k groups. The one-way ANOVA test is computed as shown in equation (6).

$$F = \frac{MSR}{MSE}$$

Where MSR denotes the regression mean error and MSE denotes the mean squared error.

e. Regression analysis

Regression line refers to the relationship between dependent and independent variable. Where dependent variable values is finding through the regression analysis of independent variable.

$$CE = \alpha + \beta_0UE + \beta_1FOV + \beta_2QOC \dots\dots\dots 1$$

Where,

CB = Consumer Engagement

UE = User of Experience

FOV = Frequency of Visit

QOC = Quality of Consent

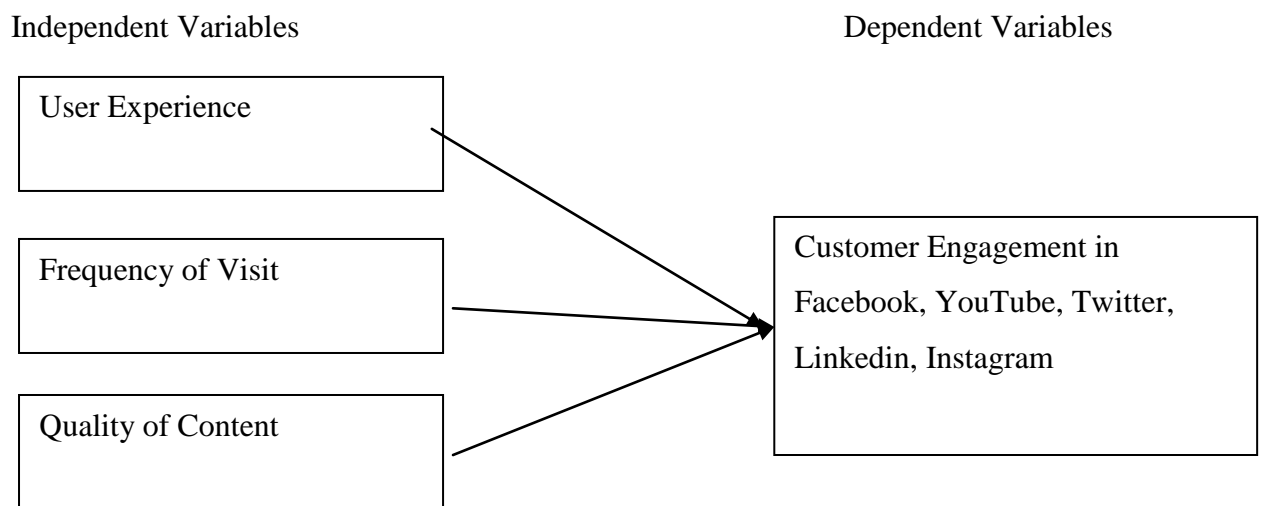
3.6 Hypothesis Verification

The result of ANOVA test has been used to accept or reject the proposed alternative hypothesis. This predicts how the independent variables are related to and influence the dependent variable.

3.7 Conceptual Framework

Conceptual framework includes concepts, variables, definitions and existing theories that are used by researchers to perform a particular research work. Measurable variables must be selected to perform a study in particular area so that a good set of questionnaires can be developed for the study.

This research works will be taking few important variables that be measured and quantified in order to get some insights from them to meet the research goals. The variables of concerns for performing this research work are given below:



Source: Morris and Tomasi (2015)

Figure 3.1 Research Framework

Dependent variables

The dependent variables that have been used in this research work are briefly explained below.

Customer Engagement

Customer engagement is a communication link between consumers and service providers or company or brands through various modes of communication. This communication

link between customer and company can be a response, interaction or overall experience of the customer, which can happen both online or offline. Online customer engagement is the main variable of this research work. It differs from offline customer engagement as customers can behave and respond differently on online medium than offline interactions. Online customer engagement has been rapidly developed with the global acceptance and use of internet from late 1990s. The development in speed of internet, worldwide connectivity, better web infrastructures and popular social media application has boosted the involvement of customers. Thus, more and more companies adopted social marketing to reach out to maximum customers using internet. Studying customer engagement can help us find how a customer react to company's offering.

Independent Variables

The independent variables that have been used in this research work are briefly explained below.

Quality of content

Engagement of customers is highly correlated with better quality of content being offered by the companies. Quality of content highlights companies' product and can help build a strong trust between the targeted customers and the company.

Frequency of visit

Frequency of visit is a good measure of how customers are interacting with the company services. It measures how frequently the customer visits the company website or mobile application and how long they wait in between two consecutive visits. This variable helps us measure the loyalty of the customer towards a brand.

User Experience

User experience in digital platform is about the overall experience of a person visiting a website or a social media site or a mobile application. User experience measures how easy the application was in terms of usage. The better user experience will attract and engage more and more customer to a company's website.

CHAPTER-IV

RESULTS AND DISCUSSION

This chapter presents and analyzes primary data in a methodical manner. The study's findings are presented in the form of a well-organized presentation, interpretations, and analysis of primary data.

4.1 Presentation of the data

This research relies heavily on primary data analysis and focuses on customer interaction in ecommerce via social media platforms. This section also contains the findings of a questionnaire survey that was performed across various client categories. Questionnaire survey was designed to gather information of customers using various social media platform and their response to quality of content, user experience, frequency of visits and customer engagement to the advertisement shown in social media in context of e-commerce. The next sections detail the respondent profile, including their personal traits and survey results. To do a good data analysis, the percentage, frequency, means, maxima, and minima have been computed.

Respondents Profile

The first section examines the demographic analysis of the information gathered. The frequency distribution of gender, age group, academic qualification of respondents, social media commonly used, ecommerce platforms frequently used, and choice to purchase and sell from ecommerce platforms watching advertising in social media are all covered in this section.

Gender

The distribution according to gender of the responders is shown in Table 1. Around 128 respondents are males among 200 respondents. The data shows that male population were more engaged in social media and ecommerce platforms than females in Nepalese context.

Table 1

Respondents Classified by Gender

Gender	Number of responses (frequency)	Percentage
Male	128	64 %
Female	72	36 %
Total	200	100 %

(Source: Field Survey, 2023)

The distribution shows that the number of male correspondents was slightly greater in number during the questionnaire survey. Around 64% respondents were taken male and remaining 36% were taken females.

Respondent age group

The distribution according to different age group of the responders is shown in Table 4.2.

Table 2

Respondents Classified by Age Group

Age Group	Number of responses (frequency)	Percentage
18-30	76	38 %
31-40	51	25.5 %
41-50	50	25%
>50	23	11.5%
Total	200	100%

(Source: Field Survey, 2023)

Respondents are divided into four age groups based on their age: those aged 18 to 30, those aged 31 to 40, those aged 41 to 50, and those aged above 50. In terms of age, the majority of respondents, 76, were between the ages of 18 to 30 years, representing 38 percent, 51 respondents were between the ages of 31 to 40 years, representing 25.5 percent, 50 respondents were between the ages of 41 to 50 years, representing 25 percent, and 23 respondents were over the age of 50 years, representing 11.5 percent. The distribution shown in Fig 4.2 suggests that most of the active social media and

ecommerce users are in age group 18-30 years. Very few people above 50 years are active on social media and ecommerce platforms.

Academic Qualification

The distribution according to academic qualification of the responders is shown in Table 3.

Table 3

Respondents Classified by Academic Qualification

Academic Qualification	Number of responses (frequency)	Percentage
SEE or Below SEE	53	26.5 %
Intermediate	42	21 %
Bachelor	66	33 %
Masters	39	19.5 %
Total	200	100 %

(Source: Field Survey, 2023)

Respondents are divided into four categories based on their academic qualifications: SEE or Below SEE, Intermediate, Bachelor and Masters. In terms of academic qualifications, the majority of respondents, 66, have bachelor's degree, representing 33 percent, 53 respondents had SEE or below SEE degrees, representing 26.5 percent, 42 respondents had intermediate degree, representing 21 percent, and 39 respondents had master's degree, representing 19.5 percent. The distribution shown in Fig 4.3 suggests that most of the active social media and ecommerce users had bachelor's degree qualification. People with master's degree seem to be less engaged in social media and ecommerce platforms.

Buy/Sell Decision

The distribution according to use of buy/sell decision of the responders is shown in Table 4

Table 4

Respondents Classified by Buy/Sell decision

Buy/Sell	Number of responses (frequency)	Percentage
Yes	67	33.5 %
No	64	32 %
Undecided	69	34.5 %
Total	200	100 %

(Source: Field Survey, 2023)

The distribution shown in table 4 suggests that fairly similar number of the active social media and ecommerce users either make buying decision or are indecisive after seeing advertisements in social media. Most of the respondents that are not indecisive don't buy or sell from ecommerce platforms.

4.1 Descriptive Statistical Analysis

Descriptive statistical analysis helps us to describe, show or summarize data in meaningful ways to find patterns from the data. However, it does not allow us to draw any conclusions based on its results. Measuring mean, count, standard deviations, minimum and maximum value allows us to visualize our data better and show how well distributed the data is. This works performs detailed descriptive statistical analysis for all dependent and independent variables.

Quality of Content

This section details the descriptive statistics of independent variable quality of content (QOC). The descriptive statistical data of the responders is shown in Table 4.5.

Table 5.

Descriptive statistics of Quality of Content

	Q1	Q2	Q3	Q4
count	200	200	200	200
mean	2.855	2.915	3.26	3.065
std	1.412071	1.317747	1.407946	1.435646
min	1	1	1	1
25%	2	2	2	2
50%	3	3	3	3
75%	4	4	5	4
max	5	5	5	5
sum	571	583	652	613
mode	2	2	5	5

The respondents were asked questions in five-point scale to gather their views on impact of quality of content in social media-based advertisement and buying decision in ecommerce platform. The statistics from the above table shows that most of the response towards quality of content is neutral. The higher value of mode is seen for responses in respective questions which shows that more respondents have positive response toward quality of content. Majority of the respondents agreed on the statement that “I think lucrative visual design helps an advertisement to stand out on social media”. Most respondents have positive responses on “I think lucrative visual design helps an advertisement to stand out on social media” and “I feel that viral marketing is effective for social media marketing”.

User Experience

This section details the descriptive statistics of independent variable user experience (UE).The descriptive statistical data of the responders in response to user experience is shown in Table 6.

Table 6

Descriptive statistics of User Experience

	Q1	Q2	Q3	Q4
count	200	200	200	200
mean	3.065	3.07	3.02	3.115
std	1.410932	1.376435	1.378077	1.42193
min	1	1	1	1
25%	2	2	2	2
50%	3	3	3	3
75%	4	4	4	4
max	5	5	5	5
sum	613	614	604	623
mode	4	2	3	4

The respondents were asked questions in five-point scale to gather their views on impact of user experience in social media-based advertisement and buying decision in ecommerce platform. The statistics from the above table shows that most of the response towards user experience is neutral. The higher value of mode is seen for responses in respective questions which shows that more respondents have positive response toward user experience. Majority of the respondents agreed on the statement that “I feel embarrassed to see fake products in social media market”. Most respondents have positive responses on “I feel embarrassed to see fake products in social media market” and “Easy user interface makes me visit the ecommerce mobile application”.

Frequency of Visit

This section details the descriptive statistics of independent variable frequency of visit (FOV). The descriptive statistical data of the responders in response to frequency of visit is shown in Table 7.

Table 7

Descriptive statistics of Frequency of Visit

	Q1	Q2	Q3	Q4
count	200	200	200	200
mean	3.1	2.755	2.965	3.03
std	1.421302	1.41598	1.415554	1.417443
min	1	1	1	1
25%	2	1	2	2
50%	3	3	3	3
75%	4	4	4	4
max	5	5	5	5
sum	620	551	593	606
mode	4	1	2	3

The respondents were asked questions in five-point scale to gather their views on impact of user experience in social media-based advertisement and buying decision in ecommerce platform. The statistics from the above table shows that most of the response towards frequency of visit is neutral. The higher value of mode shows that, responses in responders responded positively toward frequency of visit. Majority of the respondents agreed on the statement that “I spend most of my leisure time on social media”. Most respondents have positive responses on “I spend most of my leisure time on social media” and “I frequently read reviews and ratings of advertised product in social media pages”.

Customer Engagement

This section details the descriptive statistics of dependent variable customer engagement (CE).The descriptive statistical data of the responders in response to customer engagement is shown in Table 8.

Table 8

Descriptive statistics of Customer Engagement

	Q1	Q2	Q3	Q4
count	200	200	200	200
mean	3.05	2.965	3.06	3.12
std	1.441489	1.46441	1.430606	1.433834
min	1	1	1	1
25%	2	2	2	2
50%	3	3	3	3
75%	4	4	4	4
max	5	5	5	5
sum	610	593	612	624
mode	4	1	4	5

The respondents were asked questions in five-point scale to gather their views on impact of customer engagement in social media-based advertisement and buying decision in ecommerce platform. The statistics from the above table shows that most of the response towards frequency of visit is neutral. The higher value of mode shows that, responses in responders responded positively toward frequency of visit. Majority of the respondents agreed on the statement that “I frequently read reviews and ratings of advertised product in social media pages”.

4.2 Reliability Test

In survey, summated scales are frequently employed to probe underlying constructs that the researcher wishes to measure. These may include indexed responses to binary or multi-point questionnaires, which are then totaled to produce a resultant score associated with a specific responder. Developing such scales is typically not the end goal of the research, but rather a technique of gathering predictor variables for use in objective models. However, once the purpose of scales is extended to include prediction, the issue of reliability arises. Cronbach's alpha is one of the most often used dependability statistics nowadays (Cronbach, 1951). Cronbach's alpha calculates the internal consistency or average correlation of items in a survey instrument in order to assess its reliability.

The alpha coefficient has a value ranging from 0 to 1 and can be used to describe the reliability of factors retrieved from dichotomous (two potential answers) and/or multi-point formatted surveys or scales (i.e., rating scale: 1 = poor, 5 = excellent). The higher the score, the more trustworthy the created scale. Nunnally (1978) determined that 0.7 was an acceptable reliability coefficient, but lower thresholds are occasionally employed in the literature. Reliability test has been done for all dependent and independent variable used in this study.

Reliability test for Quality of Content

The Cronbach’s Alpha have been computed for the reliability of data gathered for quality of content. The Cronbach’s Alpha score of data gathered for quality of content is shown in Table 9

Table 9

Cronbach’s Alpha Score for Quality of Content

Cronbach's Alpha	Number of Items
0.29	4

The value of 0.29 have been achieved which is less than 0.5 i.e., the standard Cronbach’s Alpha value for reference. The results confirms that the data gathered for quality of content is not so good for this research work. This may be because of sample we have taken for study or the biasness of the respondents.

Reliability test for User Experience

The Cronbach’s Alpha have been computed for the reliability of data gathered for user experience. The Cronbach’s Alpha score of data collected in response to user experience is shown in Table 10.

Table 10

Cronbach’s Alpha Score for User Experience

Cronbach's Alpha	Number of Items
0.62	4

The value of 0.62 have been achieved which is greater than 0.5 i.e., the standard Cronbach's Alpha value for reference. The results confirms that the data gathered in response to user experience is good for this research work.

Reliability test for Frequency of Visit

The Cronbach's Alpha have been computed for the reliability of data gathered for frequency of visit. The Cronbach's Alpha score of data collected in response to frequency of visit is shown in Table 11

Table 11

Cronbach's Alpha Score for Frequency of Visit

Cronbach's Alpha	Number of Items
0.59	4

Good Cronbach's Alpha have been achieved in response to frequency of visit. This shows the data gathered is reliable.

Reliability test for Customer Engagement

The Cronbach's Alpha have been computed for the reliability of data gathered for customer engagement. The Cronbach's Alpha score of data collected in response to customer engagement is shown in Table 12

Table 12

Cronbach's Alpha Score for Customer Engagement

Cronbach's Alpha	Number of Items
0.69	4

The results from Cronbach's Alpha for customer engagement shows the reliability of the data gathered. The Cronbach's alpha scores shows the data gathered from questionnaire is reliable for the research and can be further used for descriptive and inferential analysis.

4.3 Inferential Statistical Analysis

With inferential statistics, we are attempting to draw conclusions that go beyond the immediate data. For example, we use inferential statistics to try to infer what the

population would think based on the sample data. Alternatively, we utilize inferential statistics to assess the likelihood that an observed difference between groups is reliable or that it occurred by chance in this study.

Thus, we utilize inferential statistics to make generalizations from our data, whereas descriptive statistics just describe what's going on in our data. Inferential statistics allows you to describe data and draw inferences and conclusions from it. Using inferential statistics, a person can deduce what a population thinks or how it has been influenced based on sample data. For this study, correlation and regression analysis has been done.

Correlation Analysis

The Pearson correlation coefficient is a measurement of how closely dependent and independent variables are related. The Pearson correlation coefficient "r" has a range of positive 1 to negative 1 as a value. A positive relationship is shown by a value larger than 0, whereas a negative relationship is indicated by a value less than 0. Positive Pearson correlation coefficient values demonstrate the existence of a significant positive association between several independent variables such as content quality, visit frequency, user experience, and the dependent variable consumer engagement.

Table 12 shows the taken distribution for correlation analysis. This work will consider the Shapiro-Wilk test for normality between dependent and independent variables. Here CE denotes the customer engagement, FOV denotes frequency of visit, QOC denotes quality of content and UE denotes user experience.

Table 13
Tests of Normality

	Test of Normality					
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
CE	0.118	200	< 0.001	0.981	200	0.008
FOV	0.082	200	0.002	0.986	200	0.047
QOC	0.104	200	< 0.001	0.980	200	0.005
UE	0.076	200	0.007	0.986	200	0.050

a. Lilliefors Significance Correction

The significance from the results shows that FOV and UE are almost normally distributed whereas CE and QOC are non-normal. Any variable that has significance of greater than 0.05 is considered as a normally distributed distribution. This happens in survey data since we take small sample for study and responses from respondents could be biased.

Table 13 shows the model summary for correlation analysis. In general, $r < 0.3$ is considered a weak correlation, $0.3 < r < 0.6$ is considered a moderate connection, and $r > 0.6$ is considered a strong correlation according to Pearson's Correlation Coefficient (Haldum, 2018).

Table 14

Model summary showing correlation between dependent and independent variables

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.643 ^a	0.413	0.400	0.61402

a. Predictors: (Constant), UE, FOV, QOC

The correlation coefficient R for the computed modes is 0.643 which shows that there exists a significant correlation in between dependent and independent variables. The R squared value obtained is 0.413, which shows that the independent variables are influencing by about 41% to dependent variables.

ANOVA Test

Analysis of variance (ANOVA) is a collection of statistical models and associated estimate processes (such as "variation" among and between groups) that are used to examine variations in means. Ronald Fisher, a statistician, invented ANOVA. ANOVA is based on the law of total variance, which divides observed variance in a variable into components attributed to various causes of variation. ANOVA, in its most basic form, is a statistical test that determines if two or more population means are equal, and so extends the t-test beyond two means. Table 4.15 shows the results from ANOVA test.

Table 15

ANOVA Test showing how well the data is fitted into regression equation

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6.286	3	2.095	4.110	0.007 ^b
	Residual	99.926	196	0.510		
	Total	106.212	199			

a. Dependent Variable (CE)
b. Predictors: (Constant), UE, FOV, QOC

This table displays the results of the ANOVA analysis, as well as whether or not there is a statistically significant difference between our group means. The significance value is 0.007 (i.e., $p = 0.007$), which is lower than 0.05. As a result, there is a statistically significant impact of independent variables (user experience, frequency of visit and quality of content) on dependent variable (customer engagement). The good significance value shows that the regression model effectively predicts the outcome variable and is a very good fit for the data.

Multiple Regression Analysis

The impact of independent variables on dependent variables is essentially explained by regression analysis. The regression analysis was used to investigate the impact of three antecedents of ecommerce product marketing on consumer loyalty on social media.

Table 16

Regression results of UE, QOC, FOV and Customer Engagement

Coefficients ^a						
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.845	0.391		4.7414	< 0.001
	FOV	0.155	0.073	0.147	2.121	0.035
	QOC	0.052	0.077	0.047	0.677	0.499
	UE	0.192	0.070	0.189	2.728	0.007

a. Dependent Variable (CE)

Table 16 gives us the information we need to figure out how the independent variables are connected to and influence the dependent variable. In this case:

Independent Variable(FOV) with Dependent Variable(CE): Sig or P value < 0.05 . We **accept** the hypothesis and reject the null hypothesis.

Independent Variable(QOC) with Dependent Variable(CE): Sig or P value > 0.05 . We **reject** the hypothesis and accept the null hypothesis.

Independent Variable (UE) with Dependent Variable (CE): Sig or P value < 0.05 . We **accept** the hypothesis and reject the null hypothesis.

Hypothesis I

H₁: There is a positive significant relationship between quality of content (QOC) and customer engagement

Finding: From table 4.16, Sig or P value of $0.499 > 0.05$ is obtained. Hence null hypothesis is accepted and hypothesis **H₁** is rejected. This shows that there is no positive significant relationship between quality of content and customer engagement.

Hypothesis II

H₂: There is a positive significant relationship between user experience (UE) and customer engagement:

Finding: From table 16, Sig or P value of $0.007 < 0.05$ is obtained. Hence null hypothesis is rejected and hypothesis **H₂** is accepted. This shows that there is a positive significant relationship between user experience and customer engagement.

Hypothesis III

H₃: There is a positive significant relationship between frequency of visit (FOV) and customer engagement:

Finding: From table 4.16, Sig or P value of $0.035 < 0.05$ is obtained. Hence null hypothesis is rejected and hypothesis **H₃** is accepted. This shows that there is a positive significant relationship between frequency of visit and customer engagement.

4.4 Discussion

This study came up with the conclusion that customers are not much more attracted towards quality of advertisement content created by ecommerce platforms in social media in Nepalese context. The quality of advertisement posted on social media platform

doesn't seem to have significant impact on customer engagement. The most likely customers for ecommerce platforms are the ones that frequently use social media and have high chances of going through the advertisement. The study also suggests that the ease of using social media and good user interface ecommerce platforms has more influence on customer engagement. In nutshell, customer engagement seems to be more influenced by how frequent the customer uses social media and how easy the ecommerce platform is to use.

Social media platforms such as Facebook, Whatsapp, Twitter, Quora, LinkedIn, YouTube and many more which are all used to acquaint with people across the globe by sharing their lifestyle status, Opinions, interests and also to create Awareness amongst each other. Social Media has impacted modern World on a very high scale. It can also be called as a first ever virtual creation that has revolutionized the world by Toppling governments; by keeping people on toes regarding day to day news, fashion, trends; by Sharing information's, bold facts which never reached common man in the recorded history. It is also providing a voice to common man which he/she never realized that he/she ever had. Human race has never been this aware; never pushed its potential to this extent. Never were our lives this easier, aware and revolutionary Sharma and Soundarabai (2022).

Marketers are facing a new reality which involves the consumer as a part of the marketing matrix, involving them more and with the help of influencers, the advertisement is more direct, and it's easier to reach the market segment for that product or service. Advertising is everywhere today, and with increased usage of technology, majority of people have their smartphone in their hands, work on computers, watch television or listen to the radio so the stimuli are constant during the day to day basis of people's lives. Therefore, it is interesting to research whether this constant exposure of advertising is influencing people's attitudes towards products or services. The purpose of this study was to find out whether an advertisement in general on social media affects the attitudes of people regarding products or services and their purchasing behavior. Advertising, in general, can include direct advertisements, cooperation and unclear advertising on social mediums (Hallgrimsdotir, 2021).

CHAPTER-V

SUMMARY AND CONCLUSION

5.1 Summary

This chapter contains a synopsis of the full study. It also highlights the study's most important findings. In addition, the main conclusions are explored in this section.

The study's major goals are to look into the relationship between customer engagement and independent variables (frequency of visit, quality of content and user experience). Furthermore, the role of social media in ecommerce marketing also has been studied thoroughly. The hypothesis were generated and tested based on the acquired data in order to accomplish the study's goal. To support the relationship between customer engagement and independent variables (frequency of visit, quality of content and user experience), some theoretical and empirical research has been conducted. To gather data, the researcher used a straightforward sample strategy to distribute the questionnaire to respondents of varied ages, professions, genders, and academic qualifications. A descriptive research design and a causal comparative research approach were employed in this study. To summarize the data, descriptive statistics were employed, and the connection between the dependent and independent variables was examined using an inferential statistical test. The Pearson correlation coefficient value indicates that the frequency of visit, quality of content and user experience have a strong positive association with customer engagement. The collected data has been analyzed with the use of SPSS 20. The major findings of the study are summarized as follows:

Majority or respondent in the study were males (64%) i.e., 128 out of 200 whereas number of females was (36%) i.e., 72 out of 200. This suggests that most males are active on social media and buy/sell items from ecommerce via social media platforms. Majority of respondents are in age group 18-30 years i.e., 38% of total respondents. The results show that most of active social media and ecommerce platform users are young population. Only 11.5% users are active of age group greater than 50 years. The results shows that generally young population prefer to buy products online and use social media for that. The study also finds that most of the active buyer/sellers have qualification of bachelors i.e., around (33% of total population). After those, people with qualification of

SEE or below SEE are more interested in buying and selling products online through social media. Around 34.5% respondent were unsure to make buy/sell decision just by looking at the advertisement in social media. The survey shows that about 33.5% people generally make buying or selling decision by seeing social advertisements on social media. Reliability test has been performed and the scores of 0.29, 0.62, 0.59 and 0.69 have been achieved for quality of service (QOC), user experience (UE), frequency of visit (FOV) and customer engagement (CE) respectively. This shows that sample taken for this research work are well gathered and good for making further analysis and decision.

The correlation coefficient R for the computed modes is 0.643 which shows that there exists a significant correlation in between dependent and independent variables. The R squared value obtained is 0.413, which shows that the independent variables are influencing by about 41% to dependent variables. The significance value of 0.007 (i.e., $p = .007$) is obtained from ANOVA test, which is lower than 0.05. It shows that, there is a statistically significant impact of independent variables (user experience, frequency of visit and quality of content) on dependent variable (customer engagement). The results from multiple correlation analysis is used to accept or reject the hypothesis we proposed. Independent variable frequency of visit (FOV) has a Sig or P value of 0.035 which is less than 0.05 and hence the proposed hypothesis is accepted by rejecting the null hypothesis. Independent variable quality of content (QOC) has a Sig or P value of 0.499 which is greater than 0.05 and hence the proposed hypothesis is rejected by accepting the null hypothesis. Similarly, independent variable user experience (UE) has a Sig or P value of 0.007 which is less than 0.05 and hence the proposed hypothesis is accepted by rejecting the null hypothesis. The results came up with the conclusion that customers are not much more attracted towards quality of advertisement content created by ecommerce platforms in social media in Nepalese context. The quality of advertisement posted on social media platform doesn't seem to have significant impact on customer engagement whereas the customer that frequently visit the social media and the ease of using the ecommerce application has more impact in customer engagement.

5.2 Conclusion

Social media are gaining popularity and are increasingly used in regular operations of many companies, including start-ups, small, medium-sized, and large organizations. Social media is the new buzz area in marketing that has businesses, organizations and

brands jumping to create news; make friends, connections and followers; and build communities in the virtual space. Similarly, research has determined that social media marketing increase awareness of their brand by using creative when engaging customers on social media sites.

This study shows that social media marketing has a strong impact on the performance of business organization. The social media marketing includes all the components such as brand exposure and awareness, target traffic, customer interaction, cost effective marketing technique, market insights and viral marketing which are directly related to business performance. Understanding how these components can be well-organized and incorporated into the social media marketing is a valuable goal for business success. Similarly, social media sites such as Facebook are better than any other advertising avenues because it stores information on all its users thus ensuring marketing reaches a specific target market.

However, in Nepalese context, social media marketing is relatively new concept. Enough researchers are yet to be done in this issue, especially in the context of Nepal embracing globalization and concern for promoting social media marketing by managers of organization. Data for the study were collected using questionnaire which consisted of two parts: demographic profile and research variables. Demographic profile of the respondents consisted of gender, age, marital status and education qualification. Research variables include components such as brand exposure and awareness, customer interaction, cost effective marketing technique, market insights and viral marketing.

This study provides insight into what factors that employee in Nepal have to consider in and how these factors influence their business performance. The factors that are identified as important that affect business performance of employee are brand exposure and awareness, customer interaction, cost-effective marketing technique, market insights and viral marketing. All the factors mentioned above justified that there is relation between all the factors and business performance of company.

5.3 Implications

- On the basis of the findings of the study, the following recommendation are made for further improving customer engagement for growing ecommerce platforms by using social media marketing in the context of Nepal. The study shows that more and more people are positive towards making buy / sell decision using social media platform. The results also show the frequently visiting customers are easier to convert to potential buyers for ecommerce platforms.
- Furthermore, easy access to ecommerce application and good user-friendly user experience also encourages more and more customers to make buy/sell decision. The use of the correct social media platform, which is widely acknowledged and popular, can assist in converting potential customers into paying clients.
- The customer feedback opportunity will induce a two-way communication so that they can be aware of their demands and offer such product. Finally, keeping up with this new generation, especially millennials, to grab their social media presence can be very helpful to convert customers to paying customers. Content having a social message is now also valued and noticed.
- The ease of navigating to the ecommerce platform from social media and process to checkout also have positive impact on customer engagement. Frequently visiting customers tends to buy and they prefer easy user experience in the process. Targeted marketing to young age group, especially millennials can boost up sales for ecommerce platform using social media marketing.

REFERENCES

- Akrimi, Y. & Khemakhem, R. (2014). What Drive Consumers to Spread the Word in Social Media?. *Journal of Marketing Research and Case Studies*. 1 (1), 1-14.
- Baird, C.H. & Parasnis, G. (2011). From Social Media to Social Customer Relationship Management, *Strategy and Leadership*, 11 (39), 30-37.
- Bakos, Y. (1998). The emerging role of electronic market places on the internet: communication of the ACM. *International Journal of Academic Research in Business and Social Sciences*, 2(8), 35-42.
- Burton, K., Java, A., & Soboroff, I. (2009). The ICWSM 2009 spinn3r dataset. In Proceedings of the Annual Conference on Weblogs and Social Media.
- Fruhling, A. L. & Digman, L. A. (2000). The impact of electronic commerce on business-level strategies. *Journal of Electronic Commerce Research*, 11 (1), 1-11.
- Gupta, S. & Chopra, C. (2020). Impact of Social Media on Consumer Behaviour. *Journal of Business Strategy*, 2 (1), 15-27.
- Hajli, N. M. (2013). A study of the impact of social media on consumers. *International Journal of Market Research* 56(3), 387-404.
- Harris, L., & Rae, A. (2010). The online connection: transforming marketing strategy for small businesses. *Journal of Business Strategy*, 5(61) 43-49.
- Harrison McKnight & Norman L.C. (2001) What Trust Means in E-Commerce Customer Relationships: An Interdisciplinary Conceptual Typology, *International Journal of Electronic Commerce*, 6 (2), 35-59.
- Kaplan, A. M., & Haenlein, M. (2010). The challenges and opportunities of social media. *Business Horizons*, 1 (2), 53-54.
- Kaplan, Andreas & Haenlein, Michael. (2010). Users of the World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*. 10 (2), 53-59.
- Kaplan, Andreas & Haenlein, Michael. (2010). Users of the World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*. 4 (1), 53-59-68.
- Kwahk, K. Y., & Ge, X. (2012). The effects of social media on e-commerce: A perspective of social impact theory. In Proceedings of the 45th Hawaii International Conference on System Sciences. 1 (14), 18-23.

- Lai, S.L. (2010). Social Commerce – E-Commerce in Social Media context. *International Journal of Social, Behavioural, Educational, Economic, Business and Industrial Engineering*. 4(12), 2213-2218.
- Lambrecht, A., & Catherine, T. (2013). When Does Retargeting Work? Information Specificity in Online Advertising. *Journal of Marketing Research*, 50 (5), 561–576.
- Laroche, Michel & Habibi, Mohammad Reza & Richard, Marie-Odile & Sankaranarayanan, Ramesh. (2012). The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. *Computers in Human Behavior*. 7(2), 39-56.
- Liu, Qihua & Zhang, Xiaoyu & Huang, Shan & Zhang, Liyi & Zhao, Yang. (2020). Exploring Consumers' Buying Behavior in a Large Online Promotion Activity: The Role of Psychological Distance and Involvement. *Journal of Theoretical and Applied Electronic Commerce Research*, 15 (10), 15. 66-80.
- Mahmoud, M., Ali, H. A., Mehrdad, S., & Mohammad, R. A. (2011). Trust in E-Commerce. *Interdisciplinary Journal of Contemporary Research in Business*, 3(6), 89-96.
- Mersey, D. & Malthouse, E. & Calder, B. (2010). Engagement with Online Media. *Journal of Media Business Studies*. 1 (1), 7. 37-56.
- Odedra-Straub, M. (2001). E-commerce and development. Retrieved from *Business and Social Sciences*, 11 (5),9-10.
- Raacke, J. & Bonds-Raacke, J. (2008) MySpace and Facebook: Applying the Uses and Gratifications Theory to Exploring Friend-Networking Sites. *Cyberpsychology & Behavior*, 10 (11), 169-174.
- Rishika, R., et al., (2013). The Effect of Customers' Social Media Participation on Customer Visit Frequency and Profitability: An Empirical Investigation. *Information Systems Research*, 24 (1), 108-127.
- Salehi, M. (2012). Consumer Buying Behavior towards Online Shopping Stores in Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 2(1), 45-56.
- Salehi, M. (2012). Dissimilarity of E-marketing VS traditional marketing. *International Journal of Academic Research in Business and Social Sciences*, 2(1), 12-14.

- Schumann, J. H., Wangenheim, F., & Groene, N. (2014). Targeted Online Advertising: Using Reciprocity Appeals to Increase Acceptance among Users of Free Web Services. *Journal of Marketing*, 78(1), 59–75.
- Shu-Chuan Chu, & Yoojung Kim (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites, *International Journal of Advertising, World Advertising Research Center Limited*, 30 (1), 47-75.
- Shu-Chuan, C. & Yoojung, K. (2013). Understanding consumer's responses toward social media advertising and purchase intention towards luxury products, *Journal of Global Fashion Marketing, Routledge Informa Ltd*, 4 (3), 158-174.
- Weber, L. (2011). Marketing to the Social Web: How Digital Customer Communities Build Your Business: Second Edition. *Marketing to the Social Web: How Digital Customer Communities Build Your Business: Second Edition*, 1 (10), 18-25.
- Zhu, K., & Kraemer, K. L. (2002). E-commerce metrics for net-enhanced organizations: Assessing the value of e-commerce to firm performance in the manufacturing sector. *Information Systems Research*, 13(3), 275-296.

APPENDICES

QUESTIONNAIRE

Dear sir/madam,

You are invited to participate in a study on the efficacy of social media marketing in the context of ecommerce. Participation in this study is completely voluntary. Your response will be kept private. The data from the survey will be used solely for the purpose of academic research and no other purpose since the questionnaire is a part of Master's thesis. I assure you the response provided will be kept strictly confidential.

Thank you so much for taking the time to participate. Your input is really valuable, and it will go a great way toward determining whether or not this survey will be completed successfully.

Section A: General Information

1. Name

2. Gender Female () Male ()

3. Age (in years)

Between 18-30() between 31-40() between 41-50() above 50()

4. Academic Qualification

SEE or Below SEE () Intermediate () Bachelor() Masters()

5. Name of the most frequently used social media

6. Name of the most frequently used ecommerce application for purchase and sales

7. Do you regularly buy products by seeing advertisements in social media ?

Yes () No () Undecided ()

Section B: Quality of Content

The quality of the material aids the organization in establishing an emotional bond with its clients. Putting out content only for the sake of having it harms your brand since your audience will lose faith in you as a reliable source. Following are questionnaire for Quality of Content (QC):

Statements	Rating Keys				
	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
I relate to the advertisement strongly I see on social media.					
I think advertisements that lack innovation loses the trust of audiences.					
I think lucrative visual design helps an advertisement to stand out on social media.					
I feel that viral marketing is effective for social media marketing.					

Section C:User Experience

User experience is one of the main factors that help businesses attract their customers. To get insights on how it affects everything from social media, following questionnaires are set up.

Statements	Rating Keys				
	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
Social media helps me to gain specific goals and usability,					
I use social media only for social pleasure.					
Easy user interface makes me visit the ecommerce mobile application.					
I feel embarrassed to see fake products in social media market.					

Section D: Frequency of Visit

Frequency of visit is how often people visit your site and how long they wait between two visits can help to gauge visitor loyalty and to uncover the behavioral trends distinguishing frequent users from occasional ones.

Statements	Rating Keys				
	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
I spend most of my leisure time on social media.					
I frequently visit those pages which update their information regularly.					
Loyalty of a customer lies on frequent visit to the social media page.					
I frequently read reviews and ratings of advertised product in social media pages.					

Section E: Customer Engagement

Social media have changed the nature of interactions between customers and companies. Following questionnaire are set up to measure customer engagement in social media marketing pages:

Statements	Rating Keys				
	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
Daily posting of products helps me for better brand recognition.					
Visual presentations like pictures and videos encourage me to know and learn about promotional campaign.					
Quick responses in social media pages makes me more comfortable to make purchasing decisions.					
I frequently read reviews and ratings of advertised product in social media pages.					

DATA ANALYSIS RESULTS USING SPSS SOFTWARE

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
CE	.118	200	<.001	.981	200	.008
FOV	.082	200	.002	.986	200	.047
QOC	.104	200	<.001	.980	200	.005
UE	.076	200	.007	.986	200	.050

a. Lilliefors Significance Correction

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
CE	200	100.0%	0	0.0%	200	100.0%
FOV	200	100.0%	0	0.0%	200	100.0%
QOC	200	100.0%	0	0.0%	200	100.0%
UE	200	100.0%	0	0.0%	200	100.0%

Descriptive Statistics

	N Statistic	Mean		Std. Deviation Statistic	Variance Statistic	Skewness		Kurtosis	
		Statistic	Std. Error			Statistic	Std. Error	Statistic	Std. Error
CE	200	3.0488	.05166	.73057	.534	-.292	.172	-.142	.342
FOV	200	2.9625	.04914	.69490	.483	.081	.172	.004	.342
QOC	200	3.0237	.04687	.66291	.439	.153	.172	-.220	.342
UE	200	3.0675	.05099	.72105	.520	.009	.172	-.417	.342
Valid N (listwise)	200								

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643 ^a	.413	.400	.61402

a. Predictors: (Constant), UE, FOV, QOC

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.286	3	2.095	4.110	.007 ^b
	Residual	99.926	196	.510		
	Total	106.212	199			

a. Dependent Variable: CE

b. Predictors: (Constant), UE, FOV, QOC

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.845	.391		4.714	<.001
	FOV	.155	.073	.147	2.121	.035
	QOC	.052	.077	.047	.677	.499
	UE	.192	.070	.189	2.728	.007

a. Dependent Variable: CE

EFFECTIVENESS OF SOCIAL MEDIA MARKETING IN CONT...

By: Nabin Raj Awasthi

As of: Apr 21, 2024 11:14:01 AM
20,272 words - 50 matches - 9 sources

Similarity Index

8%

Mode: Summary Report ▾

sources:

246 words / 1% - Internet from 02-Nov-2021 12:00AM
www.researchgate.net

149 words / 1% - Internet from 08-Sep-2022 12:00AM
www.researchgate.net

284 words / 1% - Internet from 26-Jan-2020 12:00AM
blog.myassignmenttutor.com

193 words / 1% - from 07-Mar-2024 12:00AM
www.coursehero.com

168 words / 1% - Internet from 06-Oct-2022 12:00AM
influencermarketinghub.com

153 words / 1% - Internet from 20-Jan-2023 12:00AM
core.ac.uk

135 words / 1% - Internet from 30-Apr-2019 12:00AM
pezzottaitejournals.net

131 words / 1% - Internet from 28-Jan-2023 12:00AM
de.slideshare.net

123 words / 1% - from 18-Nov-2023 12:00AM
www.360doc.com

paper text: