

Impact of Social Media Satisfaction on Brand Experience

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Abstract

This study is significant in the area of identifying the specific way discussion or chats happen between consumers and companies which is a very vital element of advertising. Nowadays, with the increase in the use of social media, these communications may have more members, who may join the conversation across any network from anywhere, and that too instantaneously. The various social media platforms like Facebook, twitter, YouTube etc. offer an opportunity for many companies to get involved with consumers. These company may use multiple mediums of communication on social media platforms and permit consumers to get connected with each other as well as brand representative. Thus, it becomes vital for the companies to know the effectivity of these social media platform as a communication tool and to what extent it affects the consumer's brand experience. Indeed, it is a common practice adopted by all the consumers to browse about the product or service which they intend to buy on various social media and check the reviews or comments made about them before buying. This study tries to identify whether there is any positive impact of Brand Experience has on Social Media Satisfaction.

Key-words: Brand, Brand Experience, Social Media, Brand Communication and Customer Satisfaction.

1. Introduction

The practice of using social media among youths is increasing at an exponentially. Youths are widely using social media day and day night for communicating almost every aspect of their life, then it could be about socializing, travelling, partying or even shopping. It has been observed that our social networks are getting lots and lots of advertisements, which can be serve our purpose of browsing about our desired product and service. Thus, various companies have captured this

opportunity to get connected with their existing customers and reaching new target groups apart from increasing brand communications. Whereas, genuinely social media has provided many opportunities for customer engagements which affects customers perception about brand. The main objective of this study is to identify the role customer engagement on their brand experience while taking purchase decision. The study tries to find association of social media with brand communication, brand experience, brand trust and brand loyalty.

2. Objective of the Study

1. To study the specific role of participation on brand pages on Social media in predicting brand experience.
2. To examine the specific role of brand experience in predicting brand trust loyalty, perceived quality and willingness to pay a price premium.

3. Population

The population/universe for the study is adults who regularly visit social networking sites like Tripadvisor, Facebook, Twitter, Instagram, YouTube, Printnerest, Whatsapp etc., from different zones of the Nagpur city will be selected.

Sample element: adults active on social networking sites.

Sample frame: Adults which includes students, salaried class, self-employed and housewives (Adult – between the age group of 18-35 years, middle-aged adults 36-55 years, and older adults above 55 years).

Sample size: Respondents from each zone, which can be further divided as students, salaried class, self-employed and housewives.

Sample extent: Nagpur city.

Sampling procedure: stratified and cluster sampling method

The sample will be divided as follows:

1. Gender – Male, Female.
2. Age Adult – between the age group of 18-35 years, middle-aged adults 36-55 years, and older adults above 55 years.
3. Marital status – Married, Unmarried.

4. Educational level – Primary level, High school level, Under graduate level, Post Graduate level, Professional level.
5. Occupation – Students, Salaried, housewives.

As per the above calculation and Morgan’s table at 95% confidence interval with 5% margin of error for the population above 1,00,000 the sample size should be 385, according to this here 500 total respondents representing a small percentage of the population within the Nagpur city.

H01: Brand Experience do not have impact on Social Media Satisfaction.

H11: Brand Experience has direct positive impact on Social Media Satisfaction.

In the above hypothesis Brand Experience is considered as dependent variable and is divided into four sub variables as sensory experience, affective experience, intellectual experience and behavioral experience. Social Media Satisfaction is considered as independent variable.

In order to test the above hypothesis one-way ANOVA is used. It is used in order to test whether there is any impact of hedonic shopping value on social media satisfaction.

Interpretation of ANOVA table:

ANOVA		Sum of Squares	Df	Mean Square	F	Sig.
Sensory Experience	Between Groups	2.177	4	.544	1.041	.006
	Within Groups	258.855	495	.523		
	Total	261.032	499			
Affective Experience	Between Groups	2.442	4	.611	1.169	.024
	Within Groups	258.590	495	.522		
	Total	261.032	499			
Intellectual Experience	Between Groups	1.570	4	.393	.466	.061
	Within Groups	417.380	495	.843		
	Total	418.950	499			
Behavioural Experience	Between Groups	.669	4	.167	.327	.060
	Within Groups	253.513	495	.512		
	Total	254.182	499			

Since the value of significance is less than 0.05 ($p = 0.006$) in case of sensory experience, value of significance is less than 0.05 ($p = 0.024$) in case of affective experience, value of significance is more than 0.05 ($p = 0.061$) in case of intellectual experience and value of significance is more than 0.05 ($p = 0.060$) in case of behavioural experience. So, we partially accept the Null hypothesis **H01**: Brand Experience do not have impact on Social Media Satisfaction., and partially reject alternate hypothesis **H11**: Brand Experience has direct positive impact on Social Media Satisfaction.

4. Conclusion

We can conclude from the output of hypothesis that the consumers feel that they are in a wired situation concerning the experience of advertising communication. While using social media since customer can choose between the various options available for him about reading, writing, browsing or listening so at times it becomes very difficult for the companies to reach their target customer group and communicate the desired information. Thus, companies are creating their own blogs or review and feedback system through which they are trying to get connected with their customer group. For this they are using Twitter, Facebook or any other tool to keep them well-versed with the latest updates of newly introduced products and information related to the organization. These blogs are intended to be an announcement platform for the company as well as the customer. Customers can post their opinions or feedback in the blogs or even can share the review information by ratings or putting the smiley. But companies should also understand this fact these blogs or twitter pages are not the only options for communication. Customers create their own blogs and post numerous posts about companies, its products, services and their experiences in their own blogs. There is a network of blog relating people involved in the types of products a company issue. On these reviews or blogs, people using social networking sites share the reviews, comments and opinions. Sometimes the customers also grade the products and services on their own rating scale.

Customers using social media sometimes share very vital information like their true experience about the products which they are using or some times also provide vital input towards product development and service enhancement. But mostly it has been observed that such positive comments are rare instead the information available on these blogs is not always genuine or to be ponder upon.

Sometimes negative publicity made on these blogs creates problems for the company. But as it is said that every coin has two sides social media as a tool for communication also has two sides.

People may use it for good as well as bad communication, spreading good words and harmony or can also use for destructive purpose. The companies have to be very conscious while handling these various blogs and always monitor them through a qualified administrator. So that all kind of destructive criticisms can be monitored and due care is taken on constructive criticism. There are not many companies which can work on creating better customer experience about the brand on social media platform. Thus, in order to be in continuous touch with the customers the companies have to be active on the social networking sites where customers are present.

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