IMPACT OF SOCIAL MEDIA IN CUSTOMER SATISFACTION

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ABSTRACT

Social media is changing the way information is communicated to and from people around the world. The rapid use of social media such as blogs and other social networking sites and media-sharing technology is changing the way firms respond to consumer's needs and wants and changing the way they respond to their competitors. Marketers now have the opportunity to engage in broader and more innovative forms of online mass media communications by using the social media marketing tools. Social networking programs group individuals by interests, hometowns, employers, schools and other commonalities.

Social networking is also a significant target area for marketers seeking to engage users. Social media such as Facebook, Twitter and YouTube are dynamic tools that facilitate online relationships. It is a relatively low cost form of marketing and allows organizations to engage in direct and end-user contact. Given the choices made available to consumers and the influential role of social media marketing, the brands and consumers have a changing role to play in the organization's strategy in that they now have an economic impact. Brands influence customer choice.

KEYWORDS

Facebook, Twitter, YouTube, social media marketing, customer choice, social Network marketing and communications.

INTRODUCTION

People across the globe use social media to connect to other people or organizations. Globally, people have started to use social media such as Facebook, Twitter, Instagram and LinkedIn to share their experiences. As customers, people share product reviews, information about a service, advice on food or health, warnings about products, tips on using certain products, and much more. People have a lot of 'connections on social media, therefore information is consumed by many people. This information becomes a source of influence on consumers and their buying behaviour. Research studies have shown that many people rely

on the information and reviews on social media as a guide for planning their future purchases.

The emergence of Web is one of the most formidable developments in the history of commerce. Social media, another buzzword that came along with, is an evolution Based on the Web, where not only it encourages user generated contents, but also extends the focus to the users by allowing them to exhibit contents to share among networks. In particular, peer communication through social media, a new form of consumer socialization, has profound impacts on consumer decision making and thus marketing strategies. Consumer socialization theory predicts that communication among consumers affects their cognitive, affective and behavioural attitudes. Social media, especially social networking sites, provides a virtual space for people to communicate through the internet, which also might be an important agent of consumer socialization. Social media has grown in terms of its reach and impact. Here is a statistic to prove that. 54% of social browsers use social media to research products

(Global WebIndex, 2018).

Social media has had a significant impact on customer satisfaction, both positive and negative. As an emerging e-commerce business model, social commerce distinguishes itself through leveraging social media in affecting customer's purchase decision making. However, in the context of social commerce, the specific mechanism between social media and customer satisfaction, as an important intangible and leading measure of business success, has not yet been fully understood. Based on social capital theory, we develop a model that explains how social media enhance customer satisfaction by facilitating three facets of social capital attainment, i.e. social interaction ties, shared language, and trust, through social presence and interactivity. The social capital would encourage social interaction and collaboration among consumers to exchange domain knowledge and experience, which lead to informed and accurate purchase decision and overall satisfaction lift. This study could provide a new theoretical lens for social media and customer satisfaction research as well as

40

implications for social commerce platform designing and operating.

Social media marketing is all about meeting your target audience and customers where they are and as they socially interact with each other and your brand. While social media marketing as a whole is incredibly valuable and beneficial to your business growth (as you'll see in the following section), your strategy will differ based on which social networks your audience spends their time on.

REVIEW OF LITERATURE

According to a study conducted by **DiMauro & Bulmer (2014)** 71% of the consumers regularly read social media sites as part of their information gathering routine. Companies on the other hand are already using social media by around 90% (Ghosh, Varshney & Venugopal, 2014). The range of the used social media is wide, however consumers tend to make greater use of television (53%), social media sites (41%) and listen to the radio (36%). Less popular are the classic newspapers with 20% (DiMauro & Bulmer, 2014).

Given the indirect role of social media in value creation, the article "Social media: Influencing customer satisfaction in B2B sales" by **Agnihotri, Dingus, Hu, and Krush (2016)** is notable for highlighting the role of social media as an antecedent to value generation within the sales process. Considering the fast pace at which knowledge of the impact of social media within B2B sales is developing, we critically appraise Agnihotri et al.'s work and position it within the emerging literature on social media communication in the sales process. We conclude with a research agenda identifying a diverse set of new directions for investigating social media within the sales process.

The usage of social media is still increasing and with it its importance. When going deeper into the field of social media and its users, differences become apparent. It was found that a difference between female and male in regard to using social media as information source exists. To be more specific, DiMauro & Bulmer (2014) mentioned in their study that "women are two times more likely to turn to social channels to inform their decisions about purchases than men (31% vs. 15%)". Now that some statistics regarding social media were named, the question that is still unanswered is: How does social media work and, how does one publish his/her opinion? To answer this question the example of Facebook will be useful

41

to give more specific insights. Facebook is one of the leading social media platforms with almost 1,5 billion users. These users are not only represented by consumers but also by

companies and organizations. The most common way to indicate satisfaction with the company is via "Likes" or "Shares". Both functions are directly shown on the company's Facebook page. Nevertheless, it is still possible to comment directly on the page and pose ones opinion. This is a useful tool for companies but also for individuals who are trying to get attention or want to publish opinions towards a certain topic. Companies not only level social media for digital advertising and promotions, but also to mine innovative ideas, to handle customer service issues and in this context engage with its customers **(Smith, Fischer & Yongjian, 2012).**

According to **Zhu & Zhang (2010)** an internet marketing research company, found that 24% of internet users access online reviews prior to paying for a service delivered offline. Other statistics from an U.S.-based customer research firm (TARP) reveal that customers can spread their dissatisfaction twice as fast online as offline. Furthermore it was found that dissatisfied customers are four times more likely to formulate a review than satisfied customers (Lee & Hu, 2004).

The customer reviews are considered a form of word of mouth communication and is now known as electronic word of mouth (e-WOM). E-WOM is defined as "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet" **(Hennig-Thurau & Walsh, 2003)**. When comparing e-WOM to the traditional word of mouth communication, several advantages can be named: online customer reviews are fast, saveable, and anonymous; they also transcend time and space and can be received instantly **(HennigThurau, Gwinner, Walsh, & Gremler, 2004).**

METHODOLOGY

Descriptive Research

Descriptive research helped to find out facts and details of the KUN MOTOR COMPANY. Descriptive research is a kind of research that is used to describe the key characteristics of a sample or population. A sample or population refers to a collection of

42

anything, whether people or objects, that has similar characteristics.

Sample Design Population: Employees working in the KUN MOTOR COMPANY

Sample size: A sample of 118 customers is selected for carrying out the study.

Sampling Technique: The sampling technique used is convenience sampling.
Data Collection

1. **Primary Data**: The primary data were collected by distributing structured
   questionnaires among the employees.

2. **Secondary Data**: Company's annual reports.

RESULTS AND DISCUSSION

S.NO	PARTICULARS	OPTIONS	NUMBERS	PERCENTAGE
1	Gender	Male Female Total	80 38 118	67.8 32.2 100%
2	Age	18 − 25 26 − 35 36 − 45 46 − 50 Above 50 Total	34 56 12 11 5 118	28.8 47.5 10.2 9.3 4.2 100%
3	Main profession	Employed Student Not employed Business Person Other Total	33 40 30 12 3 118	28.0 33.9 25.4 10.2 2.5 100%
4	Salary	0 − 5000 5001 − 10000 10001 − 20000 20001 − 30000 Above 30000 Total	30 21 47 8 12 118	25.4 17.8 39.8 6.8 10.2 100%
5	Usage of social media	Less than 4 hours More than 5 hours Total	68 50 118	57.6 42.4 100%

S.NO	USAGE OF SOCIAL MEDIA	OPTIONS	NUMBERS	PERCENTAGE
1	YouTube	Less than 4 hours	51	43.2 32.2
		5 – 10 hours	38	24.6
		More than 5 hours	29	100%
		Total	118	
2	Instagram	Less than 4 hours	26	22.0 47.5
		5 – 10 hours	56	30.5
		More than 5 hours	36	100%
		Total	118	
3	Twitter	Less than 4 hours	29	24.6 50.0
		5 – 10 hours	59	25.4
		More than 5 hours	30	100%
		Total	118	
		Less than 4 hours	30	25.4 55.1
		5 – 10 hours	65	19.5
		More than 5	23	100%

45

4	Facebook	hours Total	118	
5	Myspace	Less than 4 hours 5 − 10 hours More than 5 hours Total	26 56 36 118	22.0 47.5 30.5 100%
6	LinkedIn	Less than 4 hours 5 − 10 hours More than 5 hours Total	39 62 17 118	33.1 52.5 14.4 100%
7	Snapchat	Less than 4 hours 5 − 10 hours More than 5 hours Total	35 63 20 118	29.7 53.4 16.9 100%

. Regarding the gender of the customers, majority are male, and minority are female.

. Majority of the customers are belonging to the age category of 26-35 and minority of the employees belonging to more than 50 age category.

. Regarding the main profession of the customers are students and minority of the customers are others.

. Regarding to the income level of the customers belongs to 10001-20000 and minority of the customers belong to above 30000.

. Majority of the customers use social media less than 4 hours and minority of customers using social media more than 5 hours.

. Majority of the company are somewhat responsive and minority of the company are not applicable.

. Majority of the customers are very satisfied with social media response language minority of the customers are very dissatisfied.

. Almost 46.6% people are very satisfied with social media response language.

. Majority of the respondents are dissatisfied with post engagement.

. Almost 33% of the respondents probably will not have experience on social media with companies social media activities.

. 38% of the respondents are satisfied with companies regular posting.

. Almost 56% of the respondents are agreed to the statement that social media language is understandable.

. There is no relationship between how satisfied are with the social media response language and gender.

. There is no significant distance between how satisfied with the post engagement.

. There is a relationship between how satisfied with the post engagement and age.

. There is no correlation between how responsive the company to your concern is and how satisfied are with the social media response language.

. There is correlation between how satisfied are with the social media response language.

. There is no correlation between social media language are understandable and gender of the employee.

. There is no relation between gender of the employee and social media language are understandable.

. Another way companies can make a positive impression on customers is to use social media to advertise sales or promotions and provide discount codes to their social media followers.

. With social media, feedback about a product or service, the purchasing experience or customer service can be gathered.

. Use social media to keep customers informed/alert them to problems or promotions.

. A positive impression on customers is to use social media to advertise sales or promotions and provide discount codes to their social media followers.

SCOPE FOR FUTURE RESULTS

. Social media marketing is no longer new aspects it is a still considerable a developing and evolving area in the field.

. With the purpose of identifying what are the core values that social media has offered to both markets and customers as well as how marketers are utilizing social media in marketing.

. In the study mainly focus on the impact of social media on customer satisfaction and how it helps to make innovations in their whole activities.

CONCLUSION

The current study investigated the role of social media marketing activities in enhancing customer satisfaction. These social media marketing activities include response time, response language, and regular posting on social media. The study concludes that these social media marketing activities play significant roles in enhancing customer satisfaction. Specifically, social media response time can positively or negatively and significantly impact customer satisfaction; thus, companies should focus on maintaining better social media response time. For example, customers tend to be more satisfied with prompt social media responses that will have a positive and significant role on enhancing customer satisfaction.

Conversely, if companies, online retailers, or individual sellers selling products and services or advertising these products, brands, or services on social media platforms take a longer time to respond to the customer's queries or concerns, this negatively impacts the customer satisfaction levels. Thus, it can be concluded that timely or speedy social media response time to customer's concerns, complaints, or queries play a major role in increasing customer satisfaction irrespective of the customers' aims.

48

Social media response language also has significant impacts on customer satisfaction levels. It can either positively, or negatively affect customer satisfaction. For instance, the language used by online retailers, companies or individual sellers who sell or advertise products or brands and services can either positively or negatively impact customer (social media user) satisfaction. The study findings revealed that using a proper social media response language will satisfy most customers, leading to enhanced customer satisfaction.

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