

IMPACTS OF SOCIAL MEDIA ON CUSTOMER BEHAVIOUR

Name of the Student: Semra Sadul

Student ID:1909207

Table of Contents

Chapter 1 – Introduction.....	4
1.1 Introduction	4
1.2 Background of the study	4
1.3 Rationale of the study	5
1.4 Problem statement	5
1.5 Research aim.....	5
1.6 Research objectives	6
1.7 Research questions	6
1.8 Research hypotheses.....	7
1.9 Significance of the study	7
1.10 Conclusion	7
Chapter 2 – Literature Review.....	8
2.1 Introduction	8
2.2 Consumer behaviour.....	8
2.3 Importance of social media in modern business world	9
2.4 Impact of social media on the behaviour of consumers	11
2.5 Ways by which social media can be used by the organizations to form a positive image in the environment	13
2.6 Conclusion.....	14
Chapter 3 – Methodology and Philosophy	15
3.1 Introduction	15
3.2 Research philosophy.....	16
3.3 Research approach.....	17

3.4 Research design	17
3.5 Population and sampling	18
3.6 Data collection	18
3.7 Data analysis	18
3.8 Reliability, validity, bias and subjectivity	19
3.9 Ethical considerations	19
3.10 Summary	20
Chapter 4: Findings and Discussion	20
4.1 Introduction	20
4.2 Thematic Map	20
4.3 Thematic Analysis	22
Theme 1 Social Media Platforms	22
Theme 2 Social Media Strategies and Methods	23
Theme 3 Impact of Social-Media on Customer Behaviour	24
Theme 4 Further Improvement	25
4.4 Discussion	26
Chapter 5 – Conclusion and Recommendations	28
5.1 Conclusion	28
5.2 Recommendations	28
5.3 Limitations	29
5.4 Future scope of the study	29
References	31
Appendices	36
Appendix A: Interview Questions	36

Appendix B: Coded Segment 37

Chapter 1 – Introduction

1.1 Introduction

Social media started gaining a major position as the communication tool that can be used by the various organizations as individuals in different parts of the world use the social media platforms for connecting to the other individuals or the organizations. The individuals have started using social media-based platforms like Twitter, Instagram, LinkedIn and Facebook for the purpose of sharing their experiences. The information available on social media is mainly consumed and used by the people and this has led to development of effective connections. The individuals or potential customers have become more dependent on the information available on social media which can be used as an effective platform by the modern organizations (Alalwan 2018). The growth of social media based on the overall reach and its impact has been able to affect the strategies that are being made by the modern organizations for attracting the customers.

1.2 Background of the study

The study will be based on detailed analysis of the impact that social media can have on the behaviours of consumers in different parts of the world. The various factors of social media and their influence on the choices and preferences of consumers will be a major part of the analysis. Different concepts of consumer behaviour and their relationship with social media will be considered for proper completion of the study. The previous researches and literature that are present related to the topic of influence that social media can have on the consumers will be a major aspect of the study. The data and information gained from the interviews done with

participants will provide a clear picture related to the selected topic (Barcelos, Dantas and Sénécal 2018).

1.3 Rationale of the study

The major reason behind selection of topic is based on the increasing relevance of social media in the current business environment and its impact on the consumer behaviours. The study will provide details regarding the changes that can be made in the strategies of organizations based on the ways by which social media can be used for reaching the customers and understanding their needs. The improvements that organizations can make in the future strategies related to the usage of social media can be based on the results that will be gained after completion of the study (Bilgin 2018).

1.4 Problem statement

The problem that has been considered for development of the overall research and study is based on the ways by which social media is influencing the decisions being made by the consumers and their overall preferences. The growing relationship between potential consumers and the different social media-based platforms is a major aspect of the problem that has been selected for analysis in the research (Chen and Lin 2019).

1.5 Research aim

The major aim of the dissertation is based on acknowledging and understanding the impact that social media can have on the consumer behaviour-related aspects. The research will be helpful in understanding the current business environment and can also be helpful for the organizations to enhance their future performances (Ioanas 2020).

1.6 Research objectives

The dissertation is aimed at achieving the following objectives that have been developed so that the researcher can follow an effective path,

-  To understand the importance and presence of social media in the modern business environment.
-  To provide focus on the major influences of social media on the behaviour of consumers.
-  To develop the methods or the steps that can be helpful in maintaining good behaviours of consumers by properly presenting the company with the help of different social media-based platforms.

1.7 Research questions

The research questions that will be answered after completion of the entire research are as follows,

-  How has social media gained importance based on its presence in the modern business world?
-  How can a company focus on major impacts of social media on the behaviours depicted by consumers?
-  How can the steps or methods can be developed for helping in maintenance of the good behaviours of consumers by presenting the company based on social media?

1.8 Research hypotheses

The research hypotheses that will be considered for completion of the overall research study are as follows,

H₀ – Social does not influence the behaviour of consumers in different parts of the world.

H₁ – Social-media has a huge influence on the consumer behaviours and the strategies of organizations in the business environment.

1.9 Significance of the study

The study is considered to be significant as it will be helpful in understanding the importance of various social media-based platforms due to its increasing usage in the modern business environment. The example of Facebook and influence of ads on their decisions can also be understood due to completion of the overall study. The research is vital as around 1/3rd of the entire population of the world includes Facebook users and this depicts the significance of social media related to decisions that can be made by the consumers of various organizations (Li, Larimo and Leonidou 2021).

1.10 Conclusion

The major purpose of the study is based on understanding the ways by which consumer behaviour can be affected by their usage of different social media platforms. The significance of social media and its relationship with the decision-making capabilities of the consumers can be understood based on completion of the study. The research objectives will be considered as a path for the researcher to conduct the study and the research questions will be answered based on available literature and information gained from the interviews as well. The research problem

will provide a premise for overall research and the ways by which organizations can maintain their position in future.

Chapter 2 – Literature Review

2.1 Introduction

The literature review will be based in detailed analysis of the different aspects of social media and their impact on the operations of modern organizations and behaviours of the customers. The usage of social media by the companies to increase awareness related to their products and services and communicating with the customers will be a major aspect of the discussion in the overall literature review. The significant aspects of social media will also be discussed in detail based on changes that have taken place in the business environment. The details regarding the effective usage of social media by the organizations to develop an effective image and to influence the consumers will also be a part of the review (Pop et al. 2022). The review will be mainly related to the previous researches that have been done based on this topic and this can also provide a premise for the future organizations to ensure that they can maintain the positions and image effectively.

2.2 Consumer behaviour

According to Naeem (2021), consumer behaviour can be defined as study of the consumers and different processes that are used by them to choose, consumer and thereby dispose of the services and products that also include the emotional, behavioural and mental responses. The study of consumer behaviour is considered to be important for the marketers so that they can understand the different aspects that can influence buying decisions that are made

by the consumers. Consumer behaviour analysis can also help the marketers in deciding the ways by which the products can be presented so that maximum impact can be made on the consumers. The proper understanding of consumer behaviour is considered to be a major secret related to engaging and reaching the clients and thereby converting them into the purchases (Ebrahim 2020). The different aspects that can be revealed by the analysis of consumer behaviour include the thinking of consumers and their feeling about the different alternatives, provides different options that can be considered by the consumers, the behaviours of consumers as a part of researching and environment of the consumers that can affect their behaviour. The marketers have to study the patterns of consumer purchase for the purpose of figuring out the various buyer trends. Brands can however influence the behaviours of consumers by the different aspects that can be controlled by them and can be used for the purpose of ensuring that the products and services can be presented effectively (Shiau, Dwivedi and Lai 2018).

2.3 Importance of social media in modern business world

As discussed by Hu, Chen and Davison (2019), social media can be helpful for the organizations to engage with the customers and finding out the different views that people have about the business. Social media can be used for the purpose of advertising, mobile applications and the promotional giveaways. The social media-based platforms can help the businesses so that they are able to attract the customers, receive their feedback and also build the loyalty of customers. The market reach of organizations can be increased by using social media and expanding into the international markets. The costs related to marketing of the modern organizations and research of the market are also reduced due to the usage of social media. Social media platforms can play an important role in increasing the revenues by developing the

advertising activities and the customer networks (Molinillo, Anaya-Sánchez and Liébana-Cabanillas 2020). The organizations can aim at proper development of their brands and exchanging the ideas for the purpose of improving the ways of doing business by using social media.

According to Jacobson, Gruzd and Hernández-García (2020), social media can however have some negative influences on the organizations and this can affect the long-term operations of the firms. The activities related to daily monitoring are important for ensuring that the customers can be influenced effectively. The risks related to false and misleading claims that are made on the social media platforms can also have a negative impact on the organizations. The formation of a proper social media-based strategy is considered to be important for creation of the compelling content and engaging with the customers at right time. The increase of sales can also be based on the social media strategy that can be formed by the organizations. The strategy related to social media can be helpful for the organizations for achieving the communication aims. The tools and social platforms can be implemented by the organizations to develop the social media-based strategies (Carlson et al. 2019).

As discussed by Oliveira and Fernandes (2022), the effective strategies need to be implemented and followed by the organizations for the purpose of ensuring that the organizations can maintain their positions and can also attract the customers. Social media has been able to change the ways by which businesses can operate and can also open the doors that were previously closed. More than 3.7 billion users are active on different social media-based platforms and this has an impact on the number of customers that can be attracted by the

organizations. The improvement of online presence of an organization is considered to be an important aspect that can affect the products or services that are offered to the customers (Guha, Harrigan and Soutar 2018). Social media can be helpful for the organizations to attract the potential customers and employees and the employees also prefer to gain the information that can be shared by the organizations through social media. The platforms related to social media can be helpful in gaining feedback from the customers and making changes in the strategies. Social media can provide the opportunities to organizations so that they can interact with the customers. The formation of the effective business profile on the social media platforms can play an important role in ensuring that the customers can be attracted towards the products and the services that are offered by the organizations (Foltean, Trif and Tuleu 2019).

2.4 Impact of social media on the behaviour of consumers

Social media has become an important part of the buying habits that are depicted by the customers in modern business environment. The extensive use of the social networks and smartphones have further enhanced the importance of various social media platforms and their impact on the decisions being made by consumers. The consumers in different parts of the world have the power of purchasing and posting and have a major influence on the organizational operations. The recommendations that are provided by the existing customers on social media platforms can have an impact on the ways by which new customers can be attracted towards the products and services being offered by the organizations. Social media has a major impact on the millennial customers based on the types of products that are preferred by them (Naumova, Bilan and Naumova 2019).

The usage of social media is mainly based on the ways by which organizations can engage or inspire the social audiences or increase the purchases that are being made by them through the online stores or the physical stores. Around 81 percent of the purchasing decisions made by the consumers are mainly influenced by the social media posts that are made by their friends. Moreover, 66 percent of the consumers are inspired to make the purchase from new brands after they have seen the images on social media from the other consumers. Facebook has also accounted for around 50 percent of the total number of social referrals and around 64 percent of the total amounts of the social revenues. The social media posts that are made by the companies can have an impact on the purchases that are made by the customers. Social media has become quite common like the radio or TV ads and the word-of-mouth advertisements that are developed by the organizations (Tien, Rivas and Liao 2019).

Social commerce can increase the ease of brands for delivering seamless experience to the buyers based on the purchases that can be made by them. The reviews that are provided by customers on the social media platforms can also play a major role in development of the perspective related to a brand perspective. Social media platforms can play an important role in adding a major dimension to relationships that are formed between the companies and the customers (Rita, Oliveira and Farisa 2019). Social media can be helpful for the consumers so that they can engage and thereby interact with the businesses in different ways. The customer services that can be offered by the organizations are also influenced by the usage of social media and the communication that is developed with the customers. The teams related to customer service that are developed within the organizations can be enhanced by the usage of social media. The consumers who have a question regarding the products offered by the organizations

can also be solved by the social media pages and the communication that is formed by them with the customers (Bhimani, Mention and Barlatier 2019).

2.5 Ways by which social media can be used by the organizations to form a positive image in the environment

Social media is not an optional strategy that can be used by the organizations and it has become highly essential for the organizations to reach the customers, gain the valuable insights and to grow the brand. The organizations need to take advantage of the social media within the digital marketing-based strategy as it can prove to be an inexpensive way of reaching around half of the population in the world. Social media can be helpful in proper building of the brand of an organization as the platforms like Twitter, Facebook and Instagram can play a major role in targeting the potential customers. The formation of effective human connections can be considered as a major benefit that is provided by social media to the business organizations. The followers who are a part of the pages of the organizations can be introduced to the employees or people of the firms for ensuring that the brand can be humanized (Rita, Oliveira and Farisa 2019).

The brand value of an organization can be increased by providing detailed information and insights to the customers regarding the products and services that are offered to the customers. Social media can offer the opportunities to the organizations for establishing the brand as the thought leader. The social media pages can also play a major role in ensuring that the brand awareness can be at the top priority list of the customers. The informative and entertaining social posts of the organizations can also have an impact on the ways by which

customers can be attracted and their needs can be fulfilled as well. The website traffic of organizations can also be increased with the support that is mainly provided by the social media posts and pages of different organizations. Lead generation can also be a major part of the benefits that are provided by the social media platforms to the modern organizations (Al-Zyoud 2018).

The influence that social media can have on the followers or customers can provide a major benefit to customers. The advertising-based formats that are developed by the organizations based on social media can play a major role in generating leads and ensuring that the customers are provided with best levels of services and products. The recommendations that are provided by the family and friends can have a huge impact on the behaviours and decision-making capabilities of the customers. The word-of-mouth advertising strategies of the organizations can thereby be affected by the influencers on social media who can be considered by the brands for increasing awareness related to the services and products. Social media can also play an important role in drawing the attention of customers towards the brand and enhancing the levels of interest that customers have towards the brand (Rita, Oliveira and Farisa 2019).

2.6 Conclusion

The literature review can be concluded by stating that the social media platforms have a huge impact on the decisions that are made by the consumers and the types of products and services that are purchase by them. The aspects of word-of-mouth advertising and other strategies were highly important in the previous organizational environment. However, social

media has gained the most important position in last few decades due to increased usage of smartphones and increasing number of the social media users in different parts of the world. The communication process of organizations and relationships with the customers have also been improved effectively by the usage of effective strategies related to social media. The social media platforms have thereby become the most important part of the strategies that are being implemented by the organizations for attracting the potential customers.

Chapter 3 – Methodology and Philosophy

3.1 Introduction

The main purpose of the chapter is related to presenting various aspects of the methodology that has been used for the paper based on the practical and theoretical factors. The practical and conceptual factors based on research methods are discussed as a part of the section. The research onion framework is implemented for discussing methodology based on the research. The out-to-inwards structure is used for proper completion of the research (Pandey and Pandey 2021). Outer layers that are a part of the research onion include research approach, research design and research philosophy. The ethical considerations that are related to the research will also be discussed in this chapter in detail.

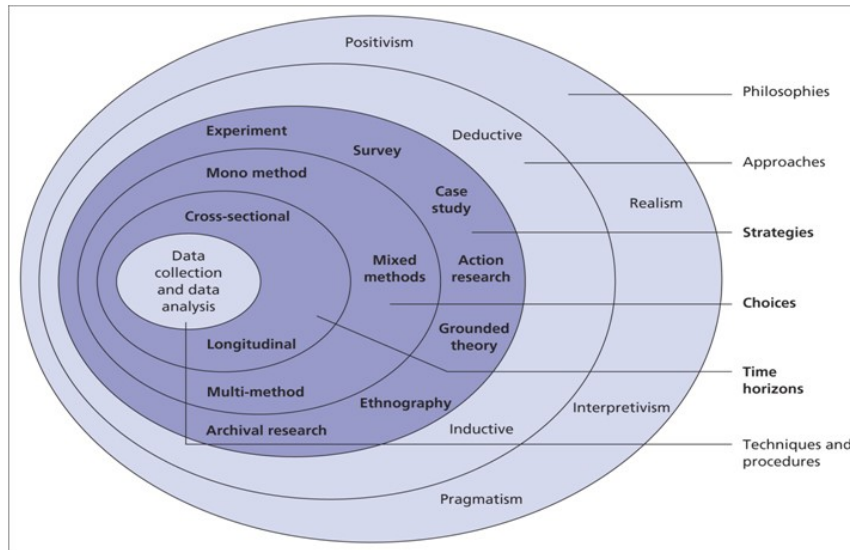


Figure 1 – Research onion

Source – (Newman and Gough 2020)

3.2 Research philosophy

Research philosophy mainly implies the ways by which problems can be perceived and truth that is related to the existing problems. The different research philosophies that can be considered by the researcher include interpretivism, pragmatism and positivism. Proper selection of the effective research philosophy is mainly dependent on the epistemological and ontological aspects related to research. The ontological aspect can be stated that the various aspects of consumer behaviour are related to the usage of social media platforms and the ontology is considered to be subjective in nature. The interpretivist epistemological factors have been used in the paper and thereby interpretivism-based research philosophy has been chosen for completing the paper (Zangirolami-Raimundo, Echeimberg and Leone 2018).

3.3 Research approach

Different research approaches that can be used by the researchers include abductive, deductive and inductive approaches. The paper has been based on the usage of the inductive approach of research and this has been justified by the research questions that need to be answered after completion of the entire paper. The major purpose of the research is based on testifying the presumed theories or the hypothesis. The major aim of the paper is related to gaining the understanding about the influence that social media can have on the customer behaviours towards the products being offered by the organizations. Inductive approach has been helpful for the research so that it can explore the concepts related to consumer behaviour and the social media usage. The importance of social media in the modern business environment can also be understood by implementation of this approach (Bairagi and Munot 2019).

3.4 Research design

The paper has been developed by using the cross-sectional qualitative design of research and it mainly involve the responses that can be provided by the human participants. Cross-sectional design will be helpful for the researcher to collect data that is related to the variables which are a part of the research and each of the participants are involved in the process of collection. The design is also helpful in collecting the data in shorter periods and the low investments. The exploratory and explanatory approaches based on development of the research design have been enabled by the cross-sectional design. The collection of primary data has supported the research and it is a major part of the research design that can involve the human participants. Qualitative strategy of the research can also allow the paper to examine and explore relationships that are formed within the various factors in the subjective way (Al-Ababneh 2020).

3.5 Population and sampling

Population of the research can be selected based on a method that can ensure that collected information is valid for providing answers to the research questions. The paper is mainly focussed on various modern organizations and their usage of social media. The method of non-probability sampling is implemented for the research and purposive process of sampling is used for selecting the participants. Total 10 respondents are selected for the research and the criteria was based on the managerial positions that have been gained by them within the organizations (Patel and Patel 2019).

3.6 Data collection

The method of structured interviews has been used in the research for the purpose of collecting data and the interviews have been conducted by using video calls. Questionnaire was presented to interviewees based on the usage of verbal communication. The respondents were thereby approached by researcher for requesting them to participate. After completion of the overall interview process, the respondents were thanked by the researcher for the levels of participation that have been depicted by them (Nayak and Singh 2021).

3.7 Data analysis

The procedure of data analysis needs to be selected according to the types of data that have been collected by using the data collection method. Collected data of the paper is mainly related to proper implementation of interview method and the collected data can be considered as qualitative in nature. Transcript of the interview was developed when it the audio format of this interview can be transferred into text format. The method of intelligent verbatim-based

transcription is used for ensuring that transcripts can be comprehensive and ensuring that the emission and intention of statement can be intact. Thematic analysis of interview was done in the research by implementation of the procedure of thematic coding. MAXQDA software is implemented for reduction of the human error that can occur in method of the transcript coding (Lai 2018).

3.8 Reliability, validity, bias and subjectivity

Validity of the research can imply appropriateness of a method which is implemented and source that is selected for answering the research questions. One-to-one method of interview has been used for data collection and it is considered to be widely applicable for examining the functional, operational and managerial aspects that are a part of the business operations. Reliability is mainly based on the accuracy levels of the methods that have been used. The reduction of bias and subjectivity of transcript responses that were mainly validated with respondents for ensuring the intentions of different responses (Zangirolami-Raimundo, Echeimberg and Leone 2018).

3.9 Ethical considerations

The ethical aspects that have been considered as a part of the research are mainly based three different concerns that include confidentiality levels of data, willingness levels of participants and influence of the research on various participants. The research did not have any influence on the emotional and mental health of participants. Data handling of the paper has based on the security policy and privacy levels of the paper.

3.10 Summary

The discussion of the methodology has been able to depict that chosen philosophy of the paper is interpretivism and the inductive approach is used for the research. Cross-sectional design of qualitative research is used for understanding the influence that social media can have on the behaviours of consumers. The method of purposive sampling is also effective for detailed analysis of the data that can be used for completing the research.

Chapter 4: Findings and Discussion

4.1 Introduction

In the following section, the findings from the interview-based qualitative data analysis have been presented according to the output of MAXQDA. First the thematic map has been developed from the coded responses and then the thematic discussion of the findings has been made. Finally, in the discussion section the major findings of this paper have been critically compared and analysed with the knowledge developed from the literature review to form the implication of the study.

4.2 Thematic Map

The thematic map has been developed to find the relationship between the different parent codes and sub codes of the interview responses. From the thematic map presented in figure 4.2.1, it can be seen that under each theme, multiple codes can be identified. It has been found that four themes have been identified namely Social Media Platforms, Social Media Strategies and Methods, Impact of Social-Media on Customer Behaviour, and Further

Improvement. The thematic map also shows that each sub-code has more than one frequency, which implies the sub-codes are supported by multiple respondents (Sivarajah et al. 2020).

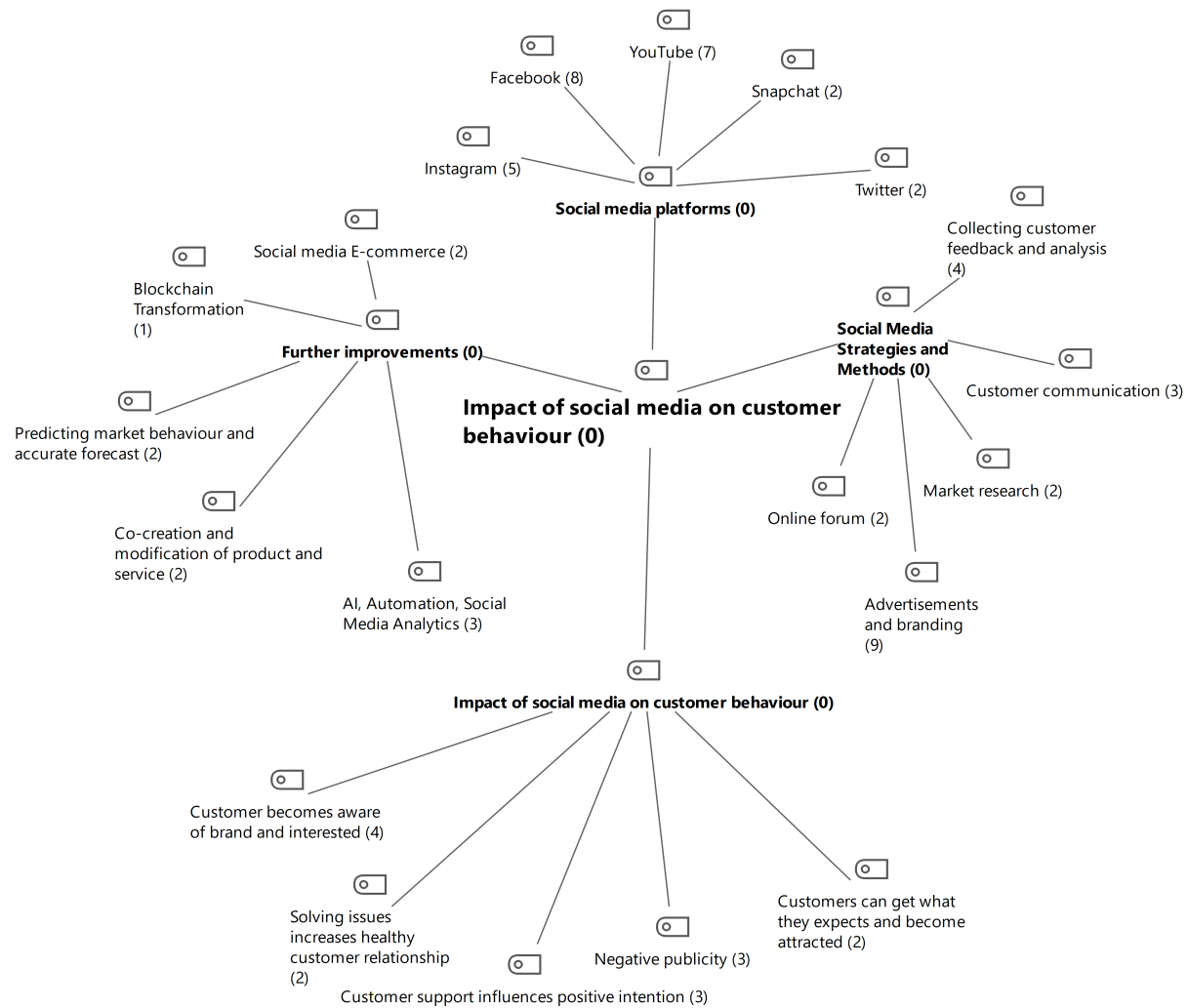


Figure 4.2.1 Thematic Map

Source – Created by author

4.3 Thematic Analysis

Theme 1 Social Media Platforms

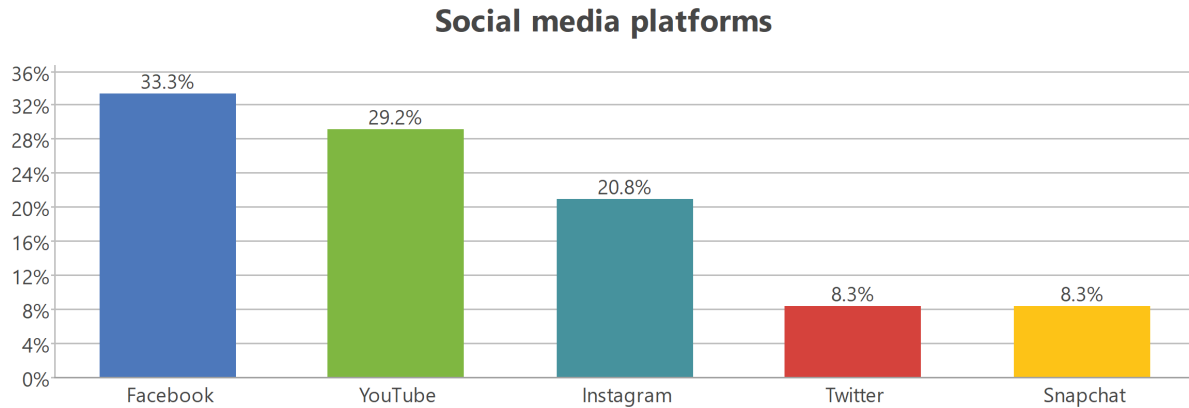


Figure 4.3.1 Distribution of Responses in Theme 1

Source – Created by author

According to the response of the participants it can be found that the most used social media platforms for consumer relations and promotions are Facebook and YouTube. As per manager 6 “We are using Facebook for customer communication” and also added that they are using “YouTube channel for advertisements”. Instagram has been also found as an essential tool for promotion, where manager 7 highlighted that “Instagram is used for promotional content”. The respondents also said that Twitter and Snapchat are also used in their organisations. The trend of using Twitter is reducing and as highlighted by Manager 2 “Earlier days we were focused on Tweeter”.

Theme 2 Social Media Strategies and Methods

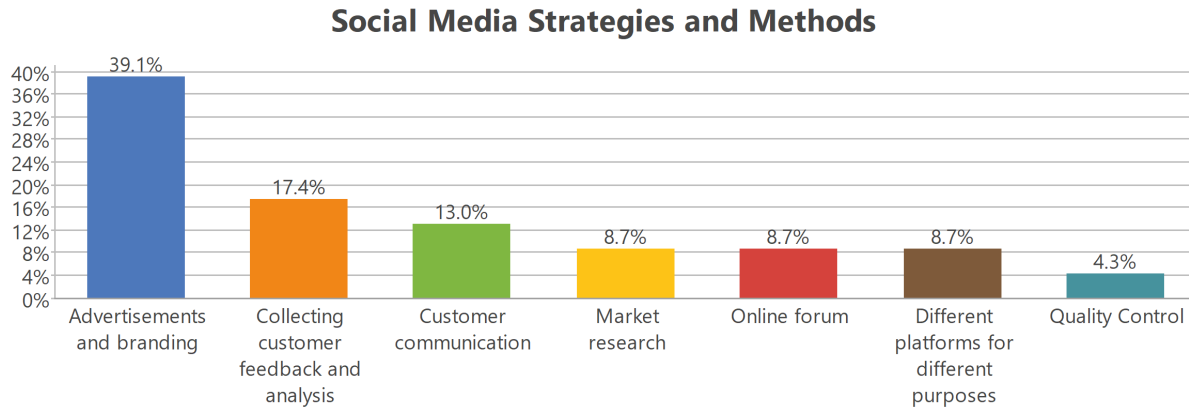


Figure 4.3.2 Distribution of Responses in Theme 2

As per the responses it has been identified that the social media platforms have been mostly used for advertisement and branding. Manager 3 said that they “post product and promotion related photos and videos” in social media for branding. Manager 5 also added that they “publish our organisational achievements and sponsorship related videos”. As per manager 8 “the development of the social media content is very essential”. The second essential point that has been highlighted is “Collecting customer feedback and analysis”. As per manager 3 they use “social media forums and posts to understand customers’ expectations” and they “request them in social media to share their views about their product usage”. It has been found that it allows the company to understand customer needs and expectations. Manager 9 further added that they “analyse the customers feedbacks and review regarding that so that we can make effective change”.

It has been found that customer communication is another strategic implementation of social media platform. As per manager 5 they “use social media for consistent communication

with our customers”. It has been highlighted by manager 4 that fundamentally, all social media platforms are two-way communication medium. It has been also found from manager 5 that “We use the social media to make our customer aware of our CSR activities as well”. From the responses it has been found that market research has been conducted using the social media. As per manager 2 they “conduct market research through using social media-based comments, reviews, requests, likes, sharing and others”. It has been found that social media-based forums and groups are being created to collect consistent information from the customers and sharing promotion information to the customers. It has been also found from the statement of manager 4 that they are “using differ from platform to platform because each platform allows unique method of communication”. Customer complaint handling method based on social media also enables the company to execute effective quality control strategy (Viştelar 2019).

Theme 3 Impact of Social-Media on Customer Behaviour

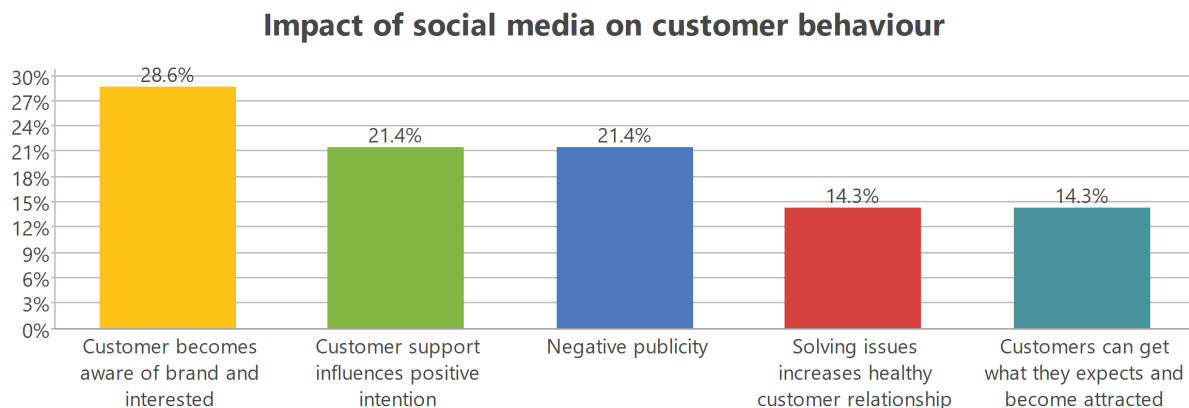


Figure 4.3.3 Distribution of Responses in Theme 3

It has been found that social media makes the customers aware of the brand that eventually increase their interest to the brand and as a result it generates positive customer

behaviour. According to Manager 4 “Social-media is basically acting as an information presenter and they “share the information, customers can know about services and offers so that they can compare, then they influenced by that and make purchase decision”. It has been also found that social media enables customer support that influence positive customer behaviour. Manager 10 further added that “they feel an additional sensation of support from our brand. This positive approach increases their interest and loyalty about our brand”. Manger 9 also supported this by saying “this positive approach increases their interest and loyalty about our brand”. It has been also highlighted that usage of social media can increase the risk of negative publicity which can deteriorate the purchasing intention and behaviour of the customers. Manager 7 said in social media they “can have the opportunity to solve their problem so that we can ensure their profitable purchasing behaviour”. As per manager 6 when the company “know about customer intention” through social media they can “regulate our product development better. As a result, customer can become more attractive towards our brands”.

Theme 4 Further Improvement

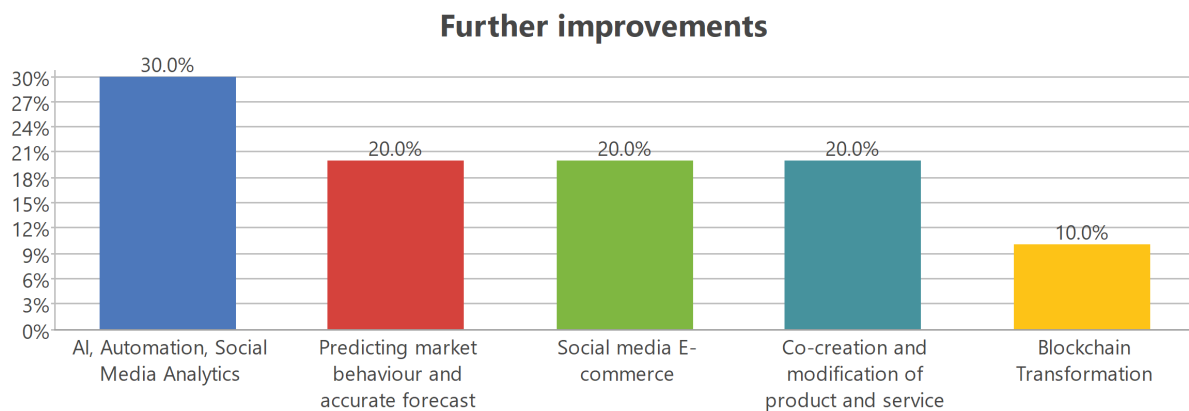


Figure 4.3.2 Distribution of Responses in Theme 4

It has been found that in order to improve the usage of social media to positively influence the customer behaviour the AI, Automation and Social Media analytics should be incorporated. Manager 8 said that social media based predictive analytics can help “to predict how we should present our services” while using content analytics with digitalization. Manager 3 recommended that “social media can be used more for building e-commerce and trading relationship with customer”. It will enable the company to calibrate the market situation with more dynamic information about customer behaviour. Implementation of blockchain in social media-based customer communication has been also recommended. Manager 4 said that “social media are going to be transformed using blockchain”, that can help to influence customer behaviour positively in more effective ways.

4.4 Discussion

The findings have been able to depict that YouTube and Facebook are the two major social media platforms that are used by the modern organizations for the purpose of reaching the customers and understanding their needs. Facebook is mainly able to play a major role in ensuring that effective communication can be developed with the customers. On the other hand, the analysis has also shown that YouTube has been able to play a major role in providing the advertisements of organizations so that the customers can gain knowledge regarding the different services and products that are offered by them. Moreover, the platforms like Snapchat and Twitter have been able to play a major role in ensuring that promotional events can be developed by the organizations and customer satisfaction levels can be increased as well. Social media-based platforms have been able to play an important role in gaining feedbacks of the customers and their reviews based on the different products (Dwivedi et al. 2021).

The responses provided by the managers have also shown that the process of customer communication can be influenced by social media platforms. The consistent levels of communications can also be maintained by ensuring the usage of social media pages. The CSR activities that are performed by different organizations can be communicated to the customers with the support that is mainly provided by the social media. Consistent levels of information are collected from the different social media groups or forums and this can play a major role in sharing promotional information with the customers. The managers have also stated that the proper handling of customer complaints is based on the usage of social media platforms. The strategy of quality control is able to play a major role in improving the social media implementation by the organizations (Koch, Gerber and De Klerk 2018).

Social media can increase the awareness about products and services of the organizations in the minds of consumers and this can increase the interest of customers towards the brand. The manager responses have stated that the social media-based platforms can act the information presenter as they are able to share effective and relevant information with the customers regarding the types of products that can be offered to the customers. Positive approaches that can be implemented by the managers can lead to increase in the levels of loyalty related to the brand. The findings have also shown that the implementation of the social media platforms can thereby increase risks related to negative publicity that can reduce the purchase intentions and the behaviours that are depicted by the customers. The detailed analysis of the intentions of customers have also been found to be effective for the modern organizations based on the ways by which different social media pages can be used by them (Muninger, Hammedi and Mahr 2019).

Chapter 5 – Conclusion and Recommendations

5.1 Conclusion

The research can be concluded by stating that the usage of social media-based platforms has a huge impact on the decision-making process of the customers. The controllable aspects of social media usage can have a positive influence on the behaviours that are depicted by the customers. Social media has become highly important on the past few decades as around half the population of the world have become the users of different social media-based platforms like Facebook. The analysis of intentions of the customers and presenting relevant information about different products and services that can be a major aspect of the benefits that are provided by the social media. Social media helps the organizations to maintain their loyal customer base and the forums of social media pages can help in understanding the expectations of customers. The review and feedbacks of the customers can also be an important part of the usage of social media by the organizations. The review of previous literature and the responses that have been provided by the managers have been able to depict that social media usage can influence the behaviours of consumers.

5.2 Recommendations

The recommendations that can be provided to the modern organizations for using the social media platforms in future are as follows,



The social media pages can be used by the modern organizations on a daily basis for communicating with the customers.

 Social media can be implemented by the organizations for maintaining the loyal customers and gaining their detailed feedback.

 Social media can be used by organizations for understanding their needs and the changes that have taken place in the preferences related to various products.

 The usage of social media-based analytics, automation and artificial intelligence can have an impact on the ways by which social media can be implemented by the modern organizations.

5.3 Limitations

The major limitations that have been faced after completion of the research are based on the lack of information regarding the ways by which social media can affect the customer base of organizations in a negative way. The promotions and advertisement strategies that are implemented by the organizations and the impact of social media platforms are however not always controllable by them and the uncontrolled factors can have an adverse impact on the image of organizations.

5.4 Future scope of the study

The research that has been made regarding the influence that social media can have on the consumer behaviours will be able to support the future strategies that can be implemented by the organizations. The future operations of modern organizations in different industries or the overall business environment can also be supported in a huge manner by the results and the findings that have gained after completing the research.

References

- Al-Ababneh, M.M., 2020. Linking ontology, epistemology and research methodology. *Science & Philosophy*, 8(1), pp.75-91.
- Alalwan, A.A., 2018. Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, pp.65-77.
- Al-Zyoud, M.F., 2018. Social media marketing, functional branding strategy and intentional branding. *Problems and Perspectives in Management*, (16, Iss. 3), pp.102-116.
- Bairagi, V. and Munot, M.V. eds., 2019. *Research methodology: A practical and scientific approach*. CRC Press.
- Barcelos, R.H., Dantas, D.C. and Sénécal, S., 2018. Watch your tone: How a brand's tone of voice on social media influences consumer responses. *Journal of Interactive Marketing*, 41, pp.60-80.
- Bhimani, H., Mention, A.L. and Barlatier, P.J., 2019. Social media and innovation: A systematic literature review and future research directions. *Technological Forecasting and Social Change*, 144, pp.251-269.
- Bilgin, Y., 2018. The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business & management studies: an international journal*, 6(1), pp.128-148.
- Carlson, J., Wyllie, J., Rahman, M.M. and Voola, R., 2019. Enhancing brand relationship performance through customer participation and value creation in social media brand communities. *Journal of Retailing and Consumer Services*, 50, pp.333-341.

Chen, S.C. and Lin, C.P., 2019. Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140, pp.22-32.

Dwivedi, Y.K., Ismagilova, E., Hughes, D.L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A.S. and Kumar, V., 2021. Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, p.102168.

Ebrahim, R.S., 2020. The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty. *Journal of Relationship Marketing*, 19(4), pp.287-308.

Foltean, F.S., Trif, S.M. and Tuleu, D.L., 2019. Customer relationship management capabilities and social media technology use: Consequences on firm performance. *Journal of Business Research*, 104, pp.563-575.

Guha, S., Harrigan, P. and Soutar, G., 2018. Linking social media to customer relationship management (CRM): a qualitative study on SMEs. *Journal of Small Business & Entrepreneurship*, 30(3), pp.193-214.

Hu, X., Chen, X. and Davison, R.M., 2019. Social support, source credibility, social influence, and impulsive purchase behavior in social commerce. *International Journal of Electronic Commerce*, 23(3), pp.297-327.

Ioanas, E., 2020. Social media and its impact on consumers behavior. *Jurnal Analisa Kesehatan*, 1(1), pp.1-1.

Jacobson, J., Gruzd, A. and Hernández-García, Á., 2020. Social media marketing: Who is watching the watchers?. *Journal of Retailing and Consumer Services*, 53, p.101774.

Koch, T., Gerber, C. and De Klerk, J.J., 2018. The impact of social media on recruitment: Are you LinkedIn?. *SA Journal of Human Resource Management*, 16(1), pp.1-14.

Lai, P.C., 2018. Research methodology for novelty technology. *JISTEM-Journal of Information Systems and Technology Management*, 15.

Li, F., Larimo, J. and Leonidou, L.C., 2021. Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), pp.51-70.

Li, F., Larimo, J. and Leonidou, L.C., 2021. Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), pp.51-70.

Molinillo, S., Anaya-Sánchez, R. and Liébana-Cabanillas, F., 2020. Analyzing the effect of social support and community factors on customer engagement and its impact on loyalty behaviors toward social commerce websites. *Computers in Human Behavior*, 108, p.105980.

Muninger, M.I., Hammedi, W. and Mahr, D., 2019. The value of social media for innovation: A capability perspective. *Journal of Business Research*, 95, pp.116-127.

Naeem, M., 2021. Do social media platforms develop consumer panic buying during the fear of Covid-19 pandemic. *Journal of Retailing and Consumer Services*, 58, p.102226.

- Naumova, O., Bilan, S. and Naumova, M., 2019. Luxury consumers' behavior: a cross-cultural aspect. *Innovative Marketing*, 15(4), p.1.
- Nayak, J.K. and Singh, P., 2021. Fundamentals of research methodology problems and prospects. SSDN Publishers & Distributors.
- Newman, M. and Gough, D., 2020. Systematic reviews in educational research: Methodology, perspectives and application. *Systematic reviews in educational research*, pp.3-22.
- Oliveira, M. and Fernandes, T., 2022. Luxury brands and social media: drivers and outcomes of consumer engagement on Instagram. *Journal of Strategic Marketing*, 30(4), pp.389-407.
- Pandey, P. and Pandey, M.M., 2021. Research methodology tools and techniques. Bridge Center.
- Patel, M. and Patel, N., 2019. Exploring Research Methodology. *International Journal of Research and Review*, 6(3), pp.48-55.
- Pop, R.A., Săplăcan, Z., Dabija, D.C. and Alt, M.A., 2022. The impact of social media influencers on travel decisions: The role of trust in consumer decision journey. *Current Issues in Tourism*, 25(5), pp.823-843.
- Rita, P., Oliveira, T. and Farisa, A., 2019. The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, 5(10), p.e02690.
- Shiau, W.L., Dwivedi, Y.K. and Lai, H.H., 2018. Examining the core knowledge on facebook. *International Journal of Information Management*, 43, pp.52-63.

- Sivarajah, U., Irani, Z., Gupta, S. and Mahroof, K., 2020. Role of big data and social media analytics for business to business sustainability: A participatory web context. *Industrial Marketing Management*, 86, pp.163-179.
- Tien, D.H., Rivas, A.A.A. and Liao, Y.K., 2019. Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites. *Asia Pacific Management Review*, 24(3), pp.238-249.
- Vişelar, A., 2019. Like me: Generation Z and the use of social media for personal branding. *Management Dynamics in the Knowledge Economy*, 7(2), pp.257-268.
- Voramontri, D. and Klieb, L., 2019. Impact of social media on consumer behaviour. *Int. J. Inf. Decis. Sci.*, 11(3), pp.209-233.
- Zangirolami-Raimundo, J., Echeimberg, J.D.O. and Leone, C., 2018. Research methodology topics: Cross-sectional studies. *Journal of Human Growth and Development*, 28(3), pp.356-360.

Appendices

Appendix A: Interview Questions

Q1. What are the social media platforms that are being used in your company for marketing, branding and customer relation?

Q2. What are the social media-based methods and strategies that are being used in your organisation for marketing, promotions or consumer relation?

Q3. How the use of social media in your organisation is influencing consumer behaviour?

Q4. Which strategic improvement in social media usage can be made to ensure more beneficial impact on consumer behaviour?

Appendix B: Coded Segment

Document name	Theme or Parent Code	Sub-Code	Segment	Area	Coverage
transcript 1	Social media platforms	YouTube	Besides we also use YouTube for advertisements.	47.00	2.90
transcript 2	Social media platforms	YouTube	YouTube is also used.	22.00	1.66
transcript 5	Social media platforms	YouTube	YouTube are the two marketing and promotional platforms for us	63.00	4.48
transcript 6	Social media platforms	YouTube	We are using Facebook for customer communication	48.00	4.19
transcript 6	Social media platforms	YouTube	YouTube channel for advertisements	35.00	3.06
transcript 7	Social media platforms	YouTube	YouTube for advertisements	26.00	1.94
transcript 10	Social media platforms	YouTube	YouTube are two of the most used platforms	42.00	3.64
transcript 2	Social media platforms	Twitter	Earlier days we were focused of Twitter	59.00	2.94
transcript 8	Social media platforms	Twitter	Twitter	7.00	0.70
transcript 1	Social media platforms	Snapchat	We also have an official snapchat account for branding.	55.00	3.47
transcript 4	Social media platforms	Snapchat	Snapchat	9.00	0.62
transcript 3	Social media platforms	Instagram	Instagram as our social media platforms.	40.00	2.91
transcript 5	Social media platforms	Instagram	We sometimes use Instagram as well.	35.00	2.49
transcript 7	Social media platforms	Instagram	Instagram is used for promotional content.	42.00	3.13
transcript 8	Social media platforms	Instagram	Instagram	9.00	0.90
transcript 9	Social media platforms	Instagram	Instagram	9.00	0.75
transcript 1	Social media platforms	Facebook	We mostly use Facebook for branding.	36.00	2.27
transcript 2	Social media platforms	Facebook	now we use Facebook for branding.	33.00	2.48
transcript 3	Social media platforms	Facebook	Look as a start-up business we are using mostly Facebook	57.00	4.15
transcript 4	Social media platforms	Facebook	Currently we are using mainly Facebook	38.00	2.61
transcript 5	Social media platforms	Facebook	Facebook	8.00	0.57
transcript 7	Social media platforms	Facebook	Facebook is used for marketing	30.00	2.34
transcript 8	Social media platforms	Facebook	We are using Facebook	21.00	2.10
transcript 10	Social media platforms	Facebook	Facebook	8.00	0.69
transcript 4	Social Media Strategies and Methods	Quality Control	We analyse those complaints and communicate with them to resolve this issue. It definitely helps in quality control.	116.00	7.98
transcript 4	Social Media Strategies and Methods	Online forum	We have a customer communication forum, where the customer can share their complaints regarding any service.	108.00	7.43
transcript 9	Social Media Strategies and Methods	Online forum	We develop social media forums and posts to understand customers' expectations.	79.00	6.58
transcript 2	Social Media Strategies and Methods	Market research	We also conduct market research through using social media-based comments, reviews, requests, likes, sharing and others. It helps us to understand customer needs and expectation.	178.00	13.40
transcript 6	Social Media Strategies and Methods	Market research	We take surveys through our social media platforms to understand customer intentions and possible behaviours.	109.00	9.52
transcript 1	Social Media Strategies and Methods	Different platforms for	We use different social media platforms for different purposes. The strategies we are using differ from platform to platform because each platform allows unique method of communication.	63.00	3.97
transcript 4	Social Media Strategies and Methods	Different platforms for different purposes		121.00	8.32
transcript 1	Social Media Strategies and Methods	Customer communication	Snapchat is mostly for customer communication and basic level promotions about our new offers.	94.00	5.93
transcript 4	Social Media Strategies and Methods	Customer communication	Fundamentally all social media platforms are two-way communication medium.	74.00	5.09
transcript 5	Social Media Strategies and Methods	Customer communication	We use the social media to make our customer aware of our CSR activities well.	81.00	5.76
transcript 1	Social Media Strategies and Methods	Collecting customer feedback and analysis	Like through Facebook pages and forums we collect customers opinions and feedbacks.	84.00	5.30
transcript 3	Social Media Strategies and Methods	Collecting customer feedback and analysis	We use our social media forums and posts to understand customers expectations. We request them in social media to share their views about their product usage. It allows us to understand their needs	197.00	14.35
transcript 7	Social Media Strategies and Methods	Collecting customer feedback and analysis	At the same time, we can collect data regarding their intentions from their feedbacks. The analytics tools are allowing us to understand what the customers lifestyle and their intention of purchase. We develop our marketing strategy accordingly.	244.00	18.18
transcript 9	Social Media Strategies and Methods	Collecting customer feedback and analysis	After launching a new product, we analyse the customers feedbacks and review regarding that so that we can make effective change	129.00	10.75
transcript 1	Social Media Strategies and Methods	Advertisements and branding	We also promotes our new offer there. YouTube is mostly used of promotions and branding through promotional videos and advertisements.	135.00	8.51
transcript 2	Social Media Strategies and Methods	Advertisements and branding	We use social media mostly for advertisements and branding.	59.00	4.44
transcript 3	Social Media Strategies and Methods	Advertisements and branding	We also post product and promotion related photos and videos event at the planning stage, so that we can understand how much potentiality the product will have.	160.00	11.65
transcript 5	Social Media Strategies and Methods	Advertisements and branding	We share the promotional photos and videos of our new products in social media. We publish our organisational achievements and sponsorship related videos.	154.00	10.95
transcript 6	Social Media Strategies and Methods	Advertisements and branding	We use social media for consistent communication with our customers.	68.00	5.94
transcript 7	Social Media Strategies and Methods	Advertisements and branding	We use social media to promote our product in wider audiences.	62.00	4.62
transcript 8	Social Media Strategies and Methods	Advertisements and branding	We use social media as a tool of promotions and advertisements. The development of the social media content is very essential	125.00	12.48
transcript 9	Social Media Strategies and Methods	Advertisements and branding	We also shares our brand activity and sponsorship related content in social media to make the market aware of our brand.	120.00	10.00
transcript 10	Social Media Strategies and Methods	Advertisements and branding	We share the information, customers can know about services and offers so that they can compare, then they influenced by that and make purchase decision.	153.00	13.27
transcript 7	Impact of social media on customer behaviour	Solving issues increases healthy customer relationship	At the same time, we can have the opportunity to solve their problem so that we can ensure their profitable purchasing behaviour.	129.00	9.61
transcript 1	Impact of social media on customer behaviour	Solving issues increases healthy customer relationship	It also helps us to have a consistent contact with our loyal customers, so that we can inform them as well and understand their concerns	137.00	8.64
transcript 10	Impact of social media on customer behaviour	Negative publicity	That's it. But yes, negative publicity is a major risk in social media.	71.00	6.16
transcript 5	Impact of social media on customer behaviour	Negative publicity	However, the open platforms like social media also increase the risk of negative publicity. Believe me, when people start talking about an issue over social media, before making any changes we clearly see that sales is dropping on daily basis.	243.00	17.27
transcript 3	Impact of social media on customer behaviour	Negative publicity	Sometimes negative publicity becomes a major challenge. A simple dissatisfaction can spread like bionic gasses across the market. It changes customer's perception and behaviour.	177.00	12.89
transcript 6	Impact of social media on customer behaviour	Customers can get what they expects and become attracted	then we know about customer intention, we can regulate our product development better. As a result, customer can become more attractive towards our brands.	154.00	13.45
transcript 2	Impact of social media on customer behaviour	Customers can get what they expects and become attracted	I would say it is a platform that allow us to understand the customer behaviour and to make changes in our business so that we can satisfy their demand.	152.00	11.45
transcript 10	Impact of social media on customer behaviour	Customer support influences positive intention	When customer can communicate with us through social media, they feel an additional sensation of support from our brand. This positive approach increases their interest and loyalty about our brand.	197.00	17.09
transcript 9	Impact of social media on customer behaviour	Customer support influences positive intention	When customer can communicate with us through social media, they feel an additional sensation of support from our brand. This positive approach increase their interest and loyalty about our brand.	196.00	16.33
transcript 7	Impact of social media on customer behaviour	Customer support influences positive intention	Social media enables the customers to share their opinion with us. When they can communicate with us and they develop a positive attitude towards our brand.	156.00	11.62
transcript 8	Impact of social media on customer behaviour	Customer becomes aware of brand and interested	Social media is a tool of branding. Customer becomes attracted towards a company from their strategic presentation of brand image.	130.00	12.97
transcript 5	Impact of social media on customer behaviour	Customer becomes aware of brand and interested	Look in all the ways, the purpose is to influence the customer positively.	74.00	5.26
transcript 4	Impact of social media on customer behaviour	Customer becomes aware of brand and interested	Social media is basically acting as an information presenter. We share the information, customers can know about services and offers so that they can compare, then they influenced by that and make purchase decision. That's it.	226.00	15.54
transcript 1	Impact of social media on customer behaviour	Customer becomes aware of brand and interested	I think social media enables the customers of the market to know about the brand with more details. When we have the opportunity to communicate our value customers get attracted towards us.	189.00	11.92
transcript 3	Further improvements	Social media E-commerce	I think social media can be used more for building e-commerce and trading relationship with customer. It will enable the company to calibrate the market situation with more dynamic information about customer behaviour.	218.00	15.88
transcript 6	Further improvements	Social media E-commerce	We need more application of e-commerce in social media platforms. It will enable SMEs to explore the market more easily through customer related information and their purchasing behaviours.	189.00	16.51
transcript 5	Further improvements	Predicting market behaviour and accurate forecast	Social media should be used as a tool of understanding the market very well. Using modern digital technologies we can utilize the social media based like, posts, shares, and others to predict the demand and required changes.	224.00	15.92
transcript 8	Further improvements	Predicting market behaviour and accurate forecast	Social media based predictive analysis is a very helpful method to understand customer's need. We need more implementation of those methods to predict how we should present our services.	186.00	18.56
transcript 9	Further improvements	Co-creation and modification of product and service	While developing a service, we can also co-create the service through involving customer in social media.	105.00	8.75
transcript 10	Further improvements	Co-creation and modification of product and service	While developing a service, we can communicate with the customer through social media to develop the products accordingly that can satisfy the customer's needs.	160.00	13.88
transcript 4	Further improvements	Blockchain Transformation	As much as I am aware of, I think social media are going to be transformed using blockchain. Then I think we can get better opportunity from it to support our customer relationship that can ensure better customer behaviour and decisions.	237.00	16.30
transcript 1	Further improvements	AI, Automation, Social Media Analytics	I think machine learning and AI based social media analytics is definitely a great choice of improving the effectiveness of branding and customer relation. When we will have that we will definitely get more loyal customers.	223.00	14.06
transcript 2	Further improvements	AI, Automation, Social Media Analytics	Nowadays, social media content analysis is becoming very difficult and time consuming for us, even after using some data analytics tools. I think we need more smart automation technologies like AI to conduct better market analysis faster.	238.00	17.92
transcript 7	Further improvements	AI, Automation, Social Media Analytics	More advanced AI based social media analytics is a definitely a great tool to improve customer relation through social media.	125.00	9.31

