

Industrial internship report on

B2C marketing strategies on social media

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Domain : Digital marketing

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1. INTRODUCTON

B2c advertising and marketing are driving clients to the product and maximizes the value of the transaction via activities that provide incentives to shop for the additional merchandise. relationships between businesses and purchasers are based totally on the consumer's revel in all through the acquisition manner. The price of the transaction may be determined via the high-quality of the enjoyment of the transaction. advertising and marketing objectives are dreams set by a business while selling its products or services to capability customers that must be finished within a given time frame. marketing method set if you want to gain the overall organizational objectives.

A corporation's an advertising and marketing goals for a specific product would possibly consist of growing product attention among centered customers, supplying information about product capabilities and reducing consumer resistance to shopping for the product.

The improvements in the net in recent years have made new systems to be had to a commercial enterprise: social media along with on-line communities being a very good instance. the overall availability of the net has given individuals the opportunity to apply social media, from electronic mail to twitter and Facebook, and to have interaction without the need for bodily conferences. This has been facilitated by way of net 2.0 applications. Net 2.0 is a new advancement, which has transferred the net to social surroundings via introducing social media, in which individuals can have interaction and generate content online. net 2.zero has emerged to give users simpler interconnectivity and participation at the net. with the upward push of social media and online groups, individuals can without difficulty percentage and get right of entry to information.

On line communities and B2C Marketing strategy on Social Media are effective web technology for social interactions and sharing statistics. SMM take center-level in e-trade inside the modern environment, where customers make social connections and take part in our on-line world. Now-a-day's consumers have to get entry to many distinct sources of facts and experiences, which have been facilitated with the aid of different clients' data and tips. that is a crucial factor as the purchaser involvement via social media is a key issue in advertising. social media provide specific values to corporations, such as superior logo

recognition, facilitating phrase-of-mouth communication, growing income, sharing information. In a business context and producing social assist for customers. similarly, the networking of individuals through social media provides shared values, leading to a tremendous effect on consider (wu et al. 2013). today, with the enlargement of social media marketing and SMM, a study of consumer behaviour on those platforms is a studies agenda because social media are possibly to broaden advertising techniques in corporations via trust-building mechanisms and affecting customers' intention to buy online merchandise.

1.1 Overview

Similar to advertising and marketing managers in the past due to Nineties through early the 2000s, who participated in the large deployment of customer dating control (CRM) technology, brand new managers are charged with integrating nascent technology – particularly, social media applications – with current structures and approaches to expand new abilities that foster stronger relationships with customers. this merger of existing CRM structures with social media technology has given manner to a new concept of CRM that includes an extra collaborative and the community-focused technique for dealing with client relationships. B2C Marketing Strategy on Social media has recently emerged to characterize this new approach to development and patronage (Greenberg, 2013). Advertising pupils have described social CRM as the mixing of customer-going through sports, together with approaches, structures, and Technology, with emergent social media packages to interact customers in collaborative conversations and beautify consumer relationships (Greenberg, 2013; Trainor, 2012). businesses are recognizing the capacity of social CRM and feature made huge investments over the last two years, in virtual CRM technology. consistent with Sarner et Al. (2011), spending in social CRM era elevated via extra than 40% in 2013 and is expected to exceed \$1 billion by 2013.

Regardless of the contemporary hype surrounding social media packages, the efficacy of social CRM technology stays in large part unknown and underexplored. numerous questions continue to be unanswered, including as a result, agencies are in large part left to test with their social utility implementations (Sarner et al., 2011), and that they achieve this

without a clear photograph of the way those new technologies may be used to broaden new, performance-enhancing talents.

Researchers have verified that CRM technologies alone hardly ever provide direct value to firms, and, instead, those technologies are most effective when combined with different firm sources and processes (e.g., chang, park, & chayi, 2013; Jayachandran, sharma, kaufman, & Raman, 2005; srinivasan & moorman, 2005). at the same time as extant literature offers a company footing upon which to base social CRM research, little studies have but examined how social media technology engage with CRM systems and methods to beautify Purchaser relationships. The contributions of these studies are subsequent: first, this research conceptualizes and measures social CRM talents. at the same time as the hobby in social CRM maintains to grow among technology companies and the popular press, the CRM literature has only currently began exploring the concept and a way to measure it. second, this research demonstrates how social CRM capability is motivated with the aid of customer-centric management systems and social media technology. third, the research examines the interactive outcomes of organizational assets and social media generation sources.

1.2 How successful do you consider yourself by B2C marketers?

In the study, only 62 percent of the 677 B2C marketers find themselves to be somewhat successful or very good. Only 9 per cent of that amount falls into the latter.

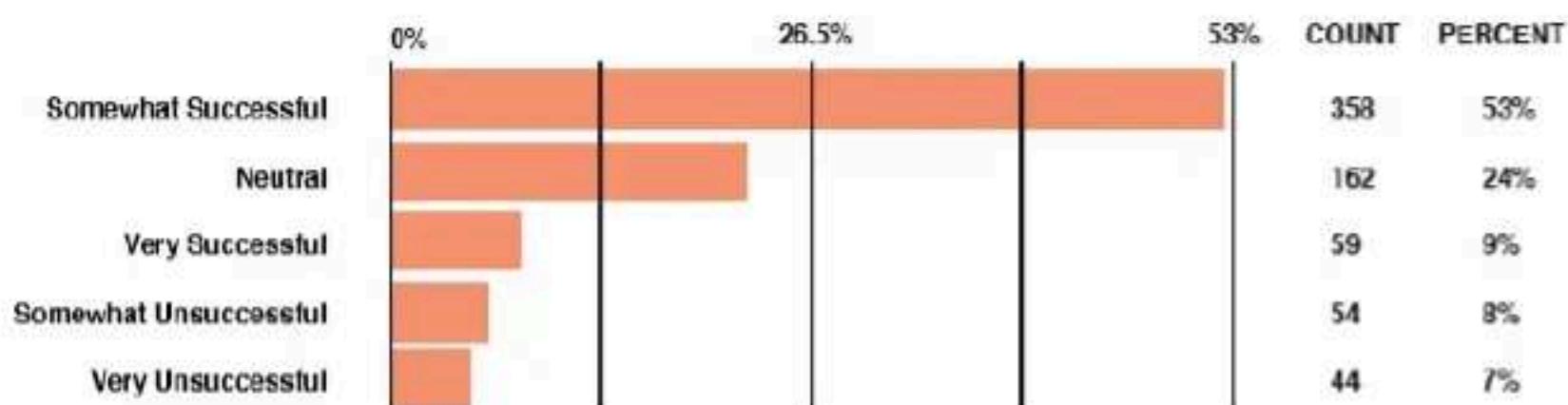


Figure 1 : B2C Marketers in the survey

By comparison, 70 percent of the survey's B2B marketers reported success (57 percent Really Successful, and 13 percent Slightly Successful). The scale of the data sets (1206 B2B marketers versus 677 B2C marketers) may explain this difference.

While most B2C marketers are on the right track, however, this data does appear to suggest that most of them believe there is room for improvement.

1.3 B2C Marketers coordinated are 472% more likely to report performance ?

One of the best things marketers can do to increase their chances for success, according to the survey data, is to get coordinated.

Marketers who said they had well-organized marketing teams were 472 percent more likely to report performance. There is also a strong correlation between performance and organisation ($R= 0.43$, $n= 417$, $p\text{-value} < 0.0001$).

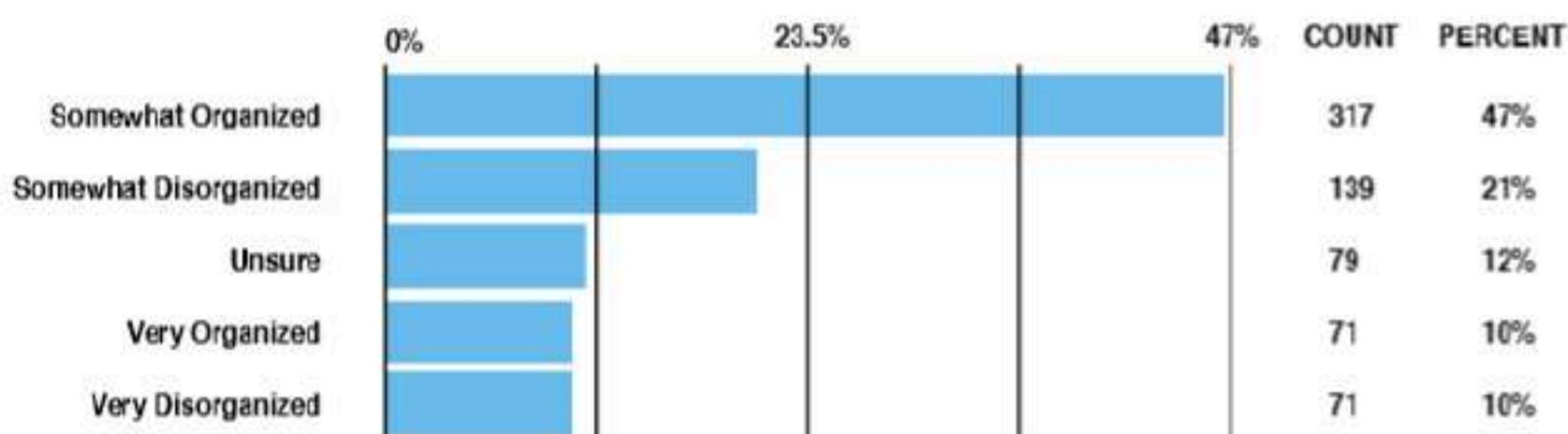


Figure 2 : Organized B2C Marketers 472% Survey data

When looking at the total number of B2C marketers who reported being organized, however, 47 percent replied very Organized and only 10 percent said they were Really Organized.

1.4 Should B2C marketers record their strategies?

Yet, how many B2C marketers are actually following the advice through in the study? Just 39 per cent document parts of their strategy and another 10 per cent document their strategy as a whole.

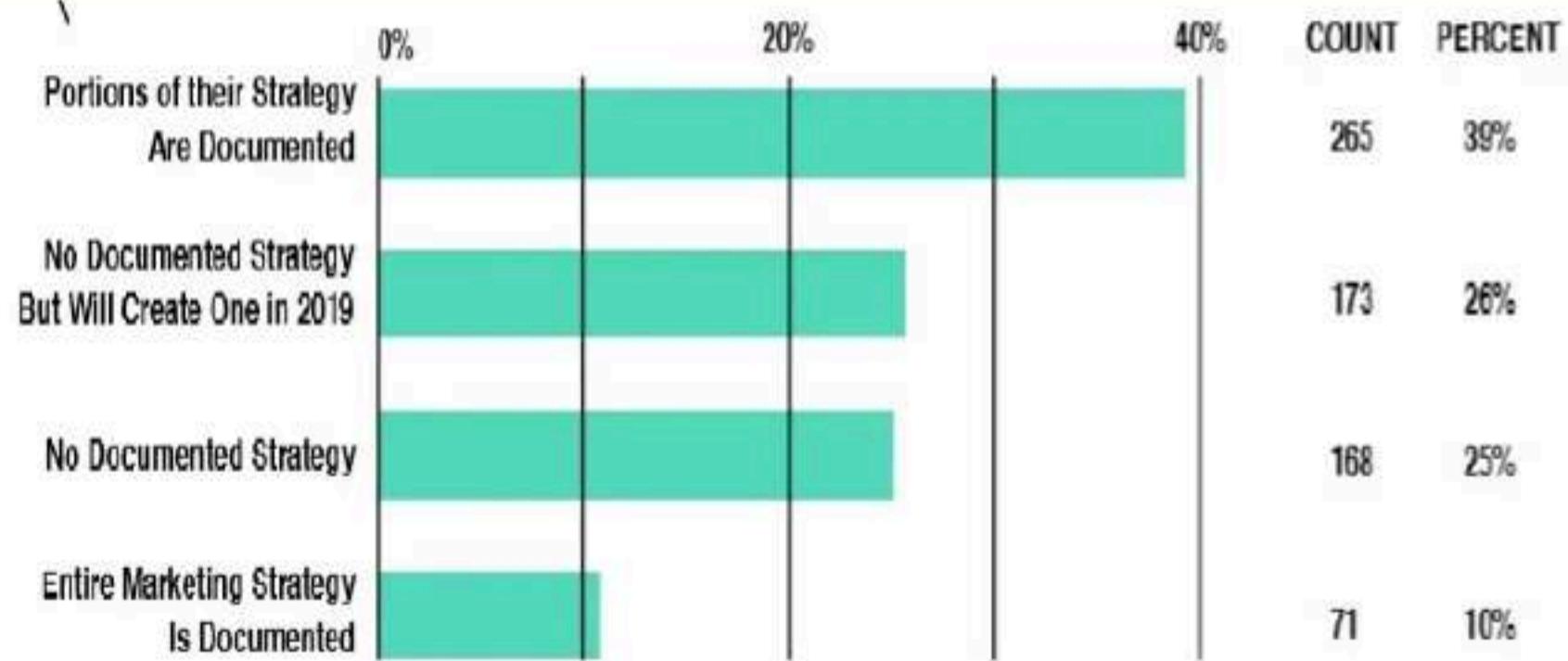


Figure 3 : B2C Marketers documents

1.5 History and purposes

Social media are regarded as new advertising tools for promoting a producer's products/services, constituting a rising conversation channel through which to shape the connection between an emblem and its customers.

Social media advertising is a time period that describes the real acts of the use of social networks for advertising and marketing and advertising and marketing functions. social media advertising isn't uncommon inside the business-to-patron (b2c) region, and the concept of social media-associated mainly to b2c has been exclusively studied weber suggests that a marketer's function has changed from a broadcaster sending messages to a particular purpose segment to a corporation that collaborates with its customers and participates in digital businesses. using social media is now spreading also to the business-to-patron (b2c) place (bernof, 2015; ramos, 2015). Greater particularly, a shift in energy has come about, added approximately by means of the use of the net's potential to seriously leverage consumer voices. in this manner, organizations can not dictate conversation phrases but need to be invited to participate in conversations with the resource of being relevant to customers (fournier and avery, 2011).

1.6 What are marketers settings goals ?

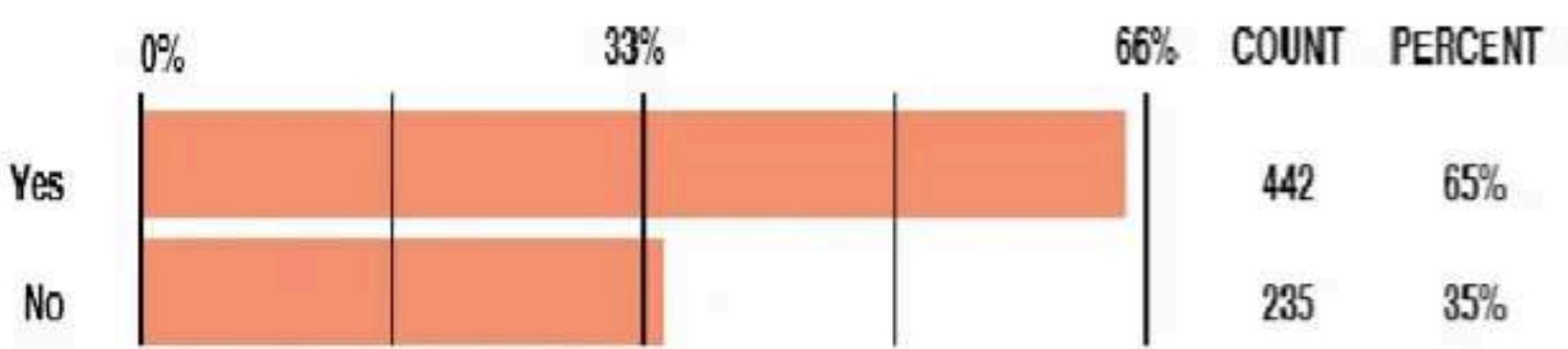


Figure 4 : Marketers Goals

Goals are set by a motivating 65 per cent. The association is modest ($R = 0.34$, $n = 417$, p-value 0.0001), indicating that there is an appreciable link between goal setting and performance finding.

1.7 What are B2C Marketers Using Software Project Management ?

We know that getting prepared, planning proactively, tracking plans and even incorporating agile all correlate with marketing success. But do B2C marketers use software to control such processes ?

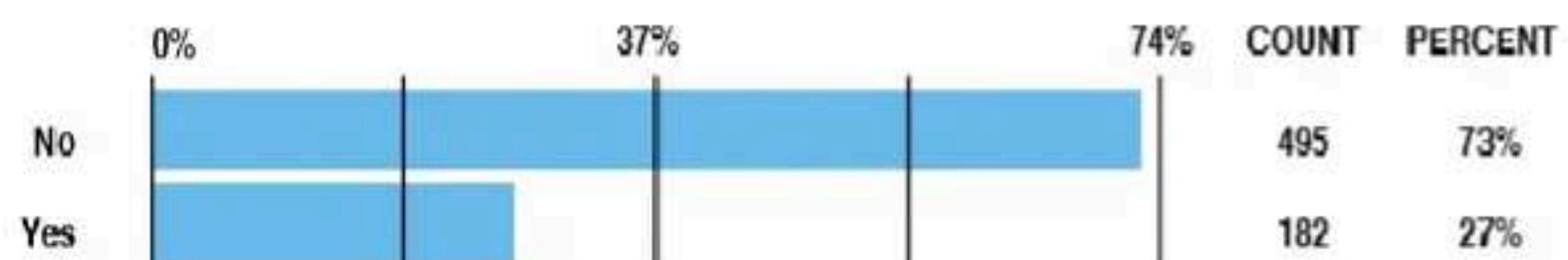


Figure 5 : B2C Marketers Using Software Project Management

This relates to fairly low to moderate levels of marketers reporting that they are taking steps to coordinate themselves and plan ahead. That may not be particularly surprising, therefore, but it would be fascinating to see whether a rise in organization and strategic planning would allow more marketers to acquire resources to promote it work.

2. LITERATURE AND THEORETICAL BACKGROUND

With the advances in the internet and the emergence of Web 2.0, the interconnectivity between individuals has expanded on the internet. This development enables customers and businesses to collaborate on the internet (Füller et al. 2009). This has emerged through social media, which enables consumers to generate content and have social interactions online via social platforms. There are a number of social platforms that have facilitated information sharing. For instance, Wikipedia, a free online encyclopedia, is one of the most popular platforms and has the facility for users to collaborate on information sharing (Chen et al. 2011a). Other platforms with the ability to generate reviews and ratings, such as Amazon, com, enable customers to review and rate products. In addition, members of these platforms are cooperatively interdependent (Chris et al. 2018). By using social media, consumers can create content and offer valuable advice to others (Füller et al. 2019).

This new development has seen online communities and an electronic network of individuals emerge on social platforms where members share information globally and quickly (Molly McLure & Samer 2015). With the rise in social networks, a new era of content creation has emerged, where individuals can easily share experiences and information with other users (Chen et al. 2011a). The next generation of online businesses will be based on communities - a good tool for new customer attraction (Bagozzi & Dholakia 2012; Ridings & Gefen 2014). Online communities offer an opportunity for organizations to have a better customer relationship management system (Ridings & Gefen 2014), for instance, giving rise to a new development where businesses can improve performance. Moreover, on those platforms where consumers have social interaction, members can become familiar with one another, providing a possible source of trust (Lu et al. 2013). This can greatly influence users' intention to buy (Gefen 2012). Consequently, it is important for companies to have a business model adapted to social commerce (Lorenzo et al. 2017;

Liang &c Turban 2011). Social commerce is a new stream in e-commerce, which encourages the social interaction of consumers through social media (Hajli 2013). Social media provide opportunities for businesses to become more attractive universally (Chen et

al. 2011b). Although social commerce and social media are key phenomena in e-commerce and the marketing literature, few studies, if any, have examined the concepts of trust and users' intentional behavior. In the next section, the literature related to the model of study maps out the theoretical foundation of the research.

2.1 Review of literature

1. Teena Bagga (2012), 'take a look at blanketed the belief of people regarding the get right of entry to and utilization of numerous social networking web sites almost about Delhi/ NCR. Humans use SNS like fb.com, orkut.com, linkedin.com, twitter.com to attract users and help to increase relationships communicates and collaborate with different humans on social networking internet sites. examine shows that people face security and privateness problems on SNS. Consequences indicate that each one age corporations registered on SNS, which has no cost incurred additionally have no quandary on the age thing for registration. take a look at shows that amongst social networking sites like Facebook and youtube favored highest, Linkedin has been rated maximum on security and get in touch with control technique while FB has been perceived first-class to offer person-friendliness programs.
2. Smita Sharma et al (2012) have a look at becoming aware of Indian customers profiles of net 2.zero era and verify the impact of net 2.zero tools on the acquisition decisions of customers in Indian belief. social media is a quick developing manner of speaking through new technology, entrepreneurs remember this new advertising and marketing verbal exchange tools to approach the postmodern clients. special sorts of customers may be focused by using businesses with different social media properties like FB, twitter, Orkut, Youtube, Linkedin and so on. which create a viral impact through social media on consumer buy choices. in which first-class use of different social media homes in addition to their integration media can be used by marketers for powerful brand verbal exchange. key findings of these studies are, there is a universal impact on client's purchase behavior of positive and negative records approximately a product or an emblem to be had on the social media sites.

3. Raunak narayan (2012), observe targeted on the outlook of the young generation varies from region to place because of social-monetary conditions and growing use of communications media, digital technology in the 'y' era which indicated 1/third of the indian population at the age group of teens as in step with 2011 census report focusing on the social networking systems affect socialists, educationalists and practitioners were constantly interested in information the behaviour of the younger Technology with due recognize to changes in surroundings look at suggests that extra concrete and efficient use of social networking website achieved through youngsters within the training machine which opens new possibilities for lecturers. college students use social networking web sites for professional increase in a wonderful manner and for the betterment wherein in case of professional up-gradation it will be used in the form of quick statistics approximately employment possibilities.
4. Jamal comity (2012) this examine recognized quality practices recounted via scholarly literature for professionals and moreover highlight the commonplace procedures to beautify the makes use of social networking tools like FB, twitter, you-tube, blogs and so on. this take a look at illustrates how an effective communique synergy can advance through numerous social mediums for sustainable online purchaser engagement. observe also targeted on the outcomes of social media. It is to understand and its outreach to developing constantly at the same time as assisting power users to the internet. The study also focused on the effects of social media is to perceive and its outreach to grow continuously while helping drive users to the web. It helps enterprises, small and large; researchers; educators; and their institutions to find better ways to use various social technologies. Social media helps to enhance user experience which can have a ripple effect of strengthening branding, extending communication, improving workflow, and keeping users connected.
5. Mohamed Nassar (2012), study focused on hotel industries rating from one star to five star uses social media as a branding strategy for promoting their hotels in respect to locations, grades of hotels, no. of rooms, feedback of respondents, uses and perceptions of social media, types of social media used by hotel industries.

Hotels have a better chance of attracting customers by using social media and having good customer reviews. The study covers the areas of the USA, UK, and Egypt and social media as a part of their strategies. It allows one to one communications between hotels and their customers to receive regular feedback about customer service, marketing campaigns, stay experiences wherein study examine that platforms of social media like Facebook or twitter improves communication between existing and potential customers, news about hotels like expansion of facilities, special offers, etc. can be disseminated to thousands of customers.

6. Sakshi Gupta (2014), 'study covered awesome information about online advertising and marketing. The method of internet marketing was to make earnings via on-line in collaboration with ideas, techniques, techniques, and methods used to meet the clients for generating. The visitors and go back to the agency. net dressmaker organizations and expert business. Companies making greater clients with the help of their businesses enforcing strategies of internet advertising. the study discussed that the price of dealing with online orders maybe better, on-line promoting can be more value powerful, a brand new online service provider will bought to face opposition from conventional traders. there can be more competition for online products and feature large markets with more specialized. as discussed, amazon.com gives a vital discount to bestselling books.
7. Ashish Kumar Srivastava et al (2009) examine suggests the evaluation of possibilities organized retail in the FMCG section in rural markets. the observer performed on decided on categories of FMCG viz. packaged food and beverages, cosmetics, toiletries, and apparels Via comparing the effectiveness of determinants of organized retail. look at indicates that the determinants of organized retail are extra crucial in the extraordinary opinion of purchasers at the side of different demographic instructions like college students, service elegance, Professionals and households and so on. determinants like focus, delight, and frequency of a visit to city market etc. have Full-size distinct than even the pride determinants viz. price, product choice facility, product information, range of merchandise, comfort at a

factor of buy, home delivery, and emblem variety is too significantly unique from one another.

2.2 Background Study

The aid-based view (RBV) and the abilities-based totally angle serve as the theoretical foundation of this research. Both views propose that overall performance is determined by using a company's useful resource endowment and the company's effectiveness at converting these sources into abilities (Barney, 1991; Day, 1994). Sources constitute a company's property, know-how, and commercial enterprise strategies used to implement a strategy. talents, on the other hand, are defined as an agency's capability to bring together, combine, and installation assets in aggregate to achieve a competitive gain (Day, 1994; Eisenhardt & Martin, 2000; Rapp, Trainor, & Agnihotri, 2010; Teece, Pisano, & Shuen, 1997). scholars in advertising and in IT (Bharadwaj, 2000; Borges, Hoppen, & Luce, 2009; Chang et al., 2010; Melville, Kraemer, & Gurbaxani, 2004) locate that assets alone are not continually sufficient to provide substantial performance gains and, as a substitute, have to be transformed into special abilities. Such findings endorse that investments in hardware and software to aid CRM initiatives will not always yield overall performance upgrades. As a substitute, progressed overall performance happens while distinctive competencies are created by way of deploying technological resources in aggregate with other complementary organizational sources. Building from this good judgment, therefore, social media technologies want to be included with CRM procedures to form a company-stage functionality that impacts overall performance.

Similarly, the volume to which those technologies are integrated all through the corporation will facilitate functionality development and will moderate the functionality-overall performance relationship based on prior studies and drawing theoretical assist from Melville Et al.'s (2004) integrative IT commercial enterprise price version, this look at's conceptual version is depicted . Significant tenets of the integrative model put forward through Melville et al. (2004) are especially integrated here. First, melville and co-workers argued that "IT commercial enterprise fee is generated by the deployment of IT and complementary organizational resources" (p. 293). This belief is represented in Fig. 1

through the inclusion of both IT and complementary organizational Resources. 2d, the integrative version suggests that IT and complementary sources “in the long run may additionally effect organizational overall performance” through permitting new or enhancing existing commercial enterprise procedures or capabilities (Melville et al., 2004; p. 293). Consequently, the intermediate capability of Social CRM functionality is examined right here to give an explanation for the social media generation-performance chain.

Social media generation use and customer centric control systems could have each direct and interactive relationships with SMM competencies. Further, the development and outcome of this distinct functionality may be stimulated by facilitating conditions that suggest how well social media generation usage is incorporated and supported in the course of the company.

2.3 Advantages for Social CRM

Consumer have all started adopting social media applications to connect with peers and now expect, If now not call for, the identical stage of interactivity with their enterprise opposite numbers (Berthon, Pitt, Plangger, & Shapiro, 2012; Hanna, Rohm, & Crittenden, 2011; Rainie, Purcell, & Smith, 2011). This shift in expectations is challenging businesses to facilitate greater patron-company interplay with the aid of deploying new technologies and abilities (Andzulis, Panagopoulos, & Rapp, 2012; Trainor, 2012). The emergence of a “social Client” is likewise difficult practitioners and researchers to rethink What it means to control customer relationships (Greenberg, 2010). Hence, the concept of CRM is giving way to an prolonged attitude That acknowledges new abilities enabled via the technological and social Shifts introduced about by way of social media programs (Trainor, 2012). Recognizing the essential function played by way of CRM systems and emergent social media packages, this studies makes use of the subsequent definition of social CRM capability: “the combination of conventional client-facing activities, inclusive of strategies, systems, and technology with emergent social media programs to interact clients in collaborative conversations and beautify customer relationships” (Trainor, 2012, p. 321). Despite the fact that few researchers have particularly tested how social media technologies relate to firm performance, past RBV studies offers evidence as to how investments in

advertising sources and information era are integrated to form performance enhancing talents. Rapp et al. (2010) show that the capability To broaden long lasting customer relationships, or purchaser-linking capability, Is installed through the mixture of CRM era investments and Strategic organizational assets. Further, “e-advertising and marketing functionality” (Trainor et al., 2011) and “CRM capability” (Coltman, 2007; Srinivasan & Moorman, 2005) – recognized because the combination and integration of information generation and human and enterprise assets – are Shown to definitely have an effect on consumer relationships and organizational overall performance. Based totally on those findings, this examine views social CRM capability as a particular combination of rising technological sources and customer centric control systems which can result in consumer satisfaction, loyalty, and retention. Similar to the concept of relational statistics techniques found in CRM literature (Jayachandran et al., 2005), social CRM capability refers to a company's competency in producing, integrating, and responding to records obtained from consumer interactions that are facilitated by means of social media technologies.

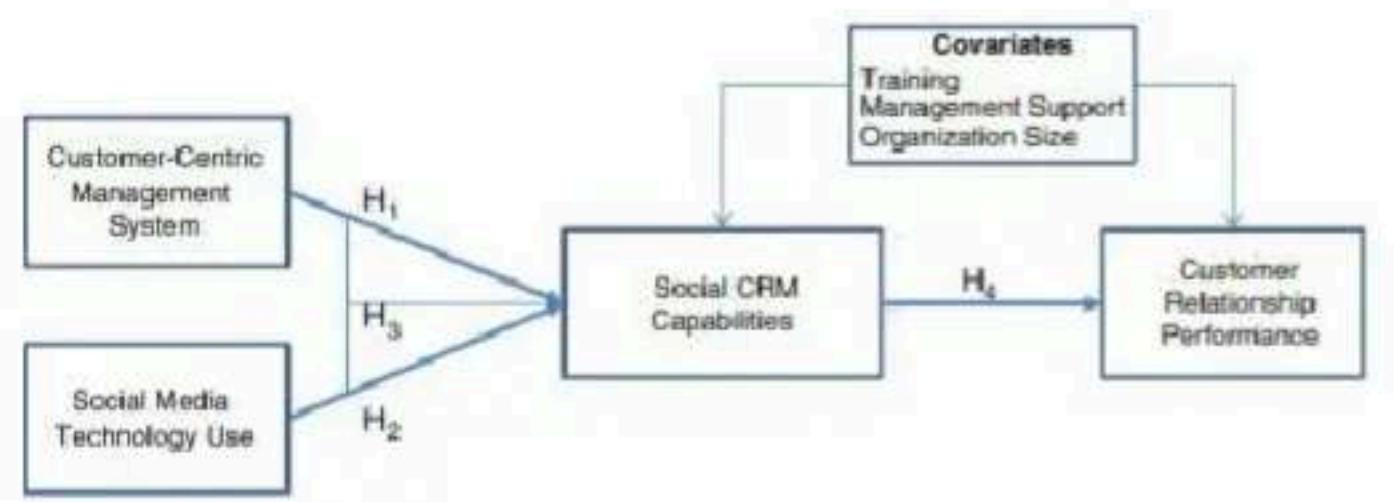


Figure 6 : Hypothesized framework.

2.4 Customer-centric management system

The degree to which firms tailor their business processes and systems toward serving customers is mentioned as customer-centric management systems (Jayachandran et al., 2005). Customer-centric management systems augment an organization's ability to specialise in customer interactions, influence the event of data processes, and the effectiveness of CRM programs are likely (Jayachandran et al., 2005). Implementing management systems and configuring a corporation around customer-centric processes can

enable social CRM capabilities in several ways. First, these systems and processes are shown to reflect a firm's customer orientation the organization-wide gathering, sharing, and use of intelligence about customers and coordinated actions supported that intelligence (Deshpandé, Farley, & Webster, 1993) which is shown to steer to capability development (Rapp et al., 2010). Second, customer-centric systems and processes support the coordination of activities with customers, enabling a firm to raised understand work with its customers and develop timely responses to these their needs (Day, 1994). Finally, these systems facilitate the implementation of data technologies and supply incentives for workers to break down functional barriers and promote the sharing of information across enterprises . Thus, customer-centric management systems will influence the event of social CRM capabilities that are built from customer-related information obtained through social media applications.

H1. Customer-centric management systems are aligned favorably with collaborative CRM capabilities.

2.5 Use of Social Media technology

Facts generation has lengthy been recognized as a vital aspect of CRM (e.G. Chang et al., 2010; Jayachandran et al., 2005; Rapp et al., 2010). Maximum of the technology defined in extant CRM literature, but, has a tendency to relate to the automation of information processing among employees internally and among salespeople and their customers externally (e.G., IT like electronic mail, interactive voice reaction structures, income department automation, and systems for purchaser analytics and database advertising and marketing). In different words, CRM technology is commonly considered as a sales or advertising-centric tool that will increase worker efficiency and effectiveness (Ahearne, Hughes, & Schillewaert, 2007; Crittenden, Peterson, & Albaum, 2010), and CRM era has been broadly described as “the diploma to which corporations use supporting statistics generation to manipulate customer relationships” (Chang Et al., 2010, p. 850). Even as this definition stays applicable, past studies counting on it haven't tested the role performed via new technology that facilitate social interactions because those technology have, Until

fairly these days, in large part only been deployed tactically or experimentally in organizational settings (Sarner et al., 2011; Trainor, 2012).

Social media programs have delivered new customer-centric tools that permit clients to engage with others in their social networks and with groups that grow to be network contributors (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). Examples encompass blogs, discussion boards, consumer-created groups, and user-generated content material web sites. Greater particularly, applications like LinkedIn, fb and Twitter have converted from completely consumer-unique (i.e., originally Advanced as a peer-to-peer verbal exchange tool) to customer-centric tools that allow companies to require element in the interactions among community individuals (Trainor, 2012). Those technologies have the ability to offer more get entry to customer information either without delay through company-purchaser interactions or circuitously through consumer-client Interactions (Agnihotri, Kothandaraman, Kashyap, & Singh, 2012). This studies specializes in four functional blocks enabled via social media generation which can be specially applicable at some stage in a CRM context: sharing, conversations, relationships, and companies (Kietzmann et al., 2011). Sharing refers to technologies that help how users change, distribute, and acquire digital content material (e.G., coupons, texts, films, snap shots, “pins” on Pinterest, and so on.). This is frequently nearly like the concept of facts reciprocity – the activities and processes promoting customers have interaction and share information – which has been proven to positively have an impact on a firm's potential to manage relationships (Jayachandran et al., 2005). Conversations represents technology that facilitate a company's interactive conversation with and between customers (e.G., blogs, repute updates on fb and Twitter, dialogue forums, and many others.) and seize the information from these dialogs. relationships represents the set of technology that permits clients (and organizations) to create networks of associations with different users (e.G. Fb, LinkedIn, Ning, Yammer, and so forth.) and permits organizations to utilize this community records. Finally, companies represents the set of technology that assist the development of on-line user groups focused on precise topics, manufacturers, or merchandise. Examples consist of SalesForce.Com's Ideaforce and igloo's customer community utility software program. Corporations that use the technology defined above

may have get right of entry to valuable records associated with purchaser necessities, court cases, and stories, which can be discussed among customers on social networking packages, blogs, on line communities, and/or discussion forums (Trainor, 2012). Similarly, on line aid communities can permit groups to interact with networks of purchasers to resolve problems throughout carrier and support encounters and make and disseminate information from those interactions for the duration of the corporation (Bagozzi & Dholakia, 2006; Trainor, 2012). Social media technology also can growth the effectiveness of a company's sales branch with the aid of 1) providing a better information of the underlying social networks among clients and prospects (Üstüner & Godes, 2006) and a pair of) permitting inner and external collaborations that motive higher client solutions (Trainor, 2012). To summarize, social media generation use will have an effect on an employer's social CRM capability of enticing customers in collaborative conversations and enhancing customer relationships.

H2. The use of social media technology has a positive association with the capabilities of social CRM.

2.6 Use of customer-centric management systems and social media technologies interactive impact

RBV researchers have argued that examining the interactive results of enterprise, sources are crucial yet largely underexplored (e.G., Nevo & Wade, 2010; Rapp et al., 2010; track, Droke, Hanvanich, & Calantone, 2005; Wade & Hulland, 2004). Useful resource complementarity defined because the potential of one resource or functionality to reinforce the effect of any other capability – has been argued to have to improve consequences on the relationships between resources and outcomes (Amit & Schoemaker, 1993; Teece et al., 1997). Within the advertising and marketing literature, Music et al. (2005) provide empirical proof of such interactive results among era and advertising sources. Similarly, Rapp et al. (2010) discover that CRM generation sources have a fine, interactive effect whilst coupled with a complementary organizational way of life. Those findings endorse that CRM technology are greater deeply embedded and feature a more effect while deployed by way of corporations with customer-orientated organizational cultures. Along

those equal strains of logic, consumer-centric control systems need to allow employees across the business enterprise to have more get admission to records from purchaser interactions generated from social media packages. Similarly, the deployment of customer-centric management systems is proven to steer the implementation of CRM and "wrecks practical customer-centric limitations actions" (Jayachandran et al., 2005, p. A hundred and eighty). Corporations with more powerful CRM implementations are probably to facilitate extra effective customer firm interactions and make more use of the data generated from social media technology. In different words, the technology-enabled IT resources of social media packages will showcase useful resource complementarity when coupled with customer-centric management structures resulting in more social CRM talents.

H3. Customer-centric management systems and the use of social media technologies can collaborate to affect modern CRM capabilities positively.

2.7 Performance outcome of social capabilities of CRM

Social CRM abilities, which vicinity emphasis on a company's capability to have interaction customers in collaborative conversations and enhance purchaser relationships suggest that the relational outcomes of consumer pride, loyalty, and retention have to be protected on this observe's studies model. This conclusion is supported by means of Hooley et al. (2005) and Rapp Et al. (2010) who locate that advertising abilities lead to the improvement of sturdy customer relationships that positively affect customer delight and loyalty. From a technology-based angle, the literature suggests that technologies have enabled agencies to have interaction more successfully and efficaciously with customers (Ahearne, Jelinek, & Rapp, 2005; Ahearne et al., 2007; Coviello, Milley, & Marcolin, 2001) and coordinate the capture and use of customer data leading to greater effective client responses (Jayachandran et Al., 2005). Advertising and marketing technologies have also been proven to definitely have an effect on purchaser pride and dating development through improved inner communications and records sharing (Wu, Mahajan, & Balasubramanian, 2003).

H4 :Digital CRM tools have a positive relationship with the success of the customer

2.8 Background Research

Several research has been achieved on social networking sites, social media marketing, significance, and utilization of social networking sites in e-trade industries, for information, the shopping for conduct sample of online purchasers, implementation of social media generation in as a businesses' advertising and marketing strategy, online buy behaviors, clients motivation for online buying, the impact of sm on shopping for selections, the function of SMM for on-line purchases in hospitality a region, factors chargeable for on-line buying, on-line branding, and many others. the studied has been conducted in online marketing mainly in zone-wise like FMCG, consumer durables, etc., enterprise-smart like offerings excursions and tour industries, hospitality, fitness care, and so on., product class wise like electronics products, clothing, cell phones, and so on. in a particular region. the makes use of, significance, factors chargeable for online shopping, know-how the customer conduct of social media, users have been taken into consideration.

3. SOCIAL MEDIA PLATFORMS BUILD SOCIAL SUPPORT FOR B2C

Today a huge variety of social media systems were developed that smooth the development of sharing data and era of content material in an online context (chen et al. 2011a). there are a number of social media that facilitate these sports, which include Wikipedia, Facebook, youtube and twitter. people apply distinct social media gear, inclusive of online forums and communities, guidelines, scores and critiques, to engage with other users online. in fact, people are attracted line to trade statistics and get hold of social aid (ridings & Gefen 2014). Reviews are one of the key areas which have emerged from social media. purchaser critiques are widely available for services and products, generating outstanding price for each client and corporations (nambisan 2002). In fact, clients are actively recommended with the aid of corporations to fee and overview products and services online (Bronner & de Hoog 2014). those activities produce electronic phrase of mouth. this word of mouth, produced through social media, helps customers of their purchasing decisions (pan & Chiou

2011). research shows that consumer critiques have grown speedy at the net (Chris et al. 2018). amazon.com is a good instance of using client evaluations, with nearly 10 million to be had (do-Hyung et al. 2017). on-line communities and forums are different examples of social media. online communities are now a place to percentage statistics and benefit knowledge approximately services and products (Chen et al. 2013a). pointers are every other tool extensively utilized by capability clients. studies have shown that capacity clients are extra interested in other customers' hints in place of simply dealer-generated product facts (ridings & Gefen 2014). hence, such interactions, furnished through social media, help increase the extent of trust and decrease perceived danger. digital worlds as electronic environments are some other critical improvement of web 2.0, a new manner of generating and sharing facts on the net(Mueller et al. 2013). they facilitate human interactions for social and business purposes. one of the primary traits of digital worlds is getting to know by using doing, which enables customers to examine and training in the virtual area (Mueller et al. 2015). however, with the extensive use of social media wherein people can easily put up information and bills in their studies, the first-rate of content published with the aid of anonymous users has become a task (Chen et al. 2011a). the anonymity of a few users is an issue in selecting the first-rate of information supplied and the content material shared with the aid of consumers (Chen et al. 2011a). closer to those ends, while individuals are part of on-line groups and take part in a collection, they are seeking social assist and friendship in the network (ridings & Gefen 2014). the perceived care, love and guide of participants of a set is defined as social aid (cobb 2015). research indicates that online groups and SMM generate both informational and emotional support(Ballantine & Stephenson 2011). emotional and informational support are dimensions of social support in a web context (Liang et al. 2011). Twitter is a good example, wherein individuals provide social support for other users (gruzd et al. 2011). it can additionally attract many people to come back online to look for records through these social media. moreover, the have a look at social media is useful to see how individuals form their social interactions on the net (gruzd et al. 2011). Those social interactions have been facilitated by using social media which include online forums, communities, rankings, reviews, and pointers, all of which produce online social support. those are possible to grow the belief in e-commerce for companies and consumers alike.

3.1 Trust

Accept as true is a cornerstone of developing e-commerce. in an enterprise-to-consumer relationship, consider in the e-dealer is important in assessing chance in the transaction (McColl et al. 2014). trust performs a crucial position in e-trade (aljifri et al. 2013). there are distinct definitions of considering, which can be based on exceptional dimensions of benevolence, integrity, ability, competence and empathy (gefen 2012; mcknight et al. 2012; gefen et al. 2013). there are also -dimensional dimension scales for accept as true with, competence and benevolence competence, main to logo believe (li et al. 2017). but, all definitions and dimensions check with danger and uncertainty within the online surroundings. benevolence and credibility are the two main dimensions of trust (ba & pavlou 2012) upon which this study is primarily based. credibility-based totally agree with refers back to the perception that the other birthday celebration in a transaction is reliable and is predicated on recognition information, at the same time as benevolence refers to repeated dealer-buyer relationships(ba & Pavlov 2012). therefore, in this research, believe is considered within the context of transactions over the net through SMM and on-line groups.

Agree within friends on the community and accept as true with inside the SMM themselves can also be considered. within the context of online communities, accept as true with can facilitate the interaction of individuals and encourage them to paste to their present-day network.

3.2 Research model and hypotheses

The study proposes a research model to explore the relationships between this research's constructs, namely social media, trust, perceived usefulness, and buying in SMM

3.2.1 Effect of B2C Marketing strategy on social media

The interconnectivity of consumers through social media such as communities, reviews or recommendations is likely to establish trust in e-commerce. In SMM, the social interaction of consumers helps their peers to develop or reject trust in a provider. Consumer socialization occurs through social media directly by social interactions among consumers,

and indirectly by supporting product involvement (Wang et al. 2012). The social relationship of consumers generated through social media significantly affects the perceived trust of consumers. The interactions on these platforms generate social support. Social support generated through social media, therefore, influences trust. In addition, more positive comments, feedback, and higher ratings lead to a higher level of trust in a vendor. Reviews are perceived to be useful and affect attitude and intention to buy in consumers through the impression created about a product or service. The results of previous research show that the quality and quantity of information produced by customer reviews influence intention to buy through an increased trust. Therefore, this research postulates the following hypothesis:

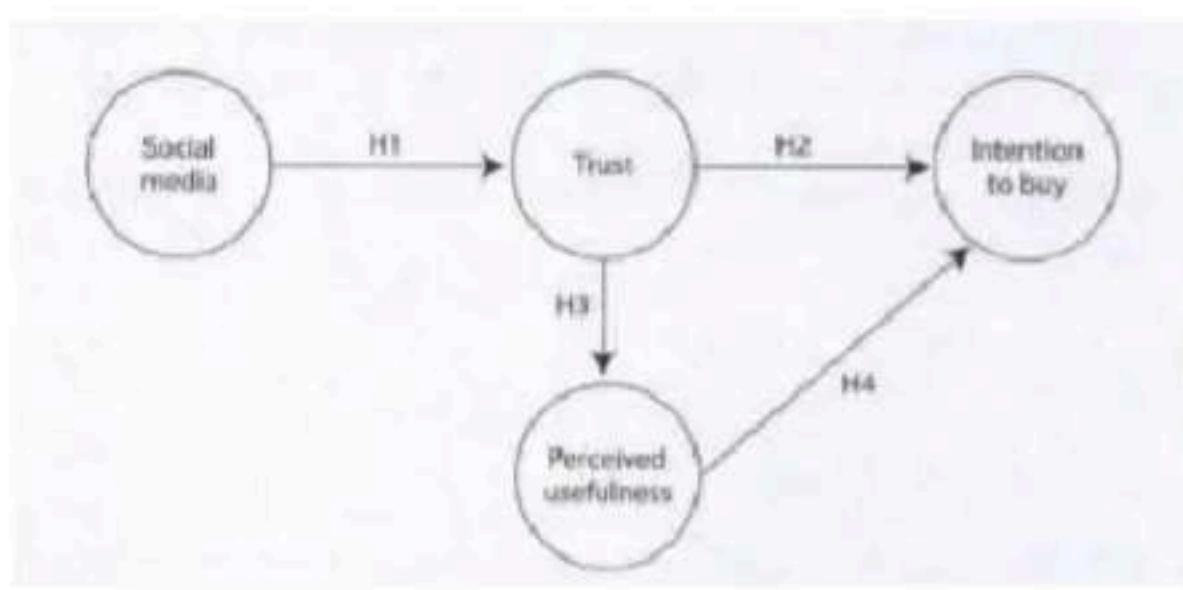


Figure 7 : Research Model on Business-to-consumer

H1: Social media have a positive effect on the user's trust.

3.2.2 Effects of Trust

Trust and perceived security in B2C Marketing Strategy on Social Media play an important role in attitudes toward shopping (jiyoung 2014). research suggests contributors of SMM can guarantee every different via their facts exchange and experience, hence increasing acceptance as true with and, therefore, willingness to buy (han & windsor 2014). agree with

within the transaction and the network affects the web consumer (mccole et al. 2014) and enhances the purpose to shop for (lu et al. 2014; shin 2015). therefore, accept as true with plays a vital role inside the proposed model of this research. the connection among believe and perceived usefulness is likewise superb, and agree with will increase positive capabilities of pu. preceding research indicates that believe will undoubtedly have an effect on pu. moreover, trust plays a key role in determining both a patron's behavioural intentions and actual behaviour (gefen et al. 2013; ming-hsien et al. 2014; shin 2013). social media and the emergence of web 2.0 can assist clients to reduce theirDanger and increase social trust. programs on internet 2.zero and social media, together with client scores and reviews, in addition to participation in SMM, might be an excellent solution to triumph over this barrier. apparently, interactions some of the linked customers in SMM boom believe (swamynathan et al. 2018) and agree with is an crucial determinant in thinking about a customer's goal to shop for (gefen 2012; roca et al. 2016). in truth, the greater believe perceived by using clients, the much more likely their goal to buy(han & windsor 2014). consequently, believe is likely to affect goal to transact (pavlou 2013) :

H2: Trust of individuals in SMM has a positive effect on intention to buy.

H3: Trust positively affects PU.

3.2.3 Effect of perceived usefulness

Research shows that perceived usefulness affects users' intentions to use e-trade (gefen &c straub 2000). it's also argued that, in B2C Marketing strategy on Social Media , the user's perceived value of online connection has a tremendous fantastic impact on their willingness to pay different individuals of B2C Marketing strategy on Social Media (han & windsor 2011). pu plays an vital position in e-trade and it is possibly to have a fantastic impact at the social commerce surroundings, too. the consequences of studies on buying in B2C Marketing strategy on Social Media indicates that the greater customers shop. In Social Media that they understand to be useful, the more aim they've to shop for in Social Media Marketing (jiyoung 2009). subsequently, the studies postulates this speculation:

H4: The perceived value of the site has a positive effect on the desire of the customer to buy on the SMM.

4. METHODOLOGY RESEARCH

Sample and Data Collection For study purposes, wedding clients of a leading florist in Sri-Lanka involved in online trade for the past five years were selected. The selected respondent was expected to state which type of posts of the firm actually induced them to participate online, what factors influenced them to be actively involved and be aware of the firm's activities and if these factors have actually had an impact on their purchase behavior in reality. This sampling unit was preferred because the research intended to gain insight into the concepts of social media marketing and customer engagement. A sample of 150 respondents was selected using the random sampling technique.

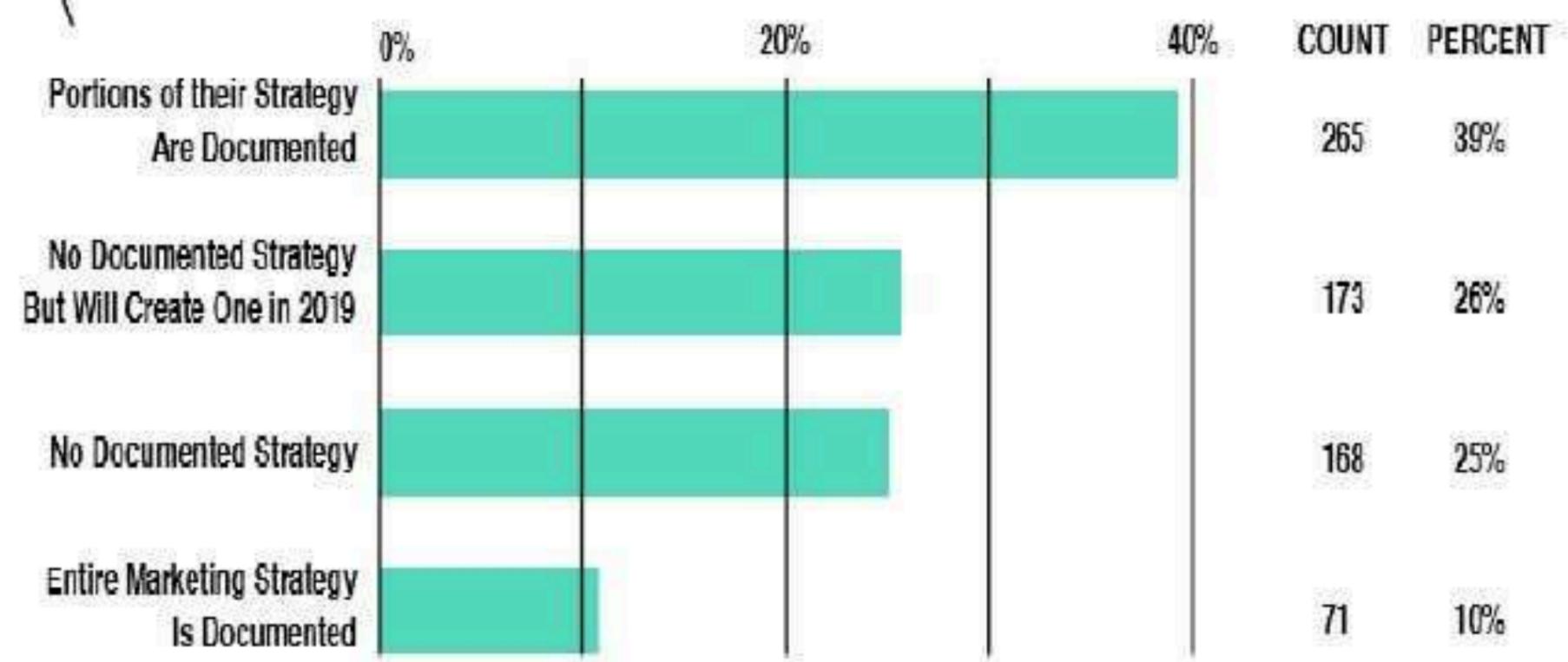
A semi-structured questionnaire was specifically designed for the purpose of this research. It consisted of closed, direct and indirect questions. The questionnaire consisted of 3 schedules. The opening schedule consisted of statements relating to social media marketing

and customer engagement. This is then followed by a subsequent schedule, consisting statements concerning the socio-demographic profile of respondents; namely: the gender, income, age, etc; The influence of social media marketing on customer engagement is qualitative in nature. Therefore, the responses to these qualitative questions were recorded on a five-point Likert scale ranging from strongly disagree to strongly agree. At the outset, the questionnaire was pilot tested amongst 10 Facebook Users*. Based on the constructive criticism and valuable advice given, necessary amendments were made to the questionnaire in due course. The questionnaire was then administered to the respondents along with a cover letter in order to obtain data. Firstly, the questionnaire was administered via e-mails to 50 respondents. A reminder mail was sent to them as initially, the response rate was quite low. Hence, apart from mails, questionnaires were personally administered amongst the remaining respondents. The analysis was performed by SPSS 2016. Linear regression technique has been used to test the relationship between variables and to test the hypothesis

4.1. Sample

The data for these studies have been acquired via surveying individuals of top-management groups in a random pattern of 1200 corporations across a large spectrum of industries positioned inside the united states. Survey respondents had been presented an aggregated precis of the research effects and an executive summary of the observed findings in return for offering their responses. the respondents had been a consultant of an extensive variety of sizes and types of companies serving both the business and client markets. the survey Assured respondents that man or woman responses would stay exclusive and that best combination consequences would be stated. responses have been acquired over a six-week time body of the companies contacted, 330 – or 27.5% – furnished entire data.

For extra accuracy in reporting organizational regulations and programs, any respondents who did now not discover themselves as being a member of their corporation's top-control crew (e.g., enterprise unit or an operational vice president who labored as a main selection-maker, Ceo, etc.) had been eliminated from the survey, which left a pattern of 308 respondents. the cause for this decision is primarily based on past studies within the location of strategic control (Hambrick & Mason, 1984), which indicates that individuals of



pinnacle-control groups are normally acquainted with the ideas and values within an enterprise and consequently are the maximum appropriate sample to survey to gather statistics on strategic. Tests have been carried out to rule out any ability nonresponse bias via Evaluating early to late responders on all study variables and demographics. organizational respondents represented a wide array of industries and length, which included industrial, technological, economic, and media companies, amongst others. most people of the businesses have been enterprise-to-enterprise (60.7%), the average firm length become among 100 and 500 personnel (38.2%), and the common of the respondents' Ages changed into among 35 and 54 years (sixty four.9%).

4.2. Measures

All multi-item scales used inside this research were developed and tailored from scales utilized in beyond survey research studies. the way, fashionable deviations, and correlations for the latent constructs are distinctive in desk 1, and character scale objects and loadings are provided in the appendix a following jayachandran et al. (2005), an index for the social media technology use measure was evolved. respondents were presented with a listing of 15 social media technologies and had been asked to Imply if their groups used these technologies via marking a check field subsequent to every item. the marked objects had been aggregated to determine a single rating that captures how many special social media technologies are used by every corporation. the resulting score changed into handled as an located degree inside the research analyses. this method of the usage of a single rating to seize generation use is just like that of past research (e.g., ahearne, jones, rapp, & mathieu, 2018; jayachandran Et al.,2015).

Social crm abilities were operationalized the usage of an adapted scale from srinivasan and moorman (2005), which represents an organization-huge gadget for obtaining, disseminating, and responding to client records. the three latent factors stated above have been assessed the use of multi-item scales. three gadgets have been used to evaluate statistics era ($\alpha = .94$), 4 objects had been used to assess facts dissemination ($\alpha = .92$), and 6 items have been used to assess responsiveness ($\alpha = .93$).The scale items had been changed to specially seek advice from customer statistics generated from social media programs.

These 3 sub-dimensions were then aggregated into unmarried-scale scores and have been used as individual indicators for the capabilities assemble, which confirmed good enough reliability ($\alpha = .90$). The purchaser-centric management system turned into measured the use of six objects from the Jaya-chandran et al. (2015) dimension tool. This scale captures the quantity to which customers are a focus of assessment and was determined to be dependable ($\alpha = .92$).

Customer courting overall performance changed into measured the use of scale gadgets advanced with the aid of Rapp et al. (2014). the size consists of Five gadgets that assess the volume to which corporations are successful at pleasant and keeping unswerving customers. the scale became observed to be dependable ($\alpha = .89$).

To account for the effects of extraneous variables, the have a look at included measures of organization length and facilitating conditions. to evaluate ability facilitating conditions, variables (schooling and organizational aid) have been operationalized the usage of the person education and aid scales tailored from Ahearne et al. (2015).

Table 1
Means, standard deviations, and latent construct correlations.

	Mean	SD	1	2	3	4	5	6	7
1 Customer-centric mgmt system	5.27	1.25	1						
2 Social media technology use	5.21	1.66	.297**	1					
3 Social-CRM capabilities	4.92	1.44	.245**	.045**	1				
4 Customer relationship perf	5.57	1.07	.556**	.024**	.037**	1			
5 Training	4.68	1.54	.389**	.020**	.019**	.022**	1		
6 Management support	5.03	1.57	.040**	.030**	.030**	.030**	.067**	1	
7 Organization size	3.85	1.02	.011*	.045	.047	.105	-.034	.013	1

* Significant at $p < .05$.

** Significant at $p < .01$.

Table 1 : Means, Standard deviations and latent construct correlations

4.3. Analytical strategy

That allows you to take advantage of the advantages supplied from the use of structural equation modeling (sem), a covariance-based totally sem software changed into used to check the size residences of the research model and the linear results hypothesized. sem modeling typically follows a two-degree process. within the first level, a measurement

version is precise and suit, within the 2nd level, the structural version is fit to the statistics (see anderson & gerbing, 1988). to test the proposed Relationships, the examine healthy a linear outcomes version that amounts to the hypothesized version depicted in fig. 1, minus the interplay (i.e., h3). below is a document of the fit indices and houses for both models and a discussion of the parameter estimates.

4.4. Evaluation of structural model

The evaluation suits a cfa model to the research information, and this procedure yielded an appropriate fit [$\chi^2 = 191.3$ (85), p b .01; CFI = .97; RMSEA = .06]. fornell and larcker (1981) tests for discriminant validity Were all found to be acceptable, all thing loadings had been tremendous (p b .01), and composite reliabilities handed the .60 benchmark (bagozzi & yi, 1988).

Structural equation modeling results.

Independent variable	Dependent variable	Dependent variable
		Social CRM capabilities
H1 Customer-centric management system		.122*
H2 Social media technology use		.348**
C1 Training	—	-.059
C2 Management support		.204**
C3 Organization size		.013
H4 Social CRM capabilities		.352***
C3 Organization size		.085

* Significant at p < .05.

** Significant at p < .01.

Table 2 : Structure equation modeling results

4.5. Results of hypothesis tests

4.5.1. Direct effects

To begin the structural equation evaluation, the linear outcomes gift in the research, the model had been tested. This direct-effect version exhibited suited match indices [$\chi^2 = 368.4$ (135), p b .01; CFI = .94; RMSEA = .07]. The positive relationships among a company's customer-centric management gadget (H1: $\beta = .122$, p b .05) and social media Era use (H2: $\beta = .348$, p b .01) on its social CRM talents have been each supported.

Furthermore, social CRM abilities ($H_4: \beta = .352, p < .01$) were determined to have a fine effect on a company's client dating overall performance, and the management support covariate changed into shown to noticeably influence social CRM abilities ($\beta = .204, p < .01$). Desk 2a provides a summary of the version parameter estimates.

4.5.2. Interactive effects

The final stage inside the evaluation become to examine the interactive results hypothesized in the research model. As there are demanding situations associated with checking out interplay results within a SEM framework (Marsh, Kit-Tai, & Wen, 2004; Ping, 1995), the analysis used hierarchical regression analysis in SPSS, that's some of the maximum frequently used methods for interaction results (Gounaris, Koritos, & Vassilikopoulou, 2010). To test the interplay consequences, social media technology use and purchaser-centric Management structures had been both mean-focused. Subsequent, the multiplicative Interactive time period among the variables turned into calculated and located into the hierarchical regression analysis to determine the outcomes of the interaction. The regression equation used social CRM skills as the structured variable and both patron-centric control systems and social Media era use as independent variables. All covariates outlined formerly had been protected inside the version. The information supported the interactive effect inside the research version. Social media generation use and patron-centric control structures were found to interact and feature a large effect on social CRM Abilities ($H_3: \beta = .320, p < .01$).

Using popular practices from moderated regression analyses (Aiken & West, 1991), the interaction was Plotted to interpret its shape. Specially, the usage of the data from the hypothesized version analyses, the analysis plotted the connection among the customer-centric management system and social CRM skills that correspond to the low (one SD below the mean) and excessive (one SD above the imply) values of the social media technology use moderator. As social media technology use, is present inside an organisation, the greatest effect on social CRM skills comes when a purchaser-centric control machine is extra widely wide-spread. The proportions of the variance of the

examine healthy a 3rd model that included different capability effects now not hypothesized inside the conceptual framework. By including the exogenous linear outcomes and interactive impact on customer relationship performance, the respecified version become a large improvement over the hypothesized version, and one extra giant impact became exposed. Specially, a client-centric management system had a full-size effect on customer courting overall performance ($\beta = .585$, $P < .01$). There was no evidence, however, of an instantaneous courting between social media era use and consumer relationship overall performance.

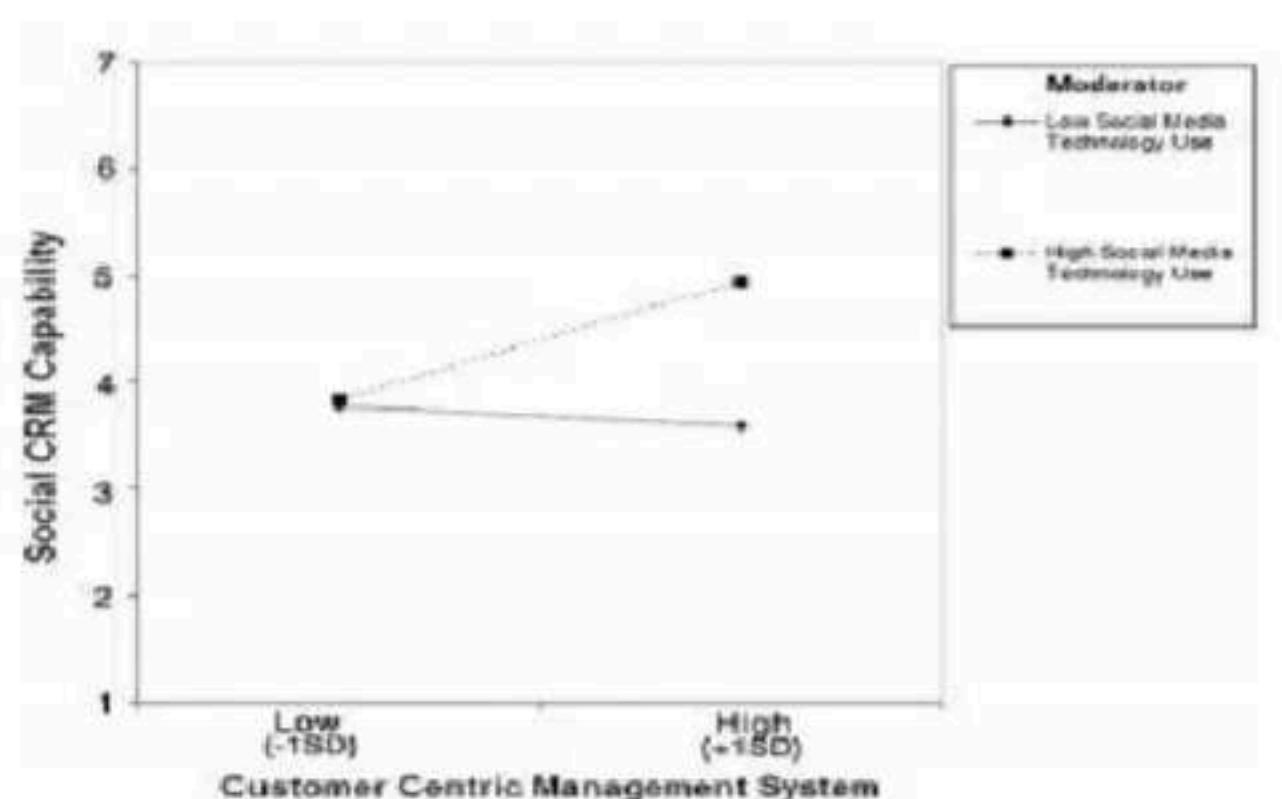


Figure 8: Social media usage by customer-centric management system interaction

5. LIMITATIONS AND FUTURE RESEARCH

The study does have limitations, lots of which highlight thrilling Opportunities for destiny research. the take a look at the sample, for instance, changed into very wide and numerous. it's far viable that even though the research effects are commonly true across industries, the relationships may be less relevant to particular industries that may not see as much capacity or customer call for social media use. speak me to this issue, variations have been located among b2b and b2c companies, in particular within the Direct courting between purchaser-centric control systems and Social CRM competencies. while a reason for this result is outdoor the purview of this exam and we can only offer hypothesis on what is probably riding this end result, that is clearly an interesting avenue for destiny work. future research exploring the applicability of these findings to distinct industries, contexts, and settings are absolutely warranted and endorsed. as an instance, the observe did no longer don't forget different contingent elements including the competitive environment or the position of the firm in its industry.

It is attainable that this observe is shooting an effect this is only relevant to companies that have aggressively undertaken initiatives to assist in their customer orientation method. the findings would possibly, consequently, be less relevant to companies which are simply beginning to adopt social media or has a pinnacle management team this is much less knowledgeable on social media projects.

A further viable Quandary of this examine includes the survey sample of pinnacle-control crew executives who, even though informed about, and representatives of, the beliefs, values, and ideas espoused by the firm, may have inflated their characterization of their

corporations' levels of client-centric management systems, social Media era use, social media marketing abilities or maybe purchaser dating performance, it's far feasible that relationships may be less pronounced than they could in any other case be had data been gathered from folks who had been no longer part of the pinnacle-control crew and who is greater at once worried with everyday operations. Destiny research may acquire responses from center management and link that facts to archival performance information for the company.

5.1 Further Research

Ultimately, the index used to measure social media generation utilization captures only the number of social media packages deployed by means of a firm, whilst this kind of index has been used in beyond research, this the measurement technique is notWithout its boundaries. a number of the gadgets captured with the aid of the index can be greater applicable for b2b firms then they're for b2c agencies. developing a generation utilization degree this is extra specific and appropriate for both b2b or b2c contexts could be a worthwhile enterprise for future studies. additionally, As stated by way of Ahearne et al. (2018), self-stated technology can be one-of-a-kind than actual generation use (i.e., whilst measured using archived it utilization facts). for instance, with the current dimension approach, respondents may file that they use a specific social media era but the real use of the generation can be minimal. Future studies may want to plausibly capture the actual utilization hobby inside social media packages for a more accurate and whole photo of era use across the firm. any other dimension method for consideration is to employ a perceptual measure that now not only captures the technology used by the firm but also the usage intensity, or The Volume to which the technologies are used inside a company (e.g., wu et al., 2003). a far better measure of technology use bought to offer a clearer photo of ways social media technology relate to extraordinary firm abilities and performance effects.

6. FINDINGS

The Key Findings of The “State of B2C Marketing Strategy”

1. Social media marketing is ranked as the maximum successful tactic by using surveyed b2c entrepreneurs with a price of 24%.
2. The majority of B2C marketers are unfamiliar with agile marketing with a rate of 42%.
3. 39% of surveyed B2C marketers mentioned that they are documenting parts of their strategy, compared to 10% who reported that they document their entire strategy.
4. 65% of surveyed B2C marketers indicated that they are setting goals, compared to 35% who reported that they don’t.
5. 27% of surveyed B2C marketers are using project management software, while 73% said that they are not using any project management software.
6. 37% of surveyed B2C marketers are usually planning projects in advance, while only 12% said that they always do.

7. DISCUSSION

The studies, in reality, demonstrate that the students of better education in Finland are present in social media networks, available for business to patron (B2C) marketing, and maybe engaged through one-of-a-kind measures in social media networks. These facts gathered enables Lyyra to attain its target group greater effectively and to form know-how of the target institution's social media sports.

From the studies, it can be seen that the pleasant time to have interaction with the scholars of higher training through social media networks is among 19.00 and 21.00 whilst most of the people are logged in to i.E. Fb. The students that Lyyra is managing are generally under 30 years old because the research shows that 79 % of the survey respondents had been elderly between 17 and 30.76 % of the respondents said being on line commonly a day. 80 % were women which additionally correlates to the truth that 64, 2 % of all Lyyra's Facebook "likes" are a lady. Helsinki and Turku college students had been additionally the general public of the respondents in this survey, Helsinki and Turku are as nicely the cities where forty-one % of all the Facebook "liker's" presently live in. The scholars of higher schooling in Finland spend time on FB by means of especially being in contact with their pals, share and watch photos, observe (upcoming) occasions, community and search records about corporations and merchandise. 50 % of the survey respondents knowledgeable to be fanatics of zero-5 agencies on FB and 20 % are fans of 6-10 companies. The cause why the scholars of better training emerge as enthusiasts of organization FB pages is that they want to be the first to recognize approximately benefits,

discounts and unique promotions, get invites to events agencies are organizing and to be updated with the most modern news of the organization. Due to knowing this specific information approximately its target organization Lyyra is able to easier target its advertising and marketing activities to match the proper time, age, towns, sort of content material and engagement.

Most effective 36 % of the survey respondents stated that they “like” Lyyra’s FB web page. The “like” score genuinely must be progressed as presently handiest 1, 56 % of all Lyyra scholar cardholders (as stated in bankruptcy three.2.1) “like” (are a fan of) Lyyra on Facebook. The 36 % of the respondents liking Lyyra stated that they commenced frequently to “like” Lyyra’s Facebook web page so one can be updated with Lyyra’s news and the most up-to-date blessings presented. This sincerely shows that despite the fact that there is lots to do to make the better training college students aware about Lyyra’s Facebook web page and different social media networks, there are already some capabilities that ought to wake up the hobby in the college students to simply observe and interact on Lyyra’s network Lyra.

The better training students use usually FB, YouTube, Google+ and blogs as their social media networks. Lyyra is currently present only on one of these four social media sites, which is Facebook. This shortcoming can be changed by being present in the same social media networks where the majority of the students also are. Through this Lyyra could establish a long-term relationship and market its services for students as well as drive traffic to its website. Currently, Lyyra is only present on Facebook, Twitter and LinkedIn, as well as connecting bi-monthly with over 80 000 e-newsletter subscribers and offering an RSS-feed. 19 % of the survey respondents claimed that they would be interested in reading Lyyra’s blog and 3 % would be interested in currently finding Lyyra on Pinterest.

7.1 Further Discussion

As earlier stated in chapter 3.2 the social media network Facebook is currently being used for news updates, customer feedback, event marketing, benefits marketing as well as collecting survey answers. Twitter is used to share news, updates, and benefits and important information with its consumers. LinkedIn is only used to showing up in LinkedIn

searches and the Lyyra LinkedIn network currently has no activities. Lyyra's e-newsletter is used for driving traffic both to the webpage and to the social media networks, as well as functioning as a news channel. The RSS-feed is currently only used to promote the partner benefits offered through Lyyra. This would be the perfect time for Lyyra to broaden its social media network presence to new channels, and start to actively use its existing social media networks regularly.

In order to grow and engage its audience in social media networks Lyyra should concentrate on social media marketing and understand what the students are expecting and driven by. According to the research, only 37 % of the respondents knew two out of the four services Lyyra is offering the students of higher education, and only 7 % of the 171 respondents knew all the services Lyyra is offering. Many of the respondents also left comments which indicated that only a small group of the higher education students knew before the survey that Lyyra was active on social media networks and had an active Facebook group. This points out that there is a large need to promote social media networks more visible for students. Lyyra's social media networks could be promoted through a marketing campaign on Lyyra's webpage which currently has approximately 30 000 visitors per month. Lyyra's e-newsletter sent to over 80 000 students of higher education should also be used as a promotion channel for the campaign. The currently existing Facebook button both on the e-newsletter and on the website should be updated and placed on a clearer spot for everyone to notice it.

48 % of the respondents admitted to sometimes click on the advertisements displayed on Facebook and Facebook advertisements should therefore definitely be added to the marketing budget as it seems to be an effective way to reach the target group. The Facebook advertisement can be customized to only show up for the target group and the advertiser pay according to the number of clicks the advertisement receives. Student union's web sites and social media pages (schools using Lyyra student cards) could also be negotiated with in order to more actively promote Lyyra's free services and social media networks for their students. The university acceptance letter sent to the admitted students should together with the student card information also contain the addresses of Lyyra's social media networks and better promotion of the main services Lyyra has. Ideas of how

to grow the amount of Lyyra's Facebook fans were also received from the survey respondents of whom 32 % argued that this can be achieved through intensive marketing, visibility and PR just like suggested above. 14 % believe that competitions, prizes and "like" Lyyra's Face book page and win campaigns would do the trick. 9 % would get attracted to join Lyyra's Facebook page if special reductions and discounts would be provided separately for the Facebook community. The author of this bachelor thesis agrees with both of the suggestions. Lyyra's marketing plan and budget should include the prizes for the competitions and the competitions could be done i.e. four times a year focusing on both autumn and spring when the new students are admitted to the universities as well as for Christmas and Easter/Vappu events. Special discounts should also be considered to be offered to Facebook fans i.e. when 2000, 3000 people "like" Lyyra's Facebook page. The special benefits can also be organized so that they will appear on Facebook always a few days before being visible on Lyyra's webpage. This would give Facebook fans a possibility to get acquainted with the benefits and reductions before anybody else. There were also suggestions that Facebook fans could be engaged and grown by organizing different events and happenings for the students of higher education in order to activate and connect with them. Also by Lyyra offering relevant and timely content, the students should find enough interest to stay active in Lyyra's social media networks.

42 % of all respondents have taken advantage of one or more benefits that Lyyra's partners are offering. 20 % of all respondents stated being interested in having more benefits in the restaurant, café and grocery store sector, 17 % of all respondents hoped for more benefits outside the Helsinki area, 11 % wished for reductions and benefits from a bigger variety of companies and 10 % would like to have free entrances to cultural events, museums and reduced prices for concerts.

7.2 Implementation for discussion

This observe affords evidence that investment in social media generation can offer companies with giant relationship control blessings. At the floor, this locating appears to guide claims made through generation providers that social media era is a panacea for efficaciously coping with consumer relationships. To the contrary, the results in this have a

look at recommend that social media generation use alone does no longer have a direct impact on those courting overall performance consequences. As a substitute, the effects show that companies use these technologies to develop talents that permit them to better serve their clients. Now not simplest do social media generation investments enhance a firm's social CRM Skills, however firms with purchaser-centric control systems are additionally properly-located to take advantage of the rich information afforded Via social media technology. On this example, whilst corporations couple customer-centric management structures with nascent technology, the effect on social CRM capabilities is magnified, which in the end enhances client relationship overall performance. This observe suggests that managers considering social media technology investments have to cognizance on how those technology combine with existing systems to help their firm's competencies. At the same time as many firms is probably capable of put in force a CRM device or create a social media presence, turning such resource investments into productive competencies will likely necessitate that the technological funding helps and complements agency strategies. In keeping with the put up hoc analyses of this observe, control aid plays a role in improving social CRM skills for B2C corporations. For such firms, which can be greater transactional in nature, managers may also need to provide extra assist and steerage related to social media utilization than in B2B firms, wherein the interplay is commonly greater relational in nature and the employee can be more cognizant of the price of social media applications.

Hierarchical regression results.

Independent variable	Dependent variable		Dependent variable	
	Social CRM capabilities		Customer relationship performance	
	Business-to-consumer	Business-to-business	Business-to-consumer	Business-to-business
H1 Customer-centric management system	-.053	.152*		
H2 Social media technology use	.256**	.303**		
H3 Cust.-centric mgt system × SM tech use	.267**	.205**		
C1 Training	.093	-.161		
C2 Management support	.345**	.143		
C3 Organization size	-.065	.071		
H4 Social CRM capabilities			.394**	.290**
□ Organization size			.266**	-.015

Business-to-consumer ($n = 121$).

Business-to-business ($n = 187$).

* Significant at $p < .05$.

** Significant at $p < .01$.

Table 4: Hierarchical regression results.

8. CONCLUSION AND RECOMMENDATION

Recent advances on the internet and the development of social media have facilitated the interconnectivity of consumers. Consumers have social interactions through social media such as online forums, communities, ratings, reviews and recommendations. These developments have introduced a new stream in e-commerce, called social commerce, which empowers consumers to generate content and influence others. These interactions provide different values for both business and consumers. Both are involved in the co-creation of value. The present study borrows constructs from the technology acceptance model, and integrates them with trust and social media concepts to propose a model to examine the role of social media in e-commerce and social commerce adoption.

The model has been validated through a PLS-SEM method, indicating that social media increase the level of trust in consumers and indirectly encourage intention to buy through social networking sites. The results of data analysis reveal that social media empower participants to generate content through online communities, reviews and recommendations. Consumers, facilitated by social media, generate online social support for their peers. Consequently, these interactions establish trust in the networks used. The results show that

trust, encouraged by social media, significantly affects intention to buy. When potential consumers are encouraged to trust in vendors by their peers, and also to trust in the SNS itself, they are more likely to buy through social networking sites. This confirms the related hypothesis and answers the second question of the research. In addition, perceived usefulness is the other construct of the research that significantly affects intention to buy. When participants experience high levels of system quality or information quality, they are more likely to buy through social networking sites. Data analysis shows that perceived usefulness has more influence than trust on intention to buy through social networking sites. Hence, improving the quality of websites enhances perceived usefulness in their consumers. The other data revealed by analysis confirms that trust has a positive and significant effect on perceived usefulness. Once participants accepted trust, not only had they more intention to buy, but they also found increased perceived usefulness in the site. This highlights the mediating role of trust in social commerce adoption.

Therefore, trust has a significant role in e-commerce by directly influencing intention to buy and indirectly influencing perceived usefulness. This research shows that advancements in the internet and the emergence of Web 2.0 along with social media have empowered customers. In this climate, consumers create added value through collaboration and social interactions on the internet. They support business through the co-creation of value via their social interactions. Consumers are now content generators through social media. They share information and experiences with other consumers and have easy access to one another's information.

This is a value that can be useful for e-commerce adoption and social commerce intention. Because consumer social interactions produce online social support, e-commerce adoption is being promoted to establish trust and, consequently, users' intention to buy. In fact, social factors facilitated through social media develop a supportive climate, which in turn attracts many more individuals to come online and take part in social interactions.

The contribution of this research is to highlight the role of social media and its influence on trust building in e-commerce. The research shows how social media and social factors influence trust and intention to buy through social networking sites.

8.1 Recommendation

From this file, it may be concluded that social media presence is inevitable within the coming years. no longer only that social media is beneficial as an advertising and marketing device, however, it has additionally ended up the order of the day to be found in social media. therefore this document recommends all types of corporations- small scale, big scale, employer to enterprise customers, employer to patron clients, manufacturing industries and so forth to be actively present in social media. an important reality to be saved in thoughts in this context is that most social networking web sites have a cyclic boom. it starts off evolved from minimum, attains the most and goes proper right down to a minimum another time. as an end result, this is the proper time to invest time and resources in well-known social media sites which consist of Facebook, Twitter, and LinkedIn. due to the highly small amount of investment, it isn't excessive-danger funding as using social media will come to a minimum best progressively. Assessment with conventional advertisements, social media marketing caters to a greater focussed group of human beings and for this reason, can yield higher results. this doesn't imply that companies need to forestall using conventional media and start the use of online and social media by myself for advertisements. this will bring about disastrous outcomes. an essential aspect to be saved in thoughts is that once we are saying one in every seven people are on FB, there may be loads of thousands of reproductionDebts and nearly half of the complete extensive sort of money owed isn't being accessed every day. this limits the chances of meeting new potentialities and thereby motives a downside to generating new industrial employer leads. additionally, nevertheless, the ultimate humans of the arena are counting on traditional media because of this that we can't ignore them. therefore the excellent answer is to mix both conventional and social media for advertising and marketing and advertising and marketing. this may bridge the distance among those folks which can be lively on social media web sites and those who are despite the fact that relying on traditional media. companies need to be careful in selecting specific commercials for unique media. a business employer that sells garments might also want to depend upon social media for marketing and advertising their clothes for human beings of the age organization 15-50 while they nonetheless have to depend on traditional advertisements like tv, radio and print

mediator the relaxation of the age corporation populace. as an end result in an effective mixture of social media ads and traditional advertisements will result in better outcomes. The internet presence of companies should be often up to date and it needs to be linked with every other and with the organization internet website. it must be maintained well and nice relevant posts need to be updated. small companies have to include this great generation and gain the advantages of being on social media for marketing.

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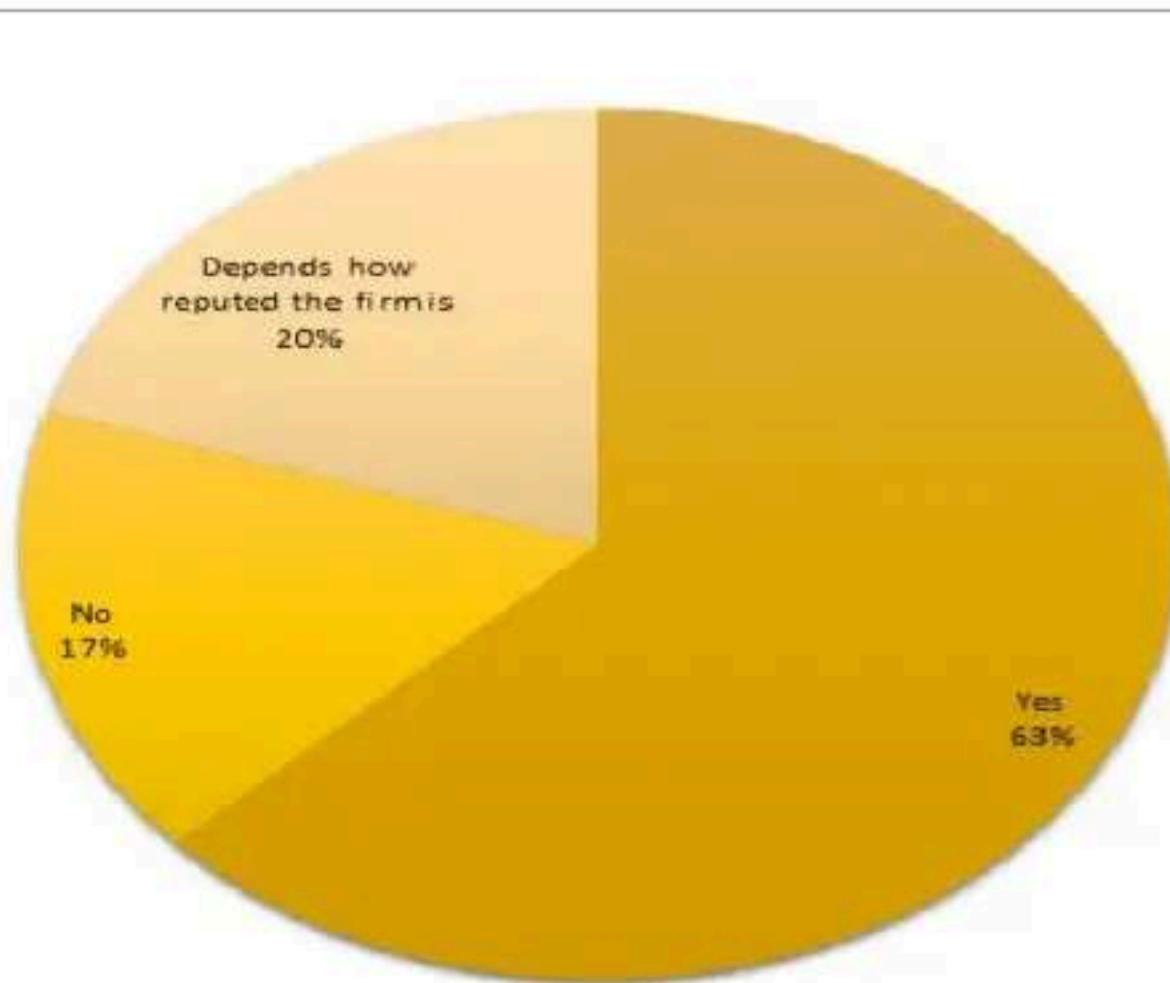
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APPENDIX

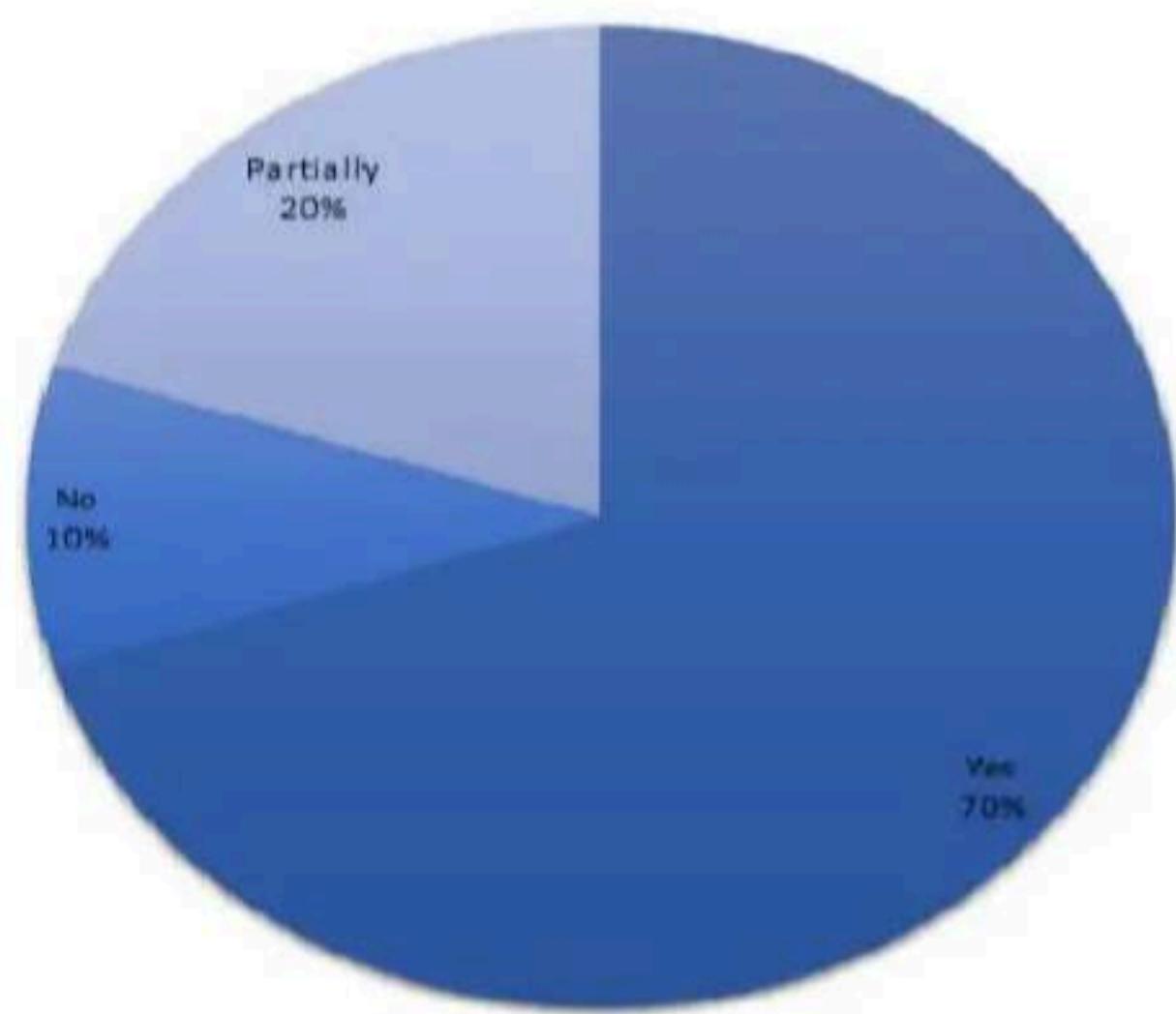
1. Is social media beneficial in generating new revenue/customers for B2B/ B2C companies?



Options	Number of responses	Percentage
Yes	57	63%
No	15	17%
It depends how reputed the firm is.	18	20%

Social media beneficial in generating new revenue / clients for both B2B and B2C businesses. 63% of people agree. While others think that everything takes place formally in B2B so it is not possible to generate new sales through social media.

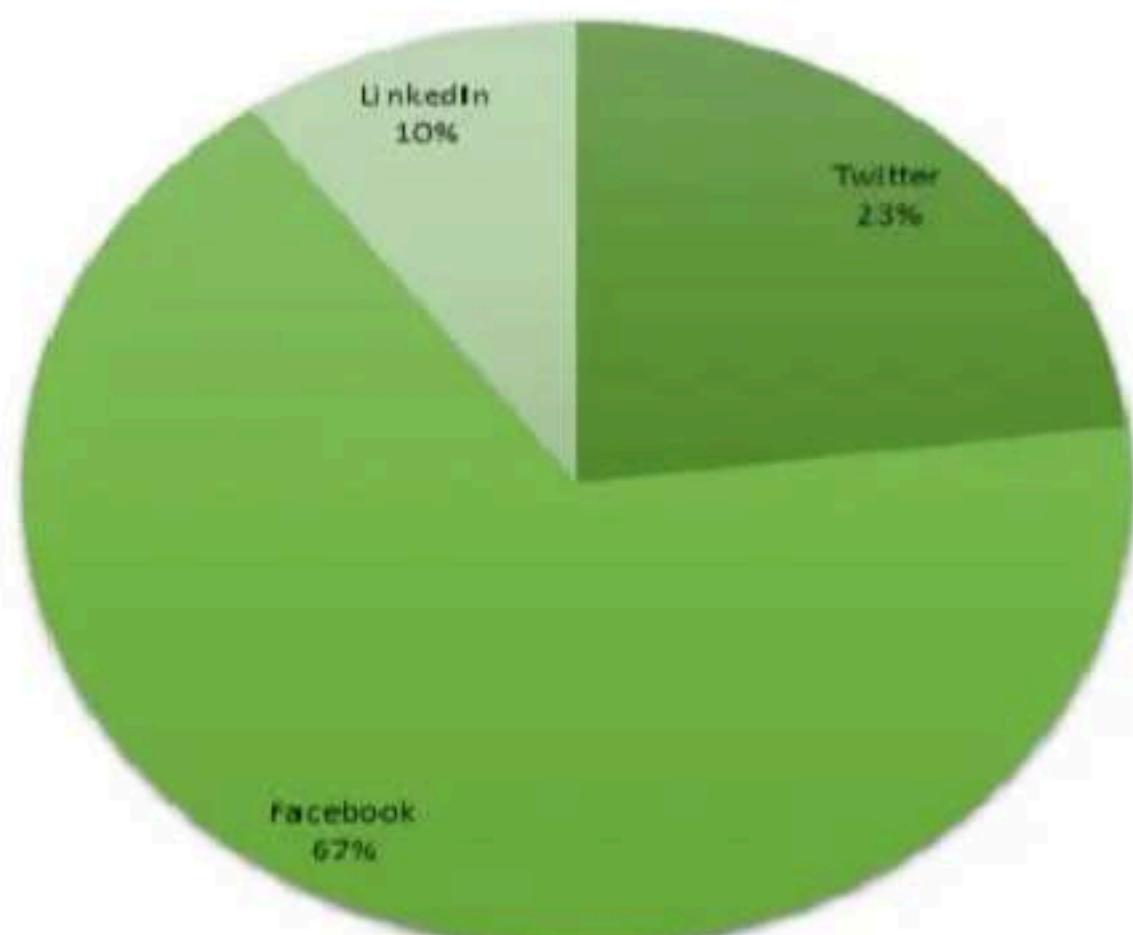
2."Social media can be used successfully to promote sales for various B2C companies." Would you agree?



Options	Number of responses	Percentage
Yes	63	70%
No	9	10%
Partially	18	20%

70% of people agree with this because most people are familiar with social networking sites and visit these sites regularly.

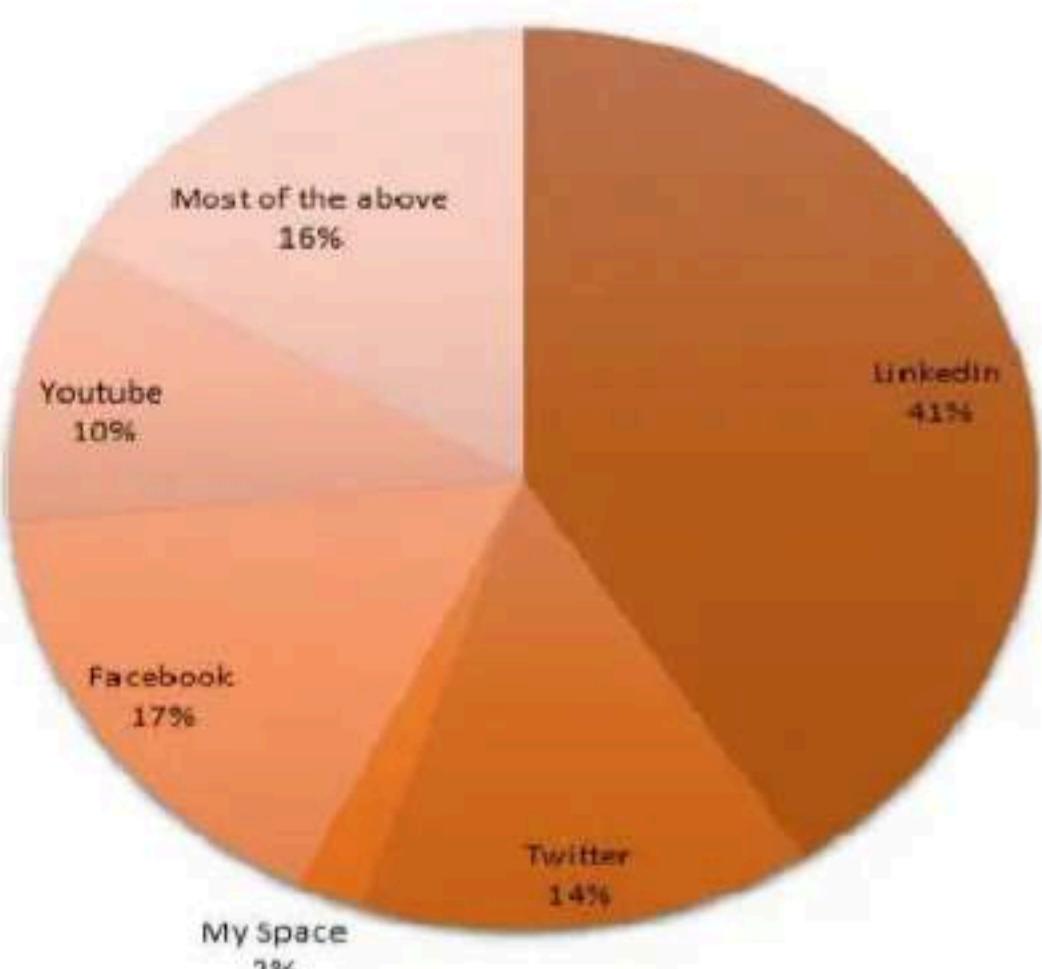
3. Which one do you think is the most effective social networking site for online marketing of B2B or B2C?



Options	Number of responses	Percentage
Twitter	21	23%
Facebook	60	67%
LinkedIn	9	10%

This indicates that in contrast with other sites like Twitter and LinkedIn more people are familiar with Facebook. Cab companies such as Ola Cabs and Taxi For Sure are more active on Twitter compared to facebook. So that depends on various industries.

4. What social networking site do you know best?



There are many social networking sites in today's world that are useful for mass marketing. This query was aimed at finding the website which is the most famous. Many people are familiar with Twitter, then YouTube LinkedIn. Many of them get to know most of the social networking sites.