
Impact of Digital Marketing through Facebook vs. Twitter : A Comparative Study on Indian Consumers

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Abstract

Marketing is now not confined to physical distribution and promotion of products in this 21 century. Now, it has become essential to use social media platforms just to maintain their presence in the market. "Digital Marketing" is termed to promot products through social media platforms. Every company is striving towards their brand image and product promotion with the tool of digital marketing and for this they all are making use of social media platforms like Facebook, Twitter, LinkedIn and many more in this row. If success is really needed in today's competitive senario, each marketer must be ready to fight for and engaged customers regularly. Technology and various platforms which are available through digital marketing platform made it easy for the markerter to avail opportunities for customer engagement. In this paper, an attempt is made to analyse the impact of digital marketing communication on promotion of products and various factors which are contributing towards the growth of digital marketing. We have considered here only two social media platforms for our study i.e. Facebook and Twitter.

Keywords: *Social media platforms, Digital marketing, Facebook, Twitter, Internet.*

Introduction

Goods and services are now being promoted through social networking sites in the form of digital marketing tools. This has been possible due to rapid increase in internet and mobile networking services. This is how it has been possible to reach out to millions of customers near and far flung areas in one click . The number of internet users in India already crossed 302 million by the end of 2014 (including 100 million plus on Facebook and 30 million plus on Twitter). Both development of social media and digital marketing have been interactive and impacted with each other. The first social media site was developed and introduced as 'classmates.com' in the year 1995

followed by 'six degrees' in the year 1997. Again, other first generation social networks were introduced by 'commonfriends.com' introduced in the year 1999. Many widespread second generation social media sites have successfully achieved remarkable growth in early and mid-twenties and connected themselves

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with millions of user worldwide for example 'Friendster', 'Myspace' etc. Facebook and twitter are two most powerful competitors while monsters in this segment using entirely different digital marketing strategies for attracting young users in India. 'Buzz marketing', 'Viral marketing', 'WOM' are modern age success mantras for digital marketers. While in one side twitter is applying a more professional and steady approach, on the other side, Facebook is adapting a casual approach and a bit aggressive for attracting their users. They are setting benchmarks for skyrocketing digital marketing trends in the field of modern interactive marketing and breaking their own records. Traditional as well as modern marketing tools are used for developing a parallel strategy due to diverse nature of Indian consumer. Catching attention of the high tech youth is a bit challenging in Indian marketplace. Challenges in digital marketing could be overcome via approaching the youth at every possible digital platform. Consumer engagement and involvement are the central construct in digital promotion/communication. In the mid-twenties, it was realised that digital networks can touch life of many online consumers and marketers. Hence, social networks modified their promotional strategy in an astoundingly shorter span to target potential consumers in the both B2B as well as B2C segments. The user statistics is continuously growing and even young users are enjoying the mobile apps introduced by social networks. Over time, for involving consumers in information search process and decision making, digital marketing communication systems are being evolved. A small device like "app" can connect many users and marketers on a virtual platform where the rational consumer would like to compare various products and their respective prices. These specialise mobile version or applications are usually compatible with Apple and Kitkat so that 24/7 social connectivity could be used by the consumer across the globe according to their time zone and convenience. The user today is more tech savvy and capable of searching, sharing, spreading and learning information from virtual sources i.e., easily available on mobiles, gadgets, laptops and other digital devices.

Social Network Sites: At A Glance

We can define social network sites as web-based services that allow individuals to (1) construct a public

or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection and (3) view and traverse their list of connections as well as those made by others within the system. In layman term, social network sites provide an online platform for user connectivity with other users via public profile in bounded system created and expanded by the owner. Therefore, this paper is intended to analyse overall impact of digital marketing on attitude of dynamic and young consumers.

Digital Marketing: No more Virtual with Interactive Media

Digital Marketing is using all possible tools for promotion through digital communication and digital devices. Digital promotion and communication are powerful promotional strategies as compare to traditional promotional tools in two fundamental ways. First, the audience can be segmented and targeted very precisely even down to factors like current location (GPS based), real time and recent brand interactions (searches). Therefore, messages, strategy and communications can be highly personalized and customized for consumers. Second, the digital sphere is easily measurable every second, every minute and every click by a customer can be accounted for. The apps/blogs/web pages opened, reviewed, analyzed by consumers can provide a blueprint of his preferences, likings and choices. In digital media communication process, one can see and compare exactly how various campaigns are performing, which channels bring the most benefit and where your efforts are best focused. Real time impact of digital communication and promotion can be measured on the basis of their characteristics.

Impact of Digital Communication by Social Media Networks: Facebook vs. Twitter

We observe many web-based services, products, brands, ideas and places are regularly promoted via social networks, YouTube and blogs 24/7 in a fantastic manner. These web sites have been continuously displaying user statistics, followers, comparing features of products on various parameters i.e., advancements, application, variants, assessment, exchange policy, offers, benefits, best deal, loyalty

displaying user statistics, followers, comparing features of products on various parameters i.e., advancements, application, variants, assessment, exchange policy, offers, benefits, best deal, loyalty points. User friendly digital marketing tools are commonly used by many social networks for online promotion. The great example is integrated tourism, hospitality and aviation services. Generally, marketers measure sales and communication effects of advertisement or sales promotion campaign and ignore the attitude development, learning and involvement of consumer in decision making process. They usually analyse effectiveness of all possible popular digital marketing tools such as weblogs, popups, banners, audio, video, consumer reviews, e-press release, web pages etc. The other common approach used for measuring effectiveness of promotion via social networks is displays all possible products with comparable detailed

features, trends, histograms and reviews. Facebook is a dominant player in Indian social media marketing for past 4 years because it is first preference of consumers as well as marketers. Other popular platforms in India are twitter and YouTube in India. Such networks are created and programmed in a manner that consumers can involve themselves at every stage of decisions making process and attitude development. During consumer marketer interface the impact of two ways communication process must be analysed from 360 degree. Digital devices are providing an ease to measure impact of various promotional tools created in a marketplace. In this paper, the involvement of consumer in decision making and the impact created by social networks are analysed at three levels pre purchase or information search, evaluation during buying process, for the post purchase.

Table-1: Facebook vs. Twitter a Comparison

Facebook Vs. Twitter comparison

S.No.	Feature offered	Facebook	Twitter
1.	Real time content	Yes	Yes
2.	Storytelling	Yes	No
3.	Microblogging	No	Yes
4.	Media sharing	Yes	Yes
5.	Link sharing	Yes	Yes
6.	Privacy and security	Yes	Yes
7.	Audio video sharing	Yes	No
8.	Podcast	Yes	No
9.	Updates and reviews	No	Yes
10.	Banners and displays	Yes	Yes
11.	Influencer marketing	Yes	Yes
12.	Hashtags	Yes	Yes
13.	Widget and applications	Yes	No
14.	Brand pages/links	Yes	No
15.	User and follower statistics	Yes	Yes
16.	Community	Yes	Yes
17.	Research	No	Yes
18.	Customer services	Yes	Yes
19.	Credibility and reputation mgt.	Yes	Yes
20.	Monitoring tools	Yes	Yes
21.	Location based marketing	Yes	Yes
22.	Word limits	63,206	140
23.	Polls % Surveys	Yes	Yes

Major Reasons to acknowledge growth of social media networks

Major Reasons to acknowledge growth of social media networks

Certainly, there are numerous reasons for growth of digital marketing through web-based services, digital promotion and social media networks thus expanding online business.

- 1 **Size:** Facebook has over 300 million and twitter has over 30 million users in India. On an average, 70-100 tweets happen by the second. An average user on Facebook has 120 plus friends. This is the kind of freedom and power that the social networking sites embrace and with this comes the capability to communicate powerfully for creating charisma. Net neutrality and many other such legal issues are still not clear to both the consumers and marketers. But when such large numbers of consumers are involved, there is a danger of something going wrong and when it does, it happens in a big way. Therefore, the size of social media poses opportunities and threats.
- 2 **Budget:** The total budgeted cost of social media networks is almost negligible but certainly indirectly internet charges and cost of data plan are paid by the marketer and the customer. A marketer need to pay operational and installation costs for developing compatibility of digital promotional tools while promoting on social networks. Marketers are also to pay a fair cost though nominal for Software updates and its new versions.
- 3 **Transparency:** Digital marketing is 100 per cent transparent here as no cheat code and no black hat SEO techniques are allowed. Everything that happens in the social networking landscape is fool proof. Companies cannot fake authenticity in an attempt to get more people involved. Members can choose to associate with the company or opt out. Opinions made on applications and social networking platforms are taken seriously and the more authentic the companies get, more seriously they are taken.
- 4 **Range:** It is possible for business to make a mark globally and do it quickly using social networking sites. The virtual storage, cloud and drives are giving much space for users to save their albums, reading material, catalogues, various lists, contacts and address books.
- 5 **Boost website traffic:** Social media is probably the fastest and easiest means of redirecting traffic to company's website. By simply placing their website URL in their profile, the company can have all their profile visitors check out their website. This is the virtual way version of "word-of mouth".
- 6 **Branding:** Buying a candy may have been impulsive all your life, but if it is discussed on a social networking site, there is likely to get brand conscious even for a candy. Social media and application marketing are a smart way to build brands. Social media platforms are known to be one of the most powerful and fast means of branding. Some of the big brands like Coke, Ford, Dell, IBM, Burger King are some of the well known brands have powerfully used social media platforms and user friendly applications to endorse themselves.
- 7 **Immediate Response:** Whenever customers purchase any brand, they all give their immediate response through these social media platforms either positive or negative after having that particular product usage which creates goodwill or negative image for the product in the market. Accordingly, other people start forming their perception and thus a quick review is generated for the marketer and its product brand in the market.
- 8 **Information search via social networks:** Digital marketing has also paved the way for search engine marketing in which whenever consumer go for any product selection from the market he/she tries to find out the basic knowledge and related areas associated with the purchase decision and

tries to maximise its selection choice and options every time.

9 **Popularity** : Due to the immense popularity of the social networks among masses, marketers didn't required any extra efforts for gaining popularity for its product brand. Here, the best option available to the company is going through the way of digital marketing only.

10 **Faster real time research**: On these social media platforms, everyone shows their opinions and views in the form of sharing of information or post a faster real time image that can be portrayed in front targeted audience by the marketers if they choose digital marketing option.

11 **Quick suggestions, updates, and feedback**: Many companies who are using the social networks for promoting their brands are also incorporating every suggestions and remarks for upgrading their products time to time accordingly. Big companies like Snapdeal, Flipkart, Firstcry, Amazon and many more are having suggestions and feedback options for their products by customers for updating and improving their services and products.

12 **User Friendly**: For making digital marketing user friendly and convenience for the customer, every company must start making mobile friendly applications and websites for better accessibility among target audience. Many companies proved themselves under this head namely Amazon, Flipkart, Snapdeal, Axis Bank mobile applications and many others.

Contemporary Digital Marketing Tools

Besides research tools, there are many companies providing specialized platforms/tools for social media marketing, such as tools for Social Media Monitoring, Social Aggregation, Social Book Marking, Tagging Social Analytics and Reporting Automation, Social Media Blog Marketing Validation. The popular digital

marketing tools are search, blogs, media sharing, pop ups, etc.

The nature and nomenclature of these connections may vary from site to site. While we use the term "social network site" to describe this phenomenon, the term 'Social Networking Sites' also appears in public discourse, and the two terms are often used interchangeably. We chose not to employ the term networking for two reasons: emphasis and scope. 'Networking emphasizes relationship initiation, often between strangers. Presently 67% of social consumers are using these social networking sites all over the world and out of them, 400 million users are registered on Facebook only. The unique features of these social networking sites are the way of users articulate and make their presence on the networks rather than just meeting strangers and making friends. This can create connects among individuals that could not otherwise be made, but that is not the goal, and such meetings are frequently among 'latent ties' (Haythornthwaite, 2005) who share some offline association and links. To emphasize this articulated social network as a critical organizing feature of these sites, we label them 'social network sites.'

Social media is the most empowered business and marketing wave in today's time as e-mails and websites were the first empowered businesses under this segment. Social media marketing is the marketing through online communities, social chains, blog marketing. It's the latest "buzz" in marketing. Now a days, the organizational cause pursued in social media has replaced the social cause because the companies now seek to engage with their audience by these online platforms.

Location based marketing is using location of a customer for customizing the web contents according to geographic and other details received from the network. Interactive voice response, downloadable applications, mobile websites and messaging is used by marketers for receiving and supplying the information to the consumer. Navigation, Geo-fence, Mapping, Geo tagging, Check in and many other options are available to the consumers on various social networks.

Literature Reviewed

The literature is reviewed on the similar subject and few relevant research findings are summarized in the table for presenting an overview of relationship of dependent and independent variables and

understanding outcomes/concluding remarks given by the researchers.

Year	Conducted by	Research outcomes and Conclusion
2008	Jantsch	Social media is considered useful for communication and interaction to create or co-create values among users
2008	Subramanyam and Greenfield	Social media is considered and analyzed as one of the highly accessible technique for online promotion and marketing
2008	Mayfield	Analyzed social media contents like participation, openness, connects and usefulness for expanding communication. Also defined seven kinds of social media
2008	Bonds-Raacke	Considered social networking sites as a virtual platform for sharing similar interests, communicate, suggest and discuss ideas
2009	Raphael Viton	Information, feedback and testimonials play a vital role in consumer buying decisions: social media marketing strategies are highly effective in case of "high involvement" for the consumer
2009	Jones	Social media essentially is a category of online media where people are talking, participating, sharing, networking, and bookmarkingonline
2009	Murdough	Finds increasing potential of social media but like any other marketing tool it is little difficult to gauge the kind of impact that it lays on the masses and online users
2010	Kaplan and Haenlein	Defines social media in consideration of web 2.0 and user generated contents that is created by customers and utilized by marketers in order to receive vital inputs
2010	Galak and Stephen	Explained that while social media was once the domain of younger, tech-savvy, and early adopter consumers who were faster to adopt new technologies, it has now evolved into mainstream and covers a broad demographic spectrum and influencing life of consumers from all the segments
2010	Com Score Study	Findings from research conducted by comScore (2010) reveal that social media users spend, on average, one and a half times more time online than the typical web surfer
2010	Dave Evance	This search shows that social media feedback cycle reveals awareness of purchase use oppion, and talk in the market about product which help generate contents for market development.

2010	Winterberg	Social media websites like Facebook, LinkedIn and Twitter come with unbelievable techniques to communicate and connect with the family, colleagues and friends
2011 2011	D'Silva, Bhuptani and Mennon	The social networks are used to stay connected with friends and family. Social media network is also used as a marketing tool in creating brand awareness and brand preference among consumers.
2011	Neti	Social media is acquiring an eminent place in homes, small businesses and corporate boardrooms and extending its reach into the nonprofit, education and health sectors
2011	Fausser et al (2011)	Research finds that consumers are able to use sites information sharing, collaboration and relationship build necessary to support ongoing communication with the marketer in addition social media marketing; allowed organisations the opportunity to get additional sources of information regarding product benefits and product features
2011	Yang, Mai, Ben-ur	Find that social community creates more attention of users on social networks
2012	Peng and Liang	Research focuses on consumer's evaluation of the product or service utility after weighing the perceived benefits
2012	Kamtarin	Finds Online WOM impact more as compared to traditional media as these are written and documented. Thus people can find relevant information
2012	Taprial and Kanwar	Social media is rated on the basis of social accessibility, speed, openness and information
2012	Bajpai et al	Social media is a wider platform easily accessible for anyone with Internet access
2012	Bajpai, Pandey and Shrivastava	Creating a basic social media presence is easy enough, getting a community to actually do something is more difficult via understanding consumers need, customizing messages across sites that help the message spread but it keeps users from receiving multiple identical communications
2013	Srivastava and Pandey	Social media marketing offers an opportunity to build strong relation with consumers and a closely watch comments

2013	Hayata	Finds that in recent years, the internet has penetrated into our lives and become an indispensable element with its advanced technology especially the opportunities offered by web 2.0 technology that has increased the time people spend on the Internet and people can access the internet anywhere and share their ideas and feelings with their friends
2013	Ramanarain and Govender	Observe that marketers use social media platforms to generate exposure, attention and awareness to their products and brands.
2013	Jadhav, Kamble and Patil	Research finds that the exposure and usage of social media are increasing. Two-thirds of the companies surveyed predict that their use of social media would grow significantly over the next few years as the awareness of the power of social media has grown in their companies
2013	Hahn and Kim	Analyzed consumer mobile shopping intention and its connection with buying decisions
2014	Al- Debei, Al-Lozi and Papazafeiropoulou	Found that users perceived value positively impacted their continuous participation intention and behaviour after continuous participation on Facebook
2015	Mishra, Kumar and Sharma	According to them the use of social media is increasing day by day among the younger generation and their impacts need to be studied in detail with more research.
2015	Barhemmati and Ahmad	Social media marketing will expand with more user friendly contents; significant relationship is found between social network marketing activities and customer engagement.
2015	Saritadevi	Social media marketing is required for various marketing activities including understanding customer needs, delivering customer loyalty, increasing consumer awareness and getting timely and effective feedback
2015	Barhemmati and Ahmad	Suggested what is possible, practical, and can be done by marketing managers to increase their advertisements' effectiveness through social media by knowing the type of engagement shaped in audience, the their emotional bond and the effects on consumer's purchase behavior.
2015	Octane Research	Found that importance of Email Marketing grew 38% from 2011 to 2015, Email Marketing and Social Media Marketing being the top sources of customer engagement, primary e-Marketing activity; surprisingly, many marketers voted for websites (72%) followed by, Email Marketing (71%) and Social Media Marketing (69%) as primary e-Marketing activities.

Research Methodology and Statistical Inferences

Primary and secondary data are collected for this research. Justified sampling is used to include various segments of Indian youth exposed to both the networks of Facebook and twitter and a structured questionnaire is administered to receive inputs from the respondents. The responses are collected online from 40 respondents with the help of 30 questions. The

analysis is done by SPSS16 software and statistical tests such as Chi-square, correlation and linear regression techniques are used to draw the inferences. A comparative presentation for describing the characteristics of respondents, respondent's awareness and social networks is provided here for understanding the impact of various independent variables on dependent variable (consumer buying) for both the networks Facebook and Twitter.

Table: 3: Profile of the Respondents

Age group	Gender Male	Female	No. of respondent
15-25	5	5	10
25-35	5	5	10
35-45	5	5	10
45-50	5	5	10

Source : Author's own observations

The respondents are selected from various age groups and two genders ; details are presented in the above table.

**Table: 4: Consumer Awareness on features of Social Media
Consumer awareness level (%)**

S.No.	Features	Facebook	Twitter
1.	Forums	30%	27%
2.	Content community	25%	32%
3.	Podcast	2%	2%
4.	Newsfeed	59%	48%
5.	Page	70%	2%
6.	Hashtags	56%	34%
7.	Wall	80%	65%
8.	Microblogging	2%	40%
9.	Free of Cost	30%	35%

Source : Author's own observations

Respondents' awareness levels related to various features offered by social networks are presented in the above table. The awareness level is high for newsfeeds, hashtags, wall and cost of the social networks in both the cases.

For the purpose of this study, two sets of variables are used viz. one set is extracted from the

characteristics of social media and another set is extracted from the marketer and user generated contents on interactive social media. The impact of these two set of variables is studied on the online buying behaviour of the young consumers registered in both the networks. Some vital demographic statistics is also analyzed for the purpose of this study.

Table: 5 Correlations with Gender

S.No.		Correlation
1.	Gender and impact on time spent on information searching on social network	0.429 (significant)
2.	Gender and impact on choice of network	1.007 (Perfect)
3.	Gender and impact on type of contents viewed on social network	0.667 (Moderately significant)
4.	Gender and impact on quick learning and updating new information via social network	0.178 (Not significant)

Source : Author's own observations

There exists a positive relationship between gender and other variables, female respondents spent more time on social networks and their first choice of network is Facebook, contents.

Table: 6 : Correlations with Age

S.No.		Correlation
1.	Age and impact on time spent on information searching on social network	-0.751 (Highly significant)
2.	Age and impact on choice of network	-0.999 (Perfect)
3.	Age and impact on type of contents viewed on social network	-0.550 (Moderately significant)
4.	Age and impact on quick learning and updating new information via social network	-0.789 (Highly significant)

Source : Author's own observations

There exists a negative relationship between age and other variables i.e., time spent on search, choice of networks, contents, learning/updates. Respondents with lesser age spent more time, and prefer Facebook over twitter they quickly view contents and update.

Table 7 : Correlations with Education

S.No.		
1.	Education and impact on time spent on information searching on social network	0.781 (Highly significant)
2.	Education and impact on choice of network	1.003 (Perfect)
3.	Education and impact on type of contents viewed on social network	0.530 (Moderately significant)
4.	Education and impact on quick learning and updating new information via social network	0.750 (Highly significant)

There exists a positive relationship between education and other variables respondents below graduation spent more time on social networks, their choice of networks is facebook over twitter and they quickly view contents and update.

Table 8 : Regression Model for Social media characteristics

Hypothesis Testing

H0 : The social network choice for online consumer buying decisions is not directly influenced by the characteristics of variable such as response, popularity, user friendly etc.

H1: The social network choice for online buying decisions is directly influenced by set of variables selected to characterize a network such as response, popularity, user friendly etc

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F Change	df1	df2	Sig F Change
1	.494 ^a	.494 ^a	.195	.195	4.934	12	183	.000

a. Predictors: (Constant), RESPONSE, UPDATES, REACH, STATS, NEWS, CONT, WIDE, CONN, QUICK, COST, USERFRIENDLY, LINKS b. Dependent Variable: ONLINEBUY

**Table : 9 ANOVA for Social media characteristics
ANOVA^b**

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	38.867	12	3.239	4.934	.000 ^a
	Residual	120.128	183	.656		
	Total	158.995	195			

a. Predictors: (Constant), RESPONSE, UPDATES, REACH, STATS, NEWS, CONT, WIDE, CONN, QUICK, COST, USERFRIENDLY, LINKS b. Dependent Variable: ONLINEBUY

The R value suggest 49% percent impact of independent variables on dependent variable/consumer buying decision. The coefficient of determination r^2 is 0.244 and F value is higher. Therefore, each of the independent variables for facebook and twitter is tested of statistical significance in a similar manner. The null hypothesis is rejected that there is no relationship between media characteristics and online buying.

Table : 10 Regression Model for Social media characteristics FACEBOOK/TWITTER

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig F Change
FB 1	1.000 ^a	1.000 ^a	.000	.000	1.000		12	49	
TWITTER 1	.558 ^a	.244	.652	.312	4.571	4.571	12	121	.000

a. Predictors: (Constant), RESPONSE, NEWS, USERFRIENDLY, QUICK, CONN, UPDATES, CONT, STATS, COST, WIDE, LINKS, REACH

b. Predictors: (Constant), RESPONSE, USERFRIENDLY, NEWS, STATS, LINKS, REACH, COST, WIDE, UPDATES, CONN, CONT, QUICK

c. Dependent Variable: ONLINEBUY

Table : 11 ANOVA for Social media characteristics FACEBOOK/TWITTER

ANOVA^c

FB.TW	Model	Sum of Squares		df	Mean Square F		Sig.
FB	1	Regression	83.419	12	6.952	. . ^a	
		Residual	.000	49	.000		
		Total	83.419	61			
TWITTER	1	Regression	23.336	12	1.945	4.571	.000 ^b
		Residual	51.478	121	.425		

ANOVA^c

FB.TW	Model	Sum of Squares		df	Mean Square F		Sig.
FB	1	Regression	83.419	12	6.952	. ^a	
		Residual	.000	49	.000		
		Total	83.419	61			
TWITTER	1	Regression	23.336	12	1.945	4.571	.000 ^b
		Residual	51.478	121	.425		
		Total	74.813	133			

a. Predictors: (Constant), RESPONSE, NEWS, USERFRIENDLT, QUICK, CONN, UPDATES, CONT, STATS, COST, WIDE, LINKS, REACH

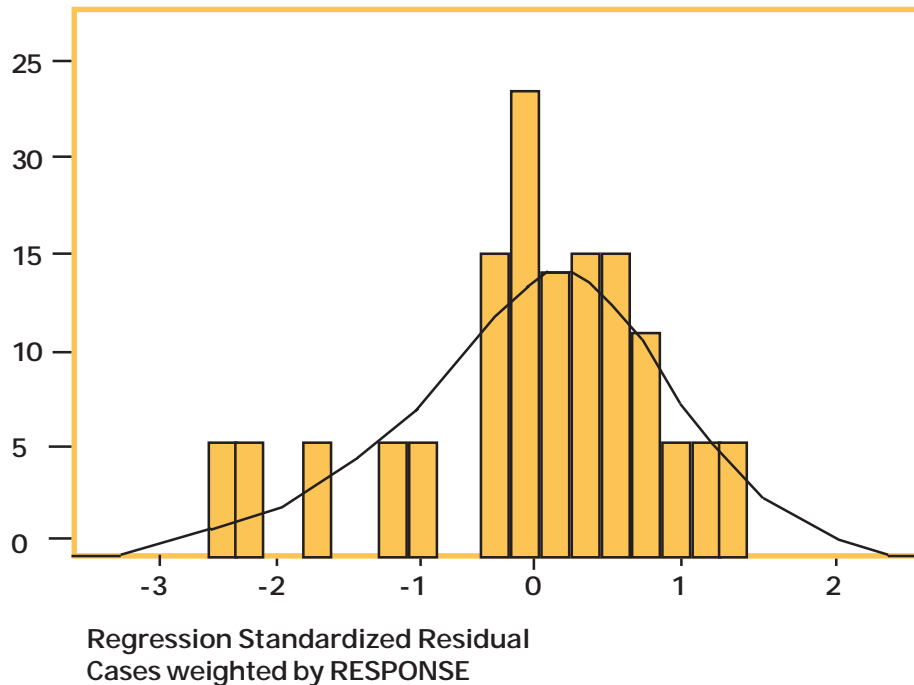
b. Predictors: (Constant), RESPONSE, USERFRIENDLY, NEWS, STATS, LINKS, REACH, COST, WIDE, UPDATES, CONN, CONT, QUICK

c. Dependent Variable: ONLINEBUY

Histogram

Dependent Variable : ONLINEBUY

FB.TW:TWITTER



The R value is suggesting that there is a significant relationship and (100% percent for facebook and 55% for twitter) a strong impact of independent variables is observed on dependent variable/consumer buying decision. The coefficient of determination r^2 is 1.000 for facebook and 0.312 for twitter.

Table : 12 Regression Model for Marketer/User generated contents

Hypothesis Testing

H0 : The choice of social network for consumer buying decisions is not directly influenced by set of variables including marketer generated and user generated contents like social profile, brand positioning, popularity, user friendly, purchase intention, purchase value etc.

H1: The choice of social network for consumer buying decisions is directly influenced by set of variables including marketer generated and user generated contents like social profile, brand positioning, popularity, user friendly, purchase intention, purchase value etc.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig F Change
1	.572 ^a	.328	.276	.769	.328	6.297	14	181	.000

Table : 13 ANOVA for Marketer/User generated contents

ANOVA^b

Model	Sum of Squares		df	Mean Square	F	Sig.
1	Regression	52.075	14	3.720	6.297	.000 ^a
	Residual	106.920	181	.591		
	Total	158.995	195			

a. Predictors: (Constant), SOCIA LPROFILE, PURCIEVED VALUE, BRAND POSITION, PURCHASE INTENTION, WOM, PRIVACY POLICY, INNOVATIVE POSTS, PURCIEVED RISK, CONSUMER REVIEWS, SOCIAL ENGAGEMENT, SOCIAL PRESENCE, CUST SUPPORT FORUM, CUST COLABORATION CHAT, PURCHASE INVOLVEMENT

b. Dependent Variable: ONLINEBUY

The R value is suggesting that there is a significant relationship and 57% percent impact of independent variables is observed on dependent variable/consumer buying decision. The coefficient of determination r^2 is 0.328 and F value is higher. The null hypothesis is rejected that there is no relationship between marketer/ user generated contents and online buying.

Table :14 Regression for Marketer/User generated contents in the FACEBOOK/ TWITTER and online buying

Model FB TW	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig F Change
FB 1	1.000 ^a	1.000	1.000	.000	1.000	1.186E15	12	49	.000
TWITTER1	.693 ^b	.481	.420	.571	.481	7.868	14	119	.000

a. Predictors: (Constant), SOCIALPROFILE, INNOVATIVEPOSTS, PURCHASEINTENTION, CONSUMER REVIEWS, SOCIALENGAGEMENT, BRANDPOSITION, PRIVACYPOLICY, WOM, SOCIALPRESENCE, CUSTSUPPORTFORUM, CUSTCOLLABORATIONCHAT, PURCIEVEDRISK

b. Predictors: (Constant), SOCIALPROFILE, PURCHASEINVOLVEMENT, CUSTCOLLABORATIONCHAT, BRANDPOSITION, PURCHASEINENTION, CONSUMER REVIEWS, CUSTSUPPORTFORUM, INNOVATIVEPOSTS, PURCIEVEDRISK, PRIVACYPOLICY, SOCIALPRESENCE, PURCIEVEDVALUE, WOM, SOCIALENGAGEMENT

c. Dependent Variable: ONLINEBUY

Table : 15 ANOVA for Marketer/User generated contents FACEBOOK/TWITTER and online buying

The R value suggests that there is a significant relationship and (100% percent for facebook and 69% for twitter) a strong impact of independent variables is observed on dependent variable/consumer buying decision. The coefficient of determination r^2 is 1.000 for facebook and 0.481 for twitter.

ANOVA^c

FB.TW	Model	Sum of Squares		df	Mean SquareF		Sig.
FB	1	Regression	83.419	12	6.952	1.196E15	.000 ^a
		Residual	.000	49	.000		
		Total	83.419	61			
TWITTER	1	Regression	35.962	14	2.569	7.868	.000 ^b
		Residual	38.852	119	.326		
		Total	74.813	133			

a. Predictors: (Constant), SOCIALPROFILE, INNOVATIVEPOSTS, PURCHASEINTENTION, CONSUMER REVIEWS, SOCIALENGAGEMENT, BRANDPOSITION, PRIVACYPOLICY, WOM, SOCIALPRESENCE, CUSTSUPPORTFORUM, CUSTCOLABORATIONCHAT, PURCIEVEDRISK

b. Predictors: (Constant), SOCIALPROFILE, PURCHASEINVOLVEMENT, CUSTCOLABORATIONCHAT, BRANDPOSITION, PURCHASEINTENTION, CONSUMER REVIEWS, CUSTSUPPORTFORUM, INNOVATIVEPOSTS, PURCIEVEDRISK, PRIVACYPOLICY, SOCIALPRESENCE, PURCIEVEDVALUE, WOM, SOCIALENGAGEMENT

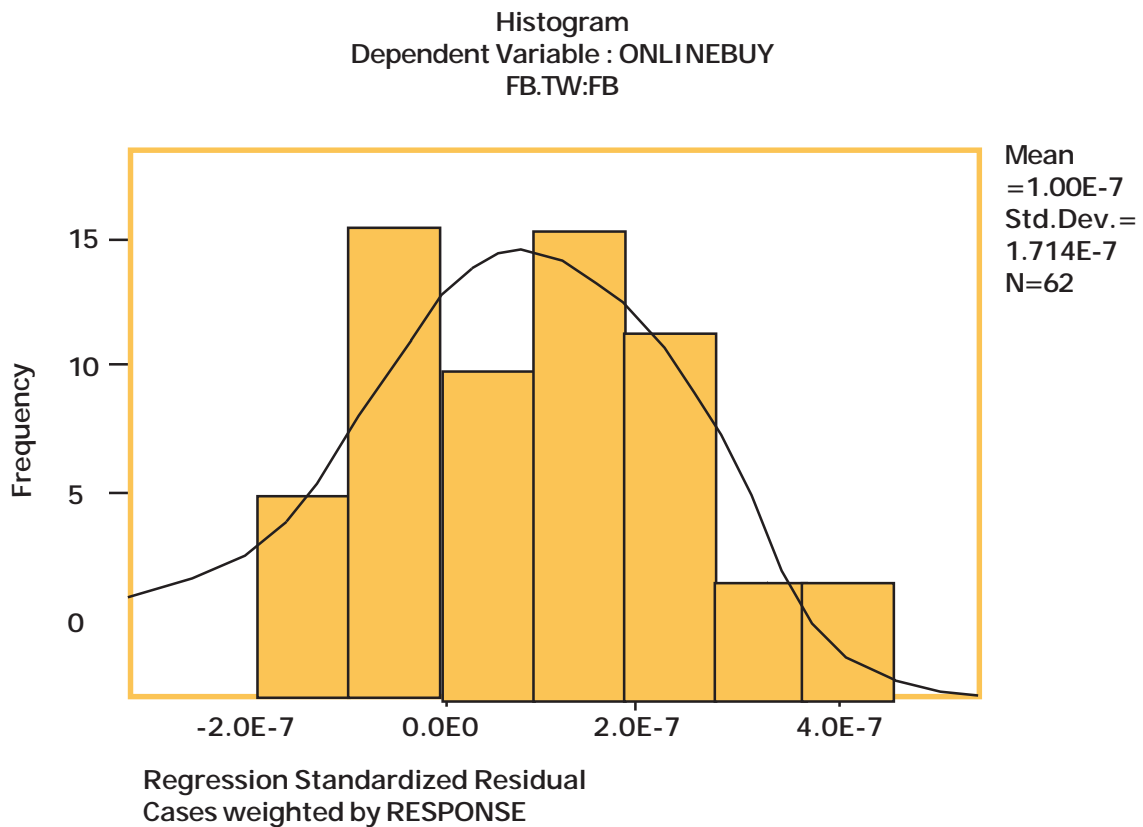
ANOVA^c

FB.TW	Model	Sum of Squares		df	Mean Square F		Sig.
FB	1	Regression	83.419	12	6.952	1.196E15	.000 ^a
		Residual	.000	49	.000		
		Total	83.419	61			
TWITTER	1	Regression	35.962	14	2.569	7.868	.000 ^b
		Residual	38.852	119	.326		
		Total	74.813	133			

a. Predictors: (Constant), SOCIALPROFILE, INNOVATIVEPOSTS, PURCHASEINTENTION, CONSUMER REVIEWS, SOCIALENGAGEMENT, BRANDPOSITION, PRIVACYPOLICY, WOM, SOCIALPRESENCE, CUSTSUPPORTFORUM, CUSTCOLABORATIONCHAT, PURCIEVEDRISK

b. Predictors: (Constant), SOCIALPROFILE, PURCHASEINVOLVEMENT, CUSTCOLABORATIONCHAT, BRANDPOSITION, PURCHASEINTENTION, CONSUMER REVIEWS, CUSTSUPPORTFORUM, INNOVATIVEPOSTS, PURCIEVEDRISK, PRIVACYPOLICY, SOCIALPRESENCE, PURCIEVEDVALUE, WOM, SOCIALENGAGEMENT

c. Dependent Variable: ONLINEBUY



Conclusion:

The two set of variables are used to predict their relationship with online buying behaviour of the young respondent. There exists a relationship between media characteristics, user and marketer generated contents on online buying. One set is extracted from characteristics of social media and another set is extracted from the marketer and user generated contents on interactive social media .The impact of these two sets of variables is studied on the online buying behaviour of the young consumers registered in both the networks. Some vital demographic statistics and awareness level is also analysed among young users. The linear relation between the variables is crucial and influencing consumer buying decisions after receiving inputs from social media. Therefore, it is important for a marketer to understand the role of interactive media and its 360 degree impact on online consumers. There marketer should design more creative and interactive contents for getting real time information from the consumers.

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