Journal of Informatics Education and Research
ISSN: 1526-4726
Vol 4 Issue 2 (2024)

Impact of Social Media Marketing Activities: The Meditation of Social Identification and Satisfaction.

Dr. Princy. A. S[1]
Assistant Professor
Department of MBA
Sathyabama Institute of Science and Technology, Jeppiar Nagar, Chennai-600 119
princyprabish@gmail.com

Dr. R. Blessie Pathmu[2]
Assistant Professor
Department of MBA
Sathyabama Institute of Science and Technology, Jeppiar Nagar, Chennai-600 119
blessr10u@gmail.com

Dr. Priya Sethuraman[3]
Professor
Department of MBA
St. Joseph's Institute of Technology, Chennai-600119
priasethuraman@gmail.com

Dr.G.Venkateshwaran[4]
Assistant Professor
Department of Masters of Business Administration
Velammal College of Engineering And Technology, Madurai.
gvenks123@gmail.com

Dr. Umesh Chandra[5]
Assistant Professor
Department of Marketing
Faculty of Management Studies, CMS Business School, JAIN (Deemed-to-be University), Bangalore India-560009
dr_umesh_chandra@cms.ac.in

Tejal Tushar Hirekhan[6]
Assistant Professor
Department of Computer Engineering
Swaminarayan Siddhanta Institute of Technology, Nagpur
tejal.hirekhan@gmail.com

Abstract

The research examined the power of social media marketing efforts on consumer behavior, with a special emphasis on the mediating effects of social identity and customer satisfaction. The study attempts to give insights into successful social media tactics by examining how interaction with social media marketing impacts customers' brand identification and subsequent satisfaction. Social identification and pleasure are essential concepts for understanding customer behavior and brand loyalty within the realm of social media marketing. Social identification pertains to the degree to which people regard themselves as being part of a group or community that is linked to a certain brand. When consumers closely connect with a brand community, they are more inclined to display loyalty and advocate for the brand. Brands that successfully cultivate a feeling of community via their social media endeavors may strengthen customers' connection to the company. This entails generating material that aligns with the beliefs, interests, and identities of the intended

audience, while also fostering engagement and collaboration among community members. User-generated content campaigns, community-driven conversations, and exclusive group memberships all have the potential to enhance social identity.. Brands that effectively establish a feeling of belonging and provide gratifying experiences have the ability to cultivate more devoted communities, therefore improving their overall market standing. The findings demonstrate that engaging in social media marketing activities has a substantial impact on fostering Personalization, Authenticity and Transparency, Educational and Informative Content and Emotional Connection..

Keywords: Social Media Marketing, Identification, Satisfaction, Consumer Behavior, Brand Engagement, Personalization, Authenticity and Transparency, Educational and Informative Content.

Introduction

The capacity of social media marketing operations to captivate and influence customers is becoming increasingly acknowledged. Nevertheless, the connection between these activities and improved consumer satisfaction is not always straightforward and includes intricate psychological mechanisms, with social affiliation playing a crucial role. Social identification is the act of people aligning themselves with a group, brand, or community, which helps create a feeling of belonging and a shared sense of identity. Within the realm of social media marketing, when customers actively connect with a brand's online presence, their engagement extends beyond simply content interaction and includes participation in a wider social ecosystem. By engaging in regular and significant conversations on social media platforms, customers develop a sense of connection with the brand community, adopting the company's values, culture, and identity as their own. Consumers are more inclined to form a deep connection with a business when they believe that the brand's social media presence is in line with their own personal beliefs and interests. A business that proactively interacts with its audience by using user-generated material, implementing community-building activities, and maintaining responsive communication has the ability to foster a feeling of inclusion and connection among its followers. This feeling of belonging strengthens social identity, as customers see themselves as more linked and essential to the brand's community. Consequently, these customers are more inclined to feel more happiness because of the emotional gratification they get from their social connection with the brand. Furthermore, social identification acts as a mediator between social media marketing and client happiness, since it promotes trust and loyalty. Consumer brand identification positively influences the trustworthiness of a brand's statements and intentions. As a result, this trust fosters increased pleasure as customers develop a sense of assurance in their connection with the brand and see the company as trustworthy and genuine. In addition, consumers who are loyal and have a strong identification with a brand are more likely to support and promote the business. This further enhances their pleasure via positive feedback and validation from their peers. An essential discovery of the research is the significance of social identity in the realm of social media marketing. The authors propose that firms should prioritise the establishment of a feeling of camaraderie and inclusion among their social media followers. This may be accomplished by using interactive and captivating material that promotes active involvement and collaboration among users. Brands may improve customer loyalty and bolster their market position by promoting social identity. Another significant consequence of the research is the need for businesses to provide a high level of perceived value via their social media endeavours. This entails delivering material that is not just instructive and valuable, but also captivating and emotionally compelling. Brands that effectively provide a strong sense of value are more likely to foster favourable sentiments and loyalty among their customers. The research offers useful insights into the methods by which SMMAs impact consumer behaviour. This research highlights the significance of establishing a sense of community, providing high perceived value, and guaranteeing consumer happiness in order to cultivate robust and loyal customer relationships in the digital era.

Research background

Social media marketing is using social media platforms to successfully influence clients' purchase choices (Dann, 2010). Given the rapid expansion of virtual community websites, several companies are increasingly exploring ways to use these platforms to improve their communication and engagement with people. The objective is to cultivate a sense of closeness and mutual trust, eventually establishing online brand communities. With the evolution of the Internet, many forms of media and applications have been launched, leading to changes in traditional human interactions and the establishment of

new methods of communication. The emergence of the Internet and mobile technology, together with the extensive use of online social media, has led to the development of a novel field of brand marketing that centres around the exchange of consumer experiences and brand-related information. As a result, the effectiveness of social organisations has increased. Despite not knowing one other personally, group members may nevertheless build a strong sense of community. Virtual brand communities are defined as groups of individuals that get together to share and trade items and services that are connected to a certain brand. Prahalad and Ramaswamy (2004) suggested that active participation in online communities may promote a substantial sense of cohesion among clients, thereby impacting the market. Hence, it is essential for organisations to identify the crucial attributes or tactics necessary to motivate customers to participate in these communities. Prior research has shown that when consumers become part of a brand community, the brand transforms into a common language and set of principles that links community members via the sharing of brand experiences. In their study, Shih and Chieh Lin (2019) investigated the impact of these activities on social identity, perceived worth, and pleasure. The authors provide a model that explains the methods by which SMMAs influence customers' attitudes and behaviours, eventually resulting in brand loyalty. The research starts by emphasizing the growing significance of social media as a marketing instrument. Social media platforms provide companies with a distinct chance to communicate with customers in a more dynamic and customised way compared to conventional marketing methods. The impacts of Social Media Marketing Activities (SMMAs) are important for organisations seeking to improve their marketing strategies and cultivate more robust connections with their consumers. In order to investigate these impacts, the authors specifically examine three crucial intermediary factors: social identity, perceived worth, and pleasure. Social identification pertains to the degree to which customers view themselves as members of a community linked to a certain brand. This identification may cultivate a feeling of affiliation and devotion, as customers experience a stronger connection to the brand and its community. Consumers are more inclined to form good sentiments towards a brand when they see significant value in the brand's social media efforts. The research investigates satisfaction as the third mediating variable. It indicates the general satisfaction of customers with their interactions over the brand's social media presence. Elevated levels of contentment may result in heightened customer allegiance and favourable oral communication, so bolstering the brand's standing and expanding its influence. The empirical analysis research entails conducting surveys with customers who interact with different companies on social media. The obtained data is used to evaluate the suggested model and analyse the correlations among SMMAs, social identity, perceived value, satisfaction, and brand loyalty. The findings suggest that SMMAs have a substantial and favourable impact on social identity, perceived worth, and satisfaction. Subsequently, these intermediary factors have a favourable impact on the level of customer devotion to a certain brand.

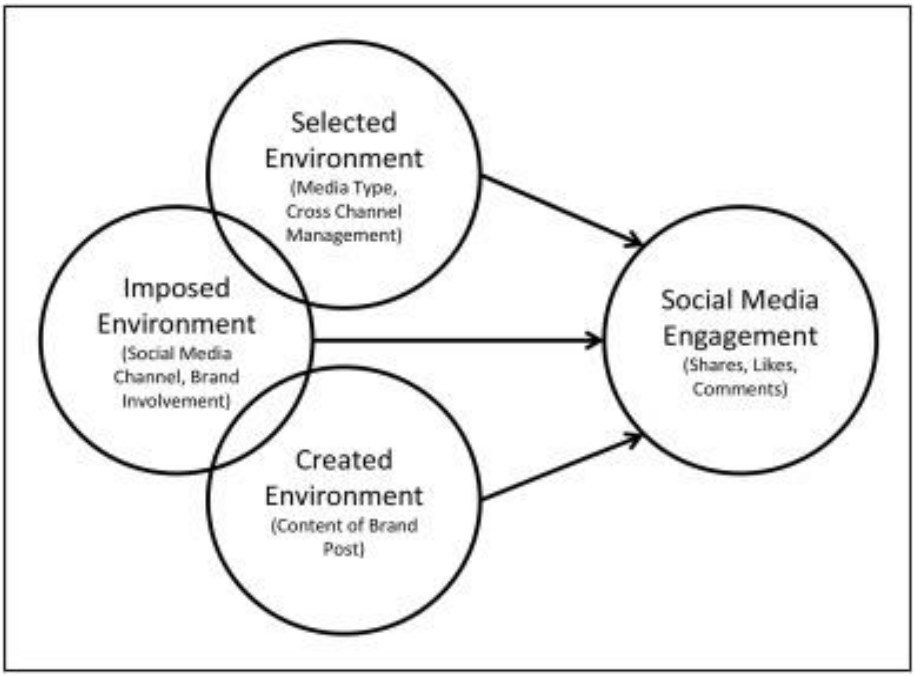
Chart: 01
Framework

Brand engagement on social media platforms

Behavioral engagement refers to the specific actions that customers do in reaction to a brand's social media efforts. These acts might include like, sharing, commenting, and generating content. In this study, Gomez, Lopez, and Molina (2019) aim to comprehend the intricate aspects of brand interaction on social media platforms. They put up a complete framework that encompasses the several dimensions and factors that contribute to this engagement. The report recognizes the essential importance of social media in modern marketing strategies. Social media platforms have revolutionized the manner in which companies engage with customers, enabling more direct, instantaneous, and interactive contact. Given this transition, it is essential for marketers to comprehend the factors that drive and the consequences that result from social media brand interaction in order to properly use these platforms. Social media brand engagement, as defined by the authors, is a complex concept that includes cognitive, emotional, and behavioral aspects. Cognitive engagement pertains to the extent of a consumer's mental investment and focused attention on a brand's social media content. The article suggests a comprehensive model that incorporates several important factors to examine the causes and effects of social media brand engagement. The antecedents include several aspects that contribute to brand perception, such as brand trust, brand satisfaction, and brand love.

Chart: 02

Brand engagement on social media platforms



Foundations and Directions in Theoretical Research

The progressive notion of customer engagement behaviour (CEB) and its consequences for marketing theory and practice. The authors provide a thorough analysis of the theoretical foundations of CEB, exploring its definitions, dimensions, and the determinants that influence it. Additionally, they provide a clear plan for future investigations in this ever-changing sector. CEB refers to the customer's voluntary commitment of resources to a company's marketing operations, going beyond the basic transactional connection. These behaviours include behaviours such as verbal endorsement, providing criticism, collaborating in the development process, and posting online reviews. CEB's approach to measuring customer loyalty and satisfaction goes beyond conventional methods by including a wider array of consumer interactions with companies, especially in the context of digital and social media platforms. The authors emphasise numerous fundamental theoretical principles that form the basis of the notion of CEB. The primary focus is on

the service-dominant logic (SDL) paradigm, which considers consumers as active contributors to the process of creating value, rather than just receiving goods and services passively. Within the context of Service-Dominant Logic (SDL), engagement is considered to be an essential component in the collaborative creation of value. This is because consumers actively contribute their knowledge, skills, and experiences to improve the overall service offering. Customers are more inclined to participate when they believe that the advantages (such as acknowledgment, social status, and personal fulfillment) are greater than the drawbacks (such as time, energy, and possible criticism). The research also examines the function of psychological ownership in CEB. Psychological ownership encompasses the sensation of possessiveness and emotional attachment that buyers cultivate towards a certain brand or product. Customers who have a feeling of ownership are more inclined to exhibit behaviours that actively endorse and advance the brand. This feeling of possession may be nurtured via customised marketing, engaging brand encounters, and chances for consumer engagement. Furthermore, the authors identify many factors that precede CEB, in addition to these theoretical approaches. The elements included in this list are consumer motivations (both intrinsic and extrinsic), brand-related factors (such as brand reputation and trust), and contextual factors (such as social media environment and community features). Comprehending these preceding factors is essential for marketers aiming to create successful engagement tactics. The authors furthermore provide an in-depth analysis of the results of CEB. Firms may benefit from positive results such as heightened consumer loyalty, improved brand reputation, and useful insights for product development and innovation. Customer interaction may result in increased happiness, a feeling of inclusion, and heightened personal worth. Nevertheless, the report also warns of possible adverse consequences, such as consumer weariness and disinterest if engagement initiatives are seen as too invasive or disingenuous. The authors advocate for more empirical investigations to substantiate and enhance the theoretical foundations of CEB, as outlined in their research roadmap. They propose investigating the influence of technology on engagement behaviours, specifically focusing on the effects of artificial intelligence and big data analytics. In addition, they support the promotion of research on the cross-cultural aspects of CEB, considering the worldwide presence of many brands and the varied cultural environments in which they function. The authors provide helpful insights for both researchers and practitioners by combining different theoretical views and highlighting important antecedents and consequences. The suggested study paths emphasise the need for ongoing investigation and creativity in comprehending and using client involvement in the always changing digital marketplace.

The impact of social media marketing on customer loyalty

Social media marketing activities (SMMAs) significantly impact client loyalty, serving as a crucial factor in molding consumer attitudes and behaviours. By strategically using social media channels, firms have the ability to actively connect with their consumers, fostering a more intimate and dynamic connection. These activities include a wide variety of tasks, including distributing important and captivating material, immediately responding to customer questions, organizing promotions and competitions, and developing a sense of community among users via interactive features such as live chats and user-generated content campaigns. Efficient social media marketing strategies establish strong emotional bonds between the business and its consumers, which are essential for cultivating loyalty. When consumers see that they are highly regarded and included in a community associated with a brand, their emotional connection to the brand intensifies. Moreover, social media marketing accounts that provide educational, engaging, and relevant material may greatly improve the perceived worth, resulting in increased consumer contentment. When consumers see a brand's interactions on social media as having high value, their satisfaction levels grow, which in turn becomes a crucial factor in fostering loyalty. Content consumers are more inclined to engage in repeat purchases, advocate for the company to others, and exhibit loyalty even when faced with competing alternatives. Social identity is also a crucial factor. Customers who have a strong connection to a business's social media community are more likely to acquire a feeling of belonging and loyalty towards the brand. Identifying individuals may result in heightened involvement, endorsement, and enduring allegiance. Social media marketing activities (SMMAs) impact consumer loyalty by establishing emotional bonds, improving the perceived worth and contentment, and promoting a sense of social belonging to the company. By using deliberate and tactical utilisation of social media, firms have the ability to foster a devoted consumer base that contributes to continuous corporate growth.

Objectives:

1. To explore the mediating role of social identification in the relationship between social media marketing and customer satisfaction.
2. To identify the key factors in social media marketing that enhances customer satisfaction.

Analysis, findings and Results

The influence of gender on social media marketing activities (SMMAs) is a critical area of study, given the substantial role that social media plays in contemporary marketing strategies. Gender differences in social media usage patterns, preferences, and behaviors can significantly impact the effectiveness of SMMAs. This exploration delves into how these differences shape consumer engagement, response to marketing content, and overall brand interaction on social media platforms. To begin with, research indicates that men and women use social media differently, which in turn affects how they interact with brand content. Women are generally more active on social media, using it for personal communication, relationship building, and emotional expression. Men often use social media for information gathering, entertainment, and professional networking, showing a preference for content that is informational, humorous, or status-enhancing.

Table 1
Gender and Impact of Social Media Marketing Activities

Factors	Gender	N	Mean Rank	Test	Result
Personalization	Male	167	139.44	Z	-0.720
	Female	133	152.65	Sig.	0.342
Authenticity and Transparency	Male	167	142.33	Z	-0.487
	Female	133	149.24	Sig.	0.401
Consistent Brand Voice and Identity	Male	167	148.91	Z	-0.816
	Female	133	141.48	Sig.	0.301
User-Generated Content	Male	167	145.84	Z	-2.400
	Female	133	145.10	Sig.	0.014
Community Building	Male	167	154.96	Z	-2.211
	Female	133	134.33	Sig.	0.024
Exclusive Offers and Incentives	Male	167	151.01	Z	-2.715
	Female	133	139.00	Sig.	0.004
Educational and Informative Content	Male	167	140.96	Z	-1.411
	Female	133	150.86	Sig.	0.132
Emotional Connection	Male	167	144.33	Z	-2.101
	Female	133	146.88	Sig.	0.021
	Total	300			

The impact of the female respondents is high about the Personalization (152.65), Authenticity and Transparency (149.24), Educational and Informative Content (150.86) and Emotional Connection (146.88). The male respondents have more impact towards the Consistent Brand Voice and Identity (148.91), User-Generated Content (145.84), Community Building, (154.96) Exclusive Offers and Incentives(151.01). Gender also plays a role in the perception of brand authenticity and trustworthiness on social media. Women are generally more sensitive to perceived authenticity and are more likely to scrutinize the sincerity of brand messages. They value transparency, ethical practices, and genuine interactions. Men, while also valuing authenticity, may place greater emphasis on the credibility and expertise conveyed in the content. Moreover, gender differences extend to the types of products and services that are most effectively marketed through social media. Fashion, beauty, and lifestyle brands often find greater engagement with female audiences, whereas technology, sports, and automotive brands may resonate more with male audiences. These usage

patterns suggest that SMMAs need to be tailored to resonate with the distinct motivations and behaviors of each gender. Brands targeting female audiences might focus on creating visually rich content, leveraging user-generated content, and fostering community engagement through interactive posts and discussions. Campaigns that evoke emotional responses, share personal stories, or support social causes are also likely to be more effective with female consumers. Conversely, brands aiming to engage male audiences might prioritize content that provides value through information, such as how-to videos, expert insights, and product demonstrations. Incorporating elements of humor and entertainment can also enhance engagement, as can content that aligns with their professional interests and aspirations. Furthermore, competitive elements such as challenges or contests can attract male consumers, who may be more driven by achievement and status. Women tend to exhibit higher levels of social presence on social media, meaning they experience a stronger sense of being with others online. This makes them more receptive to interactive and communal marketing approaches. In contrast, men often display higher levels of self-representation, focusing on how they present themselves to others, which makes them more responsive to content that enhances their personal brand or status. Additionally, the type of platform can influence gendered responses to SMMAs. Visual platforms like Instagram and Pinterest are particularly popular among women, while men might be more active on platforms like Twitter and LinkedIn. Understanding these platform preferences allows brands to strategically allocate resources and design content that aligns with the dominant user demographics of each platform.

Implications of the study

Optimizing social media marketing strategies to improve brand-consumer relationships requires a comprehensive approach that emphasizes understanding and meeting audience needs, fostering engagement, and building trust. Consistent posting schedules and a cohesive brand voice are essential for maintaining engagement. Personalization and targeted marketing, achieved through data analytics, can enhance customer satisfaction by making consumers feel valued and understood. Continuous monitoring and analysis of social media performance help refine strategies for better results, using key metrics like engagement rates and customer sentiment. Creating spaces for community interaction, such as social media groups or forums, encourages user-generated content and fosters a sense of belonging. By focusing on these areas, brands can build strong, lasting relationships with their consumers, driving satisfaction, loyalty, and long-term success.

Conclusion

The mediating role of social identification also underscores the importance of authenticity and consistency in social media marketing. Brands that consistently communicate their core values and maintain an authentic presence are more likely to foster strong social identification among their followers. In contrast, brands that are perceived as inauthentic or inconsistent may struggle to build this crucial psychological connection, resulting in lower customer satisfaction. By facilitating emotional connections, fostering trust, and creating a sense of belonging, social identification enhances the effectiveness of social media marketing efforts, leading to higher customer satisfaction. Satisfaction, on the other hand, reflects the overall contentment and positive feelings that consumers experience from their interactions with a brand. It is a critical determinant of brand loyalty and repeat engagement. When social identification and satisfaction are both high, the impact on consumer behavior is particularly strong. Consumers who identify with a brand community and feel satisfied with their interactions are more likely to engage in positive word-of-mouth, participate in brand-related activities, and show resilience to negative information about the brand. This synergistic effect underscores the importance for brands to not only foster a sense of community but also ensure that their interactions and content consistently meet or exceed consumer expectations. Brands aiming to optimize their social media strategies should focus on building and nurturing this social identification to cultivate loyal and satisfied customers. Optimizing social media marketing strategies to improve brand-consumer relationships involves a holistic approach that combines understanding the audience, creating valuable content, engaging authentically, and continuously analyzing performance. By focusing on these areas, brands can build strong, lasting relationships with their consumers, driving satisfaction, loyalty, and long-term success. Understanding gender differences in social media usage and engagement is crucial for developing effective SMMAs. By recognizing the distinct preferences, behaviors, and motivations of male and female consumers, brands can create more personalized and impactful marketing strategies. This tailored approach not only enhances engagement and

brand loyalty but also maximizes the return on investment in social media marketing efforts. As social media continues to evolve, ongoing research into gender dynamics will remain essential for marketers aiming to stay ahead in the digital landscape.

Reference

1. Dann (2010) Redefining social marketing with contemporary commercial marketing definitions Journal of Business Res.
2. Gómez, M., Lopez, C., & Molina, A. (2019). An integrated model of social media brand engagement. Computers in Human Behavior, 96, 196-206.
3. Gong, W., Stump, R. L., & Li, Z. G. (2014). Global use and access of social networking web sites: A national culture perspective. Journal of Research in Interactive Marketing, 8(1), 37-55.
4. Islam, J. U., Rahman, Z., & Hollebeek, L. D. (2017). Personality factors as predictors of online consumer engagement: an empirical investigation. Marketing Intelligence & Planning, 35(4), 510-528.
5. Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. Journal of Business Research, 65(10), 1480-1486.
6. Laroche, M., Habibi, M. R., & Richard, M. O. (2013). To be or not to be in social media: How brand loyalty is affected by social media? International Journal of Information Management, 33(1), 76-82.
7. Sahibzada, U. F., Cai, J., Latif, K. F., & Sahibzada, H. F. (2022). "Knowledge Management Processes, Knowledge Worker Satisfaction, and Organizational Performance." *Aslib Journal of Information Management, 74*.
8. Seo, E.-J., & Park, J.-W. (2022). "A Study on the Effects of Social Media Marketing Activities on Brand Equity and Customer Response in the Airline Industry." *Journal of Air Transport Management, 66*
9. Shareef, M. A., Dwivedi, Y. K., Kumar, V., & Rana, N. P. (2023). "Social Media Marketing: Comparative Effect of Advertisement Sources." *Journal of Retailing and Consumer Services, 64*.
10. Shih-Chih Chen , Chieh-Peng Lin (2019) Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction, Technological Forecasting and Social Change Vol. 140 , March 2019, pp. 22-32
11. Simon, F., & Tossan, V. (2018). Does brand-consumer social sharing matter? A relational framework of customer engagement to brand-hosted social media. Journal of Business Research, 85, 175-184.
12. Tafesse, W., & Wien, A. (2022). "Implementing Social Media Marketing Strategically: An Empirical Assessment." *Journal of Marketing Management, 38*
13. Tsimonis, G., & Dimitriadis, S. (2014). Brand strategies in social media. Marketing Intelligence & Planning, 32(3), 328-344.
14. Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer engagement behavior: Theoretical foundations and research directions. Journal of Service Research, 13(3), 253-266.
15. Yadav, M., & Rahman, Z. (2017). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. Benchmarking: An International Journal, 24(7), 1713-1731.