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Empirical Study on Effectiveness of Social Media as Marketing Tool

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Abstract

Social media usage is becoming more crucial for organization all strategy, a research has been done to systematically expand and consolidate knowledge on social media marketing strategies (SMMSs). By creating, consuming, and analyzing messaging, customers, on the other hand, are given more power by the media platform and take charge of the marketing process (Hamilton et al. 2016). More than ever, marketers must strategically employ the communication platform to gain a competitive advantage and boost output. From being a single marketing tool, the communication platform has developed into a source of marketing intelligence (where businesses can monitor, analyses, and predict customer behavior). Despite the fact that advertisers' understanding of the value of customer communication on social media is growing, only a small portion of businesses have properly planned their involvement in and presence on social media (Choi and Thoeni 2016; Griffiths and Mclean 2015). 300 people make up the probability sample and the actual sample. The data was gathered using a simple random sampling method. The desired sample plus an additional 10% sample used for error purposes were used to collect the final 320 respondents' responses for this research paper. To address in this research, we will define using SMMS social media advertising and marketing planning components. Social monitoring, social content, social commerce, and social customer relationship management strategies. To validate this taxonomy of SMMSs, we then combine data from earlier empirical studies with information from interviews in-detail and a quantitative survey. Directors of the social media advertising department Researcher suggest fruitful research directions to the future based on take input from industry experts. Researcher has examined the advantages and difficulties of social media advertising for SMEs. In various forms of social channels and their functions have also been described. The benefits to SME can differ in terms of value and volume depending on whether a SME is building to social media performing on several channels or just on a few of them. Increased brand exposure and reputation management, increased targeted marketing, and increased sales are the main advantages highlighted in this paper. The type of Social Media channels that are used will largely determine how cost-effective social media marketing is. Social link, social media sharing websites, forums, and social event websites in all categorised as social media channels and, in different ways, will be very advantageous to businesses. The advantages and difficulties of social media marketing for SMEs have been examined in this paper. In conclusion, social relationships are replacing business relationships in today's business world. Your sales activities must follow a process of attracting and transforming prospects by carrying out some steps, which must be a crucial component of your social media marketing strategy, in order to have an impact on your prospects and customers. Establish the proper setting for the message, Organize a suitable lottery.

Keywords: *Marketing, Social Media, Influence, Startegies, Digital Marketing.*

Introduction

Over the past ten years, relationships between businesses and their customers have grown more intricate, nuanced, and extensive for a result of the use of social media. On the other hand, businesses utilize social media to broaden the geographic reach of their customer base, enhance product testing, and bolster client relationships. Customers, in the other hand, are given more authority by the media platform and take control of the marketing function by creating, consuming, and analyzing messaging (Hamilton et al. 2016).

It is now more crucial than ever for marketers to strategically use the communication platform to gain a competitive edge and improve performance. The communication platform has evolved from a single marketing tool to a source of marketing intelligence (where businesses can monitor, analyses, and predict customer behavior). Only a small portion of firms have properly planned their involvement in and presence on social media, despite the fact that advertisers' understanding of the value of customer communication on social media is growing (Choi and Thoeni 2016; Griffiths and Mclean 2015).

In the continuous challenge for many firms is incorporating a communication platform into their marketing strategy in order to engage clients and create lasting link with them (Lumberton and Stephen) Schultz and Peltier 2013, 2016). Beyond the numerous advantages that social media platforms offer to organizations, there is no precise Example or thorough structure for guiding the incorporation of social media into marketing strategies or fully comprehending the nature and function of social media advertising strategies. This is partially for the fact that the majority of social media books are written by experts from a variety of fields, such as management, marketing, consumer psychology, and computer science (Aral et al. 2013). Additionally, a lot of the study on SMMS concentrates on the narrowest, autonomous, and dispersed areas of the subject, which confuses and limits information on the subject (Lamberton and Stephen 2016). Additionally, the study has little practical impact on how SMMS categories are considered, performed, or classified, which restricts the development of theory and practice (Tafesse and Wien 2018).

Entrepreneurs and marketers agree that it is no longer necessary to stay up with the rapid pace of risk in an age when technology rules. The days of a pure-bricks company model succeeding in the current market environment are long gone. Practically speaking, it is impossible to create a marketing plan without taking social networks into account. Nowadays, social media plays a too significant role in both the general marketing mix and the promotion mix. All businesses must adapt to some internet market through social media, especially in industries where trends can shift, like fashion and handicrafts. The paper conducts empirical research into the efficacy of social media as a marketing tool and makes an effort to examine the degree to which social media aids customers in making purchasing decisions. Additionally, tactics for enhancing effectiveness have been proposed. The research hypothesis has been supported by a number of statistical tests.

The phrase "social media" can be used to refer to a wide range of activities where individuals generate information, share it, bookmark it, and network at a breakneck pace. Conversely, communities of interest can be formed on social networking platforms to establish a connection with others. Social networking sites use technology from social media to communicate with people and create connections. Social networking services let users create their own profile Share with other users within a confined system, and browse and navigate their connections list the decisions made by other system users (Boyd & Ellison, 2007). Thus it can be said that social media includes social networking sites. A growing reliance on technology for fundamental communication emphasizes the need of analysis.

Problem Statement

The way that businesses approach marketing will change as a result of social media's emergence as a popular and fervent communication medium. 4.66 billion People worldwide will have Internet access as of January 2021. The number of active social media users is currently over 4.2 billion, and future growth tendencies are anticipated. The typical user logs on for longer. The typical person today spends 20.5 hours per week online, according to a UK survey. International businesses have a variety of choices for extending their marketing initiatives to this elusive market as social media usage rises. Unquestionably, social media is an effective tool for marketing, but there are still some situations in which businesses should exercise caution. Brand communication is now able to occur outside of the brand's control thanks to social media. Facebook users have the ability to post, discuss, and comment on opinions on a certain brand without the brand having any influence over them. For instance, when traveller Dave Carroll recorded a video of him smashing a guitar on a United Airlines flight, the airline directly felt the effects of social media. In less than a week after Carol posted the film to YouTube, 9.5 million people had already viewed it Kietzmann et al. (242) prior to the development of social media, Carroll's popular film would not have given United Airlines a bad reputation. As a result, social media marketing operations face significantly more challenges than most businesses would like.

Research Questions

In three different ways, our research advances our understanding of social media marketing. It offers SMMS definitions and conceptualizations first in order to improve conceptual clarity and close any gaps in topic definitions.

1. A special emphasis on the capacity of social connections and interactions in resource integration of customers
2. Highlighting the necessity of empowering businesses to realize specific strategic objectives by converting social media connections and interactions into marketing resources.

Research Objectives

RO1: Ascertain the extent to which social media influences your clients' purchasing choices.
RO2: Consider the disparity between consumer expectations and actual social media performance.

Significance of Study

Social media is an extremely effective instrument. And when business owners, marketers, and even bloggers realize their potential in this digital age, having a company may be highly advantageous. The existence of potent social media is essential for creating captivating and engaging content that instantly interacts with your audience. Plans that have been carefully worked out are pointless if they are not carried out the same way. In order to make your customers impressed with what they see before they read what is written, you must provide aesthetically pleasing content. This can be a video, a professionally or creatively made social media post, an image of the product taken in a professional or artistic manner, etc. Prior to individuals connecting with you as a business, the objective is to grab their attention. You need to concentrate on connecting with your prospects because without a connection, you won't have a long-lasting relationship. You don't want your relationship with your clients to be fleeting. More devoted clients result from a greater relationship with your audience, giving you an advantage over rivals.

Scope of the Study

This study contributes to the existing literature in social media management and provide helps the business sector to overcome the emerging issues of selling and purchasing challenges by triggering the innovative techniques to deploy in the social media areas.

Literature Review

Social Media Marketing Activities

Social media and the Internet the good way to describe social media is to break it down. Social media functions as a medium for social communication since media like newspapers and radio are a kind of communication. A website that interacts with the user while giving information, or a website in Web 2.0 lingo, that does both. As simple as seeking input or casting a vote, this relationship can be made. The ability to communicate information among users within a specific network is a key component of the social media platform. Anyone can start a debate on social media because of its open nature. The growth of the network essentially reflects the viewer's engaged engagement, as consumer-generated the majority of content is made up of media. How frequently its members participate determines the network's actual worth to a consumer. Consumer support in the form of a friend request, follow-up, or subscription validates marketers' efforts and kickstarts the brand's cross-platform viral growth. A Walker (2009; Walker, 2009; Walker, 2009; Walker, 2009; Walker, 2009) Web 2.0 and social software are frequently used interchangeably when discussing social media. 2011 (Dabbagh & Kitsantas). Social media generally facilitates information exchange and teamwork to produce and consume digital content. Refers to user routines, behaviors, and activities that come about as a result of the media-mediated exchange of information, knowledge, and ideas.

These online resources encourage user participation, sharing of knowledge, and innovation. In actuality, social media heavily emphasizes sharing, taking part in, and working together on tasks and activities. Social media, social network, and social communities enable users to collaborate and communicate in novel ways. A few examples of social media websites include social bookmarking sites (Del.icio.us, Blinklist, Simpy), social news sites (Digg, Propeller, Reddit), social networking sites (Facebook, Hi5, Last.FM), social photo and video sharing sites (YouTube, Flickr), and wikis (Wikipedia, Wikia). A website that promotes contact with other users and social media is referred to as social media.

All NGOs, international organizations, and governments desire to participate in social media networking tools and the social networking community in order to reach their online audience. But this wave also serves as an example of how Vogue is processed and is thought to be a productive industry.

Regular media is one-way, yet there is little opportunity to express ideas and opinions when reading newspapers and watching TV reports. Social media refers to a sort of two-way online channel that lets users connect with others that they know and who share some of their interests. Increase. Your online community is more than just a resource for knowledge. Additionally, you can meet new people, advertise your business, take part in campaigns, express yourself, schedule events, post images, and more there.

A peer-reviewed journal with a focus on management research and research is the International Journal of Managerial Studies and Research (IJMSR). You must choose which social media to use because there are distinctions between the many social media platforms (Facebook, Twitter, YouTube, LinkedIn, Instagram, Google Plus, Hangouts, Circles, etc.) and how they are utilized. Your financial situation, as well as.

Social Media Marketing

In this kind of internet marketing, a social network called social media marketing (SMM) is utilized as a marketing tool. SMM aims to increase brand awareness and consumer engagement by assisting users in producing content to share on social networks. With SMM, you may increase the friendliness of your company while getting direct feedback from your consumers (and potential customers). That they know and who share some of their interests. increase. Your online community is more than just a resource for knowledge. Additionally, you can meet new people, advertise your business, take part in campaigns, express yourself, schedule events, post images Social media's interactive capabilities allow users to ask questions, voice criticisms, and respond to what they have heard. Social Customer Relationship Management is the name of this component of SMM (Social CRM). (Whatis.techtarget.com) Relationship marketing and social media marketing are intertwined, and businesses must switch their emphasis from "trying to sell" to "connecting" with their clients. Organizations must also steer clear of specific circumstances. It's about being genuine and honest on social media. Marketers need to make sure that the messages they deliver to their target audience are reliable and authentic.

Dialogue: Social media marketing creates two types way conversations for the customers actively participate in the marketing activity. Customer feedback is important and influences your marketing strategy.

Verification: Customer and buyer ratings are as important as marketers' claims about product types and advantages. This paves the way for brands to perform consumer expectations. Reach: Social media advertising able to perform marketers to reach a larger audience, significantly reduce more dramatic results, and achieve lower prices.

Controls: The only biggest issue in social media marketing is control. Internet performs the function to allow people around the world to report what has happened (in real time). Customer feedback, opinions, good and bad consumer experiences, and customer messages can be posted online at any time. These communications are not always factual and are beyond the control of marketers. The problem for marketers is how to respond professionally to these messages.

The Benefit of Social Media Marketing

All opportunities that require brand awareness syndication and increased exposure are valuable. Social media accounts are new platform for branded voice and content. This is necessary to make you more prominent and identifiable to existing consumers, while at the same time making it easier and more accessible to potential customers. The only biggest issue in social media marketing is control. Internet give permission to people around the world to report what has happened (in real time). Customer feedback, opinions, good and bad consumer experiences, and customer For example, a frequent Twitter engagement by assisting users in producing content to share on social networks. With SMM, you may increase the friendliness of your company while getting direct feedback from your consumers (and potential customers). Social media's interactive user will first learn about a brand after encountering it in a news feed. Alternatively, buyers who were previously not interested in your business may become more interested after seeing your presence on different platforms. Brand Loyalty Increases Customer loyalty is increasing for companies that communicate with their customers through social media channels, according to a study released by the Texas Institute of Technology. Studies show that businesses need to use tools provided by social media when it comes to communicating with their audience. A well-thought-out, transparent social media strategy can help turn your customers into brand ambassadors. According to another survey published by Convince & Convert, 53% of Americans who follow brands on social media are more loyal to those brands. More Conversion Opportunities every post you create on a social media network provides

your customers with conversion opportunities. Creating followers allows you to access and interact with new, current, and old customers at the same time. Every blog post, image, video, or comment you provide may elicit a response that may lead to a site visit and final conversion. Not all interactions with a brand lead to transactions, but all positive interactions increase the likelihood of future conversions. Even if your CTR isn't very high, the amount of opportunities available on social media is enormous. In several different ways, social media marketing leads to higher conversion rates. That part of humanization is possibly the most crucial. The truth is that social media interactions are causing firms to become more approachable. Brands can behave like people on social media. Because individuals prefer to do commerce with other people rather than businesses, this is crucial. Also, according to studies, social media has a closure rate that is 100% higher than that of outbound marketing, and the more followers you have on social media, the more trustworthy you and your company appear to be. We call this social proof. As a result, by simply growing your social media audience, you can increase the conversion rates of your current visitors.

Strengthening Brand Authority Consumer involvement on a regular basis demonstrates honesty to other consumers. Social media is where people go to demonstrate their appreciation for or pride in their goods and services. When potential customers see your company name on social media, they'll want to stay up to speed on the latest information. Your brand will become more valuable and trustworthy to new users the more people talk about it on social media. It goes without saying that engaging with important celebrities on Twitter and other social media sites increases your visibility and reach. There is more traffic coming in. Without social media, the only inbound traffic you receive will come from those who are already familiar with your brand and are looking for the keywords for which you now rank. Your website may be reached from every social media page you make, and any content you share on those profiles can bring in more visitors. More incoming traffic translates into more leads and sales.

Therefore, you will receive more inbound visitors the more quality content you share on social media. According to Hubspot, which has reduced marketing costs, 84% of marketers believe that they can improve traffic by investing six hours of work a week. For a channel as big as social media, 6 hours is a little important effort to increase brand awareness among consumers, most businesses turn to online marketing techniques like blogger endorsements, social media advertising, and user-generated content management (Wang and Kim, 2017). Social media is made up of internet-connected programmes based on the conceptual and technical tenets of Web 2.0, allowing for the creation and dissemination of user-generated content. Social media is regarded as the most important communication channel for distributing brand information due to its interactive features that make knowledge sharing, collaborative, and participatory activities accessible to a larger community than in media formats like radio, TV, and print. Social networking websites (Twitter, Blogger, LinkedIn, and Facebook) as well as blogs, internet forums, consumer review sites, and wikis are examples of social media (Arrigo, 2018).

Collaborations, interactions, and sharing of content are made possible by social media. In addition to social bookmarking, rating, video, pictures, podcasts, wikis, microblogging, social blogs, and weblogs, these social media platforms and applications also come in other forms. Social media is being used increasingly by social networkers, businesses, and governmental agencies to communicate (Cheung et al., 2021). Social media is used by businesses and governmental entities for marketing and advertising. Due to the seamless interactions and communication among consumer partners, events, media, digital services, and retailers via social media, integrated marketing activities can be carried out with less expense and effort (Tafesse and Wien, 2018).

Liu et al. (2021) claim that key components of marketing campaigns for luxury brands include customization, reputation, trendiness, interaction, and entertainment, all of which have a big impact on customers' purchase intentions and brand equity. While products are external factors for users, community marketing activities arise from interactions between events and people's mental states (Parsons and

Lepkowska-White, 2018). However, even when people engage in similar service activities, there is a chance that they will have different thoughts and emotions, which leads to different outcomes for users and consumers. Future marketing competition will place a greater emphasis on brand marketing initiatives; as a result, these initiatives should provide customers with themes and sensory stimulation.

Social Identification

Many studies on brand communities focus on social identification, recognizing that a member of a large community is inseparably connected to that community. The use of comparison, identity, and categorization to boost self-affirmation and self-esteem is explained by social identity (Chen and Lin, 2019). The brand community and brand owner are not clearly defined, nor are the processes for fostering relationships between the brand and the community's participants. As a result, individuals within a community are divided into groups according to their level of education, line of work, and place of residence. According to how they are categorized in social networks, users of those networks group each other into different groups or similar groups (Salem and Salem, 2021).

Lee et al. (2021) claim that participants in brand social communities communicate their thoughts by getting involved in group projects to assist find answers. Customers who join a brand community are willing to lend a hand to one another and happily participate in events or debates. Businesses need to use tools provided by social media when it comes to communicating with their audience. A well-thought-out, transparent social media strategy can help turn your customers into brand ambassadors. According to another survey published by Convince & Convert, 53% of Americans who follow brands Therefore, it is clear that social community membership has a favorable effect on community identity. To foster personal development and foster a sense of belonging, community involvement involves members of the group offering their expertise (Gupta and Syed, 2021). According to Haobin Ye et al. (2021), it is imperative that community identity be included in virtual communities since it has a significant impact on how well they function. Additionally, collective identity promotes constructive relationships. A similar mechanism results in both brand identity and brand community identification. They can freely communicate with one another, which fosters shared ideologies about the community and strengthens relationships among its members, allowing users to identify with that group. The principles of the social community and the values of the users can be seen as convergent values in the brand community identity (Wibowo et al., 2021).

Development of Hypotheses

Social media gives a platform forum for people to their similar interests to deal and share ideas. Social media users can create communities through sustained communication. Strong social bonds are fostered via the long-term exchange of knowledge and progress. An individual's social media activity is positively correlated with the number of followers they have. In light of the discussion above, we suggested the following idea:

H1: Social identification is significantly impacted by social media marketing activities (SMMAs).

The study by Farivar and Richardson (2021) on users' intent to continue using a product or service revealed that this intention is influenced by post-service satisfaction. According to social media studies, satisfaction has a big impact on the inclination to continue. So, following use, a customer will evaluate the quality of the service. Mahendra (2021) asserts that contentment affects consumers' propensity to repurchase. Customer satisfaction with a good or service leads to the intention of making another purchase. Through social media platforms, people with similar interests can communicate and work together in a virtual setting. By often connecting with people and exchanging information with them, a community can be created on social media.

H2: SMMAs substantially affect satisfaction.

According to a study by Suman et al. (2021) on American consumers' behaviour, participating in group activities (meetings, discussions, and browsing) can have an impact on how people behave when it comes to certain brands. Di Minin et al. (2021) assert that a consumer's brand identification has a favorable effect on satisfaction. Customers use online forums to regularly and conveniently discuss their experiences and opinions on a grand (Sirola et al., 2021). These encounters form the customer's brand experiences and create a sense of community, reliability, and group identity. In summary, this study contends that identification will let community members recognise one another, proving that they have shared sentiments and experiences with a certain brand.

H3: Social identification significantly affects happiness.

Insofar as they permit information exchange about marketing, community management, and demand analysis, brand communities are advantageous (Dutot, 2020). These actions are probably going to improve consumer rights and raise customer happiness (Sahibzada et al., 2020). A website that offers a fantastic experience will leave a customer who conducts an online transaction extremely satisfied (Koçak et al., 2021). Long-term community platform management depends on raising customer satisfaction, boosting customer intentions, cultivating community loyalty, and promoting dialogue and exchanges between community members (Pang, 2021). Therefore, we put up the following theories:

H4: Satisfaction significantly affects the intention to continue.

Conceptual Framework

According to the aforementioned hypotheses, a questionnaire was created for this investigation. Participants in this study had prior experience using Facebook and Instagram, two popular social networking sites in Pakistan. The information from respondents was gathered via a self-administered questionnaire. A pilot study was conducted with 40 individuals.

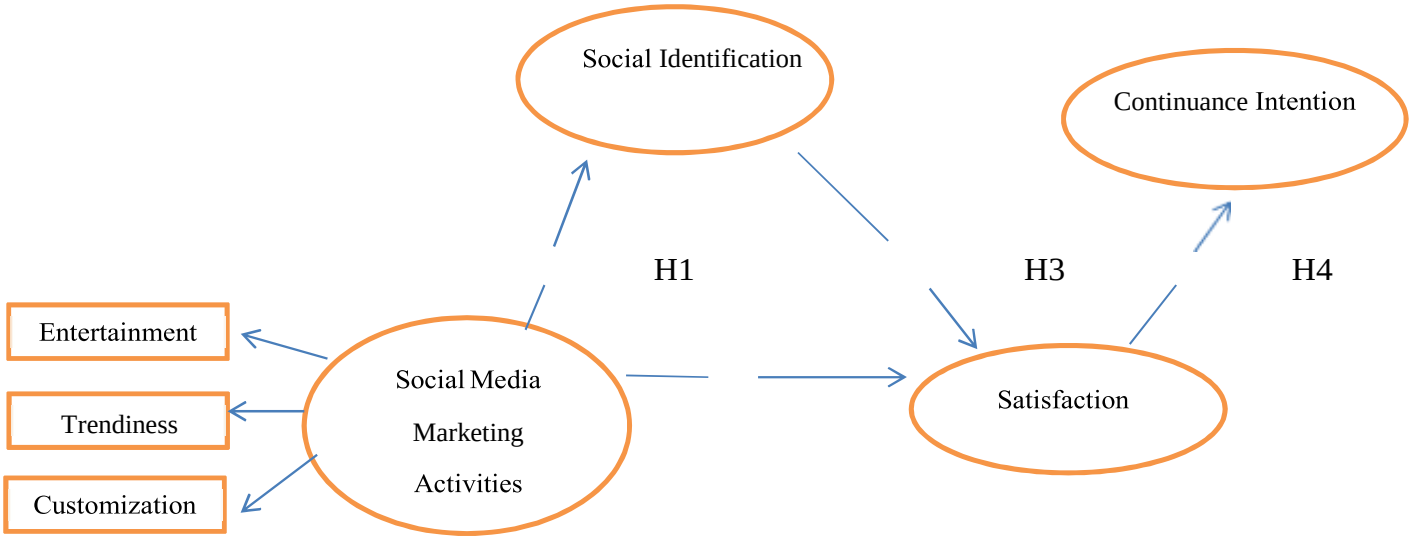

Figure No 1: Theoritical Model

Research Hypothesis

Hypothesis for this research are as follows:

H1: Social identification is significantly impacted by social media marketing activities (SMMAs).
H2: SMMAs substantially affect satisfaction.
H3: Social identification significantly affects happiness.
H4: Satisfaction significantly affects the intention to continue.

Research Type

The researcher is guided by the research design when gathering, analyzing, and interpreting data. The quantitative research methodology is used in this explanatory study.

Population of the Study

The population is the entire set of things being studied, including the people, elements, and events. The population was in Peshawar, KPK's solar district. The 10 businesses that were registered with the Khyber Pakhtunkhwa Pakistan Engineering Council were the target market. The top and middle customer segments that contact solar companies were chosen as the unit of analysis.

Sample and Sample Techniques

Both the actual sample and the probability sample are 300. Using a straightforward random sampling technique, the data was gathered. The final 320 respondents' responses were gathered for this research paper using the desired sample plus an additional 10% sample that was used for error purposes.

Data Analysis Technique

Primary data was used to analyse the objectives of this study. The top and middle- tier businesses in Peshawar, KPK, and Pakistan provided the information. Responses from various clients of the chosen businesses were gathered using the adopted questionnaire.

The data were measured using the intelligent PLS software. The validity and reliability of the data were examined using the measurement and structural models. The research employed smart PLS 3.2.4 software to measure the data using partial least square (PLS). The structural model and measurement model are both used to evaluate the model. PLS is a better option when compared to other statistical software like SPAS, AMOS, and other programmers that are available. In comparison to other analysis tools, it provides unbiased estimation for small sample sizes. It does not require a significant number of observations or a normal distribution as input data, in contrast to other statistical packages.

Instrumentation

The conclusion presented here supports the findings of earlier research and provides insightful information on the relationship between environmental concern and consumer intention to install a residential PV system. The study looks into how different consumer viewpoints behave depending on what matters to the consumer. Because they trust their opinions when deciding what to buy, consumers frequently ask their friends, family, and neighbours for advice about eco-friendly products, the report claims. This study demonstrated the significant social influence on how people view their own personal benefits because of cultural curiosity and customer interest, which foster a social connection between the consumer and the

provider and build trust between them. As a result, when a customer observes that their friends or family are feeling good. Additional justifications for investing in a home PV system include symbolism and promoting an environmentally sustainable way of life. The results show that consumers frequently hear from family members or close friends about the potential of solar technology; most consumers learn this information through their local communities and interpersonal relationships.

Results and Analysis

Demographic Profile

Table 1: Demographic

Demography	N	Percentage
Age		
20-30	123	0.46
31-40	94	0.35
41-50	52	0.19
Gender		
Male	163	61
Female	106	39
Education		
Undergraduate and below	41	0.15
Graduate	143	0.51
Postgraduate and above	85	0.32
Salary Structure (Rs)		
Below 50,000	92	0.34
51,000-100000	136	0.51
100000 above	41	0.15
Family Size		
3-4 persons	63	0.23
4-6 persons	144	0.54
Above 6 persons	62	0.23

Gender, age, education, family size, and salary structure are among the demographic factors considered in this study. The population is divided into two streams, male and female, according to gender demographics. The ratio of respondents who were male and female is displayed in the table. As we can see, 69 percent of the population was male, with 39 percent of the population being female. The age section of the table also shows that the majority of respondents fall into the 22–28 age range with a percentage, while only a percentage of respondents fall into the 34–38 age range. Neighbors for advice about eco-friendly products, the report claims. This study demonstrated the significant social influence on how people view their own personal benefits because of cultural curiosity and customer interest, which foster a social connection between the consumer and the provider and build trust between other important demographic factors that was taken into account when determining the best ways to achieve success and innovate was education. Education is crucial in demonstrating innovation. Table clearly demonstrates that most to collect the information from respondents regarding their experience in the relevant field, various ranges were set to recognize the respondents with their particular tenure in the companies.

Measurement Tool

All of the constructs' reliability, convergent validity, and discriminant validity were examined and tested by the measurement model. It was suggested that the average variance extracted for all of the constructs

should be greater than 0.5 and the composite reliability should be higher than 0.7. If the values are higher than the describe values, convergent validity is sufficient. The average variance extracted for each construct should, according to Fornell & Larcker (1981), be higher than the correlation with all other variables.

Table 2: Construct Reliability and validity

Construct `	CA	Rho-A	CR	AVE
SI	0.913	0.92	0.929	0.595
SMM	0.905	0.91	0.921	0.516
SA	0.918	0.92	0.93	0.506

Note: SI = Social Identification, SMM = Social Media Marketing, SA = Satisfaction, CA = Cronbach's Alpha, CR = Composite Reliability, AVE = Average Variance Extracted.

The construct reliability and validity are displayed in Table 2. To access the convergent validity, composite reliability, factors loading, and AVE were utilised. The composite reliability shows that the constructs' values ranged between 0.92 and 0.93, exceeding the suggested value of 0.7, leading to a convergent value of 0.5. The average variance extracted (AVE) value was in the range of 0.51 to 0.59, which is indicative of satisfactory convergent validity results.

Table 3: Fornell-larcker criterion

	SI	SMM	SA
SI	**0.771**		
SMM	0.815	**0.719**	
SA	0.783	0.82	**0.712**

The Fornell-Larcker Criterion is displayed in Table 3. Discriminant validity was used to compute the measurement model. The degree to which a construct differs or is unique from its other counterparts is demonstrated by its discriminant validity. Squared correlations between the construct and the construct's extracted variance are used to test the discriminant validity of the construct. The values in the diagonal should be greater than all of the values in the corresponding row and column to evaluate the discriminant validity.

Table 4: Discriminant Validity

	SI	SMM	SA
SI			
SMM	0.882		
SA	0.823	0.876	

Structural Model

The hypothesis is tested using the structural model. For each of the study's hypotheses, the R-square beta and corresponding t-values are evaluated using the structural model. The output of the structural equation model is represented by the path coefficient and hypothesis in Table 5. The structural model was used to test the hypothesis, and t-statistics were calculated for the proposed relationships using the bootstrapping technique with a resampling of 300. The hypothesis testing is depicted in Table 5.

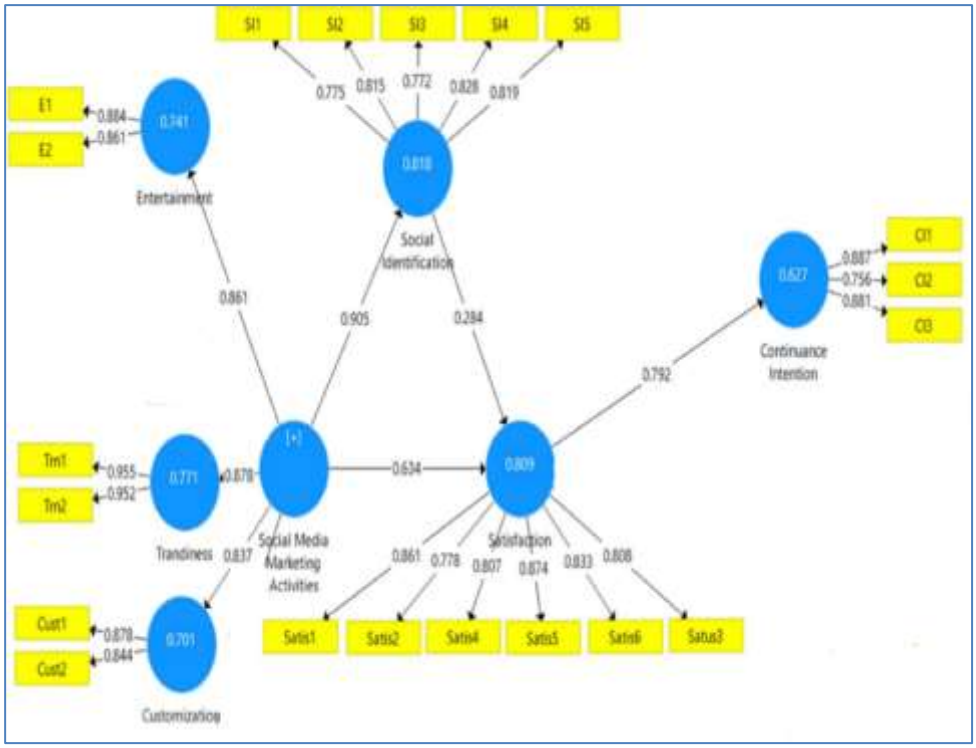

Figure 2: Measurement Model

Table 5: Path Coefficient and Hypothesis Testing

Hypothesis	Causal path	Beta	Sample Mean	STDEV	T-Values	P-Values	Results
H1	SMM->SI	0.527	0.531	0.073	7.179	0	Supported
H2	SA->SI	0.351	0.35	0.079	4.445	0	Supported
H3	SA->SMM	0.82	0.823	0.034	24.443	0	Supported

Table 6: Mediation

Hypothesis	Causal path	Beta	Sample Mean	STDEV	T-Values	P-Values	Results
H4	SMM->SI->SA	0.432	0.438	0.068	6.338	0	Supported

The indirect effect of social media marketing has been tested for its mediation role, and the results are significant (B=0.160, P 0.01), indicating that social media marketing has a mediating effect.

Discussion and Conclusions

This solution began with an explanation of the discussion and the hypothesis' findings. This chapter also includes conclusions, Future Directions, and limitations related to management.

Discussion

The set hypothesis is discussed in relation to the study's findings, and the validity of the hypothesis is demonstrated by the empirical data from earlier research. Additionally, this chapter covers the restrictions and suggestions for additional study.

The study seeks to understand how social media marketing mediates between online communities and consumer satisfaction. All four hypotheses were fully supported by the findings. The theoretical justifications of earlier studies on social media marketing with consumers and product satisfaction were expanded in this study.

Hypothesis 1

Social identification is significantly impacted by social media marketing activities (SMMAs).

The study's conclusions, which are in line with earlier research, demonstrate that social media marketing has a significant and favourable relationship with the cutting-edge marketing tools and techniques that supported H1. This shows social media increases their marketing flexibility in a way that increases their number of views and sales. This allowed them to adjust and deal with the shifting conditions, improving the marketing work behaviours. The sellers have the capacity to develop, market, and implement fresh, innovative, and worthwhile ideas.

Through practical flexible strategies for promoting products across a variety of social media platforms, sellers can gain a variety of skills. Combining knowledge and customer capital transformation is beneficial. With skillful, adaptable strategies like video editing, educating the viewer about the products, and answering their questions, one can successfully accomplish one's objectives and inspire innovation. Social marketing tactics are useful for fostering behavioral diversity, freedom, initiative, and improvements to both the product and consumer demand. These marketing techniques strategies cover pay, work hours, profit, and company growth.

Hypothesis 2

H2: SMMAs substantially affect satisfaction.

Social media marketing and customer satisfaction had a positive and significant relationship. H2 is consistent with the study and was supported. This implies that as social media marketing grows, so does customer satisfaction. While performing better in terms of selling and purchasing the products is possible when there is a high demand from customers. Customers who are more likely to make large purchases and quickly adopt new environments.

Social media usage versatility demonstrates consumers' capacity to adopt and use a brand's services across various contexts, websites, and business units. Additionally, how quickly users of resources become motivated and have the ability to devote their time to both exploitative and exploratory activities.

Hypothesis 3

H3: Social identification significantly affects happiness.

Similar to how self-efficiency, hope, optimism, and resilience, which have a greater influence on innovative behavior, have a positive and significant relationship with customer behavior, H3 was supported

and consisted of. This demonstrates that those with high satisfaction levels possess virtues like self-efficiency, hope, and resilience that make it easier for them to engage in innovative behavior on the part of their clients.

Similar to this, customers are more likely to buy from brands that exude confidence, optimism, and resiliency. According to the researchers, a person must have faith in a company's abilities and products in order for them to engage in innovative customer behavior. Literature has also established that customers display innovative behavior when they are optimistic and self-assured (confident) that their idea can Innovation in a business or industry has been shown to be significantly impacted by social media. All of the selling and buying factors are thought to be heavily influenced by social media marketing and customer behavior. Customer behavior is a crucial factor in the decision to purchase social media marketing. The more favorable the customer's attitude, the more work opportunities there are for upcoming activities. In all phases of marketing, having an upbeat attitude and thinking positively and constructively is crucial.

Hypothesis 4

H4: Satisfaction significantly affects the intention to continue.

The satisfaction variable H4 in this study also demonstrates this. The outcome confirms the theoretical premise that customer satisfaction plays a significant role in predicting consumer behavior in the media marketing space. The customer-to-marketing tool mediation through social media marketing reveals an oblique link between the resource system and individual disposal that emerged via the social media sites.
Customer satisfaction, a mediating factor, increases the marketing resource's adaptability, which encourages customers to engage in more creative work practices. Utilizing new methods, catering to customer needs and functions, and dealing with an ever-changing environment improves consumer behavior toward the product.

Conclusion

In this paper, we have analyzed Social Media advertising benefits and challenges for SMEs. We have also defined the different types of Social Media channels and their role. Depending whether a SME is developing its Social Media presence on a variety of channels channel or only on a couple of them, the SME benefits can vary in terms of value and volume. However, the main benefits identified in this paper are increased brand exposure and reputation management, increased targeted traffic and Search Engine Optimization, word-of-mouth and leads generation, market insights related to target audience and competition. In addition, while Social Media Marketing is also an extremely cost-effective solution, it mostly depends on which type of Social Media channels is used. Social Networks, Social Media Sharing sites, Forums, and Social Events sites are all considered as Social Media channels, and can all be significantly beneficial for businesses in their own way. In this paper, we have analyzed Social Media Marketing benefits and challenges for SMEs. In summary, today's business is changing from business relationships to social relationships. More than ever, successful companies apply the principles of engagement marketing to successfully engage with prospects and customers before, during, and after the purchase cycle, and that the foundation of their engagement is quality and relevant information. It has become important.

Limitations

Social media channels have the great power to attract its customers with very short statements and can direct prospects and customers to valuable content on your website. On the other hand, your website can encourage visitors to engage in your business by prominently linking to your social media channels. To

reach this goal, follow these steps: Modify your website to complement your social media strategy. Identify the actions you want your customers and prospects to take Implement the conversation Provide the content your visitors want. Maintaining a consistent communication style Send an ad. Use web properties to force the user to perform the action they want to perform.

Direction for Future Research

To impact your prospects and customers, your sales activities must follow a process of attracting and transforming prospects by performing these steps that must be an integral part of your social media marketing strategy. Create the appropriate context for the message. Perform an appropriate lottery. Create the appropriate content to attract. Provide sample offers. Be sure to follow up.

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