CHAPTER – 5

SUMMARY AND CONCLUSIONS
CHAPTER 5
SUMMARY OF FINDINGS AND DISCUSSION

This chapter discusses the summary and findings of our study.

5.1 PROFILE OF THE RESPONDENTS

5.1.1 Age of the Respondents

61.5% of the respondents are in the age group of 21-30 years, 8.3% of the respondents belong to the age group of 18-20 years and 15.6% of the respondents are in the age groups of 31-40 years, 11.5% of the respondents are in the age group of 41-55 years and 3.1% of the people in the age group of 55 years and above respectively viewed Westside facebook page.

57.6% of the respondents are in the age group of 21-30 years, 7.6% of the respondents belong to the age group of 18-20 years and 21.5% of the respondents are in the age groups of 31-40 years 12.7% of the respondents are in the age group of 41-55 years and 0.6% of the people in the age group of 55 years and above respectively viewed Kalyan jewellers facebook page.

55.1% of the respondents are in the age group of 21-30 years, 23.5% of the respondents belong to the age group of 18-20 years and 14.0% of the respondents are in the age groups of 31-40 years, 5.9% of the respondents are in the age group of 41-55 years and 1.5% of the people in the age group of 55 years and above respectively viewed Samsung mobiles facebook page.

25.2% of the respondents are in the age group of 21-30 years, 52.0% of the respondents belong to the age group of 18-20 years, 17.3% of the respondents are in the age groups of 31-40 years and 5.5% of the respondents are in the age group of 41-55 years respectively who viewed Reliance mutual fund facebook page.

Overall, half (49.7%) of the respondents are in the age group of 21-30 years, 22.8% of the respondents belong to the age group of 18-20 years and 17.4% of the respondents are in the age groups of 31-40 years, 8.9% of the respondents are in the
age group of 41-55 years and 1.2% of the people in the age group of 55 years and above respectively.

5.1.2 Gender of the Respondents

43.8% of the respondents belong to male category and 56.3% of the respondents belong to female category respectively who viewed Westside facebook page, 51.9% of the respondents belong to male category and 48.1% of the respondents belong to female category respectively who viewed Kalyan jewellers facebook page, 43.4% of the respondents belong to male category and 56.6% of the respondents belong to female category respectively who viewed Samsung mobiles facebook page, 77.2% of the respondents belong to male category and 22.8% of the respondents belong to female category respectively who viewed Reliance mutual funds facebook page. Overall 54.4% were male respondents and 46.6% were female respondents respectively.

5.1.3 Educational Qualification of the Respondents

76.1% of the respondents who viewed Westside facebook page are having Bachelors degree, 11.5% of the respondents who viewed Westside facebook page possess master’s degree, 4.2% of the respondents who viewed Westside facebook page are pursuing high school and 6.3% of the respondents who viewed Westside facebook page are pursuing diploma and 2.1% are pursuing doctorate degree 52.5% of the respondents who viewed Kalyan Jewellers facebook page are having Bachelors degree, 25.3% of the respondents who viewed Kalyan Jewellers facebook page possess master’s degree, 4.4% of the respondents who viewed Kalyan Jewellers facebook page are pursuing high school and 10.1% of the respondents who viewed Kalyan Jewellers facebook page are pursuing diploma and 7.6% are pursuing doctorate degree.

56.6% of the respondents are having Bachelors degree who viewed Samsung mobiles facebook page, 28.7% of the respondents who viewed Samsung mobiles facebook page possess master’s degree, 3.7% of the respondents who viewed
Samsung mobiles facebook page are pursuing high school and 5.9% of the respondents are pursuing diploma and 5.1% are pursuing doctorate degree.

10.2% of the respondents who viewed Reliance mutual fund facebook page are having Bachelors degree, 24.4% of the respondents who viewed Reliance mutual fund facebook page possess master’s degree, 56.7% of the respondents who viewed Reliance mutual fund facebook page are pursuing high school and 5.5% of the respondents who viewed Reliance mutual fund facebook page are pursuing diploma and 3.1% are pursuing doctorate degree.

Overall, 47.1% of the respondents are having Bachelors degree, 23.4% of the respondents possess master’s degree, 17.0% of the respondents are pursuing high school and 7.2% of the respondents are pursuing diploma and 4.8% are pursuing a doctorate degree.

5.1.4 **Family Income of the Respondents**

49.0% of the respondents who viewed Westside facebook page have a family income of 0-4 lakhs per annum, 34.4% of the respondents who viewed Westside facebook page have a family income of 4-8 lakhs per annum, 14.6% of the respondents who viewed Westside facebook page have a family income of 8-12 lakhs per annum, 2.1% of the respondents who viewed Westside facebook page have a family income of 12-16 lakhs per annum.

46.8% of the respondents who viewed Kalyan Jewellers facebook page have a family income of 0-4 lakhs per annum, 34.2% of the respondents who viewed Kalyan Jewellers facebook page, have a family income of 4-8 lakhs per annum, 15.2% of the respondents who viewed Kalyan Jewellers facebook page have a family income of 8-12 lakhs per annum, 1.9% of the respondents who viewed Kalyan Jewellers facebook page have 12-16 lakhs per annum 1.3% of the respondents who viewed Kalyan Jewellers facebook page have a family income of 16-20 lakhs per annum and 0.6% of the respondents who viewed Kalyan Jewellers facebook page have a family income of Rs 20 lakhs per annum and above.
32.4% of the respondents who viewed Samsung mobile facebook pages have a family income of 0-4 lakhs per annum, 33.8% of the respondents who viewed Samsung mobile facebook pages have a family income of 4-8 lakhs per annum, 13.2% of the respondents who viewed Samsung mobile facebook pages, have a family income of 8-12 lakhs per annum, 8.1% of the respondents who viewed Samsung mobile facebook pages, have 12-16 lakhs per annum, 9.6% of the respondents who viewed Samsung mobile facebook pages have a family income of 16-20 lakhs per annum and 2.1% of the respondents who viewed Samsung mobile facebook pages have a family income of Rs 20 lakhs per annum and above.

67.7% of the respondents who viewed Reliance mutual fund facebook pages have a family income of 0-4 lakhs per annum, 11.8% of the respondents who viewed Reliance mutual fund facebook pages, have a family income of 4-8 lakhs per annum, 7.1% of the respondents who viewed Reliance mutual fund facebook pages have a family income of 8-12 lakhs per annum, 1.6% of the respondents who viewed Reliance mutual fund facebook pages have 12-16 lakhs per annum, 7.1% of the respondents who viewed Reliance mutual fund facebook pages have a family income of 16-20 lakhs per annum, and 4.7% of the respondents who viewed Reliance mutual fund facebook pages have a family income of Rs 20 lakhs per annum and above.

5.1.5 Employment Status of the Respondents

47.9% of the respondents who viewed Westside facebook page work for the Company, 28.1% of the respondents who viewed Westside facebook page are students, 6.3% of the respondents who viewed Westside facebook page are housewives 12.5% of the respondents who viewed Westside facebook page are self-employed 3.1% of the respondents who viewed Westside facebook page belong to Others Category and 2.1% belong to freelancers category.

49.4% of the respondents who viewed Kalyan Jewellers facebook page work for the Company, 6.3% of the respondents who viewed Kalyan Jewellers facebook page are students, 25.9% of the respondents who viewed Kalyan Jewellers facebook page are housewives 11.4% of the respondents who viewed Kalyan
Jewellers facebook page are self-employed 1.9% of the respondents who viewed Kalyan Jewellers facebook page belong to Others Category and 3.8% belong to freelancers category.

34.6% of the respondents who viewed Samsung mobiles facebook page work for the Company, 37.1% of the respondents who viewed Samsung mobiles facebook page are students, 12.5% of the respondents who viewed Samsung mobiles facebook page are housewives 6.6% of the respondents who viewed Samsung mobiles facebook page are self-employed and 1.5% belong to freelancers category.

34.6% of the respondents who viewed Reliance mutual fund facebook page work for the Company, 7.9% of the respondents who viewed Reliance mutual fund facebook page are students, 3.1% of the respondents who viewed Reliance mutual fund facebook page are housewives 6.3% of the respondents who viewed Reliance mutual fund facebook page are self-employed 30.7% of the respondents who viewed Reliance mutual fund facebook page belong to Others Category and 17.3% belong to freelancers category.

5.2 FINDINGS AND DISCUSSION PERTAINING TO INFLUENCE OF DEMOGRAPHIC VARIABLES ON SOCIAL MEDIA VARIABLES, RELATIONSHIP MARKETING VARIABLES AND PURCHASE AND LOYALTY INTENTION

This study was undertaken to achieve the following Objective.

Objective 1: Investigate the effect of demographic characteristics (i.e. age, gender, income level, and education level) on the social media variable, relationship marketing variables and Purchase and loyalty intentions.

To achieve this objective, the corresponding hypotheses was framed.
Hypotheses H1: There is a significant influence of Demographic variables on Social media variables, Relationship marketing variables and Purchase and Loyalty intention.

This Hypotheses was further divided to sub hypotheses (1.1.1.1 to 1.4.3.2) to enable statistical testing. One way analysis of variance test was used using SPSS 20 software. The results are tabulated in Table 5.1 given below.

Table 5.1 Table showing Consolidated Findings of One Way Analysis of Variance, S-Supported NS –Not supported

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5.2.1 Findings Pertaining to Influence of Age of the Respondents versus Social Media Marketing Pages and its Dimensions, Relationship Marketing variables and Purchase and Loyalty Intention

5.2.1.1 Findings Pertaining to Influence of Age on Social Media Variables

As shown in table 5.1, there is no significant variation in perception of content offering Entertainment on all groups on an average except in mutual fund category among different age groups on an average. The post hoc tests revealed that the viewers of reliance mutual fund belonging to age group of 18-20 years alone differ significantly in their perception on the content offering entertainment. So H1.1.1.1 is overall rejected.

There is significant variation in perception of content offering Customisation in all groups except Samsung mobiles among different age groups on an average. The post hoc tests indicate that the people belonging to the age group 18-20 years perceive that social media pages offer customised information than other age groups in all the groups vis-à-vis clothing, jewellery and mutual funds. So H1.1.1.2 is accepted.

There is no significant variation in perception of content offering opportunity to interact in all groups on an average except in clothing category among different age groups. The post hoc tests revealed that the viewers of Westside facebook page belonging to age group of 18-20 years and 21-30 years differ significantly in their perception of the content offering opportunity to interact. So H1.1.1.3 is rejected.

There is no significant variation in perception of content offering the opportunity to word-of-mouth in all groups among different age groups on an average. So H1.1.1.4 is rejected.

There is significant variation in perception of content perceived to be trendy in all groups except Mutual funds among different age groups on an average. The post hoc tests indicate that the people belonging to age group 18-20 years and 21-30 years perceive that social media pages offer customised information than other age groups in the groups clothing, jewellery and mobile phones. So H1.1.1.5 is accepted.
5.2.1.2 Findings Pertaining to Influence of Age on Relationship Marketing Variables

There is no significant variation in trust induced by viewing Company facebook pages in all groups on an average. So H1.1.2.1 is rejected.

There is significant variation in commitment induced by viewing Company facebook pages in all groups except Samsung mobiles among different age groups on an average. The post hoc tests indicate that the commitment induced in people belonging to age group 18-20 years and 41-55 years is more in all the groups vis a vis clothing, jewellery and mutual funds. So H1.1.2.2 is accepted.

There is no significant variation bonding induced in all groups on an average among different age groups on an average. So H1.1.2.3 is rejected.

There is significant variation responsibility induced by viewing Company facebook pages in all groups except clothing among different age groups on an average. The post hoc tests indicate that responsibility induced in the people belonging to age group 31-40 years and 41-55 years, jewellery, mobile phones and mutual funds segment. So H1.1.2.4 is accepted.

5.2.1.3 Findings Pertaining to Influence of Age on Purchase and Loyalty Intention Variables

There is no significant variation in Purchase intention and loyalty intention induced by viewing Company facebook pages in all groups on an average. So H1.1.3.1 and H1.1.3.2 are rejected.
5.2.2 Findings Pertaining to Influence of Gender of the Respondents versus Social Media Marketing Pages and its Dimensions, Relationship Marketing variables and Purchase and Loyalty Intention

5.2.2.1 Findings Pertaining to Influence of Gender on Social Media Variables

There is no significant variation in perception of entertainment, Customisation, Interaction, word-of-mouth and trend among different genders by viewing Company facebook pages in all groups on an average. So H1.2.1.1, H1.2.1.2, H1.2.1.3, H1.2.1.4, H1.2.1.5 and H1.2.1.6 are rejected.

5.2.2.2 Findings Pertaining to Influence of Gender on Relationship Marketing Variables

There is no significant variation in trust induced by viewing Company facebook pages in all groups on an average except in Samsung mobiles. The post hoc tests indicate that trust induced in respondents belonging to male gender is more than female gender. So H1.2.2.1 is partially accepted.

There is no significant variation in commitment induced by viewing Company facebook pages in all groups except Reliance mutual fund among different genders on an average. The post hoc tests indicate that the commitment induced in people belonging to female gender is more than male gender in those who viewed Reliance mutual fund facebook pages. So H1.2.2.2 is partially accepted.

There is no significant variation bonding induced in all groups on an average among different genders on an average. So H1.2.2.3 is rejected.

There is significant variation responsibility induced by viewing Company facebook pages in all groups except clothing among different genders on an average so H1.2.2.4 is rejected.
5.2.2.3 Findings Pertaining to Influence of Gender on Purchase and Loyalty Intention Variables

There is no significant variation in purchase and loyalty intention induced by viewing company facebook pages among different genders on an average in all groups. So H1.2.3.1 and H1.2.3.2 are rejected.

5.2.3 Findings Pertaining to Influence of Income Groups of the Respondents versus Social Media Marketing Pages and its Dimensions, Relationship Marketing Variables and Purchase and Loyalty Intention

5.2.3.1 Findings Pertaining to Influence of Income Groups on Social Media Marketing Variables

There is no significant variation among different income groups among all groups vis a vis (Clothing (Westside), Jewellery (Kalyan Jewellers), Mobile phones (Samsung mobiles) and Mutual funds (Reliance mutual fund)) as far as their perception of content being entertaining. So H1.3.1.1 is rejected.

There is significant variation among different income groups among all groups except Clothing (Westside) and Mobile phones (Samsung mobiles) as far as their perception of content giving customised information is concerned. The post hoc tests and mean plots indicate that the people belonging to income group 0-4 lakhs, 4-8 lakhs, 8-12 lakhs perceive that content on facebook pages offer customised information in jewellery (Mean value=3.912) and people belonging to income group of 8-12 lakhs perceive that content on facebook pages offer customised information in Mutual funds (Reliance mutual fund category) (Mean value=3.854) more than other income groups. So H1.3.1.2 is partially accepted.

There is significant variation among different income groups among all groups except Mutual funds (Reliance mutual fund) as far as their perception of content being interactive is concerned. Post hoc tests indicate that perception of content being interactive is more in mobile phones (Samsung mobiles) more than other income groups. So H1.3.1.3 is partially accepted.
There is no significant variation among different income groups among all groups vis a vis (Clothing (Westside), Jewellery (Kalyan Jewellers), Mobile phones (Samsung mobiles) and Mutual funds (Reliance mutual fund)) as far as their perception of content inducing word-of-mouth communication. So H1.3.1.4 is rejected.

There is no significant variation among different income groups among all groups vis a vis (Clothing (Westside), Jewellery (Kalyan Jewellers), Mobile phones (Samsung mobiles) and Mutual funds (Reliance mutual fund)) as far as their perception of content being trendy. So H1.3.1.5 is rejected.

5.2.3.2 Findings Pertaining to Influence of Income Groups on Relationship Marketing Variables

There is no significant variation in trust, commitment, bonding and responsibility induced by viewing company facebook pages among different income groups on an average in all groups vis a vis (Clothing, Westside), Jewellery (Kalyan), Mobile phones (Samsung), and Mutual funds (Reliance). So H1.3.2.1, H1.3.2.2, H1.3.2.3 and H1.3.2.4 are rejected.

5.2.3.3 Findings Pertaining to Influence of Income Groups on Purchase and Loyalty Intention Variables

There is no significant variation in Purchase and loyalty intention induced by viewing company facebook pages among different income groups on an average in all groups vis a vis (Clothing, (Westside), Jewellery (Kalyan), Mobile phones (Samsung), and Mutual funds (Reliance)). So H1.3.3.1 and H1.3.3.2 are rejected.
5.2.4 Findings Pertaining to Influence of Different Educational Classes of the Respondents versus Social Media Marketing Pages and its Dimensions, Relationship Marketing Variables and Purchase and Loyalty Intention

5.2.4.1 Findings Pertaining to Influence of Different Educational Classes of the Respondents on Social Media Variables

There is significant variation in perception of content offering entertainment among different educational qualification classes on an average” is accepted in all groups except Samsung mobiles. The post hoc results suggest that people pursuing the high school and diploma courses classes perceive that social media pages offer entertainment more than other educational classes in Clothing (Westside). People possessing masters degree perceive that content on facebook pages offer entertainment more than other educational classes in the Mutual fund (Reliance) and Jewellery (Kalyan) segments. So H1.4.1.1 is accepted.

There is significant variation in perception of content offering Customisation among different educational qualification classes on an average is accepted except in Clothing (Westside) and Mobile phones (Samsung mobiles) by different educational classes. The post hoc results suggest that people pursuing the high school and diploma courses classes perceive that social media pages offer content that is customised more than other educational classes, in Jewellery (Kalyan) and Mutual fund (Reliance). So H1.4.1.2 is accepted. There is no significant variation in perception of content offering opportunity to interact among different educational qualification classes on an average is accepted in all the groups. So H1.4.1.3 is rejected.

There is significant variation in perception of content offering Word-of-mouth communication among different educational qualification classes on an average” is accepted except in Reliance mutual fund. The post hoc results suggest that people pursuing the high school and diploma courses classes perceive that social media pages offer content that is customised more than other educational classes in Jewellery (Kalyan) and Mutual fund (Reliance). So H1.4.1.4 is accepted.
There is overall a significant variation in content perceived to be trendy among different educational qualification classes on an average is accepted. The results of Samsung mobiles and Kalyan Jewellers do not prescribe to this view. The post hoc results suggest that people pursuing the high school and diploma courses perceive that social media pages offer content that is customised more than other educational classes in Clothing (Westside) (Mean value=3.846) and mutual fund (reliance) (Mean value=3.942). So H1.4.1.5 is accepted.

5.2.4.2 Findings Pertaining to Influence of Different Educational Classes of the Respondents on Relationship Marketing Variables

There is overall a significant variation in trust induced by viewing company facebook pages among different educational qualification classes on an average especially in Clothing (Westside) and Mobile phones (Samsung mobiles). The post hoc analysis suggests that the trust induced in respondents category belonging to the high school and diploma courses is more than Other groups in both Clothing and Mobile phone segments respectively. So H1.4.2.1 is accepted.

There is overall a significant variation in commitment induced by viewing company facebook pages among different educational qualification classes on an average especially in Clothing (Westside) and Mobile phones (Samsung mobiles). The post hoc analysis suggests that the Commitment induced in respondents category belonging to the high school and diploma courses is more than Other groups in both Clothing and Mobile phone segments respectively. So H1.4.2.2 is accepted.

There is no significant variation in bonding induced by viewing company facebook pages among different educational qualification classes on an average, both overall and groupwise. So H1.4.2.3 is rejected.

There is significant variation in responsibility induced by viewing company facebook pages among different educational qualification classes on an average especially in Clothing (Westside) and Mobile phones (Samsung mobiles). The post hoc analysis suggests that the perception of responsibility induced in respondents
category belonging to the high school courses is more than other groups in both Clothing and Mobile phone segments respectively. So H1.4.2.4 is accepted.

5.2.4.3 Findings Pertaining to Influence of Different Educational Classes of the Respondents on Purchase and Loyalty Intention Variables

There is overall a significant variation in Purchase intention induced by viewing company facebook pages among different educational qualification classes on an average especially in Clothing (Westside) and Mobile phones (Samsung mobiles). The post hoc analysis suggests that the Purchase intention induced in respondents category belonging to the high school and diploma courses is more than Other groups in both Clothing and Mobile phone segments respectively. So H1.4.3.1 is accepted.

There is overall a significant variation in loyalty intention induced by viewing company facebook pages among different educational qualification classes on an average especially in Clothing (Westside) and Mobile phones (Samsung mobiles). The post hoc analysis suggests that the loyalty intention induced in respondents category belonging to the high school and diploma courses is more than Other groups in both Clothing and Mobile phone segments respectively. So H1.4.3.2 is accepted.

5.2.5 Discussion of Findings on Effect of Demographic Variable on Social Media Marketing, Relationship Marketing, Customer Intentions

5.2.5.1 Effect of Age

In short, significant variation in perception of content offering entertainment was observed in mutual fund category among different age groups on an average. The post hoc tests revealed that the viewers of reliance mutual fund belonging to age group of 18-20 years perceived that the facebook pages are entertaining more than other groups. People belonging to age group 18-20 years perceive that social media pages offer customised information than other age groups in all the groups Vis a Vis clothing, jewellery and mutual funds. The viewers of Westside facebook page belonging to age group of 18-20 years and 21-30 years differ significantly in their
perception of the content offering the opportunity to interact. No significant variation in perception of content offering the opportunity to word-of-mouth was observed among all groups in different age groups on an average. The people belonging to age group 18-20 years and 21-30 years perceive that social media marketing activities are trendy than other age groups in the groups clothing, jewellery and mobile phones.

The results prove that age caused no significant variation in trust and bonding induced by viewing Company facebook pages in all groups on an average. Viewing company facebook pages induced commitment more in people belonging to age group 18-20 years and 41-55 years in the groups vis a vis clothing, jewellery and mutual funds. Perception of responsibility induced in the people belonging to age group 31-40 years and 41-55 years is more in jewellery, mobile phones and mutual funds segment by viewing the facebook pages.

Age did not cause any significant variation in Purchase loyalty intention induced by viewing Company facebook pages in all groups on an average.

The results somewhat agree with previous research by Hertzog and Hultsch (2000) who found that younger individuals are more open to using a new technology than older ones since older people tend to be more concerned about the difficulties they may have in learning new systems.

But the results were not consistent across the groups. For instance, Age did not cause significant variation in perception of content offering entertainment in clothing, jewellery and mobile phone segments. Respondents belonging to different age groups did not vary in their perception of the content offering word-of-mouth across all segments. Age also did not cause much variation in the respondents’ perception of the content offering opportunity to interact among jewellery, mobile phones and mutual fund segment.

Hence there was a contraindication in our study regarding the influence of age on social media marketing activities of different companies. Pew research report (2015) indicates that though Young adults (ages 18 to 29) are the most likely to use social media, usage among those 65 and older has more than tripled since 2010. Teo
(2001) found no significant differences in Internet usage for online shopping across age groups. In fact, surprisingly, two of the relationship marketing variables Commitment (desire to maintain long-term relationship) and perception of responsibility was induced more in older adults. Our findings may be the result of providing the visual stimulus of Facebook pages and then conducting the survey. Though older adults take time to adapt to technology, results prove that the company Facebook pages have equal capability to influence the older population. Hence efforts must be made by the companies to attract and engage older customers to their Facebook pages as they have greater disposable personal income than their younger counterparts. Reports show that Baby boomers (aged 65 and above) are quickly adapting technology, internet based applications and mobile applications. Advertisements carrying the images and videos of older people using Facebook pages in traditional media and other channels can help attract the older generation to Facebook.

5.2.5.2 Effect of Gender

As indicated in Table 5.1, Comparative ANOVA revealed that there is no significant variation in perception of entertainment, customisation, interaction, word-of-mouth and trend among different genders by viewing Company Facebook pages in all groups on an average.

This finding is a little different from the earlier studies on Web-based platforms which state that Men exhibit preferences for entertainment aspects such as building Web pages, searching for information about products, and participating in online games (Weiser, 2000). In contrast, women are more interested in maintaining social connections through e-mail and online chatting, communicating with friends and sharing personal issues and emotions (i.e., social benefits) (Jackson, Ervin, Gardner, and Schmitt, 2001). Females use Facebook for maintaining existing relationships, academic purposes and following agenda higher than males while males use it for making new relationships at a rate higher than the females (Mazman, and Usluel 2011). Women, compared to men, are generally more frequent mediated communication users such as text messaging, social media, and online video calls. These results suggest that the nature of mediated social
interaction is changing. The Internet finally had a place for communal technology-mediated social interaction, and women were at the forefront of this technology (Taylor, 2009), García et al (2013)).

This may be because of the way we administered our questionnaire by providing visual stimulus. The visual stimulus is equally appealing to both genders and they form brand trust and brand commitment (Maintaining long-term relationship with the brand) Male respondents who viewed Samsung mobile phone pages develop more brand trust than their female counterparts. This is consistent with the findings of research by García et al (2013) who observed that males favoured instrumental tools more than females. Female respondents who viewed reliance mutual fund Facebook pages reported that they developed a desire to maintain long-term relationship with the company than their male counterparts. This is also consistent with the previous research (Taylor (2009), García et al (2013)).

5.2.5.3 Effect of Income

There is no significant variation among different income groups among all groups vis a vis (Clothing (Westside), Jewellery (Kalyan Jewellers), Mobile phones (Samsung mobiles) and Mutual funds (Reliance mutual fund)) as far as their perception of content being entertaining.

Respondents belonging to income group 0-4 lakhs, 4-8 lakhs, 8-12 lakhs perceive that content on Facebook pages offers customised information in jewellery and people belonging to income group of 8-12 lakhs perceive that content on Facebook pages offers customised information in Mutual funds more than other income groups. The respondents belonging to income group 0-4 lakhs, 4-8 lakhs, 8-12 lakhs perceive that content on Facebook pages is interactive in Clothing and people belonging to income group of 8-12 lakhs perceive that content on Facebook pages is interactive in Jewellery (Kalyan Jewellers more than other income groups. people belonging to income group of 8-12 lakhs perceive that content on Facebook pages is interactive in Mobile phones (Samsung mobiles) more than other income groups. There is no significant variation among different income groups among all groups vis a vis Clothing (Westside), Jewellery (Kalyan Jewellers), Mobile phones
(Samsung mobiles) and Mutual funds (Reliance mutual fund)) as far as their perception of content inducing word-of-mouth communication. There is no significant variation among different income groups among all groups vis a vis Clothing (Westside), Jewellery (Kalyan Jewellers), Mobile phones (Samsung mobiles) and Mutual funds (Reliance mutual fund)) as far as their perception of content being trendy.

There is no significant variation in trust, commitment, bonding and responsibility induced by viewing company facebook pages among different income groups on an average in all groups vis a vis Clothing, (Westside), Jewellery (Kalyan), Mobile phones (Samsung), and Mutual funds (Reliance)).

There is no significant variation in Purchase and loyalty intention induced by viewing company facebook pages among different income groups on an average in all groups vis a vis Clothing, (Westside), Jewellery (Kalyan), Mobile phones (Samsung), and Mutual funds (Reliance)).

Though there are some deviations among some groups in certain factors of social media marketing variables, overall it does not have any effect on relationship marketing or Purchase and loyalty intentions.

Though research has shown in the past decade that the higher-income households were more likely to use social media. More than half of those living in the lowest-income households now use social media, though growth has levelled off in the past few years. (PEW research report (2015)) showing that people of lower income groups are also equally likely to be influenced by company facebook pages. Though their personal disposable income is low, they are large in number and have a huge network of friends. Companies should target these lower household income groups by advertising what is relevant to them. For example, Kalyan jeweller’s advertisements always carry an underlying subtle message that their diamonds and gold collections are affordable by all income groups.
5.2.5.4 Effect of Education Attainment

Respondents pursuing the high school and diploma courses perceive that social media pages offer entertainment more than other educational classes in Clothing (Westside). Respondents possessing masters degree perceive that content on facebook pages offer entertainment more than other educational classes in the Mutual fund (Reliance) and Jewellery (Kalyan). They also perceive that social media pages offer content that is customised more than other educational classes in Jewellery (Kalyan) and Mutual fund (Reliance). Education attainment caused no significant variation in perception of content offering opportunity to interact in all groups. Again respondents pursuing the high school and diploma courses perceive that social media pages offer content that is customised more than other educational classes in Jewellery (Kalyan) and Mutual fund (Reliance). Respondents pursuing the high school and diploma courses perceive that social media pages offer content that is customised more than other educational classes in Clothing (Westside) and mutual fund (Reliance).

Results also suggest that the trust, commitment and responsibility induced in respondents category belonging to the high school and diploma courses is more than other groups in both Clothing and Mobile phone segments respectively. However no significant variation in bonding induced by viewing company facebook pages among different educational qualification classes on an average, both overall and groupWise.

Purchase intention induced in respondents category belonging to the high school and diploma courses is more than other groups in both Clothing and Mobile phone segments respectively.

Results also suggest that the loyalty intention induced in respondent category belonging to the high school and diploma courses is more than other groups in both Clothing and Mobile phone segments respectively.

Hence our results suggest that the group that is influenced the most is those with the education attainment level of high school or less. This is consistent with the
PEW Research report, that, those with at least some college experience have been consistently more likely than those with a high school degree or less to use social media over the past decade. But since 2013 more than half of those with a high school diploma or less used social media. So engagement in social media should be planned accordingly.

5.3 FINDINGS AND DISCUSSION PERTAINING TO INTERRELATIONSHIP BETWEEN SOCIAL MEDIA VARIABLES, RELATIONSHIP MARKETING VARIABLES AND CUSTOMER INTENTIONS

The second objective of the study was to

Examine the relationships between the factors of social media variables and brand trust, brand commitment, responsibility bonding, Purchase and loyalty intentions.

Accordingly, the Hypotheses was set as

There is a significant association of Social media variables on Relationship marketing variables, relationship marketing variables on customer intentions and social media variables on Customer intentions.

This Hypotheses was further divided to sub hypotheses (2.1.1.1 to 2.3.2.5) to enable statistical testing. Multiple regression tests were used using SPSS 20 software. The results are tabulated in Table 5.2 and table 5.3 in the next page.
Table 5.2 Consolidated table showing the Results of Multiple Regression
Analysis of SMM on Relationship Marketing and Customer Intentions
S Supported, NS Not Supported

<table>
<thead>
<tr>
<th>Companies</th>
<th>SMM Variables</th>
<th>Relationship marketing variables</th>
<th>Customer intentions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Trust</td>
<td>comm</td>
</tr>
<tr>
<td>Westside</td>
<td>Ent</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td></td>
<td>Cust</td>
<td>NS</td>
<td>S</td>
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<tr>
<td></td>
<td>Int</td>
<td>S</td>
<td>S</td>
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<tr>
<td></td>
<td>WOM</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td></td>
<td>trend</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Kalyan Jewellers</td>
<td>Ent</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td></td>
<td>Cust</td>
<td>NS</td>
<td>NS</td>
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<td>Int</td>
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<tr>
<td></td>
<td>WOM</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td></td>
<td>trend</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>Samsung Mobiles</td>
<td>Ent</td>
<td>S</td>
<td>NS</td>
</tr>
<tr>
<td></td>
<td>Cust</td>
<td>NS</td>
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<td></td>
<td>WOM</td>
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<tr>
<td></td>
<td>trend</td>
<td>S</td>
<td>NS</td>
</tr>
<tr>
<td>Reliance Mutual Fund</td>
<td>Ent</td>
<td>NS</td>
<td>NS</td>
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<td></td>
<td>Cust</td>
<td>S</td>
<td>S</td>
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<td></td>
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<td></td>
<td>WOM</td>
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<td>S</td>
</tr>
<tr>
<td></td>
<td>trend</td>
<td>NS</td>
<td>NS</td>
</tr>
<tr>
<td>Overall</td>
<td>Ent</td>
<td>S</td>
<td>S</td>
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<td></td>
<td>Cust</td>
<td>S</td>
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<td>WOM</td>
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<tr>
<td></td>
<td>trend</td>
<td>S</td>
<td>S</td>
</tr>
</tbody>
</table>
Table 5.3 Consolidated Table showing the Results of Multiple Regression on Customer Intentions S Supported, NS Not Supported

<table>
<thead>
<tr>
<th>Companies</th>
<th>RM Variables</th>
<th>Customer intentions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>PI</td>
</tr>
<tr>
<td>Westside</td>
<td>Trust</td>
<td>NS</td>
</tr>
<tr>
<td></td>
<td>Commitment</td>
<td>S</td>
</tr>
<tr>
<td></td>
<td>Bonding</td>
<td>NS</td>
</tr>
<tr>
<td></td>
<td>Responsibility</td>
<td>NS</td>
</tr>
<tr>
<td>Kalyan Jewellers</td>
<td>Trust</td>
<td>NS</td>
</tr>
<tr>
<td></td>
<td>Commitment</td>
<td>NS</td>
</tr>
<tr>
<td></td>
<td>Bonding</td>
<td>NS</td>
</tr>
<tr>
<td></td>
<td>Responsibility</td>
<td>S</td>
</tr>
<tr>
<td>Samsung Mobiles</td>
<td>Trust</td>
<td>S</td>
</tr>
<tr>
<td></td>
<td>Commitment</td>
<td>NS</td>
</tr>
<tr>
<td></td>
<td>Bonding</td>
<td>S</td>
</tr>
<tr>
<td></td>
<td>Responsibility</td>
<td>NS</td>
</tr>
<tr>
<td>Reliance Mutual Fund</td>
<td>Trust</td>
<td>NS</td>
</tr>
<tr>
<td></td>
<td>Commitment</td>
<td>NS</td>
</tr>
<tr>
<td></td>
<td>Bonding</td>
<td>S</td>
</tr>
<tr>
<td></td>
<td>Responsibility</td>
<td>NS</td>
</tr>
<tr>
<td>Overall</td>
<td>Trust</td>
<td>NS</td>
</tr>
<tr>
<td></td>
<td>Commitment</td>
<td>NS</td>
</tr>
<tr>
<td></td>
<td>Bonding</td>
<td>S</td>
</tr>
<tr>
<td></td>
<td>Responsibility</td>
<td>NS</td>
</tr>
</tbody>
</table>

5.3.1 Findings Pertaining to Association of Social Media Variables on Relationship Marketing Variables

5.3.1.1 Findings Pertaining to Association of Social Media Variables on Trust

The results provide support for hypotheses, H2.1.1.1, H2.1.1.2, H2.1.1.3, H2.1.1.4 and H2.1.1.5 that is; there is a significant and positive relationship between...
Entertainment on trust, Customisation on trust, Interaction on Trust, word-of-mouth on trust and trend on trust.

Comparative analysis shows that the content that entertains induces trust in Westside, Samsung mobiles and Kalyan jewellers, the content that gives customised information induces trust only in Reliance mutual fund, the content that gives the opportunity to interact induces trust in Westside, Samsung mobiles, Kalyan jewellers and reliance mutual fund.

The content that gives the opportunity to Word-of-mouth induces trust in Westside, Samsung mobiles Kalyan jewellers and Reliance mutual fund. The content that is perceived to be trendish induces trust in Westside, Kalyan jewellers, and Samsung mobiles.

5.3.1.2 Findings Pertaining to Association of Social Media Variables on Commitment

The results provide support for hypotheses H2.1.2.1, H2.1.2.2, H2.1.2.4, and H2.1.2.5, that is, there is a significant and positive relationship between Entertainment on Commitment, Customisation on Commitment, Word-of-mouth on Commitment and Trend on Commitment.

Groupwise comparison led us to the following findings The Content that entertains induces Commitment in Westside, and Kalyan jewellers. The content that gives customised information induces Commitment in Westside and Reliance mutual fund. The Content that gives the opportunity to interact induces Commitment in Westside and Kalyan jewellers and Reliance mutual fund. The Content that gives the opportunity to Word-of-mouth induces Commitment in Westside, Kalyan jewellers and Reliance mutual fund. The content that is perceived to be trendish induces Commitment in Westside and Kalyan jewellers.
5.3.1.3 Findings Pertaining to Association of Social Media Variables on Bonding

The results provide support for hypotheses H2.1.3.1, H2.1.3.3, H2.1.3.4, and H2.1.3.5, that is, there is a significant and positive relationship between Entertainment on Bonding Interaction on Bonding, word-of-mouth on Bonding, and Trend on Bonding, whereas the relationship between customisation and Bonding is negative.

Groupwise comparison led us to the following findings. The Content that entertains induces Bonding in Kalyan jewellers and Samsung mobiles. The content that gives customised information induces Bonding in Westside. The Content that gives the opportunity to interact induces Bonding in Westside, Kalyan jewellers, Samsung Mobiles and Reliance mutual fund. The Content that gives the opportunity to Word-of-mouth induces Bonding in Westside, Kalyan jewellers Samsung Mobiles and Reliance mutual fund.

5.3.1.4 Findings Pertaining to Association of Social Media Variables on Responsibility

The results provide support for hypotheses H2.1.4.2, H2.1.4.4, and H2.1.4.5, that is, there is significant and positive relationship between Customisation on Responsibility, word-of-mouth on Responsibility, and Trend on Responsibility.

GroupWise comparison led us to the following findings. Therefore we can conclude that the Content that entertains induces Responsibility in Kalyan jewellers the Content that gives the opportunity to interact induces Responsibility in Westside, Kalyan jewellers Samsung Mobiles and Reliance mutual fund, the Content that gives the opportunity to Word-of-mouth induces Responsibility in Westside, Kalyan jewellers Samsung Mobiles and Reliance mutual fund.
5.3.2 Findings Pertaining to Association of Relationship Marketing Variables on Purchase and Loyalty Intentions

5.3.2.1 Findings Pertaining to Association of Relationship Marketing Variables on Purchase Intentions

The results do not provide support for hypotheses H2.2.1.1, H2.2.1.2 and H2.2.1.4. That is, there is no significant and positive relationship between Trust on Purchase intention, Commitment on Purchase intention, and Responsibility on Purchase intention. H2.2.1.3 is supported that is there is a significant and positive impact of bonding on Purchase intention.


5.3.2.2 Findings Pertaining to Association of Relationship Marketing Variables on Loyalty Intentions

The results provide support for hypotheses, H 2.2.2.2, H2.2.2.3, that is, there is significant and positive relationship between, Commitment on Loyalty intention and Bonding on Loyalty intention. H2.2.2.1 and H2.2.2.4 are not supported that is the results do not provide support for Trust on Loyalty intention and Responsibility on Loyalty intention.

5.3.3 Findings Pertaining to Association of Social Media Variables on Purchase and Loyalty Intentions

5.3.3.1 Findings Pertaining to Association of Social Media Variables on Purchase Intention

The results provide support for hypotheses H2.3.1.1, H2.3.1.3, H2.3.1.4, and H2.3.1.5, that is, there is significant and positive relationship between Entertainment on Purchase intention, Interaction on Purchase intention, word-of-mouth on Purchase intention, and trend on Purchase intention.

Groupwise comparison led us to the following findings. The Content that entertains induces Purchase intention in Westside, Samsung mobiles and Kalyan jewellers. The content that gives customised information induces Purchase intention only in Reliance mutual fund.

The Content that gives the opportunity to interact induces Purchase intention in Westside, Kalyan jewellers, Samsung mobiles and Reliance mutual fund. The Content that gives the opportunity to Word-of-mouth induces Purchase intention in Westside, Kalyan jewellers and Samsung mobiles. The content that is perceived to be trendish induces Purchase intention in Westside and Kalyan jewellers.

5.3.3.2 Findings Pertaining to Association of Social Media Variables on Loyalty Intention

The results provide support for hypotheses H2.3.2.1, H2.3.2.4, and H2.3.2.5, that is, there is significant and positive relationship between Entertainment on Loyalty intention, Word-of-mouth on Loyalty intention and Trend on Loyalty intention.

Groupwise comparison led us to the following findings. The Content that entertains induces Loyalty intention in Kalyan jewellers and Samsung mobiles. The content that gives customised information induces Loyalty intention only in Reliance mutual fund.
The Content that gives the opportunity to interact induces Loyalty intention in Westside, Kalyan jewellers and Samsung mobiles. The Content that gives the opportunity to Word-of-mouth induces Loyalty intention in Westside, Kalyan jewellers and Samsung mobiles. The content that is perceived to be trendish induces Loyalty intention in Westside and Kalyan jewellers.

In conclusion, social media can be an effective platform for consumer engagement in all, the four industries vis a vis clothing, jewellery, mobile phones and mutual funds. The content of brand pages should enable both members and marketers to carry out interactive communication. Marketers must design various marketing strategies and provide content that induces brand trust, commitment, bonding and responsibility in order to strengthen consumer loyalty and purchase intentions.

5.3.4 Discussion on Effect of Social Media on Relationship Marketing Variables and Relationship Marketing on Customer Intentions

The relationship between entertainment and trust is a positive one in the company facebook pages of Westside, Kalyan jewellers and Samsung mobiles. The result is negative in Reliance mutual fund. The Content that entertains induces Commitment in Westside and Kalyan jewellers whereas it induces Responsibility in Kalyan jewellers alone. Entertainment also induces Bonding in Kalyan jewellers and Samsung mobiles.

This means that as the company provides more content on facebook that entertains the customer, the more brand trust the consumer has when it comes to clothing, jewellery and mobile phones, entertainment does not significantly impact the viewer’s trust when the product is financial. It induces Commitment, that is a desire to maintain long-term relationship in case of Clothing and Jewellery whereas it has the capability to induce Responsibility that is the feeling of shared values in case of Jewellery. Entertainment induces Bonding in Jewellery and Mobile phones. Social entertainment is the blending of entertainment content with social media functionality such as forums, reviews, ratings, and sharing and location options.
The IDC white paper has shown that the top 5 regularly visited Web sites for entertainment content across all devices owned during the past year were Facebook (74%), YouTube (71%), Google (68%), Yahoo! (47%), and Hulu.com (31%). The top 5 regularly visited on mobile phones were similar: Facebook (63%), Google (45%), YouTube (39%), Yahoo! (25%), and Twitter (17%). According to the same study in which the survey respondents were taken from cross-section of countries, the users find downloading and streaming videos, commenting on the content, reading comments made by others, posting pictures and commenting on the same and playing online games entertaining. So the companies in order to engage the customers and attract traffic to their facebook page have to provide amazing content which includes all the types mentioned above. The more the customers find the content entertaining the more they engage with the company brand. This, in turn, builds brand trust in case of companies in clothing, jewellery and Mobile phones, Commitment in Clothing and Jewellery, Responsibility in Jewellery and Bonding in Jewellery and Mobile phones.

Reliance mutual fund is the company that deals with financial products. Hence the respondents are more prudent and serious and will not be carried away by content that is entertaining. Hence the companies offering financial products need not pay much attention to provide entertaining content.

The results between customisation and brand trust is positive one in Reliance mutual fund alone. It is negative in Westside, Kalyan Jewellers and Samsung Mobile. The content that gives customised information induces Commitment in Westside and Reliance mutual fund. Customisation has the capability to induce Bonding in Westside.

This means that more the customers get the information relevant to them from the company offering financial products, more they develop brand trust towards the company. Customisation has the capability to induce Commitment in Clothing and Companies that offer financial products. Customisation induces bonding in clothing. Generally, the Company’s facebook page provides general information. But the companies can respond to personalised queries in the comment section and also take the lead and respond to them using message tab. Research has
shown that lesser the time the companies take to respond to user’s comment albeit negative, They can convert potentially dangerous conversations that have the capability to harm the firm’s reputation into delivering a positive impact on the Company image.

The results between Interaction and brand trust, interaction and Bonding, Interaction and Responsibility are positive in Westside, Kalyan jewellers, Samsung Mobiles and Reliance mutual fund. Interaction induces commitment in Westside, Kalyan Jewellers and Reliance mutual funds. This means that more the customers get a chance to interact, more they develop brand trust, commitment, bonding and Responsibility towards the company be it in clothing, Jewellery Mobile phones or Companies offering financial products. Interaction in facebook is made possible by like and comment button. A like button provides a weak form of interaction whereas comment button provides a stronger form of interaction. Again interaction may be from customer to company and customer to customer. This is a powerful feature in facebook that distinguishes itself from the traditional media. The companies with a carefully crafted content can subtly nudge the customers to interact with each other. The figure below shows how the comment section of the Samsung facebook page Where negative comment given by one customer is countered and defended by many other customers. The company has successfully converted their customers to their lawyers and brand ambassadors.

Fig.5.1 Snap Shot of Comment Section of Samsung Facebook page 1
The result between word-of-mouth marketing and brand trust, Responsibility and bonding is a positive one in Westside, Kalyan jewellers, Samsung Mobiles and Reliance mutual fund. It induces commitment in Westside, Kalyan Jewellers and Reliance mutual funds. This means that more the customers get a chance to talk about more they develop brand trust towards the companies in Clothing, jewellery, Mobile phones and financial products. Word-of-mouth in facebook is made possible by comment and share buttons. Very well planned messages have been shared by millions within the span of days. Word-of-mouth marketing used to be about one happy customer recommending a business or product to a friend. In the age of social media, a single happy customer can reach thousands of other potential customers by carefully crafted content. Contests are a way to win new fans and engage equip and empower the customers to talk about the brand. A fashion retail showroom, for instance, can ask the customers to dress in their clothes, take a selfie and post it on the facebook page, with the winner receiving a gift coupon. By this, the company is also equipping their customers to talk about their clothes and share the content. Similarly, even in companies offering financial products, People tend to believe their friend’s recommendations more than the company officials.
The above figure shows the screenshot of Samsung mobile page. This particular picture featuring the latest galaxy s6 has elicited 292 comments. 6621 people have liked it and 74 had shared it as on 15/6/2015.

It means that 74 people have chosen to spread the word about Samsung mobile. Let us assume that these 74 people have a network of an average 200 people. The word has been spread about the new product to about 14000 people in a minute. The probability that these people develop trust in the product and further share the content on their walls is much greater as it is akin to a recommendation from a friend. A study from Nielson shows that 92% of the respondents believe in recommendation from friends. The results of our study reiterate that word-of-mouth does indeed prove to be a powerful marketing tool.

The result between Trend and Brand trust is a positive one in Westside, Kalyan jewellers and Samsung mobiles. Trend induces Commitment in Westside and Kalyan Jewellers. This means that more the customers feel that to use the company’s facebook page is the leading trend in Clothing, jewellery and Mobile phones, the more they build trust in the company brand. The desire to maintain long-term relationship (Commitment) is the observed outcome in Clothing and Jewellery.
For the customers to feel that to use the company’s facebook page is the leading trend it is important for them to feel that many of their friends have liked the page. If celebrities use the company facebook page it is even better. So the company should make efforts to see that they have a great fan following including celebrities.

The regression of Relationship marketing variables on Purchase and loyalty intentions, however, did not show expected results. Trust induced Purchase intention only in Samsung Mobiles. Commitment induced Purchase intention in Westside. Responsibility induced Purchase intention in Kalyan jewellers. Bonding induces Purchase intention in Samsung mobiles and reliance mutual funds.


Thus we see the relationship marketing variables do not affect Purchase and Loyalty intentions in all the four groups equally as the literature review suggested. This was suspected to be because of the interplay between the relationship marketing variables themselves. Hence we decided to test the serial mediation model by using Process Macro by Hayes.

5.4 FINDINGS AND DISCUSSION PERTAINING TO MEDIATING ROLE OF RELATIONSHIP MARKETING VARIABLES BETWEEN SOCIAL MEDIA VARIABLES AND PURCHASE AND LOYALTY INTENTIONS

The third objective of the study was to

Examine the mediating role of relationship marketing variables between social media variables and Purchase and loyalty intentions.

Accordingly, the Hypotheses 3 was set as
H3: Relationship marketing variables vis a vis Trust, commitment, bonding and perceived responsibility serially mediate the relationship between Social media marketing variables and customer intentions in Clothing, Jewellery, Mobile phones and Mutual fund segments.

This Hypotheses was further divided to sub hypotheses (3.1.1 to 3.4.2) to enable statistical testing. Serial multiple mediation analysis (model 6) was conducted by using Process Macro for SPSS by Hayes (2013). The results are tabulated in Table 5.4 below.

**Table 5.4 Consolidated Table Showing the Results of Serial Mediation Analysis**

<table>
<thead>
<tr>
<th>Sl no</th>
<th>Company</th>
<th>Paths</th>
<th>Mediating path of relationship marketing variables</th>
<th>Non mediators</th>
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<tbody>
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<td>1</td>
<td>Westside</td>
<td>SMM to PI</td>
<td>Trust---comm---bonding</td>
<td>Responsibility</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SMM to LI</td>
<td>Trust---comm</td>
<td>Bonding, responsibility</td>
</tr>
<tr>
<td>2</td>
<td>Kalyan Jewellers</td>
<td>SMM to PI</td>
<td>Trust---Comm---Bon---Resp</td>
<td>nil</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SMM to LI</td>
<td>Trust---Comm---Bon---Resp</td>
<td>nil</td>
</tr>
<tr>
<td>3</td>
<td>Samsung Mobiles</td>
<td>SMM to PI</td>
<td>Trust---Comm---Bon</td>
<td>Responsibility</td>
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<tr>
<td></td>
<td></td>
<td>SMM to LI</td>
<td>Trust---Bon</td>
<td>Commitment, responsibility</td>
</tr>
<tr>
<td>4</td>
<td>Reliance Mutual fund</td>
<td>SMM to PI</td>
<td>Trust---Bon</td>
<td>Commitment, responsibility</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SMM to LI</td>
<td>Trust---comm</td>
<td>Bonding, responsibility</td>
</tr>
</tbody>
</table>

Results of serial mediation analysis in clothing or high fashion retail (Westside) indicate that the specific indirect effect of SMM on behavioural intentions vis a vis Purchase and loyalty intentions, through relationship marketing variables, Trust, Commitment and Bonding acting in serial. Responsibility did not mediate the relationship in Clothing or high fashion retail between SMM and PI. Both bonding and responsibility do not mediate between SMM and LI. The findings of the study corroborate with the views of many authors who suggested that SMM.
leads to Trust (Wilimzig, B. J. (2011)), Kim and Ko (2012) Xu et al (2015). The positive relationships between relational constructs (i.e., trust and commitment) and favourable behaviour intentions are well-documented in the marketing literature (e.g., Morgan and Hunt, (1994); Hennig-Thurau et al., (2002)). Also documented in the literature the natural consequence of commitment, that is desire to maintain long-term relationship, is a sense of belonging that leads to formation of social bonds, (Devito 1993) Yim et al., 2008 find that stronger personal bonds among buyers and sellers lead to Purchase and loyalty intentions. Since the industry is high fashion retail, Customers are not that worried about the company being responsible. The content in Social media induces trust in them. Trust induces Commitment and Commitment induces Bonding which in turn induces Purchase intention. Hence an important takeaway from this study is that the customers are making an emotional decision when they buy clothing or high fashion retail. So the content should be carefully crafted to induce an emotional connect with the people.

Results of serial mediation analysis in Jewellery (Kalyan Jewellers) indicate that the specific indirect effect of SMM on behavioural intentions vis a vis Purchase and loyalty intentions, through relationship marketing variables, Trust, Commitment, Bonding and Responsibility acting in serial between SMM and PI and SMM and LI. The findings of the study corroborate with the views of many authors who suggested that SMM leads to Trust (Wilimzig, B. J. (2011)), Kim and Ko (2012) Xu et al (2015). The positive relationships between relational constructs (i.e., trust and commitment) and favourable behaviour intentions are well-documented in the marketing literature (e.g., Morgan and Hunt, (1994); Hennig-Thurau et al., (2002)). Also documented in the literature the natural consequence of commitment, that is desire to maintain long-term relationship, is a sense of belonging that leads to formation of social bonds, (Devito (1993)) Yim et al., (2008) Yim et al., (2008) find that stronger personal bonds among buyers and sellers lead to a greater feeling in buyers that the sellers are responsible and lead to Purchase and loyalty intentions. Since the industry is jewellery. The content in Social media should be crafted in such a way that it induces trust in them. But mere induction of Trust does not lead to Purchase intention. Trust induces Commitment and Commitment induces Bonding, Bonding induces a perception of responsibility which in turn induces Purchase
intention. Hence an important takeaway from of this study is that the customers are making a rational decision when they buy jewellery. So the content should be carefully crafted so as to induce an emotional connect at the same time subtly indicating that they are the company who are responsible and can be relied upon.

Results of serial mediation analysis in mobile phones (Samsung mobiles) indicate that the specific indirect effect of SMM on behavioural intentions vis a vis Purchase and loyalty intentions, through relationship marketing variables, Trust, Commitment and Bonding acting in serial between SMM and PI and Trust and Bonding acting in serial between SMM and LI. The findings of the study corroborate with the views of many authors who suggested that SMM leads to Trust (Wilimzig, B.J. (2011)), Kim and Ko (2012) Xu et al (2015). The positive relationships between relational constructs (i.e., trust and commitment) and favourable behaviour intentions are well-documented in the marketing literature (e.g., Morgan and Hunt, (1994); Hennig-Thurau et al., (2002)). Also documented in the literature the natural consequence of commitment, that is desire to maintain long-term relationship, is a sense of belonging that leads to formation of social bonds, Devito (1993)) Yim et al., (2008) find that stronger personal bonds among buyers and sellers lead to Purchase and loyalty intentions. Since the industry is jewellery, the content in Social media should be crafted in such a way that it induces trust in them. But mere induction of Trust does not lead to Purchase intention. Trust induces Commitment and Commitment induces Bonding, which in turn induces Purchase intention. Hence an important takeaway from this study is that the customers are making an emotional decision when they buy Mobile phones.

Results of serial mediation analysis in Mutual funds (Reliance mutual fund) indicate that the specific indirect effect of SMM on behavioural intentions vis a vis Purchase and loyalty intentions, through relationship marketing variables, Trust and Bonding acting in serial between SMM and PI and Trust and Commitment acting in serial between SMM and LI. The findings of the study corroborate with the views of many authors who suggested that SMM leads to Trust (Wilimzig, B. J. (2011)), Kim and Ko (2012) Xu et al (2015). The positive relationships between relational constructs (i.e., trust and commitment) and favourable behaviour intentions are well-
documented in the marketing literature (e.g., Morgan and Hunt, 1994; Hennig-Thurau et al., 2002). Also documented in the literature the natural consequence of trust is an antecedent to the formation of social bonds. Weng, J.C. and Hsieh (2003) said that the social bond must be strengthened to secure customer purchase. Yim et al., 2008 find that stronger personal bonds among buyers and sellers lead to Purchase and loyalty intentions. Since the industry is Mutual funds, the content in Social media should be crafted in such a way that it induces trust in them. But mere induction of Trust does not lead to Purchase intention. Trust should induce a strong personal bond. While making a financial decision people usually believe the words of a person who they feel have their interests in heart. Trust should induce bonding which would then induce investment intention. The SMM to Loyalty intention, however, is mediated by trust and Commitment. Hence an important takeaway from this study is that the customers are making an investment decision influenced by a person whom they share a personal bond with. So the companies in the financial services industry should use content in social media to develop strong personal bonds.

5.5 FINDINGS AND DISCUSSION PERTAINING TO STRUCTURAL EQUATION MODEL

The fourth objective of the study was

To find whether there is a significant model fit among Social media marketing variable, intervening variables and customer intentions in four industrial segments vis a vis Clothing, Jewellery, Mobile phones and Mutual funds

To achieve this objective, Structural equation model was run for all the four samples from SMM through the sequential mediating effect of Trust, commitment, bonding and responsibility to Purchase and Loyalty intentions.

The results indicated the existence of serial mediation relationship of the relationship marketing variables between social media marketing and Purchase and loyalty intentions. The indirect pathway in Westside showed the relevant paths as
Thus the initial model was tested and found that there are minor modifications in the model in the four industries. In Clothing, Responsibility has no mediating effect on Purchase intention whereas Bonding and Responsibility do not mediate between SMM and Loyalty intentions. In jewellery, all the four mediators act to provide indirect effect between SMM and Purchase and loyalty intentions. In Mobile phone segment, Responsibility does not mediate between SMM and PI, whereas both commitment and responsibility does not mediate between SMM and loyalty intentions. In Mutual fund segment, both commitment and responsibility do not mediate the relationship between SMM and PI whereas Bonding and responsibility do not mediate the relationship between SMM and LI.

Thus the structural model indicates a significant model fit in all the four segments vis a vis Clothing, Jewellery, Mobile phones and Mutual funds as indicated by GFI (Goodness of fit index), TLI (Tucker’s Lewis index), CFI (Comparative fit index) and RMSEA (Root mean square approximation).
5.6 MANAGERIAL IMPLICATIONS OF THE STUDY

Social media provide a technology infrastructure that firms can embrace with suitable planning and guidelines for consumer engagement. The present study found several important features of social marketing activities such as entertainment, customisation, interaction, word-of-mouth and trend which influence customer relationships. Customer relationships, in turn, induce purchase and loyalty intentions in customer’s minds. This study compared the difference and similarities between four industries vis a vis Clothing, Jewellery, Mobile phones and mutual fund. Marketers are advised to develop strategies and provide the relevant content according to the type of industry to their fans.

Such strategies include:

- Enhancing opportunities for interaction and engagement among like-minded members of a brand’s Facebook page to foster sharing of interests and carrying out similar purposes for joining.

- Incorporating various features into a brand’s Facebook page that provide positive experiences (e.g., entertainment, pleasure, enjoyment, interaction, word-of-mouth and trend) with the brand.

- Monitoring members communications to identify new market segments and provide customized services based on common interests about products / services, visiting purposes, and other factors.

Consumer-generated content posted prior to, during and following experiences with brands is one of the most important resources that affect favourable brand image and experiences. Firms may be tempted to keep only positive messages and compliments on their pages and to delete negative content in order to create favourable brand images and experiences. However, marketers should realize that brand pages that contain only positive content are typically perceived with scepticism by visitors (Kasavana, Nusair and Teodosic, 2010). Brand page marketers can take advantage of negative comments by giving satisfactory
explanations on their Facebook pages and following up with the customer to rectify the problem, which may lead to the regaining of consumer trust. Such efforts to address these issues can directly affect the consumers who post negative comments and indirectly influence the others who view the communication.

Overall, a primary goal of brand page marketers using Facebook pages is to convert the existing and new members into committed members in order to form long-term relationships. Firms can foster brand commitment by providing specialized and personalized services on Facebook. In addition, companies need to be selective in order to provide the right combination of services to an identified consumer segment. For example, a price reduction offer may be attractive to new community members or consumers who are price sensitive, but not effective for committed members who were found to be less price sensitive. Companies can also treat committed members as a special group of consumers who receive advance notice of new products or services, giving them exclusive opportunities for pre-experience or pre-purchase comparisons before other consumers. Since committed consumers are willing to spend more, visit more frequently, and spread referral information to their friends, Firms may ultimately expect profit increases by successfully operating brand pages (Kasavana et al., (2010)).

5.6.1 Managerial Implications in Clothing or High Fashion Retail

Managers in this segment should be aware that the Indian fashion consumer is undergoing an evolution and is rapidly adapting to international fashion statements. Increasing disposable incomes, exposure to international events and fashion icons, and rising confidence levels are driving the changes in the consumer purchase behaviour. He or she is now an aspirational buyer and can differentiate between brands. Clothes now for the consumer is the reflection of aspiration or personality rather than a basic need. The Consumers are also using the internet, social media and digital devices during the course of their purchase journey extensively. Our research indicates that consumer’s decision making in this segment is based on emotions. The facebook brand pages in this segment induce trust, that is a belief, that the company will deliver what it promised. This, in turn, induces a desire in the consumer’s mind to maintain a long-term relationship (Commitment).
The final touch point, however, is intimacy or social bonding which reflects a deeper emotional relationship which in turn induces Purchase intention. Hence the content should be carefully crafted to reflect the Consumer’s aspirations which will touch on his or her emotions. Furthermore, Multiple regression analysis suggests that the dimensions of content that build a relationship in this segment are entertainment content, the content that offers the opportunity to interact, the content that induces the customer to share the content (WOM) and the content that is perceived to be trendy. Entertaining content can be designed based on photo sharing contests. Opinions of the consumers regarding the apparel can be sought by subtly encouraging interaction between consumers. Models and film stars can be shown as wearing their apparel. However, care should be taken to see that the pages do not reflect commercial intent.

5.6.2 Managerial Implications in Jewellery

Managers in this segment should realize that Consumer’s perception of Jewellery is changing from a “Storehouse of value” to a “Precious fashion accessory”. The Gems and Jewellery sector is witnessing changes in consumer preferences due to the adoption of the western lifestyle. Consumers are demanding new designs and varieties in jewellery, and branded jewellers are able to fulfill their changing demands better than the local unorganised players. The young Indian woman who is the prime market for the organized retailers differs from the traditional jewellery customer in many ways. She is well educated and more in tune with international trends, she has high disposable incomes, she has greater mobility and is less constrained by traditions. Moreover, she is quite internet and Social media savvy and would rather consult her peers rather than her parents when she makes her purchase. But it is also true that major jewellery buying in India is done during the festive season and auspicious occasions such as marriage. Purchase decisions, in this case, are taken by the entire family. The family usually purchases jewellery from the family jewellers who constitute 98% of the market.

So the retailers should decide which market segment they are going to cater to and craft their content accordingly. Retailers like Kalyan Jewellers cater to both. So they have to craft their content accordingly. Our research shows that consumer
decision making in this segment is a mix of both emotions and rationality. The content on Facebook brand pages induces trust which in turn induces commitment. Commitment induces bonding which in turn induces responsibility. Only when the consumer is convinced that the retailer is responsible, does he intend to purchase and be loyal. Therefore the content that is created has to induce trust, desire to maintain long-term relationships, bonding and responsibility. The multiple regression analysis indicates that the content that entertains, gives the opportunity to interact and share and perceived to be trendish help in building relationships. Hence the retailer should prudently design his content strategy.

5.6.3 Managerial Implications in Mobile Phones Segment

Managers in this segment should know that India offers an unlimited growth potential for the mobile phone market. According to a report from Counterpoint research, India is now the second largest Smartphone market in terms of active unique Smartphone users, with the total base crossing 220 million users in 2016. The major change in the customer buying behaviour in this segment is rapid adoption of online sales model. In 2015, one in every three smartphones sold in India was through online channels. The report by Counterpoint also suggests that by 2020, there will be about 700 million users and there is a great demand for LTE (long-term evolution capability) devices. This growth is spurred by the demand for faster Internet connectivity and increase in the disposable income of the young population. Many social media giants like Facebook have reported that the number of people accessing their site through mobiles has been steadily increasing. So social media and the Mobile phone market enjoy win win relationship with each other. Increased sales in Mobile phone segment will increase the number of users of Social media and vice versa. Our research indicates that the path between SMM and PI is serially mediated by Trust, commitment and bonding (deeper emotional and personal relationships), which means that finally it is the deep emotional relationship that would spur the individual to buy a product. Trust would come because of the quality of information which would lead to a desire to maintain a long-term relationship (Commitment). Bonding or a deeper state of connectedness is the consequence of Trust and commitment (Moorman and Lemmink, J. (2001).
Hence the content should include the right mix of information, and content that elicits emotions. For instance, the Company can suitably encourage the fans to share stories of how they gifted their parents a mobile phone which changed their lifestyle. Furthermore multiple regression analysis showed that the dimensions of social media which has tremendous impact in building relationships in mobile phones are the content that entertains, provides opportunity to interact and induce the fans to share the content. So managers can keep this in view and design their content strategy accordingly.

5.6.4 Managerial Implications in Mutual Fund Segment

There is good news for managers in this industry. Mutual fund industry in India recorded an AUM (Asset under management) of INR 13,460 billion as of December 2015, a year on year growth of over 21%. Though, traditional primary contributor to AUM have been corporates, \textit{in 2015 retail segment emerged as the fastest growing segment in terms of contribution to AUM} growth. Underlying the latent potential for growth of the Mutual Fund industry in the country, it poses a challenge to service providers in tapping resources, a large proportion of which sit beyond major cities. Mutual funds face a double challenge – firstly, increasing their share of the pie in the urban markets that have seen crowding of products and vendors, and secondly, \textit{capturing the attention of investors in sub-urban and rural markets that have been largely averse to complex financial instruments, and are often unreachable through traditional distribution channels}. The challenge is even more complex as there is a deep rooted distrust among Indians in stock market financial instruments especially so if it is recommended by the mutual fund sales man. The statistics lend support. Only 2\% of Indians really take advantage of the growing stock market. For the others, the most preferred investment avenues are Bank deposits and Post office saving schemes. Therefore it is of paramount importance to the marketers to get out of the traditional mode of marketing and advertising the products by broadcasting key messages. They also should understand that the customers have to be engaged in multiple platforms and exist where the customers exist and talk where they liked to be talked to. Marketers especially in financial services, must therefore, make a fundamental shift in their
approach and engage their target customers in two-way dialogue which is only made possible by social media. Facebook provides a powerful platform where mutual funds can have a meaningful two-way dialogue with their investors both current and potential. They can also use Facebook to subtly educate the investors, build and maintain relationships and use it as another service delivery channel. Our research shows that the path between SMM and PI is serially mediated by Trust and Bonding. Bonding is a sense of Connectedness. It is important for the customers who are not so very financially aware to believe that the other party is interested in his financial welfare and is not suggesting products which give him more commission. So the content must be designed in such a way so as to establish an emotional connect with customers. Multiple regression results show that the content that gives customised information and allows plenty of interaction and content sharing (WOM) induces trust in this segment. Utmost care must be taken to see that the content should not be seen as having commercial intent.

5.7 LIMITATIONS AND FUTURE STUDY

The present study contains several limitations that should be identified and that lead to suggestions for future research. First, the sample for the study was conducted was sourced from Chennai only. The majority of data were obtained from the college students and only few from others. The respondents had a range of education levels but most of them had Bachelors degree. Similarly the age group also was slightly skewed on the age group of 21 to 35 years. Future research can include subjects from other geographical areas in India. Future research can also ensure similar percentages of the respondents from each demographic category are represented. Scant empirical literature on social media marketing activities provides a rudimentary foundation for the present study. Future research is needed to strengthen the theoretical and empirical background that explicates the role of benefits from the firm’s Facebook pages on consumer responses.

Second, Future studies may focus on refinement and validation of the scales employed in the present study to help marketers gain significant insight into the content of social media marketing activities valued by their target markets.
Third, the present study found that age and biological gender did not play a role in perception of Social media marketing activities of companies in all segments. This may be because we provided the visual stimulus to all respondents and we did not stipulate that the respondents should be members of facebook or like the company facebook page. People belonging to the age group of 60+ hitherto form a small percentage of facebook users but have tremendous buying power. So future research can only concentrate on this age group and provide valuable insights to the marketers as to what content develops good relationship with the customers who are more than 60 and how to increase their population in facebook.

Fourth, this study included only four segments, vis a vis Clothing, jewellery mobile and mutual funds. Future studies can incorporate other industrial segments such as Hotels, Restaurants, Home appliances etc and provide marketers an effective insight in social media marketing activities on facebook in these segments as well.

Fifth, only one company represented each of the industrial segments vis a vis Clothing, jewellery, mobile and mutual funds. Future studies can make intra segment comparisons by concentrating only on one industrial segment and including all companies who have facebook pages.

Sixth, this study investigated the consequences of Social media marketing activities on Customer relationships and also on purchase and loyalty intentions. Future research may investigate how social media can influence Customer lifetime value. This may provide Companies with specific information needed to implement marketing strategies that encourage more Customer engagement.

Finally, this study only concentrated on one platform that is facebook. A study of Company’s communications on various platforms such as twitter, YouTube, Pinterest, Blogging both individually and collectively can provide valuable insights to the marketers.