



RESEARCH ARTICLE

Beyond likes & clicks: Empowering role of social media marketing in value creation

Neha Verma

Abstract

Social media is capturing the market in the modern era, when technology is permeating every aspect of life, to motivate marketers to appeal to diverse consumers. The rapid expansion of social media has brought about a substantial transformation in the communication system, giving rise to a distinct virtual realm. An assortment of social networking platforms are utilized for commercial purposes. Possible examples of such platforms are Google+, Facebook, LinkedIn, Twitter, and YouTube. This study aimed to ascertain the effect of various social media marketing platforms on post-purchase experience, customer value creation, purchase decision, and purchase perception. Utilizing quantitative methodology, the data collected via a questionnaire were compiled and analyzed. The respondents were sent a total of 183 questionnaires, of which 158 were utilized as the final sample for the study. The survey was constructed using a five-point Likert scale: strongly disagree = 1, neutral = 3, agree = 4, and strongly disagree = 5. The data were analyzed with the assistance of version SPSS 22 of the Statistical Package for the Social Sciences. The study's findings indicate that social media marketing and consumer value creation are significantly related. The forthcoming focus is on equipping marketers with knowledge that substantiates the impact of social media marketing strategies on consumer value creation. Nevertheless, the fundamental objective of the research is to advance understanding of diverse facets pertaining to marketing *via* social media and its capacity to captivate and provide value to the customer base.

Keywords: Consumer behavior, Consumer feedback, Consumer value creation, Purchase decision, Social media marketing.

Introduction

The Inception of Social Media Marketing as an Approach

It has been observed that social media activity has virtually eliminated the need for email in recent years. These endeavors foster business expansion, facilitate the formation of interpersonal relationships, promote the exchange of information, and allow for the articulation of diverse perspectives and opinions. Additionally, a significant proportion of consumers are noted to employ social media platforms to disseminate product-related insights and

knowledge. Additionally, a number of academics have asserted that social media significantly affects all major purchasing decisions made by consumers.

There is a growing trend among consumers to prefer online purchasing methods over traditional ones, driven by the desire to access more extensive product information. Generally, individuals are more inclined to depend on the assessments and recommendations provided by other consumers before making any purchasing decisions. Presently, information pertaining to products and brands is being distributed through social media platforms. At this time, the urban breed population represents the younger cohort that employs social media platforms to engage in commercial activities and prosper in the progressively competitive global marketplace through heightened activity levels.

The individuals are utilizing social media platforms on the internet to communicate with their loved ones. The exponential growth of social media is significantly impacting individuals' professional and personal capacities. A significant proportion of users engaging on social networking platforms do so for one of three primary motivations: To gather information, to find entertainment, or to manage their social connections. Social media platforms

Department of Marketing, VES's Institute of Management Studies & Research, Mumbai, Maharashtra, India

***Corresponding Author:** Neha Verma, Department of Marketing, VES's Institute of Management Studies & Research, Mumbai, Maharashtra, India. E-Mail: neha.v04@gmail.com

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improve the operational effectiveness of e-commerce by consolidating user input. A widely held belief posits that the extent to which consumers link their purchases with social media substantially impacts public perceptions of brands and purchasing decisions. One could posit that social media exerts a substantial impact on consumer behavior in a variety of contexts. Changes in consumers' consumption patterns have been the most significant.

All social media platforms endeavor to stimulate user engagement by implementing social interactive tools. Consumer dialogue on a variety of subjects, including products, brands, prices, and quality, is being facilitated by social media platforms. This discussion is sporadically distributed *via* digital means in addition to informal communication. The ultimate determination of consumers with respect to online products is accomplished *via* the platforms' data generation and distribution capabilities.

Social Media Marketing Generates Value for Customers

Consumers assess the value of a product by taking into account both the benefits it provides and the cost associated with acquiring it. From the customer value, one can deduce the mean variable customer score, which represents the discrepancy between the perceived benefits and the cost of the product. Moreover, a cost incurred by a consumer at one point in time may remain the same at another. Conversely, ownership benefits, product excellence, brand recognition and affiliation, access to a solution, user experience, satisfaction derived from product usage, and long-term insights encompassing knowledge can be obtained from a product.

Social network sites enable individuals to establish connections, exchange content, and track the progress of their acquaintances *via* digital platforms. This might inspire companies to promote their products to consumers through online platforms. Furthermore, in addition to enabling users to engage in market intelligence, research, and product development, social media platforms enable organizations to oversee and evaluate customer-generated content. A correlation can be discerned between relationship marketing and social media marketing, in which organizations place greater emphasis on user engagement on social media platforms as opposed to simply conducting product promotion and sales. This capability enables organizations to interact with consumers on multiple platforms in a timely manner; rather than initiating extensive advertising campaigns to reach a large number of individuals quickly, they engage in dialogue with them.

Literature Review

In their study titled "The Impact of Social Media Marketing on Consumer Buying Behavior: An Analysis," Asma *et al.* (2018) emphasize the necessity for businesses to utilize

social media platforms in order to connect with their target audience. These platforms are heavily relied upon by businesses in order to increase their profits. As per the authors' assertions, consumers have also benefited from social media marketing, as they now have an extensive array of options from which to select their purchases. Social media marketing facilitates the comparison of products across various companies.

The authors of "The Impact of Advertising on Consumer Buying Behavior in the Electronic Industry" (Deshpande, M., 2019) investigate the promotional channels utilized by the electronic industry to market their products. On the market, competition is intense. The authors emphasize the growing capacity of technology to impact consumer purchasing behavior. The objective of the research is to foster consciousness and cultivate attitudes among consumers.

The sample utilized in Ceesay *et al.*'s (2018) study "The Impact of Digital Media Advertising on Consumer Behavior Intentions Towards Fashion and Luxury Brands: Case of the Gambia" is from that country. Their objective is to investigate the influence of digital marketing on consumers' intention to purchase luxury and fashion products. The research focuses on the application of newly developed marketing strategies made possible by digital platforms.

In his 2016 paper titled "Impact of Media Advertising on Consumer Buying Behavior", Pallav R. examines the influence of advertising factors such as product presentation on consumer purchasing behavior. In the paper, the author describes how consumers can be persuaded to purchase products through the use of effective advertising tools. The primary aim of this study is to identify the determinant that influences consumer purchasing behavior as a result of media influence. A multitude of forms of media advertising exist.

In their article titled "A Study on the Influence of Advertising on Consumer Buying Behavior", Haider *et al.* (2018) emphasized the consequences that advertising has on consumer purchasing behavior. Examining the impact of entertainment, familiarity, advertising, and social media on consumer purchasing behavior is the primary aim of this paper. The authors identified several significant determinants that influence consumer behavior, including entertainment, familiarity, social imaging, and advertising expenditure. By taking into account all of these factors in advance, each advertisement can develop an impactful strategy. In light of the fact that advertising has the greatest influence on consumer purchasing decisions and the products they desire to purchase, it is recommended that businesses take into account every aspect of advertisement production.

Harshini (2015), "The Influence of Social Media Advertisements on Consumer Purchase Intention", has examined the attributes of online advertisements and their implications for consumer buying behavior. In the

contemporary era, internet usage is expanding globally and continues to rise. Utilizing the internet facilitates the distribution of advertisements *via* social media. Traditional advertising mediums, such as print and magazines, are giving way to digital advertising, which has a global reach.

Bokde *et al.* (2019) state in their article "To Study the Impact of Digital Marketing on Purchase Decision of Youth in Nagpur City" that digital technology influencing consumer behavior includes the internet, mobile phones, display advertising, and other digital mediums. E-marketing and interactive marketing are the channels that marketers favor the most due to their ability to establish an immediate and direct connection with consumer preferences and satisfaction.

In their article titled "An Empirical Investigation of Online Consumer Purchasing Behavior", Ahuja *et al.* (2003) emphasize the significance of relationships and factors that influence the purchasing behavior of individuals, in addition to browsing preferences and the internet's role in facilitating online product purchases. The research investigation specifically focuses on two demographic groups: students and non-students. Students were regarded as technologically adept and privacy-conscious. A study was conducted to determine what individuals purchase online, the factors that motivate and discourage them from doing so, and the reasons why so few individuals do not shop online. The potential impact of demographic variations on online purchasing behavior is uncertain. In conclusion, the author posits that customer service and convenience may serve as potent motivators. By reducing security concerns, online purchasing can gain a competitive advantage.

Vinerean *et al.* (2013) emphasized the significance of social media and its impact on consumers in their article titled "The Effects of Social Media Marketing on Online Consumer Behavior". The author's primary objective was to discern distinct user categories and establish criteria for categorizing them according to their social media usage. The primary aim of this paper is to establish a foundation for discerning users who can engage consumers to maximize the benefits of online marketing. The authors conducted a random sampling of 236 respondents for the study. The researchers commence by elucidating the attributes of the internet and the function of social media. Even the factors that influence a consumer's decision were discussed. They believe that consumers tend to fulfill all their needs in a single location, eliminating the need to visit physical retail locations. Instead, they prefer to utilize social media advertisements. This affects their purchasing behavior.

In their paper titled "Impact of Increasing Trend of Online Marketing on Consumer Buying Behavior: FMCG Brands in Indian Scenario", Goyal *et al.* (2016) identify a number of web experience components and analyze their effect on consumer purchasing behavior. The significance of online

networking has surpassed that of personal connections. The authors assert that a distinction between offline and online advertising and their respective relevance in the contemporary world must be made immediately. In pursuit of this objective, the primary aims of the current research are to identify the determinants that influence consumer preference for online marketing over traditional advertising and to demonstrate the effect that online marketing has on consumer behavior.

In their article "Is the Purchasing Behavior of Suburban Millennials Affected by Social Media Marketing? Empirical Evidence from Malaysia", Harun *et al.* (2019) emphasized the impact of online marketing on low-involvement product purchases among millennials residing in suburban areas. This study seeks to identify factors that influence consumer product selection. The authors conducted a systematic literature review to examine multiple facets pertaining to online advertisements. Then, hypotheses were formulated. The hypotheses pertained to the correlation between online communities and the purchasing behavior of entertainment and low-involvement products, as well as the interaction between millennial behavior and consumer engagement parameters and the strength of perceived trust in social media marketing. The author reached the conclusion that millennials select their preferred online domains in accordance with their specific needs. They derive satisfaction from social media marketing due to the wealth of information it furnishes regarding the product.

In their research titled "Factors Affecting the Online Behavior of Female Consumers", Rao *et al.* (2018) emphasize the significant growth of Internet usage in India. The online retail industry in India is anticipated to reach USD 38.5 billion in 2017, expanding at a 45 to 48% CAGR. The research investigates every determinant that affects the online purchasing behavior of women in India. The study's importance resides in the potential advantages it can provide to online retailers, marketing managers, policymakers, and academics. The authors conducted a systematic literature review to examine the various factors that influence the online behavior of women. The primary purpose of the research was to identify the determinants and highlight the demographic characteristics of online shoppers. In order to accomplish the study's objectives regarding the mother, the researchers employed an exploratory and descriptive research design. The researchers emphasize the significance of source credibility and security when conducting online purchasing. Once consumers develop a sense of trust in a particular website, they are more likely to make repeat purchases from that site. In summary, the researcher made an effort to emphasize the key determinants that impact the online behavior of female consumers. The most prevalent factors include dependability, effectiveness, and security.

In their paper titled "A Study on the Impact of Digital Marketing on Customer Purchase Decision in Trichy",

Mahalaxmi *et al.* (2016) examined the influence of digital channels on consumer purchase decisions and the significance of digital marketing in shaping such decisions. The authors have elucidated the multifaceted nature of digital marketing and the manner in which it has evolved over time. A multitude of electronic marketing platforms, social media websites, and multi-media advertising all exert an impact on consumers. The growing propensity of the middle class to utilize mobile internet is indicative of an expanding market for online marketing in the nation's remote interior.

Theoretical Structure

As illustrated in Figure 1, it is the progression of the research that establishes the link between social media marketing and the generation of value for consumers. Social media marketing, the independent variable depicted in the Figure 1, is measured by the following three indicators: user experience, location convenience, and quality content. Furthermore, the consumer buying behavior variables consist of five indicators: Post-purchase experience, purchase decision, purchase perception, consumer attitude, and shopping experience. Ultimately, a correlation between the two is established, and its impact on the production of value for consumers is illustrated.

Significance of the Study

The present research work is very significant from the aspect of social media marketing and its impact on consumer buying patterns in the suburban metropolitan city of Mumbai. The research deals with the influence of marketing through social media on the behaviors of buyers. Not only positive but also the activities through social media can lead to decline of sales and services if the strategies adopted are irrelevant to the market demand. This research will provide a base to examine different impacts and associated factors that need to be considered while carrying on the businesses. At the same time, the researcher will also gain an insight in the phenomena of marketing through social media that influences the major decisions of the consumers. The researcher also assumes that the study will benefit all individuals directly and indirectly associated with social media and related marketing strategies at all levels.

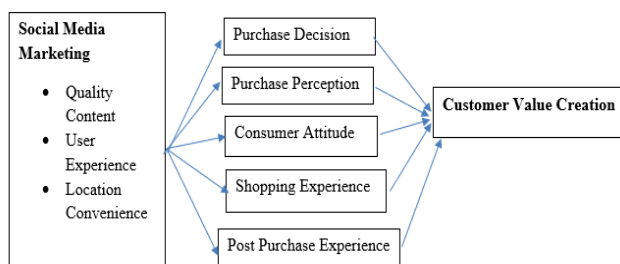


Figure 1: Theoretical structure of the research

Objectives

With the aim of analyzing the behavior of consumers in relation to marketing associated with social media, the objectives of the present study can be listed as follows:

- To evaluate consumer perception towards social media marketing.
- To assess the platforms preferred by consumers in making their purchases.
- To assess the level of experience of usage of social media marketing in terms of factors such as quality content (QC), user experience (UE), and location convenience (LC).
- To evaluate the level of consumer buying behavior in terms of purchase decision (PD), purchase perception (PP), consumer attitude (CA) and shopping experience (SE)
- To highlight the preferred channel by the consumers to make their purchases.

Research Questions

Q1. What is the level of Social Media Marketing in terms of:

- Quality Content;
- User Experience; and
- Location Convenience

Q2. What is the level of consumer buying behavior?

- Purchase Decision.
- Online Purchase Perception.
- Consumer Attitude.
- Shopping Experience.
- Post-purchase Experience

Q3. Is there a significant relationship between social media marketing and the Customer Value Creation of Mumbai City citizens?

Q4. Does social media marketing significantly influence the customer value creation of Mumbai City citizens?

Hypothesis

H01: There is low level of experience in social media marketing usage.

H11: There is high level of experience in social media marketing usage.

H02: There is low level of customer value creation in terms of social media marketing.

H22: There is a high level of customer value creation in social media marketing.

H03: There is no significant relationship between social media marketing and customer value creation.

H33: Social media marketing and customer value creation have a significant relationship.

Research Methodology

Participants of the Study

The study comprised 158 respondents, all of whom were residents of Mumbai city. To ascertain the responses,

the researchers employed a non-probability sampling technique, specifically convenience sampling.

Data Collection Procedure

The data was gathered *via* an online survey administered through Google Forms. Utilizing a standardized questionnaire enabled the development of an effective instrument for evaluating social media marketing and consumer value creation. Online surveys are becoming increasingly popular, and Google Forms is an extensively used product in online survey research. The researchers distributed questionnaires to potential respondents in Mumbai city by means of sending and sharing the hyperlink to an online survey questionnaire. Subsequently, the data collected *via* online responses was tabulated and interpreted statistically utilizing the most suitable statistical instruments.

Research Design

Combining correlational and regression methods, this study employed a non-experimental quantitative research design to collect data on the relationship between social media marketing and consumer value creation. Non-experimental research is conducted when the independent variables are not under the direct control of the researchers. Examining the relationships between a dependent variable and one or more independent variables is facilitated by regression analysis.

Results and Findings

Demographic Statistics

The data was analyzed by collecting a sample size of 158 (78 females and 80 males) using the questionnaire method. Around 96 respondents were of age group 18 years to 20 years, 26 respondents of 21 to 25 age group, 16 respondents of 26 to 30 age group and 20 respondents of more than 30 years. Around 53.2% of candidates were undergraduates, 15.2% were graduates, 17.7% were postgraduates, and 8.2% were professionals. Around 72.8% were students, and 22.8% were working in the private sector and others were government employees, businesses or self-employed. The majority of the respondent 48.7%, had an annual income of Rs 4 lakhs and the highest income range of more than Rs. 30 lakhs were 7.6%.

Descriptive Statistics

Interpretation

From Figure 2, the most used social media platforms as per our findings was, Instagram with 91.1% followed by YouTube by 72.8%, Facebook with 64.6% respondents, Snapchat with 55.1%, LinkedIn with 41.8%, Twitter and Pinterest with 36.7% and 35.4% respectively. Whereas the Google Plus was 5.7%. For Tumblr, Flickr and Bharat students was 1% each.

Interpretation

Based on the information in Figure 3, the respondents were asked to rank the devices they utilize to access social media.

What are the social media accounts you have? You can choose more than one relevant option
158 responses

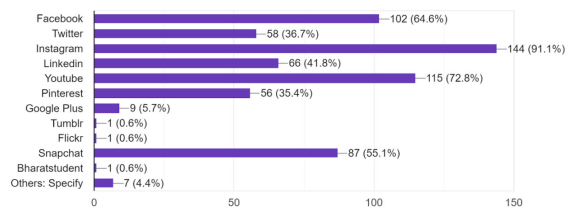


Figure 2: Respondent using various social media

What are the devices you use to access social media. Please rank in the order of their use. 1 being the most used device and 5 being the least used device.

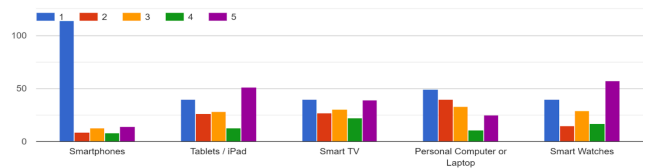


Figure 3: Devices used by the respondent for using the social media

How much time do you spend on your social media accounts in a day? Please choose any one option.
158 responses

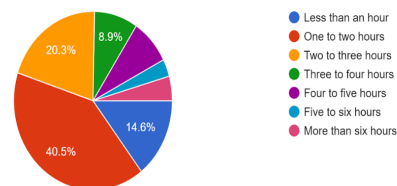


Figure 4: Time spends on social media account in a day

Regarding smartphones, approximately 114 respondents ranked them as follows: nine given rank one, 13 given rank two, eight given rank four, fourteen given rank five. About 40 respondents ranked tablets and iPads first, 26 respondents ranked them second, 28 respondents ranked them third, 13 respondents ranked them fourth, and 51 respondents ranked them fifth. Approximately 40 participants ranked smart televisions as number one, 22 as number two, 30 as number three, 22 as number four, and 39 as number five. Approximately 49 respondents ranked personal computers and laptops as follows: 40 respondents ranked rank two, 33 respondents ranked rank three, 11 respondents ranked rank four, and 25 respondents ranked rank five. About 40 respondents were assigned rank one for smart timepieces, 15 were assigned rank two, 29 were assigned rank three, 17 were assigned rank four, and 57 were assigned rank five. The study further demonstrates that a significant proportion of participants utilize smartphones to access social media platforms, with personal computers or laptops, tablets, and other devices following suit.

Interpretation

From Figure 4, the respondents were asked how much time they spent on social media in a day. Around 14.6%

of respondents said less than 1-hour. About 40.5% of respondents said 1 to 2 hours. Around 20.3% responded and said 2 to 3 hours. About 8.9% of respondents said 3 to 4 hours spent on social media. Approximately 8.2% said they spent 4 to 5 on social media. Respondents pending 5 to 6 hours on social media were 3.2% and more than 6 hours were 4.4%.

Interpretation

From Figure 5, around 75.9% of respondents said that they follow around 1 to 5 brands on social media and responding following 6 to 10 brands was 14.6%. Only 1.9% of respondents were following more than 20 brands.

Interpretation

From Figure 6, when the respondents were asked whether they have ever bought a product or service after seeing that product or service on social media, then 62.7% respondent said yes while 30.4% respondent and said maybe and the remaining said No.

Interpretation

From Figure 7, it was observed that most respondents said having a brand account and page on social media is very important. It is also important to post pictures, videos, GIFs, endorse the celebrity, tell the stories via posts, respond to comments, join the conversion, provide tips and advice, communicate events/contest/sales promotions, etc., on social media.

While speaking to a few of the respondents, it was noticed that Facebook uses many types of AI techniques to target the audience. This particularly includes the cosmetics brand and the apparel. Likewise, the respondents have also noted that LinkedIn is using the platform to publish various job opportunities, thus marketing the vacancies according to the customers.

Inferential Statistics

Null Hypothesis H01: There is low level of experience in social media marketing usage.

Alternate Hypothesis H11: There is a high level of experience in social media marketing usage.

Interpretation

Table 1 shows the results of the study that looked at the level of social media marketing in terms of material quality, user experience, and ease of accessing from different places. With a standard deviation of 0.50, the average quality of

How many Lifestyle brands do you follow on social media?

158 responses

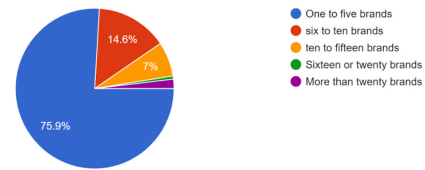


Figure 5: Number of lifestyle brands followed by the respondent

Have you ever bought a product or service after seeing it on social media?

158 responses

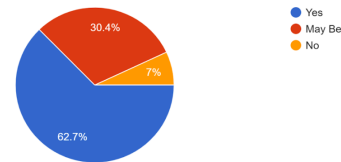


Figure 6: Number of respondents buying product or service after seeing it on social media

According to you how important are the following communication related aspects in a lifestyle brand's social media marketing strategy.

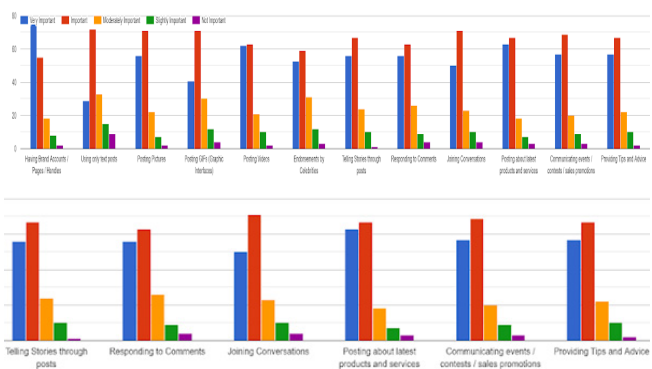


Figure 7: Perception of the respondent on communication related aspects in a lifestyle brand's social media marketing strategy.

the material that people sent in is 3.92. This means the quality of the content is good. It also means that people are aware of the quality of social media marketing material. The average amount of experience is 3.70, and the range for that number is 0.70. There was a standard deviation of 0.52 points between the mean and the median amount of neighborhood convenience. These results show that people pay close attention to social media marketing and that location ease is very important to them. The average amount of social media marketing among the people who

Table 1: Level of Experience in usage of Social Media Marketing

	N	Maximum	Minimum	Mean	Standard Deviation
Quality Content	158	1.00	5.00	3.92	0.50
User Experience	158	1.00	5.00	3.70	0.70
Location Convenience	158	1.00	5.00	3.90	0.52
Social Media Marketing	158	1.00	5.00	3.84	0.42
Valid N	158				

Table 2: Level of Customer Value Creation

	<i>N</i>	<i>Maximum</i>	<i>Minimum</i>	<i>Mean</i>	<i>Standard Deviation</i>
Purchase Decision	158	1.00	5.00	3.9	0.51
Purchase Perception	158	1.38	5.00	3.92	0.44
Consumer Attitude	158	1.33	5.00	3.83	0.51
Shopping Experience	158	1.00	5.00	3.84	0.51
Post Purchase Experience	158	2.00	5.00	3.89	0.62
Customer Value Creation	158	1.54	4.54	3.88	0.36
Valid N	158				

Table 3: Significance of the Relationship between Social Media Marketing and the Customer Value Creation

<i>Social Media Marketing</i>	<i>Correlation</i>					
	<i>Purchase Decision</i>	<i>Purchase Perception</i>	<i>Consumer Attitude</i>	<i>Shopping Experience</i>	<i>Post Purchase Experience</i>	<i>Overall</i>
Quality Content	0.304	0.371	0.369	0.323	0.217	0.451
User Experience	0.181	0.16	0.445	0.239	0.205	0.375
Location Convenience	0.378	0.375	0.35	0.329	0.216	0.469
Overall	0.377	0.391	0.539	0.397	0.289	0.571

answered in Mumbai is 3.84, and the standard deviation is 0.42. This means that social media marketing is at a pretty high level. The idea that people in Mumbai city don't have much experience with social media marketing has been shown to be false. People are interested in social media's benefits, which makes them want to connect, share, and talk about their needs.

Conclusion

The hypothesis stating that there is low level of experience in terms of social media marketing among the consumers of Mumbai city is rejected.

Findings

The researcher identified that the consumers are highly immersed in the benefits of social media, which draws their attention and encourages the connect, share and interact with their needs.

Null Hypothesis H02: There is low level of customer value creation in terms of social media marketing.

Alternate Hypothesis H22: There is a high level of customer value creation in social media marketing.

Interpretation

Table 2 shows how the customer value is created for the purchase decision, the purchase perception, the consumer attitude, the shopping experience, and the experience after the purchase. The mean is 3.90 and the standard deviation is 0.51, which shows that many people have decided to buy something. The mean number is 3.92 and the standard deviation is 0.44, which show that the level of purchase perception is high. The mean number is 3.83 and the standard deviation is 0.51, which show that the level of consumer attitude is high. The mean value is 3.84 and

the standard deviation is 0.51, showing that the shopping experience quality is good. The mean value is 3.89 and the standard deviation is 0.62, which shows that the quality of the post-purchase experience is good.

Most of the people who answered have a mean level of 3.88 customer value creation, with a standard variation of 0.36. There is a lot of customer value creation among the respondents, which means that they constantly make value for themselves as consumers. Because of this, the idea that social media marketing doesn't bring in many customers can be thrown out.

Conclusion

Therefore, the hypothesis stating that the level of customer value creation in terms of social media marketing is low stands to be rejected. Hence, null hypothesis is rejected.

Findings

The researcher identified that within the social media network, consumers have built up trust within their network and value the opinions of colleagues, friends, and family far more than a typical commercial.

Null Hypothesis H03: There is no significant relationship between social media marketing and customer value creation.

Alternate Hypothesis H33: Social media marketing and customer value creation have a significant relationship.

Interpretation

Table 3 shows how important the link is between social media marketing and creating value for customers. The average r-value of 0.571 shows that the respondents think there is a MODERATELY positive link between how easy it is to learn social media marketing and how much value

customers get from it. Because of this, the null hypothesis is not true because the *p-value* is less than 0.05 (0.000). The participants said an interesting link exists between creating value and using social media for business. The data also shows that the relationship between consumer attitude and user experience has the highest *r-value* of 0.445%. This means that respondents thought the two variables had a moderately good connection. On the other hand, the link between purchase perception and user experience had the lowest *r-value*, at 0.160. This means that there is a very weak positive correlation between the respondents' post-consumer experience and their user experience.

Conclusion

Therefore, result rejects the null hypothesis since *p-value* is $0.000 < 0.05$. There is a significant relationship in the social media marketing and value creation of the customers.

Findings

Through a correlational study, the researcher found that there is a strong link between social media marketing and creating value for customers. Especially the positive, moderate, and significant link between the user experience and the attitude of the customer. This finding backs up Voramontri and Klieb's idea that when a consumer gets feedback, they compare it to what they already know and think. After some time of thinking about it, they move on to the decision-making stage and decide to buy based on what makes the most sense.

Findings and Discussion

People say that something has value if it has both logical and emotional benefits for the customer. Customers will find worth in things they can touch, like the quality of the product or service, how it differs from others, how much it costs, and any extra benefits it offers. Trust, safety, respect, uniqueness, and cultural understanding are some of the intangible benefits that add value to a customer. Value for a customer is the advantage they get from buying and using a product over similar products on the market. Because social media lets customers talk to businesses, it could be a way for businesses to build customer value. People have built trust in their social networks and think that the opinions of coworkers, friends, and family are much more important than a normal commercial. Having one-on-one interactions with customers can help build customer value by making customers want to share their experiences with their network. Customers may also be asked to share a business's message, which can have an effect on their network. It will be easy and cheap to share and trade information. Giving customers more brand and event information and knowledge makes them feel important. They feel important. The researcher found that customers are very interested in social media's benefits, which grabs their attention and makes them want to connect, share, and interact with their needs.

Through social media marketing, this study also talks about a customer-value link comprising product or service characteristics, product or service effects, and customer goals or purposes. It lists and talks about the value traits that were set for customers. It also talks about the idea of net present value of customers and stresses how important social media is for getting and keeping customers by giving them a lot of value, which leads to long-term growth and profits.

Conclusion

Finally, we can say that about 3.81 billion smartphone users worldwide are actively using at least one social media app on their phones. A long time ago, people thought that social media was only used to connect with family and friends. But now, many business leaders use it to promote their brands and get a lot of new customers. Their business ideas have reached customers, and customers are now more aware of their brands, such as Meesho. With the right use of social media marketing, businesses can give their customers a better overall experience. This makes them happier, which creates a customer value environment.

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