

The Impact of Social Media Marketing on Consumer Engagement in Sustainable Consumption

Konga Subba Reddy^a

Research Scholar, Jawaharlal Nehru Technological University Anantapur, Ananthapuramu, Email:ksreddy503@gmail.com

Dr. T. Narayana Reddy^b

Supervisor, Professor & Head, School of Management Studies, Jawaharlal Nehru Technological University Anantapur, Ananthapuramu. Email:tnreddyjtua@gmail.com

Abstract: Social media marketing is a stirring and collaborating platform where sellers and buyers can intermingle about reactions, and to know the contemporary predominant in the market. Customers who know about the social networking or social networking platform as a marketing tool, Most of buyers prefer social media to save time, energy, anywhere and anytime what we want and also vendors they that they can uphold their products or services improve by using innumerable methodical tools by reviewing their predilections. By using social networking, customers can certainly specific products by evaluations provided by other users of same products. Consumers also concentrate on marketer's response about their queries. This study main objective is to find out the different elements of social networking marketing that corresponds to consistency and faith by using most efficient platforms. However there are several preferable websites available but digital marketer need to take at most care while choosing a platform to market the product through the social media marketing. The present study establishes that how social media marketing impact on consumer engagement in sustainable consumption. Statistical tools like Cronbach's alpha, Regression, test are done. The sample size 246 is taken and primary data is collected by using snowball sampling method. To test the consistency among the variables. The questionnaire is share through social media platform .i.e Facebook to collect the primary data according to the objectives of the study. The total of 345 samples was received from the face book users, Out of 345 responses only 246 were useful. All the 34 items include statements that requested respondents to reveal their agreement level based on Likert scales using five point scale (5 = strongly agree to 1 = strongly disagree,). The findings of the study is there a positive and significant impact of Social Media Marketing on Consumer Engagement and Sustainable Consumption.

Keywords: consumer engagement, social networking marketing, sustainable consumption

INTRODUCTION

In today's world of business, engagement in any form appears to be the buzzword. Consumers expect brands to connect with them more on an emotional level than just selling their products and services. This depicts a shift from a transactional marketing perspective to a more in-demand relationship focus approach. Consumer engagement happens to receive major attention from marketers if they think of building a long-term relationship with their consumers, which will help them secure brand awareness and loyalty toward their brands. Marketing practitioners across the globe have realized the significant potential of investing time in the digital space considering a variety of social media platforms.

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools, enabling companies to track the progress, success, and engagement of ad campaigns.

Customer engagement is an interaction between an external consumer/customer and an organization through various online or offline channels. Sustainable consumption defined in Oslo Symposium means "the use of goods and services that respond to basic needs and bring a better quality of life, while minimizing the use of natural resources

REVIEW OF LITERATURE

Social media marketing is a most efficient tool to the sellers for marketing innovative products and services to buyers. Social network marketing is helpful to both sellers and buyers to exchange their needs and wants.

Pawel Bryla et al. (2022), they studied on impact of social media on sustainable consumption, The main aim of the researcher is that to know how social media is impacting sustainable consumption. The result found that social networking media, customer engagement is certainly influence the sustainable consumption to balance the better quality of life. You individual participation is more in sustainable consumption. **Teofana Dimitrova et al. (2022)**, the objective of this paper is to investigate the influence of environmental knowledge, influence of environment on sustainable consumption. This paper concentrated on several factors which influence the sustainable customer attitude. They found that three factors environmental knowledge, influence and consumption is positively impact each other. So sustainable consumption is depend on the above there variables. Also the study is revealed that age is moderating effect between knowledge and consumption. **Vijay Kumar Jain et al. (2020)**, in their research they want to know the factors which impact /influence the customer purchase intention. They were tested three variable social networking usages, interpersonal relation and green consumption to know the customer intention. The results revealed that social networking media play vital role to influence the customer to purchase product and services. So customer intention majorly influence by social networking media. **Khalid Jamil et al.(2022)**,they focused on what is the impact of social networking media on customers buying intention and also concentrated on mediating role of social networking satisfaction and identification. In their research they considered only two social media platforms namely face book and twitter for their research. Results indicate that social media marketing high influence of users buying intentions. in addition, social media identification variable is mediates the affiliation among the satisfaction and social networking activities this research gives digital marketers to understanding customers in a better way. **Sony Varghese & Mansi Agrawal (2021)**, in their research model indicates that customers buy behavior dependents on perception, customer engagement and social networking effective advertisements. They also revealed that customer buying behavior need to understand trend to trend that may give more scope for our business opportunities and sustainable development. Social media has definitely

bridged up the gap between the brands and the consumers. taking into consideration this verity, organizations are now build each potential attempt in construction the buyer feel connected with the brand and tolerable them to put their, opinions, feedbacks and comments. **Lizarondo et al.(2019)**,the main motive of this papers is to develop customer engagement model for baby boomer in healthcare industry. They found that four factors that is scope of engagement design a question, community segments and establish consumer. **Seyed Pouyan Eslami (2022)**, Conducted a study on Understanding consumer engagement in social media: The role of product lifecycle. The main aim of the research is to investigate consumer engagement in social media post. The results found that consumer engagement in social media is positively influence on product life cycle. It also give support to companies for better decision to improve the consumer engagement social networking platform. **Duangruthai Voramontri (2018)**, this paper depicts the decision making process is complex and typical in social, media marketing. Social networking marketing is influence the buyers to buy the product and services and also change the consumer mentality towards product and services that lead to repurchase the same product. **Nogzar Todua (2018)**, In this paper researcher concentrated on tourism industry that is Influence by thee social networking marketing. Due to globalization social networking marketing giving opportunities globally to all the sectors to target customers and sell the products all over the world. **F. Safwa Farook, & Nalin Abeysekara, (2016)**, Influence of Social Media Marketing on Customer Engagement remains a challenge for most businesses. The findings of this study revealed the five factors that have a significant impact on customer engagement. SNSs are an additional medium through which information can be disseminated because it encourages a two-way communication between customers and firms. Hence, marketers need to be more cautious on what they post online as this is more likely to influence customers. The study also emphasizes the significance of _self-disclosure as a major factor to intimate relationships among persons, as a strengthened brand- consumer relationship online will ultimately impact their purchase behavior in reality.

RESEARCH METHODOLOGY

From the review of literature and analysis of different variables a model has been establishes to test the influence among the variable. To find out the impact of social networking marketing on customer engagement and sustainable consumption a model was proposed.

Research gap

In today's competitive world everyone are busy with their routine life activities and also most of them are when they are free they spent time in social media. Majority of the customers are influenced through social media, while taking purchase decisions and also marketers are promoting their products in social media. Most of the research studies on impact of social media on buying behavior, buying decisions, buying patterns, consumer engagement etc. but very less studies especial in Andhra Pradesh on Impact of social media on consumer engagement and sustainable consumption.

Need for the study

In the present digital technology companies are using social media tool to promote the products and services. This platform gives better opportunity to marketers. Social networking marketing play crucial role in the present digital era to increase the turnover, attract new customer, retain existing customers and increase the sales (revenue).social media marketing also less expensive compared to traditional marketing but in social networking marketing not concentrating on consumer engagement and sustainable consumption, it only focus on sales, if marketers focus on consumer engagement and sustainable consumption that may give more scope for business operations. Hence there is need to conduct research on impact of social media marketing on consumer engagement in sustainable consumption.

Objectives:

1. To determine the impact of social media marketing impact on consumer engagement
2. To know the influence of customer engagement on sustainable consumption.

Hypotheses

H₁: social media marketing significantly influence on consumer engagement the perceived value.

H₂: Consumer engagement significantly impact on sustainable consumption

Studies to emphasize eminence and validity for the investigation tool. Researcher used snowball sampling method to collect the sampling. The questionnaire is share through social media platform .i.e Facebook to collect the primary data according to the objectives of the study. The total of 345 samples was received from the face book users, Out of 345 responses only 246 were useful. All the 34 items include statements that requested respondents to reveal their agreement level based on Likert scales using five point scale (5 = strongly agree to 1 = strongly disagree,). To study the Impact of Social Media Marketing on Consumer Engagement in Sustainable Consumption. used five dimensions of Impact of Social Media Marketing (SMM), we used eleven items adopted from Kim and Ko (2012).Consumer Engagement scale based on Vinerean and Opreana's study and three items (antecedents) under consumer engagement Commitment (CM) is adopted from Jahn and Kunz; Chen,(2012), Customer Participation (CP) is adopted from Kamboj et al. & Casalo et al. (2018),Involvement (INV) is adopted from Chen (2012).Sustainable Consumption scale is adapted from Pham Tuan Anh et al. (2019).According to the objectives of the study researcher used the regression statistical too to analyze and to see the impact on other variables.

Limitations of the Study

1. The study area is only in Andhra Pradesh
2. The study period is very less and less scope for study.
3. The respondents are not belongs users of one product or service.

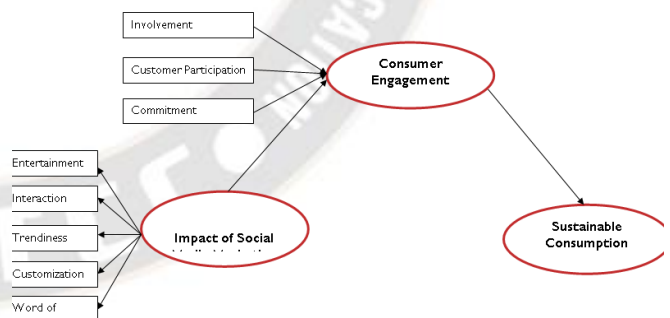


Figure 1. Proposed model: the Impact of Social Media Marketing on Consumer Engagement in Sustainable Consumption.

The present study research model antecedents and items were extracted from previous studie

Data Analysis and Interpretation

The thresholds for these values are as follows (Hair et al 2010): Table -1 and 2 Cronbach's alpha (CR) is more than 0.7 is acceptable range; all the items loaded more than the 0.7.

Table 1: Reliability Statistics

Variables	Items	Cronbach's Alpha	Cronbach's Alpha
Impact of Social Media Marketing	Entertainment (ET)	0.812	0.868
	Interaction (IR)	0.941	
	Trendiness (TN)	0.894	
	Customization (CM)	0.844	
	Word of mouth (WM)	0.851	
Consumer Engagement	Involvement (INV)	0.849	0.868
	Customer Participation (CP)	0.846	
	Commitment (CM)	0.911	
Sustainable Consumption	Sustainable Consumption (SC)	0.914	0.914

Table 2: Reliability Statistics

Cronbach's Alpha	N of items
0.873	34

Table 2. Results demonstration the Alpha value is 0.873 more than 0.7 is acceptable range (Hair et al 2010).

Table 3: Demographics profile of the respondent

Demographic Factors	Attributes	Frequency	Percentage
Gender	Female	85	34.55
	Male	161	65.45
	Total	246	100.00
Respondents Age	Below 40	124	50.41
	40-50	98	39.84
	50 -60	24	9.76
	60 Above	0	0.00
	Total	246	100.00
Education	Others	21	8.54
	P.G	84	34.15
	Bachelor's Degree	141	57.32
	Total	246	100.00
Locality	Urban	119	48.38
	Semi-Rural	81	32.93
	Rural	46	18.70
	Total	246	100

Table: 3 Shows the demographic profile of the respondents. In the present research. 65.45% are male and 34.55% females. Most of the respondents age group is below 40 (50.14%), 40-0 age group is 39.84%, 50-60 age group is 9.76% .educational qualification of the respondents were bachelor's degree (57.32%),Post graduate (34.15%),others

(8.54%).Majority of the respondents area is urban I.e. (48.38%) in the present research.

IMPACT OF SOCIAL MEDIA MARKETING IMPACT ON CONSUMER ENGAGEMENT

In this segment researcher test the impact of social media marketing factors such as Entertainment (ET), Interaction (IR), Trendiness (TN), Customization (CM) and Word of mouth (WM) on consumer engagement. The appropriate statistical approach tests the hypothesis by using Multiple Regressions analysis.

H₁: social media marketing factors significantly influence on consumer engagement

Social networking marketing is the vital factor to measure the consumer engagement in social media marketing. Consumer engagement is prejudiced by the social networking marketing factors. To measure the influence of social media marketing on consumer engagement, multiple linear regressions is conceded on.

TABLE 4.1a
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.964 ^a	.831	.828	.36401

a. Predictors: (Constant), EI, IR, TN, CM, WM

TABLE 4.1b
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	131.146	3	35.935	268.188	.000 ^b
	Residual	59.800	242	.133		
	Total	190.946	245			

a. Dependent Variable: CE

b. Predictors: (Constant) EI, IR, TN, CM, WM

TABLE 4.1c
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.333	.211		1.580	.003
	EI	.240	.061	.420	.649	.002
	IR	.466	.039	.438	11.829	.000
	TN	.574	.043	.282	1.715	.000
	CM	.454	.036	.463	12.433	.000
	WM	.484	.039	.462	1.615	.000

a. Dependent Variable: CE

Table 4.1a depicts the regression results in evaluating the association among the Social networking marketing factors such as Entertainment (ET), Interaction (IR), Trendiness (TN), Customization (CM) and Word of mouth (WM) on consumer engagement as dependent variable. Adjusted R Square is 0.828, R Square 0.831 and R .964. So it explains the 83.1% of the difference is predicted from depended variable consumer engagement. ANOVA output is revealed in table 4.1b. The output revealed that the significant value is less than the decisive value. Hence, the present regression model table 4.3c is statistically significant. H₁ formulated

hypothesis is accepted because it p values less than 0.05. the independent variables Entertainment (ET), is 0.240 Interaction (IR), is .466 Trendiness (TN), is .574 Customization (CM), is .454 and Word of mouth (WM) is .484 meaning that there is a positive relation among Social networking marketing and consumer engagement.

INFLUENCE OF CUSTOMER ENGAGEMENT DIMENSIONS ON SUSTAINABLE CONSUMPTION

In this segment researcher test the impact of customer engagement dimensions such as Involvement (INV), Customer Participation (CP) and Commitment (CM) on

sustainable consumption. The appropriate statistical approach tests the hypothesis by using Multiple Regressions analysis.

H2: Consumer engagement significantly impact on sustainable consumption

Customer engagement is the vital factor to measure the sustainable consumption in social media marketing. Sustainable consumption is prejudiced by the Customer engagement dimensions. To measure the influence of Customer engagement on sustainable consumption, linear regressions is conceded on.

TABLE 5.2a
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.941a	.891	.889	.3168

a. Predictors: (Constant), INV, CP, CM

TABLE 5.2b
ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	129.240	3	41.211	235.884	.000b
	Residual	50.788	242	.112		
	Total	180.088	245			

a. Dependent Variable: SC

b. Predictors: (Constant), INV, CP, CM

TABLE 5.3c
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.918	.153		5.992	.000
	INV	.109	.040	.071	2.741	.006
	CP	.403	.037	.390	10.868	.000
	CM	.849	.061	.517	14.069	.000

a. Dependent Variable: SC

Table 5.1a depicts the regression results in evaluating the association among the Customer engagement factors such as Involvement (INV), Customer Participation (CP) and Commitment (CM) on sustainable consumption as dependent variable. Adjusted R Square is 0.889, R Square 0.891 and R .941. So it explains the 89.1% of the difference is predicted from depended variable sustainable consumption. ANOVA output are revealed in table 5.2b. The output revealed that the significant value is less than the decisive value. Hence, the present regression model table 5.2c is statistically significant. H2 formulated hypothesis is accepted because it p values less than 0.05. the independent variables Involvement (INV) is .109, Customer Participation (CP) is .403 and Commitment (CM) is .849

meaning that there is a positive relation among Customer engagement and sustainable consumption.

Findings

- The Social networking marketing is independent variable positively influence consumer engagement as dependent variable. Adjusted R Square is 0.828, R Square 0.831 and R .964. So it explains the 83.1% of the difference is predicted from depended variable consumer engagement.
- H1 formulated hypothesis is accepted because it p values less than 0.05. There is a positive relation among Social networking marketing and consumer engagement.

- The Customer engagement independent variable positively influence on sustainable consumption as dependent variable. Adjusted R Square is 0.889, R Square 0.891 and R .941. So it explains the 89.1% of the difference is predicted from depended variable sustainable consumption.
- H2 formulated hypothesis is accepted because it p values less than 0.05. There is a positive relation among Customer engagement and sustainable consumption.
- To achieve Sustainable consumption in marketing the product or services, social media marketing and consumer engagement play vital role in present businesses era. Hence in business social media marketing and consumer engagement leads to Sustainable consumption.
- This study is useful to the digital markers ho to increase the sales and achieve sustainable consumption

Study Implication: Every organization /Marketers need to develop their business activities and better quality life to the consumer social networking and consumer engagement is important. Hence every marketer need to implement appropriate social media marketing and consumer engagement practice that leads to more scope for markets and enhanced quality life to the consumer.

Conclusion: Both marketer and consumers get benefited if the marketers adopt the appropriate social media marketing practices and active consumer engagement leads to enhanced quality life of consumers.

Future Scope: Social networking marketing demand increasing day by day because of less expensive and cove large area. From social media marketing markets fulfilling their goals and consumers fulfilling their needs. Hence there is chance to conduct research on social media marketing its impact on buying behavior or consumer perception pre and post experience on social media marketing practices or role of digital marketing on sustainable consumption.

REFERENCES

1. Bianchi, C.& Andrews, L. (2018), Consumer engagement with retail firms through social media: An empirical study in Chile. *Int. J. Retail. Distrib. Manag.* 46, 364–385.
2. Casaló, L.; Flavián, C.; Guinaliu, M.(2007), The impact of participation in virtual brand communities on consumer trust and loyalty: The case of free software. *Online Inf. Rev.* 31, 775–792.
3. Chen, S.-C.(2012), The customer satisfaction–loyalty relation in an interactive e-service setting: The mediators. *J. Retail. Consum. Serv.* 19, 202–210.
4. Duangruthai, V. (2018), Impact of social media on consumer behavior, *Research Gate*, 21(3), 21-34.
5. F. Safwa Farook, Nalin Abeysekara, (2016), Influence of Social Media Marketing on Customer Engagement, *International Journal of Business and Management Invention*, Volume 5 Issue 12, PP—115-125.
6. Islam, J.; Rahman, Z. (2017), The impact of online brand community characteristics on customer engagement: An application of Stimulus-Organism-Response paradigm. *Telemat. Inform.* 2017, 34, 96–109.
7. Jahn, B.; Kunz, W. (2012),How to transform consumers into fans of your brand. *J. Serv. Manag.*, 23, 344–361.
8. Khalid Jamil(2022),Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era, *Sec. Organizational Psychology*, Volume 12 - 2021 | <https://doi.org/10.3389/fpsyg.2021.808525>.
9. Kamboj, S.; Sarmah, B.; Gupta, S.; Dwivedi, Y(2018), Examining branding co-creation in brand communities on social media: Applying the paradigm of Stimulus-Organism-Response. *Int. J. Inf. Manag.* 39, 169–185.
10. L Lizarondo et al.(2019),Development of a Consumer Engagement Framework, *Asia Pacific Journal of Health Management*; 11: 1
11. Lim,W.M (2018),. From direct marketing to interactive marketing: A retrospective review of the *Journal of Research in Interactive Marketing. Res. Interact. Mark.*
12. Merrilees, B.(2016), Interactive brand experience pathways to customer-brand engagement and value co-creation. *J. Prod. Brand Manag.*, 25, 402–408.
13. Nugzar Todua. (2018), Impact of Social Media Marketing on Consumer Behavior in the Georgian Tourism Industry, *International Academy Journal Web of Scholar*, 5(4), 11-15.
14. Pawe? Bry?a et al. (2022), The Impact of Social Media Marketing on Consumer Engagement in Sustainable Consumption: A Systematic Literature Review, *International Journal of Environmental*

Research and Public Health,. 1-16.

15. Retrieved from https://en.wikipedia.org/wiki/Social_media_marketing
16. Retrieved from https://en.wikipedia.org/wiki/Customer_engagement
17. Retrieved from <https://sustainabledevelopment.un.org/topics/sustainableconsumptionandproduction#:~:text=As%20defined%20by%20the%20Oslo,emissions%20of%20waste%20and%20pollutants>
18. Rosenbaum, M.S et al.(2017), Vulnerable consumers in service settings. J. Serv. Mark. 31, 309–312.
19. Seyed Pouyan Eslami (2022), Understanding consumer engagement in social media: The role of product lifecycle Decision Support Systems, Volume 162, November 2022, 113707,1-13.
20. Sony Varghese & Mansi Agrawal (2021), Impact of Social Media on Consumer Buying Behavior. Saudi Journal of Business and Management Studies, Scholars Middle East Publishers, 6(3): 51-55.
21. Teofana Dimitrova et al. (2022), Exploring Factors Affecting Sustainable Consumption Behaviour, Administrative Sciences, 12(4), 155; <https://doi.org/10.3390/admsci12040155>.
22. Vijay Kumar Jain et al. (2020), Social media and green consumption behavior of millennial, Journal of Content, Community & Communication Vol. 11 Year 6, June - 2020 [ISSN: 2395-7514 (Print).
23. Zhang, T et al((2018),.Engaging customers in value cocreation or co-destruction online. J. Serv. Mark, 32, 57–69.