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RESEARCH ARTICLE

“A STUDY ON HOW WE’RE INTERACTING WITH BRANDS ON DIFFERENT SOCIAL MEDIA”

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Abstract

A new study which investigates how users are interacting with brands across various social media. From this study we have found out that on average, people maintain accounts on three channels of social media. One hundred percent of all respondents stated that they actively follow brands on social media.

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Introduction:-

All things considered, most of the members are from three online networking groups. Respondents take after brands on various types of web-based social networking to fulfill distinctive requirements. Despite the fact that there are some key reasons they give for taking after brands by means of particular channels there are additionally many reasons which cover and are given paying little respect to the interpersonal organization picked.

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Executive Summary:-

On average, people are members of three social media communities. Respondents follow brands on different forms of social media to satisfy different needs. Although there are some key reasons they give for following brands via specific channels there are also many reasons which overlap and are given regardless of the social network chosen.

The most popular reasons for following brands on social media are displayed in Figure 1. The first three reasons are given more or less consistently for all social media networks analyzed. Similarly, the bottom three reasons are given less frequently among all social media platforms.

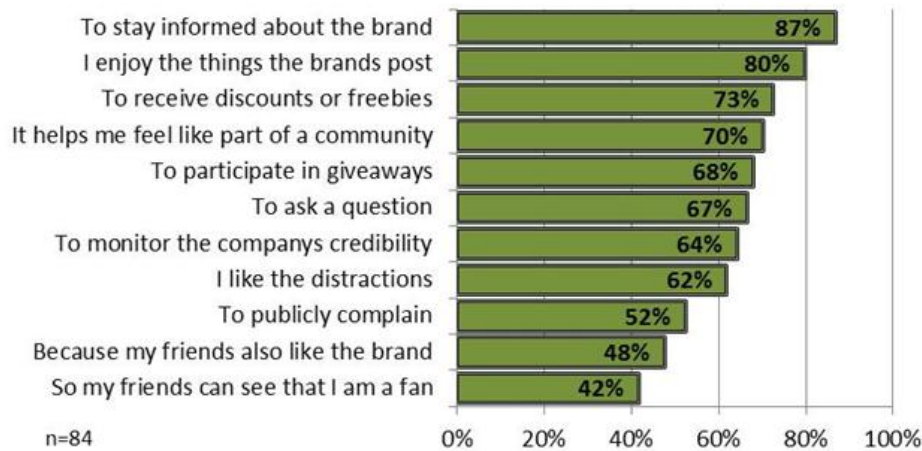


Figure 1:- Reasons for Following Brands on All Social Media

Despite these overlapping reasons for using social media, there also exist specific reasons people give for using certain platforms.

Facebook remains the most popular social network for following brands, perhaps due in part to its almost ubiquitous status as it is used by 90% of respondents. It is preferred more than twice as often as rival social networks for following brands. People use it to ask companies questions and check companies’ credibility. The most popular brand category reported was news the social network is used relatively equally between the two genders.

Instagram was the second most popular social network analyzed for following brands on social media. This platform is used primarily by females and is particularly popular for following fashion brands. Restaurants and bars are also a popular brand category that is followed on Instagram. More so than on other networks, Instagram users express that the social media platform helps them to feel like part of a community.

Twitter was reported to be the least preferred social network for following brands. Although 34% of all respondents were members of this platform, on average users still preferred any other social media platform for following brands. Most notably, the brand categories bands and other(s) were ranked highly by users of twitter. The reasons given by twitter users for following brands fall in line largely with those of the other social media networks.

Hypotheses:-

The investigated hypotheses are reviewed in this section.

Hypothesis 1:-

The group’s first hypothesis was as follows:

Respondents are more likely to use instagram to follow fashion and beauty product brands.

To check the validity of this statement, a statistical analysis of respondents' answers about following fashion and beauty brands on social media were reviewed and can be seen in Figure 2. As is displayed, Instagram users most consistently selected fashion brands as one of the brand categories they follow.

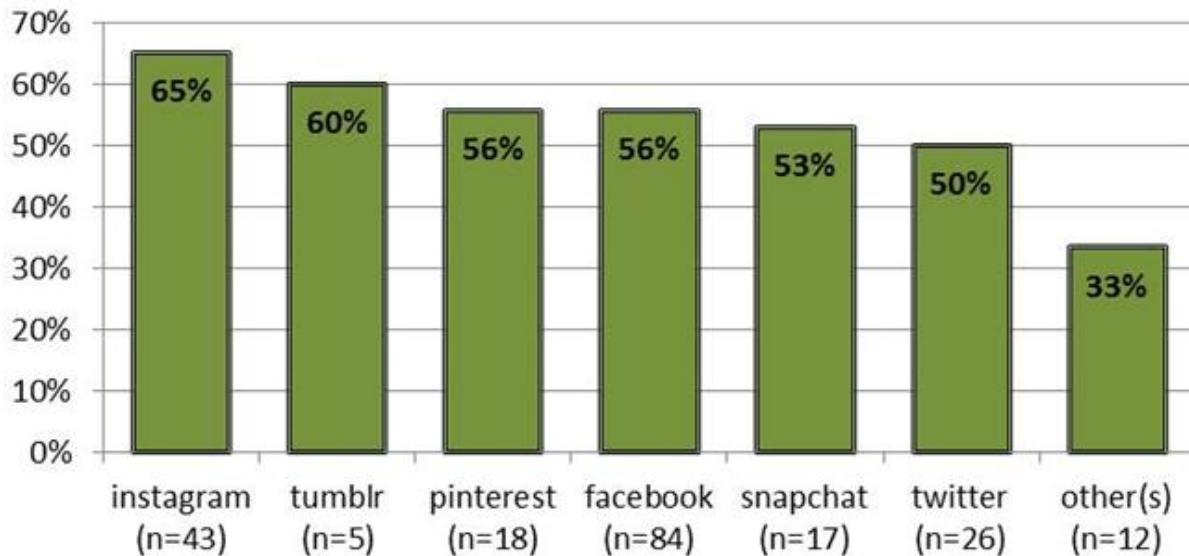


Figure 2:- Percentage of followers of fashion brands on all social media

For the second part of this hypothesis, the same review was carried out but with the data regarding the brand category “Beauty and Hygiene Products”. The responses split by social media channel can be seen in Figure 3. While Instagram does not show the highest percentage of users who selected this option, it is important to note that the only two higher ranking social networks had fewer respondents and therefore weight each response more strongly.

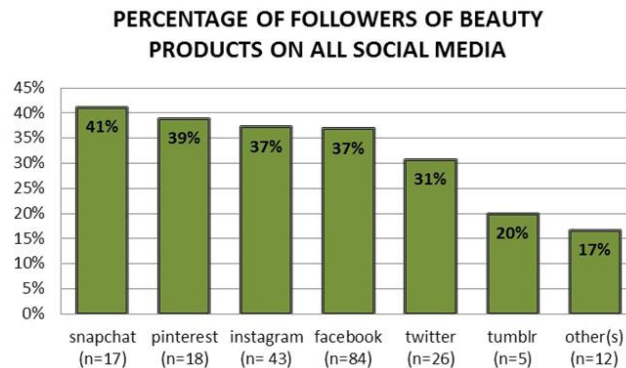


Figure 3:- Percentage of followers of beauty and hygiene products on all social media

Nonetheless, this survey only managed to partially support this hypothesis.

Hypothesis 2

The second hypothesis was as follows:

Facebook is used most for following offline brands (bars, restaurants etc.).

To answer this question, the brand categories “restaurants & bars” and “clubs & venues” were combined to analyze how users of the different social networks following “offline” brands. The results can be seen in Figure 4. As can be seen, Facebook scored well below most other social networks despite its advanced event coordination features.

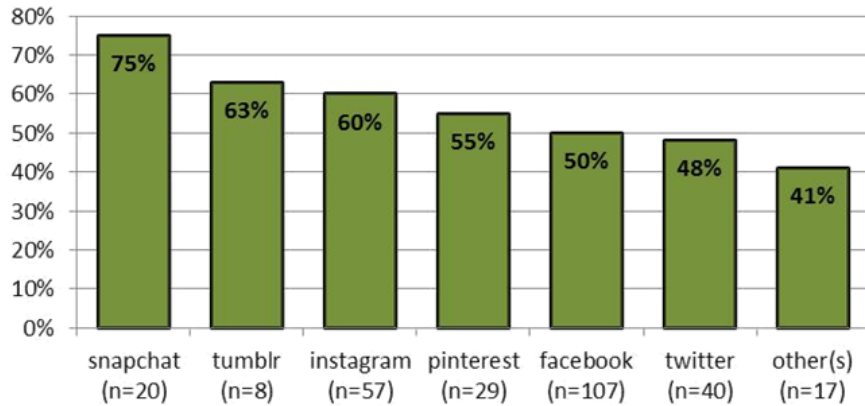


Figure 4:- Percentage of followers of offline brands on all social media

It was therefore concluded that this hypothesis was not supported by the collected data.

Hypothesis 3

The third hypothesis was as follows:

People are most likely to use facebook and twitter to complain, ask questions and check companies credibility.

In order to review this statement, the responses of all groups were compared for the listed reasons people provided for following brands. The results are displayed in Figure 5.

As can be seen, respondents use facebook to complain at a higher rate than reported for many other social networks, however asking questions and checking company credibility is reported on par with the rates reported for other social networks. For this reason, this hypothesis can be considered unsupported.

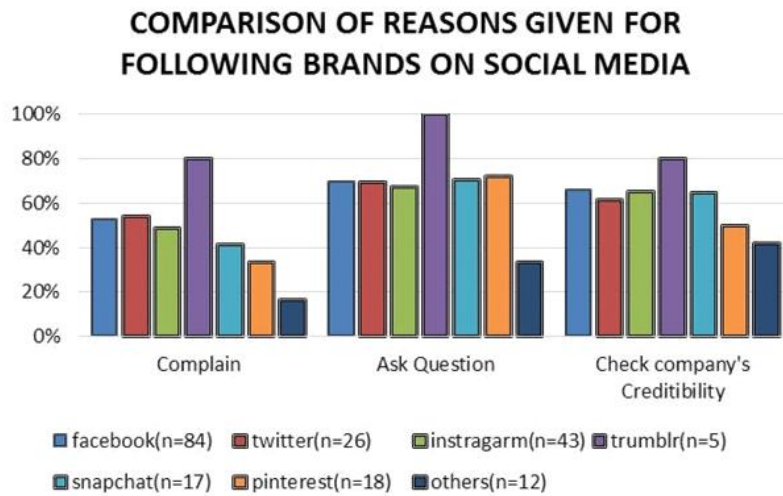


Figure 5:- Comparison of reasons given for following brands on social media

Hypothesis 4:-

The fourth hypothesis was as follows:

Females are more likely to use Instagram.

In order to test this hypothesis, the number of respondents who reported actively using Instagram was evaluated and split based on gender. The resulting percentages were as follows: 64% female users and only 36% male users. The entire sample of respondents, regardless of social media use, was 54% female and 26% male. Correcting for this slightly female skewed sample, it can nonetheless be concluded that Instagram is more popular among females than males.

Hypothesis 5:-

People are more likely to use facebook and twitter to stay up-to-date on brands.

Hypothesis 6:-

The sixth hypothesis is stated as follows:

People who follow trends closely are more likely to actively use newer forms of social media.

In order to test this hypothesis, a Pearson’s correlation between the independent variable based on the Likert scale number derived from question 7 part 1 and the dependent variable derived from the number of social media networks respondents professed to using. The resulting r value is -0.065, i.e. a

Slightly negative correlation with almost no statistical significance. Further analysis on defined cohorts within the Likert scale further confirmed this as those who consider themselves to more closely follow trends had, on average, one less social media platform used as compared to the entire sample. It is therefore concluded that this hypothesis is not supported by the data collected.

Hypothesis 7:-

The seventh hypothesis is:

Respondents will prefer following social media brands on facebook.

In order to test this hypothesis, the answers to a set of analytical hierarchy process pairwise questions asking which social network was preferred among all social networks the respondents indicated they use were analyzed. The results can be viewed below (the median was used due to the high standard deviation):

Respondents' Median Preference of

Social Networks for Following Brands

100%					
90%					
80%					
70%					
60%					
50%					
40%					No
30%	64%				Yes
20%					
10%		24%		12%	20%
0%	5%	7%	6%		

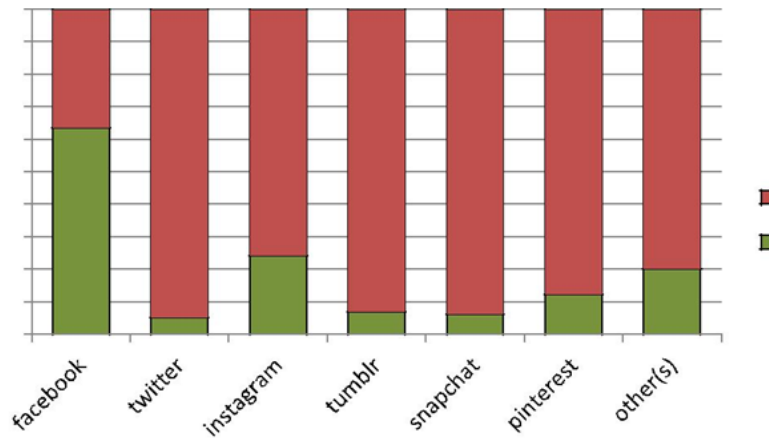


Figure 6:- Respondents' Median Preference of Social networks for Following Brands.

As can be seen, facebook is by far the most preferred social media network for following brands. This hypothesis is therefore confirmed.

Critical Self Reflection:-

Despite initial efforts to carefully plan and execute this marketing research project, some areas in which improvement can be achieved have been identified along the way. In general, the nature of these problems can be categorized as technical and conceptual.

Technical Difficulties:-

Unfamiliarity with some of the survey software used led to difficulties that affected the quality of responses received. Some questions (particularly multi-choice selections and decision tree scales) were improperly configured and as a result were not mandatory. The result is a portion of respondents simply skipped some questions. While the remaining results were nonetheless usable, this reduced the number of responses which could be analyzed for some questions and, specifically for the social media user groups investigated, which resulted in data for some groups which did not reach theoretical saturation.

Conceptual Difficulties:-

In terms of the questions asked of respondents, some of the underlying methodology could have been improved. Most importantly, the questions posed to users of specific social media platforms were not specific to that platform (i.e. each respondent answers the question “What categories of brands do you follow on social media” with only one answer for all social media platforms used or via the analytic hierarchy process). While creating this set of questions for each social network was considered, the group decided against doing so as it would:

1. exponentially increase the length of the survey, thus increasing the number of drop-outs,
2. increasing difficulty in understanding the question among respondents, resulting in a higher dropout rate, particularly because of a high reliance on respondents whose mother tongue is not English and
3. Assume the ability of respondents to easily differentiate their motivations for following brands differentiated by the social networks used.

Field Report:-

An English-language survey was conducted from 28.12.2017 to 03.01.2017. The methodology included dichotomous questions and question sets, 11-point Likert scales and an analytic hierarchy

process¹ to simultaneously gauge respondents' social media preferences while monitoring their response consistency. The full set of questions asked in the survey is available within the appendix.

Key response metrics are available in Table 1 and Table 2.

Table 1:- Survey Completion Statistics

SURVEY COMPLETION STATISTICS

	Absolute	Percentage
Started	227	100%
Completed	120	53%
Excluded	2	1%
Usable Responses	118	52%

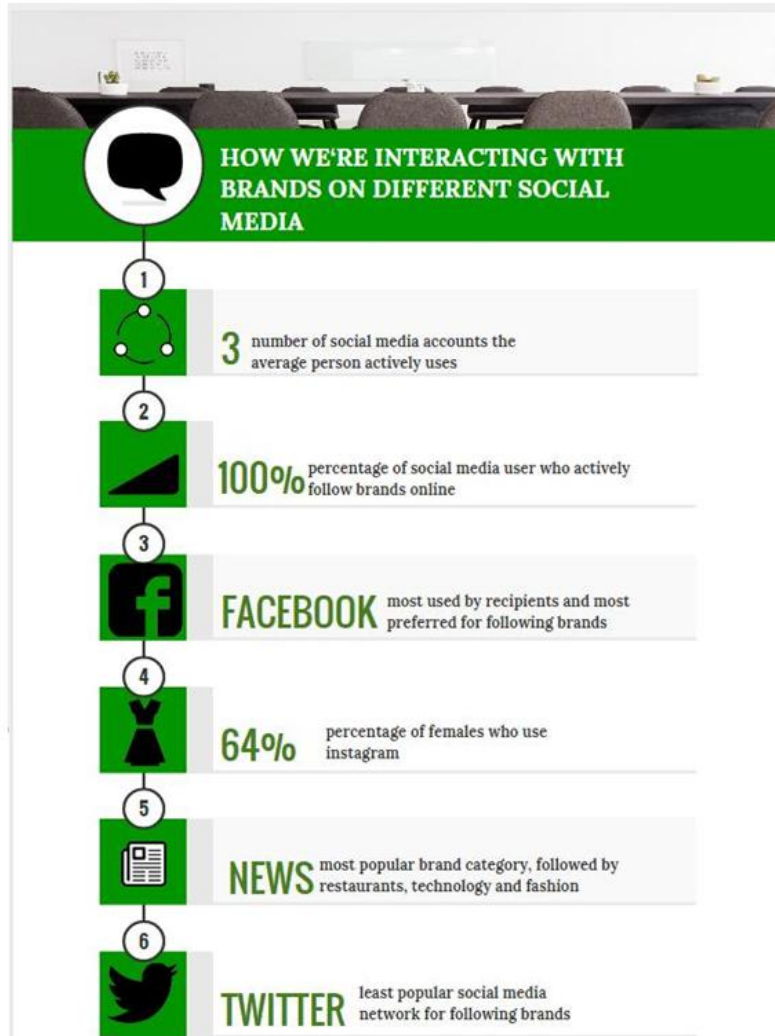
Table 2:- Survey Response Time (in minutes)

RESPONSE TIME (in minutes)

Mean	02:57
Median	02:39
Minimum	00:41
Maximum	09:26

¹ Saaty, Thomas L. "Decision Making With the Analytic Hierarchy Process". International Journal of Services Sciences 1.1 (2008): 83. Web.

**Appendix:-
Infographic:-**



Conclusion:-

A new study which investigates how users are interacting with brands across various social media. From this study we have found out that on average, people maintain accounts on three channels of social media. One hundred percent of all respondents stated that they actively follow brands on social media.

Unsurprisingly, facebook remains the most popular social media network as ranked by percentage of members who responded to the survey and by user preference for following brands. Second in both aforementioned categories is Instagram. Twitter, while used by 34 percent of respondents, was the least preferred social network for following brands.

The king of fashion is predictably Instagram, where a whopping 65% of respondents – which coincidentally were mostly female – say they follow fashion brands. Twitter was most popular for news, though facebook users see themselves as, on average, more interested in the affairs around the world.

Despite these stark contrasts, a lot of similarities exist between the social media networks. Generally all users, regardless of the networks they use, stated they follow brands primarily to stay up-to-date about them, because they enjoy the things the brands post and to take part in sweepstakes and contests. Also across the board people said they were least likely to follow brands to show off to their friends.

These results can be used as a benchmark for leading brands and social media to improve their future strategies as these results clearly users or customers brand preferences by using different kinds of social media. Moreover, these results could be helpful for businesses to reach their potential customers easily.

SPSS Analysis**Membership by Gender****Report**

Gender		facebook	twitter	instagram	tumblr	snapchat	pinterest	other(s)
Female	Mean	.922	.297	.563	.109	.219	.375	.172
	N	64	64	64	64	64	64	64
	Std. Deviation	.2705	.4605	.5000	.3146	.4167	.4880	.3803
	Median	1.000	.000	1.000	.000	.000	.000	.000
Male	Mean	.889	.389	.389	.019	.111	.093	.111
	N	54	54	54	54	54	54	54
	Std. Deviation	.3172	.4921	.4921	.1361	.3172	.2926	.3172
	Median	1.000	.000	.000	.000	.000	.000	.000
Total	Mean	.907	.339	.483	.068	.169	.246	.144
	N	118	118	118	118	118	118	118
	Std. Deviation	.2920	.4754	.5018	.2525	.3768	.4324	.3527
	Median	1.000	.000	.000	.000	.000	.000	.000

Membership by device type**Report**

Mobile Device Background Check		facebook	twitter	instagram	tumblr	snapchat	pinterest	other(s)
Not mobile device	Mean	.961	.431	.471	.039	.118	.157	.157
	N	51	51	51	51	51	51	51

	Std. Deviation	.1960	.5002	.5041	.1960	.3254	.3673	.3673
	Median	1.000	.000	.000	.000	.000	.000	.000
Mobile device without gyroscope	Mean	1.000	.000	.000	.000	.000	.000	.000
	N	2	2	2	2	2	2	2
	Std. Deviation	.0000	.0000	.0000	.0000	.0000	.0000	.0000
	Median	1.000	.000	.000	.000	.000	.000	.000
Mobile device with gyroscope	Mean	.862	.277	.508	.092	.215	.323	.138
	N	65	65	65	65	65	65	65
	Std. Deviation	.3481	.4510	.5038	.2917	.4143	.4713	.3481
	Median	1.000	.000	1.000	.000	.000	.000	.000
Total	Mean	.907	.339	.483	.068	.169	.246	.144
	N	118	118	118	118	118	118	118
	Std. Deviation	.2920	.4754	.5018	.2525	.3768	.4324	.3527
	Median	1.000	.000	.000	.000	.000	.000	.000

Membership by Employment Status

Report

Employment status		facebook	twitter	instagram	tumblr	snapchat	pinterest	other(s)
In training (student, apprentice or similar)	Mean	.875	.268	.446	.036	.161	.161	.196
	N	56	56	56	56	56	56	56
	Std. Deviation	.3337	.4469	.5016	.1873	.3706	.3706	.4009
	Median	1.000	.000	.000	.000	.000	.000	.000
Employed	Mean	.949	.359	.462	.077	.179	.308	.051
	N	39	39	39	39	39	39	39

	Std. Deviation	.2235	.4860	.5050	.2700	.3888	.4676	.2235
	Median	1.000	.000	.000	.000	.000	.000	.000
Self-employed	Mean	.833	.750	.750	.167	.167	.417	.083
	N	12	12	12	12	12	12	12
	Std. Deviation	.3892	.4523	.4523	.3892	.3892	.5149	.2887
	Median	1.000	1.000	1.000	.000	.000	.000	.000
Unemployed	Mean	1.000	.222	.333	.111	.222	.111	.333
	N	9	9	9	9	9	9	9
	Std. Deviation	.0000	.4410	.5000	.3333	.4410	.3333	.5000
	Median	1.000	.000	.000	.000	.000	.000	.000
Retired	Mean	1.000	.000	1.000	.000	.000	1.000	.000
	N	2	2	2	2	2	2	2
	Std. Deviation	.0000	.0000	.0000	.0000	.0000	.0000	.0000
	Median	1.000	.000	1.000	.000	.000	1.000	.000

Total	Mean	.907	.339	.483	.068	.169	.246	.144
	N	118	118	118	118	118	118	118
	Std. Deviation	.2920	.4754	.5018	.2525	.3768	.4324	.3527
	Median	1.000	.000	.000	.000	.000	.000	.000

Membership by Education Attainment Report

Education		facebook	twitter	instagram	tumblr	snapchat	pinterest	other(s)
Less than high school (or local equivalent)	Mean	1.000	.000	.000	.000	.000	.000	.000
	N	1	1	1	1	1	1	1
	Std. Deviation
	Median	1.000	.000	.000	.000	.000	.000	.000
High school (or local equivalent)	Mean	1.000	.600	.600	.400	.400	.800	.200
	N	5	5	5	5	5	5	5
	Std. Deviation	.0000	.5477	.5477	.5477	.5477	.4472	.4472
	Median	1.000	1.000	1.000	.000	.000	1.000	.000
Some college, no degree (or local equivalent)	Mean	.929	.357	.643	.071	.286	.357	.214
	N	14	14	14	14	14	14	14
	Std. Deviation	.2673	.4972	.4972	.2673	.4688	.4972	.4258
	Median	1.000	.000	1.000	.000	.000	.000	.000
Bachelor degree (or local equivalent)	Mean	.860	.349	.419	.116	.163	.302	.140
	N	43	43	43	43	43	43	43
	Std. Deviation	.3506	.4822	.4992	.3244	.3735	.4647	.3506
	Median	1.000	.000	.000	.000	.000	.000	.000
Master degree (or local equivalent)	Mean	.935	.261	.457	.000	.109	.087	.152
	N	46	46	46	46	46	46	46
	Std. Deviation	.2496	.4440	.5036	.0000	.3147	.2849	.3632
	Median	1.000	.000	.000	.000	.000	.000	.000
More Advanced degree (or local equivalent)	Mean	1.000	1.000	.800	.000	.400	.200	.000
	N	5	5	5	5	5	5	5
	Std. Deviation	.0000	.0000	.4472	.0000	.5477	.4472	.0000
	Median	1.000	1.000	1.000	.000	.000	.000	.000
I dont want to answer	Mean	.750	.000	.500	.000	.000	.500	.000
	N	4	4	4	4	4	4	4
	Std. Deviation	.5000	.0000	.5774	.0000	.0000	.5774	.0000
	Median	1.000	.000	.500	.000	.000	.500	.000

Total	Mean	.907	.339	.483	.068	.169	.246	.144
	N	118	118	118	118	118	118	118
	Std. Deviation	.2920	.4754	.5018	.2525	.3768	.4324	.3527
	Median	1.000	.000	.000	.000	.000	.000	.000

Facebook Likert Scales Report

facebook		How closely do you follow new trends?	How interested are you in current affairs in the world?	Are you interested in politics?	How well do brands help you express your personality?
	Mean	6.625	6.625	4.750	6.500
	N	8	8	8	8
	Std. Deviation	1.5980	1.5980	3.2404	1.5119
	Median	6.500	6.500	3.500	6.500
Yes	Mean	5.867	6.827	5.720	5.453
	N	75	75	75	75
	Std. Deviation	2.3035	2.4790	2.9342	2.5431
	Median	6.000	7.000	6.000	6.000
Total	Mean	5.940	6.807	5.627	5.554
	N	83	83	83	83
	Std. Deviation	2.2488	2.4015	2.9579	2.4755
	Median	6.000	7.000	6.000	6.000

Twitter Likert Scale Report

twitter		How closely do you follow new trends?	How interested are you in current affairs in the world?	Are you interested in politics?	How well do brands help you express your personality?
No	Mean	5.860	6.825	5.596	5.667
	N	57	57	57	57
	Std. Deviation	2.0996	2.2609	3.0110	2.3171
	Median	6.000	7.000	6.000	6.000
Yes	Mean	6.115	6.769	5.692	5.308
	N	26	26	26	26
	Std. Deviation	2.5819	2.7321	2.8951	2.8252
	Median	6.000	7.000	6.000	5.500
Total	Mean	5.940	6.807	5.627	5.554
	N	83	83	83	83
	Std. Deviation	2.2488	2.4015	2.9579	2.4755
	Median	6.000	7.000	6.000	6.000

Instagram Likert Scale Report

instagram		How closely do you follow new trends?	How interested are you in current affairs in the world?	Are you interested in politics?	How well do brands help you express your personality?
No	Mean	6.100	6.875	6.025	5.575
	N	40	40	40	40
	Std. Deviation	2.2165	2.3225	2.7408	2.5908
	Median	6.500	7.000	6.500	6.000
Yes	Mean	5.791	6.744	5.256	5.535
	N	43	43	43	43
	Std. Deviation	2.2945	2.4985	3.1327	2.3939
	Median	6.000	7.000	5.000	6.000
Total	Mean	5.940	6.807	5.627	5.554
	N	83	83	83	83
	Std. Deviation	2.2488	2.4015	2.9579	2.4755
	Median	6.000	7.000	6.000	6.000

Tumblr Likert Scale Report

tumblr		How closely do you follow new trends?	How interested are you in current affairs in the world?	Are you interested in politics?	How well do brands help you express your personality?
No	Mean	6.026	6.885	5.654	5.603
	N	78	78	78	78
	Std. Deviation	2.2734	2.2447	2.9180	2.4671
	Median	6.000	7.000	6.000	6.000
Yes	Mean	4.600	5.600	5.200	4.800
	N	5	5	5	5
	Std. Deviation	1.3416	4.3932	3.8987	2.7749
	Median	4.000	7.000	4.000	4.000
Total	Mean	5.940	6.807	5.627	5.554
	N	83	83	83	83
	Std. Deviation	2.2488	2.4015	2.9579	2.4755
	Median	6.000	7.000	6.000	6.000

Report					
snapchat		How closely do you follow new trends?	How interested are you in current affairs in the world?	Are you interested in politics?	How well do brands help you express your personality?
No	Mean	5.909	6.742	5.424	5.439
	N	66	66	66	66
	Std. Deviation	2.1960	2.2757	2.9092	2.4059
	Median	6.000	7.000	6.000	6.000
Yes	Mean	6.059	7.059	6.412	6.000
	N	17	17	17	17

	Std. Deviation	2.5117	2.9041	3.1036	2.7613
	Median	6.000	8.000	7.000	6.000
Total	Mean	5.940	6.807	5.627	5.554
	N	83	83	83	83
	Std. Deviation	2.2488	2.4015	2.9579	2.4755
	Median	6.000	7.000	6.000	6.000

Pinerest Likert Scale Report

pinterest		How closely do you follow new trends?	How interested are you in current affairs in the world?	Are you interested in politics?	How well do brands help you express your personality?
No	Mean	5.938	6.538	5.385	5.631
	N	65	65	65	65
	Std. Deviation	2.3444	2.3788	2.9245	2.4467
	Median	6.000	7.000	6.000	6.000
Yes	Mean	5.944	7.778	6.500	5.278
	N	18	18	18	18
	Std. Deviation	1.9242	2.2895	2.9951	2.6303
	Median	6.000	8.000	6.500	5.000
Total	Mean	5.940	6.807	5.627	5.554
	N	83	83	83	83
	Std. Deviation	2.2488	2.4015	2.9579	2.4755

Fans of Brands – Submitted by John Peacock, Shahanaz Akter, Fahad Galib Ani

	Median	6.000	7.000	6.000	6.000
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Other(s) Likert Scale Report

other(s)		How closely do you follow new trends?	How interested are you in current affairs in the world?	Are you interested in politics?	How well do brands help you express your personality?
No	Mean	6.028	6.761	5.718	5.662
	N	71	71	71	71
	Std. Deviation	2.3236	2.4522	2.9722	2.4897
	Median	6.000	7.000	6.000	6.000
Yes	Mean	5.417	7.083	5.083	4.917
	N	12	12	12	12
	Std. Deviation	1.7299	2.1515	2.9375	2.3916
	Median	6.000	8.000	6.000	5.000
Total	Mean	5.940	6.807	5.627	5.554
	N	83	83	83	83
	Std. Deviation	2.2488	2.4015	2.9579	2.4755
	Median	6.000	7.000	6.000	6.000