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RESEARCH ARTICLE

PERSUADING ASPECTS OF ONLINE BUYING BEHAVIOUR: A STUDY OF JAMMU AND KASHMIR

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Abstract

The increased use of social media is altering how companies respond to the needs and desires of their customers and giving them more opportunities to offer their goods and services in a unique and individualised way. The increased use of social media is altering how companies respond to the needs and desires of their customers and giving them more opportunities to offer their goods and services in a unique and individualised way. Keeping this in view a validated instrument is adopted and data were collected 232 social media users from Kashmir region following Judgmental sampling technique. Further, collected data were analysed using multiple regression method through latest version of SPSS. The result of study reveals that overall brand awareness and loyalty significantly (0.05) depend on group of identified dimensions of social media among its users. Further, dimension customization was found to be insignificant among users. While concluding few limitations and future research options were also discussed in the present study.

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Introduction:-

In the current competitive landscape, branding plays a crucial role in differentiating comparable products and services supplied by various companies in the eyes of consumers and winning their favour. In addition to serving as a reflection of businesses' authenticity, values, and dedication to the products and services they offer to consumers, brands also serve to lower consumer risks associated with products and services and foster social ties without explicitly displaying a company's identity (Kotler and Armstrong, 2004). In this sense, companies who succeeded in building a brand have been classified differently from other companies based on the products and services they provide. They create a brand identity for their company and hold a unique place in the minds of customers (Kim and Ko, 2012). The way the brand and the customer communicate with each other directly affects how this identity is constructed. Consumer preference and brand loyalty increase with the strength of communication between the brand and the consumer (Tatar and Erdogmus, 2016). To be sure, the most important aspect of branding is that a solid relationship with customers can influence their choice and loyalty (Kotler and Armstrong, 2004). In order to create or preserve brand value, businesses are conducting research to draw in customers, stick in their minds, project a favourable image of their company, and foster a greater sense of brand loyalty. To achieve these goals, they are

utilising all available channels for brand communications (Breitsohl et al., 2015). It has been discovered that social media is essential for brand development as well. Consumer-based brand equity refers to the subjective and intangible assessment of a brand by customers, which in turn determines its objectively recognised value (O'Flynn, 2017). Customer brand awareness and associations, customer brand loyalty, and perceived brand quality are the four primary dimensions of brand equity (Gallaughier and Ransbotham, 2010). Social media and its platforms—such as Facebook, Twitter, MySpace, and LinkedIn—are projecting online activity on a global scale in terms of the amount of time spent online on average, as well as the quantity of engagement and active users (Mangold and Faulds, 2009). Certain academics assist companies with enhancing their social media tactics and establishing online brand connections. Furthermore, a few businesses took the initiative in the early stages of its acceptance (Babac, 2011). Nevertheless, a sizable portion of businesses remain in the dust. However, other experts think that social media platforms are meant for communication, or to link people. Many businesses undervalue it and believe it to be just another avenue for brand promotion (Marzouk, 2016). Moreover, several businesses frequently worry about the actual advantages of utilising social media for marketing (Taprialand Kanwar, 2012).

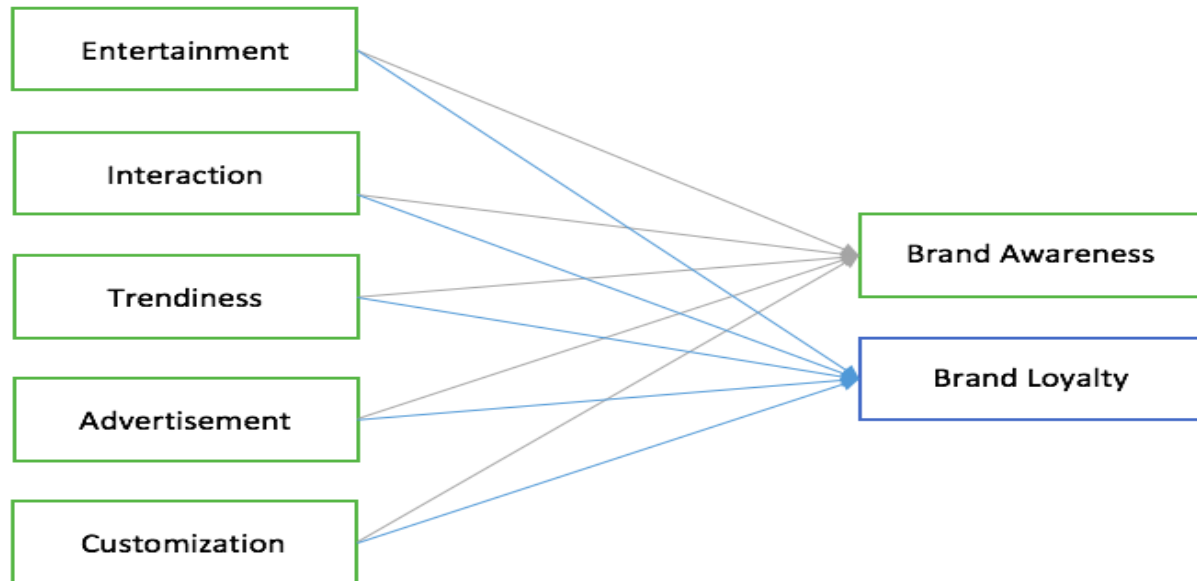
Social media is a widely used tool these days, not only for interacting with one another but also for targeting a certain individual or group (Kaplan and Haenlein, 2010). Customers now hold more power than ever before as they go from being passive recipients of marketing communications to engaged contributors to the brand's messaging (DiMauro and Bulmer, 2014). Engaging interactions, it was proposed that social media influences a variety of aspects of consumer behaviour, including information acquisition, purchase behaviour, and post-purchase communication (Andre, 2015). Additionally, social media facilitates interaction by enabling quick and easy communication between a single user and hundreds or thousands of other users. Social media refers to software programmes that let users engage with each other by creating personal profiles, inviting friends and colleagues, allowing direct messages to be sent between them, and providing access to these accounts. There are blogs, pictures, and videos on profiles (Ismail, 2017). It is recommended that social media take many different forms and function on a range of platforms, such as weblogs, wikis, microblogs, social networks, podcasts, photo and video sharing, online rating, and social bookmarking (Mangold and Faulds, 2009). It also offers a virtual space where people can communicate. As a result, social media networks provide people new ways to expand their social networks through the creation and maintenance of social media content, social interaction, information sharing, content creation, and online participation in social movements (Campbell et al. 2011).

Brand Awareness and Loyalty:-

The degree of customer acceptability, recognition, and recall of a brand in any scenario is referred to as brand awareness (Percy and Rossiter, 1992; Perreault et al., 2013). According to Keller (2009), brand awareness refers to the track or crowd power in consumers' memories that reflects their capacity to recall or identify a brand under various circumstances. There are four stages of brand awareness, according to Aaker (1996): dominating, top of the mind, recall, and recognition. The significance of customer loyalty is gradually increasing due to the positive effect that loyal customers have on business performance (Lee et al., 2003), especially in today's competitive markets (Anderson and Mittal, 2000; Perreault et al., 2013:19) and when acquiring new customers is more expensive than keeping existing ones (Lee et al., 2003; Kumar et al., 2011; Keisidou et al., 2013). Customer loyalty is defined as a customer's promise to stick with a company through thick and thin, regardless of what rival firms do, and to continue doing business with them regularly in the future (Dick and Basu, 1994; Oliver, 1999). Customers' brand loyalty is demonstrated by their purchase behaviour (Lam et al., 2004; Jones and Taylor, 2007). According to Reichheld and Schefter (2000), consumers who exhibit behavioural brand loyalty are adept at attracting new clients in addition to having low price sensitivity and making larger purchases. One might describe the attitudinal part of loyalty as customers' positive brand advocacy, referrals to prospective customers, and encouragement to buy the brand.

Statement of Problem:-

This study started with the overview of the research problem i.e. the association between the variables (Entertainment, Interaction, Trendiness, Advertisement and Customization) and Brand awareness & Loyalty among social media users. The next topic discloses diverse perceptions of earlier researchers about the variables of interest in the literature review. This helped in further understanding of the research problem. The hypothesis is the fundamental guideline of this examination as the point of this investigation is to find out the truth of this speculation. In the previous couple of years, it has been noticed that great number, conduct and demonstration of new business foundation are having lacklustre showing; it's because of absence of innovation selection.

Research objectives and Hypothesis:-**Ob1:** To find out effect of SMMactivities on Brand Awareness.**H1:** Brand awareness does not depend on different SMMactivities.**Ob2:** To find out effect of SMMactivities on Brand Loyalty.**H2:** Brand loyalty does not depend on different SMMactivities.**Figure 1: Conceptual Framework****Details of Research Design:-**

The investigation is intended to expound the influence of various aspects on brand awareness and loyalty in Jammu and Kashmir, the engaged example for directing the subject research were 232 social media users in Kashmir region to expand and comprehend the brand awareness and loyalty and its affecting components. This exploration was done reliant on the essential data accumulated through the overview instrument. The study instrument utilized for this work is an institutionalized well-organized survey. The reviews were used to amass the fundamental data and noteworthy information from the social media users of region. This overview instrument was organized and endeavoured as a bit of this work and illustrated tried and true. A preliminary study was directed to gain the initial valuation of inner legitimacy of the research survey instrument questionnaire. For this purpose, primary data were collected from few users. The outcomes of the preliminary study confirmed the inner consistency of the mechanism organized and therefore, the same tool was used in the recognised sampling parts to gather the main data required for the current study. This research had tried to examine the effect of variables on brand awareness and loyalty, the data have been collected on judgement basis from 232 social media users from the Kashmir region through the questionnaire with informative questions that explain the brand awareness and loyalty and its influencing factors.

Detail of Statistical Tools:-

The quantifiable methods used for the present work contain the major obvious subtleties of the investigation factors. Further, Multiple Regression models were verified through SPSS 20 software as fragment of investigation. In view of the exploration models accepted and the comparing statistical expedients, hypothesis defined in this work are tried and furnished with relating results in the following segment.

Effect of different factors on brand awareness:-

From the outcomes of table-1, it can be concluded that the F value of 15.746 is found to be important at 5 percent level and henceforth, hypothesis-1 is rejected. These results recommend that brand awareness relies upon the various factors in an instructive association. Further, the adjusted R square value of 0.932 from the table-1 indicates that 93 percent of brand awareness significantly relies on different factors. Correspondingly the 't' values of 14.196,

7.716, 1.252 and 0.586 corresponding to different dimensions such as Entertainment, Interaction, Trendiness and Advertisement factors are found to be having noteworthy impacts on the model comprehended.

Table-1: Result for Hypothesis-1						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	0.973 ^a	0.947	0.932	0.71642		
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	236.214	7	33.745	15.746	0.000
	Residual	13.345	26	0.513		
	Total	249.559	33			
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.999	2.006	-	0.498	0.623
	Entertainment	0.520	0.067	0.574	14.196	0.000
	Interaction	0.939	0.066	0.792	7.716	0.000
	Trendiness	0.084	0.067	0.079	1.251	0.001
	Advertisement	0.037	0.063	0.035	0.586	0.000
	Customization	0.003	0.055	0.004	0.053	0.212
Dependent Variable: Brand Awareness						
Source: Primary Data, Sig. 5% level						

Dependent Variable: Brand Awareness

Source: Primary Data, Sig. 5% level

More specifically entertainment factor is observed to have huge prevalent impact on brand awareness among social media user with maximum 't' value of 14.196. This affirms the social media account of this brand is enjoyable, content shared by social media of this brand is enjoyable and the sharing's of this brand on social media are interesting. Similarly, interaction factor causes significantly good effect on awareness of branding general with the following upper t value of 7.716. This confirms that information sharing is possible on social media of this brand, the discussion and exchange of opinions is possible on social media page and expression of opinions is easy on social media of this brand.

The 't' value of 1.251 acquired for the trendiness factor altogether causes extensive impact on the brand awareness in an association. This avows that the information shared on social media of this brand is up to date and use of social media by this brand is trendy. The 't' value of 0.586 gotten for the advertisement factor altogether causes impressive impact on the brand awareness among social media users. This confirms that the ads that this brand has released on social media are interesting and positively affect my attention for the brand. The remaining 't' value of 0.053 corresponding to the factor customization factor is not established to be critical at 5 percent level.

Effect of different factors on brand awareness:-

From the outcomes of table-2, it can be concluded that the F value of 21.046 is found to be important at 5 percent level and henceforth, hypothesis-2 is rejected. These results recommend that brand loyalty relies upon the various factors in an instructive association. Further, the adjusted R square value of 0.921 from the table-2 indicates that 92 percent of brand loyalty significantly relies on different factors. Correspondingly the 't' values of 4.012, 3.115, 1.231 and 7.586 corresponding to different dimensions such as Entertainment, Interaction, Trendiness and Advertisement factors are found to be having significant impact on the model comprehended. More specifically advertisement factor is observed to have huge prevalent impact on brand loyalty among social media user with maximum 't' value of 7.586. Similarly, entertainment factor causes significantly good effect on loyalty of branding general with the following upper t value of 4.012. The 't' value of 3.115 acquired for the interaction factor altogether causes extensive impact on the brand loyalty in an association.

Table-2: Result for Hypothesis-2						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	0.902 ^a	0.915	0.921	0.626110		
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.

1	Regression	211.014	7	31.745	21.046	0.000
	Residual	9.001	22	0.513		
	Total	300.110	29			
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.897	2.006	-	0.498	0.623
	Entertainment	0.499	0.070	0.601	4.012	0.000
	Interaction	0.838	0.066	0.765	3.115	0.000
	Trendiness	0.132	0.059	0.080	1.231	0.001
	Advertisement	0.100	0.061	0.032	7.586	0.000
	Customization	0.001	0.051	0.003	0.541	0.421
Dependent Variable: Brand Loyalty						
Source: Primary Data, Sig. 5% level						

The 't' value of 1.231 gotten for the trendiness factor altogether causes impressive impact on the brand awareness among social media users. The remaining 't' value of 0.541 corresponding to the factor customization factor is not established to be critical at 5 percent level.

Conclusion:-

Notwithstanding of all the challenges faced during the subject research but the outcomes give a great scene of your hard working and efforts you had put in to finalize the research. The subject research had been indicated with some specified limitations in the context of the research to collect the data randomly from selected correspondents, mainly there were problems and limitation during distribution and collecting of the questionnaire and as well as access to some employees due to not availability and security problems.

Since all discussions have been briefly described in the review of literature and the outcome and results of this research. The present examination attempted to assess different creative components that could fundamentally bother the adequacy of brand awareness and loyalty in identified city. The result shows that brand awareness and loyalty be contingent on the diverse issues among social media users. Further, entertainment and advertisement are found to be having noteworthy most elevated and prevalent impact on brand awareness and loyalty respectively. Moreover, customization factor is not found to have significant effect on brand awareness and loyalty among users of social media.

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