

RESEARCH PAPER ON
“SOCIAL MEDIA MARKETING EFFECTIVENESS”





THESIS PAPER

“Thesis on Social Media Marketing Effectiveness”

Submitted To

Ahmed Imran Kabir

Lecturer (SOBE)

Submitted By

NAME	Asm Mukitur Rahman
ID	111 152 171
DEPT.	Bachelor of Business Administration
MAJOR	Management Information System

Date of Submission: 21st April, 2021

Letter of Transmittal

21st April, 2021

Ahmed Imran Kabir
Lecturer (SOBE)
United International University

Subject: Submission of the thesis paper on “Social media marketing effectiveness”

Dear Sir,

At first, I would say thank you for your gratitude and support in this report. Without your support, the paper will be difficult to complete. In order to put this paper together, I have compiled the most important information that I think is the most important, so that my report is reasonably expected to be exploratory and reliable. We focus all our energy on achieving the goals set in the report, and we hope that my company can meet the requirements. The useful information and experience I gained in preparing the report will greatly help me become an expert in the future.

Please enlighten me with your thoughts and opinions on the report, I will be very grateful. As part of the report, I will answer your questions immediately. Thank you again for your help and persistence.

Sincerely Yours

Asm Mukitur Rahman
ID: 111 152 171

Acknowledgement

At the beginning, I thanked the Almighty for providing me with support and preparing me for this job. In addition, I would also like to sincerely thank my favorite course leader Ahmed Imran Kabir (Professor UIU SOBE) for his important advice, support, guidance and guidance, and his help in completing my thesis. Because of his support and proper guidance.

In addition, I would also like to thank those who directly or indirectly identify with themselves in the paper. This work provided me with important data, which helped me complete this report and the people who were the subjects of the research. Thank you very much for the precious time and cooperation of the audience who accompanied me. Support me to complete this task.

Finally, I would like to express my deepest gratitude to this course of United International University, through which I can learn a lot of knowledge about the association, and develop my intuition about the association by completing such a report.

Abstract

My study focused on a new subject that highlighted the importance of delving deeper into the psychosomatic and societal factors that influence the minds of those who are influenced by goods. My research subject, "Effectiveness of Social Media Marketing," adhered to the research criteria, and I performed the study as individual on a sample size of 82 social media users. I polled consumers as part of this study to provide a quick rundown of social media marketing's reputation. The research's key goal was to understand the possibilities, capitalize on the potential, and protect the perceived worth of customer. I wanted to be mindful of the facts that motivate them to purchase the commodity, as the internet has provided enormous possibilities for the average customer. I found customer interaction to be influenced by three factors: content quality, user interface, and customer frequency of visits. My theory summarizes these two factors: social media marketing success is favorably associated with User Experience, and content quality, and visit frequency have a positive impact on customer engagement. I finished my study by putting the theories to the test, and then making suggestions based on the findings.

Table of Contents

Letter of Transmittal	iii
Acknowledgement	iv
Abstract	v
Introduction	2
Social media opportunities.....	2
The purpose of the research	3
Hypothesis	3
Literature Review	4
Dependent variables.....	4
Independent variables	5
The Correlation/ relationship between variables and assumptions.....	5
Research Methodology.....	6
Research Design.....	6
Data Collection	7
Primary research	7
Secondary research	7
Research process	8
Questionnaire Description	9
Data Analysis	14
Sample	14
Data analysis.....	24
Descriptive analysis.....	25
Frequency table.....	29
Reliability Test	36
Model Summary	46
Anova Table	46
Coefficients	47
Correlations	47
Findings.....	49
Limitations.....	49
Conclusion	51
References	52
Appendix	53

List of Tables

1	Descriptive Analysis Statistics
2	Frequency Tables
3	Reliability Test (Scale: Customer Equity)
4	Reliability Test (Scale: Content Quality)
5	Reliability Test (Scale: User Experience)
6	Reliability Test (Scale: Visit Frequency)
7	Regression Analysis
8	Anova Table
9	Coefficients Analysis
10	Correlation Analysis

Introduction

A social media platform is an online platform that users use to create social media or build relationships with people who share common personal or professional preferences, hobbies, experiences, or real-world communication. "What is social media?- Definition from WhatIs.com", 2013 defines it as "a collection of online networking methods devoted to community-based feedback, engagement, information sharing, and collaboration" [6]. Blogs, miniblogs, Wikipedia, social media pages, photo-sharing sites, instant messages site, video-sharing sites, online podcasts, records, business pages, widgets, virtual environments, among other types of social media exist. Social media is used by billions of people all over the world.

There are basically two types of users: digitally natives and digitally immigrants. Digital natives are people born after 1980. When there is digital media, you enter this world. Digital immigrants refer to people born before 1980 who are already familiar with digital media [5]., Twitter, Facebook, Reddit, LinkedIn, Pinterest, etc. are popular social networks. Today, social networks have become an indispensable part of online life. The number of websites and social applications is growing. This is one of the main reasons why companies use social media to attract customers today. Comment on the products or services they like on social networks and give your opinion. Then, people can also share their product experience with friends, family, colleagues, and other customers and customers. The company's ultimate goal has been achieved.

Social media opportunities

Companies can use social media to promote products, promote brands, establish connections with existing customers and develop new businesses. The corporation makes business decisions by interpreting data in blog sites and online social media (which is known as social media analytics). Social media that helps companies build brand awareness. And greater customer coverage. By using online social media optimization (SMO), new unique visitors are attracted to the site. Social media platforms enable companies to stay companies can use social media to promote products,

promote brands, establish connections with existing customers and develop new businesses.

The purpose of the research

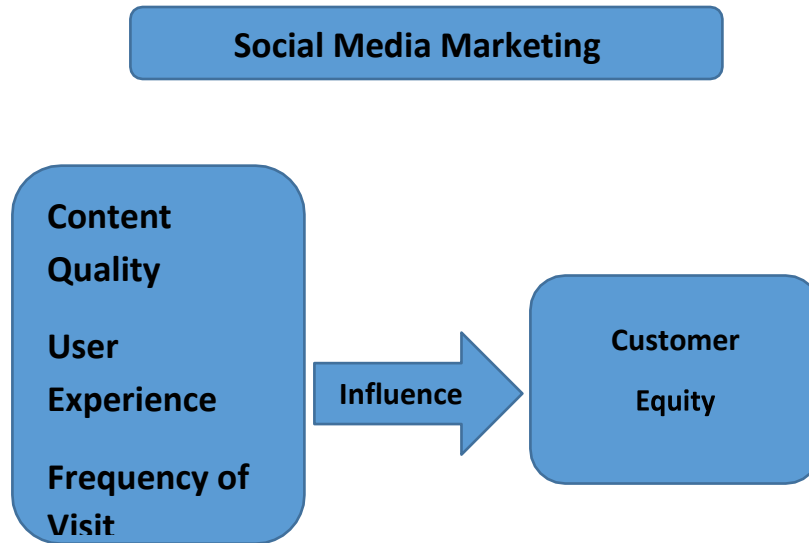
The purpose of this research is to comprehend the reliability of social media advertising, because it is important to understand the psychosomatic aspects of the people's thoughts that drive these products. Seize the opportunity to obtain supposed value for consumers. It's also important to comprehend the media are the vehicles used by marketers efficient enough?

Hypothesis

How many subscribers does the company give to his friends? The number of fans the company can earn, how many fans the company can have, and so on. Therefore, we must know how this all works. Therefore, we put forward some hypotheses to prove the effectiveness of social media:

1. The effectiveness about online social media advertising is definitely connected with consumer loyalty.
2. The content quality, customer experience and visit frequency have a positive impact on consumer loyalty.

Literature Review



Dependent variables

Customer Equity

Customer loyalty is a commercial message channel among customers and a business or brand over various communication channels. Such customer-business interactions can be responses, interactions, or general customer interactions that can be performed online and offline. Used to define communication between customers about products, services or brands. However, the subsequent distribution is from the company to the consumer. Interactions with customers on the Internet will reverberate unconsciously. In the late 1990s, with the development of broadband speed, connectivity and social media technology increased. These factors contribute to regular customer loyalty in online communities that directly or indirectly surround the crowd. Products and things. Consumer issues. This process leads to positive customer interactions with the

business or offer, as well as performances related to customer interactions at different levels.

Independent variables

Content Quality

Content quality refers to considerate your consumers and then emerging content that appeals to them and tourist attractions your brand message. You try to communicate with them. Frequency is how often people visit your website.

Visit Frequency

The delay between holidays can help assess tourist loyalty and determine communication trends that distinguish regular users from casual users.

User Experience

Digital online stand is the general the knowledge of a being staying a website or community network, particularly how easy or pleasant it is to use. When a website or social networking site is too harmful to the user experience, the user stays away.

The Correlation/ relationship between variables and assumptions.

The efficiency of social media is demonstrated by the customer engagement of the company and its respective social network pages. One of the main goals of companies hosted on social networking sites is to attract customers to use their brand [1].

Customer loyalty depends on three variables: content quality, user experience and customer visit frequency. For example, if the quality of the content posted by related companies on social media sites is good, as customers pay more attention to the best content they can find on social media, customer loyalty will [2] .

The social media page of a particular company will also attract customers' attention to the company because customers like it Spend time on your web page, and then continue to return to your website. The more customers visit the website, the more likely

they are to interact with the website [3]. In addition, it can also provide customer loyalty when customers are satisfied with the experience they get when they visit the company's social networking site [4]. which leads us to the following conclusion: these three variables have a huge impact on customer interactions and how customer interactions demonstrate the effectiveness of social media. Therefore, the above discussion clearly shows the correlation between variables and assumptions.

Research Methodology

Research Design

I want to conduct causal research on which variables work and what functional causality exists. Variables: independent variables representing the reasons (content quality, effective techniques for research purposes, capturing market niches) and other dependent variables representing the impact of the research market (effectiveness of social media marketing).

Find out how effective social media marketing is and whether people react positively or negatively to it. The way we check the questionnaire is a face-to-face interview conducted on-site.

In this study, I use a 5-level answer scale Strongly Disagree. I will conduct a survey of randomly social media users, and the survey process will not be conducted online. We will sample 200 students from online social media users. Collecting data to recognize the effectiveness of online social media marketing in our country, we need to take the data from two sources. Marketing implements various social networks and networks to realize marketing communication.

And the purpose of branding. It also includes activities to share content, videos, ideas and pictures for marketing purposes. We initially intend to target urban learners between the ages of 18 and 40. Thanks to our reliable research knowledge, we will collect sample data from more than 200 people on site.

Data Collection

For this purpose, preliminary research considers first-hand data, not first-hand data. We will exerting to seek out marketing and advertising tools and technologies to enhance the personalization of selling on an outsized scale and add value to your media investment. This may help us provide evidence for our investigation. Initially we shall goal City College students whose age institution is from 18-forty years. We may be amassing the statistics on subject with the pattern length of 2 hundred humans through proper perception from our studies.

Data collection is a method of collecting information from related groups to test items, test predictions and predictable results, and evaluate results. Here, we used the main data collection strategy. And indicate the basic value of this information. Here, we used a quantitative classification method of information. He is involved in a variety of techniques, including detection (including detection data), mean and median strategies, reliability and validity of other methods, and regression correlation. Participants in this study ($n = 82$) are random people who are different users of social networks.

Primary research

For this we are able to method to first hand statistics as opposed to from any secondary reasssets. We might go to virtual organizations and communicate with virtual advertising employees or content material creators for the studies purpose.

Secondary research

For secondary studies we might search for the journals papers, online newspapers, and net reasssets, the credibility. The validity of the reasssets may be found eleven though widespread studies. We can even discover records from exceptional virtual advertising company's website, Facebook pages and different hyperlinks from exceptional on line platforms. We will are seeking for to discover the advertising and marketing and marketing tools, and generation to force more personalization of advertising at scale

and to force efficiencies of their media investments. It will assist us to paintings as proof to our studies.

Research process

In our research report, we have achieved the following successes:

- We defined and proved our position: We chose "Social Networks Marketing Effectiveness" as the theme.
- We conducted a basic search on the required data: Before starting the research, we first determined the certainty, that is, when there is enough data to meet our needs, and we need to create an environment where keywords can be found for the exam.
- We found our material: after searching With the help of data, we need to look up our information when studying (osn) privacy. We have selected our information as the various stages of life on the Internet, and selected a person as the object of our research. With reliable data, we evaluate our products to determine proper performance.
- We organize notes: We inquire about assets that are in use, and record useful data for this article. We make sure to write down every font we use. Legal counsel, regardless of whether you have the opportunity to not use that particular resource. Although a catalog of books, book titles, distributors, unions, and other data will need to be developed later.
- Writing articles and questionnaires: Then we write articles and ask research questions.
- Quotation source: We need to archive used assets. Our information meets two requirements: it gives the owner or industry a legal reputation In addition, people who read our articles can copy our test papers to understand their motivations.
- Comments: After all, he is responsible for editing the articles we create.

Questionnaire Description

IV1: Content Quality (CQ)

Content Quality elicits a demonstrative response from your community, whether it is discussing a pain point or assisting your reader in doing something different. Creating satisfied for the purpose of creating content really hurts your brand, as your target market will now not accept as true with you as a feasible source. So, quality content material should do the following:

- Attach with the target market on an expressive level.
- Say somewhat fresh, pioneering, or exceptional
- Provide the user actionable gadgets they could place into practice directly
- Provide understanding views on a subject to assist a reader make a decision
- Have a visible layout that attracts the reader in.

Questionnaires for Content Quality Variable (CQ):

CQ1	Social media marketing advertisement is relatable to what I see on social media.	Strongly-Disagree..... Strongly-Agree
CQ2	Advertisement without innovation decrease customer trust in the brand or products.	Strongly-Disagree..... Strongly-Agree
CQ3	Unique and attractive presentation help a advertisement to stand	Strongly-Disagree..... Strongly-Agree

CQ4	Social media is more effective for viral marketing.	Strongly-Disagree..... Strongly-Agree
-----	---	---------------------------------------

IV2: User Experience (UE)

Here, the User Experience is one of the things that is well understood in terms of its significance in how it influences anything from social media.

Questionnaires For User Experience variable (UE):

UE1	Social media fulfill my product needs	Strongly-Disagree..... Strongly-Agree
UE2	I use social-media only for social communication only.	Strongly-Disagree..... Strongly-Agree
UE3	I can get privacy of my information on social media.	Strongly-Disagree..... Strongly-Agree
UE4	Fake profile make me disappointed when I face it.	Strongly-Disagree..... Strongly-Agree

IV-3 Visit Frequency (VF)

How much visitors visit the platform or how well they wait throughout visits will help you measure visitor engagement and discover behavioral patterns that differentiate daily users from casual users.

Questionnaire For Visit Frequency (VF)

VF1	Users spend their most of the time on social media.	Strongly-Disagree..... Strongly-Agree
VF2	User's check their profile on social media before go to bed.	Strongly-Disagree..... Strongly-Agree
VF3	Users regularly visit those business page which provide latest information.	Strongly-Disagree..... Strongly-Agree
VF4	Customer loyalty depends on the visit frequency in the business page on social media.	Strongly-Disagree..... Strongly-Agree

DV1: Customer Equity (CE)

The essence of consumer and company relationships has evolved with social media, creating fundamentally different avenues to communicate and revolutionize marketing. This revolution is about the fact that existing and future users use social media to include both businesses and others in goods and services.

Questionnaires For Customer Equity variable (CE)

CE1	Posting the product on daily basis helps me to get a better idea about the brand.	Strongly-Disagree..... Strongly-Agree
CE2	Effective product presentations like pictures slide, motion video or advertisement help me to learn about the promotional activities.	Strongly-Disagree..... Strongly-Agree
CE3	Faster responses in online social media help me to take the decision to purchase.	Strongly-Disagree..... Strongly-Agree
CE4	For fast and effective response social media is the best choice.	Strongly-Disagree..... Strongly-Agree

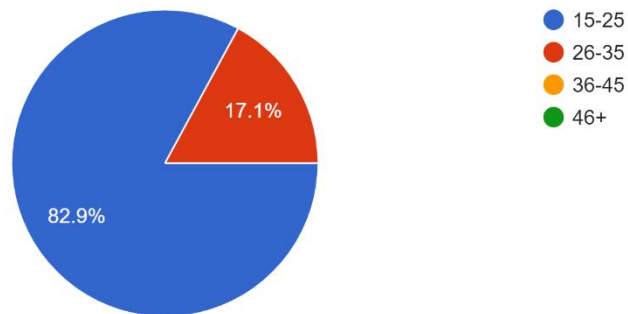
Data Analysis

Sample

At the time of the research we have got 82 response and outputs that are relates to our instrument variables are: customer equity, content quality, and use experience and visit frequency.

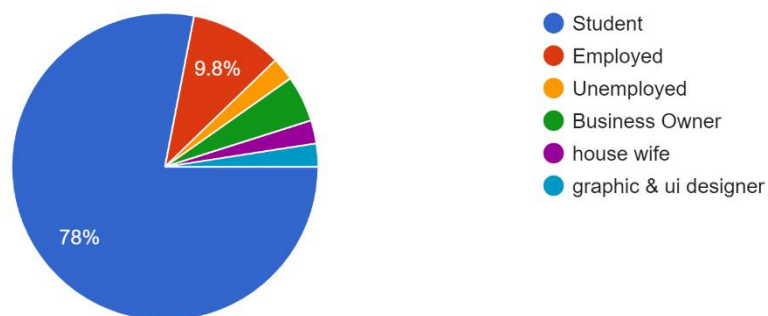
Audience's Age:

Select your age section
82responses



Audience's Occupation

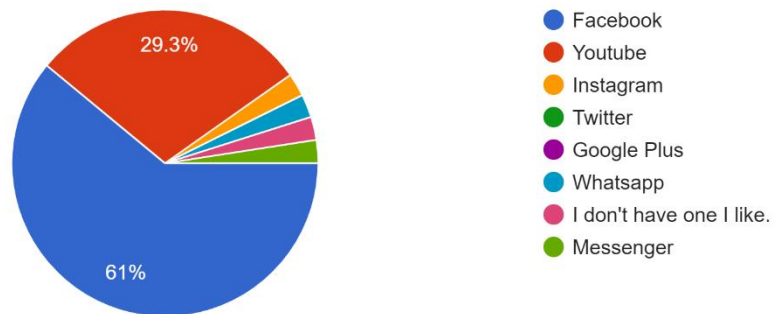
What is your occupation?
82 responses



Social media that audience like most

Which Online Social Media do you like to use most?

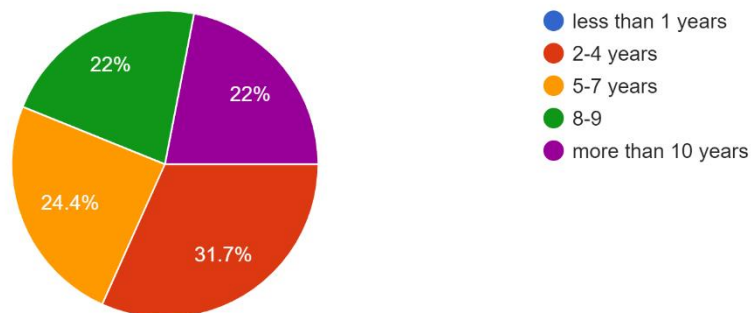
82 responses



How long audience using social media

How long you are using the Online Social Media application?

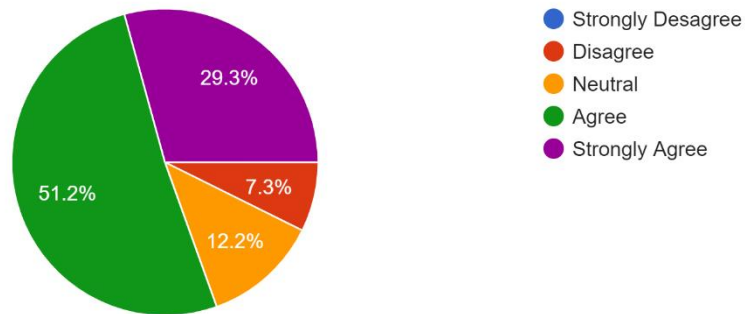
82 responses



About Customer Engagement (CE)

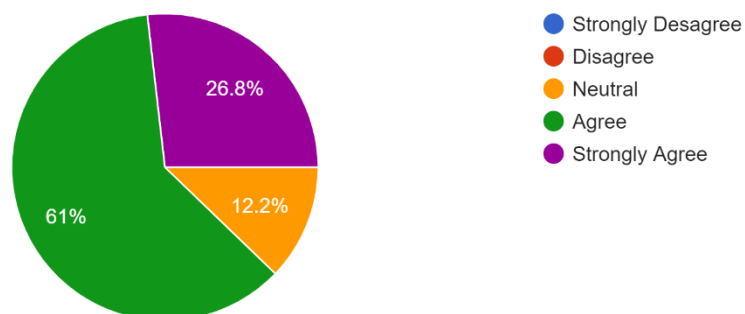
CE-1: Posting the product on daily basis helps me to get a better idea about the brand.

82 responses

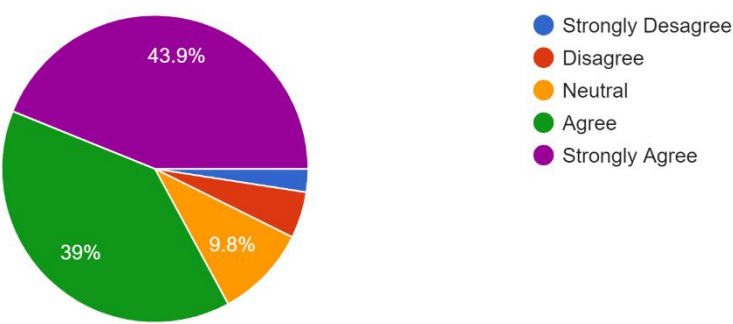


CE-2: Effective product presentations like pictures slide, motion video or advertisement help me to learn about the promotional activities.

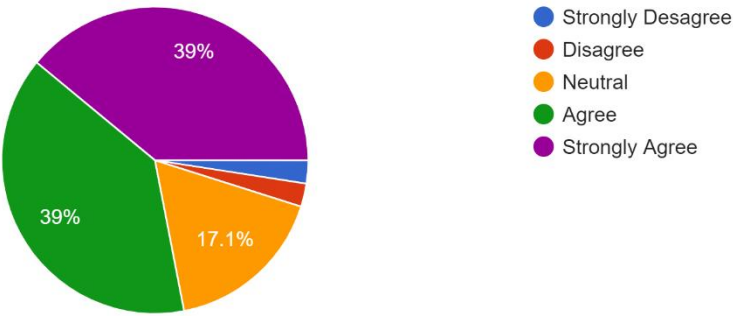
82 responses



CE-3: Faster responses in Online Social Media help me to take the decision to purchase.
82 responses



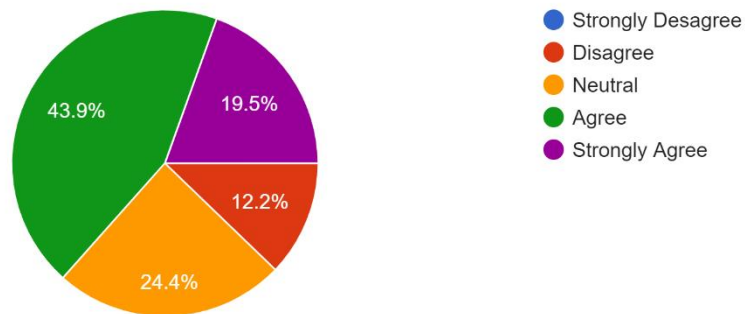
CE-4: For fast and effective response Online Social Media is the best choice.
82 responses



About Content Quality (CQ)

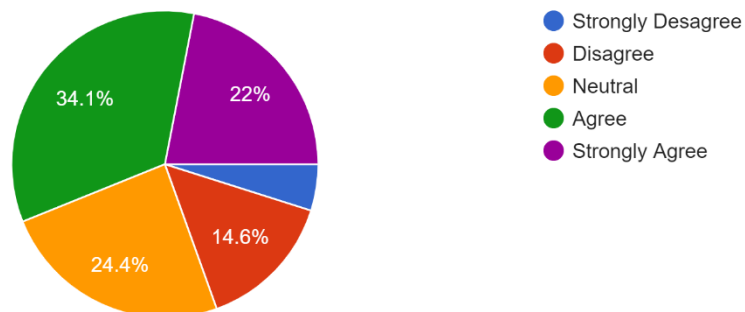
CQ-2: Advertisement without innovation decrease customer trust in the brand or products.

82 responses



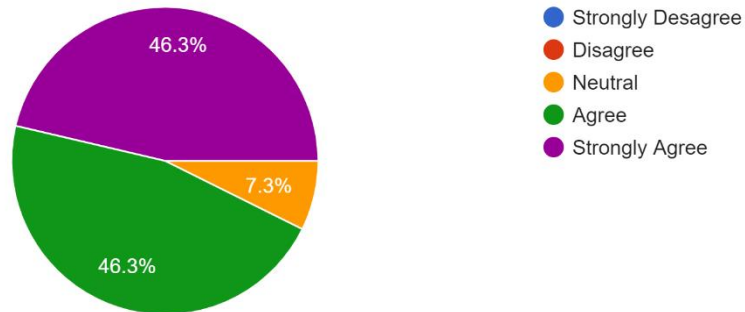
CQ-1: Online Social media marketing advertisement is relatable to what I see on social media.

82 responses



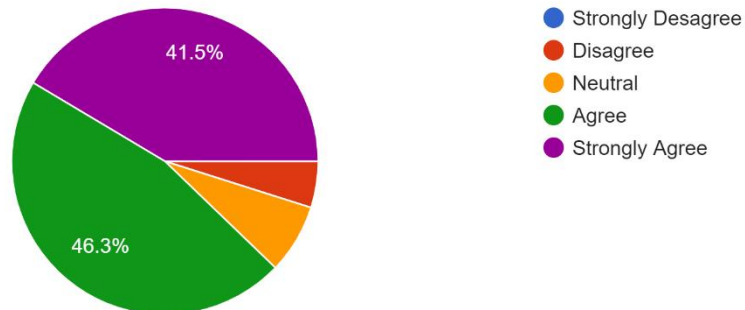
CQ-3: Unique and attractive visual presentation help a promotional advertisement to stand out.

82 responses



CQ-4: Online Social Media is more effective for viral marketing.

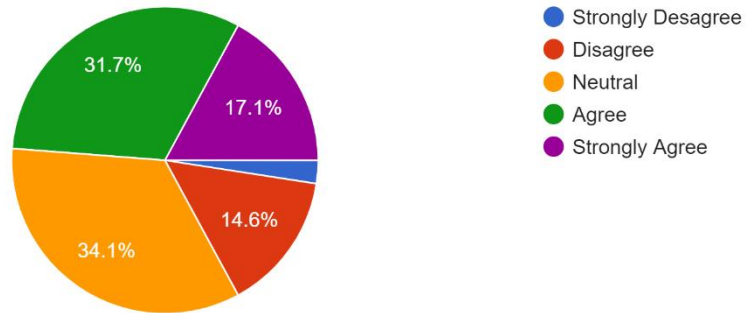
82 responses



About User Experience (UE)

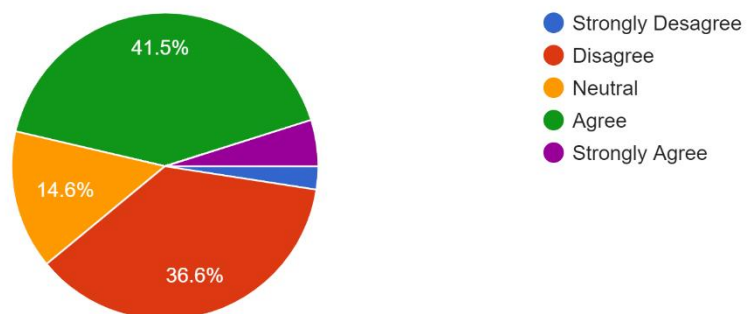
UE-1: Online Social Media fulfill my product needs.

82 responses



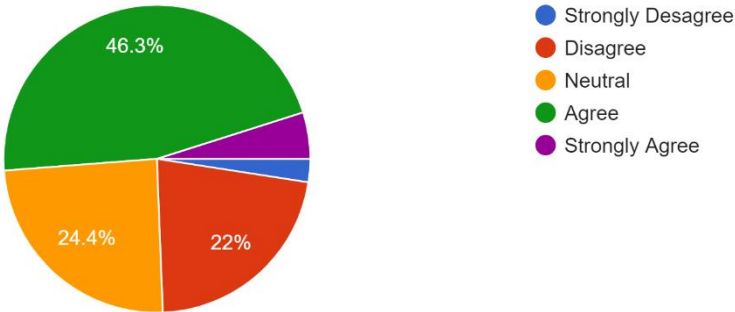
UE-2: I use Online Social Media only for social communication.

82 responses



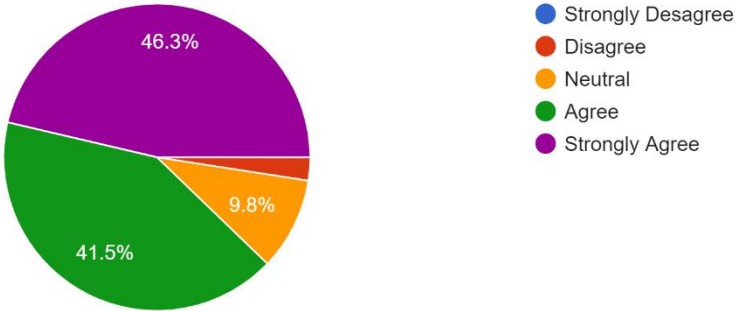
UE-3: I can get the privacy of my information on Online Social Media

82 responses



UE-4: Fake profile makes me disappointed when I face it.

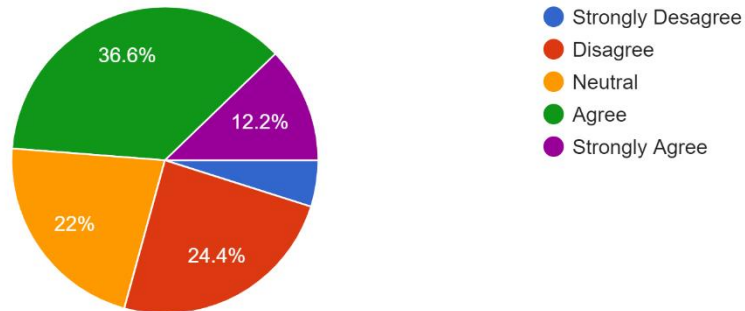
82 responses



About Visit Frequency (VF)

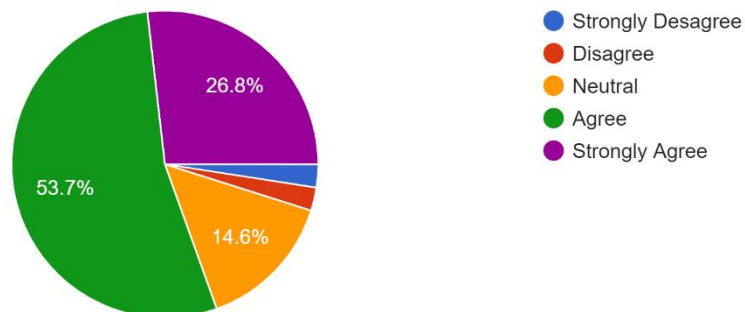
VF-1: I spend most of the time on Online Social Media.

82 responses



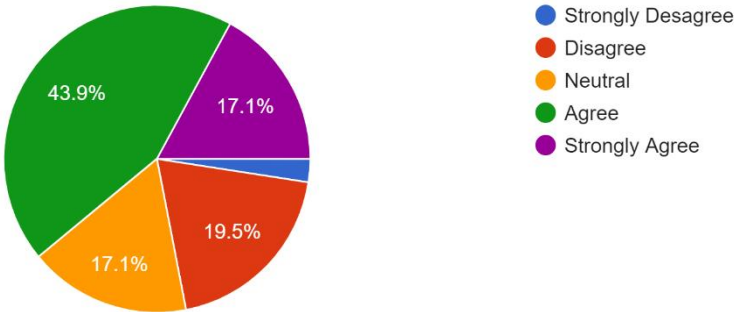
VF-2: I check my profile on Online Social Media before going to bed.

82 responses



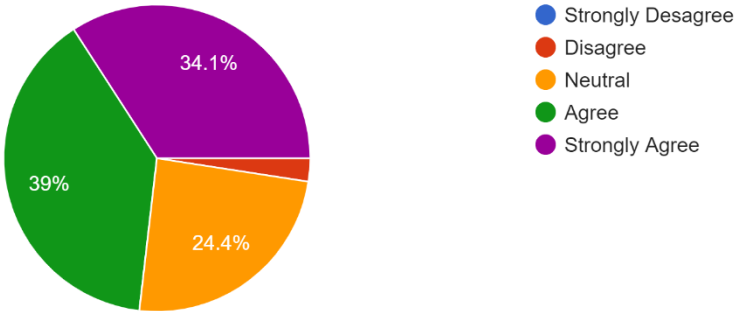
VF-3: I regularly visit those business pages which provide the latest information.

82 responses



VF-4: Customer loyalty depends on the visit frequency on the business page on Online Social Media.

82 responses



Data analysis

- *Descriptive statistics (frequency analysis)*: Frequency analysis is an explanatory fact strategy of the Association of Nursing Assistants, which shows the number of events for each answer selected by the respondent. Draw results and conclusions.
- *Reliability Test (Alpha Cronbach)*: Alpha Cronbach. This is the most famous internal consistency factor ("reliability"). When Likert's question is over-constructed in research/investigation and you want to determine whether the measurement result is reliable, the frequency of use will decrease.
- *Regression*: A simple regression is that at a later point in time, when using correlation, we must be forced to predict an estimate of one variable, and that variable is troubled by the estimate of another variable. We want the desired variable to be understood as a quantitative variable (or multiple times as an outcome variable). The variables that we usually use to predict the price of the opposite variable are understood as variables (or indicator variables in some cases).
- *Correlation*: Correlation (Pearson) can range from 1 to +1, which indicates the degree to which the parameter factors are directly related.

Descriptive analysis

In descriptive analysis, we have the mean, median, mode, variance, variance, minimum and majority. The mean or mean is probably the most common strategy used to indicate focus tilt. To write down the average, all you need to do is to indicate each quality. And divided according to the number.

Median The punctuation marks are in the correct center of mass. One way to register the center is to list all the grades in a digital query, and then consider the grades within the range of copy density. Provide nursing rewards through a scoring system. To select a mode, change the order of the levels as described above, and then count each level.

Furthermore, the price of such a regime. Given that the anomaly will be far out of range (this model is the case all over the world), the standard deviation can be used as a more detailed indicator of change. Estimated exceptions, a total of 36 booths, separated from the rest of the quality. The quality deviation indicates that the order of the grades should be the average of the samples.

As the ratio of the difference in the relevant nursing information index. Therefore, it will display the information about the sister to the caregiver. First, find the deviation of each element in the information area from the mean, and then analyze it to determine it.

Traditionally, this deviation applies to any square deviation. The minimum value is the minimum information value, and the maximum value is the maximum information value.

Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Posting the product on daily basis helps me to get a better idea about the brand.	82	3.00	2.00	5.00	330.00	4.0244	.09341	.84584	.715
Effective product presentations like pictures slide, motion video or advertisement help me to learn about the promotional activities.	82	2.00	3.00	5.00	340.00	4.1463	.06748	.61105	.373
Faster responses in Online Social Media help me to take the decision to purchase.	82	4.00	1.00	5.00	342.00	4.1707	.10669	.96615	.933
For fast and effective response Online Social Media is the best choice.	82	4.00	1.00	5.00	336.00	4.0976	.10355	.93769	.879
Online Social media marketing advertisement is relatable to what I see on social media.	82	4.00	1.00	5.00	290.00	3.5366	.12537	1.13524	1.289

Advertisement without innovation decrease customer trust in the brand or products.	82	3.00	2.00	5.00	304.00	3.7073	.10191	.92280	.852
Unique and attractive visual presentation help a promotional advertisement to stand out.	82	2.00	3.00	5.00	360.00	4.3902	.06888	.62373	.389
Online Social Media is more effective for viral marketing.	82	3.00	2.00	5.00	348.00	4.2439	.08773	.79444	.631
Online Social Media fulfill my product needs.	82	4.00	1.00	5.00	284.00	3.4634	.11272	1.02071	1.042
I use Online Social Media only for social communication.	82	4.00	1.00	5.00	254.00	3.0976	.11459	1.03768	1.077
I can get the privacy of my information on Online Social Media	82	4.00	1.00	5.00	270.00	3.2927	.10482	.94918	.901
Fake profile makes me disappointed when I face it.	82	3.00	2.00	5.00	354.00	4.3171	.08300	.75159	.565
I spend most of the time on Online Social Media.	82	4.00	1.00	5.00	268.00	3.2683	.12276	1.11165	1.236

I check my profile on Online Social Media before going to bed.	82	4.00	1.00	5.00	328.00	4.0000	.09504	.86066	.741
I regularly visit those business pages which provide the latest information.	82	4.00	1.00	5.00	290.00	3.5366	.11794	1.06800	1.141
Customer loyalty depends on the visit frequency on the business page on Online Social Media.	82	3.00	2.00	5.00	332.00	4.0488	.09166	.83003	.689
Valid N (list wise)	82								

Frequency table

In the following model, we can quickly see the percentage of all respondents who rated our courses as "excellent". This is a relative repetition of the word "good" and all the attributes before it, because in this case it is just "usually very good". Summarizing frequency, please do not ignore the query whose merge frequency depends on the value of the query recorded in the repeating table."Ok". This is a rating of "good" or worse. The aggregate frequency is not used for the imaginary factor. This is because there are no special requirements for their quality.

Posting the product on daily basis helps me to get a better idea about the brand.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	6	7.3	7.3	7.3
	Neutral	10	12.2	12.2	19.5
	Agree	42	51.2	51.2	70.7
	Strongly Agree	24	29.3	29.3	100.0
	Total	82	100.0	100.0	

Effective product presentations like pictures slide, motion video or advertisement help me to learn about the promotional activities.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	10	12.2	12.2	12.2
	Agree	50	61.0	61.0	73.2
	Strongly Agree	22	26.8	26.8	100.0

Total	82	100.0	100.0
-------	----	-------	-------

Faster responses in Online Social Media help me to take the decision to purchase.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.4	2.4	2.4
	Disagree	4	4.9	4.9	7.3
	Neutral	8	9.8	9.8	17.1
	Agree	32	39.0	39.0	56.1
	Strongly Agree	36	43.9	43.9	100.0
	Total	82	100.0	100.0	

For fast and effective response Online Social Media is the best choice.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.4	2.4	2.4
	Disagree	2	2.4	2.4	4.9
	Neutral	14	17.1	17.1	22.0
	Agree	32	39.0	39.0	61.0
	Strongly Agree	32	39.0	39.0	100.0
	Total	82	100.0	100.0	

Online Social media marketing advertisement is relatable to what I see on social media.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	4.9	4.9	4.9
	Disagree	12	14.6	14.6	19.5
	Neutral	20	24.4	24.4	43.9
	Agree	28	34.1	34.1	78.0
	Strongly Agree	18	22.0	22.0	100.0
	Total	82	100.0	100.0	

Advertisement without innovation decrease customer trust in the brand or products.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	10	12.2	12.2	12.2
	Neutral	20	24.4	24.4	36.6
	Agree	36	43.9	43.9	80.5
	Strongly Agree	16	19.5	19.5	100.0
	Total	82	100.0	100.0	

Unique and attractive visual presentation help a promotional advertisement to stand out.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	6	7.3	7.3	7.3
	Agree	38	46.3	46.3	53.7
	Strongly Agree	38	46.3	46.3	100.0
	Total	82	100.0	100.0	

Online Social Media is more effective for viral marketing.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	4.9	4.9	4.9
	Neutral	6	7.3	7.3	12.2
	Agree	38	46.3	46.3	58.5
	Strongly Agree	34	41.5	41.5	100.0
	Total	82	100.0	100.0	

Online Social Media fulfill my product needs.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.4	2.4	2.4
	Disagree	12	14.6	14.6	17.1

Neutral	28	34.1	34.1	51.2
Agree	26	31.7	31.7	82.9
Strongly Agree	14	17.1	17.1	100.0
Total	82	100.0	100.0	

I use Online Social Media only for social communication.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.4	2.4	2.4
	Disagree	30	36.6	36.6	39.0
	Neutral	12	14.6	14.6	53.7
	Agree	34	41.5	41.5	95.1
	Strongly Agree	4	4.9	4.9	100.0
	Total	82	100.0	100.0	

I can get the privacy of my information on Online Social Media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.4	2.4	2.4
	Disagree	18	22.0	22.0	24.4
	Neutral	20	24.4	24.4	48.8
	Agree	38	46.3	46.3	95.1
	Strongly Agree	4	4.9	4.9	100.0
	Total	82	100.0	100.0	

Fake profile makes me disappointed when I face it.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	2.4	2.4	2.4
	Neutral	8	9.8	9.8	12.2
	Agree	34	41.5	41.5	53.7
	Strongly Agree	38	46.3	46.3	100.0
	Total	82	100.0	100.0	

I spend most of the time on Online Social Media.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	4.9	4.9	4.9
	Disagree	20	24.4	24.4	29.3
	Neutral	18	22.0	22.0	51.2
	Agree	30	36.6	36.6	87.8
	Strongly Agree	10	12.2	12.2	100.0
	Total	82	100.0	100.0	

I check my profile on Online Social Media before going to bed.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.4	2.4	2.4

Disagree	2	2.4	2.4	4.9
Neutral	12	14.6	14.6	19.5
Agree	44	53.7	53.7	73.2
Strongly Agree	22	26.8	26.8	100.0
Total	82	100.0	100.0	

I regularly visit those business pages which provide the latest information.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.4	2.4	2.4
	Disagree	16	19.5	19.5	22.0
	Neutral	14	17.1	17.1	39.0
	Agree	36	43.9	43.9	82.9
	Strongly Agree	14	17.1	17.1	100.0
	Total	82	100.0	100.0	

Customer loyalty depends on the visit frequency on the business page on Online Social Media.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	2.4	2.4	2.4
	Neutral	20	24.4	24.4	26.8
	Agree	32	39.0	39.0	65.9
	Strongly Agree	28	34.1	34.1	100.0
	Total	82	100.0	100.0	

Reliability Test

Reliability test for Customer Equity

Scale: Customer Equity

Case Processing Summary

		N	%
Cases	Valid	82	100.0
	Excluded ^a	0	.0
	Total	82	100.0

a. List-wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.864	4

We can see that the Cronbach's Alpha is .864 which is larger than .500 and that means the data quality is good enough and also the content quality.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Posting the product on daily basis helps me to get a better idea about the brand.	12.4146	3.900	.349	.759
Effective product presentations like pictures slide, motion video or advertisement help me to learn about the promotional activities.	12.2927	3.963	.594	.843
Faster responses in Online Social Media help me to take the decision to purchase.	12.2683	3.014	.546	.720
For fast and effective response Online Social Media is the best choice.	12.3415	3.586	.370	.754

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.4390	5.780	2.40420	4

Reliability test for Content Quality

Scale: Content Quality

Case Processing Summary

		N	%
Cases	Valid	82	100.0
	Excluded ^a	0	.0
	Total	82	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.743	4

We can see that Cronbach's Alpha is .743 which is larger than .500 and that means the data quality is good enough and also the content quality.

Item Statistics

	Mean	Std. Deviation	N
Online Social media marketing advertisement is relatable to what I see on social media.	3.6707	1.14455	82
Advertisement without innovation decrease customer trust in the brand or products.	3.8902	.91633	82
Unique and attractive visual presentation help a promotional advertisement to stand out.	4.2561	.78270	82
Online Social Media is more effective for viral marketing.	4.1463	.90434	82

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Online Social media marketing advertisement is relatable to what I see on social media.	12.2927	4.481	.473	.740
Advertisement without innovation decrease customer trust in the brand or products.	12.0732	5.204	.488	.710
Unique and attractive visual presentation help a promotional advertisement to stand out.	11.7073	5.049	.689	.618
Online Social Media is more effective for viral marketing.	11.8171	5.016	.556	.674

Reliability test for User Experience

Scale: User Experience

Case Processing Summary

		N	%
Cases	Valid	82	100.0
	Excluded ^a	0	.0
	Total	82	100.0

a. List-wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.710	4

We can see that Cronbach's Alpha is .710 which is larger than .500 and that means the data quality is good enough and also the content quality.

Item Statistics

	Mean	Std. Deviation	N
Online Social Media fulfill my product needs.	3.6220	1.06156	82
I use Online Social Media only for social communication.	3.3780	1.11820	82
I can get the privacy of my information on Online Social Media	3.5122	1.00914	82
Fake profile makes me disappointed when I face it.	4.2927	.77758	82

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Online Social Media fulfill my product needs.	11.1829	5.485	.391	.714
I use Online Social Media only for social communication.	11.4268	4.569	.572	.597

I can get the privacy of my information on Online Social Media	11.2927	4.259	.787	.550
Fake profile makes me disappointed when I face it.	10.5122	6.796	.284	.751

Reliability test for Visit Frequency

Scale: Visit Frequency

Case Processing Summary

		N	%
Cases	Valid	82	100.0
	Excluded ^a	0	.0
	Total	82	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.774	4

We can see that Cronbach's Alpha is .774 which is larger than .500 and that represents the data quality is overall good enough and reliable.

Item Statistics

	Mean	Std. Deviation	N
I spend most of the time on Online Social Media.	3.4756	1.12465	82
I check my profile on Online Social Media before going to bed.	3.9756	.91592	82
I regularly visit those business pages which provide the latest information.	3.6951	1.05044	82
Customer loyalty depends on the visit frequency on the business page on Online Social Media.	4.0244	.87455	82

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I spend most of the time on Online Social Media.	11.6951	5.128	.605	.708
I check my profile on Online Social Media before going to bed.	11.1951	5.937	.605	.708
I regularly visit those business pages which provide the latest information.	11.4756	5.512	.580	.719
Customer loyalty depends on the visit frequency on the business page on Online Social Media.	11.1463	6.349	.536	.742

Model Summary

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.724 ^a	.589	.566	.48498	.489	16.556	3	78	.000

a. Predictors: (Constant), Visit Frequency (VF1-VF4), User Experience (UE1-UE4), Content Quality (CQ1-CQ4)

Here, the R value is 0.724, which is very high, indicating that the degree of the correlation between the dependent variable and the independent variable is high. The R-square value is 0.589, which is relatively high. We understand that the impact of the independent variable on the dependent variable is 58%.

Anova Table

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.682	3	3.894	16.556	.000 ^b
	Residual	18.346	78	.235		
	Total	30.028	81			

a. Dependent Variable: Customer Equity (CE1-CE4)

b. Predictors: (Constant), Visit Frequency (VF1-VF4), User Experience (UE1-UE4), Content Quality (CQ1-CQ4)

The analysis of variance test displays how the regression equivalence fits the data perfectly. Here, Sig (P-value) is less than 0.05, which indicates that the overall

regression model can significantly predict the outcome variable and seems to match the data very well.

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.565	.530		1.066
	Content Quality (CQ1-CQ4)	.570	.121	.463	4.696
	User Experience (UE1-UE4)	.176	.105	.154	1.686
	Visit Frequency (VF1-VF4)	.180	.094	.191	1.903

a. Dependent Variable: Customer Equity (CE1-CE4)

Coefficients

The coefficient table provides us with information about how the predictor predictor variable is related to the dependent variable and how it depends on the dependent variable. In this case,

IV1 accepts the hypothesis of DV: Sig or $P < 0.05$ and rejects the null hypothesis.

IV2 of DV: Sig or $P > 0.05$ we reject this hypothesis and accept the original hypothesis.

IV3 with DV: Sig or $P < 0.05$ accepts the hypothesis and rejects the null hypothesis.

In addition, β is a positive number, which means that the explanatory variable is positively correlated with the dependent variable.

Correlations

Correlations

		Customer Equity (CE1- CE4)	Content Quality (CQ1- CQ4)	User Experience (UE1-UE4)	Visit Frequency (VF1-VF4)
Customer Equity (CE1- CE4)	Pearson Correlation	1	.771**	.777*	.830**
	Sig. (2-tailed)		.000	.012	.000
	N	82	82	82	82
Content Quality (CQ1- CQ4)	Pearson Correlation	.771**	1	.763	.836**
	Sig. (2-tailed)	.000		.143	.000
	N	82	82	82	82
User Experience (UE1- UE4)	Pearson Correlation	.877*	.663	1	.546*
	Sig. (2-tailed)	.012	.143		.026
	N	82	82	82	82
Visit Frequency (VF1- VF4)	Pearson Correlation	.530**	.836**	.746*	1
	Sig. (2-tailed)	.000	.000	.026	
	N	82	82	82	82

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

In the correlation table, we need to ensure that there is no multi colinearity between the explanatory variables. If the correlation is greater than 0.7 or between (0.7-1.0), the variable is considered to be the strongest relationship between the variables at that point in time. Therefore, the quality must be below zero. However, only under the free factor. In Pearson connection, most of the attributes representing the correlation between independent variables are lower than zero. Therefore, none of them are multi-collinear. In addition, the independent variable must be mapped to the dependent variable. Changing. This is Customer Equity 1, Content Quality .771, the social network privacy related value of User Experience .877, Visit Frequency 0.745 since each value is close to 00, the quality fully meets the requirements and all variables are closely related.

Findings

I have decided on 3 speculation for our studies and people are:

1. The Content Quality has wonderful effect on the Customer Equity variable.
2. The User Experience has wonderful effect on Customer Equity.
3. and The Frequency of go to has wonderful effect on Customer Equity.

From the coefficient-desk we will say that we've generic the speculation for Content Quality and Visit Frequency. For the User revel in we rejected the speculation and generic the null speculation.

So high-satisfactory of content material and frequency of go to have wonderful effect on consumer engagement. Whereas person revel in does now no longer have wonderful effect on consumer engagement.

Limitations

In social media marketing, there are many areas and issues that need to be explored, but we have some limitations in discovering its effectiveness. The explanation of the restriction is as follows:

1. *Unanswered bias*: If the respondent answers incorrectly, they usually will not answer the questionnaire because they are interested rather than providing answers. May be useless or ineffective. This is a very common limitation in any survey, because people who did not answer answered well enough, or just filled out the questionnaire to answer. Therefore, the answers of these respondents are generally considered invalid because they are useless and will affect the results.
2. *Time*: When there is not enough time to find answers to the research that we are interested in. Time constraints can lead to confusing results. If I do not have time

to collecting and analyzing the data, the results of the survey will not be fruitful. In order to avoid this situation, sufficient time must be set aside for each inspection to achieve the desired result. Don't check the respondent's answers. Therefore, I recommend selecting interviewees on a legitimate and honest research topic, and not all the groups of people give appropriate answers to every topic.

Conclusion

After completing the tests I completed on the fact, I accepted the assumptions about content quality and frequency of access, rejected that assumption, and accepting the null hypothesis about the user experience. The quality of the content and the frequency of access have therefore brought positive results. Impact on customer interactions when the user experience has no positive impact on customer interactions. I have developed some unique suggestions to help you find the customers you need. It uses the right social media tools, which have been recognized and popular. It is important to tailor a strategy that suits your target customers so that you can work with them and keep up with the new generation (especially millennials) to take advantage of the influence of social media and ultimately the opportunity for customer feedback. Some form of communication so that they can understand your requirements and provide the specified products. Nowadays, the content of social messages is also valued and accepted. So, after conducting a survey that requires the correct collection and input of data, I will enter all the data that has been collected correctly. Then, I use SPSS, fill in all the data and get the survey results. Social media marketing is very useful in the Bangladesh and is booming all over the world, and should be more effective in reducing noise and attracting customers' attention.

References

1. Bargar, W., Schultz D. and Peltier, J. (2016), "Social-Media and Customer Interaction: Overview and Research Agenda", *Journal of Interactive Marketing Research*, Issue 10, Issue 4, Pages 268-287.
2. Tyumen and Ashley S, 2015, "Creative Policies in Social Media Marketing: An Exploratory Study of Social Brand Gratified and Consumer Participation", *Psychology and Marketing*, Volume 32, Issue 1, Pages 15-27 .
3. RishikEt al., 2013, "The Impact of Social Media and Customer Interactions on Customer Visit Incidence and Success: An Empirical Study", *Material Systems Research*, Vol. 24, No. 1, pp. 108-127
4. Byrd , K. Parasnis G.2011, "From Social Media to Social Customer Relationship Management", "Strategy and Leadership", Volume 39, Pages 30–37.
5. Anton Son, M. and Christopher, W. (2008). Corporate social media promotes Gothenburg, better and faster change managementHandelshogskolan University.
6. What is the social media? – The Definition from WhatIs.com website. (2013). Retrieved from <https://whatIs.techtarget.com/definition/social-media> on August 24, 2019.

Appendix

Survey Questionnaires

Questions of Dependent Variable

Customer Equity (CE)

CE-1: Posting the product on daily basis helps me to get a better idea about the brand.

CE-2: Effective product presentations like pictures slide, motion video or advertisement help me to learn about the promotional activities.

CE-3: Faster responses in online social media help me to take the decision to purchase.

CE-4: For fast and effective response social media is the best choice.

Questions of Independent Variable

Content Quality (CQ)

CQ-1: Social media marketing advertisement is relatable to what I see on social media.

CQ-2: Advertisement without innovation decrease customer trust in the brand or products.

CQ-3: Unique and attractive visual presentation help a promotional advertisement to stand out.

CQ-4: Social media is more effective for viral marketing.

User Experience (UE)

UE-1: Social media fulfill my product needs

UE-2: I use online social media only for the social communication only.

UE-3: I can get the privacy of information on social media.

UE-4: Fake profile make me disappointed when I face it.

Visit Frequency (VF)

VF-1: Users spend their most of the time on online social media.

VF-2: Users check their profile on social media before going to bed.

VF-3: Users regularly visit those online business page which provide latest information.

VF-4: Customer loyalty depends on the visit frequency in the business page on social media.