

CUSTOMER EXPERIENCE ANALYSIS AND SOCIAL MEDIA MARKETING THROUGH MOBILE APP IN LIFESTYLE

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Abstract: Customer experience analysis is an essential parameter in modern businesses strategies. The primary objective of this research is to check the effect of social media marketing on customer experience. The null hypothesis state social media marketing through mobile applications pose no significant effect on customer experience. On contrary, alternative hypothesis impose the effect of social media marketing on mobile applications to affect customer experience. This research is time bound and geographically limited. Digital revolution gathers momentum through social media marketing. It is a platform for companies to promote brand names. Despite technological advances, Lifestyle is to yet to implement certain ease of accessibility. Customers discover application while in contact with their phones. Thus, search engines are prevalent for mobile applications localisation. The data is taken from 25 customers, 30% of the sample population are rare buyers, and 50% are moderately frequent buyers, while 20% consists of frequent buyers. The significance of the null hypothesis is discarded as value of p is 0.905681. Thus, alternative hypothesis is accepted that social media affects customer experience through mobile application of Lifestyle. Majority of participants confirm Lifestyle attempts calculated risks to on social media. Lifestyle implements effective campaign to consider benefits of deliverables to customers.

Key Words: Social media, Lifestyle, mobile application, customer experience and brand promotion

1. INTRODUCTION:

Analysis of customer experience is an integral parameter in the present era for businesses. Companies must attend to the present needs and demands of the consumers by fulfilling their promise of high returns on their investments. The present paper aims to analyse customer experience through the practice of social media marketing in mobile applications. The current trends in Indian markets encourage additional platforms to promote company products and services. The company chosen for this study is Lifestyle, a Bengaluru based retail brand working under the parent conglomerate named Landmark Group.

2. OBJECTIVES:

The main objective of the present research is to appraise the impact of social media marketing on customer experience. Secondary objectives of this research are given below.

- To analyse whether retail industries should involve social media marketing in their mainstream marketing strategies
- To analyse the liabilities of technological development in retail organisations in India
- To evaluate the benefit of mobile applications to enhance the quality of buying experience of the customers of Lifestyle
- To check if online buying through mobile application is preferred over offline purchase by Lifestyle customers

3. HYPOTHESES:

The present research attempts to predict the effect of social media marketing through mobile applications on buying behaviours of customers in Indian market with the help of the following hypotheses. H₀ is the null hypothesis and H₁ is considered as an alternative hypothesis.

H₀: Social media marketing through mobile applications pose no significant effect on customer experience

H₁: Social media marketing with the help of mobile applications influence customer experience

4. LIMITATIONS OF THE STUDY:

This research is barricaded by time-relative and geographical limitations. This is why the researcher has failed to extend their study beyond the chosen organisation and country. Lifestyle stores are strictly limited to fashion apparel and accessories; hence it is not possible to predict whether the same outcomes can be relatable to other industries. The research analyses a retail brand (Lifestyle) that primarily operates from an urban ambience. Customers pertaining from rural spheres are not observed in these studies as the chances of their availing social media applications are rare. Thus, future studies can focus on a wide berth of customers to determine their experience from media marketing and application of mobile applications.

5. REVIEW OF LITERATURE:

Introduction: Digital revolution has been gathering momentum, since the eve of last decade. Digital consumer experience is a key factor that engages with the deliverables of the producers. Companies use varied marketing strategies on both mass and social and mass media to monetise customers in modern economies. Lifestyle is a fashion retail brand in India that aims to improve their customers’ digital experience through their new mobile application.

Application of social media marketing strategies: Social media marketing is a widely used platform for a number of companies to promote their brand name. Many organisations believe marketing is essential than productionⁱ. Hence, customers must be aware of the products that are to be delivered even before the action is implementedⁱⁱ. The application of Lifestyle provides a plethora of choice that caters to the needs and preference of a wide variety of customers. Lifestyle has been a major contributor to modern buying behaviours of their customersⁱⁱⁱ. Online marketing through mobile applications have made the purchases easier and more accessible to consumers^{iv}. Lifestyle is re-imagining their interactive strategies with their clients. Consumers have reported having discovered latest applications in fitness tracking, gaming, online purchasing and music streaming^v. The possibilities are derived by digital technologies of social media in associated practices of retail commerce.

Technological approaches to marketing: Despite the technological advances brought by Lifestyle to its customers, it is yet to implement certain accessibility ease. Organisations like Apple, Netflix and Amazon leverage customer-generated information through their behaviours of online buying and browsing^{vi}. This helps the companies to understand the preferences of their customers and promote their products better. Mobile application marketing is referred to as an advertising media that complements the customer experience with the brand and catalyses e-commerce to connect customers with their preferred brands^{vii}. Marketers assume customers usually rely on app stores to discover new applications for their needs and budget. However, less than 30% of customers browse applications in app stores^{viii}. In this context, social media is a popular method to discover applications as per the needs and demands of the customers.

Discovery of mobile applications: Customers discover apps in multiple instances while in contact with smart-phones. Media advertisements often pop up as a part of another app^{ix}. During the engagement in another app or watching a video in social media platforms like YouTube or Facebook, customers often stumble through mobile applications through paid advertisements^x. Lifestyle uses customer search histories to present them in a strategic point of app discovery. About three-fourths of smart-phone users discover their preferred application while browsing randomly through their social media sites^{xi}. For instance, a customer has to purchase apparel within an economical budget. They usually take help of the search engines to discover outfits in their chosen budget. They come through the mobile application of Lifestyle, which enumerates available choices^{xii}. In case of a frequent buyer, they can then download the mobile application. In order to retain these customers, Lifestyle often promotes app-only discounts or other offers.

Conclusion: Thus, it can be deduced search engines are also prevalent for localisation of mobile applications. Social media keeps track of reviews of prominent vending applications in several categories of retail. Limitations of social media marketing are that it can be unpredictable and are usually dependent on customers’ preferences. Despite this limitation, social media has enhanced the experience of customers to access their favoured vendors and products through their smart-phones.

6. RESEARCH METHODOLOGY:

The data is collected from the sample populace of 25 customers. These people are randomly chosen from the clientele database of Lifestyle. The appraisal is performed with the help of inferential as well as descriptive statistical methods. Descriptive statistics demonstrate the data in a comprehensive manner and their distribution during the studies. The data has been calculated by central tendency to draw precise inference. Furthermore, inferential statistics offered a conclusion prevalent in the aforementioned sample. The researcher applied 5% level of significance as it reduces type I and types II errors in the data analysis. Inferential statistical analysis is done through single-tailed Chi-squared test. The observations are tabulated to find if it is lesser than the chosen significance level to test for hypothesis validation. The researcher has observed specific ethical measures while collecting information. All sensitive and personal information is destroyed after the survey is completed. (*Refer to Appendix A*)

6. RESULTS:

Descriptive statistics

Categories	Classification	Number of participants	Percentage %
Age	18-25 years	8	40
	25-32 years	7	35
	32-39 years	3	15
	40 years and above	2	10
Sex	Male	8	40

	Female	12	60
Frequency of buying	Rare (less than once in two months)	6	30
	Moderate (once in a month)	10	50
	Frequent (once a week)	4	20
Total		25	100

Table 1: Respondent description
 (Source: Given by Researcher)

As given in the previous table, samples of respondents are classified into three categories. 40% of the population belong to age range of 18 to 25 years. 35% of participants belong to the age group of 25 to 32 years. About 15% of the chosen sample is between the ages of 32 to 39 years. Finally, 10% of the sample participants are over 40 years of age. The gender is segregated as a 60-40 classification of ratio of female to male. The researcher has chosen this ratio as the total clientele ratio of Lifestyle in terms of gender is fairly close to 60 to 40. The last category is frequency of buying. This particular determines how frequently the buyers indulge in a purchasing experience. People who rarely buy from mobile apps comprise 30% of the sample population. About 50% of the population is moderately frequent buyers, while 20% of the sample is frequent buyers.

Number of participants/Details on public relations effects	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	frequency
A. Ease of online purchase	1	1	0	1	1	1	0	1	1	0	1	0	1	1	0	1	1	0	1	1	14
B. Preference of purchasing method	1	1	1	0	1	1	0	1	1	0	1	1	1	1	0	1	0	1	1	1	15
C. Consumer experience	0	1	1	1	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	1	16
D. Referrals to friends and family	0	1	1	1	1	0	1	1	1	1	1	0	1	0	1	1	1	1	1	0	15
E. Difference in price	1	0	1	1	1	1	1	1	0	1	1	1	1	1	0	1	1	1	1	1	17
F. Risks involved	0	1	0	1	1	0	1	0	0	1	0	1	1	1	0	1	1	0	1	1	12
	3	5	4	5	6	4	4	4	4	4	5	3	6	5	2	5	5	4	6	5	
	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	
	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	

Table 2: Frequency table
 (Source: Given by Researcher)

Observed (O)	Expected (E)	O-E	(O-E) ²	$\frac{(O-E)^2}{E}$
3	6	-3	9	1.5
5	6	-1	1	0.167
4	6	-2	4	0.667
5	6	-1	1	0.167
6	6	0	0	0
4	6	-2	4	0.667
4	6	-2	4	0.667
4	6	-2	4	0.667
4	6	-2	4	0.667
4	6	-2	4	0.667
5	6	-1	1	0.167
3	6	-3	9	1.5
6	6	0	0	0
5	6	-1	1	0.167
2	6	-4	16	2.667
5	6	-1	1	0.167
5	6	-1	1	0.167
4	6	-2	4	0.667

6	6	0	0	0
5	6	-1	1	0.167
				11.505

Table 3: Calculations for chi-squared test

(Source: Given by Researcher)

From the above table, $\chi^2 = 11.505$. The graph shows the significance of the null hypothesis. It is seen that value of p is 0.905681 which is insignificant at the 0.05 significance level.

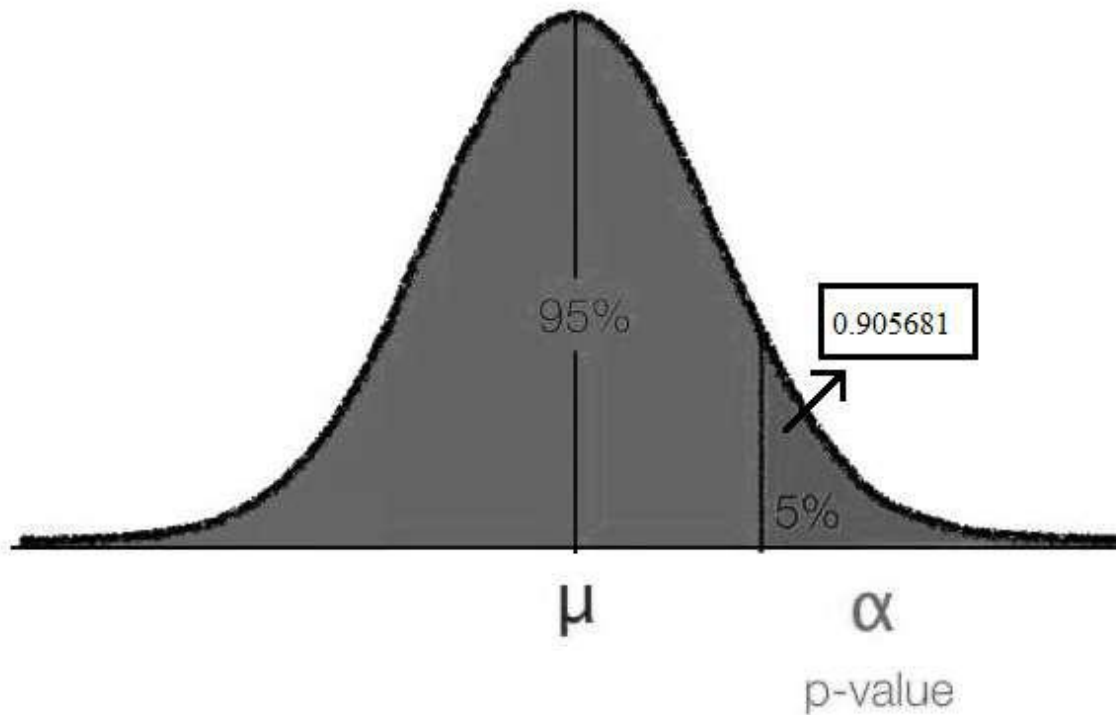


Figure 1: Chi-squared graph

(Source: Given by Researcher)

Number of participants (n) = 20

$\chi^2 = 11.505$

Thus, Degree of freedom (n-1) = 20-1= 19

Thus, P-Value = 0.905681

7. DISCUSSION:

As per the observation made from the table and the graphical representation, P-Value is 0.905681. Hence, χ^2 is insignificant at the significance level of 0.05. As critical value elevates in comparison to χ^2 , the researcher disregards null hypothesis that denies the efficacy of social media marketing for mobile applications of Lifestyle on customer experience. The alternative hypothesis stating the efficacy of social media to promote Lifestyle application is accepted.

i) Promotion campaigns on social media are influential brand recognition drivers. 70% of population accepts the ease of online shopping, with 75% of them agreeing applications offer easier accessibility than the company websites.

ii) Lifestyle wants to implement an effective campaign that considers benefits of their deliverables to consumers. This attracts new consumers, through enhanced experience, as well as retains older customers.

iii) Social networking platforms promote mobile applications of Lifestyle that display during consumers’ random browsing. The variety of engagement depends upon their personal preferences. Thus, Lifestyle attempts to create more participative and engaging applications to enhance its consumer experience.

iv) A majority of participants confirm that Lifestyle attempts a number of calculated risks to promote their brand on social media. Henceforth, risk management approaches should be planned and implemented prior to the application of.

8. CONCLUSIONS:

Hence, from studying the above data it can be stated that brand promotion of mobile application in social media gives wider recognition and enhances customer experience. A limitation of the present research study is the researcher has focused their strategies on a specific organisation. The results can be variable in case of start-up businesses. Social media is considered a progressive and dynamic platform. Thus, efficacy of innovative developments on social networking provides future research scope. Further investigation on this topic can help to determine and implement ultimate brand promotion strategies. Similarly, the area of operation is constrained to a single nation, India. However, prevalence of barriers has not hindered the deduction of hypotheses and further establishment of the alternative hypothesis.

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APPENDICES

Appendix A: Survey questionnaire

1. Do you feel it is easy to purchase an article online than offline transactions?

Options	Total respondent	Response
Yes (1)	20	
No (0)	20	

2. Do you prefer mobile applications to desktop websites of Lifestyle while making a purchase?

Options	Total respondent	Response
Yes (1)	20	
No (0)	20	

3. Have you come to know about the application from a social networking side?

Options	Total respondent	Response
Yes (1)	20	
No (0)	20	

4. Would you refer your friends and families to try the mobile application of Lifestyle?

Options	Total respondent	Response
Yes (1)	20	
No (0)	20	

5. Do you think the prices are different in mobile application of Lifestyle than in the stores or websites?

Options	Total respondent	Response
Yes (1)	20	
No (0)	20	

6. Do you feel it is risky to buy costly products with the help of the mobile application of Lifestyle?

Options	Total respondent	Response
Yes (1)	20	
No (0)	20	

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