

A STUDY ON CROSS CULTURAL ANALYSIS OF SOCIAL MEDIA MARKETING'S IMPACT ON YOUTH IN CHENNAI AND DUBAI WITH REFERENCE TO ZESTLOGIC SYSTEMS PVT LTD

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ABSTRACT

In the era of digital transformation, Organization embarked on a comprehensive study to explore the dynamics of social media use, marketing perceptions, and digital content consumption among 345 participants. Utilizing statistical methods such as Spearman's rho correlation, Mann Whitney U test, and Kruskal-Wallis H test, this research investigates the interrelationships between social media and marketing strategies within the framework of IT services like cloud computing, data analytics, operational technologies, IoT, and patent portfolio management. Supported by primary data collected through questionnaires via email and WhatsApp, this time-bound study connects demographic data with respondent behaviors to analyze the influences on buyer decisions. The goal is to use these insights to enhance Organization's marketing strategies, with the possibility for further studies to deepen understanding of various influential factors. The findings indicate significant correlations between social media engagement and brand perception, underscoring the importance of culturally sensitive and authentic marketing strategies. The study identifies specific digital engagement behaviors and preferences, emphasizing the need for Organization to tailor its marketing efforts to better meet audience expectations. Recommendations include refining marketing strategies to better align with consumer preferences and enhancing the cultural relevance of campaigns to boost marketing effectiveness.

Keywords: Social media marketing, digital content consumption, demographic analysis, culturally sensitive marketing, buyer behavior.

INTRODUCTION

In the era of rapid globalization and technological advancement, businesses are navigating an ever-changing landscape where digital channels have become indispensable tools for growth and engagement. Among these businesses, Organization emerges as a prominent figure in the IT solutions sector, spearheading innovation and recognizing the pivotal role of social media marketing in driving market expansion and customer engagement. The organization boasts a legacy of delivering cutting-edge technological solutions, understanding the imperative of leveraging digital platforms to extend market reach and foster deeper connections with customers. However, in a world where consumer behaviors are shaped by a myriad of influences including culture, society, and technology, staying relevant and competitive necessitates continuous adaptation and innovation in marketing strategies. Thus, Organization embarks on a strategic endeavor, a comprehensive exploration into the intricate dynamics of social media marketing and its impact on the youth demographic in culturally diverse regions, specifically focusing on the vibrant cities of Chennai and Dubai. These cities, with their distinct cultural tapestries and technological landscapes, serve as ideal microcosms for studying how cultural nuances shape the reception and effectiveness of digital marketing endeavors. The project aims to comprehensively understand the complexities of social media marketing through a multifaceted approach, involving examining social media usage patterns, content preferences, and engagement metrics among the youth demographic in Chennai and Dubai. By analyzing these factors, Organization endeavors to gain insight into the underlying motivations, perceptions, and cultural influences that shape young consumers' interactions with social media marketing content. The project will commence with meticulous planning and development phases to lay the groundwork for effective research execution, involving designing comprehensive surveys tailored to capture valuable insights into social media usage patterns, content preferences, and engagement metrics among the youth demographic in Chennai and Dubai. These surveys will be crafted to ensure relevance and accuracy in data collection, enabling Organization to gain a macro-level understanding of consumer behaviors in these culturally diverse regions. In addition to social media marketing, Organization acknowledges the broader landscape of digital marketing, which encompasses various channels and strategies beyond social media platforms, including search engine optimization (SEO), content marketing, email marketing, and influencer partnerships, among others. By understanding the

interplay between different digital marketing channels and their impact on consumer behavior, Organization aims to develop holistic marketing strategies that resonate with its target audience across diverse cultural contexts. The anticipated findings of this research endeavor hold the promise of yielding invaluable insights for Organization. Not only will it deepen the company's understanding of its target audience, but it will also inform the refinement of its digital marketing strategies. By discerning the types of marketing campaigns that resonate most with youth in diverse cultural settings, Organization can tailor its approach to better align with the preferences and sensibilities of its audience, thereby enhancing its market effectiveness and competitive edge. Through a meticulous examination of social media dynamics, as well as the broader digital marketing landscape, in diverse cultural contexts, Organization seeks to unlock new avenues for engagement, innovation, and success in the digital age.

NEED FOR THE STUDY

This study is necessitated by the evolving landscape of social media marketing and its varied impact on the youth across different cultures, particularly in Chennai and Dubai. Understanding these dynamics is crucial for organizations to navigate the complexities of global markets effectively. It seeks to bridge the knowledge gap regarding the influence of cultural contexts on social media engagement among the youth, providing insights into how social media shapes brand perceptions differently across cultures. This understanding will enable the crafting of more nuanced, culturally sensitive marketing strategies that resonate with diverse audiences.

OBJECTIVES FOR THE STUDY

- To Study the Cross-Cultural Analysis of Social Media Marketing's Impact on Youth in Chennai and Dubai with Organization.
- To Analyze social media usage among youth in Chennai and Dubai.
- To Measure the impact of social media marketing on brand perception.
- To Suggest cross-cultural adaptation strategies for marketing campaigns.
- To Investigate the types of digital content consumed by youth in Chennai and Dubai.

SCOPE FOR THE STUDY

The scope of this study encompasses a detailed examination of social media's role in shaping the perceptions and behaviors of the youth in Chennai and Dubai. It aims to analyze social media usage patterns, assess the impact of social media marketing on brand perception, and identify the types of digital content that engage the youth in these distinct cultural settings. By conducting a Cross-cultural analysis, the study will also propose adaptation strategies for marketing campaigns, ensuring they are effectively tailored to each cultural context.

REVIEW OF LITERATURE

N. Khurana (2015) “The Impact of Social Networking Sites on the Youth”, State that:

This research aims to raise awareness among youth about the effects of social networking sites, exploring both positive and negative impacts. Popular platforms like Facebook, YouTube, Instagram, Twitter, and Skype are examined for their merits and demerits. Concerns include increased distraction and a shift in attention from the real world to the virtual realm. The study emphasizes the importance of youth using these platforms judiciously and prioritizing their interactions effectively.

Brij Mohan Kumawat (2017) “AN UNDERSTANDING TO THE CONCEPT OF SOCIAL MEDIA MARKETING CHALLENGES AND OPPORTUNITIES”, State that:

the research paper explores the concept of social media marketing, emphasizing its growing importance in today's business landscape. It discusses the opportunities and challenges faced by businesses in India regarding social media marketing, highlighting its potential for brand recognition, improved customer experiences, and increased brand authority. However, it also acknowledges the challenges such as quick feedback management, lack of brand control, and time allocation. Overall, the paper underscores the necessity for businesses to adapt to the changing dynamics of social media and effectively manage their online presence to stay competitive.

P.V.Amutha, K.Shunmugasundaram, G.B.Karthikeyan (2018) “A STUDY ON CONSUMERS PERCEPTION TOWARDS SOCIAL MEDIA MARKETING PRACTICES”, State that: This paper explores the rising popularity of social media platforms like Facebook, Twitter, and YouTube worldwide, highlighting their role in revolutionizing marketing practices. Social media's ability to facilitate direct interaction at reduced costs has transformed every user into a potential content creator, crucial for modern

business strategies. The research focuses on consumer perceptions of social media marketing, concluding that companies engaging in social media marketing are perceived as more innovative than their counterparts.

N.Nithya (2018) “Analyze the Digital Marketing Techniques in Search Engine Optimization”, State that: the paper examines various digital marketing techniques, including search engine optimization (SEO), search engine marketing (SEM), content marketing, social media marketing (SMM), pay- per-click advertising (PPC), affiliate marketing, and email marketing. It discusses the importance of each technique and highlights their effectiveness in reaching and engaging target audiences. The study also presents experimental results, such as the comparison of advertisement measure ratio and advertising media market size ratio, to illustrate the impact and trends in digital marketing. In conclusion, the paper emphasizes the significance of digital marketing across multiple channels in understanding consumer behavior and driving business success.

RESEARCH METHODOLOGY

Research methodology refers to the systematic process of collecting, analysing, interpreting and drawing conclusions about a particular topic or subject of study. It outlines the procedures, techniques and tools that researchers use to conduct their investigations, ensuring that the research is accurate, reliable and valid.

DESCRIPTIVE RESEARCH DESIGN

Descriptive research design is a methodological approach in which researchers aim to systematically describe and analyze the characteristics, features, or behaviors of a particular subject, group, or phenomenon. It does not involve manipulating variables or establishing causation but instead focuses on providing a comprehensive and objective portrayal of the subject under investigation.

RESEARCH APPROACH

The survey approach is used during the research. A separate structured Questionnaire was used to collect data from individuals to achieve the objective of the study.

SAMPLE SIZE

A sample of 345 respondents was chosen for the study through Morgan's table.

CONVENIENCE SAMPLING

Convenience sampling is a non-probabilistic method used in research, where researchers select participants based on their ease of access or availability. This method is quick and cost effective and also gathers information from known sources only.

NON-PARAMETRIC TEST

Non parametric statistics refers to a statistical method in which the data are not assumed to come from prescribed models that are determined by a small number of parameters.

TOOLS USED IN THIS STUDY

- Spearman's Correlation
- Mann-Whiney U test
- Kruskal-Wallis H test.

These are the three tools which comes under the non-parametric test.

CORRELATIONS

Spearman's rank correlation, often referred to as Spearman's rho (ρ), is a non-parametric statistical method used to assess the strength and direction of the monotonic relationship between two variables. Unlike Pearson correlation, which measures linear relationships, Spearman's rank correlation is used when the variables are ordinal or when the assumption of linearity is not met.

CORRELATIONS

			Social Media Influence Index	Social Media Engagement	Social Media Brand Perception and Influence	Cultural Relevance and Sensitivity in Marketing	Digital Content Consumption Preferences
Spearman's rho	Social Media Influence Index	Correlation Coefficient	1.000	.081	.118	.019	.078
		Sig. (2-tailed)		.133	.028	.728	.148
		N	345	345	345	345	345
	Social Media Engagement	Correlation Coefficient	.081	1.000	.311**	.245**	-.009
		Sig. (2-tailed)	.133		.000	.000	.867
		N	345	345	345	345	345
	Social Media Brand Perception and Influence	Correlation Coefficient	.118	.311**	1.000	.504**	.266*
		Sig. (2-tailed)	.028	.000		.000	.000
		N	345	345	345	345	345
	Cultural Relevance and Sensitivity in Marketing	Correlation Coefficient	.019	.245**	.504**	1.000	.347*
		Sig. (2-tailed)	.728	.000	.000		.000
		N	345	345	345	345	345
	Digital Content Consumption Preferences	Correlation Coefficient	.078	-.009	.266**	.347**	1.000
		Sig. (2-tailed)	.148	.867	.000	.000	
		N	345	345	345	345	345

Correlations

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

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

INTERPRETATION:

The analysis of Spearman's rho correlation data across 345 observations reveals minimal correlations between the Social Media Influence Index and other variables, except for a slight correlation with Brand Perception. Social Media Engagement significantly correlates with Brand Perception and Cultural Sensitivity, indicating its impact on brand image and marketing relevance. Brand Perception strongly links to Cultural Sensitivity and moderately to Content Preferences, suggesting culturally sensitive marketing enhances brand perception and content alignment. These interrelations highlight the complex dynamics businesses must navigate for effective social media strategies

MANN WHITNEY U TEST

Null hypothesis H0: There is no significance difference between mean ranks of gender with respect to factors of study.

Alternate hypothesis H1: There is significant difference between mean ranks of gender with respect factors of study.

TABLE SHOWING THE MEAN RANK BETWEEN GENDER

	Gender	N	Mean Rank	Sum of Ranks
Social Media Influence Index	Male	228	182.03	41503.50
	Female	117	155.40	18181.50
	Total	345		
Social Media Engagement	Male	228	162.78	37114.50
	Female	117	192.91	22570.50
	Total	345		
Social Media Brand Perception and Influence	Male	228	169.79	38712.50
	Female	117	179.25	20972.50
	Total	345		
Cultural Relevance and Sensitivity in Marketing	Male	228	171.54	39110.00
	Female	117	175.85	20575.00
	Total	345		

Digital Content Consumption	Male	228	179.61	40951.50
Preferences	Female	117	160.12	18733.50
	Total	345		

Ranks

Test Statistics^a

	Social Media Influence Index	Social Media Engagement	Social Media Brand Perception and Influence	Cultural Relevance and Sensitivity in Marketing	Digital Content Consumption Preferences
Mann-Whitney U	11278.500	11008.500	12606.500	13004.000	11830.500
Wilcoxon W	18181.500	37114.500	38712.500	39110.000	18733.500
Z	-2.371	-2.670	-.838	-.384	-1.732
Asymp. Sig. (2-tailed)	.018	.008	.402	.701	.083

a. Grouping Variable: Gender

INTERPRETATION:

The Mann Whitney U test reveals significant gender differences in Social Media Influence Index and Social Media Engagement, with males scoring higher in influence and females higher in engagement. No significant gender differences were found in Brand Perception, Cultural Sensitivity in Marketing, or Digital Content Consumption Preferences. These results suggest gender impacts influence and engagement but not other marketing perceptions.

KRUSKAL WALLIS H TEST

Null hypothesis H0: There is no significance difference between the mean rank of respondents age with respect to factors involved in study.

Alternate hypothesis H1: There is a significance difference between the mean rank of respondents age group with respect to factors involved in study.



Ranks

	Age	N	Mean Rank
Social Media Influence Index	below 18	19	273.26
	18 - 23	192	165.72
	23-28	61	167.42
	28 - 33	45	151.30
	above 33	28	201.93
	Total	345	
Social Media Engagement	below 18	19	92.89
	18 - 23	192	186.07
	23-28	61	186.70
	28 - 33	45	149.28
	above 33	28	146.05
	Total	345	
Social Media Brand Perception and Influence	below 18	19	154.03
	18 - 23	192	177.61
	23-28	61	144.55
	28 - 33	45	165.80
	above 33	28	227.80
	Total	345	
Cultural Relevance and Sensitivity in Marketing	below 18	19	150.92
	18 - 23	192	182.70
	23-28	61	138.61
	28 - 33	45	172.83
	above 33	28	196.68
	Total	345	
Digital Content Consumption Preferences	below 18	19	147.34
	18 - 23	192	187.44
	23-28	61	151.80
	28 - 33	45	173.90
	above 33	28	136.11
	Total	345	

Test Statistics^{a,b}

	Social Media Influence Index	Social Media Engagement	Social Media Brand Perception and Influence	Cultural Relevance and Sensitivity in Marketing	Digital Content Consumption Preferences
Chi-Square	25.383	21.520	14.902	11.746	12.053
df	4	4	4	4	4
Asymp. Sig.	.000	.000	.005	.019	.017

a. Kruskal Wallis Test

b. Grouping Variable: Age

INTERPRETATION:

The Kruskal-Wallis H test revealed significant differences across age groups for all social media-related factors, leading to the rejection of the null hypothesis. The below 18 age group had the highest Social Media Influence Index mean rank, indicating higher influence. The 18-23 and 23-28 groups showed high Social Media Engagement. Older adults (above 33) had the highest ranks for Social Media Brand Perception and Influence and Cultural Relevance and Sensitivity in Marketing. Younger adults (18-23) exhibited the highest ranks for Digital Content Consumption Preferences. These findings suggest age significantly impacts social media influence, engagement, brand perception, and content preferences.

TABLE SHOWING H -TEST EDUCATION LEVEL OF THE RESPONDENTS

		Ranks	
	Education Level	N	Mean Rank
Social Media Influence Index	SSLC/HSC	25	195.36
	Diploma	42	152.35
	UG	185	160.51
	PG	75	186.39
	Ph.D.	18	262.69
	Total	345	
Social Media Engagement	SSLC/HSC	25	132.94
	Diploma	42	164.04
	UG	185	174.98
	PG	75	188.09
	Ph.D.	18	166.28
	Total	345	
Social Media Brand Perception and Influence	SSLC/HSC	25	151.88
	Diploma	42	117.74
	UG	185	175.23
	PG	75	181.57
	Ph.D.	18	272.64
	Total	345	
Cultural Relevance and Sensitivity in Marketing	SSLC/HSC	25	181.08
	Diploma	42	124.56
	UG	185	170.63
	PG	75	194.56
	Ph.D.	18	209.36
	Total	345	
Digital Content Consumption Preferences	SSLC/HSC	25	127.80
	Diploma	42	149.64
	UG	185	193.52
	PG	75	158.45
	Ph.D.	18	140.00
	Total	345	

Total	345
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Test Statistics^{ab}

	Social Media Influence Index	Social Media Engagement	Social Media Brand Perception and Influence	Cultural Relevance and Sensitivity in Marketing	Digital Content Consumption Preferences
Chi-Square	22.289	6.312	32.962	16.312	19.114
df	4	4	4	4	4
Asymp. Sig.	.000	.177	.000	.000	.000

- a. Kruskal Wallis Test
- b. Grouping Variable: Education Level

INTERPRETATION:

The Kruskal-Wallis H test revealed significant differences across educational levels for several social media factors. Ph.D. holders showed the highest mean ranks for Social Media Influence Index, Brand Perception, and Cultural Relevance and Sensitivity, suggesting greater influence and cultural awareness. No significant differences were found in Social Media Engagement across educational groups, indicating uniform engagement. Undergraduates had the highest mean rank for Digital Content Consumption Preferences, indicating distinct content preferences. Overall, educational attainment impacts social media influence, brand perception, cultural sensitivity, and content preferences.

SUMMARY OF FINDINGS

The majority of respondents are young adults aged 18-23, predominantly male, and mostly from Chennai. Undergraduates and full-time employees form the largest groups in terms of education and employment status. Many respondents are neutral about the influence of social media marketing on their purchasing decisions, though they moderately trust information on social media. Social media is occasionally influential in shaping purchasing decisions and societal trends. Instagram and WhatsApp are the preferred platforms, and social media is seen to have a somewhat positive impact on daily life. Privacy concerns are moderate, and social

media significantly impacts daily activities. There is moderate awareness and trust in brands on social media, but skepticism about the positive impact of social media presence on brand image. Cultural relevance in marketing is deemed important, with adapted campaigns enhancing brand perception. Digital content consumption is high, especially on Facebook, with a preference for local and motivational content.

SUGGESTIONS

To enhance social media marketing effectiveness, develop culturally sensitive campaigns tailored to specific demographics and utilize platforms like Instagram and WhatsApp for targeted content. Foster authenticity by sharing user-generated content and behind-the-scenes brand glimpses, and address privacy concerns to build trust. Continuously adapt marketing strategies based on consumer feedback and preferences, engage communities through interactive content, and personalize messages using customer data. Collaborate with local influencers, invest in targeted advertising, and actively engage with your audience by participating in conversations and promptly responding to comments.

CONCLUSION

The project underscores the complexities of social media and its impact on marketing strategies. By understanding users' preferences and behaviors on social media, companies such as Organization can improve their targeting efforts. Authenticity, cultural sensitivity, and personalized interactions are key to shaping a positive brand image. Organization's research offers insights into the social media habits of young people in Chennai and Dubai, emphasizing the importance of cultural awareness in online marketing. Moreover, engaging with customers directly on social media can positively influence their perceptions of a brand. Overall, the research highlights the necessity for businesses to adapt their marketing approaches to different cultural contexts in order to effectively connect with their audience.

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