Declaration of Originality

I hereby declare that this project is entirely my own work and that any additional sources of information have been duly cited.

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Signed .....

Date .....

Name of Supervisor……

Using social media to engage customers and increase sales: the study of Filli café

Name of Student

Student Number

Programme

Date

Executive summary

The core focus of the study is on analysing the use of social media for engaging customers and increasing sales. The data for the study was gathered with the help of both the primary and secondary data resources. Questionnaire survey and interview was conducted for gathering the required data. The analysis of the gathered data was done with the help of MS Excel and thematic analysis. The sole objective was evaluating the performance of Filli café in using social media. The research identifies that effective use of social media strategies is useful in increasing customer engagement. Alongside this the use of social media platforms is also useful in increasing revenue for the organisation. The study identifies that Filli café is using different social media platforms for engaging with its customers and attracting potential customers. With the analysis it was identified that Filli Café is using different strategies for enhancing their customer engagement. Moreover, a proper recommendation was given to the company which can be used for enhancing the social media strategies for increasing customer engagement and increases their sales revenues. Chapter one of the study provided a complete overview and the topic of the study has been introduced. The objectives, aim, questions and problems of the study have been highlighted by the researcher. However, in chapter two of the study, information was collected by the researcher from secondary sources. It allows the researcher to fulfill the requirement of the literature review, research question, and objectives and analyze the impact of variables. The methodology of the study allowed the researcher to provide information regarding the techniques which was used to complete the study effectively. To conclude the information from primary sources the researcher analyzed the information in chapter four of the study. The researcher concluded all the findings in chapter five and provided the recommendations.

Acknowledgment

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1 Chapter one: Introduction

1.1 Introduction

According to Durkin, McGowan and McKeown (2013), since the advent of social media and smartphones, the accessibility of information had been far easier than it was ever before. Social media has also changed the way organizations interact with their customers or target market. In wider terms, it can be said that incorporating the use of social media for customer interactions is recognized as a logical development for organizations and businesses for expanding and enhancing communications with their customers.

1.2 Background of study

In the view of Khodakarami and Chan (2014), customer relationship management is considered as the major element of the marketing mix which is helpful in developing synergistic strategic planning. Relationship oriented interferences for building loyalty of the consumers that required modified marketing efforts for the consumers will be beneficial in enhancing the profitability of the company. Presently, in the competitive environment it has been observed that there is a shift from the product-centric approach of marketing towards more customer-centric approach. In addition to this Wirtz *et al.* (2013), stated that organizations are more focused about enhancing customer engagement as it is the main element through which performance and profitability can be increased. Effective relationship management with the customer initiates when the organizations properly identified and acquire the correct customer for the business.

According to Hollebeek, Glynn and Brodie (2014), social media in the present technology advanced society is considered as a significant tool which is used for interacting and communicating with the customers and the potential customers. Social media platforms are basically online applications which are used with the objective of facilitating associations, collaborations and transferring of content.Different social media platforms are considered to have a dramatic influence on the reputations of the brand and can be used for influencing the buying decision and engagement of the customers.Organizations in order to be successful needs to build a strong relationship with the target audience of the brand and in order to do so customer engagement is one of the thing is objective can be achieved.

The study focuses on analysing the way Filli café is using social media strategies for increasing customer engagement and eventually increasing its sales. It has been identified that the brand has its presence on almost all the popular social media platforms which are helpful in attracting customers more efficiently. In the view of Guo and Saxton (2014), the social media strategies used by organisations for attracting potential customers differ from each other. In case of Filli café there the company focuses on identifying the trends and needs of its customers through social media statistics. On the other hand some of the companies are involved in using more advanced tools available on social media for engaging their customers. Along with this it has been also identified that some of the successful companies are just not focusing on using both traditional medium and digital mediums for attracting their customers. This strategy is given them the benefit of targeting a large pool of customers. Moreover, many of the large companies not only use social media platforms for increasing customer awareness related to the brands and their products but at the same time use the opportunity for offering deals and offers which eventually leads to attracting and engaging more customers with the brand.

1.3 Aims and objectives

Aims and objectives of this research study are as follows:

- To analyse the benefits of social media in influencing the customers
- To examine the role of social media for identifying the customer needs of Filli Cafe
- To identify the use of social media in engaging customers and increasing sales in Filli Cafe
- To recommend some improvement in social media strategies to Filli Cafe

1.4 Research questions

In order to attain the desired research aims and objectives, the following research question will be used:

1. How different social media platforms have been used by retail companies in the UAE for engaging their customers?
2. What are the current social media strategies implemented by Filli Cafe to enhance its revenue and increase customer engagement?
3. What are the outcomes achieved by the company while executing these social media strategies?

4. What are the reforms and measures needs to be implemented by Filli Cafe to attain more productive and desirable results?

1.5 Research Problem

In the view of Cabiddu, De Carlo and Piccoli (2014), customer engagement is one of the core elements that play a vital role in the success of the organization. Customers buying behaviour had changed significantly due to the increasing use of social media and increase in the e-commerce business, therefore, it is necessary for to develop and implement strategies where different social media platforms can be used for increasing customer engagement. Organizations had now identified now realized the importance of internet and different social media platforms as their major element as their communication platform. The current study will identify the importance and use of social media for organizations in engaging their target market.

1.6 Use of the research

The current research can be beneficial for the managers of the retail sectors of the United Arab Emirates as the study core focus is on the particular sector. Marketing managers can use the information and the data collected through this study for developing strategies which can be used for enhancing customer engagement.Marketing departments and managers can also gain knowledge about the most used social media platform so that it can be used efficiently. Moreover, organizations can also seek help from the current study by using the information for enhancing their performance, especially in customer engagement.

1.7 The focus of the study

The core focus of the current study on the retail sector of the United Arab Emirates as it is considered as one of the most increasing and competitive sectors than in comparison to the other sectors of the country. The major focus of the study will be on identifying the factors through which customer engagement can be enhanced and eventually would lead to increased sales for the business. The study will be conducted in light with the information and data gathered from the consumers of Filli Café in order to gather authentic data for the study.

1.8 Research methods

For the current study positivism philosophy along with a deductive approach is used for accomplishing the objectives designed for the study. The data is gathered with the help of both quantitative and qualitative research method. The quantitative data is gathered with the help of

questionnaire survey which was conducted from the consumers of the Filli Café and the qualitative data is gathered through the open-ended interview which is taken from the managers working at the Filli Café.The random sampling method is used for selecting the respondents for the survey.The sample size for the questionnaire survey is 200 consumers who frequently visit the café and a total of 10 managers is interviewed for the study. The gathered data is analysed with the help of an Excel sheet that provides a graphical representation of the data. Qualitative data is analysed through thematic analysis and the required information was extracted from it.

2 Literature review

2.1 Introduction

The preceding chapter details the research questions and the relevant research background to set the stage for the course of the whole study. The current has been structured upon the track set by it with the literary findings from previously conducted studies, thus establishing a strong basis for the current study and the primary data which has been collected for it. The considered data has been conceptually divided into segments that help focus on each of the very distinct observation relevant to social media and customer engagement along with relevant impact which sales witness. Thus defining concepts in light of supportive claims made by former researchers.

2.2 Rising use of social media

Social media's dependence is increasing rapidly over latest years, facilitating masses of users to share instant information, prompt data, goods and services. Content created by the users and websites that provide e-services is presently the major essence of the internet. There are many different network linkages that work as a foundation that helps in the building relationships amongst different individuals to enhance their communication skills and management tools centred by the use of technology. Internet users are engaging in various innovative communication practices and are providing content to new media aggregators, for example, Amazon, eBay, Google, Flickr and Facebook. Additionally Twitter had 200 million accounts in Feb 2013, Facebook having 1.11 billion operational accounts in March 2013 and lastly, LinkedIn having 225 million active users in May 2013 are the most common and known social media platforms although they remained unmatched with other social communities. Amongst the most famous networking sites are Facebook and Twitter which both work correspondingly well in terms of building relationships or enhancing the connection amongst users and organizations. This is done by empowering users to become noticeable to the overall public and to represent their social networks. Social media proposes an enormous amount of potential for "mass-self communication" as stated by Castells 2009, this produces innovative knowledge and ideas to deal with a number of challenges or trials which are faced by many operators. To succeed in a highly competitive environment, social media users to discover trends, knowledge-based information, ruthless data which can be used against rivals/opponents lastly effectively likeable discussions between users and stakeholders is not only a key factor in shaping relationships but it is also a key factor for successful management of value within various communication networks.

In order to engage more socially and to actively invent successful communication, social media networks are generating extract value from crowd-generated data and content. It has also maintained a healthy and powerful relationship with the community of reference to dare the network effect throughout. Companies like eBay or Amazon are some examples built in order to nourish contributions by volunteers with effective involvement and active participation. Through all these organizations are concentrating on social mass media and trying influence and attract opportunities.

2.3 Customer Engagement

In light of the research by Brodie et al. (2011) the effort to communicate with customers by an organisation to ensure that they have the relationship beyond the short term purchase oriented contact which is maintained. Customer engagement results in the development of long term relationship between both organisation and the customers which are not restricted to just one but is spread across multiple channels. Harmeling et al. (2017) have highlighted the fact that customer engagement is not an involuntary action or an impulse reaction but a deliberate effort by the organisation to motivate and strengthen customer ties with it. The establishment of bondage with the customers is considered to be quite an important aspect in order to ensure that customers are maintained at the crux of its marketing. It had however focused on the fact that customer engagement as a relationship and defined it as the most important component of the relationship which an organisation seeks to establish with its customers (Vivek et al. 2012). Further detailed by the researchers is the fact that relationship marketing derives its motivation from this very component of customer engagement and has it at its core and the foremost objective.

2.4 Impact of Customer engagement on Sales

Pansari and Kumar (2017) opinionated that a higher number of engaged customers the higher sales shall be observed by an organisation. Thus providing for a string relation between the two factors. A higher focus on engaging customers for the long terms can thus be considered to impact the number of sales that an organisation can boast in the same duration. The direct impact of customer engagement is observed on sales which positively influences yet indirectly the profit of the organisation. Cheung et al. (2015) exampled with the prominent gaming market where the amount of customer engagement is considered to be the crux for the growth in sales of the games. The

digital mode of business as in the gaming industry has been highlighted by the researchers to be the medium for highly engaging content to be developed and thus having the relevant customer engagement achieved. This results in the increased sales of the product which serves as a competitive edge for the organisations. It can thus be ascertained that the entity as it caters an engaged customer line can witness higher sales.

Singh and Venugopal (2015) added in findings of their research use of apt customer engagement practices is considered to be the crux of increased sales. Ranging from the access that the salesperson has into the vast customer line requires the sales team to have apt modes of customer engagement in order to increase sales. The researchers further highlighted that an engaged customer can be used as a mode of advantage for maintaining sales in the season when the usual peak is not observed and in a situation where business activity is lower than the usual. Gueslaga (2016) highlighted the fact that sales are an integral aspect of the organisation and its ability to make profits, however, the impact which sales witness via the extent of the customer engagement practices deployed by the entity is integral. In the modern context while the customers extend their preferences to various social media platforms the same has been expected of the organisations' in order to ensure that they can host a very large customer line that is retained and engaged at the same time. This helps increase sales and relevant profitability.

2.5 Customer experience maturity model

The marketing strategy based on Customer Experience Maturity Model can regarded a pathway paved to diagnose the extent of strategic value that the organisation and its marketing practices can derive in terms of customer experiences and the consequent engagement which it can witness. It has been provided for by Chaffey (2010) that the model initiates maturity analysis of the customers experience from the basic stage where the organisation has just focused on marketing aspects that provide information to and engage with customers at the minimal such as website and emailing and transforms as the model expands into a lifetime customer that is aptly engaged and remains well informed.

Figure 1: Customer experience maturity Model (Chaffey, 2010)

In light of the research by Thomas (2017) the maturity models for customer experience initiate with the "attract" stage where the organisation steadily initiates marketing digitally and slowly radiates the marketing information such as expanding channels beyond the basics. The finals stage of the attraction phase is with alignment where the organisation starts informing the customers of the basics of its strategic objectives. Establishing a relation between the potential customers and the organisation is the crux of this initial phase. The second broad stage refers to the maturity stage where the organisation optimises and nurtures customers for long term relative maturity and growth. The focusing moves from basic relationship building and informing to better and more structured focus on key customer experiences. The organisation at such stages seek sot increasing the content that markets with respect to the customer preferences and still in the testing phase for learning its customer practices. The customer and organisation intimacy and connectivity are ought to be built as a result of the organisation seeking to nurture the maturity of the extent to which customers are engaged.

Schumacher et al. (2019) have highlighted the fact that it is the last stage where the sole focus moves from nurturing and testing to engaging and creating customers that are with the organisation for its lifetime. Customer experience is appraised to the optimal within the organisations' planning and development of the product. Connectivity and customer preferences are increased in terms of the organisation and its operations. Connectivity challenges are increased in number such as to both online and offline. Thus once past this stage the organisation witnesses an engaged customer line and one that it can boast for lifetime resulting in agility and a superbly fostered competitive

advantage within the market. The model serves orientation with the age of digitalisation where the personal or physical interaction is reduced and the online medium create a challenge with their usage to increase the customer engagement.

2.6 Social media impact on customer engagement

Ahmad et al. (2018) have highlighted that social media as tool to increase customer influence is growing globally. UAE organisations' as highlighted by the researchers have been quite prominent in establishing positive consumer relations via social media. This has been generally considered to be dependent on the number of social media users within the region has been amongst the highest in the world. The report by You Gov. (2019) has highlighted that the social media and customer engagement within UAE organisation is at an optimal rate. Nearly 94% of the researchers have been considered to draw findings which highlight that the popularity amongst small scale, medium-sized and entrepreneurial ventures within UAE has been in deploying social media tools to retain customers and have highly engaged relationship with them. Specifically structured industrial structures with respect to social media influencing agencies have been set up based on the importance that the UAE market witnesses in relation to social media as a medium for build a customer base that is both engaged and retained. Thus highlighting vast impact which social media has on the process of harnessing customer engagement.

The probability for social media activities to result in customer engagement is quite high which highlights that the organisations' have specifically focused on it as the medium to do so. As highlighted in the research by Dolan et al. (2016) that the social media engagement has evolved as the modern form of customer engagement within the modern business environment to enjoy the lush fruits of minimal work and finances being designated to customer engagement practices.

2.7 Social media and entrepreneurs

In the view of McCann and Barlow (2015), in the present technology advanced era the use of social media is common for almost every aspect of life. Similar is the case with businesses almost every business considering using social media for various purposes. Small businesses or entrepreneurs believe social media to be an efficient tool to market and promote branding of their products. Amongst the most significant of the reasons behind the use of social media is that it helps in establishing stronger relations with consumers via the social media tools. In addition to this Jagongo and Kinyua (2013), stated that small businesses adopt microblogging for making direct

connection with the individuals who had some interest in the brand. Social media is also helpful for small businesses entrepreneurs in building small community over that media with an objective of forming strong relations with the partners. In accordance with the research by Phillips *et al.* (2015), the use of social media is also budget-friendly for SMEs and also time-saving. Different platforms of social media are used by small businesses for enhancing their business growth alongside for gaining publicity.

2.8 Social media for facilitating business

According to Laroche et al. (2013), the role of social media in helping organisations and businesses is significant. One of the major benefits of using social media is that it facilitates communication with the target market. Communication is considered as the key to the success of any business. It is necessary that organisations should have strong communication with their customers. Along with this Weinberg *et al*. (2013), stated that the growth and success of any company majorly depend on the fulfillment of the needs and demands made by consumers. Deploying social media as means of accumulating information related to the target market and this information can be used for making more informed decisions related to the business. Alongside, social media is also helpful in providing an easy way for the target market in expressing their interest in the business and their products. Social media platforms provide a two-way communication hence is also helpful in gathering feedbacks by the customers about the organisation and the quality that it is providing.

2.9 6C model of customer engagement

Parent, et al. (2011) have provided in their study the 6Cs that lead to aptly structured and highly engaged customers within a phase where the prominence of online and digital methods has increased beyond par with the non-digital ones. The need to ensure that the the model to initiate the process of engaging customers. The models highlight the process to begin from the company and the second most important aspect which is the content and then moves on to the focus which community. The community thus relates everything to the customers which are formed via the conversations that are monitored and initiated by the company. The control which the organisation can exercise via its content appropriation is considered to be the core for the customer engagement to be appraised within online marketing and is thus mentioned amidst the relation displayed between content and community within the model.

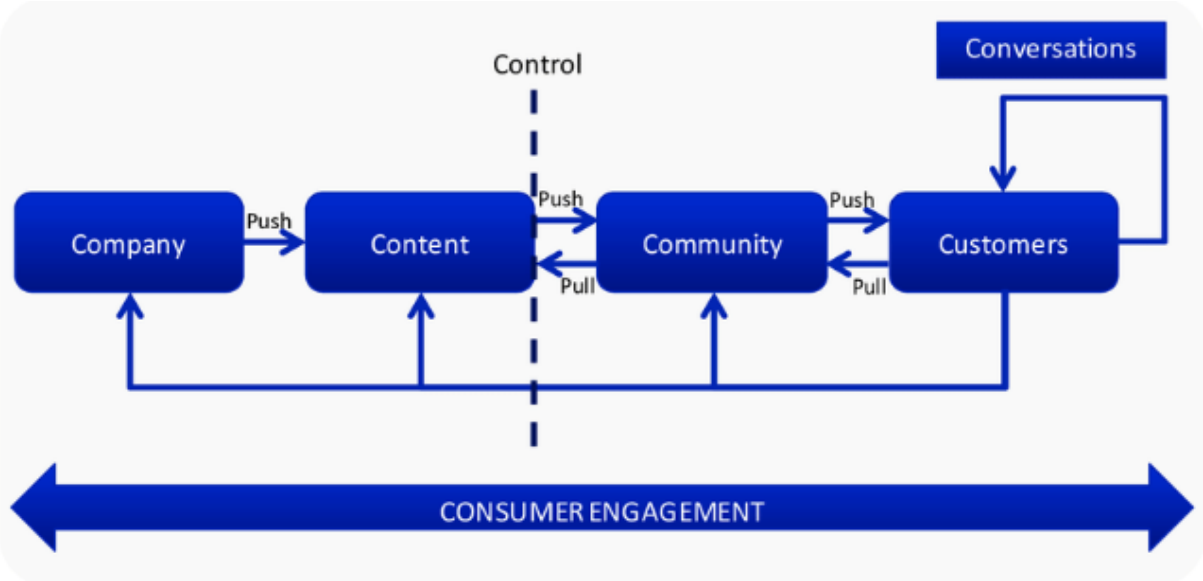


Figure 2: Digital 6C customer Engagement Model (Parent et al. 2011)

Cvijiki and Michahelles (2013) have highlighted an eminent aspect with respect to the modelling of the customer engagement process within a social media oriented society that prevails within the current scenario. Social media, its influence and impact and the global acceptance of the online platforms within the modern business world seeks to bring focus on the content and the channels which establish a highly engaging atmosphere for the customers and the organisations'. The community on social media and the online global platforms and the trends of conversation are to be the primary function to design the content in order to have the basic corrected for engaging of the customers. Ashley and Tuten (2015) opinionated in relations to the model for customer engagement that the content and the conversation within the model are highly interlinked. The trends within community and customer conversations in the online world are considered to bring an eminent alteration and modification to the content which the company designs. This must be with respect to eth conversation trends that are observed within the community to ensure that relevance and probability to attract customer is increased. This is with respect to the customers and the company both being only connected via the channels of social reach rather than the physical connection in the tradition marketing gimmicks. Dessart et al. (2015)have highlighted that online customer engagement while it can be quite difficult must6 be catered with due care to ensure its entire effectiveness.

2.10 Social media used in the retail segment

Barnes and Lea-greenwood (2018) have highlighted eminent findings with respect to the global retails segment with a specific focus on the UAE retail market where the social media's usage has grown considerably. The determination of increasing customers that are engaged in UAE has resulted in the luxury brands especially to deploy social media as a means of connecting excessively with their customers and learn preferences to design products and the content to be displayed. The retail market thus proves to be a strong player within the UAE region to use social media as an engagement medium within the market. Alsharji et al. (2019) reported that while social media becomes popular search tool for customers the same has been observed within the retail segment across the globe. With UAE and it's populous indulged within the use of social media excessively various large and small retailers have been observed to use social media to conduct market trend analysis and also engage with customers and directly converse with them. Thus increasing the intimacy which the customer and organisation relation can boast. It was added by Benmamoun et al. (2016) that the whole new aspect to conducting business within the Middle Eastern region has been considered to be the crux of the adoption of social media by an organisation to increase their effective customer engagement aspects. It is thus considered that social media in the retail segment has served its purpose to not just study customer preferences but also one of the most popularly used tool.

2.11 Empirical Studies

Dolan *et al* (2017) described the customer's behaviour in relation to the content that is published on social media. The mentioned research was to find out about diverse effects of content available on social media on the active or passive conduct of social media users. In order to commence this research data from Facebook pages of 12 wine brands across a period of 12 months) and NCapture are used, also in order to determine the effects of content on contributing and creating a behaviour of customers a multivariate linear regression is used. The results of this study discovered divergent effects of normal and emotional behaviour amongst the social media users; rational appeal, therefore, was more superior to emotional appeal in terms of passivity and activity of the customers although emotional appeals facilitate passive rather active behaviour. The information achieved through quantitative means like content analysis and multivariate linear regression was used to examine the relationship between different types of content and 4 different types of engagement

behaviour. Lastly, it can be concluded how different brands can enable engagement behaviour in the social media sphere with influencing passivity and activity.

Baird & Parasnis (2011) view on the topic 'from social media to social customer relationship management' studies how customers develop attitudes about their activities while using social media and to determine if social media increases issues for deploying orthodox CRM measures and if social media holds a massive likelihood that customers are getting closer to companies or maintaining good relationships with each other. In order to evaluate this research, the IBM Institute for Business Value surveyed approximately 1,000 consumers worldwide to comprehend who uses social media, what sites they use and what pushes them to engage with businesses. Before this in 2010 two online surveys were also conducted in the 1st one 1,056 consumers were surveyed from various parts of the countries each with yearly house revenues from US$25,000 to more than US$100,000 and in the 2nd one, 351 business executives of similar countries were interviewed. The result of this study showed how approximately 70 percent of managers state that their firms will be looked as inaccessible if they don't participate in social media spheres, and half consider their rival is effectively attaining clients over social media. Enterprises must also keep a check social networking sites that can be deceiving. During an interview, 70% of consumers selected family and acquaintances relation and 23% claimed brand interaction when asked the purpose of social media usage.

Furthermore, Parry & Solidoro (2013) studies the practice of social media in businesses to evaluate the involvement of both existing and upcoming workers. As a means of progressing, inspection of social media usage amongst two organizations were taken into the study: a UK company of television and telecommunication company with 34 interviews and surveying of official webpages of these companies. The result of this study illustrated how social media does simplify involvement of present workers but it is a crucial and dependent factor as an association is linked with culture and management policies of an organization with dependency on communication, feedback and satisfaction.

Also, in research, "customer engagement within multiple new media and broader business ecosystem – a holistic perspective" by Yuan *et al* (2017) studies customer involvement that incorporates the essentials of multiple media that is also new and incorporates broader corporate ecosystem. This study is undertaken by the framework of new media that takes in different

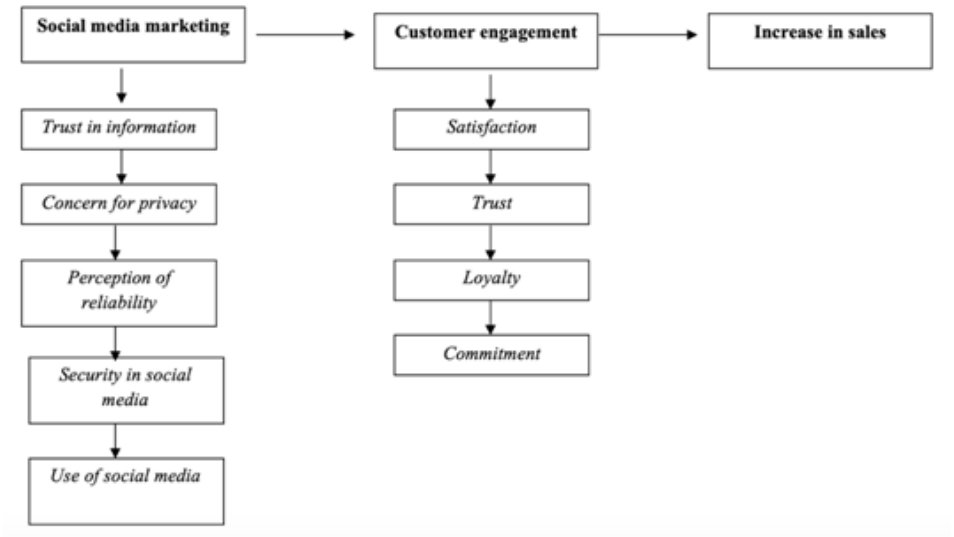
information facility and technologies like a search engine, social recommender, social media etc. which can be properly prepared to attain a worthy customer involvement circle. The results of this research contained within, an informational and technological platform called as engagement that depicted how to authorize the companies collectively with their investors to holistically execute client engagement using new media to bear productive customer relations and commitment.

Lastly, "Social media, customer engagement and advocacy" an article by Sashi (2019) of the marketing department in Florida Atlantic City, USA studies how social media enables customer commitment in (QSR) quick service restaurants. Customers that are categorized as loyal or transactional are predicted to differ in their tendency to engage in encouragement and creation of mutual value. To demonstrate, these hypotheses were examined empirically through social media websites like Twitter for the top 50 USA quick service restaurant. Multiple regression analysis is used for advocacy, variable and connection/interaction effort, satisfaction, flexibility, commitment etc. the results stated how the effort of maintenance and commitment plays an important role in persuading advocacy. Retention, commitment and communication altogether increase advocacy.

2.12 Literature gap

The considered literary finding in the chapter has been quite helpful in relation to using social media and the relation which it has with the customer engagement. However, the finding witness a lagging when it comes to studying the trends within the UAE market. This where the research being considered has increased the findings and resulted as a pivotal work. The finds from the current research are solely mentioned in the case of the customer engagement and retention via the use of social media in the UAE. It thus covers the eminent outage of relevant data and serves to provide the literary foundation for further research works. The rising trend in the social media market and the core focus which UAE market has customer engaging marketing using it has been the literary area covered by the study in order to serve its purpose in relation to the research objectives.

2.13 Conceptual Framework



The conceptual framework of the study defines an independent, dependent and mediating variables of the study. It can be observed that in above framework social media marketing is independent variables which also have other factors that include trust in information, concern for privacy, perception of reliability, security in social media and use of social media. The companies use social media tool as it affects positively on their sales which is a dependent variable of the present study. The dependant variable is the increase in the sales and the mediating variable is customer engagement. The framework highlights how different determinants of customer engagement get influenced the relationship between social media marketing and an increase in sales. The major determinants identified through this framework includes customer loyalty, customer satisfaction, commitment, and trust. By focusing on these determinants customer engagement will increase and will also affect the sales positively. In the view of Hollebeek, Glynn, and Brodie (2014), organizations are considering the needs of developing two-way relationships with the customers for fostering interactions. Customer engagement is basically defined as an emotional connection which is found between the brand and its customers. According to the study conducted by Cabiddu, De Carlo and Piccoli (2014), there is a strong relationship between customer engagement and

social media marketing. Over the last decade businesses and organizations has been focusing on the potential impact of social media on the brand reputations, image and its relationships with the stakeholders. Customers are likely to trust information which is uploaded by the company on social media and it clear the perception of the customer regarding the product. However, the company is concern for the privacy of customers as it positively affects customer satisfaction which eventually increases profit. In addition to this De Vries and Carlson (2014), stated that organizations used different social media platforms for creating brand awareness that eventually increases customer engagement.

2.14 Chapter summary

The chapter above has highlighted prominent literary researcher that have been carried asa means of analysing the impact which both the social media practices in the modern world and the customer engagement and retention have in relation to each other. Further prominent areas of the study include finding that highlight that a positive relation exist between the sales and the customer engagement within an organisation. The chapter to follow shall have the details of the methodological tools available along with their justified selection in order to pave the path for apt data analysis and findings for the study.

3 Methodology

3.1 Introduction

The preceding section of the study discusses the topic in light different literature sources and theoretical basis. This chapter will discuss the detailed methodological sources that are required for collection of the data and information for the study. The following chapter will discuss in detail the options available in terms of methodologies and the justified selection for selecting the particular technique in relation to the topic under study. Various aspects will be discuss in this chapter that includes research philosophy, research approach, research design and strategy selected for the study. Moreover, the sampling techniques and sample size opted for the study will also be discussed along with the limitations that were faced by the researcher during the overall research process. Summary of the overall chapter will also be discussed at the end of the section along with the introduction to the new chapter which will be data analysis.

3.2 Research philosophy

As per the study conducted by Flick (2015), appropriate research philosophy is required for every research in order to analyse the topic and is therefore considered as the base of the research. Different types of research philosophies are used some of which includes objectivism, realism, positivism, radical humanist and interpretivism among this interpretivism and positivism are the most commonly used philosophies. In the research that adopted positivism philosophy, the core emphasis of the study is on objectivism and quantitative data is gathered by the researcher. However, with the interpretivism philosophy, the research is generally theoretically based on which theory is developed and then a theory is established through analysing the gathered data. Contradictory to this descriptive data is collected in the study that adopted realism philosophy. In addition to this Cohen, Manion and Morrison (2013), stated that positivism and interpretivism are among the basic approaches which are adopted in research methods.

For the current study positivism philosophy was adopted because it was the most appropriate as quantitative data was required for the study and positivism philosophy prefers quantitative methods like survey, official statistics, and questionnaire for gathering the data. Positivism philosophy gave liberty to the researcher in highlighting the association between the variables. It is a philosophy that also permits the researcher to justify the topic with the help of secondary sources.

3.3 Research approach

According to Cooper, Hedges and Valentine (2009), the research approach is considered as the crucial factor in conducting research as it is helpful in summarising the aim and objective of the research more efficiently. Deductive approach, inductive approach and abductive approach are the three types of approaches among which deductive approach and inductive approach are commonly used. With reference to this Kitchin and Tate (2013), identified that while using the deductive approach the focus of the researcher on the various theories that shall have an impact on the outcome of the study. Whereas, with the inductive approach, there is no particular framework which is used in the research, the data with this approach is collected with an open mind by the researcher and will not have any kind of pre-set ideas about the data that will be collected.

Deductive approach was selected for the current study. The foremost reason for selecting the specific approach is because it provides the chance of measuring the concepts quantitatively. Along with this another reason for selecting the particular approach is because positivism philosophy and deductive approach goes well together. The deductive approach is helpful in forming reasoning from a general perspective to particular therefore would be helpful in identifying the factors that can lead to increasing sale by using social media.

3.4 Research strategy

In the view of Daniel and Sam (2011), research strategy is explained as the direction which is adopted by the researcher for completing the overall process of gathering the data required for the research. Different types of strategies are mainly used for gathering the data some which include action research, survey, ethnography and case study.

With ethnography, the data is gathered by taking basic interviews from the relevant peoples. Whereas, research that adopted action research strategy focuses on providing an answer or solution for a particular issue which is done with the assistance of a professional team who are involved in the research.

Survey and ethnography are two of the strategies that have been selected for the current study. The requirement of large sample size was one of the major reason for adopting the particular research strategy along with this both the research strategies were beneficial in gathering the required information and data for the study. Both research strategy was beneficial in collecting the required data and thorough information about the topic under study. With the use of survey strategy a huge

amount of data was gathered from the targeted population and was analysed using inferential and descriptive analysis tools.

3.5 Research design

In the view of Mackey and Gass (2015), the research design is considered as the crucial part of the overall research methodology. Research design is helpful in completing the research more efficiently. With the descriptive research, a wide area of information and data is available and with the present information, the researcher evaluates the reason and influence if a particular topic. On the other hand, one of the other research design is explanatory, while opting for this particular research design the researcher describes the core concept of the study in detail and enhances the knowledge about the subject matter. Whereas, with the exploratory research design the researcher explores a new idea which is then used for proposing a new theory.

For the present study, the most appropriate research design is explanatory research the main reason for selecting this design is because it will be helpful in explaining the facts and theories related to the study in order to provide in-depth knowledge about the use of social media in increasing customer engagement and increasing sales. It will also be helpful in developing a better understanding of the topic. The researcher can highlight the social media strategies which are used by the retail store managers. However, the explanatory design allows the researcher to answer all the research questions effectively.

3.6 Sampling

According to Neuman and Robson (2014), sample in the research is considered as the number of people which are selected from a large population according to the topic under study. Inferring a sample is considered important for the study as it is helpful in gathering the required data more efficiently. Probability sampling and non-probability sampling are the techniques that are used in selecting the sample size. Stratified sampling, random sampling, cluster sampling, multistage sampling, and systematic sampling are the types of probability sampling, whereas convenience sampling and volunteer sampling are among the non-probability sampling types.

For the current study, the appropriate sampling technique selected was convenience sampling for questionnaire survey and for the interviews the respondents were selected through snowball sampling. Convenience sampling provides ease to the researcher in selecting the sample according to the accessibility which was helpful in saving time for the researcher. Snowball sampling

technique was helpful in forming a better approach for gathering the relevant sample for collecting the qualitative data.

3.7 Sample size

In the view of Sarantakos (2012), selecting the appropriate sample size is considered crucial for the overall study because without the appropriate sample size the objectives of the study would be difficult to accomplish.

Large sample size was required for the study therefore 200 respondents were selected for the questionnaire survey. The respondents were the regular customers of the Filli Café, the respondents were approached from the information the management from some feedbacks. For the interview, 10 managers from the Filli café was interviewed and the necessary information was collected from them for the research.

3.8 Data collection methods

Yin (2013), stated that there are two types of data collection methods that includes primary data collection method and secondary data collection method in almost every study generally both the types are used for gathering the required data. Studies that required more specific and in-depth information opted for primary data collection method. Some of the methods which are used for collecting the primary data includes interviews, questionnaire survey, and observation. On the other hand, some of the methods used for gathering secondary data includes newspapers, books, literature review, past studies, and books. Gathering of primary data is more time consuming than in comparison to the secondary data.

The current study required both the qualitative and quantitative data therefore both the data collection methods were used. For collecting the primary data the sources which have been used in the current study were interviews and questionnaire survey. For the interview, open-ended questions were used and were beneficial for the researcher in extracting detailed information about the topic. A questionnaire survey was used because it was helpful in gathering a large number of data in a short period of time. The sources used for gathering secondary data includes online materials, academic materials, books, newspapers, articles and journals. The information is mainly collected from the Filli cafe customers to understand their perception regarding social media. However, interviews have been conducted from the managers of the Filli cafe to identify the strategies of social media which are used by management to engage customers.

3.9 Data analysis

Smith (2015), stated that data analysis is considered crucial for any research as without this the objectives of the study cannot be accomplished. Data analysis is important for any research because it is required to ensure that gathered information is effective and can be helpful in achieving the research objectives. There are various types of tools that are used for analysing the data some of which includes MS Excel and SPSS. Different types of tools are useful in analysing the gathered data more efficiently so that meaningful data can be extracted from them.

For the current study, MS Excel was used for analysing the gathered data and was also helpful in presenting the gathered data graphically. Excel is used because it helps the researcher to use multiple tools and test a large number of data effectively. Qualitative data was analysed with the help of thematic analysis and related information was extracted from it.

3.10 Ethical consideration

According to Mangal and Mangal (2013), ethical consideration is considered significant for every type of study because it is helpful in determining the variance between suitable and intolerable behaviour. Moreover, focusing on ethical consideration is also beneficial preventing against the forging and fabrication of the data. For the current research as well emphasis is also given in fulfilling the ethical consideration for increasing the integrity of the research. The researcher for the current study focuses on confidentiality of the gathered data and along with this focus was also given on ensuring anonymity of the people taken part in the study. It was making sure that all the information gathered from the respondents should be kept confidential and no unauthorized person had access to the data. A consent form was first signed by the respondents which stated that they are taking part in the survey with their free will and are not taken the decision because of any undue pressure. It was also making sure the respondents that all the information gathered from them and their personal information will not be shared with anyone and the data will be used for the sole purpose of accomplishing the objective of the study. Moreover, before taken the interviews with the managers a formal schedule was prepared and was discussed with them in order to make sure that they have free time and their working schedule is not getting disturbed because of the study.

3.11 Limitations of the study

There were various constraints which the researcher had to face while conducting the research. The major constraint for the research was limited time as the study needs to be completed on a prescribed time it limits the collection of the data. Moreover, the study was focused on one organisation and all the primary data was gathered from the organisation only which limit the diversity and authenticity of the study, gathering information from other organisation shall be helpful for the researcher in gathering more diversified information and would be beneficial in accomplishing the objectives more efficiently.

3.12 Summary

With the chapter, it can be summarised that methodological declaration is significant for the study as it is helpful for the researcher in forming an idea on the way the data will be collected for the study. Positivism philosophy was selected for the current study along with the deductive approach was considered most appropriate for gathering the data. The research design adopted for the current study was explanatory. Moreover, the study required in depth and thorough information therefore both the data collection methods were adopted that included primary data collection method and secondary data collection method. For gathering the primary data questionnaire survey along with interview was used. Sample size for the questionnaire survey was 200 customer and 10 managers were interviewed for the study. Focus was given on analysing the gathered data efficiently therefore for the qualitative data thematic analysis was adopted and for the qualitative MS Excel was used. Along with this SPSS was also used for analysing the data through which different tests were conducted.

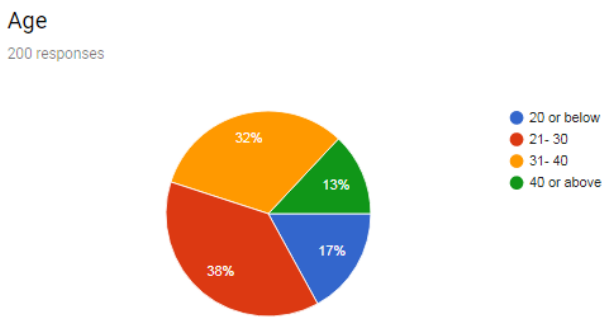
4 Chapter 4: Analysis of Data

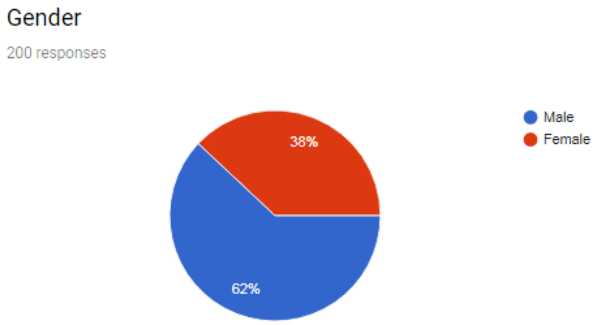
4.1 Introduction

The previous chapter in the study has discussed the methods of data collection for conducting this research. However, this chapter of the research evaluates the findings and results as well as supports in the analysis of the data collection for accomplishing the objectives of the research. It is crucial to keep the fact in mind that it is significant to analyse the data after collecting it. In order to accomplish the objectives of the research, it is important to deal with the data accurately. The findings and results entailed in this chapter help in reaching to the conclusion of the research. This chapter design is comprised of the thematic analysis, which is very much helpful in examining each aspect of the gathered data. The data of this research is based on quantitative and qualitative aspects hence, in this chapter excel and thematic analysis have been used for analysing the data.

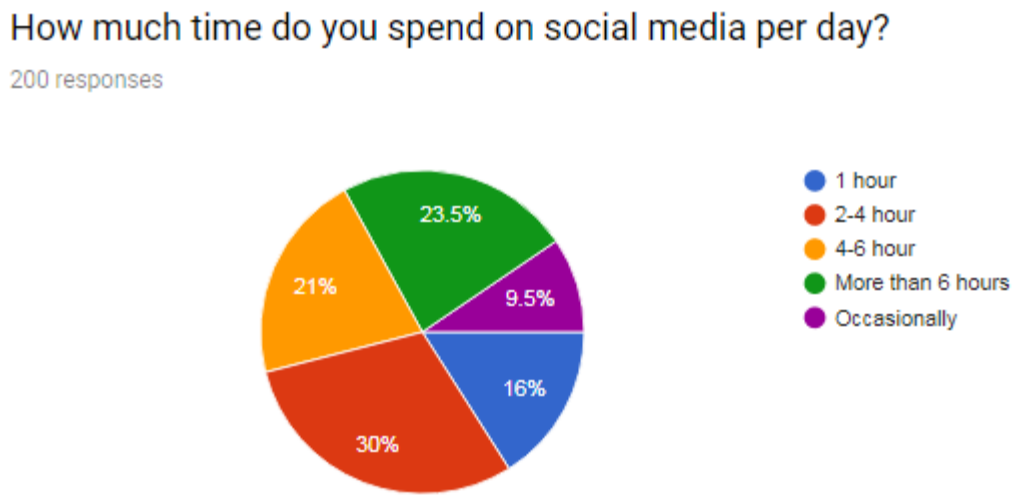
4.2 Data analysis

4.2.1 Descriptive analysis

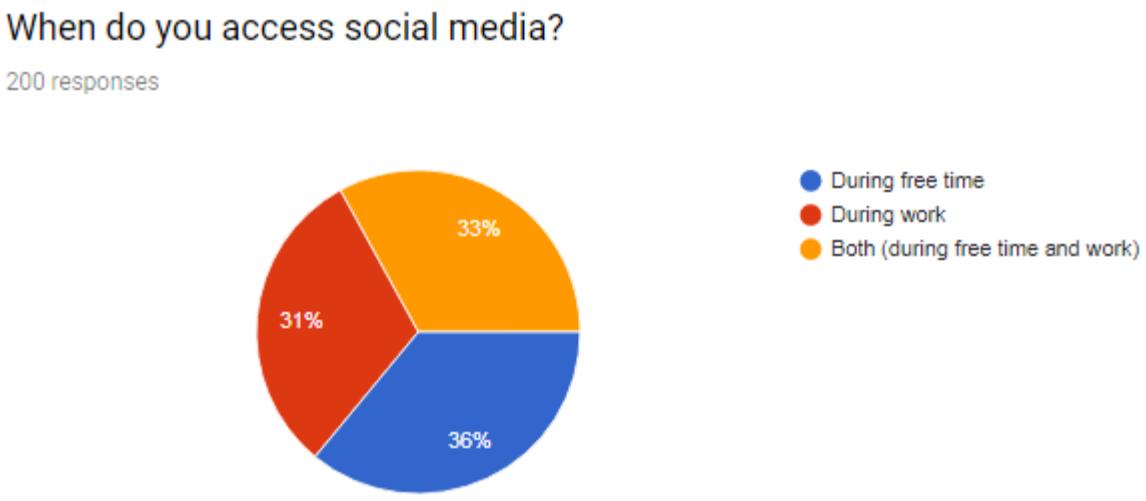




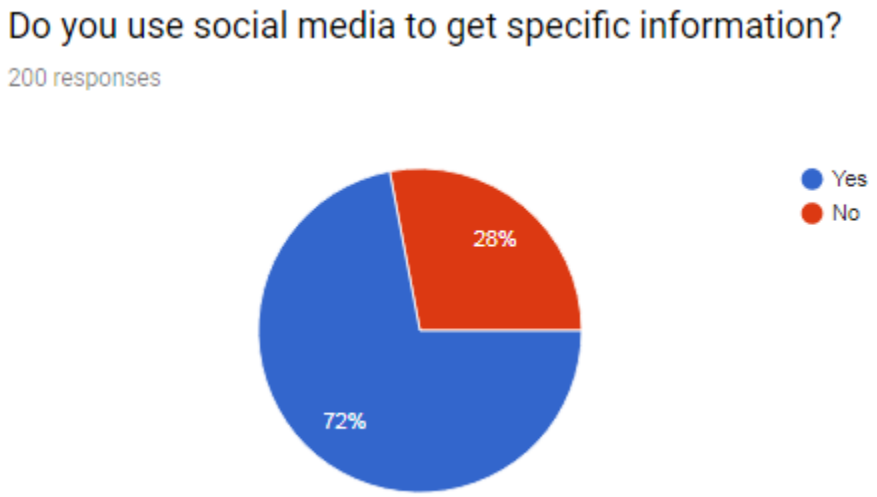
For the questionnaire survey, both male and female took part, majority of the respondents were male and were present in 62% and the remaining that were 38% were female. The respondents that took part in the survey were from the age group of 20 – 40 and above. Majority of the respondents were from the age group of 21 – 30 years. and were present in 38% followed by 32% who were from the age group of 31 – 40 years.



The respondents were initially asked about the time they spend on social media, in response to this majority of the respondents chose the time slot of 2 – 4 hours and were present in 30% followed by 21% of the respondents who use social media for more than 4-6 hours. 23.5% of the respondents in the survey use social media for more than 6 hours and 9.5% of the respondent's uses occasionally. This result shows that there is no set time for using social media it majorly depended on the choice of the individual.

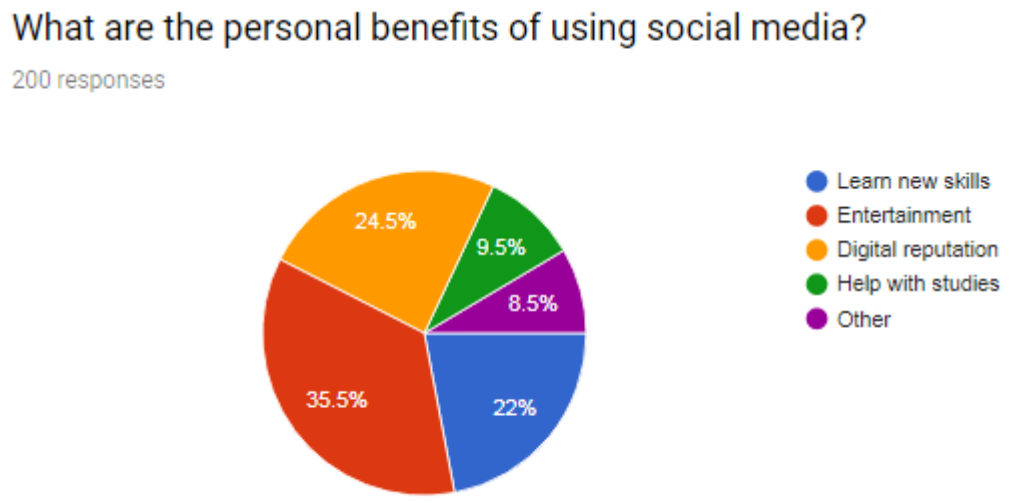


Next, the respondents were asked when they access social media, majority of the respondents selected the option “during the free time” and were present on 36% on the other hand 33% of the respondents chose both (during free time and word) and 31% during work respectively.

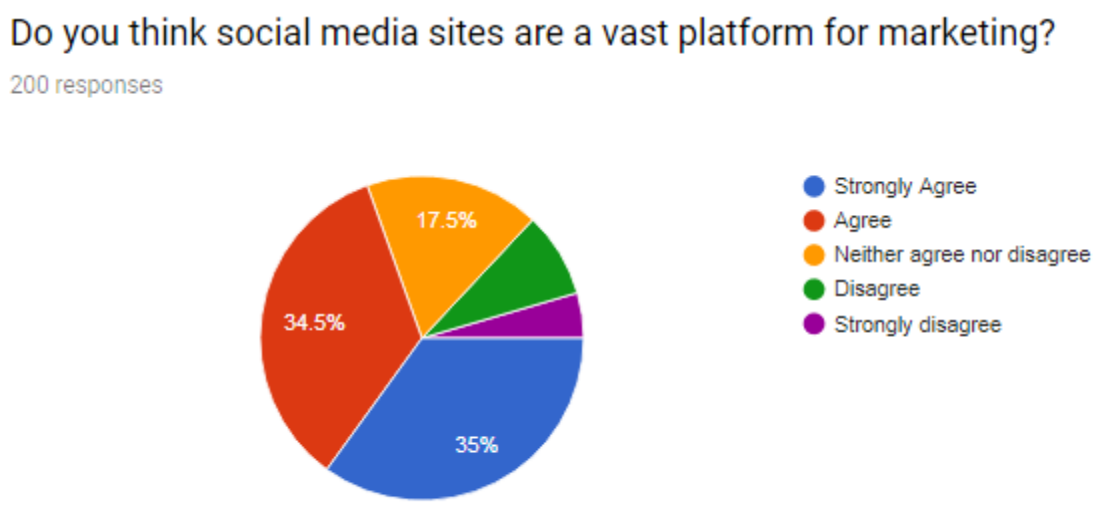


In response to the question of whether respondents used social media for gaining specific information the majority of the respondents agreed and were present in 72% on the other hand

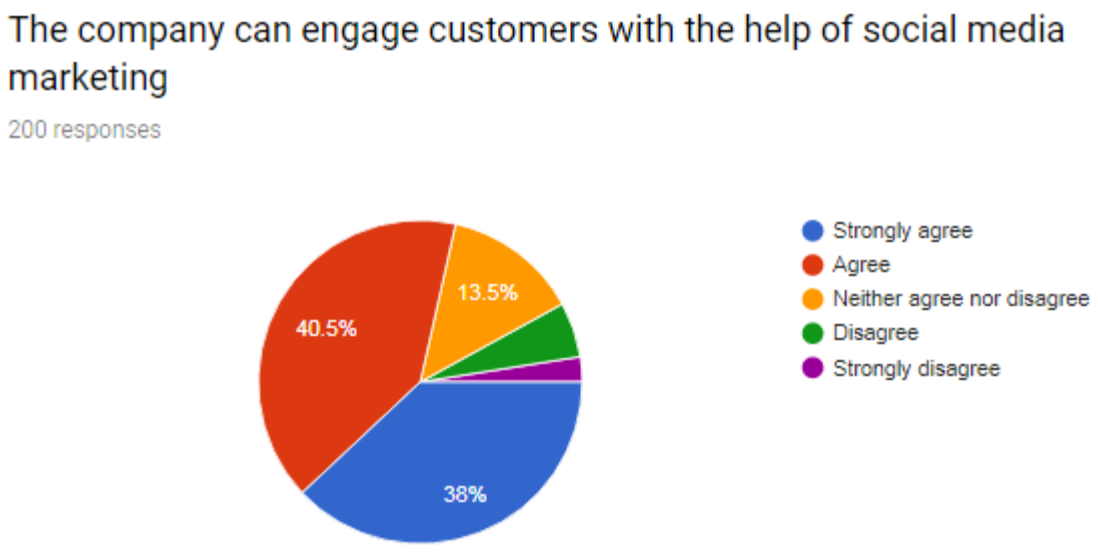
28% disagreed with it. This shows that social media is used for specific purposes by the respondents.



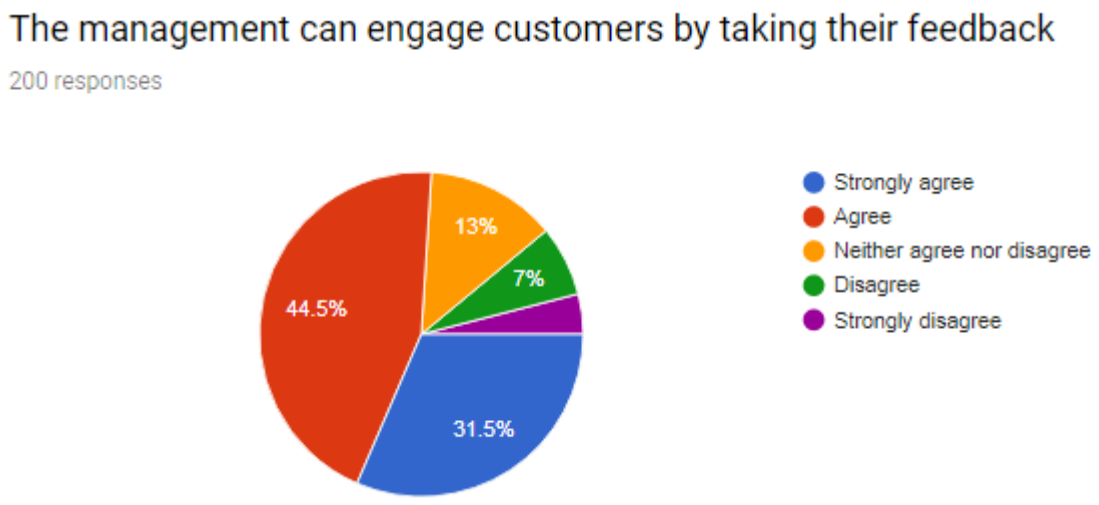
On acquiring the benefits of social there were mix responses recorded from the respondents. Majority of the respondents in the survey choose the option of learning new skills and were present in 22% followed by 35.5% of the respondents who said that they use social media for entertainment purposes. Moreover, 10% of the respondents said that they use social media to help with their studies.



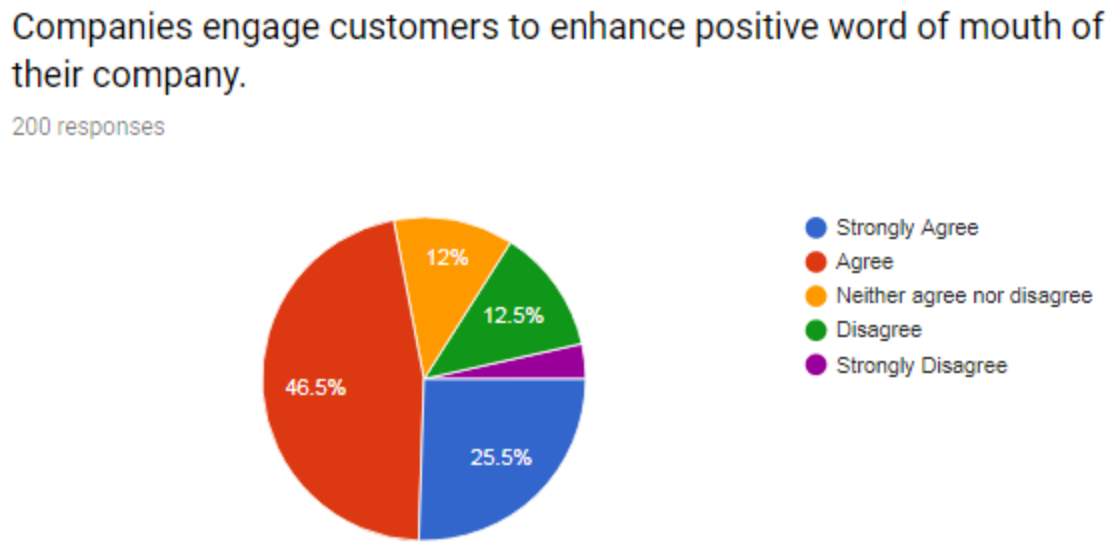
The respondents were next asked whether they think social media sites are a vast platform for marketing. In response to this, the majority of the respondents strongly agreed with the statement and was present in 35% followed by 34.5% of the respondents who normally agreed with it. 17.5% of the respondents had no opinion about the statement, therefore, were neutral about it. On the other hand, 8.5% and 4.5% of the respondents normally disagreed and strongly disagreed respectively with the statement.



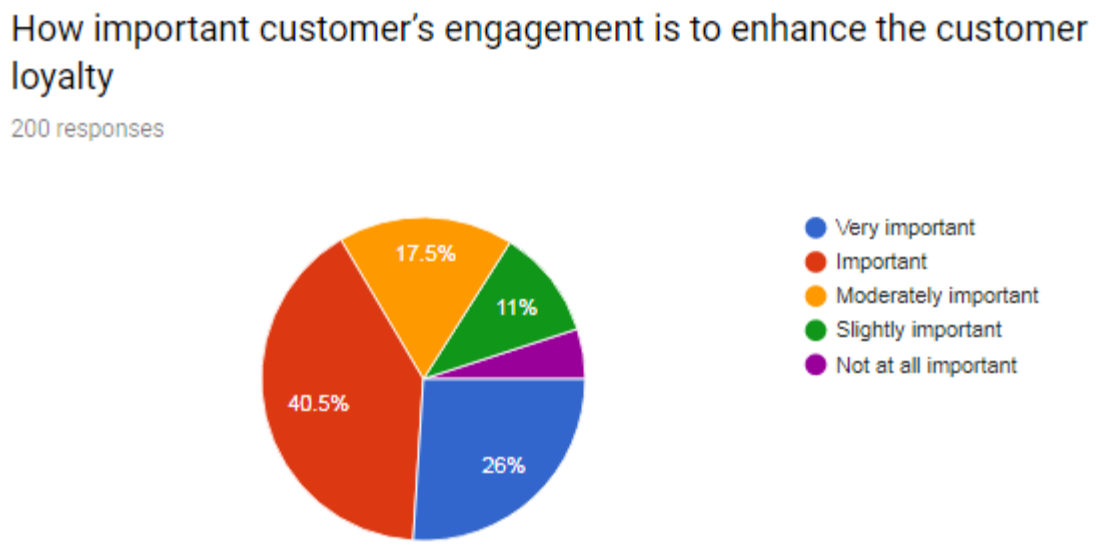
This graph shows the statistics of the respondents' opinion in terms of plotting. This graph is the answer to the survey's question "the company can engage customers with the help of social media marketing". The 38% respondents strongly agreed on the fact of customer engagement. However, up to some extent equivalency was found in the neutral and agreed opinions. Whilst disagree and strongly disagree ratio is nearer as 5.5% respondents disagree with the fact and 2.5% strongly disagree with this type of customer engagement. So, in the conclusion, this question of the survey is responded positively which depicts that in order to engage customers with the help of social media.



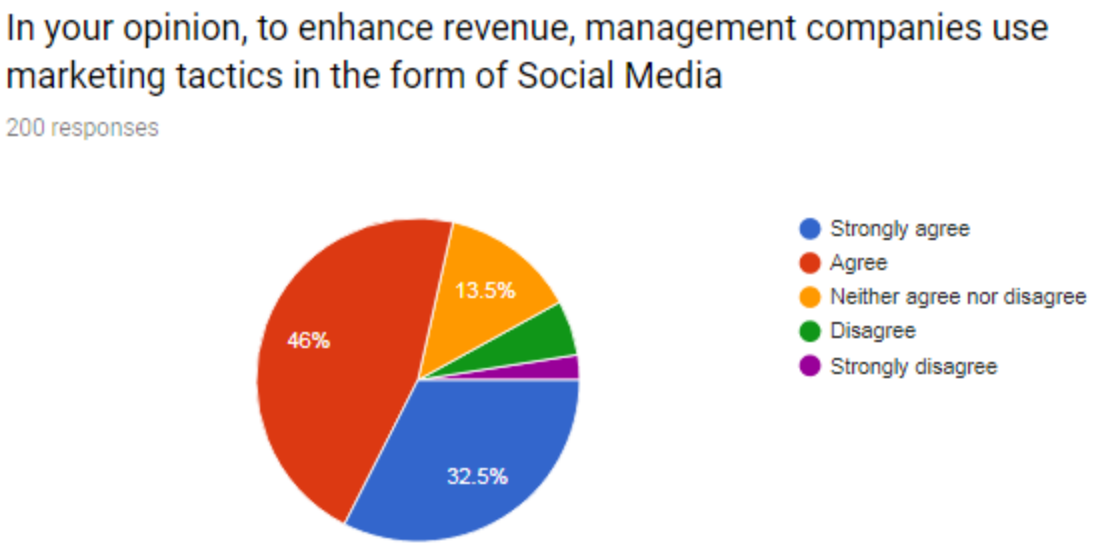
The respondents were asked about their opinion of whether management can engage customers by taking their feedback. In response to this, the majority of the respondents normally agreed with the statement and was present in 44.5% followed by 31.5% of the respondents who strongly agreed with it. Some of the respondents had a negative opinion regarding the statement therefore 7% of the respondents normally disagreed and 2.5% strongly disagreed with the statement. This identifies that along with other initiatives gathering feedbacks is one of the tools that can be used for increasing customer engagement.



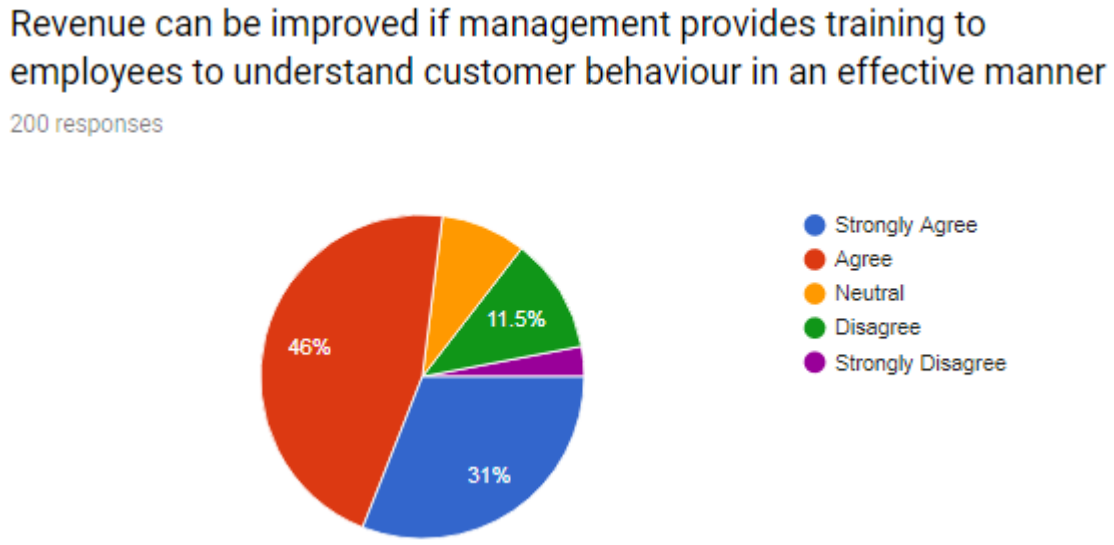
In response to the question whether companies engage customers to enhance positive word of mouth of their company majority of the respondents that were present in 46.5% said agree followed by 25.5% of the respondents who stated strongly agree. 12% of the respondents in the survey said neither agree nor disagree with the statement for enhancing positive word of mouth. Some of the respondents in the survey disagreed with it and said it's not important.



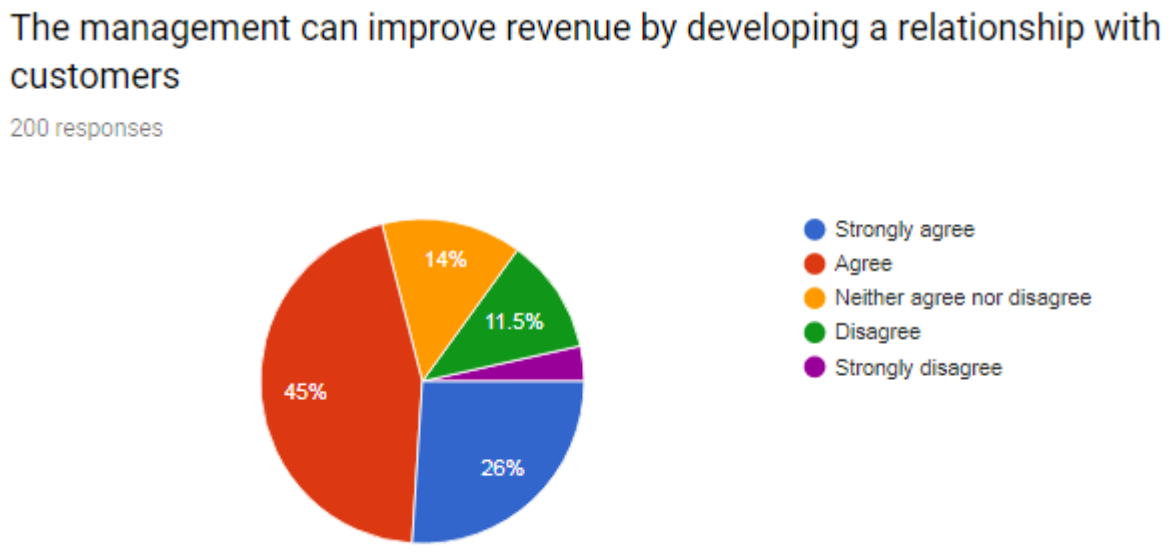
Next, the respondents were asked about their opinion on how important a customer's engagement is to enhance customer loyalty. In response to this majority of the respondents that were present in 40.5% said its important and 26% of the respondents said it's very important. On the other hand, 17.5% of the respondents said it's slightly important. The result shows that customer engagement is not only important for increasing sales and revenues but at the same time can also be used for increasing customer loyalty.



The following graph has been plotted by using excel. This graph analyses the data collected for the survey's questions "to enhance revenue, management companies use marketing tactics in the form of social media". The graph clearly shows the result for the stated question that 32.5% strongly agrees with the use of social media as a marketing tactic by the companies in order to enhance revenue. Furthermore, 46% agrees with the fact revenue increased by the use of social media. Additionally, 13.5% vote for neither agree nor disagree, whilst 5.5% vote against the fact as their disagreement and 2.5% are totally against of this fact.



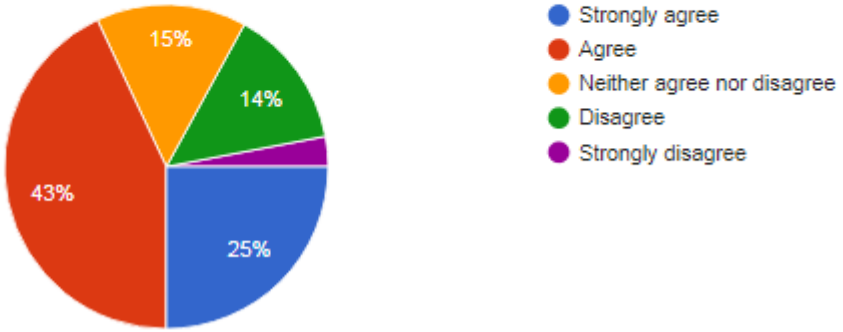
In response to the question whether revenue can be improved if management provides training to employees to understand customer behavior in an effective manner majority of the respondents strongly agreed with it and were present in 31% followed by 46% of the respondents who normally agreed with it. Some of the respondents that were present in 8.5% had a neutral response about the statement. This result shows that providing training to the customer is not only beneficial in increasing productivity and performance but also is helpful in increasing awareness about customer behaviour.



The respondents in the survey were next asked about their opinion about whether management can improve revenue by developing a relationship with the customers. In response to this, the majority of the respondents normally agreed with the statement and was present in 45%, followed by 26% of the respondents who strongly agreed with it. Some of the respondents in the survey do not result with the statement, therefore 11.5% of the respondents normally disagreed and 3% of the respondents strongly disagreed with it. The analysis of the result makes it quite evident that customer engagement is an important element for increasing revenues for the organisation.

The revenue of the organization can be increased if management do social media campaigns quite frequently

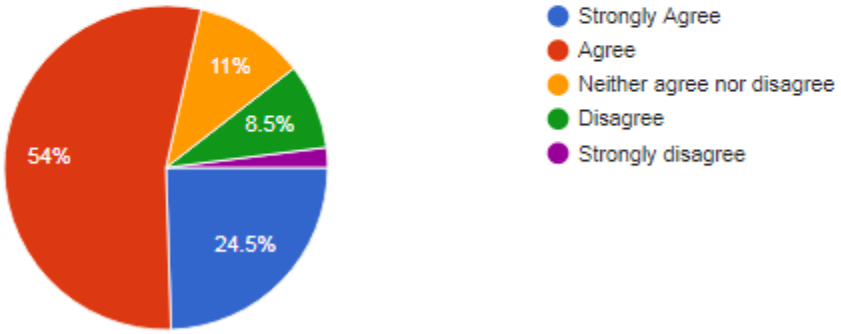
200 responses



In response to the question whether the revenue of the organisation can be increased if management does social media campaigns quite frequently the majority of the respondents strongly agreed with it and were present in 25% and 43% of the respondents normally agreed with it. On the other hand, 3% of the respondents strongly disagreed and 14% disagreed with the statement. Hence, it proved that effective social media campaigns are important for increasing revenue for the organisation.

In your opinion, offering packages and deals are good sources to generate more revenue

200 responses



Lastly, the respondents were asked about their opinion of whether offering packages and deals are considered good sources to generate revenues. In response to this, the majority of the respondents strongly agreed with the statement and was present in 24.5% followed by 54% of the respondents who normally agreed with it. 11% of the respondents in the survey had a neutral opinion about the statement. The result shows that customer engagement can be improved by offering them deals and packages which eventually resulted in relationship revenues for the organisation.

4.3 Statistical test

4.3.1 Reliability

The reliability analysis is conducted to identify the internal consistency of the data which is calculated by using the Cronbach's alpha. When the value of Cronbach's alpha is more than 0.6, then it is considered that it has high reliability. In this study, the data collected to evaluate the impact of social media has been evaluated.

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.688	14

The above-mentioned table represents that there were 200 respondents that have responded to 14 items and those 14 items have been evaluated by using the Cronbach's alpha. The Cronbach's value must be greater than 0.6 that will show high reliability. The value in this is found to be 0.688 which means that the reliability of the data is high because it is greater than its threshold.

4.3.2 Regression

In this study two regression model has been used first one is evaluating the impact of social media on customer engagement and the other one is to assess the impact of social media on enhancing revenue. The interpretation of both the regression model is given below.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.522[a]	.272	.269	.62825

a. Predictors: (Constant), SM

The regression model for this study is used to identify the impact of social media on customer engagement and it has been found that there is 27.2% impact of social media on customer engagement which is a moderate impact. However, the value of R shows that there is a 52.2% relationship between social media and customer engagement.

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.240	1	29.240	74.082	.000[a]
	Residual	78.151	198	.395		
	Total	107.391	199			

a. Predictors: (Constant), SM

b. Dependent Variable: CE

The sig value of ANOVA represent the significance of the regression model and for the current regression model, it can be said that the regression model for social media and customer engagement is found to be significant because its sig value is less than the threshold of 0.05.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.776	.176		4.417	.000
	SM	.743	.086	.522	8.607	.000

a. Dependent Variable: CE

The coefficient table shows that social media has an influence on customer engagement because it has statistically been proved by the sig value which is found to be 0.000. It has been found that the t value of the result is found to be 8.607 which means that the result is significant and there is an impact of social media on customer engagement. Thus, this statistically proved the hypothesis that claimed the impact of social media on customer engagement.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.597[a]	.357	.354	.43755

a. Predictors: (Constant), SM

The second regression model claims that there is an impact of social media on enhancing revenue. It has been found that the value of R is 0.597 which means that the relationship between the variable is high. However, the impact of social media on enhancing revenue is moderate because the value is less than 0.4.

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.043	1	21.043	109.913	.000[a]
	Residual	37.907	198	.191		
	Total	58.950	199			

a. Predictors: (Constant), SM

b. Dependent Variable: ER

The above-depicted table shows that the value of significance is found to be 0.000 which means that the regression model of social media and enhancing revenue is fit to predict the result.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.866	.122		7.077	.000
	SM	.630	.060	.597	10.484	.000

a. Dependent Variable: ER

The coefficient table shows whether the result that has been tested is significant or not which can be evaluated by sig value. It has been found that the sig value of the result is 0.000 which is less than 0.05. this indicates that the result falls in the critical region and the result are significant. Moreover, the t-value also represents the significance of the results as the value is found to be 10.484. Thus, it can be said that the hypothesis of social media and enhancing revenue is accepted because it shows significant results.

4.3.3 Correlation

Correlations

		ER	SM	CE
ER	Pearson Correlation	1	.597**	.358**
	Sig. (2-tailed)		.000	.000
	N	200	200	200
SM	Pearson Correlation	.597**	1	.522**
	Sig. (2-tailed)	.000		.000
	N	200	200	200
CE	Pearson Correlation	.358**	.522**	1
	Sig. (2-tailed)	.000	.000	
	N	200	200	200

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

The correlation test has been applied in the study to evaluate the associations between social media, customer engagement and enhancing revenue. The above-mentioned table represents that social media is moderately correlated with customer engagement because the value of the Pearson correlation is found to be 0.358. However, the relationship between social media and enhancing revenue has also been computed which indicates the high correlation between them as its value from the Person correlation test is 0.597.

4.3.4 Interview analysis

Do you think social media play a role in engaging customers?

Manager 1	Yes, managers definitely, in the current digital environment social media is one of the tools that can, for engaging customers.
Manager 5	Effective communication is one of the major elements that are used for engaging customers and I believe the use of social media is helpful in doing so.
Manager 8	I believe that with social media it would be easy to identify the needs and demands of the customers hence will be easy to engage them.
Manager 2	Yes, definitely
Manager 7	The use of social media is helpful in enlacing communication through which engaging customers would be an easy task for the business.

After analysing the above responses it is quite evident that in the business environment social media plays a significant role in increasing customer engagement. One of the managers suggested that with effective social media strategies communication can be enhanced which is one of the major tools for engaging customers. One of the managers stated that with social media The dashboard the identify the needs and demands of its target audience which managers customer engagement.

What social media tools your company is using to engage customers?

Manager 9	The dashboard is one of the tools used in our company which is helpful in enhancing customer engagement.
Manager 4	With the help of twitter analytics, therefore, we, reveal lots of valuable data related to our customers that are used for increasing engagement.
Manager 10	Along with twitter analytics, we also prefer using Facebook analytics as is people are using Facebook.
Manager 6	One of the main tools we used for increasing customer engagement in our company is the Dashboard.
Manager 2	Twitter analytics is a tool used for enhancing customer engagement in our company.

There are various social media tools available and organisations adopted the most appropriate tool according to its needs. When the managers were asked about the tools used for engaging customers there were mixed answers recorded. The interview questions allow the researcher to fulfil answer the research question. It has been found that retail stores used multiple tools to engage customers. As per the managers, twitter analytics and Facebook analytics are the main social media tool used in their company. On the other hand, some of the managers said that, dashboard is the tool which an in their company for increasing customer engagement.

Do you think your organization design strategies of social media marketing to increase revenue?

Manager 1	When designing strategies in our company there are two goals which are focused on one goal is increasing customer engagement which is eventually lead to accomplishing the second goal which is increasing revenue.
Manager 3	Yes, of course, as without focusing on revenues we won't be able to achieve our long term targets.
Manager 5	The focus is on increasing revenues but not only revenue there are other aspects as well which we focus on.
Manager 6	Yes, increasing revenues is one of the major goals our company focus on which is achievable through effective marketing strategies.
Manager 7	Along with other aspects increasing revenue is one of the aspects we focus on while designing our social media marketing strategies.

Next, the managers were asked whether the social media strategies in their organisation are specifically designed for increasing revenue. In response to this, it has been evaluated that the majority of the managers believed that social media marketing strategies in their organisation are designed for increasing revenues. One of the managers stated that increasing revenue is considered as one of the major goals for our organisation, therefore, strategies are also developed by keeping in mind certain goals. One of the managers said that there are other aspects as well that are a focus on while developing the strategies in which increasing revenue is the major aspect.

In your opinion, can social media marketing help management to get the desired result of sales?

Manager 2	Yes definitely, effective marketing is one of the major tools with the help of which sales can manage.
Manager 9	With social media marketing, it would be easy to reach a wide pool of customers, which will eventually result in increased sales for the company.
Manager 4	Majorly, marketing strategies effective for increasing revenues and sales for the company.
Manager 8	Yes, I totally agree with this as I believe that with, social media strategies organisations can achieve the desired goals related to their sales and revenues.
Manager 10	I believe with effective marketing strategies which can be either social media or tools traditional way the target for sales can be easily achievable.

With the analysis, it has been identified that with effective marketing strategies organisations can achieve the desired result related to sales. As per the answer of the researcher question with the help of effective social media marketing strategies organisation can reach to its target audience more easily which will eventually be helpful in increasing sales for the business and achieve the target goals. It is quite evident that effective social media marketing strategies can be used for accomplishing the sales target.

Do you think that social media can attract more customers which can enhance the revenue of an organization?

Manager 3	In the current digital environment, social media is one of the medium everyone is using, is much easier in attracting customers.
Manager 8	Yes, I totally agree with this as with effective social media marketing engaging and attracting customers is much easier which will eventually the revenue.
Manager 10	Yes, definitely social media platforms are helpful in attracting customers on hence is also helpful in increasing revenues for the managers.
Manager 5	I believe with effective social media marketing companies, attract a large pool of customers which will eventually be beneficial in increasing revenues for the of.
Manager 9	Yes, 100% with social media marketing strategies dashboard is able to attract more customers and can increase its sales and revenues.

The analysis shows that with effective social media marketing strategies more customers can be targeted which will eventually result in increased sales and revenues for the business as the majority of the managers in the interview agreed with it. The researcher answered the study question by collecting information from the managers of Filli Cafe. One of the managers of filli Cafe stated that with managers social media marketing strategy a large pool of customers can be targeted which will eventually lead to increased sales.

4.4 Discussion in light with literature

4.4.1 How different social media platforms have been used by retail companies in the UAE for engaging their customers?

As per the results it can be said that the retail market has proved to be a strong player within the UAE region to use social media as an engagement tool with customers. Aligning the results with the study of Alsharji et al. (2019) which reported that while social media becomes popular search tool for customers the same has been observed within the retail segment across the globe which have been proved by analysing the results of the collected data . With UAE and its populous indulged within the use of social media excessively various large and small retailers have been observed to use social media to conduct market trend analysis and also engage with customers and directly converse with them. Thus increasing the intimacy which the customer and organisation relation can boast. It was added by Benmamoun et al. (2016) that the whole new aspect to conducting business within the Middle Eastern region has been considered to be the crux of the adoption of social media by an organisation to increase their effective customer engagement aspects. It has been proved by the results as respondents haven given much importance to the fact. Also, in research, customer engagement within multiple new media and broader business ecosystem that is a holistic perspective by one of the studies mentioned in the literature customer involvement that incorporates the essentials of multiple media that is also new and incorporates broader business ecology.

The respondents have agreed the fact that social media has become the first choice of the retailers for the marketing tactics of the business since it has been chosen by the customers for the products or service which has been mentioned in the literature section of this research. The importance of social media can never be ignored in this era. The data has been collected by 200 respondents as well as the interviews which resulted that the social media always have positive effects on the business if the business is providing quality services and products. As it has been highlighted by many of the researchers that social media has become vital aspects for the customers as well as for the organisations for purchasing and selling products. It is very much important to keep the fact in mind that using social media doesn’t guaranty the success of an organisation until and unless it provides quality product or services based on which customer gives feedbacks positively. Additionally, It has also been stated by many of the researchers as well as has been proved in many of the researches, and the result also discusses the fact that social media is extremely engaging for the customers.

4.4.2 What are the current social media strategies implemented by Filli Cafe to enhance its revenue and increase customer engagement?

This research has been proved by analysing the collected data as the respondents strongly agreed on the customer engagement of the social media for an organisation. The direct impact of customer engagement is observed on sales which positively influence yet indirectly the profit of the organisation. Cheung et al. (2015) exampled with the prominent gaming market where the amount of customer engagement is considered to be the crux for the growth in sales of the games. The digital model of business as in the gaming industry has been highlighted by the researchers to be the medium for highly engaging content to be developed and thus having the relevant customer engagement achieved. This results in the increased sales of the product which serves as a competitive edge for the organisations. It can thus be ascertained that the entity as it caters an engaged customer line can witness higher sales. As it has been highlighted in the literature that the fact that sales are an integral aspect of the organisation and its ability to make profits, however, the impact which sales witness via the extent of the customer engagement practices deployed by the entity is integral. In the modern context while the customers extend towards the social media and online platforms the same has been expected of the organisations' in order to ensure that they can host a very large customer line that is retained and engaged at the same time. 53% out of 100 respondents strongly agreed to this fact of social media increases customer engagement. In order to accomplish objectives, it has been found that social media allow the management to engage customers as it positively impacts the sales of the organization. Managements are likely to offer promotions activities and update information regarding services that can attract customers.

The results have proved the research of Schumacher et al. (2019) which have highlighted the fact that it is the last stage where the sole focus moves from nurturing and testing to engaging and creating customers that are with the organisation for its lifetime. The respondents strongly agreed to the fact the fact social media are the platform which engages the customers more rapidly. Customer experience is appraised to the optimal within the organisations' planning and development of the product. Connectivity and customer preferences are increased in terms of the organisation and its operations. Connectivity challenges are increased in number such as to both online and offline. Thus once past this stage the organisation witnesses an engaged customer line and one that it can boast for lifetime resulting in agility and a superbly fostered

competitive advantage within the market. The model serves orientation with the age of digitalisation where the personal or physical interaction is reduced and the online medium creates a challenge with their usage to increase customer engagement. Therefore, it can be said that the results of the collected data agreed to the fact.

4.4.3 What are the outcomes achieved by the company while executing these social media strategies?

In order to answer the research question, it has been found that Filli Cafe use different straetgies of social media to enhance the outcomes. The results have proved the report by You Gov. (2019) in which he has highlighted that the social media and customer engagement within UAE organisation has been at the optimal rate. The 41% respondents have importantly viewed the fact of the customer engagement towards the loyalty of the customers. As the research states that nearly 94% of the researchers have been considered to draw findings which highlight that the popularity amongst small scale, medium-sized and entrepreneurial ventures within UAE has been optimal for the use of social media to retain customers and have highly engaged relationship with them. The outcome of teh collected data was same. Specifically structured industrial structures with respect to social media influencing agencies have been set up based on the importance that the UAE market witnesses in relation to social media as a medium for build a customer base that is both engaged and retained. Thus highlighting vast impact which social media has on customer engagement for an organisation. Hence, the respondents have strongly agreed the fact, it can be said that this research have importance in depicting the significance of social media in customer engagement.

The influence that social media has on the customers and the global acceptance of the online platforms within the modern business world seeks to bring focus on the content and the channels which establish a highly engaging atmosphere for the customers and the organisations'. The community on social media and the online global platforms and the trends of conversation are to be the core for the company to design the content in order to have the basic corrected for engaging of the customers. It was also opinionated that in relations to the model for customer engagement that the content and the conversation within the model are highly interlinked. The trends within community and customer conversations in the online world are considered to bring an eminent alteration and modification to the content which the company designs. Hence, the results which have been analysed on excel have also acknowledged this fact that there is heavily influenced of the media on the customer engagement as it has been declared by the 44% respondents.

4.4.4 What are the reforms and measures needs to be implemented by Filli Cafe to attain more productive and desirable results?

This study is undertaken by the framework of new media that takes in different information facility and technologies like a search engine, social recommender, social media etc. which can be properly prepared to attain a worthy customer involvement circle. The results of this research contained within, an informational and technological platform called as engagement that depicted how to authorize the companies collectively with their investors to holistically execute client engagement using new media to bear productive customer relations and commitment. The results have shown that the companies engage customers to enhance positive word of mouth of their company on which 41% respondents out of 100 percent have highly given importance to this fact.

It has been evaluated by the results of this study that social media is the most engaging platform as well as internet users are appealing in various practices of innovative communication and are providing content to new media aggregators, for instance, Google, Flickr, Amazon, eBay, and Facebook. However, it has been evaluated by the results that the social media is the most go to place of the customers. Amongst the most famous networking sites are Facebook and Twitter which both work correspondingly well in terms of building relationships or enhancing the connection amongst users and organizations. This is done by empowering users to become noticeable to the overall public and to represent their social networks. The objectives of the study has been accomplished with the help of primary and secondary sources. The social media allow management to influence customers' decisions. The results shows that the statistics of 38% of the teenagers which gets influenced easily by the marking tactics used by the marketers. Social media proposes an enormous amount of potential for “mass-self communication” as it has been mentioned in the literature of this research, this produces innovative knowledge and ideas to deal with a number of challenges or trials which are faced by many operators. This literature has been proved by the results as the 76% respondents have agreed to the fact that they use social media to get information.It has been derived from the objective of the study that social media allow the researcher to analyze the customer's needs. By identifying the needs of customers, management is able to deliver services as per their expectations.

4.5 Summary

This chapter has discussed the results and findings of the collected data. The purpose of this chapter was to discuss the outcomes gained from collecting data from respondents and interviewing the managers. The results showed that if an organisation is doing great by providing the best quality, then using social media is highly positive fact towards engaging customers and increasing sales. Social media plays a crucial role in engaging customers and increase sales of the organisation. Based on the positive feedback and reviews of the customers, other customers get attracted to an organisation. However, it has also been discussed in this chapter that organisations can use social media to engage the customers as well as to increase the sales as social media is the most powerful tool of marketing in this era. The next chapter discusses the results in order to reach the conclusion of the research.

5 Chapter 5: Conclusion

5.1 Summary of the findings

The research has been considered to increase the amount of data that have been available for organisations using social media to not just engage customers but relevance which it has in increasing the sales. In light of the answer to the research question, it has been concluded in relation to the findings is that both literature and the primary data collected highlighted the recognition which social media has gained from the organisation in helping them deliver a better and more structured impact on the customer engagement. Social media has been considered by both respondents and the scholars within the literature review to be the optimal choice for marketers to engage customers and consequently increase their sales. A number of benefits have been discovered of social media and its eminence in allowing both individuals and the organisations to increase customer interaction. A major finding that has been extracted from the research is that while a number of social media channels exist for the organisation to use, yet the capacity of an organisation to exploit them is the most important aspect of increasing sales and customer engagement. Sales and revenue of an organisation have been found to co-exist, success in one is considered to be effective in increasing the other. Using social media to develop one's business has become quite common and with it raining and for employees is considered a necessary aspect to ensure that employees have the necessary skills required to deal with customers on social media based on their different perception of contracting businesses. Organisations in the UAE have been found to have optimal usage of social media channels and are considered to be amongst best when it comes to exploiting them for customer engagement. It has been further considered during the research finds that the major part of the population is in the younger segments thus fascination for modern technology eased manner of communication higher. Thus business and customers have been increasingly active on social media and engagement measures by the organisation have been directed increasingly towards social media channels. The need to ensure that the organisations have better social media customer engagement can be catered by exercising stronger content creation which helps develop content for social media audiences which directly targets the need and engages them in purchase behaviour In order to answer the research question, it has been found that organization uses multiple social media strategies to engage employees. It allows management to achieve the desired sales target which also impacts positively on the revenue of the firm. The aim of the study has been fulfilled by collecting information from both sources

primary and secondary. It has been found that social media retail sector managers can engage customers effectively. The Filli Cafe manager also uses social media strategies and use different platform because it positively impacts on the sales of the organization and enhance overall revenue.

5.2 Conclusion

The most eminent part of the chapter is to extract conclusive findings from the research and provide satisfactory evidence in relations research questions and objectives. It has been evidently concluded from the study that customer engagement within the modern era has been increasingly impacted by social media. The organisation has been found to legit use social media channels to coordinate and communicate with customers. Considering the case of Filli Café the management has shown affirm belief within the social media tools that they utilise. Facebook Analytics and Dashboard have been observed as one of the most prominent yet the best for social media customer engagement practices. Each tool has a specific manner of helping identify the number of customers that have been viewing a post and those that have actively interacted with the restaurant's online staff. An important conclusive aspect from the whole research is that social media customer engagement practices are considered to have a positive impact on the sales and consequently the revenue generated by an organisation. The organisation in UAE has been found to have an increased inclination for social media tools to engage their respective audiences thus allowing better interaction with the younger generation which is a major part of the social media community in the region. An aspect of interest that has been concluded from the study. Thus, in a nutshell, the research has concluded that the organisation like Filli café and their nature of work has an increasing focus on the younger generation thus has been the major cause of transforming from traditional marketing and customer engagement. This has allowed them to increase revenues and generate a larger profit ratio with greater sales that help increase the competitiveness of the entity.

5.3 Recommendations

With relevant conclusions extracted from the research and on studying the operations of the Filli Café the following recommendation is provided for better operation in future:

- While managers at Filli Café have increasingly considered the use of the Facebook Analytics and Dashboard for customer engagement analysis, yet with the rise in similar technology it has been recommended that the Google AdSense be used to advertise deals and promotions rigorously with appropriate reports that help the reach of ads posted for

the restaurant be analysed effectively. It can be considered that sponsored reaches are obtained with paid Facebook campaigns to have a larger population reach which can be variable with the people being targeted. It can be applied when managers will hire the experts of social media who have the skill set to analyze the target market and derive strategies according to that. The risk can increase when management is not able to deliver information to potential customers.

- Although the research has conclusively identified the effectiveness of social media as a customer engagement tool for generating higher number sakes in the long run, yet for Filli café it is recommended that a perfect blend of traditional customer engagement practices with social media tools be utilised to reduced chances of omitting the customers who are still in-adaptive to social media for communication. This requires more personal marketing and engagement pratcies by Filli Cafe where it preaches not just of the services by the Cafe but also seeks for drawing them towards the various social media platforms where it is present. It is considered that costs of hiring sales executives for this campaign is necessary. However, if Filli cafe management is not able to engage customers their social media presence will be reduced which can impact overall organization negatively.
- Further, in comparison to the current social media customer engagement practices that include ads and promotions better deals be provided as it has been identified by the survey findings that customer witness higher inclination for restaurants that better deals offered and promotions are in the true sense effectively identified. To offer better deals to customers managers require staff who can analyze the market and external factors and according to that management design promotional activities. It can decrease profitability but, an increase in the sale can provide benefit for long-run.

5.4 Areas for future research

Recommendations have been providing for the current restaurant considered and other similar organisation within the industry of UAE, however, this head describes that alternatives which researchers in future can have and may expand in the same realm with areas that are uncovered or are left on purpose:

- The choice of Filli café to a large extent limited the research to the restaurant industry of UAE, this can be omitted by the future researchers by increasing the scope and opting for an entire industry and removing the barrier for expansion of the scope to the entire industry.
- Another future prospect for a researcher seeking to study the same genre of management concepts is that opting for restraint or eatery that has international operations can help a comparative analysis of the customer engagement practice of social media used by the same entity in UAE and those that are used by it in the other operation stations.
- The need to ensure better and more structured findings can be observed with a larger sample size that covers the whole Middle Eastern region in order to seek better social media trends for customer engagement which had been purposefully omitted in this study due to time constraints.

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7 Appendices

7.1 Appendix A: Questionnaire

Demographics

Gender

- Male
- Female

Age

- 20 or below
- 21- 30
- 31- 40
- 40 or above

Social Media

How much time do you spend on social media per day?

- 1 hour
- 2-4 hour
- 4-6 hour
- More than 6 hours
- Occasionally

When do you access social media?

- During free time

- During work
- Both (during free time and work)

Do you use social media to get specific information?

- Yes
- No

What are the personal benefits of using social media?

- Learn new skills
- Entertainment
- Digital reputation
- Help with studies
- Other

Do you think social media sites are a vast platform for marketing?

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

Customer Engagement

The company can engage customers with the help of social media marketing

- Strongly Agree

- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

The management can engage customers by taking their feedback

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

Companies engage customers to enhance positive word of mouth of their company.

- Very important
- Important
- Moderately important
- Slightly important
- Not at all important

How important customer's engagement is to enhance the customer loyalty

- Very important
- Important
- Moderately important
- Slightly important

- Not at all important

Enhancing Revenues

In your opinion, to enhance revenue, management companies use marketing tactics in the form of Social Media

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

Revenue can be improved if management provides training to employees to understand customer behaviour in an effective manner

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

The management can improve revenue by developing a relationship with customers

- Strongly Agree
- Agree
- Neither agree nor disagree

- Disagree
- Strongly disagree

The revenue of the organization can be increased if management do social media campaigns quite frequently

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

In your opinion, offering packages and deals are good sources to generate more revenue

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

7.2 Questionnaire link

https://docs.google.com/forms/d/1SulSLf4aNBiIn4FbWDIHTo0q98TmEW9IcOI0tCCcUgk/edit#responses

7.3 Interview Questionnaire

- Do you think social media play a role in engaging customers?
- What social media tools your company is using to engage customers?
- Do you think your organization design strategies of social media marketing to increase revenue?
- In your opinion, can social media marketing help management to get the desired result of sales?
- Do you think that social media can attract more customers which can enhance the revenue of an organization?

7.4 Consent form

Study Title:

Main Investigator:

Academic Supervisor:

Tick the below

The aim of the study has been conveyed to me that have clarified all the questions regarding the survey.	
Although there was a facility to withdraw from the participation, I am voluntarily participating in this survey and no one has forced me give the response.	
The researcher has provided the prevalence for not leaking the information and it will be kept confidential.	
I allow to access to my response to the researcher for the study.	
I am informed that my personal information will not be shared with other and my identity will not be revealed.	
The researcher has ensured that my response will be used for the current study only and it will be discarded after that and will not be used for any other purpose.	
I am informed about the study and I have participated with my own consent.	

_____ _____ _____

Name of Participant Date Signature

(or legal representative)

_____ _____ _____

Name of person taking consent* Date Signature

(*if different from lead researcher)

To be signed and dated in presence of the participant

_____ _____

Researcher* Date Signature

To be signed and dated in presence of the participant