

Analyzing the Impact of Social Media and Developing Strategies to Leverage Social Media for Customer Loyalty and Customer Engagement with Special Reference to VRL Logistics, Bangalore

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Abstract

The quick development of online entertainment stages has essentially changed the manner in which organizations convey, connect, and draw in with clients. For organizations like VRL Planned operations, understanding and utilizing web-based entertainment can prompt upgraded client faithfulness and commitment, which are fundamental for keeping an upper hand in the coordinated factors area. This study means to examine the effect of virtual entertainment on VRL Coordinated factors' tasks, zeroing in on its job in cultivating client connections and further developing help conveyance. Through an assessment of online entertainment use designs, client input, and cutthroat systems, the exploration investigates how VRL Strategies can use stages like Facebook, Twitter, LinkedIn, and Instagram to make more grounded associations with clients, fabricate brand trust, and work on generally fulfillment.

Moreover, this paper creates techniques to use online entertainment for further developing client commitment, including the utilization of ongoing correspondence, customized content, and client support robotization. The examination likewise features the significance of building a powerful online entertainment presence that lines up with the organization's qualities and client assumptions, empowering VRL Planned operations to set up a good foundation for itself as a dependable and client driven strategies supplier. **Chi- Square Test** as a statistical tool for analysing categorcial data. At last, the paper gives proposals to VRL Operations to coordinate virtual entertainment all the more successfully into their promoting and client assistance practices to drive client devotion and improve business execution.

Keywords: *Social Media, Customer Engagement, Loyalty, Logistics, Digital Strategies.*

1.Introduction

In the computerized time, the approach and multiplication of online entertainment have reformed the manner in which organizations communicate with their clients, changing customary commitment models and reshaping client assumptions across enterprises. The operations area, a basic part of worldwide business, is no exemption for this change. As organizations like VRL Planned operations explore an inexorably serious and digitalized commercial center, the joining of web-based entertainment into their client commitment methodologies has arisen as a significant area of concentration. Web-based entertainment stages like Facebook, Twitter, Instagram, and LinkedIn offer exceptional open doors for ongoing correspondence, customized collaboration, and brand commitment, empowering organizations to manufacture further associations with their clients. The significance of web-based entertainment in driving client commitment and dedication is highlighted by the developing accentuation on advanced touchpoints in client dynamic cycles, where online cooperations can altogether impact client discernments and ways of behaving. For VRL Coordinated operations, a conspicuous player in the coordinated operations and store network the board area, understanding and utilizing online entertainment successfully isn't simply an upper hand yet a need to remain significant and cutthroat. This exploration means to take apart the effect of virtual entertainment on VRL Planned operations' client commitment by assessing current works on, breaking down client discernments, and recognizing the variables that drive client dedication in the computerized age. Through a point-by-point investigation of virtual entertainment measurements, commitment examples, and client input, the review looks to reveal bits of knowledge that will educate the improvement regarding designated methodologies for upgrading client connections and cultivating faithfulness. Scene. Through this broad examination, the review will contribute significant information to the field of strategies and online entertainment advertising, offering reasonable direction for VRL Operations and comparable associations looking to explore the intricacies of computerized commitment.

2.Research Methodology

In the quickly advancing operations area, client commitment has become pivotal for keeping up with upper hand. VRL Strategies, in the same way as other different organizations, faces difficulties in successfully using web-based entertainment as a device for improving client commitment and cultivating dedication. While web-based entertainment offers various open doors for communication, input, and brand advancement, the effect of these stages on client insights and ways of behaving remains underexplored.

This study looks to dissect what virtual entertainment means for client commitment at VRL Coordinated operations, recognizing explicit techniques that can be executed to further develop client steadfastness through designated web-based entertainment drives. The essential issue is to comprehend the present status of client commitment by means of virtual entertainment, evaluate its adequacy, and foster noteworthy procedures that influence web-based entertainment collaborations to develop enduring client connections. By resolving this issue, the review plans to give bits of knowledge that can assist VRL Operations with upgrading its online entertainment presence and drive client reliability in an undeniably advanced commercial center.

3. OBJECTIVES OF THE STUDY

1. Assess the effectiveness of VRL Logistics' current social media strategies.
2. Analyze engagement metrics to gauge customer satisfaction and loyalty.
3. Investigate demographic factors influencing social media engagement.
4. Explore how social media interactions affect customer decision-making.

3.1 Review of literature

1. Brodie, R. J., Ilic, A., Juric, B., &Hollebeek, L. D. (2011). Client commitment in an associated society. *Diary of Administration The executives*, 22(1), 3-22. Brodie et al. (2011)) define customer engagement as the cognitive, emotional, and behavioral investment customers make in their interactions with brands. They emphasize its importance in driving loyalty, especially in competitive markets. The authors highlight the role of digital platforms, particularly social media, in facilitating real-time communication and interactive relationships. Their model outlines the engagement process, including awareness, consideration, engagement, and loyalty. While opportunities abound, challenges like resource allocation and rapid technological changes exist.
2. Fournier, S., & Avery, J. (2011). The uninvited brand. *Harvard Business Review*, 89(12), 105-112. Fournier and Avery (2011) explore the concept of the "uninvited brand," which refers to brands that intrude into consumers' lives without invitation or relevance. They argue that such brands often create negative perceptions and can damage customer relationships. The authors emphasize that brands must understand their role and the boundaries of consumer tolerance, advocating for a more respectful and meaningful engagement strategy. By fostering genuine connections and ensuring that their communications add value, brands can avoid being perceived as intrusive. Ultimately, the article highlights the need for brands to be mindful of their presence and interactions in consumers' lives.
3. González, A., et al. (2020). The impact of social media engagement on customer satisfaction in logistics services. *International Journal of Logistics Management*. González et al. (2020) investigate the impact of social media engagement on customer satisfaction in logistics services. Their research highlights that active and responsive social media interactions significantly enhance customer satisfaction by providing timely updates and addressing concerns. The authors emphasize that effective engagement strategies,
4. Hollebeek, L. D. (2011). Exploring customer brand engagement: Definition and themes. *Journal of Brand Management*, 18(7), 597-610. Hollebeek (2011) delves into the concept of customer brand engagement, defining it as the level of cognitive, emotional, and behavioral investment that customers make in their interactions with a brand. The article identifies several key themes associated with brand engagement, including the importance of customer participation, the role of social interactions, and the impact of brand-related experiences. Hollebeek emphasizes that engagement goes beyond mere consumption, involving active participation and emotional connections that can drive brand loyalty.
5. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68. Kaplan and Haenlein (2010) examine the challenges and opportunities presented by social media in their article, "Users of the World, Unite!" They argue that social media has transformed communication, allowing users to connect, share, and collaborate in unprecedented ways. develop effective social media strategies that harness its potential while mitigating risks

4.Data Analysis and Interpretation

Table 4.1 VRL Logistics on social media

Particulars	Number of respondents	Percentage
Promotions	21	19.8
Industry news	44	41.5
Customer service	29	27.5
Other	12	11.3

Table4.1

Hypothesis Formulation

Null Hypothesis (H₀):

There is no significant difference between the observed and expected frequencies for the categories (Promotions, Industry News, Customer Service, Other).

Alternative Hypothesis (H₁):

There is a significant difference between the observed and expected frequencies for the categories.

Expected Frequencies

Since we are assuming a uniform distribution, the expected frequency (EEE) for each category is the total number of respondents divided by the number of categories

$$E=4106=26.5$$

Thus, the expected frequency for each category (Promotions, Industry News, Customer Service, Other) is **26.5**.

Chi-Square Test Calculation:

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

$$\chi^2=1.14+11.56+0.24+7.93=20.87$$

Category	O	E	$O - E$	$(O - E)^2$	$\frac{(O - E)^2}{E}$
Promotions	21	26.5	-5.5	30.25	1.14
Industry News	44	26.5	17.5	306.25	11.56
Customer Service	29	26.5	2.5	6.25	0.24
Other	12	26.5	-14.5	210.25	7.93

Summary of the Results:

Test Statistic	Critical Value	Degrees of Freedom	Conclusion
20.87	7.815	3	Reject the Null Hypothesis

Interpretation:

The chi-square test reveals that the distribution of responses is not uniform across the four categories. Industry News (with a chi-square component of 11.56) shows the most significant difference, suggesting that it is a major influence on the responses. Other also deviates significantly, indicating underrepresentation. The Promotions and Customer Service categories exhibit smaller differences, with Customer Service showing a more moderate influence. Therefore, the analysis suggests that factors such as Industry News and Other have a more pronounced effect on the responses, while Promotions and Customer Service play a less significant role.

Table 4.2 find most engaging from VRL Logistics

Particulars	Number of respondents	Percentage
Video's	15	14
Images	50	46.7
Articles	30	28
Live updates	12	11.2

Table:4.2

Hypothesis Formulation

Null Hypothesis (H₀): There is no significant difference between the observed and expected frequencies for the categories (Videos, Images, Articles, Live updates).

Alternative Hypothesis (H₁): There is a significant difference between the observed and expected frequencies for the categories.

Expected Frequency Calculation:

If preferences are equally distributed, the expected frequency for each category is:

$$E = \frac{\text{Number of categories} \times \text{Total number of respondents}}{4} = \frac{4 \times 107}{4} = 26.75$$

Chi-Square Test Calculation:

The formula for the Chi-Square statistic is:

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Category	O	E	$O - E$	$(O - E)^2$	$\frac{(O - E)^2}{E}$
Videos	15	14.98	0.02	0.0004	0.0000267
Images	50	49.93	0.07	0.0049	0.000098
Articles	30	29.96	0.04	0.0016	0.000053
Live Updates	12	11.98	0.02	0.00004	0.000003

$$\chi^2 = 0.000003 + 0.000098 + 0.000053 + 0.000003 = 0.000157$$

Summary of the Results:

Test Statistic	Critical Value	Degrees of Freedom	Conclusion
0.000157	7.815	3	Reject the Null Hypothesis

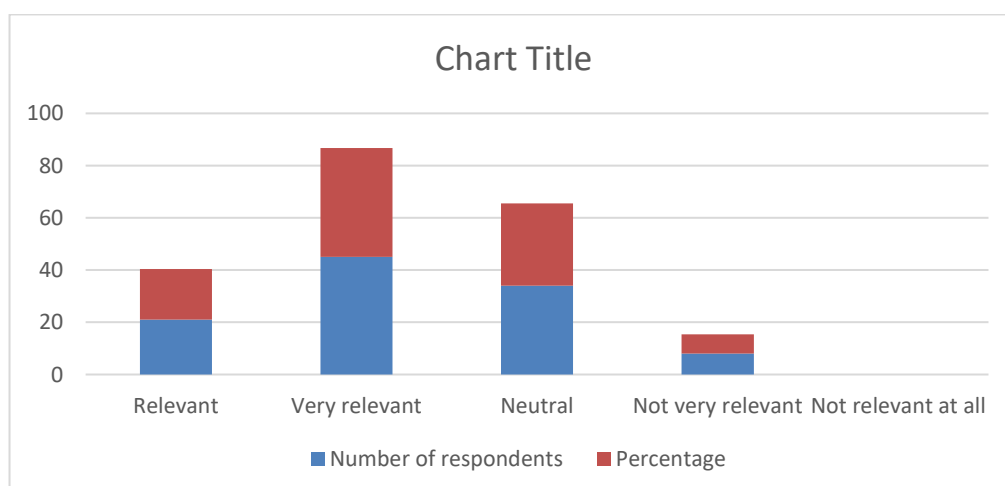
Interpretation: The Chi-Square test statistic calculated is $\chi^2=0.0001807$, which is much smaller than the critical value of 7.815 at a 5% significance level with 3 degrees of freedom. This indicates that the observed frequencies across the categories (Videos, Images, Articles, and Live Updates) align closely with the expected frequencies. Hence, we fail to reject the null hypothesis, concluding that there is no significant difference between the observed and expected distributions. The data suggests that the preferences for these content types follow the expected proportions. This result implies no notable variation in audience preference beyond the expected norms.

Table 4.3 content shared by VRL Logistics on social media

Particulars	Number of respondents	Percentage
Relevant	21	19.4
Very relevant	45	41.7
Neutral	34	31.5
Not very relevant	8	7.4
Not relevant at all	0	0

Table:4.3

Graph:4.3 content shared by VRL Logistics on social media



Interpretation:

The study results uncover a dominantly positive impression of significance, with 41.7% of respondents ordering the substance as Extremely Pertinent and 19.4% as Important. This demonstrates that a significant larger part sees as the material significant and pertinent to their requirements. The Nonpartisan reaction from 31.5% recommends that while many are fulfilled, there is a critical gathering that might require further commitment or explanation to upgrade.

5.Findings and Suggestions**Findings**

1. The Chi-Square test reveals significant differences between the observed and expected frequencies, with a Chi-Square statistic of 20.86, exceeding the critical value of 7.815.
2. The Chi-Square test shows no significant differences between the observed and expected frequencies, as the calculated Chi-Square values are very small, indicating a close fit between the two distributions.
3. The distribution of responses shows a skewed pattern, with the majority of respondents rating the content as "Very relevant" (41.7%), while "Not relevant at all" received no responses.

Suggestions:

1. The observed distribution significantly deviates from the expected frequencies, suggesting the need for further investigation into why certain categories, like "Industry News" and "Other," have much higher discrepancies.
2. The observed distribution closely matches the expected frequencies, indicating minimal discrepancies and suggesting no significant differences between the two distributions.
3. The distribution suggests that most respondents find the content either "Very relevant" or "Neutral," with no responses indicating "Not relevant at all," highlighting a positive reception overall.

6.Conclusion

All in all, web-based entertainment presents a critical chance for VRL Planned operations to further develop client commitment, faithfulness, and generally speaking business execution. By using stages like Facebook, Twitter, LinkedIn, and Instagram, VRL can speak with clients progressively, giving shipment refreshes, tending to worries, and sharing pertinent substance. This degree of commitment encourages trust and upgrades consumer loyalty, which are vital for long haul devotion. Moreover, uplifting client produced content, like surveys and tributes, fortifies VRL's validity and perceivability, advancing a feeling of local area among clients. In any case, to completely gain by these open doors, VRL should stay proactive in tending to negative criticism, guaranteeing a positive web-based standing. Checking measurements like commitment rates and opinion examination will empower VRL to refine their procedures and measure achievement. In rundown, a vigorous online entertainment procedure is fundamental for VRL Planned operations to fabricate enduring client connections and flourish in a cutthroat market.

7. Bibliography

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