



USAGE OF SOCIAL MEDIA USAGE AND CUSTOMER SATISFACTION AMONG STATE BANK CUSTOMERS IN SRI LANKA

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Abstract

The manner that customers interact with one another has altered as a result of recent advancements in communication technologies. This is especially comparable to how consumers gather and exchange knowledge about various things in order to obtain and consume them. The purpose of the study was to identify the usage of social media usage and its impact on customer satisfaction. Especially to understand the social media usage and customer satisfaction in state banking customers of the university students in Northern Province of Sri Lanka. The research is a deductive approach and design questionnaires to collect the quantitative data from the university students who are customer of state banks in the northern province of Sri Lanka. Sample of the study is 200 university students who are customer of state banks from Bank of Ceylon and Peoples Bank in Northern Province of the Country. Data were coded and analyzed with help of Statistical Package for the Social Sciences (SPSS) version 22. Findings of the study revealed that there is strong influence of social media usage on customer satisfaction. 72 per cent of the respondents agreed that usage of social media is the major scenario for their services with banks. Also moderating factor Gender between social media usage and customer satisfaction and found that gender as moderating variable does not moderate the connection between usage of social media and customer satisfaction among the respondents. Further it was found that about 22 per cent of the respondents explore that they found difficulties in trusting the social media as communication tool.

Keywords: Usage of Social media, Customer Satisfaction, State banks, Northern Province and University students.



1. Introduction

Social media can be stated as the main driver to as the communicate model in any country irrespective of the status developing or developed. Social media is a channel for the organization to have two way communications with consumers using a platform that is already integrated into the consumer's everyday life (Dootson, et al., 2015). Nowadays lot of organization not only world context but also Sri Lanka context using social media as their main marketing tool. As an example, Event Management Company, electronic good industry, mobile phone industry and banking industry etc. Furthermore in costumer perspective, there are many people in the world who is using a different type of social media (Like Facebook, Twitter, LinkedIn, Instagram etc.) for their day to day activity like building up the networking, keeping touch with friend and family members and getting the details about the business world.

Some researchers shows that Peoples who have been addicted to using social media in the world especially young generation in the world (Chikandiwa, et al., 2014), Sources shows that 2.8 million people out of the 20.36 million peoples using social media in Sri Lanka. When the considering social media it has been able to change the entire world and also change to people who way communicate each other. Hence peoples who more aware about the social media. This has been the big chance for any kind of organization implementing to their promotional activity within the very low budget. Due to this fact more and more organization used to social media as their major marketing tool. But measuring customer satisfaction is very crucial part in banking sector. As research question what type of usage of social media influence on customer satisfaction. The objective of the study was to identify the usage of social media usage and its impact on customer satisfaction. Especially to understand the social media usage and customer satisfaction in state banking customers of the university students in Northern Province of Sri Lanka.

2. Review of Literature

The most convenient digital communication channels for many customers to learn, share information, and directly communicate with corporate stakeholders have emerged as social media platforms (Hanaysha, 2017). Due to the availability of social media, company marketers will have the chance to engage in two-way conversations with their current and potential customers in order to rapidly and inexpensively gain rich and relevant information. Marketers have also come to



understand the additional benefits of social media platforms due to easier brand collaboration, high-quality information exchange, and other factors (Hudson et al, 2016).

Additionally, social media has made it simple for customers to tell their peers important information about the goods or services provided by particular firms. These exchanges have given businesses various benefits, including cost-effectiveness, stronger brand recognition, higher client loyalty, and larger profit margins with brand recommendations and the caliber of information exchange (Hudson et al, 2016). In general, social media has recently gained a lot of attention from business stakeholders, including customers. This is due to the enormous power it has to improve communication effectiveness as well as the fact that it can help businesses create and maintain long-lasting relationships with their clients.

Many businesses see this kind of communication as a promising opportunity due to the social media channels' ongoing expansion and extensive applicability. They have also started to look for the best ways to use social media to grow their businesses, build stronger bonds with their customers, sell their goods and services, and build respectable public perceptions of their brands. In order to remain competitive in the difficult business climate of today, businesses must

There are 2.34 bn of peoples around the world is being used social media. Number of definition given for the term Social media by various researchers. Social media is, social network sites as web based services that concede individuals to (1) construct a public, private or semi government profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others inside the system. The nature and nomenclature of these connections may vary from site to site. (Danah & Ellison, 2008) .

Social News: Digg, sphinn, Newsvine and Ball Hype deliver news topics and motivated readers to vote and comment. Local online media sites such as NEWS24 also supply articles and permit readers to comment.

Social sharing: Flickr, Instagram and You Tube is a medium where people can upload their personal information and share videos, photos or voice cut with others.

Social Networking: Facebook, LinkedIn, My space and Twitter are sites that permit people to link and connect to each other.



The process of development along with the expanding globalization and liberalization process has increased the number of consumer related issues. Consumer protection has earned an important place in the political, economic and social agendas of many nations. In USA, the Government has taken many steps including legislative, to protect consumers (Waller, 2011). However, this is largely unknown to many citizens irrespective of whether they are educated or uneducated. With an enormous population along with high levels of poverty, unemployment and poor literacy levels, consumer awareness continues to remain low. Education is a lifelong process of constantly acquiring relevant information, knowledge and skills. The world has become a global village. Everyone could able to interact via the medium of the social media. Diba et al. (2019), insist the influence of the social media is very vital in this current era. It takes a part in everyone's lifestyle. The same statement has been elaborated by Islam et al. (2021), they insisted that the smart phones makes the growth of the social media in a deferent dimension. By using the smart devisers Billions of people could be able to interact on social networks such as Facebook, Twitter, Wechat and Instagram.

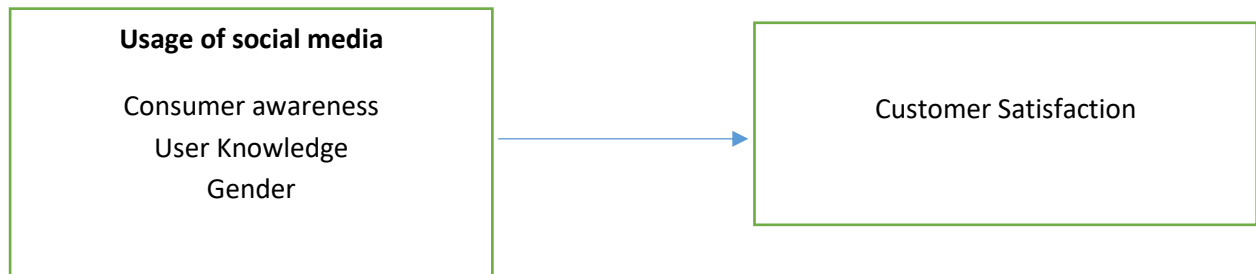
According to Kotler (2000), a different definition of satisfaction is "a person's sensation of pleasure or disappointment arising from comparing a product's perceived performance (or outcome) in accordance to his or her expectations." Similar to how Schiffman (2014) defined pleasure as a person's display of joy or discomfort depending on how he or she perceives how the use of the product or service compares to expectations. LaBarbera & Mazursky (1983) assert that businesses can satisfy customers by attending to their needs and wants.

3. Methodology

The approach of the research is Deductive approach and cross-sectional review technique. This is a quantitative analysis, recognizes the example and doing investigating as per it lastly convert it to the population for getting an appropriate thought. In this review, it will involve undergraduate students who are the customers of state banks in the Northern Province as a population. There are approximately 8000 following their students in various the discipline at a time at University of Jaffna. As sample of the study 200 university students who are customers of the state bank were selected to collect the data. Convenience sampling technique was used to select the respondent to collect the data. Statistical package for Social science (SPSS) version 22 used to analysis the data.

Data were collected through open ended closed self-administrated questionnaires.

3.1 Conceptual framework



4. Data Analysis

Data were coded and entered to SPSS package and regression analysis was done to test the following hypothesis. As the hypothesis of the study as there is a positive impact of consumer awareness of social media usage on Customer satisfaction. Based on the below mentioned table (table 01) consumer awareness of the social media usage has significance value 0.000 (lesser than 5% level of significance) on customer satisfaction.

Table 01: Consumer Awareness and Customer satisfaction

Variable	Sig Value	R Square
Consumer awareness of banking service	0.000	0.340

As the other hypothesis of the study as there is a positive impact of user's knowledge of social media on Customer satisfaction Based on the below table the user's knowledge as variable of independent variable of Social media usage has the significance value with 0.001 level (lesser than 5% level of significance). The hypothesis has accepted and user knowledge on social media usage has impact on Customer satisfaction.

Table 02: User Knowledge

Variable	Sig. Value	R Square
User's knowledge about the usage of social media	0.001	0.162



As the third hypothesis of the study is gender is moderate relationship between usages of social media on Customer satisfaction. Gender as the moderating variable between social media usage and customer satisfaction has not significant with the value 0.1638 which is greater than 0.05 level of significant level). There for the gender as moderating variable was not influence on the relation between social media usage and customer satisfaction.

Table 03: Gender

Variable	Sig.Value
Gender	0.1638

5. Conclusion and Implication

Findings of the study revealed that there is strong influence of social media usage on customer satisfaction among the state banks in the Northern Province of Sri Lanka. 72 per cent of the respondents agreed that usage of social media is the major scenario for their services with banks and 22 per cent of the respondents explore that they found difficulties in trusting the social media as communication tool. Also moderating factor Gender between social media usage and customer satisfaction and found that gender as moderating variable does not moderate the connection between usage of social media and customer satisfaction among the respondents.

As Recommendation of the study firstly, banks should take action to encourage to use social media fully for promotional activities to increase the consumer awareness and user knowledge of customers on Social media. The banks also need to find other ways to build customer awareness about social media and let them know to follow banks social media network accounts to get more updates about the bank. The bank needs to use social media for community building activities as well. Also state banks could increase the services to involve students in promoting word of mouth marketing. Satisfied customers will do free of charge promotion



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