

Submission of Thesis and Dissertation

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Degree for which thesis is submitted: M.Sc. in Marketing

Title of Thesis: How Businesses gather information from social media-
(A deep insight into customers privacy concerns)

Date: 08th August 2024

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**HOW BUSINESSES GATHER INFORMATION FROM
SOCIAL MEDIA - (A DEEP INSIGHT INTO CUSTOMERS'
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Abstract

The study focuses on developing an understanding of gathering information from social media which includes deep insights into the customer's privacy concerns. It mainly focuses on the importance of social media within the business environment which includes enhancing brand awareness within the business. The business process also focuses on enhancing the brand awareness programs among the customers and also focuses on increasing the loyalty of customers. It also includes in analysing the main factors that help to influence businesses to use social media. It includes evaluating the business goals, examining the target audience, allocating the tasks and business, researching competitors, developing stronger content strategy and many others. The study also focuses on analysing the research methodology which includes analysing the research onion, research, research design, research philosophy, research approach, research strategy, research time horizon, data collection methods, data analysis methods and many others. It also focuses on collecting data from the survey process and it is analysed within the SPSS tool. Moreover, it also focuses on analysing the data from different tests such as descriptive analysis, correlation analysis, coefficient analysis, collinearity diagnostics, and ANOVA tests. It includes a graphical representation of the responses provided by the respondents within the survey process and the graphs are based on the developed questionnaire. The study concludes by summarising the main points of the research with relevant recommendations, research limitations and future scopes.

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CHAPTER 1: INTRODUCTION

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

Customer data is the major concern area of business in the digital age and based on the effective use of digital platforms business gathers data. This study focuses on the importance of social media for gathering information about customers. Depth insight into the privacy concerns of customers was also analysed with the help of this study. This study also focuses on key factors that help to influence businesses to use social media. Challenges faced by businesses for using social media for gathering private data also analysed with the help of this study. This study also focuses on in-depth insights of customer privacy concern data based on using social media platforms. Based on effective social media, businesses gather information about customers and offer products based on their requirements.

2.2 Importance of social media within the business environment

Social media platforms are an effective medium that helps uplift the business environment in the competitive edge of the market. In the business landscape social media is a crucial component that helps to enhance comprehensive promotional strategy (Mason *et al.*, 2021).

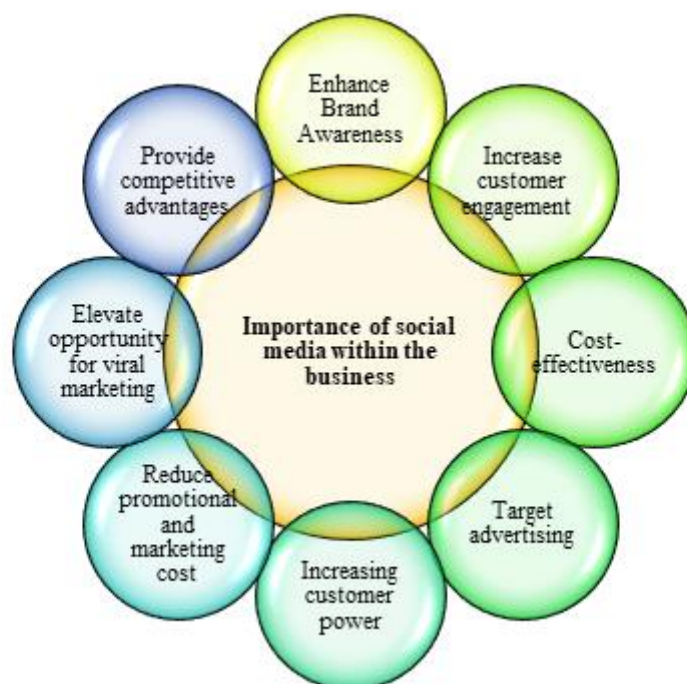


Figure 2.2: Importance of social media within the business environment

(Source: Self-Developed)

Social media provides several advantages such as

Enhance Brand Awareness

This platform helps to enhance the connectivity of the brand with customers and increase brand awareness. Businesses also get the opportunity that helps to analyse a wide range of customer bases (Hagiu and Wright, 2020). Based on geographic location, the needs of customers are analysed through social media and offers different brands to their target audiences. Based on the effective use of social media, businesses increase their brand awareness among customers and increase their loyal customer base. Brand awareness comes with brand loyalty and this comes with effective connectivity of businesses with their potential audiences (Jusuf, 2024). Moreover, with the help of effective strategies businesses interact with customers and eliminate the middleman for connection. Increasing brand awareness helps to get strong relationships with their target audiences and enhances the future growth of the business.

Increase customer engagement

Customer is the main target of a business and with the help of effective customer engagement customer engagement also increases. Through different blogs, posts, comments, and conversations businesses directly interact with customers and gain proper knowledge about the needs of customers. The loyalty of customers also increases with the help of an effective marketing strategy that helps to increase a large base of audience (Haris *et al.*, 2023). Building strong communication with customers helps to increase customer engagement rate and increasing the customer base increases the profitability of the business. Loyalty and trust among customers increased which positively impacted business within the competitive market.

Cost-effectiveness

Social media platforms are the most affordable platforms compared to other advertisement techniques that help to attract customers towards their brands. A large amount of audience is easily attracted through digital advertising promoting on these platforms (Purnomo, 2023).

Most of the business in the digital age uses this platform for advertising and promotions. Due to its affordability businesses use this platform to reach out to the target audiences.

Target advertising

sophisticated targeting capabilities help the business to create effective advertising through social media that helps to attract customers towards their brands. Based on relevant demographics and interest's business creates effective advertising strategies for future growth.

Elevate opportunity for viral marketing

Effective advertising techniques through social media create different opportunities for businesses and through online platforms consumers reach millions. According to Malodia et al. (2022), Creating viral content opportunities for businesses to attract customers also increases which helps to enhance popularity among customers.

Provide competitive advantages

In the digital age, each of the customers is connected with social media platforms and with the help of effective marketing techniques these platforms help to attract customers towards their nards. Moreover, this platform also shows more creativity within its advertisements than other competitors. This provides effective competitive advantages within the competitive edge of the market and fulfils all expectations of customers.

Effective communication

Social media is one of the best communication mediums that helps to increase connectivity among customers and develop a strong bond with them. As per the concern of Infante and Mardikaningsih, (2022), New products of the company are easily advertised with the help of these platforms and the customers can easily interact with the business. More information about these products is also provided through this social media and the brand can reach their target audience. As per the context of Chiu et al. (2021), Customers also provide real-time feedback about the relevant product and service. Businesses also easily interact with their customers with the help of effective communication methods.

Increasing customer power

This platform helps to increase customer power and customers get the voice. Views of the public about the services are shared through these platforms and businesses easily understand their area of improvement, Moreover, this platform helps to influence businesses and empower the customers. The needs of customers are also easily analysed with the help of social media platforms that help to enhance the development of business within the market.

Reduce promotional and marketing cost

Marketing and promotional costs of business are easily reduced through the use of social media platforms. According to Utomo *et al.*, (2023), Maximum brand awareness also creates a highly creative promotion strategy that attracts large-scale customers. Moreover, reducing promotional costs helps to maximize the profit margin of the company.

2.3 Key factors that help to influence business for using social media

Most businesses in the digital age use social media for gathering data of customers which helps to enhance customer satisfaction rates. There are different key factors that influence the business to use social media.



Figure 2.3: Key factors influence business goals through using social media

(Source: Self-Developed)

Evaluating business goals

The business organization helps evaluate their business goals with the help of effective social media platforms and effective strategies that affect the target audience for business growth. Based on social media businesses gather information by focusing on privacy concern measures (Ayaburi and Treku, 2020). This helps to analyses proper information about customers and the potential growth of business increases.

Examine target audience

The target audience of businesses is also analysed with the help of effective marketing strategies and based on social media platforms businesses enhance their customer base. The needs of customers are easily analysed through social media and data has been gathered through different social platforms such as Twitter, Instagram and many others.

Assign roles

Each member of the business gains different roles and with the help of an effective marketing strategy business evaluates the roles of each member. According to Jain *et al.*, (2021), Effective management helps to maintain privacy regulations within social media and the security of customers' data also increases. Moreover, with the help of maintaining effective strategies potential growth of business also increases.

Develop a strong content strategy

Another main aim of business is to develop a strong content strategy that helps to enhance the potential growth of the business. Effective content strategy includes different platforms as a key source of information and based on effective sources information has been collected while maintaining privacy concerns. A strong content strategy helps to increase brand awareness and website traffic also increases (Makrides *et al.*, 2020). Brand popularity increases among customers and develops a strong relationship with customers.

Research competitors

In the digital age, businesses have several competitors and all of these competitors compete with different strategies. During gathering information business analysed competitors and their strategies. Based on this effective analysis growth of competitors also impacted the

value of business increases (Gupta et al., 2020). Moreover, in the competitive landscape through the use of social media platforms, the business gathers useful information from customers and analyses their needs.

Allocate budget and tasks

The use of social media platforms is more convenient and budget-friendly than other advertising. According to Bernarto *et al.*, (2020), Based on these platforms business increases their brand awareness and impact the overall growth of the business. Moreover, these advertisements are budget-friendly and help to reduce the operational cost of business. Through this budget, businesses allocate other resources for enhancing business value and potential growth for future increases.

2.4 Social media platforms used by the business for gathering private data

Social media is considered to be an important platform which is used by businesses to gather the private data of customers. It focuses on the private social network that allows the users to tailor the privacy settings, notifications and profiles as per their unique preferences. On the other hand, it also focuses on fostering an actual sense of ownership and heightening user engagement. In addition, the social media platforms use data for analysing the market tailor services, showing targeted ads and recommended posts (Çetinkaya *et al.*, 2024). Moreover, the feedback can also help in shaping the social media of the users. Through this, the company actually uses the information to find out the interests of all customers. The social media platforms actually offer robust built-in privacy tools that provide users with critical features for managing their personal account data. It enhances targeted marketing which includes the most effective uses of the user's social media data to the target audience. It can also produce positive reactions regarding specific products.

The data that are collected from social media is done through analytic tools, monitoring and user interaction software and direct access to Application Programming Interface (API). The business process of different companies actually gathers customers' data for better monitoring and also for other uses. The platform of social media focuses on using the data for analysing the business market and different other posts (Yang *et al.*, 2022). Moreover, social media is used by the business process as it focuses on interacting with the customers directly in real time. It also focuses on selling and advertising the services or products, focuses on driving traffic to the websites and also observes what people say about the business. Moreover, it also

has the problem of data breaches and social media breaches through which the privacy of the customers cannot be protected. Without any federal comprehensive privacy legislation, the users actually have little protection against data breaches.

In addition, business companies focus on publishing privacy policies where these policies are inadequate for protecting the sensitive information of the users. The social method of gathering important data is only through the social factors and it includes the feedback of the coach and the questionnaire of self-appraisal for recording data on the individual or group's strengths and overall weaknesses. According to Choi *et al.*, (2020), Data privacy is important within social media and without appropriate privacy safeguards, this particular wealth of personal information actually becomes more vulnerable to misuse. It includes data breaches, unwarranted surveillance and identity theft.

2.5 Challenges faced by business during the use of social media platforms

The challenges that are faced by the business for the use of social media platforms include the issue of reliability and data quality. Moreover, there are the risks of encountering spam, biased options and fake accounts that can skew the main results of the overall analysis. The main problems of using social media for gathering data within the business include a mix of content, real-time activity, lack of evolving platforms and lower integration requirements (Zachlod *et al.*, 2022). The main drawbacks of businesses in using social media platforms include negative feedback, heavy reliance on the ads, low ROI, time-consuming, required to stay active and engaged, difficult to measure and issues based on privacy and security policies. Moreover, marketing strategies based on social media provide an unprecedented opportunity for communicating with different consumers, building loyal audiences and also connecting with worldwide audiences.

On the other hand, beyond brand recognition and overall reach, social media marketing focuses on influencing customer relationships, overall business performance and total revenue. Moreover, around 93% of the small businesses reported that they actually struggle with the challenges based on social media. The social media metrics can be actually used for gaining valuable data which is based on the customer data and audience engagement, conversions and referrals (Boujena *et al.*, 2021). Moreover, these types of feedback can help the business in improving its products with the strategies of social media marketing. On the other hand, it also includes the challenges based on social media analytics which includes the

lack of data reliability and quality and lack of data ethics and privacy. It also includes the problems based on data communication and interpretation, data governance and strategy and many others. The challenges related to the data privacy of customers include keeping the data more protected and confidential from unauthorized access.

The main problems of social media include social anxiety, cyberbullying, exposure to content, depression and many other problems. On the other hand, the business includes collecting data through different platforms which includes the issues of data privacy and data breaches (Quach *et al.*, 2022). Through this, the hackers can find out and leak the information of the customers and use those for different purposes. Moreover, it also includes the main problems that are based on algorithm changes, content consistency and quality, interaction and engagement, audience targeting, crisis management and many others. These issues actually affect the business and the customers lose their trust in the companies.

2.6 Strategies to mitigate the challenges faced by customers in maintaining their privacy

The main strategies that are reliable in mitigating the challenges faced by customers to maintain privacy include publishing and creating the usage of transparent data and privacy policies. On the other hand, the main techniques that are used for protecting the data and overall privacy of the customers include the comprehensive approach of data protection which includes disaster recovery planning and backup, network security, physical security, access control and encryption. These particular techniques actually help to ensure the confidentiality and security of sensitive information. On the other hand, the main solutions for data protection actually rely on different technologies such as storage with built-in data protection, encryption, endpoint protection, firewall, data loss prevention (DLP) and many others (Finck and Pallas, 2020). In addition, privacy issues can be easily managed by encrypting sensitive files, managing data access, physically securing devices, securing disposal of data, managing data acquisition, managing data utilisation and managing the main devices.

The strategies that are used for maintaining the confidential information of the customers include sharing and communicating the files on secured platforms. It focuses on keeping the customer data in a secure place and also implementing proper training and development options for the customers (Ameen *et al.*, 2021). On the other hand, the best methods that are used in safeguarding the privacy of customer data actually help in keeping the data protected

and confidential from the unauthorized process. It also focuses on improving privacy practices including designing the services and products that manage, eliminate and minimize the privacy risks. It also focuses on developing the privacy policy and making it available publicly whereas it also focuses on retaining and collecting the de-identified data that has possible outcomes within the business. In addition, the main strategies that focus on implementing for maintaining overall privacy include creating stronger passwords, not oversharing social media, considering additional protection and many others.

On the other hand, the strategies based on customer privacy include protecting and handling the sensitive and personal information that is provided by the customers within the course of everyday transactions. In addition, maintaining privacy focuses on preventing unauthorised access, alternation and interception of the data (van Daalen, 2023). It focuses on ensuring confidentiality which is to be focused on maintaining the data of different customers. Moreover, the strategies for protecting customer privacy focus on maintaining and understanding the obligations, training the employees, evaluating vendors, redacting personal information, embracing encryption and limiting data access in keeping detailed access records (Stančić and Bralić, 2021). Furthermore, it is much more important to maintain the privacy of all customers to secure and protect confidential information. This particular information might be misused by committing illegal activities and the main element of this particular factor helps in building trust.

2.7 Process of business gathering information by tracking social media engagement

Most of the business uses social media tools for gathering information from customers to maintain privacy regulations. Different analytical tools are used by the business landscape for the collection of information from customers. Different tools such as analytical tools, surveys and polls, implementing social listening tools and actively engaging the community help to gather information through social media engagement that impacts the overall business growth (Citra *et al.*, 2024).

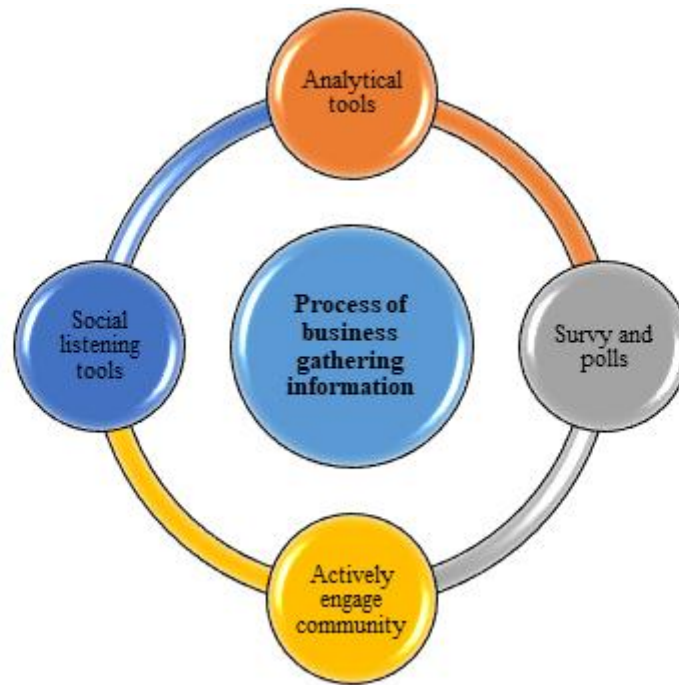


Figure 2.7: Process of business gathering information

(Source: Self-Developed)

Analytical tools

Analytical tools help to understand the content prompted by businesses for showcasing their products towards customers. These tools help to gather information from different social media channels and analyse the patterns of data through deeper findings. According to Saura *et al.*, (2021), the Performance of each post is also measured by this tool and identifies the best timing for posting. Most posts that attract customers also identified with the help of this post and impacted the overall performance rate of the business. Social data plays an essential role in business and based on effective strategies, businesses gather this data in easy-to-understand formats (Djerdjouri, 2020). Return on investment of social media efforts is also measured with the help of this tool and ensures audience engagement. The analytical tools not only engage customers but also positively impact business growth.

Survey and polls

Another effective measure that the business implemented for gathering data from sites is surveys and polls, through this process customers' opinions and personal information are collected business with maintaining full privacy concern. As per the concern of Sundararaj

and Rejeesh, (2021), Surveys and polls provide clear insight about the needs of customers and understand their opinions about a specific brand or topic. Data reflects the sentiment of customers and personal information is also shared through this polling process. Preferences and expectations of customers were also measured with these two sites which impacted the overall business growth. This proactive approach helps to gather data from social media platforms and reshape their business with the help of a potential business growth strategy.

Social listening tools

The social listening tool helps to mention the brands and highlights the key competitors of the business. Real-time overview of business also measures through this tool based on effective conversation with customers and business enhances their potential growth (Wang *et al.*, 2022). Moreover, with the help of this tool, the emotional tone of customers is also analysed which helps to impact the overall success rate of business. The profitability of business also increased through effective reputation management that helps to provide a competitive edge to business (Afum *et al.*, 2020). These listing tools set alerts for monitoring the responses promptly and analyse the current market trends of the business.

Actively engage community

Customers can easily communicate with other communities through direct connections, comments and many more. User-generated content easily helps to attract customers and collect data from them (Lam *et al.*, 2020). The visibility of data also increased through effective marketing campaigns and providing value to target audiences. Ongoing dialogue helps to build trust among customers and hashtags help to track the participation of customers within the campaigns, Moreover, direct messaging creates an in-depth conversation that helps to understand the concerns of customers with Persian interaction, Businesses also concerned about privacy measures and through maintaining direct measures business uplift their reputation within the competitive market.

2.8 Significance of customer privacy concerns by tracking business data from social media

The main significance of customer privacy concerns focuses on improving the customer experiences and through this, the data of different customers can be protected. Moreover, this particular approach can actually lead to increased satisfaction among the customers and also

have better customer experience. On the other hand, the main importance of recognising the privacy concerns of social media includes analysing large amounts of data on the social media accounts of the users. The business process of an organisation faces the issues of scammers who can find out the information to spy on the users, attempt scams and also steal identities (Adorjan and Colaguori, 2023). In addition, the issues based on data protection and other loopholes within the privacy control the user information who are at risk of using social media. Furthermore, privacy protection within the business is much more important as it contains the details of the customers and these particular details are safeguarding the main privacy of the customers.

The data privacy problem is significant as it empowers individuals to maintain control over personal information. Moreover, it also allows them to decide the process of collecting data and using this with confidentiality. Data privacy actually ensures that the personal information of the customers cannot be exploited or misused without any consent. Moreover, digital privacy actually serves as the main shield which safeguards personal information from any misuse and exposure (Froomkin and Colangelo, 2020). It considers the overall myriad of information of the individual provided in online platforms and it is gathered from the social media profiles to any transactions of any online banking processes. Apart from that, the main consequences regarding the exposure of important information might be more severe. It is done without any federal comprehensive privacy legislation through which the users might have little protection against the data breaches.

2.9 Theoretical underpinning

2.9.1 The theory of reasoned action

The theory of reasoned action is considered as the framework that states the attitude of the consumer towards the behaviour and it is influenced by several beliefs based on the consequences of the behaviour based on privacy. On the other hand, this theory actually assumes the rational decision-making process, and non-rational factors and overlooks the emotional factors of the digital marketing process (Xiao, 2020). In addition, it also explains the consumer buying behaviour within the digital marketing process by focusing on the intentions and beliefs of the individuals towards the performance of a behaviour. Moreover, this particular theory is actually applied to reconceptualising brand loyalty and customer satisfaction (Diallo *et al.*, 2021). Furthermore, this theory includes the behaviour that is

determined by the intention for performing the behaviour and it includes in functioning the attitudes towards the behaviour to the social media presence.

2.9.2 The social contract theory

The social contract theory includes in understanding the implicit social norms regarding the information based on what, whom and why while it shares the special relationship. This theory actually focuses on describing the overall exchange of obligations and rights between social media and consumers (Javidi, 2020). It also emphasises the reciprocity of the exchange with their mutual dependence. Moreover, this theory focuses on the privacy concerns of the people that live together with the agreement which establishes the political and moral rule of behaviour.

2.10 Conceptual framework

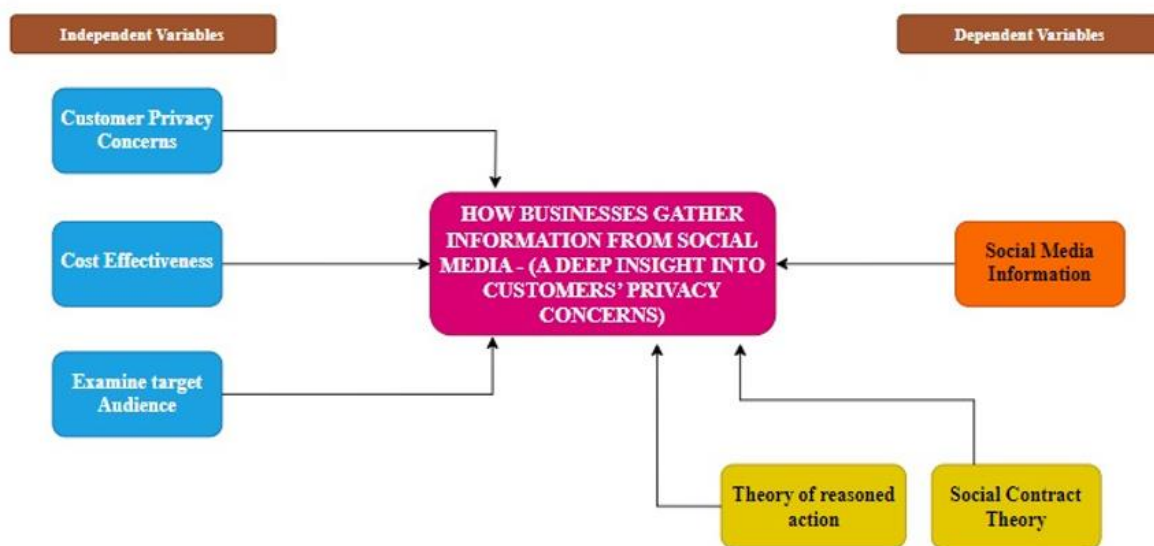


Figure 2.10: Conceptual framework

(Source: Self-Developed)

2.11 Literature gap

The literature gap includes the gaps that are related to social media gaps that help in identifying the weaknesses and strengths of different channels and platforms. It includes the gap of the areas where the content is not meeting the brand's goals, industry standards and audience expectations. It also includes in analysing the gaps by analysing the engagement and

content of the social media audience. The study also includes the gap in social media marketing which can significantly influence the customer relationship, business performance and revenues.

2.12 Chapter Summary

From the above discussion, it is concluded that the study focuses on analysing the existing literature based on the process of business gathering data from social media that includes deep insights into customer privacy concerns. The study focuses on key factors that help to influence businesses to use social media. Moreover, it also focuses on the process of business gathering information by tracking social media engagement. It analyses all the challenges that are faced by businesses during the use of social media platforms.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

The study includes analysing the research methodology which helps in providing the researcher with the specific plan that is followed throughout the research. It also includes in analysing the research method such as research onion, research philosophy, research approach, research design, research strategy, research time horizon, data collection process, data analysis techniques and others. It also helps the researchers in selecting appropriate methods for the research objectives. Moreover, it also allows the researchers to achieve the research objective from the outset.

3.2 Research Onion

The research onion within the research methodology focuses on the strategies that include different decisions that are required in developing the research methodology. It mainly focuses on analysing the layers such as research philosophy, research approach, research strategy, research choices, research time horizon and other procedures and techniques (Orth and Maçada, 2021). It is considered as a useful tool to think holistically regarding methodology and it also helps in understanding the main decisions that are required to make in terms of research methodology and design. On the other hand, this particular model focuses on explaining several stages that help in creating a better-organised methodology. This research onion symbolically elaborates on the main ways where different elements are involved within the research and it can be examined for developing the main research (Alturki, 2021). Moreover, it is the framework that helps to design robust methodology and it also serves as a valuable tool for holistic thinking. The main concept of this research onion focuses on the system of philosophical assumptions that shape overall understandings of the research objectives that deal with the main key concern area of the business that focuses on maintaining the privacy of customer data.

3.3 Research philosophy

The research philosophy is considered as the belief of the study which can be conducted and from this the data can be collected, used and analysed. On the other hand, it is considered as the outermost layer of the research onion and it is totally related to the different sets of beliefs on the nature of the investigation of reality (Khatri, 2020). Moreover, it also refers to the

system of different beliefs and different assumptions regarding the overall development of knowledge. The research philosophy is of three types Positivism philosophy, Interpretivism philosophy and Pragmatism philosophy. The positivist philosophy focuses on reason and measurements to extract appropriate outcomes based on the observation. Moreover, Interpretivism philosophy helps in analysing the social assumptions which focus on the social assumptions which focus on different assumptions of the study. In addition, pragmatism philosophy helps in analysing the main point based on the researcher's view and it is based on the research questions.

The study focuses on analysing the *positivism philosophy* and it is suitable for this study as it focuses on analysing the main objective facts of social media that business uses in collecting information (Park *et al.*, 2020). This philosophy is considered to be the measurement that helps in enhancing the real aspects and extracting the outcome that is based on upgrading the future of the business. Moreover, the positivism philosophy focuses on emphasising the engagement of the research where the variables can be manipulated and controlled. Moreover, the researcher focuses on creating environments which are beyond study variables which are further minimised. The main principles of positivism research include focusing on the objective it is considered as value-free knowledge and they are actually used within the methodology (Al-Ababneh, 2020). Apart from that, the main features of this methodology focus on the approach that focuses on the society that relies specifically on scientific evidence such as statistics and experiments and many others. Other philosophies are not acceptable in this study as they are relevant for analysing secondary research.

3.4 Research approach

The research approach is a plan for process research in an organised manner. The assumption of a detailed method has been measured with the help of a research approach. This research approach has been classified into three parts such as inductive, deductive and abductive research approaches (Mulisa, 2022). The inductive research approach helps to develop theories as well as concepts based on patterns of behaviours of data. New patterns of data are also measured effectively with the help of an inductive research approach. The deductive research approach helps to analyse patterns of data with the help of existing theories as well as depending on existing concepts (Casula *et al.*, 2021). The abductive research approach is a mixed approach with a combination of strengths of the inductive and deductive approaches.

Among all of these approaches, inductive and abductive approaches do not define the proper way of research and do not define the existing theories.

The inductive research approach begins with observation and is supported by patterns. Hence, these two research approaches are not appropriate for this study and this study focuses on the ***Deductive research approach*** for extracting the proper outcome of the study. This approach begins with a theoretical aspect and based on observation, researchers confirm the research in an organised manner (McKibben *et al.*, 2020). Moreover, with the help of this approach, this study relies on existing concepts and based on the existing measures collected data through social media. Trends in social media have been easily analysed with the help of this approach which helps to extract the proper outcome of the study. Moreover, with the help of this approach existing relationships between customers and business were also evaluated within this study that impacted the overall performance. Businesses are able to measure quantitative ideas as well as concepts that help to enhance the overall performance of business through social media (Cartwright *et al.*, 2021). Better insights into findings were also measured with the help of this approach and depth knowledge about customers' preferences was analysed through existing measuring factors.

3.5 Research Design

Research design is an existing framework that helps to consider research methods as well as techniques for conducting a study in an organised manner. This design helps the researcher to sharpen the suitable subject matter. Research design has been classified into four types as Descriptive, co-relation, explanatory and exploratory research design (Muzari *et al.*, 2022). A descriptive research design helps to define the research deeply and extract the proper outcome of the study. Correlation research design helps to define the relationship between two variables associated with the study and explanatory research design helps to develop an investigation phenomenon of the study that has not been easily studied. Exploratory research design helps to analyse research questions that are not developed within this study. All of these research designs except the Descriptive research design are not able to analyse the findings deeply and focus on unrevealed sides of this study that are irrelevant to this study. Hence, this study focuses on ***descriptive research design*** that helps to describe the topic of the study descriptively and extracted the proper finding based on data collection (Siedlecki, 2020). Depth knowledge about different techniques for collecting data through social media was also analysed with the help of this research design. Based on effective data collection

measures, customers' preferences are easily recognised by businesses and impact the overall findings of the study (Liu *et al.*, 2020). It also defines the characteristics of each data and patterns of behaviour of customers and increases decision-making of business. Different aspects of data collection are also measured with the help of this research design and businesses get deeper insight about customer preferences. Relationship between customer and business measures in a descriptive manner. These findings help businesses to offer desirable products as per the needs of customers and reliability among customers gets increased. Brand reputation also increases through preferring brand preferences of customers and boosting trust among customers by measuring different security protocols during data collection.

3.6 Research Strategy

Research strategy helps to guide the research process for conducting effective research by evaluating correct information. There are different types of research designs present and among all of these research designs, this study focuses on *quantitative research strategy* (Mohajan, 2020). The research strategy focuses on the specific activities which help in achieving specific research goals. Moreover, this study actually relies on the quantitative research strategy to analyse the actual use of social media in an effective manner. Moreover, this particular strategy actually helps in measuring the higher quality datasets and helps in measuring the wider range of information of the business gathering data from social media. It also includes the numerical value that enhances the overall accuracy of the overall outcome which extracted the appropriate outcome of the study.

The data focuses on increasing the overall reliability of the study which impacts future development. It mainly focuses on collecting data statistically through significant information from the potential and existing customers in using the sampling methods and also focuses on sending out the online questionnaire and survey (Arndt *et al.*, 2022). It also emphasises the objective measurements and statistical analysis of the data that are collected through questionnaires, surveys and polls. It also focuses on manipulating the statistical data through the use of computational techniques.

3.7 Research time horizon

The research time horizon is considered as the academic research that refers to the temporal aspects which focus on influencing the research outcomes, predictions and decision-making. On the other hand, it also plays an important role in different fields that focus on strategic

management of the overall research. It is an important element of this research and this study focuses on the ***cross-sectional research time horizon*** which helps in understanding the overall phenomenon within a specific point of time (Wang *et al.*, 2020). Through this, the researchers got help in evaluating the specific segments of time to determine the overall study in an appropriate way.

3.8 Data collection process

The data collection process is considered to be the process of measuring and gathering information on the variables in an established way. It enables the collection and translation of the data set into different variables through usable information (Taherdoost, 2021). Moreover, through this particular process, the researcher takes the raw data and then converts it into a readable format by graphical representation or histograms. In addition, it includes gathering and analysing the information based on relevant variables in a methodological and predetermined way so that one can easily respond to specific questions, assess results and test hypotheses (Nasir and Sukmawati, 2023). On the other hand, there are different types of data collection processes such as interviews, focus groups, survey questionnaires and observations through which the data is evaluated in a suitable manner under different circumstances. It is considered the crucial part of the study as it provides the main information which is required to answer the questions. It also focuses on analysing the business performance and also focuses on predicting future trends, scenarios and actions.

Data collection processes are of two types such as Primary data collection and Secondary data collection which have the sections of primary qualitative, primary quantitative, secondary qualitative and secondary quantitative data collection process. The primary quantitative data collection includes in collecting data from survey processes whereas the primary qualitative data collection process includes collecting data from the interview process (Jain, 2021). Moreover, the secondary qualitative data includes collecting data from different secondary sources such as journals, articles, online libraries, newspapers, online websites and many others. The study focuses on the ***primary quantitative data collection process*** which includes collecting data from the survey process (Mezmir, 2020). Moreover, this particular process includes selecting the responses from different sectors and these respondents focus on performing the survey process which includes collecting raw data from the survey questionnaire.

The questionnaire is developed to ask the questions to the respondents to collect first-hand data and this data is collected through different online platforms or offline face-to-face processes. This data is collected from this data collection and is further analysed for results and findings. The primary data collection process is considered as the process of collecting first-hand data from the first-hand source. The primary research includes in going directly from the source rather than relying on the pre-existing data samples.

3.9 Data analysis technique

The data analysis process is considered as a systematic process of investigation and is done through varied techniques by appropriate figures and facts for making proper conclusions regarding specific topics (Popenoe *et al.*, 2021). It actually includes analysing the gathered data from the survey processes, by conducting interviews and many other processes. The data analysis process is used for making purposeful discoveries, suggesting decision-making processes and also focusing on supporting the previous studies. The primary qualitative data analysis process is analysing data through the interview and it is done by gathering data from the interviewers through interview scripts. Moreover, the primary quantitative data analysis process includes in analysing the data gathered from the survey process through responses and is further evaluated within the SPSS tool (Habes *et al.*, 2021). In addition, the secondary qualitative data is analysed by making relevant themes from secondary sources such as articles, journals and many others.

Among the data analysis techniques, the study focuses on analysing the ***primary quantitative data analysis technique*** which has been measured accurately and easily. The quantitative data analysis process mainly focuses on providing the main data features through the calculation of the measures such as mean, mode and median (Sürücü *et al.*, 2022). It also focuses on the Inferential statistics by making inferences about the data means. The primary data is collected for the first time through personal evidence and experience, particularly for research. The primary analytical method for the quantitative method focuses on using accurate weighing of precipitates and samples. The primary quantitative research method is the most used method to conduct market research (Musayeva, 2022). The main distinct features of the primary research include the researcher that focuses on gathering data directly which depends on the data that are collected from the previous research done. It is done from the primary sources of data which are directly produced by conducting the research through questionnaires or interviews.

3.10 Sampling method

The sampling method actually focuses on the subset of individuals from the larger population and it focuses on selecting the group that focuses on collecting data within the research (Akyıldız and Ahmed, 2021). On the other hand, this study focuses on analysing the sample size of 100 respondents from 250 populations. The sampling methods are of different types of random sampling process, judgement sampling process, systematic sampling and block sampling. This particular study focuses on a random simple sampling process which is a type of probability sampling where the researcher can randomly choose a subset of the participants from the population. It is considered as one of the simple and popular data collection methods within the research fields. Moreover, it also allows for unbiased data collection which lets the study in arriving unbiased conclusions. Within this sampling technique, the participants have equal chances to be selected as the overall selection method.

3.11 Validity & Reliability

Validity and reliability are two major aspects that help to enhance the authenticity of the extracted outcome. Reliability refers to the consistency of the measure and validity defines the accuracy of the study. These two major aspects extracted the overall outcome of the study and impacted the performance of the research. Validity helps to measure the intended outcome of the study and produces results of correspondents. Based on different tests, the validity of the study has been measured and increases the overall efficiency of the extracted outcome. These factors define the degree of confidence and the causal relationship of tests also influenced with the help of testicle assumptions. Based on this test accuracy and relevance of the study also increase and the purpose of the study has been measured with the help of this validity factor. Reliability is another important factor that helps to measure the consistency of the outcome through different tests (Sürücü and Maslakci, 2020). Implementing this test, this study produced the same results repeatedly and increased reliability across time. Based on overall reliable samples accuracy of the study also increases impacting the overall performance of the study. Based on these two factors this study analyses the validity and reliability of collected data with the help of different measures.

3.12 Ethical Consideration

Ethical consideration is important for the research methodology as it includes the ethical norms that are important to maintain while doing research. On the other hand, it includes the

norms for promoting the aim of the research such as avoidance of error, truth and knowledge. The ethical considerations are considered as the set of principles that guides the overall research practices and designs. The main principles that are required within the research are informed constants, confidentiality, results communication, potential for harm, anonymity and voluntary participation (Brittain *et al.*, 2020). The research ethics involves the application of fundamental ethical principles such as the Data Protection Act which is to be maintained while gathering data with the help of different respondents. It also includes the activities of the research through research design and implementation of the research methods for the data analysis process. Apart from that, it also includes using the research outputs and resources that might prevent scientific misconduct and the overall regulation of the research. Protecting data privacy and confidential information of the respondents comes under the ethical considerations of this research. It will help to conduct appropriate data collection and data analysis processes within the research.

3.13 Chapter summary

This study focuses on the appropriate research steps that help to conduct accurate research outcomes. Interpretivism research philosophy and deductive research approach help to extract the proper outcome of the study based on scientific measures. Moreover, this study also focuses on descriptive research design for in-depth analysis of the patterns of customer behaviour relying on data. Primary quantitative data used in this study and with the help of the SPSS tool collected data are analysed through different tests. Moreover, with the help of effective measures validity and reliability of this study increased and through maintaining ethical consideration accuracy of the outcome increased.

CHAPTER 4: DATA ANALYSIS FINDINGS AND DISCUSSION

4.1 Introduction

Primary quantitative data are collected for this study and collected data analysed through the SPSS tool for extracting the proper outcome of the study, Different tests are performed through this tool that impacted the overall analysis of the study, In-depth knowledge about social media as a medium of data collector are also examined within this study that helps to measure security concern policies of customers. Privacy of data are key concern area of business and different measures help to secure data. Moreover, the graphical representation of each question helps to analyse different opinions of participants within the survey that are also highlighted through this study.

4.2 Primary data analysis

4.2.1 Descriptive analysis

Descriptive Statistics

	Mean	Std. Deviation	N
Social media is an important channel for communication with customers. Do you agree?	3.12	1.131	100
Different platforms of used by the business as a communication method for gather information from customers. Do you agree?	3.06	1.118	100
Main key concern area of a business is to maintain privacy of customer's data. Do you agree?	3.11	1.127	100
Each of the organisation adopts innovative techniques for examine and collect data from social media platform. Do you agree?	3.11	1.145	100
Needs of customers are easily analysed with the help of gathering data from social media platforms. Do you agree?	3.22	1.069	100
Depth information about customers helps organisations to offer innovative products. Do you agree?	2.98	1.128	100
Most of the organisation adopts different security measures for protect data of customers. Do you agree?	3.14	1.045	100
Data collection helps to promote business through gathering information through social media platforms. Do you agree?	2.96	1.180	100
Analytical tools and monitoring software's helps to collected data from social media platforms. Do you agree?	3.07	1.037	100
All posts and interactions through social media helps to understand the behaviour of consumers. Do you agree?	3.19	1.089	100
Benefits of companies for engaging with secret data tracking based on social media platforms. Do you agree?	3.10	1.096	100
Challenges faced by business to gathering data from social media platforms. Do you agree?	2.87	1.125	100
Collected authentic data without manipulation become difficult for business through social media platforms. Do you agree?	2.95	1.132	100
Cyberbullying a major threat of business during data collection. Do you agree?	2.90	1.168	100
Effective data collection business analyse the competitive landscape through social media platforms. Do you agree?	2.98	1.172	100
Social media platforms is an effective tool in the digital age for enhancing connectivity among customers. Do you agree?	3.12	1.076	100
Effective security measures of data helps to provide valuable insights of business. Do you agree?	3.20	1.082	100

Figure 4.2.1.1: Descriptive analysis

(Source: SPSS)

Descriptive analysis is considered as the sort of data research which aids in demonstrating, summarising and describing the data points so that these particular patterns might focus on developing that satisfy all the conditions of the data. On the other hand, descriptive analysis is considered as the technique that identifies the links and patterns that utilise historical data. Moreover, it also produces several descriptive options such as mean, variance, median, standard deviation, range, kurtosis, skewness, standard errors and many others (Han *et al.*, 2020). Moreover, descriptive statistics is actually used for analysing data for any single categorical variable that includes frequencies, central tendency, fractions, percentages and many others. These are mainly obtained from the frequency distribution table of the variables.

In addition, it is observed that the highest mean value that is derived here is **3.22** and it belongs to the response that is based on Needs of customers are easily analysed with the help of gathering data from social media platforms. Apart from that, the highest standard deviation value is **1.145** and it belongs to the response that is based on Each of the organisation adopts innovative techniques for examine and collect data from social media platform. The descriptive data are derived as the numerical values which include the measures of central tendency such as mean, median or the measures of the variability. Moreover, it also includes graphical tools such as histograms, scatter plots and many others. These particular processes focus on providing a summary of the dataset and also include extracting different information based on variability.

4.2.2 Correlation analysis

		Correlations																																																																																																
		Second order is an important criterion for confirming internal consistency. Do you agree?	Third order is an important criterion for confirming internal consistency. Do you agree?	Fourth order is an important criterion for confirming internal consistency. Do you agree?	Major two common areas of business are to maximize profits or to maximize the growth of the business. Do you agree?	Each of the organizational subunits are involved in gathering information and exchanging it with the other subunits. Do you agree?	Each of the organizational subunits are involved in gathering information and exchanging it with the other subunits. Do you agree?	Each of the organizational subunits are involved in gathering information and exchanging it with the other subunits. Do you agree?	Each of the organizational subunits are involved in gathering information and exchanging it with the other subunits. Do you agree?	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Figure 4.2.2.1: Correlation analysis

(Source: SPSS)

The correlation analysis focuses on providing the numerical summary of the strength and direction of the linear relationship between the variables such as dependent and independent variables (Huang *et al.*, 2020). On the other hand, the main correlation analysis focuses on continuous variables and the correlation is considered as the statistical measure which expresses the overall extent to where two variables are related linearly. It is considered as the common tool that describes the simple relationship without making a statement about the effect and cause. The correlation coefficients are used to assess the direction and strength of the linear relationship between the pairs of continuous variables (Huang *et al.*, 2020). When both variables are normally distributed a Pearson correlation is used for non-normal data for lower sample sizes where the Spearman correlation is used. The main purpose of the correlation is that it is the statistical tool used for assessing the degree of association of the quantitative variable which is measured within each member of the group. The correlation coefficient within the SPSS actually comes in the range of -1 to +1 indicating a perfect negative correlation. Moreover, +1 indicates the perfect positive correlation whereas 0 indicates no correlation at all.

4.2.3 Coefficient analysis

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-.040	.068		-5.985	.560					
	Different platforms of used by the business as a communication method for gather information from customers. Do you agree?	.081	.147	.080	.549	.584	.970	.060	.009	.012	85.516
	Main key concern area of a business is to maintain privacy of customer's data. Do you agree?	.296	.171	.295	1.735	.087	.980	.187	.027	.009	117.303
	Each of the organisation adopts innovative techniques for examine and collect data from social media platform. Do you agree?	.095	.180	.096	.528	.599	.981	.058	.008	.007	133.733
	Needs of customers are easily analysed with the help of gathering data from social media platforms. Do you agree?	-.153	.145	-.145	-1.058	.293	.964	-.115	-.017	.013	75.690
	Depth information about customers helps organisations to offer innovative products. Do you agree?	-.173	.133	-.173	-1.308	.195	.944	-.142	-.021	.014	70.889
	Most of the organisation adopts different security measures for protect data of customers. Do you agree?	-.033	.147	-.031	-.225	.822	.961	-.025	-.004	.013	74.908
	Data collection helps to promote business through gathering information through social media platforms. Do you agree?	.072	.125	.076	.578	.565	.950	.063	.009	.014	69.022
	Analytical tools and monitoring software's helps to collected data from social media platforms. Do you agree?	-.015	.103	-.014	-.149	.882	.949	-.016	-.002	.028	35.816
	All posts and interactions through social media helps to understand the behaviour of consumers. Do you agree?	.187	.141	.180	1.329	.187	.974	.144	.021	.013	74.476
	Benefits of companies for engaging with secret data tracking based on social media platforms. Do you agree?	.270	.112	.262	2.408	.018	.976	.256	.038	.021	47.931
	Challenges faced by business to gathering data from social media platforms. Do you agree?	-.065	.075	-.064	-.860	.392	.918	-.094	-.014	.044	22.575
	Collected authentic data without manipulation become difficult for business through social media platforms. Do you agree?	.080	.117	.080	.679	.499	.944	.074	.011	.018	55.556
	Cyberbullying a major threat of business during data collection. Do you agree?	.055	.106	.057	.523	.602	.935	.057	.008	.021	48.101
	Effective data collection business analyse the competitive landscape through social media platforms. Do you agree?	.008	.114	.008	.071	.944	.955	.008	.001	.018	56.285
	Social media platforms is an effective tool in the digital age for enhancing connectivity among customers. Do you agree?	.026	.173	.025	.152	.880	.968	.017	.002	.009	110.094
	Effective security measures of data helps to provide valuable insights of business. Do you agree?	.279	.120	.267	2.332	.022	.971	.248	.037	.019	52.996

a. Dependent Variable: Social media is an important channel for communication with customers. Do you agree?

Figure 4.2.3.1: Coefficient analysis

(Source: SPSS)

The coefficient analysis includes analysing the p-values less than the alpha that are statistically significant for this SPSS includes the specific measures which quantify the strength of the linear relationship between the variables within the correlation analysis. On the other hand, the coefficient focuses on symbolising the correlation report. The coefficient determined within the SPSS helps in determining variables which can be explained by the X variables with the Y variables. The correlation coefficient actually provides the numerical summary of the strength and direction of the linear relationship between two variables (Purwanto, 2021). The numerical coefficient is considered as the numerical value that is being multiplied through the variables. It also includes analysing several patterns that develop the relation of the variables which includes the variables that change together in the same direction. Moreover, the absolute value of the number is equal to the variables that are analysed within the study. The p-value within the correlation is considered as the probability that can be found by the current results when the correlation coefficient is in fact zero which is considered as a null hypothesis (Purwanto, 2021). The p-value within the SPSS is considered as one of the approaches which is used within the permutation tests that involves sampling the permutation for computing the p-values which are based on the observed.

4.2.4 Collinearity diagnostics

Collinearity Diagnostics ^a																			
		Variance Proportions																	
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Different platforms of used by the business as a communication method for gathering information from customers. Do you agree?	Main key concern area of a business is to maintain privacy of customer's data. Do you agree?	Each of the organisation adopts innovative techniques for examine and collect data from social media platforms. Do you agree?	Needs of customers are easily analysed with the help of gathering data from social media platforms. Do you agree?	Depth information about customers helps organisations to offer innovative products. Do you agree?	Most of the organisation adopts different security measures for protect data of customers. Do you agree?	Data collection helps to promote business through gathering information through social media platforms. Do you agree?	Analytical tools and monitoring software's helps to collected data from social media platforms. Do you agree?	All posts and interactions through social media helps to understand the behaviour of consumers. Do you agree?	Benefits of companies for engaging with secret data tracking based on social media platforms. Do you agree?	Challenges faced by business to gathering data from social media platforms. Do you agree?	Collected authentic data without manipulation become difficult for business through social media platforms. Do you agree?	Effective data collection business analyse the competitive landscape through social media platforms. Do you agree?	Social media platforms is an effective tool in the digital age for enhancing connectivity among customers. Do you agree?	Effective security measures of data helps to provide valuable insights of business. Do you agree?
1	1	16.896	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
2	2	.115	12.100	.50	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
3	3	.031	23.153	.17	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.02	.01	.01	.00	.01
4	4	.010	40.040	.00	.02	.00	.00	.02	.00	.01	.00	.00	.01	.01	.19	.00	.02	.00	.02
5	5	.007	49.293	.15	.00	.01	.01	.00	.00	.02	.00	.19	.00	.01	.00	.00	.00	.03	.01
6	6	.007	50.442	.01	.01	.00	.00	.00	.01	.03	.04	.02	.00	.00	.32	.02	.00	.01	.02
7	7	.006	54.356	.02	.02	.00	.01	.00	.01	.03	.01	.04	.01	.13	.05	.00	.02	.02	.01
8	8	.005	56.704	.00	.01	.05	.04	.02	.00	.01	.01	.06	.00	.02	.01	.01	.00	.05	.00
9	9	.003	71.330	.00	.01	.00	.00	.01	.07	.00	.07	.00	.01	.07	.14	.12	.22	.03	.00
10	10	.002	82.486	.00	.01	.00	.00	.07	.07	.01	.00	.15	.01	.03	.03	.20	.00	.21	.00
11	11	.002	90.976	.01	.00	.00	.00	.01	.03	.00	.06	.00	.06	.02	.27	.16	.40	.06	.00
12	12	.002	105.357	.00	.00	.02	.00	.01	.25	.03	.00	.03	.21	.05	.02	.18	.11	.13	.05
13	13	.001	115.045	.03	.11	.00	.00	.00	.12	.01	.06	.01	.01	.20	.00	.06	.10	.22	.01
14	14	.001	129.638	.07	.32	.04	.01	.19	.02	.07	.08	.04	.11	.22	.00	.14	.07	.23	.02
15	15	.001	141.723	.00	.31	.17	.08	.15	.40	.00	.14	.13	.07	.22	.00	.01	.04	.01	.06
16	16	.001	169.657	.04	.00	.00	.01	.23	.00	.77	.00	.00	.40	.01	.00	.01	.00	.00	.00
17	17	.000	209.126	.00	.18	.09	.02	.29	.02	.01	.01	.34	.08	.00	.03	.07	.00	.00	.22
a. Dependent Variable: Social media is an important channel for communication with customers. Do you agree?																			

a. Dependent Variable: Social media is an important channel for communication with customers. Do you agree?

Figure 4.2.4.1: Collinearity diagnostics

(Source: SPSS)

The collinearity diagnostics within the SPSS is considered as the regressor which is nearly the linear combination of the other regressor within the overall model which affected estimates are unstable and they are having standard errors. Moreover, the multi-collinearity within the analysis can be checked by using the collinearity diagnostics which is spotted by finding 2 or more variables which are having larger proportions of the variance that is 0.50 which corresponds to the larger condition indices. It includes analysing the Tolerance value within the regression analysis is considered a useful tool to diagnose the multi-collinearity that happens when the closely related variables (Shrestha, 2020). It also reported the tolerance levels that are sometimes tolerance statics. The main purpose of multi-collinearity is within the regression models where the original dependent variables are left out in which one of them is the independent variable and the other one is the dependent variable. Through these tests, one independent variable is represented by another independent variable. In addition, there are two ways to check the multi-collinearity within the SPSS and it is through statistics VIF and Tolerance value. It also focuses on examining the overall correlation matrix for the relationship between each pair of explanatory variables.

4.2.5 ANOVA

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.990 ^a	.979	.976	.177	.979	247.679	16	83	.000

a. Predictors: (Constant), Effective security measures of data helps to provide valuable insights of business. Do you agree?, Challenges faced by business to gathering data from social media platforms. Do you agree?, Analytical tools and monitoring software's helps to collected data from social media platforms. Do you agree?, Different platforms of used by the business as a communication method for gather information from customers. Do you agree?, Most of the organisation adopts different security measures for protect data of customers. Do you agree?, Data collection helps to promote business through gathering information through social media platforms. Do you agree?, Main key concern area of a business is to maintain privacy of customer's data. Do you agree?, Cyberbullying a major threat of business during data collection. Do you agree?, Needs of customers are easily analysed with the help of gathering data from social media platforms. Do you agree?, Benefits of companies for engaging with secret data tracking based on social media platforms. Do you agree?, Collected authentic data without manipulation become difficult for business through social media platforms. Do you agree?, Effective data collection business analyse the competitive landscape through social media platforms. Do you agree?, All posts and interactions through social media helps to understand the behaviour of consumers. Do you agree?, Depth information about customers helps organisations to offer innovative products. Do you agree?, Social media platforms is an effective tool in the digital age for enhancing connectivity among customers. Do you agree?, Each of the organisation adopts innovative techniques for examine and collect data from social media platform. Do you agree?

Figure 4.2.5.1: Model summary

(Source: SPSS)

The model summary that is analysed within the SPSS tool is automatically created when it is running on the regression model or in any classification model. The model summary is one of the important aspects of multiple regression that allows the analyst to predict the main

outcome that is based on the information that is provided on the multiple explanatory variables (Kabir *et al.*, 2024). On the other hand, this particular model is not always perfect as each of the data points can differ slightly from the main outcomes that are predicted by this model. In addition, this particular model analyses the R-value which is around **0.990** and this R-value represents the simple correlation that indicates the higher degree of correlation. Moreover, it is mainly considered as the regression analysis which is called correlation coefficient which focuses on the relationship between dependent and independent variables. Apart from that, the model summary also represents the R-square value which is around **0.979** and this value represents the coefficient of determination. Moreover, it is also considered as the main proportion of the dependent variable which can be explained through the independent variable. Moreover, it actually measures the goodness of fit of the model for the observed data which indicates the prediction of the model for matching the main points.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123.964	16	7.748	247.679	.000 ^b
	Residual	2.596	83	.031		
	Total	126.560	99			

a. Dependent Variable: Social media is an important channel for communication with customers. Do you agree?

b. Predictors: (Constant), Effective security measures of data helps to provide valuable insights of business. Do you agree?, Challenges faced by business to gathering data from social media platforms. Do you agree?, Analytical tools and monitoring software's helps to collected data from social media platforms. Do you agree?, Different platforms of used by the business as a communication method for gather information from customers. Do you agree? , Most of the organisation adopts different security measures for protect data of customers. Do you agree?, Data collection helps to promote business through gathering information through social media platforms. Do you agree?, Main key concern area of a business is to maintain privacy of customer's data. Do you agree? , Cyberbullying a major threat of business during data collection. Do you agree?, Needs of customers are easily analysed with the help of gathering data from social media platforms. Do you agree?, Benefits of companies for engaging with secret data tracking based on social media platforms. Do you agree?, Collected authentic data without manipulation become difficult for business through social media platforms. Do you agree?, Effective data collection business analyse the competitive landscape through social media platforms. Do you agree?, All posts and interactions through social media helps to understand the behaviour of consumers. Do you agree?, Depth information about customers helps organisations to offer innovative products. Do you agree?, Social media platforms is an effective tool in the digital age for enhancing connectivity among customers. Do you agree?, Each of the organisation adopts innovative techniques for examine and collect data from social media platform. Do you agree?

Figure 4.2.5.2: ANOVA

(Source: SPSS)

The Analysis of variance (ANOVA) tests are analysed within the study to compare the mean scores of the main variables. It mainly involves the independent variables and also has several levels where the dependent variable is considered as the continuous variable (Shaikh *et al.*, 2021). On the other hand, this particular test is done for comparing the variances across the means of different variables and focuses on analysing the F-statistics. This allows the analysis of several data groups for assessing the variability between the samples. It also includes understanding the F-statistics, examining the P-value, visualising data, considering practical and remembering the null hypothesis. In addition, the main and basic principle of ANOVA includes testing the differences among the means of the overall population through the examination of the amount of variation within each sample. Moreover, it is relative to the overall amount of variation between the samples (Fiandini *et al.*, 2024). It is considered as a robust violation through normal assumptions that produce reliable results when the result is distributed normally. In addition, it can be used through different types of data that have continuous and categorical variables. Within this analysis, the significant value that is analysed here is **0.00** which is less than **0.05** which proves that the result and findings analysed here are significant for this research study.

4.2.6 Statistical Analysis

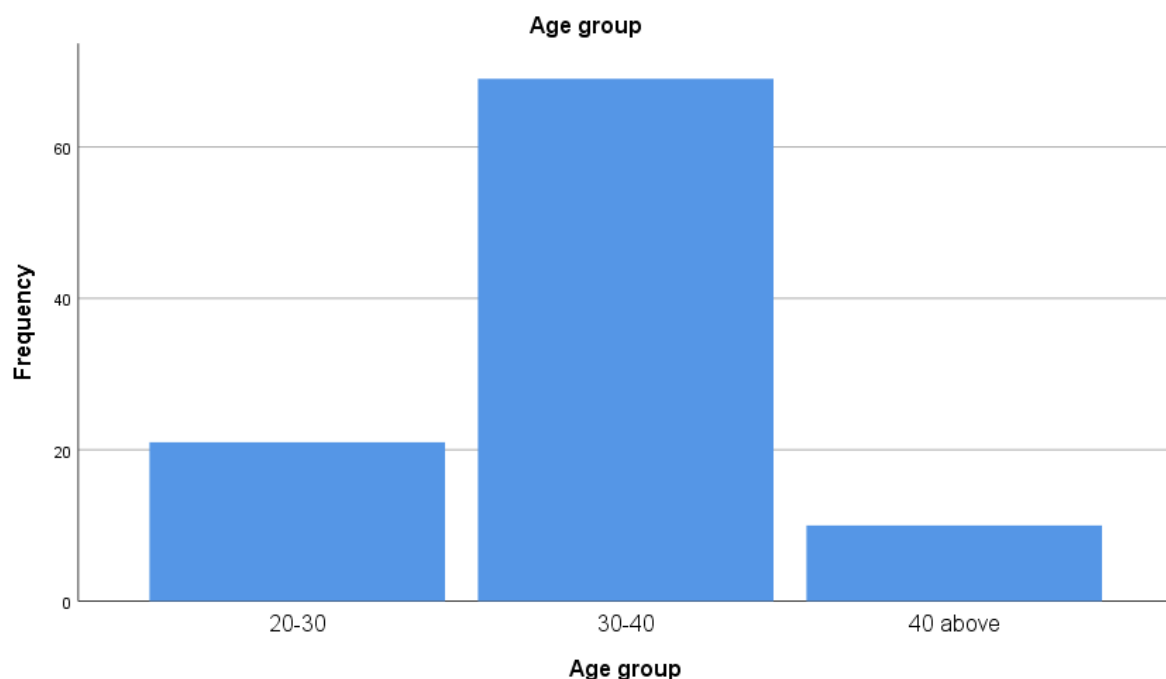


Figure 4.2.6.1: Age

(Source: SPSS)

This graph focuses on the specific age group of participants who participated in this study and based on their responses the outcome of this study has been extracted. The responses collected are based on 20-30, 30-40 and 40 above age groups. Most of the participants belong to the 30-40 age group and some come from under the 20-30 age group. The rest of the above participants come above the 40 age group. This response shows that the 30-40 age group are using social media frequently and 40 and above people rarely use social media.

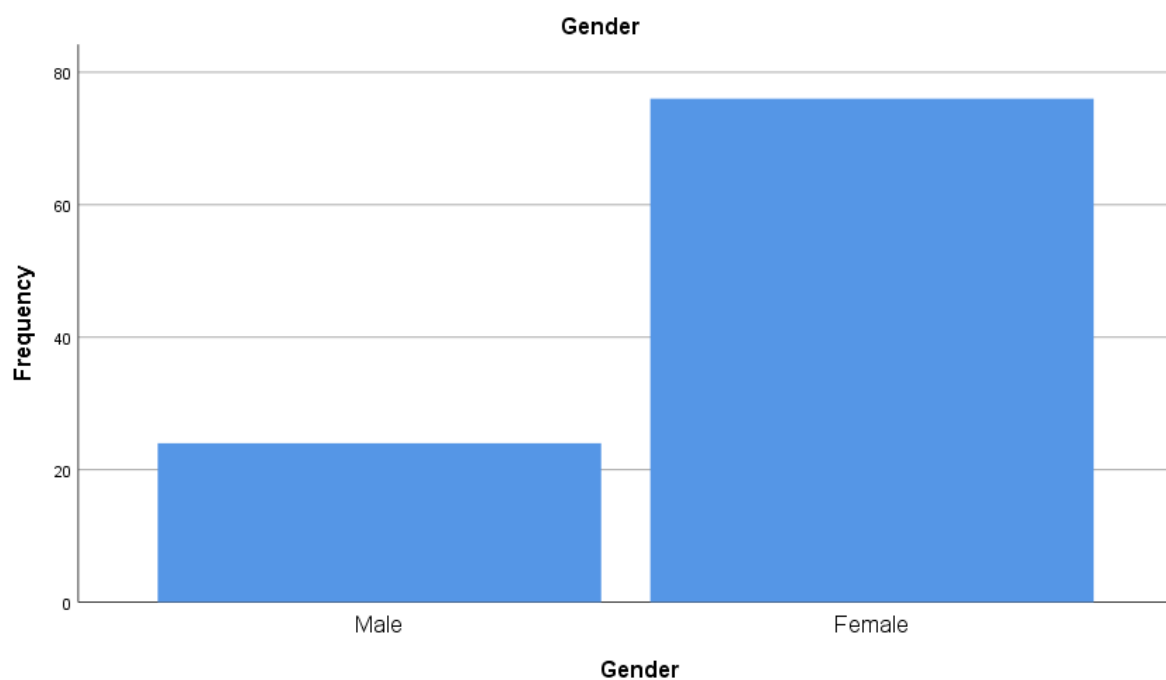


Figure 4.2.6.2: Gender

(Source: SPSS)

The gender of participants has been measured within this graph and the responses have included Males, females and others. Among all the participant's majority of respondents are female and the rest the male participants, based on this survey that examines females are using social media more frequently rather than males. Businesses collect data from social media and offer products as per the requirements.

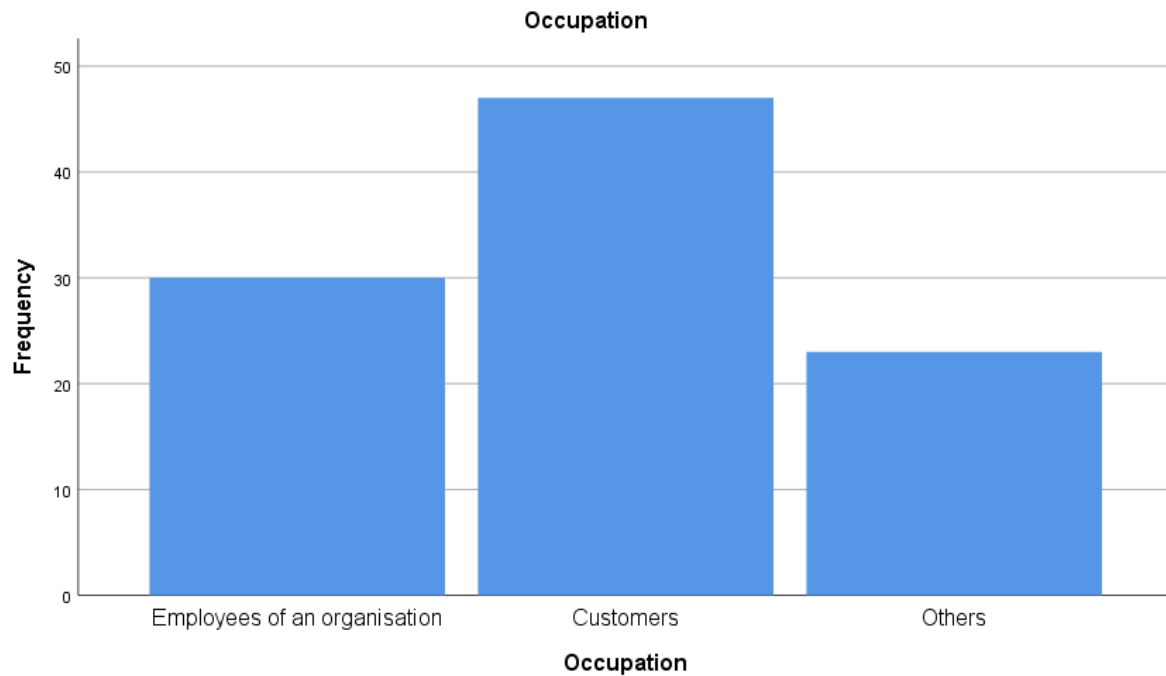


Figure 4.2.6.3: Occupation

(Source: SPSS)

This graph shows the occupation of participants and different occupations related to individuals are participated in this survey. Responses have been taken on the basis of Employees of an organisation, Customers and Others. Among all of the participants, the majority of participants are customers and some of them are employees within an organisation, The Rest of the participants are from other occupations. This graph shows that business also focuses on customers' needs and their opinions have been collected through this survey.

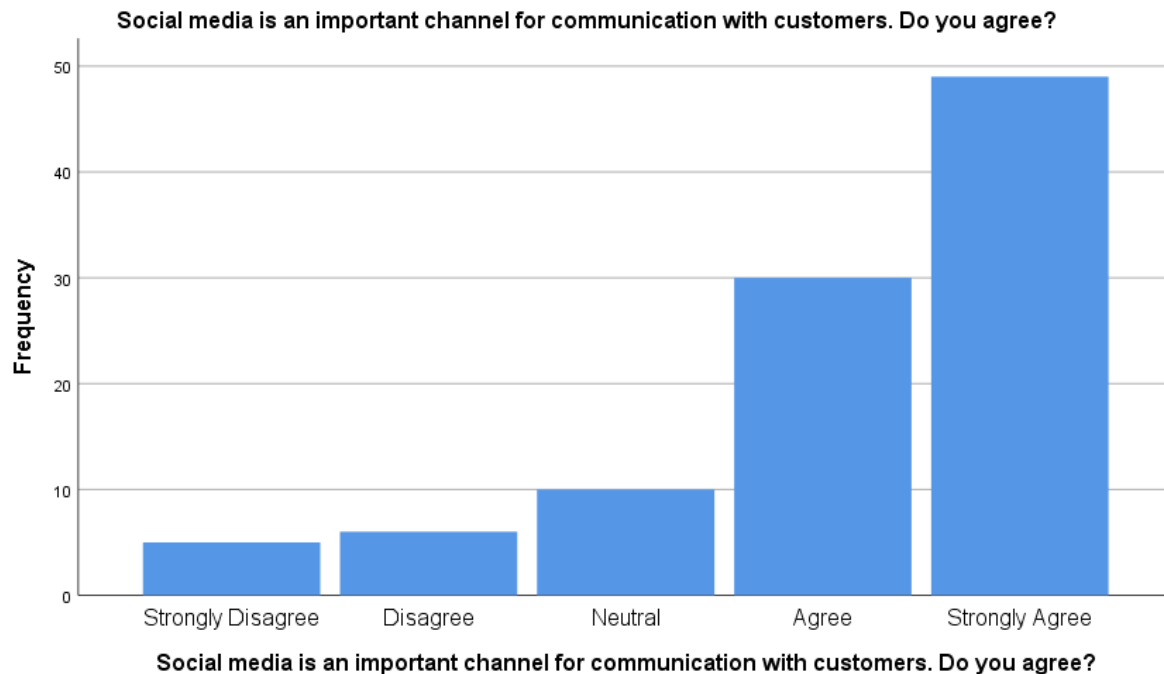


Figure 4.2.6.4: Social media is an important channel for communication with customers

(Source: SPSS)

This graph focuses on the responses collected through participants and responses collected based on strongly agree, agree, neutral, disagree and strongly disagree basis. Among all of the responses, the majority of respondents strongly agree that Social media is an important channel for communication with customers. It also includes through this platform customer directly connected with their desirable brands and provide their reviews. This platform helps to enhance customer experience and increase satisfaction rates with the help of effective communication channels. Moreover, the issues of customers are also analysed through this effective communication medium that helps to provide personalised service for individuals. The visibility of brands also increases and that impacts the overall profitability of the business. Business gets a better understanding of the choices of customers and enhance the personality of the brands (Adeola *et al.*, 2020). Moreover, with the help of effective communication channels customers also access relevant information that helps them to get up-to-date. This accessibility helps to enhance their purchase decision and help them to make the right decision. Based on social media brands assist customers and provide personalised services as per their requirements. Brand visibility increases the customer base and the profitability of the business increases.

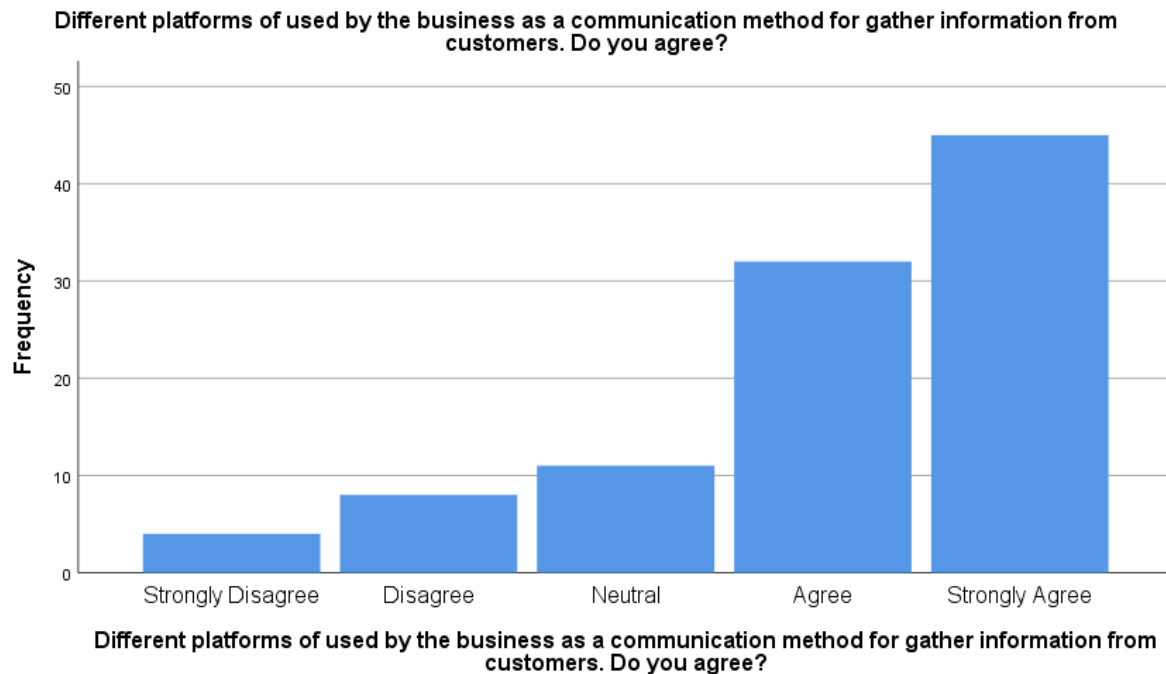


Figure 4.2.6.5: Different platforms used by the business as a communication method for gathering information from customers

(Source: SPSS)

The above graph focuses on responses taken from respondents on the basis of survey questionnaires. Most of the participants strongly agreed that different platforms have been used by businesses as a communication method for gathering information from customers. It also includes most of the platforms such as Twitter, Instagram, Facebook and many other social media platforms to conduct different surveys to analyse the choices of customers and increase brand visibility. Moreover, with the help of effective strategies different platforms help to access data and gather it in a collective manner. This data helps to target customers and offers products as per their requirements. Moreover, these platforms also take different privacy measures as well as maintain protocols that help to gather information from customers and increase customer engagement with the brands (Fraccastoro *et al.*, 2021). Security measures help to boost trust among customers and reliability about their products. Different aspects have been analysed with these social media platforms and with their feedback business gather an in-depth understanding of their choices. Feedback about specific products helps to analyse customer perception and different social media platforms help to gather information through different campaigns. Different surveys, polls, third-party

databases and many other processes help to gather information about customers and increase the profitability of the business.

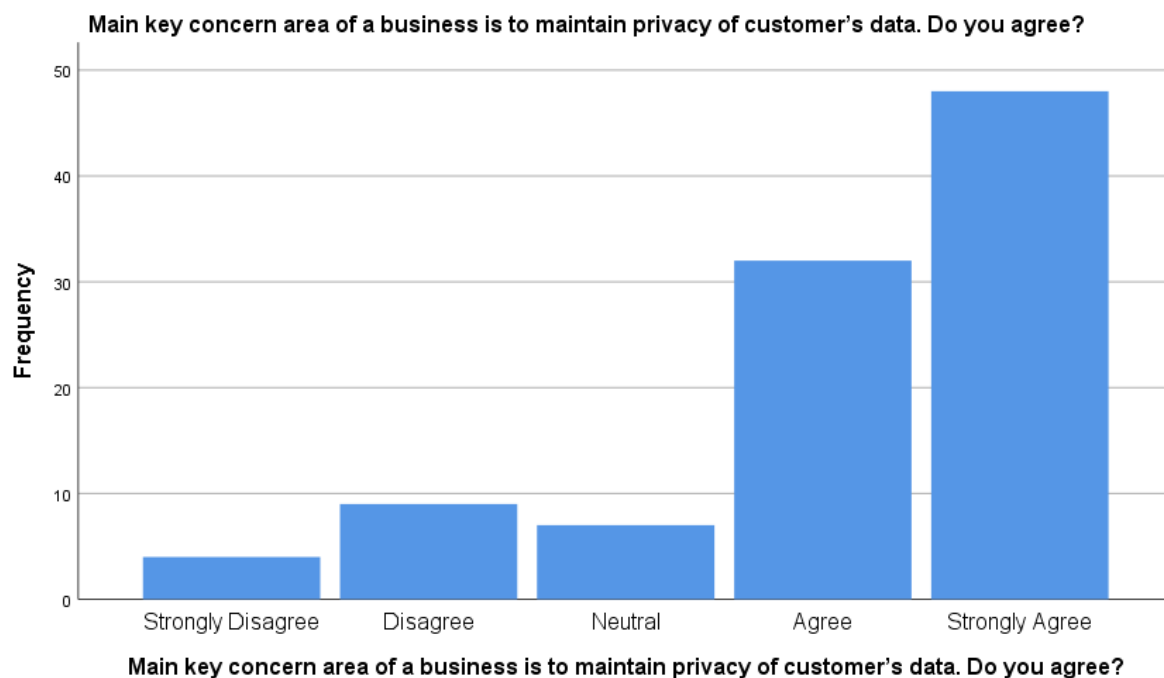


Figure 4.2.6.6: The main key concern area of a business is to maintain the privacy of customers' data

(Source: SPSS)

This graph focuses on the responses collected from participants with the help of a survey. Based on this study, analysed majority of respondents strongly agreed that the main key concern area of business is to maintain the privacy of customers' data. Different effective measures are adopted by businesses to maintain the security of data. Protecting customer data is the prime concern area of business and it makes a strong relationship with customers. Reliability between customers and businesses also increases with the help of effective privacy measures. Data minimisation, Regulatory Compliance, Consent and Transparency, Data Security, Access Control, Data Accuracy and many other measures help businesses maintain the privacy of data collected from customers (Veile *et al.*, 2022). Maintaining the accuracy of customer data helps to provide updated information about customers. Updated information helps to retain customers and helps to continuous improvements. Collected data is encrypted and a data set of customer data has been secured through these security measures. Moreover, it also provides a clear and transparent understanding of privacy policies for extracting the

proper outcome of business. The profitability of a business increases with the help of increasing the reliability of customers through using different security measures.

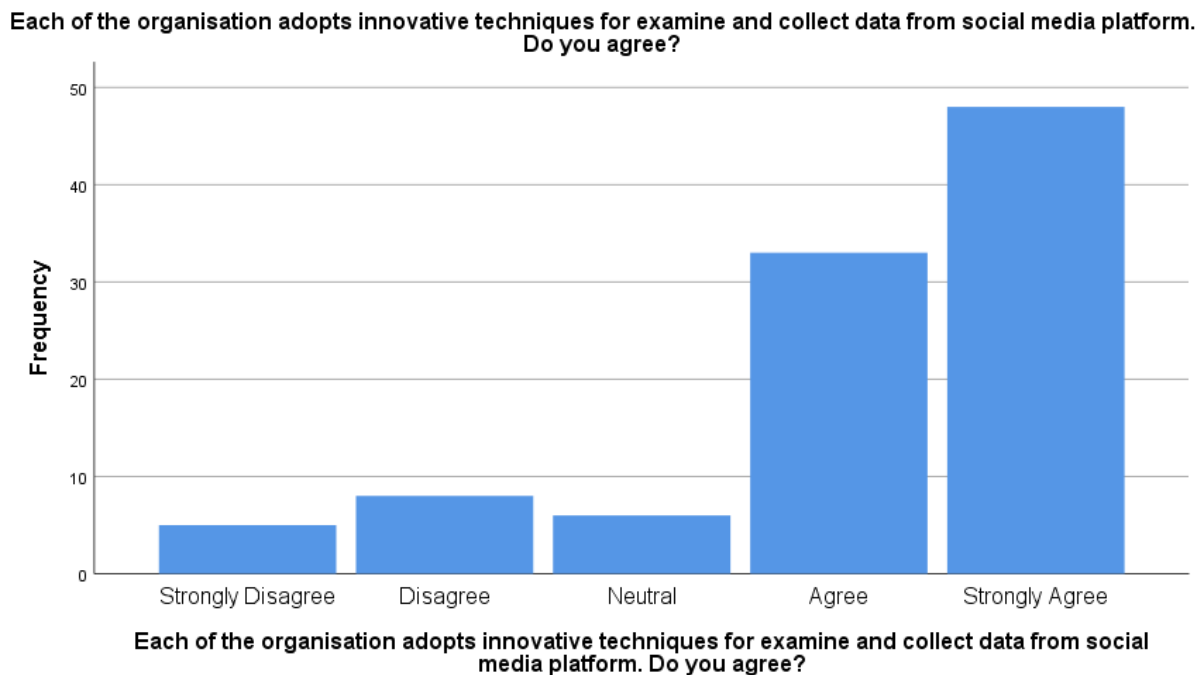


Figure 4.2.6.7: Each of the organisations adopts innovative techniques for examining and collecting data from the social media platform

(Source: SPSS)

This graph collected data from respondents participating in this survey process and based on analysing the responses, different perspectives of customers were also easily measured. Among all of the participants, the majority of participants strongly agreed that Each of the organisations adopts innovative techniques for examining and collecting data from social media platforms. Different innovative techniques of social media platforms include surveys, polls, campaigns, community engagement and many more. Different analytical tools collect data in innovative ways and gather this for business purposes. Posts, blogs and content also help to collect data on customers through social media platforms. Moreover, multiple social media channels help to analyse the pattern of customer purchasing and gather the proper knowledge about their preferences. Analysing the core of social media KPIs and metrics helps to ladder up business goals and increases business performance (Ali Qalati *et al.*, 2020). Consistently evaluating metrics helps to get an in-depth understanding of the target audience and impacts the overall success rate of the business. Easily accessible data helps to increase

the visibility of brands and enhances customer's customer satisfaction rate. Moreover, these innovative techniques provide a competitive advantage for businesses that help to increase profitability rates.

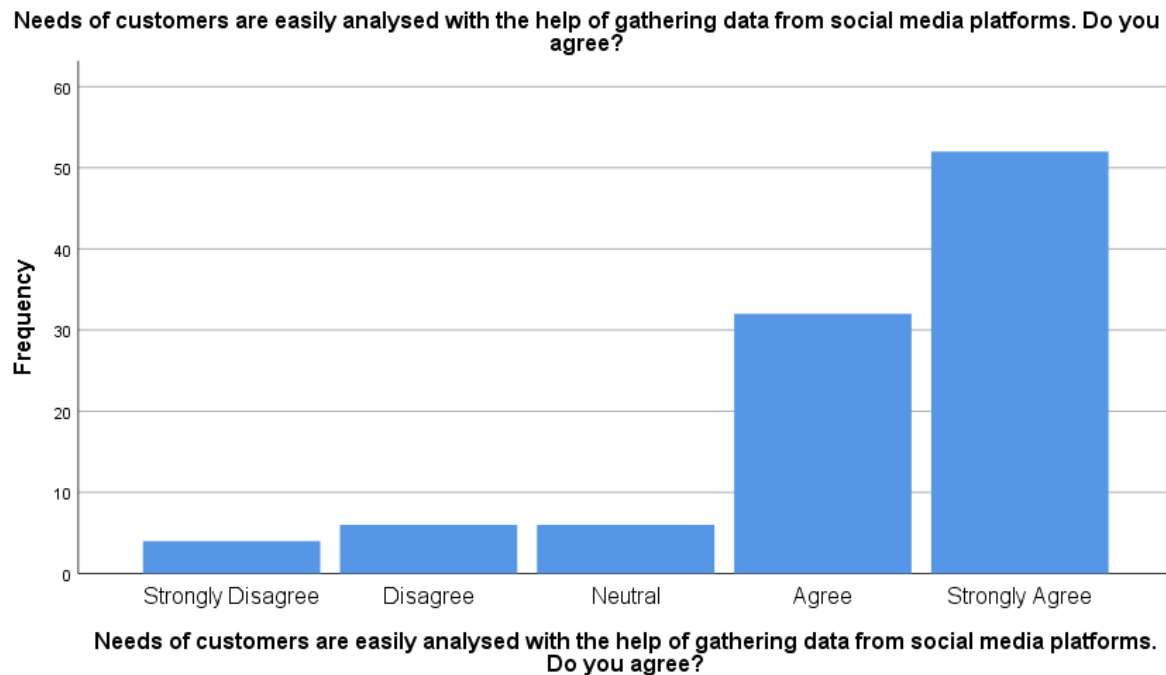


Figure 4.2.6.8: The needs of customers are easily analysed with the help of gathering data from social media platforms

(Source: SPSS)

Different participants have different perceptions based on this graphical representation that has been analysed. Based on this graph, the majority of participants among all participants strongly agreed that the Needs of customers are easily analysed with the help of gathering data from social media platforms. This also includes that an in-depth understanding of customer demand provides information about market trends and businesses stay ahead of the competition. Analysing the needs of customer businesses makes it easy to understand customer preferences and develop new products for customers. Based on effective strategies new trends preferred by customers are also analysed through data from social media platforms. Meeting customer demand helps to provide revenue and impacts the overall success rate of business. Analysing data helps to forecast customer demand and estimate the quantity of products within the business (Fan *et al.*, 2021). Critical analysis of the forecast of demand helps businesses to adopt the right inventory as well as resources to meet customer

demands. Business easily optimises resources which helps to increase the production process of business and reduces operational costs. Customers get their products in time and overall business reputation increases through effective measures for customer demand. Effective communication through social media helps to build strong customer relationships and increases the loyal base of customers. Strong relationships with customer's increase brand visibility and the profitability of business also increases.



Figure 4.2.6.9: Depth information about customers helps organisations to offer innovative products

(Source: SPSS)

This graph collects responses from responses within the survey process and with the help of this measure depth information about customers is also analysed. Among all of the participants, the majority of participants strongly agreed that Depth information about customers helps organisations to offer innovative products. It also includes that the main concern of business is to collect customer data from forecasting the demand of customers and offer different initiative products to make unique identification within the competitive market. Different measures help to analyse the demand of customers and business offers

innovative products as per their requirements. Hence, this increases the number of loyal customers within the business and the profitability of the business also increases. Through introducing different innovative products brand reputation of the business increases and the revenue of the business also increases (Varadarajan, 2020). Businesses also get competitive advantages that help to enhance the brand reputation of the company. The growth of the company increases highly innovative products and product differentiation increases customer engagement. High customer engagement increases the profitability rate of a business and impacts the overall success rate of the company. Based on the relevant market trends and collected data from social media businesses innovate products and this helps to improve growth over time.

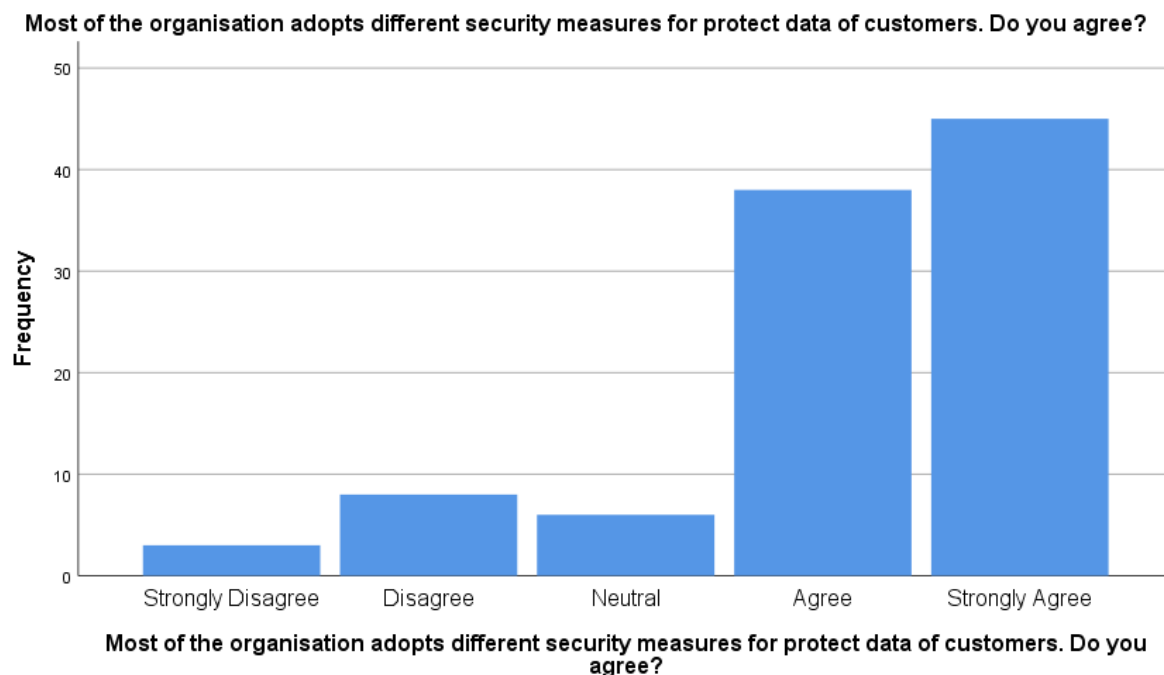


Figure 4.2.6.10: Most organisation adopts different security measures to protect the data of customers

(Source: SPSS)

This graph collected responses from participants with the help of a survey process that helps to extract the proper outcome. The majority of participants strongly agreed that Most of the organisation adopts different security measures to protect the data of customers. It also measures that privacy is the major concern within the business and maintaining data privacy helps to increase trust among customers. Moreover, with the help of effective security

measures collected data has been secured and impacted overall business reputation. Social media follows data encryption and social media protocols to maintain the authenticity of data. Moreover, data minimisation also increases the accuracy of the collected data and analysis of purchasing patterns of customers Based on this analysis the patterns of data business help its capability and offer different products as per the demand of customers Loyalty of customers also increases with the help of these security measures and access control of data. The business also adopts regulatory compliance that helps to increase safety measures of data and increases privacy of data (Migdadi, 2021). Brand reputation also increases through maintaining proper data security measures and customers are engaged with high expectations. The reliability of business brands also increases through effective data security measures that help to increase brand reputation.

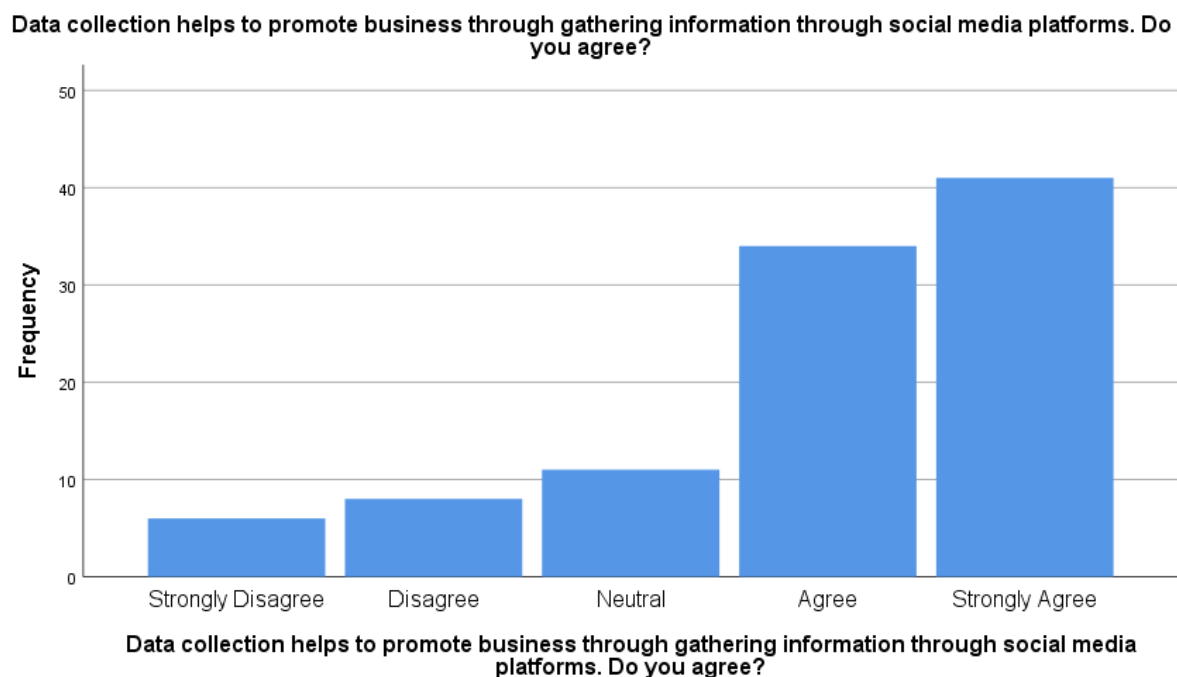


Figure 4.2.6.11: Data collection helps to promote business through gathering information through social media platforms

(Source: SPSS)

The above graph collected responses through a survey process and with effective measure perception of customers also analysed. Among all participants, the majority of participants strongly agreed that Data collection helps to promote business through gathering information through social media platforms. The main aim of business is to gather data on customers

through different social media platforms and promote business growth. Clear understanding about the demand of customers is easily measured through this collected data and market research also helps to measure current trends. Based on these two things, businesses offer new products to customers that help to attract customers and impact the overall growth of the business. Moreover, with the help of effective strategies business enhances their brand's reputation and increases the loyalty of customers (Mariani and Wamba, 2020). High customer engagement helps to increase the profitability of the business and impacts the overall success rate of the business. Feedback and reviews help to provide a clear understanding of customer preferences that help in the decision-making strategies of the business. Overall each aspect of customers based on products is analysed by gathering data that collected through social media platforms.

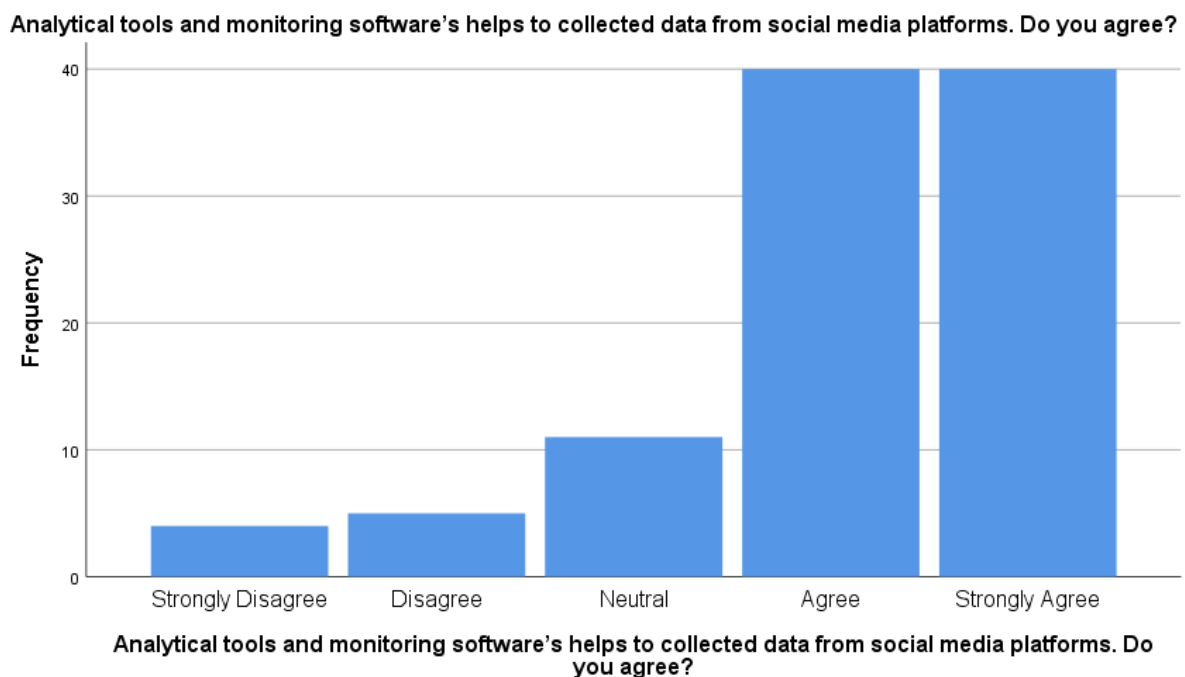


Figure 4.2.6.12: Analytical tools and monitoring software help to collect data from social media platforms

(Source: SPSS)

This graph collects responses from participants participating in the survey and based on the outcome perception of participants also measures. Among all of the participants, the majority of participants strongly agreed that Analytical tools and monitoring software help to collect data from social media platforms. It also includes analytical tools that help to analyse the

needs of customers and the return on investment through social media platforms also measured through these analytical tools. This tool helps to collect and interpret data effectively for extracting the proper outcome of the study. Informed decision-making helps to analyse the findings based on customer preferences and gain competitive advantages for interpreting the data, Moreover, software monitoring helps to analyse the authenticity of data collection and identify business opportunities for business growth. On the other hand, effective monitoring helps to increase the authenticity of the data and measures the actual decision-making choices of customers (Camacho *et al.*, 2020). This helps to engage customers and analyse the demand of customers. Based on effective measurement, businesses offer desirable products and increase their brand visibility among customers. The profitability of a business also increases with the help of effective measurement and impacts the overall growth of the business based on collected data.

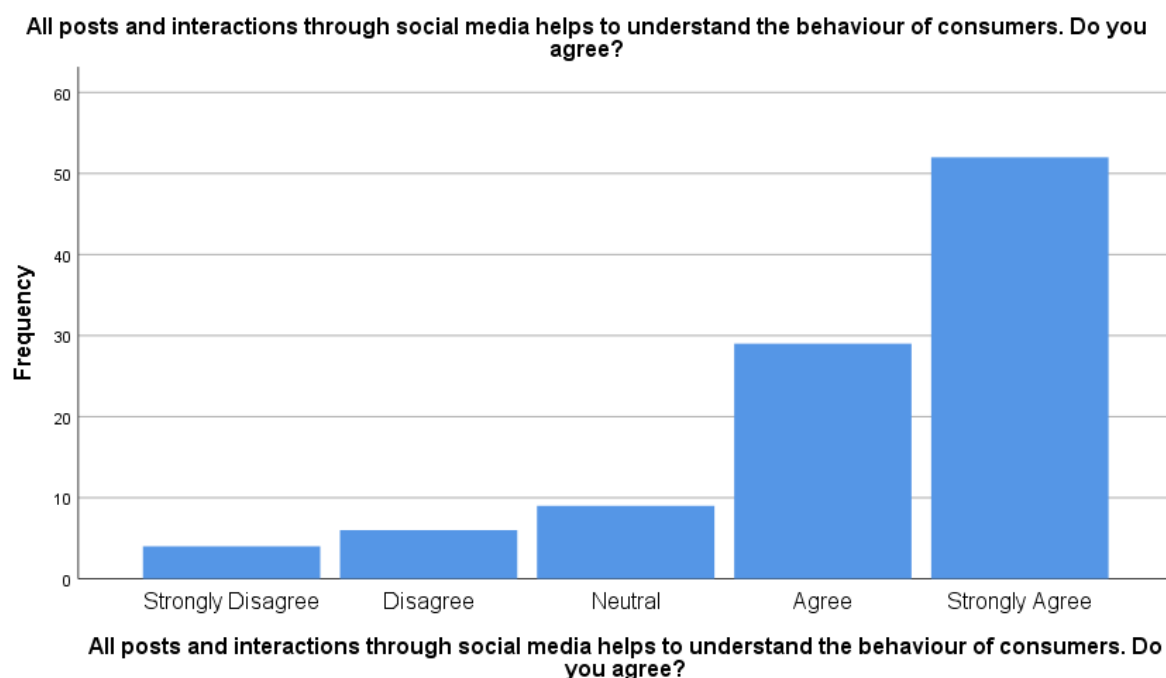


Figure 4.2.6.13: All posts and interactions through social media help to understand the behaviour of consumers

(Source: SPSS)

The above graph focuses on the responses of respondents collected from the survey process and impacted the overall performance of the business. Among all participants, the majority of respondents strongly agreed that All posts and interactions through social media help to

understand the behaviour of consumers. It also includes, posts are the best interaction approach within social media platforms and based on these posts customer behaviours are easily understood by businesses. Moreover, this also helps to increase interaction among customers and easily analyse their needs. Based on the needs business offers unique products and through social media these products reach out to customers. The needs of customers are easily met with the help of effective social media approaches and posts influence the decision-making strategy of customers. Based on effective strategies business increases interaction with customers and enhances overall growth of business. The satisfaction rate of customers increases and a high satisfaction rate implies increased customer engagement (Sivarajah *et al.*, 2020). Post-purchase behaviour is also measured with the help of this effective interaction medium of social media. Feedback and reviews from customers are also posted through these social media platforms. Businesses analyse the reactions of customers based on these posts and emphasise their performance accordingly.

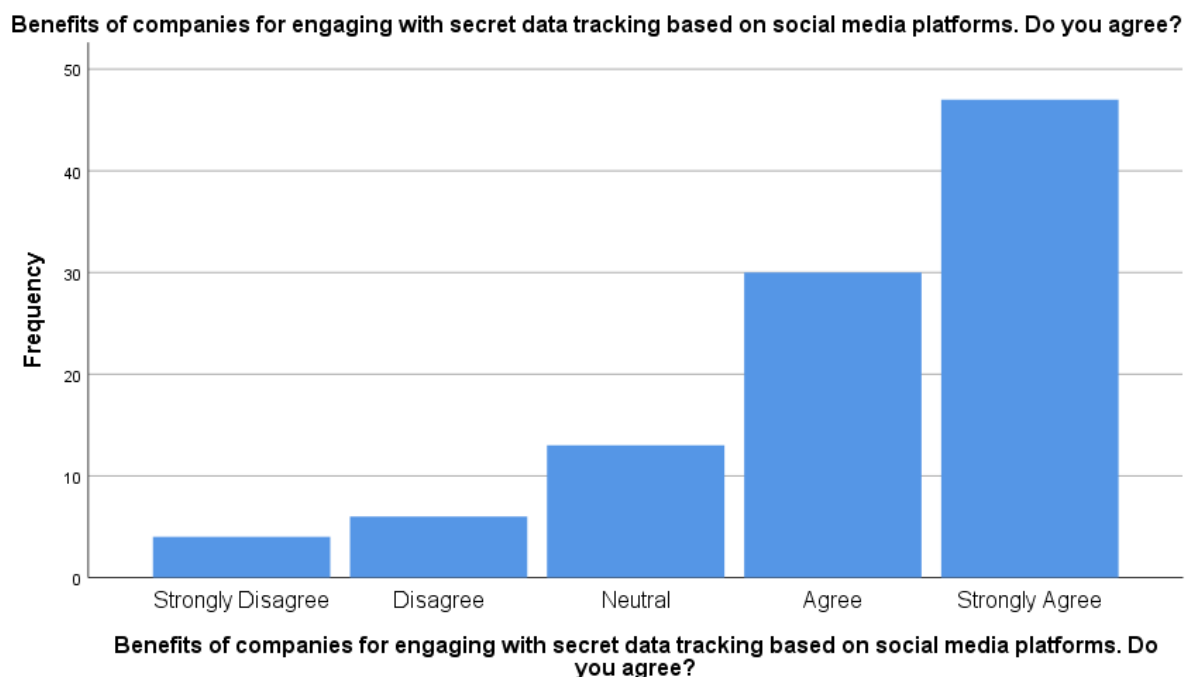


Figure 4.2.6.14: Benefits of companies for engaging with secret data tracking based on social media platforms

(Source: SPSS)

This graph focuses on the responses collected from respondents and gathers this information through a survey process. The majority of participants all have strongly agreed the Benefits

of companies engaging with secret data tracking based on social media platforms. It also focuses on data tracking to gain in-depth information about customer choices, preferences and shopping patterns. Based on this effective analysis business easily offer products as per their requirement. The decision-making process of business is influenced through this data tracking system and transparency among business processes also increases. Moreover, with the help of effective secret data tracking based on social media platforms helps to set the pricing strategy of the business compared to the competitors. Business gets a competitive edge within the market and increases the efficiency of business. The profitability of businesses increases through effective data-tracking processes and businesses easily analyse their decision-making process (Sivarajah *et al.*, 2020). Data tracking helps to learn more about target audiences and impacts the overall growth of business. Customer persona has been analysed through collected data and offers desirable products for enhancing brand visibility within the competitive market.

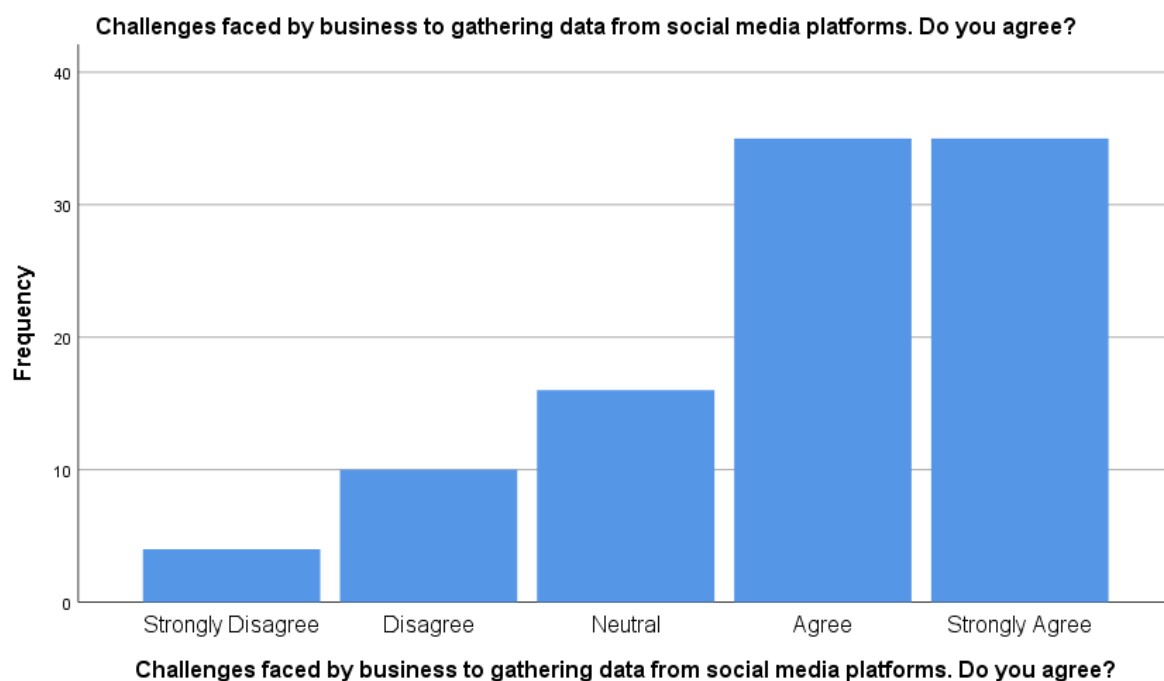


Figure 4.2.6.15: Challenges faced by businesses in gathering data from social media platforms

(Source: SPSS)

This graph collected responses from respondents with the help of an effective survey process and based on specific questions responses have been measured. Among all participants, the

majority of participants strongly agreed with the different Challenges faced by businesses in gathering data from social media platforms. It also includes challenges also impact the business success and decrease profitability rate. One of the major challenges of business during data collection is maintaining security protocols. Complex regulation decreases the data collection rates of businesses through social media platforms and brand visibility also decreases. On the other hand, different strategies of business are difficult to implement within the business through challenges. Changing social trends becomes another obstacle and coping with this obstacle impacts the overall performance of the business. Rating the ROI has become challenging for businesses to enhance customer engagement rates. The increasing rate of competitors and their strategies become challenging for business (Jain *et al.*, 2021). Measuring new strategies of competitors within the competitive market based on changing trends of the market becomes difficult the optimise during data collection princress. Another major challenge faced by businesses is to maintain the quality and reliability of collected data. It has been difficult to measure a vast amount of data at a single time and make a decision based on this data.

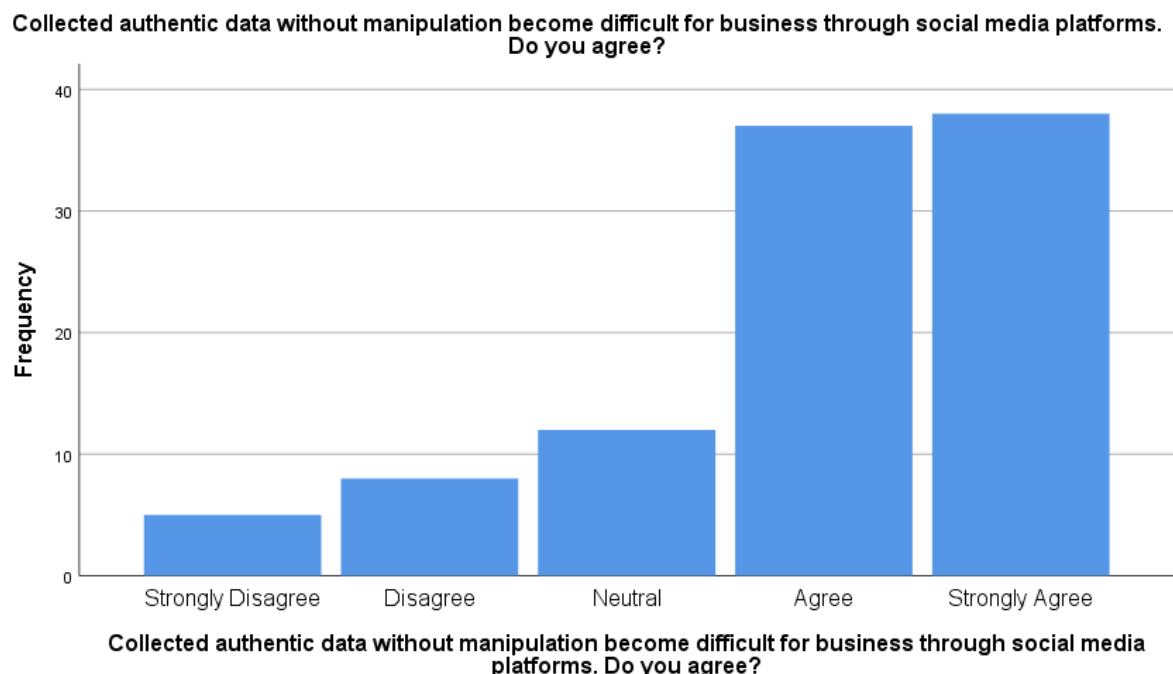


Figure 4.2.6.16: Collected authentic data without manipulation becomes difficult for businesses through social media platforms

(Source: SPSS)

Collected data focuses on different perceptions of participants and measures different aspects of the participants. Among all participants, the majority of participants strongly agreed that collecting authentic data without manipulation becomes difficult for businesses through social media platforms. It also includes social media platforms that generate vast amounts of data and maintaining the reliability of data becomes difficult for businesses. Collecting authentic data is important for understanding proper customer preferences and analysing the needs of customers. Moreover, maintaining authentic data in an organised manner becomes difficult for businesses and impacts the overall success rate. Maintaining quality and reliability of data is challenging for businesses and there is a risk of spam (Awan *et al.*, 2022). Fake accounts of social media and biased impacted the overall outcome of business and decreased the relevance of data for measuring consumer preferences. Manipulation and biases are two major terms that become an obstacle to collecting authentic data with the help of social media platforms. This challenge becomes an obstacle for businesses to maintain their brand reputation.

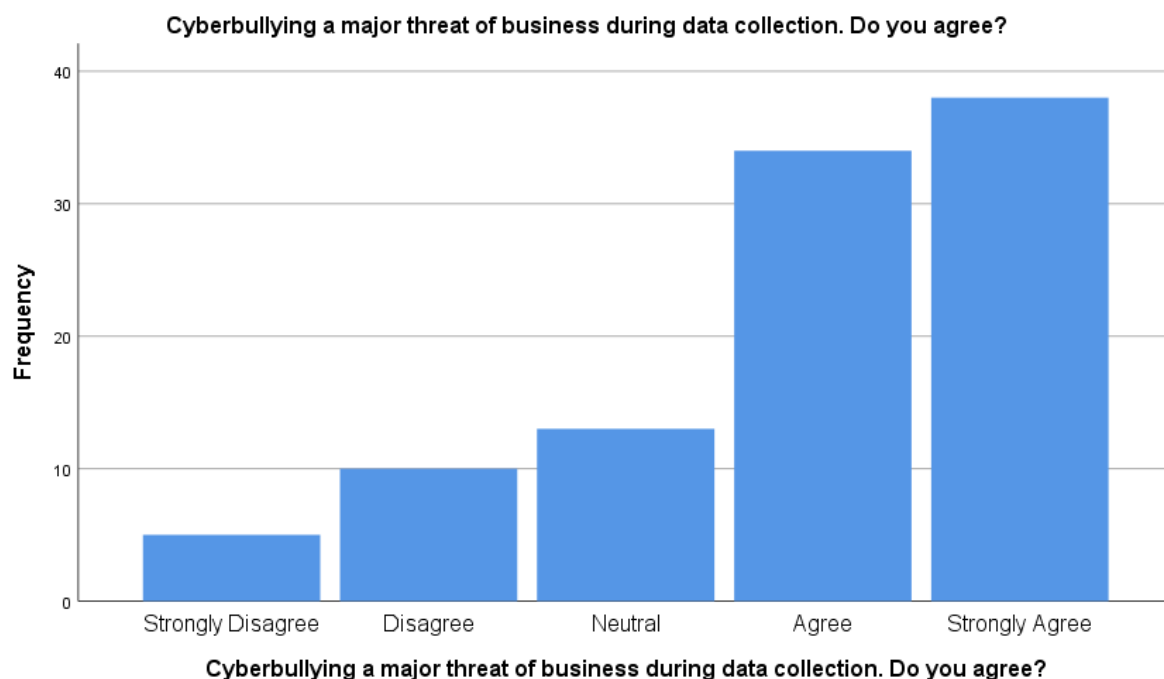


Figure 4.2.6.17: Cyberbullying a major threat to business during data collection
(Source: SPSS)

This graph collected data from responses based on survey questionnaires and extracted the outcome based on these responses. Among all of the responses, the majority of respondents strongly agreed that cyberbullying is a major threat to business during data collection. It also

focuses on the main reason behind this cyberbullying that impacted the overall business growth within the market. The main aims of cyberbullying include a lack of empathy, deficient digital communication skills, inadequate regulation and many more. Through these reasons cyberbullying increases within the competitive market and impacts the overall growth of business. Data manipulation increases through this cyberbullying and businesses face difficulty in collecting data from social media platforms (Newman *et al.*, 2021). The needs of customers are difficult to identify based on cyberbullying and the potential outcome of businesses getting affected. Moreover, based on effective measures business reduces the risk of cyberbullying and analyses the needs of customers for offering innovative products.

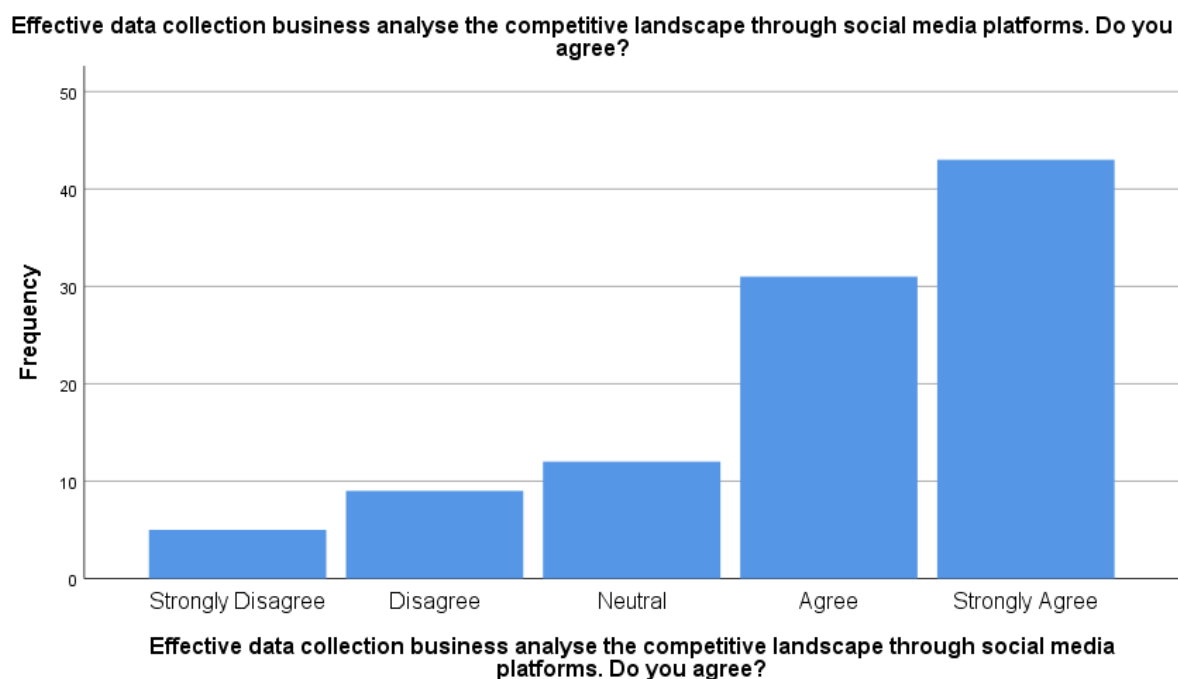


Figure 4.2.6.18: Effective data collection business analysis of the competitive landscape through social media platforms

(Source: SPSS)

Collected responses from participants with the help of the survey process and with the help of proper evaluation, graphs analyse the perception of customers. Among all participants, the majority of participants strongly agree that effective data collection businesses analyse the competitive landscape through social media platforms. In the digital era, businesses have several competitors in social media platforms and these competitors' impact introduces different attractive content for attracting customers. Based on effective data collection

methods businesses analyse innovative content creation strategies that become a competition of business. Through adoption, different innovative posting businesses make an edge in the competitive landscape and impact the overall growth of the business (Zhang *et al.*, 2022). Competitive strategies are also measured through social media platforms and based on liking the post demand of customers is measured. The data collected through these social media platforms and the behaviour patterns of customers are easily analysed. Moreover, with the help of this data collection process businesses enhance their profitability within the competitive landscape.

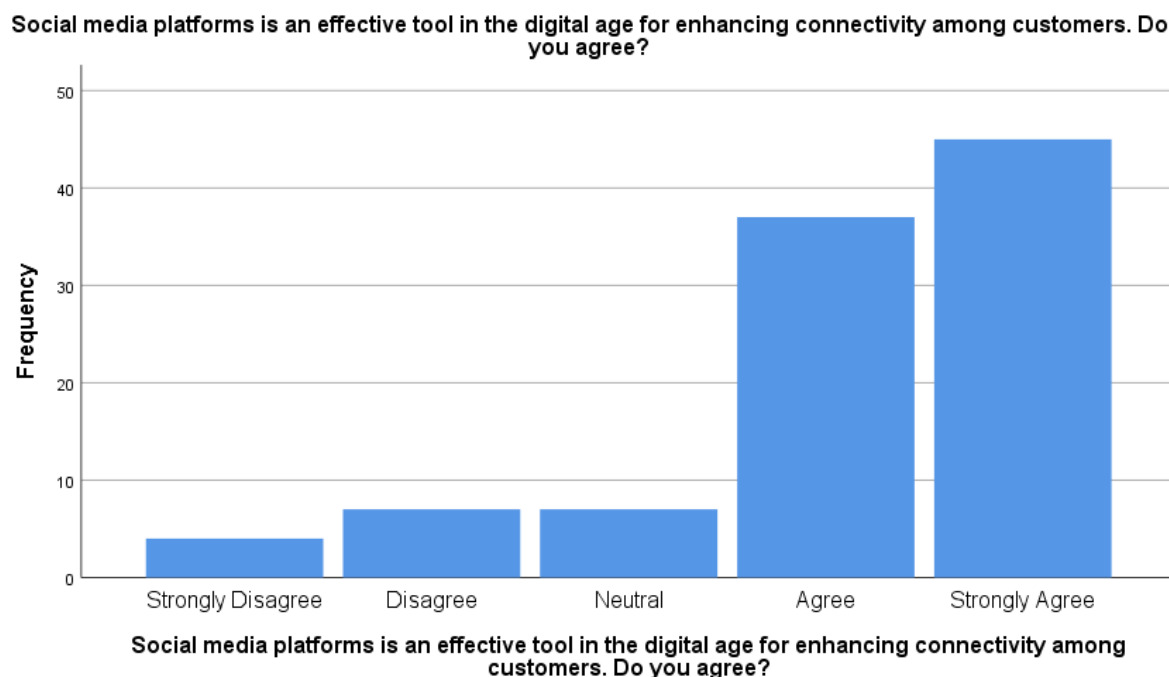


Figure 4.2.6.19: Social media platforms are an effective tool in the digital age for enhancing connectivity among customers

(Source: SPSS)

This graph focuses on the responses of participants and based on the responses participants are evaluating the proper outcome of specific questions, The Majority of participants all have strongly agreed that Social media platforms are an effective tool in the digital age for enhancing connectivity among customers. It also highlights the benefits of social media platforms in the digital age. In the present age of technology, social media platforms are the main source of connectivity among customers and increasing connectivity enhances transparency of business processes. Moreover, through this medium business directly connect

with the customers and gain in-depth knowledge about customer perceptions. Behavioural patterns and decision-making strategies of customers are also analysed with the help of effective communication (Obermayer *et al.*, 2022). Based on their preferences, the business offers various products to the customers to increase the brand reputation. Brand visibility also increases through this communication medium and overall profitability of business increases within the competitive landscape.

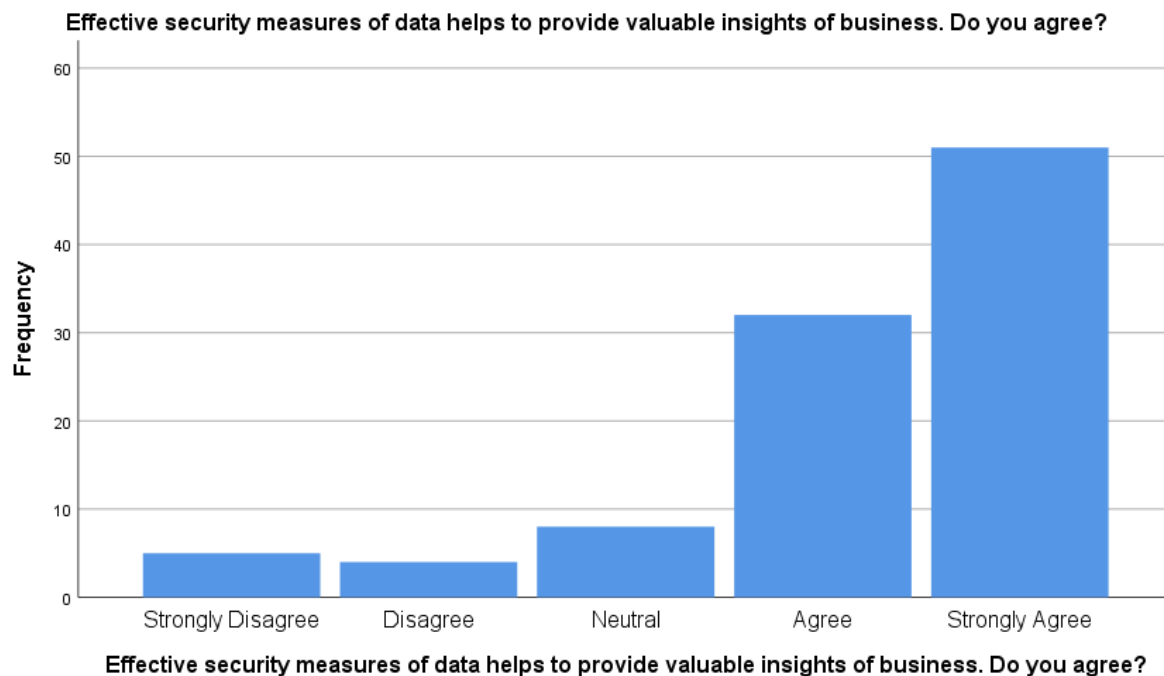


Figure 4.2.6.20: Effective security measures of data help to provide valuable insights into business

(Source: SPSS)

This graph focuses on the responses of respondents collected from the survey process and evaluates these responses with the help of a graphical representation. Among all of the responses, the majority of respondents strongly agreed that Effective security measures of data help to provide valuable insights into business. It also measures different security protocols that are maintained by businesses to maintain data security within the competitive landscape (Sivarajah *et al.*, 2022). Data encryption and regulatory compliances help to ensure the security of data that provides valuable insights into customers' preferences. Based on this clear understanding of customer preferences, the profitability of the business increases and impacts the overall growth in the market.

4.3 Chapter Summary

From the above discussion, it is concluded that the study includes an analysis of the gathered data from the survey process within the SPSS tool. Moreover, this particular data focuses on analysing the tests that are analysed within the SPSS tool which includes descriptive analysis, correlation analysis, coefficient analysis, collinearity diagnostics, ANOVA tests and graphical representation of the questionnaire. Through these tests, the authentic results and findings are analysed and elaborated through graphical representation.

CHAPTER 5: DISCUSSION

5.1 Introduction

The study focuses on discussion about the main results and findings done through the primary quantitative data analysis method and it is analysed through the SPSS tool. Moreover, it also includes determining the main responses of all the respondents through specific discussion of the questions accessed within the questionnaire. In addition, the study includes in analysing the discussion of the values that are analysed within the tests analysed within the SPSS. Moreover, it also determines the research topic which illustrates different platforms that are used by the business as the communication method for gathering information from customers through social media.

5.2 Discussion

The study determines the results and findings of the primary data quantitative analysis which is analysed through the survey data. The survey process is performed by the selected respondents and these respondents helped in finding out authentic data which is considered first-hand and they are collected through different processes (Bauer *et al.*, 2021). This data is further analysed through the SPSS tool and it is done through different tests such as descriptive analysis, correlation analysis, coefficient analysis, collinearity diagnostics, ANOVA tests and graphical representation of the questionnaire. On the other hand, descriptive analysis focuses on analysing the measures of central tendency that include the mean, median and standard deviation values (Mohajan, 2020). In addition, it is observed that the highest mean value that is derived here is **3.22** and the highest standard deviation value is **1.145**. This descriptive data is measured within the SPSS tool that focuses on elaborating the points with different patterns for satisfying the data conditions.

On the other hand, the study also includes analysing the correlation between the dependent and independent variables which is in developing the numerical summary of the variables through the linear relationship of variables (Bauer *et al.*, 2021). In addition, the study also includes an analysis of the VIF statistics and Tolerance value through the tests of collinearity diagnostics. Moreover, it also focuses on measuring the model summary of the regression analysis which includes evaluating the R-value which is around **0.990** and this R-value represents the simple correlation of the higher degree correlation. Moreover, it also analyses

the R-square value which is around **0.979** which represents the statistical measure of the regression model which determines the proportion of variance of dependent variables. Apart from that, it also analyses the ANOVA tests which focus on analysing the significance value which is **0.00** and as it is less than **0.05**, it proves that the result and findings analysed here are significant for this research study.

The study focuses on analysing the main responses of all respondents and analyses that social media is an important channel for communication with customers. It demonstrates that social media platforms actually enhance the customer's satisfaction and experience by providing a direct channel of support and communication. Through this, the business focuses on assisting the customers, addressing their issues, and providing personalised support on social media and many other processes (Wu *et al.*, 2023). Moreover, it is much more important to communicate with the customers of social media so that the consumers can grow a better understanding of the brand. In addition, it is much more important to protect the customer's privacy and the business companies are primarily concerned about that part. On the other hand, the study also analyses different platforms that are used by the business as a communication method for gathering information from customers. Moreover, these platforms are important as they enable the internal and external messaging process within the workplace and in other business companies.

In addition, the methods that businesses use for communicating with customers for making them more aware of the products are social media and many other networking channels. Moreover, it also includes the business channels that create value through the facilitation of independent groups who are usually producers and customers (Cozzolino *et al.*, 2021). Apart from that, the study also elaborates that the main key concern area of a business is to maintain the privacy of customer's data. Within the digitalisation age, protecting customer data is considered as the cornerstone of reliability and trust between the business and their consumers. It also includes cyber threats and the problem of data breaches that become more frequent and also safeguard the sensitive information of the customers that cannot be ignored (Wu *et al.*, 2023). Business companies should focus on maintaining consumer privacy by collecting data confidentially, having limited access to the data, using password management tools and avoiding data silos.

Moreover, it also includes third-party vendors and other partners that are protecting the customer data and also focus on conducting the regular security of the customer information.

On the other hand, the data privacy of the customers is most important as it helps in retaining and gaining the trust of the consumers which is essential for the business (Dolega *et al.*, 2021). Nowadays, internet users are much more aware of the information that is used by businesses which can have a bad or good purpose. Apart from that, it has been observed that each of the organisations adopts innovative techniques for examining and collecting data from social media platforms. Through the social media platforms, the market is analysed by showing the targeted ads, recommended posts and tailor services. The social media platform is not banned from collecting the user's data and it includes the main concerns about the security risks that are associated with the data collection process (Cartwright *et al.*, 2021). Moreover, it is much more important to recognise the economic importance of the user data for the overall success of the platforms.

The study also includes analysing the main needs of customers are easily analysed with the help of gathering data from social media platforms. The social media data actually provides granular insights into consumer behaviour and preferences (Rahman *et al.*, 2022). It includes accessing the critical insights on the consumers where the business can create highly personalised marketing campaigns that are tailored to the specific interests and the actual needs of the target audiences. On the other hand, social media is used for gathering data through analytical tools, user interactions, monitoring software and direct access to the Application Programming Interface (API). On the other hand, the study also includes in-depth information about customers that helps organisations to offer innovative products (Dolega *et al.*, 2021). The innovative solutions that can be offered the customers based on the services and products include using the comprehensive tool of product analytics.

The innovative solutions that can offer customers through social media are made available through self-service support, building customer access, responding to customer reviews, engaging with all customers and creating loyalty programs (Krishen *et al.*, 2021). On the other hand, the main role of the customers within the innovation process includes engaging them within the process and also focusing on possible improvements. In addition, the main requirements of the customers focus on motivating loyalty and purchases which mainly helps in tailoring the product and service offerings which mainly creates appealing brand offerings. Innovative customer solutions actually offer in gathering customer insights and feedback which also focuses on improving the existing services. It also focuses on guiding the overall development of new features and products which actually align with the customer needs

(Rahman *et al.*, 2022). In addition, customer involvement focuses on enabling the overall supplier to develop improved functional requirements.

It focuses on modifying the product design to reduce production costs and also focuses on developing a design which meets the special needs and other problems of the customers to a greater extent. On the other hand, the study focuses on analysing that most organisation adopts different security measures for protecting the data of customers (Krishen *et al.*, 2021). The organisation mainly focuses on the internal and external firewalls and by using that it ensures effective data protection practices against malware and several other cyber-attacks. In addition, the organisation should also focus on adopting a comprehensive and clear data security policy. The main methods that help protect the databases of the organisation include database hardening, separate authentication, encrypted data, advanced threat protection and the main principle of least privilege (Dolega *et al.*, 2021). In addition, it also asserts that the applications and the users focus on granting access to the main operations and data that are required for better performance within the organisation.

Furthermore, each and every employee within the organisation is much more responsible to ensure the customer data that remains secure and also focuses on maintaining trust. Moreover, the data collection process helps to promote business through gathering information through social media platforms. The best method focuses on safeguarding the data privacy of the customers by keeping the data protected and confidential from unauthorised access (Chawla and Chodak, 2021). It also includes safeguarding the data of all customers which is required in deploying the latest techniques of encryption. In addition, there are several other database security services that focus on providing control mechanisms such as authentication, recovery and backup, auditing, encryption, authorisation and access control. Efficient methods of data protection are the data security methods as encryption might lack transparency and it also requires changes to the business systems (Wu *et al.*, 2023). Moreover, it is best to avoid the approach with the transactional systems which requires the change within the business systems.

The study focuses on analysing the analytical tools and monitoring software that helps to collect data from social media platforms. Moreover, the tools based on social media analytics mainly include the software applications that are used for processing taking, visualising and interacting with the social media data (Fraccastoro *et al.*, 2021). Apart from that, they are essentially the main nuts and bolts of the marketers and businesses that turn social media into

actionable insights. In addition, all posts and interactions through social media actually help in understanding the behaviour of consumers. Moreover, it also benefits the companies in engaging the confidential data tracking process which is based on social media platforms.

5.3 Conclusion

From the above discussion, it is concluded that the study focuses on analysing and discussing the main data results and findings from the primary quantitative data analysis process. It also includes elaborating on the main understandings about effective data collection processes that businesses analyse through the competitive landscape and it is mainly accessed through social media platforms. Moreover, collecting authentic data without any manipulation becomes difficult for businesses through social media platforms.

CHAPTER 6: CONCLUSION

6.1 Conclusion

The study includes analysing the process of businesses that gather information from social media and it has deeper insights into the privacy concerns of the customers. The data that are gathered from social media are the data of different customers and focus on using social media analytics that understand the customers in gathering their information from social media. On the other hand, the data is actually collected through the direct Application Programming Interface (API), monitoring software, analytic tools and user interactions. In addition, the study focuses on illustrating that the company focuses on collecting data from different platforms and also includes tracking the cookies and tracking the activity. Moreover, the research also involves developing an understanding of the social media metrics which is used in gaining the valuable data and engagement of the audiences. It also includes feedback which can help the business in improving the products and all the strategies of social marketing.

On the other hand, social media platforms focus on collecting different ranges of data and the companies also include collecting personal information along with different locations and interests. In addition, the study also states the process of social media monitoring and this particular process focuses on identifying the conversations within the social media. Moreover, it also includes the monitoring process that involves tracking hashtags that are relevant to the business and also informing about the industry and audience. The business operations of the company actually focus on collecting the social media insights and it is done through engagement metrics, sentiment analysis, metrics of the influencer campaign, competitor benchmark and metrics of brand awareness. In addition, the study includes an analysis of the overall business process that focuses on ensuring the overall information protection and privacy of the customers through the adoption of a data governance strategy. It also focuses on establishing and implementing cyber security policies and has limited access to the data.

The actual processes of gathering information based on the customers within the research and also involve analysing and interpreting the data to improve the overall business decisions. On the other hand, the business actually uses social media for customer service and it also helps to streamline the process to ensure that no customer queries can slip through the cracks. It allows for quicker and more efficient responses through which the customer sales, services

and marketing teams can track the conversations and manage the sentiments of the workflow. Moreover, social media focuses on protecting privacy from protecting overall privacy to attempting scams and several other identities. The issues are based on data protection and several other loopholes in the privacy control that focus on putting the information of the user at the risk of using social media. Moreover, the business process includes protecting the privacy of the customers through the prevention of problems that are based on data breaches and reputation damage.

The study also includes analysing the main problems that are related to the privacy concerns of the customers and these particular problems should be resolved. The issues that are related to privacy concerns include privacy setting loopholes, cyberbullying, hacking, data mining and many others. Moreover, it also includes the issues that deal with harassment, false information, psychological consequences and many others. In addition, there are many types of issues related to privacy concerns which include stealing personal information, usage of data by advertising companies and identity theft. On the other hand, social media platforms offer robust built-in privacy tools for setting the profile and it mainly includes providing important features for the users to manage the data based on the personal account.

In addition, social media advertisements also cause privacy problems which are considered as privacy footage. Third-party privacy is considered as one of the risks which focuses on disrupting the tracking process with the risk of re-identification of private information with different types of privacy issues. In addition, the main platforms of social media in the overall business operations focus on prohibiting hashtags and also focus on purging the main harmful content for all customers. Furthermore, the major risks that the business faces by using social media include risks of compliance violations, negative feedback, legal actions, security breaches and many others.

6.2 Linking with Objectives

Linking with Objective 1

The first objective focuses on the different techniques that help businesses to gather information through social media platforms. Through Twitter, Facebook, and Instagram businesses collect data and know better information about customers. Moreover, with the help of different platforms through social media campaigns, community engagement and many other ways businesses collect information and measure the privacy concerns of customers. This business tool helps to understand the needs of customers and offers different

products as per the requirement. On the other hand, through posts on social media, customers are easily engaged with different brands and with the help of effective reviews, the perspective of customers about specific brands is also examined. This evaluation helps businesses to identify the key areas of business success and improve these areas as per the requirements. Negative reviews also negatively impacted the brand reputation and analysed the pepper needs of customers. Different ways help to collect customer data from social media to enhance the success rate of customers. The analytical tool helps to understand the customer persona and offers different products based on their requirements. This gathers data helps to collect data from multiple channels and provides deeper findings to the business to know about customer preferences. This also helps to measure the return on investment of social media efforts and impacts the overall growth of the market.

Linking with Objective 2

The second objective of this study is to understand the detailed information about customers and maintain the privacy of data collected through social media. Users' detailed information is also measured with the help of an effective data collection process and understanding customers at a deeper level is an important aspect for business. This understanding helps to provide automated services to users, and encryption helps to protect the data of users. Security measures also increased through different secure protection and impacted the overall business growth. Trust among customers has built up with the help of these security measures and loyal customers have increased. Brand awareness among customers helps to generate sales and profitability of business increases. Recent trends in the market are also measured with the help of effective security measures. Moreover, with the help of effective data tracking measures privacy of data has been maintained and impacted the overall success rate of business. Based On the requirements of customer's businesses offer different products. Through effective communication businesses directly connect with customers and analyse the way that better effectively fits customers. Moreover, effective communication helps to target the market and optimise their websites to improve the experiences. The main concern of business is to secure data in an effective manner and with the decision-making strategy business increases the profitability rate.

Linking with Objective 3

The third objective of this study is to analyse the benefits of engaging in secret data tracking on social media platforms and reshape the business. Social media monitoring helps to analyse the real-time insights of data. Based on this real-time analysis customer preference is also measured and based on these effective measures the business offers different measures. Moreover, this data collection helps to manage brand reputation and address negative reviews. Customer complaints are also measured through this data collection and resolve the issues. Brand loyalty also increases with the help of effective measures that help to increase social monitoring. Data security of collected data also increases customers' engagement rate and builds a strong relationship with other customers. This measure also fosters a sense of connection as well as loyalty towards the brand. Moreover, maintaining the security of the data helps to increase trust among customers and leverage customers' experience. Different strategies help to enhance the quality of products and learn about the understanding nature of customers. Moreover, these security measures help to increase customer loyalty and enhance customer satisfaction rates through offering desirable products.

6.3 Recommendations

Businesses should focus on posting more relevant content and be more active on social media platforms. Through updated pages, current information, news, and announcements businesses should analyse depth insight of customers by using social media analytical tools. Based on effective measures, businesses enhance their profile and keep track of business within the competitive market (Adeola *et al.*, 2020). Moreover, with the help of effective strategies businesses should increase customer engagement rate towards their brands. On the other hand, businesses should also focus on maintaining data security protocols through using different encryption that helps to enhance business reputation, and the loyalty of customers increases with the help of effective measures that help to provide actionable insights to audiences. Brand loyalty as well as reputation also increases through using encryption and different security measures (Bokhari and Manzoor, 2022). Personal information of customers should be secure through different protocols and posts of customers can be hidden for security purposes.

Based on these security measures, businesses enhance their reputation and increase brand loyalty among customers. On the other hand, customer satisfaction rate is the main concern area of customers and based on real-time platforms feedback from customers should be collected on a daily basis and keep track of their behaviour (Shen *et al.*, 2022). The needs and

demands of customers are easily analysed with the help of this study and resolve the issues. Negative feedback from customers has been collected and they make an effort to change it into positive reviews. Based on these efforts, customers easily engage with social media platforms and impact the overall brand reputation of the business. Transparency is one of the major aspects emphasised through maintaining security measures while collecting data from social media platforms that help to increase the brand reputation of business within the competitive market (Modi and Zhao, 2021). Moreover, this also helps to build a strong business reputation that nurtures the positive outlook of business and provides the business with a competitive edge.

6.4 Research Limitations

The research limitations are considered to be the theoretical shortcomings of this particular study and it also includes the main flaws of the research observed by the researcher. On the other hand, one of the most important limitations is the sample size and this sample size is impossible to measure the researcher and because of this, the results might be affected and the values cannot be significant (Akanle *et al.*, 2020). Moreover, another limitation is the data access which is not possible to access relevant data required for this study and for this relevant information regarding the research topic cannot be accessed appropriately within the study. On the other hand, the formulation of the research aim and objective cannot be perfect and the discussion can be affected without relevant data information. The main limitation of the data is the lack of previous studies for which there is limited information through which the data is gathered and it can impact the overall interpretation done for this research (Baig *et al.*, 2020). Moreover, this particular research also has the limitation of illustrating the research design through which relevant methods selection is time-consuming. The survey process is also time-consuming as it is done offline with each and every respondent from different venues.

6.5 Future Scope

The future scope of this study includes that social media analytics can be implemented within the market through which the data based on customer information can be measured quickly. On the other hand, more usage of advanced technologies such as AI can be done within the social media by the business companies and through this the privacy of the customer is also concerned. Better security systems are also engaged within the business to secure the

customer data through which the issues regarding data breaches and cyberbullying can be stopped.

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