Social Media Gratification and Attitude Towards Social Media Marketing Messages: A Multiple Holistic Approaches

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Abstract:

Social media provides a platform for individuals to share their personal experiences, perspectives, and talents, contributing to a sense of self-expression and identity formation. The uses and gratifications theory also acknowledges that users are not passive consumers but actively choose media content that aligns with their gratification needs. As users engage with social media platforms, they derive gratification from the experience, influenced by factors such as social interaction, entertainment, information seeking, and more. Understanding how users seek and derive gratification on social media can provide valuable insights for marketers aiming to create more effective and user-centric marketing strategies. The study will focus on diverse demographic groups and various social media platforms to ensure a comprehensive understanding of the subject. The study investigated into the concept of social media gratification. It will explore the different dimensions of gratification, ranging from social interaction and entertainment to information seeking and self-expression. By identifying the underlying motivations driving users to engage with social media, this section aims to establish a foundation for understanding the gratification factors that influence users' attitudes towards marketing messages. By bridging the gap between user experiences and marketing strategies, the findings of this research can guide marketers in creating more effective, user-centric, and ethical social media marketing campaigns. Understanding the nuanced interplay between gratification and marketing will be crucial in navigating the evolving landscape of digital communication and engagement.

Keywords: *Entertainment, Information Seeking, Personalization and Customization, Self-Expression, Social Comparison and Social Media Marketing.*

Introduction:

In the ever-evolving landscape of social media marketing, the role of content relevance and personalization stands out as pivotal in shaping users' attitudes towards marketing messages [15]. As users are bombarded with a constant stream of information, creating content that resonates on a personal level has become a strategic imperative for marketers [3]. This

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paragraph delves into the multifaceted impact of content relevance and personalization on users' attitudes, exploring how tailoring marketing messages to individual preferences not only captures attention but also cultivates positive perceptions and engagements. Content relevance is a cornerstone of effective social media marketing. In a digital era saturated with information, users are more likely to engage with content that aligns with their interests, needs, and values. Relevance, in this context, goes beyond mere topical alignment; it involves a deep understanding of the target audience's aspirations, challenges, and motivations [9]. Content that speaks directly to users' concerns and desires not only captures their attention but also establishes a meaningful connection, laying the foundation for a positive attitude towards subsequent marketing messages. Personalization takes content relevance a step further by tailoring messages to individual user characteristics and behaviors. The era of one-size-fits-all marketing is gradually giving way to a more nuanced approach, where algorithms and data analytics enable marketers to customize content based on users' preferences, past interactions, and demographics. Personalized marketing messages are more likely to resonate because they address users as unique individuals, acknowledging their distinct tastes and needs [6]. This personalized approach creates a sense of exclusivity and attentiveness, fostering a positive attitude towards the brand behind the message. The impact of content relevance and personalization on users' attitudes towards marketing messages is evident in several key areas. Firstly, users are more likely to view relevant and personalized content as valuable rather than intrusive. When marketing messages align with users' interests and preferences, they are perceived as helpful recommendations rather than intrusive advertisements. This positive perception sets the stage for a more receptive audience, open to engaging with the brand and its offerings. Secondly, content relevance and personalization contribute significantly to the overall user experience on social media platforms [4]. Users appreciate platforms that understand and cater to their individual preferences, creating a personalized and enjoyable browsing experience. This positive user experience extends to the marketing messages encountered, as users are more likely to welcome content that complements their online interactions. Moreover, content relevance and personalization enhance the effectiveness of marketing messages in terms of engagement and conversion. This increased engagement not only amplifies the reach of marketing messages but also contributes to brand loyalty and advocacy. Additionally, the role of content relevance and personalization extends to the realm of customer retention. Brands that consistently deliver personalized and relevant content foster a sense of loyalty and connection with their audience.

Theoretical Background- Social Media Gratification

In the context of social media, users seek various forms of gratification as they interact with content and communicate with others. Social media gratification is often categorized into different dimensions, each reflecting a distinct user need or motivation. The social interaction dimension of gratification is aligned with users' inherent social nature. People use social media platforms to connect with others, build relationships, and engage in conversations. The gratification derived from social interaction includes feelings of companionship, social validation, and the satisfaction of belonging to online communities [5]. The entertainment dimension encompasses the enjoyment and amusement users experience while consuming content on social media. This can include watching videos, viewing memes, or engaging with light-hearted and entertaining posts. Entertainment gratification is closely linked to the need for relaxation and diversion from everyday stressors. Information-seeking gratification is associated with users' desire for knowledge and staying informed. Social media platforms have become significant sources of news, updates, and information on various topics [1]. Users seek gratification from the ability to access relevant and timely information through their social media channels. The self-expression dimension of gratification is tied to users' need to express their thoughts, opinions, and creativity.Therefore, understanding these gratification dimensions is crucial

for comprehending user behaviors on social media platforms. Users are driven by a mix of these gratification needs, and their engagement patterns are shaped by the extent to which social media platforms fulfill these desires [3]. The social comparison theory contributes to the theoretical background of social media gratification. Users often engage in social comparison, where they assess their own lives and achievements in comparison to others on social media. This comparison can lead to both positive and negative gratification, influencing self-esteem, motivation, and overall satisfaction. In essence, the theoretical foundation of social media gratification lies in a combination of the uses and gratifications theory and social comparison theory [9]. This framework provides a lens through which researchers and practitioners can analyze and understand the complex motivations driving user engagement on social media platforms, informing the design of content and strategies that cater to users' diverse gratification needs.

Role of content relevance and personalization

Users are more likely to remain engaged with a brand that consistently provides value tailored to their preferences. This long-term relationship-building aspect is crucial for brands aiming not only to attract new customers but also to retain and nurture their existing user base. Despite the evident advantages, the implementation of content relevance and personalization in social media marketing is not without its challenges. Striking the right balance between personalization and privacy is a delicate task. Users value personalization but are equally concerned about the misuse of their data. Hence, transparent communication about data usage and an emphasis on user consent are essential to building trust and ensuring a positive reception to personalized content. Moreover, the ever-evolving landscape of user preferences requires continuous adaptation and refinement of personalization strategies. What resonates with users today might not be as effective tomorrow. Therefore, marketers need to stay agile and responsive, leveraging data analytics and user feedback to adjust their strategies in real-time.

Chart: 01

Social media: the perspectives of uses and gratifications

Source: https://informationr.net
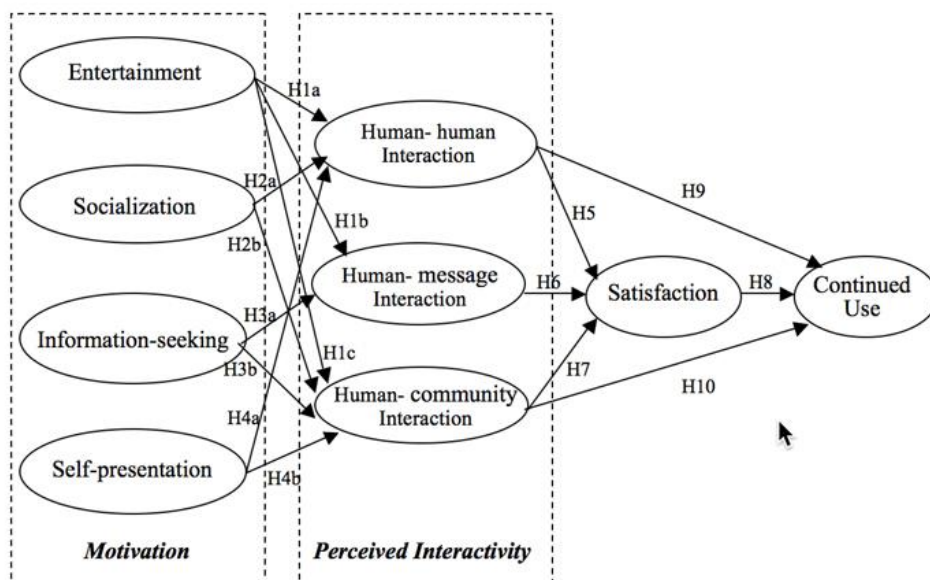
Research objectives

The research aims to reveal patterns and relationships between social media satisfaction and the acceptance or rejection of marketing messages by analyzing user perceptions and reactions. The likelihood of content reception increases when it corresponds to consumers'

interests and preferences. Strategies for developing more personalized and captivating marketing communications may be informed by gaining an understanding of how customers perceive the relevance of marketing material to their satisfaction demands. With the goal of learning how consumers' perceptions of marketing messages change in response to social approval and involvement. Many people use likes, comments, and shares as a way to gauge how others see them. It is possible to get understanding of the social dynamics those impact consumers' views by studying the impact of social validation on the receipt of marketing information. Issues of ethics and practicality that may arise from marketing that takes use of social media satisfaction. There will be a thorough analysis of privacy issues, openness, and the trade-offs between satisfying users and achieving marketing goals.

Research Methods and Design

The study's objectives are achieved by a comprehensive examination of the relevant literature. The use of the systematic literature review methodology is advantageous for this research as it evaluates relevant literature within a specific domain [9]. The research presents a systematic approach to understanding the use of social media in marketing by gathering secondary data from academic publications [2]. Data for this study was gathered from many sources. The study employs descriptive research methodology. The study examined the impact factors affecting social media gratification.

Analysis, Presentation and Results

Factors affecting Social Media Gratification

Social media gratification refers to the satisfaction or rewards that users derive from their interactions on social media platforms. The desire for social interaction is a fundamental factor. Users often seek connection, communication, and social validation through likes, comments, and shares. Understanding these factors helps social media platforms and marketers design features and content that aligns with users' gratification needs. It also allows users to be more mindful of their own motivations and interactions on social media.

Table 1: Descriptive Statistics

Dimensions	Mean	Std. Deviation	Mean Rank
Community and Belonging	3.67	1.314	4.58
Ease of Use and Accessibility	3.07	1.270	4.27
Entertainment	2.75	1.214	3.49
Escape and Distraction	2.77	1.462	3.63
Information Seeking	2.80	1.113	3.58
Personalization and Customization	3.00	1.226	4.00
Self-Expression	3.21	1.354	4.46
Social Comparison	3.11	1.125	4.12
Social Interaction	3.91	1.325	4.63
Validation and Recognition	3.45	1.110	3.89

The above table 1 revealed that social interaction (4.63) was ranked first by the respondents. Social interaction plays a pivotal role in shaping the gratification users derive from their engagement on social media platforms. The very essence of social media is rooted in the human need for connection and communication, and the impact of social interaction on

social media gratification is profound. Users flock to platforms to establish and maintain social relationships, both with existing connections and new acquaintances. The immediate and real-time nature of interactions, facilitated by features such as comments, likes, and direct messages, provides users with a sense of companionship and belonging. The gratification derived from social interaction on social media extends beyond mere connectivity; it includes the satisfaction of social validation. Users often seek affirmation through likes, comments, and shares, contributing to a positive reinforcement loop. The acknowledgment of one's posts or contributions fosters a sense of being heard and appreciated, thereby enhancing the overall gratification user's experience. This social validation is a powerful motivator, influencing not only the frequency of user engagement but also the emotional satisfaction derived from their online interactions. Community and Belonging was ranked second (4.58). Moreover, the creation and participation in online communities further amplify the impact of social interaction on social media gratification. These communities, formed around shared interests, hobbies, or causes, provide users with a sense of belonging and a space for like-minded individuals to connect. The exchanges within these communities contribute significantly to the social gratification users seek, fostering a sense of camaraderie and shared identity. The rank's significance is examined using Kendall's W test, as shown below.

Table 2

Kendall's Coefficient of Concordance

No of respondents	200
Kendall's W	0.021
Chi-Square	80.112
difference	9
Sig.	0.000

According to the results shown in Table 2, the explanations mentioned above have received considerable rankings from the 200 participants in the survey. With 9 degrees of freedom, the computed Chi-Square value (80.112) is statistically significant. The odds are 0.000, which is less than 0.01. It's important to note that the impact of social interaction on social media gratification can also have a flip side. Negative interactions, such as online conflicts or cyber bullying, may diminish gratification and even lead to feelings of isolation or distress. Hence, the quality of social interaction is as crucial as the quantity, emphasizing the need for platforms to foster positive and supportive online environments. The impact of social interaction on social media gratification is multifaceted. It not only satisfies the fundamental human need for connection but also elevates the user experience by providing a platform for social validation, community building, and the expression of one's identity. Recognizing and understanding the intricate dynamics of social interaction on social media are imperative for both users and platform developers, as they navigate the evolving landscape of digital socialization and seek to enhance the overall gratification users derive from their online interactions.

2.   Antecedents of Social Media Gratification

The gratification derived from cognitive engagement, in this context, is closely tied to the fulfillment of the user's need for knowledge and understanding. Additionally, cognitive engagement on social media extends to the consumption of educational content and participation in discussions that require critical thinking. Users seek platforms that stimulate their intellect, offering content that challenges their perspectives and encourages them to explore new ideas. This engagement not only contributes to individual growth but also enhances the overall gratification by providing a sense of intellectual satisfaction. Moreover, the interactive nature of social media platforms allows users to engage in

problem-solving activities, participate in quizzes or polls, and contribute to discussions that require analytical thinking. The result is given below.

Table 3

Antecedents of Social Media Gratification

Proposed Relationships	Mean	Std. Deviation
Cognitive engagement (PR1)	3.51	0.786
Emotional engagement (PR2)	3.33	1.012
Behavioral engagement (PR3)	3.80	0.317
Social interaction (PR4)	2.10	1.110

The Table 1 depicts that behavioral engagement revealed (3.80), followed by Cognitive engagement (3.51), Emotional engagement (3.33) and Social interaction (2.10). The standard deviation is also very less. It shows that majority of the respondents opinion towards Antecedents of Social Media Gratification is good. Cognitive engagement plays a significant role in shaping the gratification users experience on social media platforms. Unlike the immediate and emotional aspects of social interaction, cognitive engagement involves the intellectual and thought-driven dimensions of user interaction. This type of engagement encompasses activities such as information seeking, critical thinking, and problem-solving, contributing uniquely to the overall social media gratification experience. One of the key aspects of cognitive engagement is information seeking. Users often turn to social media platforms as sources of news, updates, and knowledge on a wide range of topics. The ability to access information and engage in discussions on current events not only fulfills users' intellectual curiosity but also provides a sense of empowerment through staying informed. The satisfaction derived from successfully navigating these cognitive challenges adds a layer of fulfillment to the social media experience, creating a more enriching and rewarding interaction.

Table 3

Relationship between Antecedents of Social Media Gratification

Dimensions		1	2	3	4
PR1	Pearson Correlation	1			
	Sig. (2-tailed)				
	No of respondents	200			
PR2	PC	0.437**	1		
	Sig.	0.000			
	No of respondents	200	200		
PR3	PC	0.372**	0.672**	1	
	Sig.	0.000	0.000		
	No of respondents	200	200	200	
PR4	PC	0.367**	0.589**	0.675**	1
	Sig.	0.000	0.000	0.000	
	No of respondents	200	200	200	200

**. A significance level of 0.01 (2-tailed) indicates a correlation.

A substantial degree of positive connection was found between the variables pertaining to social media gratification in the results of the correlation test. There is a 0.437 link between emotional involvement and behavioural engagement, a 0.372 correlation with social contact, and a 0.367 correlation with other variables. At the 1% level of significance, all of these correlations hold. At the 1% significance level, all of the correlation values are noteworthy. The research indicated that there is a solid association between the antecedents of social media gratification skill and other variables. Emotional and behavioral engagement is integral components that contribute substantially to the overall gratification users experience on social media platforms. Emotional engagement involves the affective and personal responses users have to the content they encounter, while behavioral engagement encompasses the actions and interactions users undertake within the digital space. Emotional engagement on social media is often closely tied to the content's ability to evoke feelings such as joy, empathy, inspiration, or even nostalgia. Whether through heartwarming stories, visually appealing imagery, or relatable anecdotes, content that resonates emotionally creates a deeper connection between users and the platform. The gratification derived from this emotional engagement is profound, as users perceive the platform as a source of positive and emotionally enriching experiences. Emotional engagement extends to the social connections facilitated by the platform. Meaningful interactions with friends, family, or online communities can evoke a sense of belonging and emotional support. This interpersonal aspect of emotional engagement contributes significantly to the overall gratification users seek, as it fulfills their inherent need for connection and emotional well-being. Behavioral engagement involves the actions and responses users' exhibit while interacting with social media. This includes liking, sharing, commenting, and even contributing user-generated content. The ease with which users can participate actively in the digital space enhances their sense of agency and empowerment. The gratification derived from behavioral engagement comes from the tangible and measurable impact users can have on the content and conversations within the platform. Behavioral engagement is closely tied to the concept of social media, where users are motivated to participate in challenges, contests, or interactive features. The sense of achievement and reward associated with these activities contributes to the gratification user's experience. However, it's crucial for social media platforms to strike a balance in encouraging behavioral engagement without creating an environment that fosters addictive behaviors or excessive use. Responsible design considerations can ensure that the gratification derived from active participation aligns with users' well-being and does not lead to negative consequences.

Conclusion

Cognitive engagement significantly impacts social media gratification by catering to users' intellectual needs and aspirations. The ability to seek information, engage in critical thinking, and solve problems contributes to a more holistic and fulfilling user experience. Recognizing the importance of cognitive engagement is crucial for social media platforms and content creators as they strive to meet the diverse needs of users and enhance the overall gratification derived from intellectual interactions on these platforms. However, it's essential to balance cognitive engagement with the need for user-friendly and accessible content. Excessive cognitive load or complex interfaces can lead to user frustration and diminish gratification. Therefore, social media platforms need to strike a balance, offering intellectually stimulating content while ensuring that the overall user experience remains positive and enjoyable. Emotional and behavioral engagement is essential pillars shaping social media gratification. The interplay between emotionally resonant content and active user participation creates a symbiotic relationship that enhances the overall user experience. Acknowledging and understanding the impact of emotional and behavioral engagement is paramount for social media platforms seeking to provide a gratifying and sustainable digital environment for their users. The role of content relevance and personalization in shaping

users' attitudes towards marketing messages is undeniably significant. As social media continues to be a primary arena for brand-consumer interactions, the ability to deliver content that is not only relevant but also personalized distinguishes successful marketing campaigns. Brands that invest in understanding their audience, leveraging data responsibly, and creating meaningful, personalized content are well-positioned to foster positive attitudes, build lasting relationships, and thrive in the competitive landscape of social media marketing.

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