

INVESTIGATE THE RELATIONSHIP BETWEEN USAGE AND ACTIVITIES OF SOCIAL MEDIA: A CASE STUDY OF DELHI NCR

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Abstract

For establishing the relationship between social media usages and activities, corporate social responsibilities (CSR) plays a vital role in the development of a better world to live in, as people live in buildings, use roads and railways to commute, and these are developed by the real estate sector. In developing countries like India, it becomes more important as the use of material and land has to be more innate to the society. The development of cities should not be at the cost of environment, but should be sustainable environmentally, socially and economically. In India, CREDAI (Confederation of real estate developers Association of India) promotes activities in real estate sector. It awards real estate companies for their active efforts in CSR activities. Additionally, reputation of the firm is also important component to understand, as it is an intangible asset, which if earned can help the organization improve financial performance. It is defined as, “collective perception of an organizations past actions and expectations regarding its future actions in view of its efficiency in relation to main competitors”. (Fombrun, 1996). Therefore, the relationship between social media usages and activities has been analyzed through Pearson correlation coefficient and results suggested there is significant positive relationship has been found between social media usages and activities in real estate companies in the study area. As real estate companies are using different social media platforms for their marketing and promotional purposes and directly impacting activities of these companies.

Keywords: Social Media usages, Social Media activities, CSR, Delhi NCR.

INTRODUCTION

Present study has great significance in assessing and evaluating the agreement, perception and satisfaction of employees and employers of real estate companies in the study area about social media communications on social corporate irresponsibility and other variables such as corporate irresponsibility, Social Media Usages and Activities, Corporate social irresponsibility and Reputation of Firms, Social Media Activities and Perception towards reputation of the firms and impacts of social media communications on Corporate social

irresponsibility and reputation of Indian real estate companies. Questions in selected tool were designed in English language only but data has been collected from both English and Hindi Employees working real estate companies through schedule and interview methods. There were 4 variables in Employees Responses measurement scale (ERMS) and following items were finally included above listed tool; Social Media and Corporate irresponsibility includes; Social Media is an important part of corporate social responsibilities in real estate companies, Social media activities foster corporate social

responsibilities, Corporate irresponsibility's caused by ineffective use social Media, Social media helps in mitigating corporate social irresponsibility's, and Social media has significant impact on social corporate responsibilities and irresponsibility's. Social Media Usages and Activities variables includes; Intensity of social media usages influences social media activities taken up by the firms, Effective use of social media activities would get supported through effective use of social media platforms, Usability of social media platforms leads effective social communications, Social communication and activities only enhance through social media platforms and All social media platforms useful to establish corporate social responsibilities. Corporate social irresponsibility and Reputation of Firms variable includes; Reputation of the company is important to establish corporate social responsibilities (CRS), Effective corporate social responsibilities create better brand image and reputation of the company, Corporate reputation of the company only depends of corporate social responsibilities, Corporate social irresponsibility creates negative image of the company in the minds of customers and In order to establish better brand image and reputation of company, there would be no space for any corporate social irresponsibility. Social Media Activities and Perception towards reputation of the firms variable includes following items; Activities on social media are using by different real estate companies for their marketing and promotional purposes, as these days almost all the customers are using different social media platforms for buying and selling purposes.

REVIEW OF LITERATURE

Social media usages and its impacts on social media activities undertaken by the real estate companies, could be understood as an intangible and useful tool for public recognition through high quality of capabilities and output (Pfarrer et al. 2010). The word reputation is derived from the contextual theoretical groundings and affords legitimacy and moral

duties to a firm (Czinkota et al. 2014). Overall, social media usage and reputation of firm would be serve as a corporate social performance index and outcome of social media usages (González-Rodríguez et al. 2015; Perrini et al. 2012). CSR activities and reputation of firms with enhanced stakeholder and employee's perceptions is a valuable resource for the companies that will lead to improved financial and economic performance (Graafland 2017). Firms associated with real estate businesses with a high CSR reputation would be charge premium prices, gain greater access to needed resources for the organizations, and achieve higher economic and financial performance (Zavyalova et al. 2016). Reputation is an important type of social inclusion and evaluation, collective judgment that influences both organization's performance and future (Boivie et al. 2016).

To attain legitimacy and social media support, firms must adapt innovative ways and methods that conform and respond to the arising dominant social norms, regulations, and social influences among employees and employers. Through a sequence and systematic institutionalization processes and channels, such as habitualization, social media communication, objectification, and sedimentation, management and reputation ordering are more likely to resist change and modern coexistence (Rhee and Haunschild 2006). CSR generates and communicate the strategic and moral benefits towards strong reputation of companies. CSR could generate more insurance-like prevention and protection to the companies because it causes moral capitalization and goodwill for the organizations (Jia et al. 2020; Wang et al. 2020), communicated that a firm could be more reliable and honest (Peloza 2006) if it is perform well on regular basis. Moral and legal capital helps the local people and stakeholders towards various attribute CSIR events about managerial and operational maladroitness other than malevolence phenomenon (Godfrey et al. 2009), protecting and promotional relationship-based activities and assets against loss of moderating demands and negative assessments of employees and stakeholders of real estate

companies and thereby acting like a connecting link against unforeseen negative events and reputation of the companies (Peloza 2006; Shiu and Yang 2017). Moral and legal capitals are similar to the “reservoir of goodwill” model, which could create and impacts insurance and legal liabilities of CSIR event (Zavyalova et al. 2016).

ANALYSIS AND RESULTS

For measuring the relationship between intensity of usage and activities of social media activities and achieving and testing the proposed objective “To study the relation between intensity of social media usage and its influence on social media activities undertaken by firms and alternative hypothesis “H1: There is significant relationship between intensity of

social media usage and its influence on social media activities undertaken by firms” Pearson correlation coefficient, Coefficient of determination R² and Share of independent were calculated to investigate the relationship between overall and each item; Intensity of social media usages influences social media activities taken up by the firms, Effective use of social media activities would get supported through effective use of social media platforms, Usability of social media platforms leads effective social communications, Social communication and activities only enhance through social media platforms and All social media platforms useful to establish corporate social responsibilities, usage and activities of social media towards different real estate companies in the study area and results are computed in table 1

Table 1 *Model Summary for social media usage (independent variable) and activities (Dependent variable) undertaken by real estate companies*

Variable	R	R ²	Share of Independent Variable (%)	Dispersion of Regression Line	p-value
Social Media Activities (DV)	0.924	0.853	85%	06.29	0.000**
Social Media Usage (IV)					
Social Media Activities (item 1) (DV)	0.834	0.710	71%	02.51	0.000**
Social Media Usage(item 1) (IV)					
Social Media Activities (item 2) (DV)	0.792	0.627	62%	03.91	0.000**
Social Media Usage(item 2) (IV)					
Social Media Activities (item 3) (DV)	0.811	0.657	65%	05.80	0.000**
Social Media Usage(item 3) (IV)					
Social Media Activities (item 4) (DV)	0.801	0.641	64%	04.66	0.000**
Social Media Usage(item 4) (IV)					
Social Media Activities (item 5) (DV)	0.768	0.589	58%	05.01	0.000**
Social Media Usage(item 5) (IV)					

**Significant at 0.01 level

The Pearson correlation coefficient “r” between social media usage and activities has been calculated with the help of employees (N=350) level of perception, agreement and satisfaction

towards social media usage and activities among real estate companies located in the study area and presented in Table 4.1. Values of Co-efficient of correlation (r) are 0.924, 0.834, 0.792, 0.811, 0.801 and 0.768 between overall, each item of social media usage and

activities and which is significant at 0.01 level of significance. Coefficient of determination, R^2 (Square of correlation coefficient, r) are 0.853, 0.710, 0.627, 0.657, 0.641 and 0.589 between overall, each item of social media usage and activities that reveals the amount of variability in social media activities that are conducted by real estate companies due to social media usage and after converting these values into percentage it concluded that social media usage shares 85%, 71%, 62%, 65%, 64% and 58% of the variance in overall and each item of social media activities undertaken by the real estate companies in the study area. Hence the proposed objective “To study the relation between intensity of social media usage and its influence on social media activities undertaken by firms has been achieved and its corresponding alternative hypothesis “H1: There is significant relationship between intensity of social media usage and its influence on social media activities undertaken by firms” is also being accepted towards overall and each item (Intensity of social media usages influences social media activities taken up by the firms, Effective use of social media activities would get supported through effective use of social media platforms, Usability of social media platforms leads effective social communications, Social communication and activities only enhance through social media platforms and All social media platforms useful to establish corporate social responsibilities, usage and activities of social media towards different real estate companies in the study area) of social media usage and activities undertaken by the selected companies.

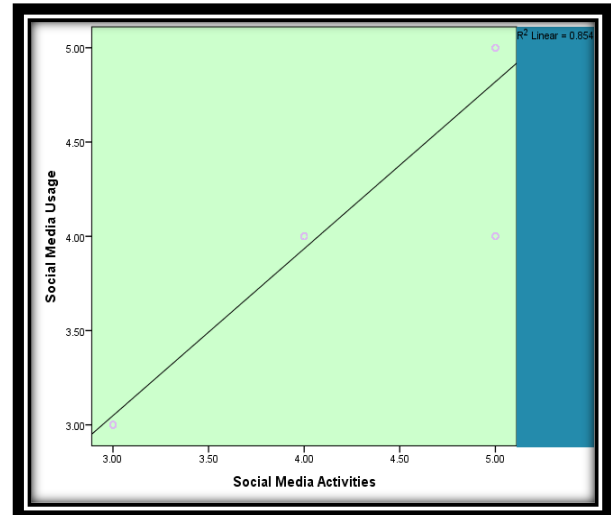


Figure 1 *Scatter plot of social media usage and activities*

From the figure 1 it is clear that there is very high positive correlation between social media usage and activities undertaken by the real estate companies located in the study area.

DISCUSSION AND RECOMMENDATIONS

1. It was found that values of correlation coefficient (r), Coefficient of determination, R^2 (Square of correlation coefficient, r) and Share of Independent Variable are 0.924, 0.85385% respectively between social media usages and social media activities. Therefore, it is concluded that concluded that 85% of social media usages are being determine by social media activities. If social media activities get enhance by the firms them automatically uses of social media would get increases by 85% and vise-versa as there is very high positive correlation between social media activities and social media usages.

2. It was found that values of correlation coefficient (r), Coefficient of determination, R^2 (Square of correlation coefficient, r) and Share of Independent Variable are 0.834, 0.710 and 71% respectively between social media usages and social media activities over item number one (Intensity of social media usages influences social media activities taken up by the firms). Therefore, it is concluded that concluded that 85% of social media usages are being

determine by social media activities. If social media activities get enhance by the firms them automatically uses of social media would get increases by 71% and vise-versa as there is high positive correlation between social media activities and social media usages over item one (Intensity of social media usages influences social media activities taken up by the firms).

3. Findings suggested that values of correlation coefficient (r), Coefficient of determination, R^2 (Square of correlation coefficient, r) and Share of Independent Variable are 0.792, 0.627 and 62% respectively between social media usages and social media activities over item number two (Effective use of social media activities would get supported through effective use of social media platforms). Therefore, it is concluded that concluded that 62% of social media usages are being determine by social media activities. If social media activities get enhance by the firms them automatically uses of social media would get increases by 62% and vise-versa as there is high positive correlation between social media activities and social media usages over item two (Effective use of social media activities would get supported through effective use of social media platforms).

4. Findings suggested that values of correlation coefficient (r), Coefficient of determination, R^2 (Square of correlation coefficient, r) and Share of Independent Variable are 0.811, 0.657 and 65% respectively between social media usages and social media activities over item number three (Usability of social media platforms leads effective social communications). Therefore, it is concluded that concluded that 62% of social media usages are being determine by social media activities. If social media activities get enhance by the firms them automatically uses of social media would get increases by 65% and vise-versa as there is high positive correlation between social media activities and social media usages over item three (Usability of social media platforms leads effective social communications).

5. Results revealed that values of correlation coefficient (r), Coefficient of determination, R^2 (Square of correlation

coefficient, r) and Share of Independent Variable are 0.801, 0.641 and 64% respectively between social media usages and social media activities over item number fourth (Social communication and activities only enhance through social media platforms). Therefore, it is concluded that concluded that 64% of social media usages are being determine by social media activities. If social media activities get enhance by the firms them automatically uses of social media would get increases by 64% and vise-versa as there is high positive correlation between social media activities and social media usages over item fourth (Social communication and activities only enhance through social media platforms).

6. Results revealed that values of correlation coefficient (r), Coefficient of determination, R^2 (Square of correlation coefficient, r) and Share of Independent Variable are 0.768, 0.589 and 58% respectively between social media usages and social media activities over item number fifth (All social media platforms useful to establish corporate social responsibilities). Therefore, it is concluded that concluded that 58% of social media usages are being determine by social media activities. If social media activities get enhance by the firms them automatically uses of social media would get increases by 58% and vise-versa as there is moderate positive correlation between social media activities and social media usages over item fifth (All social media platforms useful to establish corporate social responsibilities).

7. Based on the findings, it is recommend to employees and employers of the real estate companies that they must make balance between social media usages and social media activities and each social media platform should ensure productivity and activities for the firms.

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