

ISSN 2063-5346



# ANALYSING THE RELATIONSHIP BETWEEN THE VARIABLES OF SUCCESS FACTORS AND HINDRANCE FACTORS IN SOCIAL MEDIA MARKETING AMONG HIGHER EDUCATION STUDENTS IN HARYANA

Mr. Pankaj Arora<sup>1</sup>, Dr. Priyanka Ranga<sup>2</sup>

---

Article History: Received: 10.05.2023

Revised: 29.05.2023

Accepted: 09.06.2023

---

## Abstract

This study aims to examine the link between the variables of success factors and hindrance factors in the context of social media marketing, focuses on students seeking higher education in Haryana, India. The study aims to comprehensively analyse the relationship by scrutinising multiple variables. The study involves a sample of 256 students pursuing higher education across multiple institutions located in the state of Haryana. The research examines various determinants that facilitate the success of social media marketing initiatives, including easy availability of product information, Savings of time, Improvement in standard of living, easy sharing of product information and regular feedback. Furthermore, this study investigates impediments that could potentially hinder the effectiveness of social media marketing initiatives. The obstacles that may impede progress could encompass restricted Private issue, misleading information, time consuming process, delivery issues, Problem in transaction, and confusion due to over competition. The data that has been gathered has gone under statistical analysis through methods such as correlation analysis. The aim is to establish the connection between factors that contribute to success and those that hinder it. The results of this study may help academic institutions and marketing professionals devise effective strategies for utilising social media marketing among students in Haryana and other contexts that are similar.

**Keywords---**Social Media Marketing, Hindrance Factors, Higher Education Students, Success factors.

---

<sup>1</sup>Research scholar, Department of Management, Maharishi Markandeshwar (Deemed to be University) Haryana, India. Email: pankaj.arora1979@gmail.com

<sup>2</sup>Associate Professor, Department of Management, Maharishi Markandeshwar (Deemed to be University) Haryana, India. Email: priyanka.ranga@gmail.com

DOI:10.48047/ecb/2023.12.9.02

## **Introduction**

Social media marketing (SMM) is the practise of using social media platforms to promote various services, businesses, and products online. Social media platforms are used to connect social networks so that diverse members of society may exchange and share crucial knowledge, ideas, and information. Social media networking is a component of the Web 2.0 movement, which describes how consumers and software developers should modify how they utilise the Internet. Combining Web use with other digital tools enhances creativity and knowledge exchange. The strategies used to direct users to join and interact online through open apps and services are more cooperative and user-driven. Social media marketing can make use of a range of message boards, wikis, podcasts, online movies, image and news sharing, blogs and posts on social networking sites to reach a broad or focused audience. With the aid of SMM, we may connect with a wide audience in a more organic way without having to pay high marketing costs. Additionally, using blogs and social networking sites can boost traffic from other social media websites to your website. Participating in different forms and responding to queries are other ways to increase your trustworthiness. The most relevant information is available on social networking sites, such as user profile information, which may be utilised to contact the user group that advertisers and marketers are trying to reach. With these advantages, social media marketing seems to have few drawbacks. However, this type of marketing plan has some significant drawbacks, including the fact that it takes time to set up.

As per Small Business Trends, “Social media’s primary benefit to your communication strategy is its ability to build relationships and communities between individuals who share interests and who would not be brought together otherwise except for those interests. If you

play the role of bringing people together around a product, service or interest, you increase your credibility, build your brand and may, in time, increase your profitability by creating a loyal following”.

Social media usage is not just confined to professionals and managers; students also frequently utilise it in the educational sector. Some people, who are only able to communicate with the public through their photographs and can't even write their own names, have full access to the internet and are constantly checking their smartphones for status updates. Mostly because of social networking websites, it has become simpler to connect with friends and develop new ones from anywhere at any time. Social networking allows us to stay in touch with the rest of the world. Each news story, communication, and update may be accessible and thoroughly updated in a matter of seconds.

The Haryana Department of Higher Education is aware of the need for improvements to be made to the state's educational system. As a result, the department is working on numerous creative projects that will not only enhance the state's overall educational environment but also aid to position Haryana as a centre of education in North India. Performance Rating Yardstick for Academic Audit Standards is one of the major attempts in these fields. Information systems used by private universities, a system of base credits, a foundational guidebook on life and business skills introduction of career-focused courses, establishment of a business club, establishment of new women's institutions, placement, and examination changes

Understanding the effects of higher education students depends heavily on the gender equality rate. Impact of social media marketing is skewed towards the greatest degree of engagement for both sexes, i.e., male and female. To better understand the impact of Social Media marketing success and hindrance factors, students between the

ages of 19 and under 25 were selected for our study.

### **Review of Literature**

**Ahn (2011)** in his study the impact of social media on young people's academic and social development was examined, it was discovered that young people devoted a sizeable portion of their daily lives to social media. The study demonstrated how social media has an impact on juvenile safety, psychological health, social capital, and educational success. The researcher assigned with high-profile issues and disputes surrounding young people's engagement in these online forums, and provides topics that are ripe for further research.

**Sachdev (2011)** in this study the researcher found the networking sites' impact on Indian adolescents was explored, it was shown that users benefited from them in a variety of ways. The study showed that social networking sites have value for Indian society as well. The academic opined that proper ideas and actions should be used as the foundation for managing social media.

**Abba Almu and Bello Alhaji Buhari, (2014)** outlined how mobile social networks presented new challenges to the educational industry that required thorough comprehension and strategy to resolve. This study sought to determine if secondary pupils in the Sokoto metropolitan had a propensity for accessing mobile social networks and how that propensity influenced their academic performance. The researcher chooses a subset of secondary school students, ages 14 to 19, from a list of secondary schools. The results demonstrate that most of the students' performance was generally impacted by mobile social networks. Thus, the findings indicated that mobile social networks may be an excellent and alluring tool for assisting students in their academic endeavours.

**Miyagamwala (2014)** Researchers that looked into how social networking sites affected young people came to the conclusion that sites like Orkut, Facebook, MySpace, and YouTube had become a regular part of people's lives all around the world. The results of the study show that social media has a huge impact on Indian youth, enabling them to become more informed of current events and significantly contribute to modern society.

**Reshma (2014)** studied how social networking sites affected young people in India and showed how social media had a significant impact on them. According to the study, social media has become a fantastic tool for forming the public's opinion on crucial problems by streamlining the division of information and ideas in modern society. The scholar noted that social networking sites impacted positively on youth in rising their voice against social acts like violation of human rights, corruption etc.

**Haddon (2015)** examined how social media affected infants and concluded that it had gained far more popularity among young people than prior home pages ever had. The study found that social media had changed the way that young people behave in contemporary society. The study made clear that educators, families, and specialists should set limits on young people's usage of social media.

**Monia Oueder and Inam Abousaber (2018)** Researchers looked into the benefits and drawbacks of social media use on students' academic performance. The favourite social network among Saudi Arabian students was also revealed by the survey. 270 samples in total were collected for the study. The information was gathered with the use of a clear questionnaire. Descriptive statistics were used to the given data to analyse them. The findings showed that using online social media has strengthened the bonds between teachers and students, enabling them to link relevant information and increase their

understanding and understanding of their courses. It was obvious to say that from the respondents' perspective, using social media during class time was not preferred. According to students at Tabuk University, Twitter and YouTube are the finest places to find knowledge on beneficial procedures.

**Suraya Kausar and Abdul Ghafoor Awan (2019)** conducted study and determined that if social media usage has an impact on postgraduate students' cumulative grade point average (CGPA) by looking at how graduate students perform on social media and how frequently they use it. In order to get the answer this objective, the data were collected with the help of a structured questionnaire. This questionnaire is distrusted among the final year students in Vehari city. 300 people make up the study's whole sample. Mean, average, and standard deviation were used to analyse the data that had been collected. From the examination, it was observed that the respondents were to tick anyone out of the five offered alternatives to demonstrate their disposition towards each announcement displayed to them by means of a questionnaire. The results showed that although the students used social media as a study aid in their exams, it had a significant negative social effect on their research.

**Pour, et al., (2021)** identified the information gap and the preliminary standards for creating the (SMM) social media marketing framework's success characteristics. The use of terms such as "digital marketing," "internet marketing," and "social media marketing" led to a preliminary literature study. The success metrics and auxiliary metrics determined by the literature review Four primary steps of qualitative content analysis were used to examine the focus group discussions. Therefore, the focus of this study's writers was on defining and rating the essential components of a successful social media marketing plan. The broad literature research and semi-structured interviews

yielded six main criteria: plans, procedure, content, technology, assessment of performance, and individuals.

**Sappri, M. M. (2021)** According to research, social networking applications include several key features that are driving growing usage among users of mobile applications, particularly those between the ages of 18 and 28. However, only a few numbers of SMA were able to succeed in terms of popularity and usage, relegating other unpopular SMA to lower positions in the Google Play Store. By establishing the SMA use success criteria and creating a set of metrics based on those success features using previously published research models, this study aims to assess this scenario. The model was examined and selected as the study's reference model since it is practical and has been used by other researchers studying social media and SMA. In this study, ISSM was modified by adding networking quality and perceived privacy elements.. System quality, service quality, and information quality are only a few of the success factors that ISSM embraces since they have an impact on user satisfaction and system utilisation. In this study, which comprised 380 University Utara Malaysia (UUM) students, all indicated success factors were shown to have a favourable influence on customer satisfaction and usage, with the exception of service quality. The measure was created with the success factors in mind and delivered to Malaysian SMA developers in the form of an assessment form.

As per the above literature review, major findings reveal that the success and hindrance factor of social media marketing is imperative due to their significant role amongst the higher Education students however limited studies have been conducted for these which are gaps and need to be bridged through the current study.

## Material and Methods

### Objective:

1. To determine the factors that influence social media marketing's success and failure.
2. To examine the association between success and impediment factors in social media marketing among Haryana students enrolled in higher education.

Based on a survey conducted in Haryana, one of India's more developed states, the present study was conducted. The majority of students at higher education institutions are heavily active in social media marketing, which has a significant influence on these students. The participation of higher education students in social media marketing is increasing day by day. Companies wanted more contribution from the students of higher education at the time of preparing their marketing strategies.

A self-structured questionnaire with five Likert Scales was used to collect information from 256 higher education students.

### Gender Classification

Gender	Frequency	Percent
Male	113	44.1
Female	143	55.9
Total	256	100

Table-1

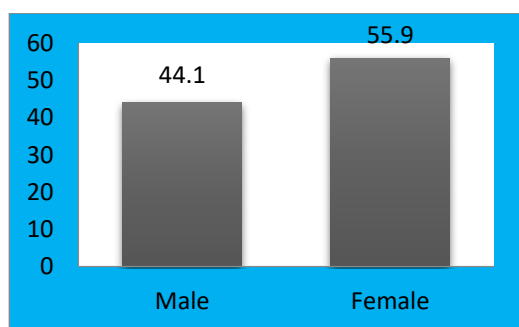


Figure 1

The above Table-1 and Figure-1 show that 44.1 percent of the respondents are male and 55.9 are female. Therefore, it can be said that women make up the majority of the study's respondents.

### Types of University

Types of University	Frequency	Percent
Private	56	21.9
Government	42	16.4
State	56	21.9
Deemed	100	39.1
Others	2	0.8
Total	256	100

Table -2

The above Table depicts that 21.9% of the respondents are from Private universities, 16.4% of the respondents are from Government universities, 21.9% of the respondents are from State universities, 39.1% of the respondents are from Deemed universities and only 0.8% of the respondents are from others. The bulk of responders in this survey are from Deemed University, which shows the maximum level of amplified influence, it may be assumed. A large number of responders in this survey are from Deemed University, which suggests the study's amplified influence is at its greatest degree.

### Age Group Classification

Age Group	Frequency	Percent
Upto 23	223	87.11
$\geq 23$	33	12.89
Total	256	100

Table - 3

As per table-3 it shows that 87.11 percent of the respondent are under the age group of

23 and only 12.89 percent are more than 23. Therefore, it can be said that the vast majority of responders are under the age of 23.

The time period of data collection was from October-December 2021. Further statistical tools used in this study have been analysed with SPSS 25 version.

### Results and Discussion

The relevance for Success and Hindrance variables towards the Impact of Social Media Marketing on the Higher Education Students in the Selected Districts of Haryana was determined after conducting a Descriptive Statistic of Success and Hindrance factors and Correlation. The variable for Success Factors are as : “Product information is easily accessible” ( SF-1 ), “Security is maintained” ( SF-

2 ), “It saves the time” ( SF-3 ), “Standard of living is improved” ( SF-4 ), “It has a Global existence” ( SF-5 ), “Facility for Brand Comparison is easily obtainable” ( SF-6 ), “Easy sharing of various product information” ( SF-7 ), “understanding of product features is simple” ( SF-8 ), “regular feedback is taken” ( SF-9 ) and “various marketing offers are available” ( SF-10 ). Further, as the variables for Hindrance Factors are “It has a Privacy issue” ( HF-1 ), “Misleading of information” ( HF-2 ), “Internet issues are troubling” ( HF-3 ), “Addiction for usage is increasing” ( HF-4 ), “the technical snag is frequent” ( HF-5 ), “most complaints are not responded” ( HF-6 ), “it is the time-consuming process” ( HF-7 ), “several delivery issues” ( HF-8 ), “Transaction issues are disturbing” ( HF-9 ) and “over the competition is confusing” ( HF-10 ).

Mean of Success and Hindrance Factor

Success Factor	SF-1	SF-2	SF-3	SF-4	SF-5	SF-6	SF-7	SF-8	SF-9	SF-10
Mean	3.21	3.24	3.24	3.47	3.20	3.06	3.14	3.18	3.12	3.41
Hindrance Factor	HF-1	HF-2	HF-3	HF-4	HF-5	HF-6	HF-7	HF-8	HF-9	HF-10
Mean	3.54	3.42	3.55	3.54	3.66	3.59	3.57	3.53	3.55	3.65

Table-4

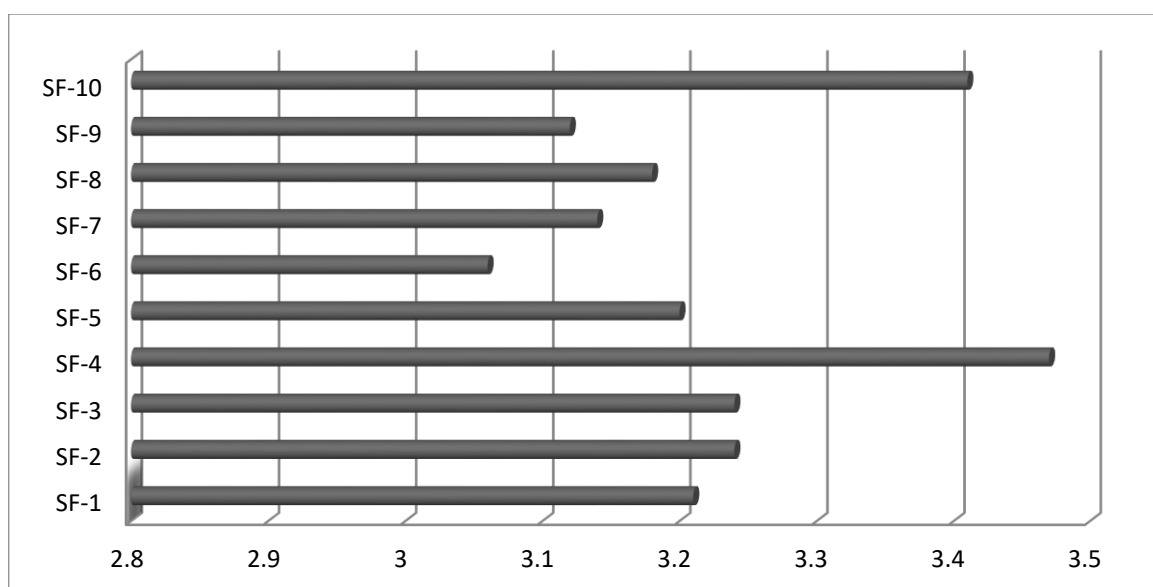


Figure 3.1

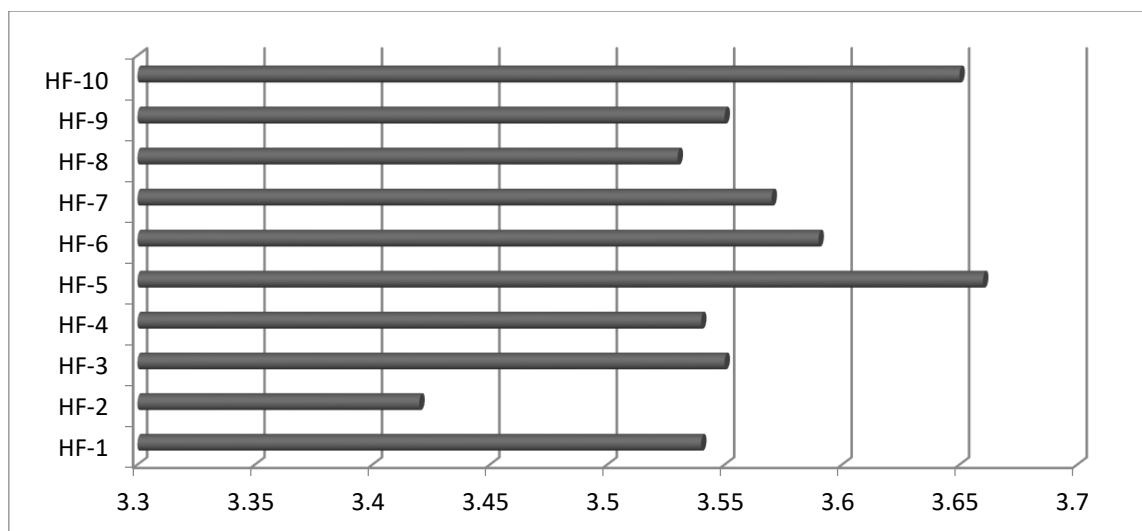


Figure 3.2

As per the Success Factor, SF-1 is “product information is easily accessible”, SF-2 is “Security is maintained”, SF-3 is “it saves the time”, SF-4 “Standard of living is improved”, SF-5 is “It has a Global Existence”, SF-6 is “Facility for Brand Comparison is easy”, SF-7 “Easy Sharing of various product information”, SF-8 “understanding of product features is simple”, SF-9 “Regular feedback is taken” and SF-10 “various marketing offers are available”. So, it is concluded that the “standard of living is mostly affected” by social media marketing.

As per the Hindrance factor, HF-1 is “it has a privacy issue”, HF-2 is “Misleading of information”, HF-3 is “Internet issues are troubling”, HF-4 “Addiction for usage is increasing”, HF-5 is “technical snag is frequent”, HF-6 is “Mostly complaints are not responded”, HF-7 is “the time-consuming process”, HF-8 is “several delivery issues”, HF-9 is “Transaction issues are disturbing” and HF-10 is “over the competition is confusing”. So, it is concluded that “technical snag” and “overcommitting” are the main hindrance factor.

### Correlation of Success Factor

		Correlations between Success Factor									
		SF-1	SF-2	SF-3	SF-4	SF-5	SF-6	SF-7	SF-8	SF-9	SF-10
SF-1	Pearson Correlation	1.00									
SF-2	Pearson Correlation	0.66	1.00								
SF-3	Pearson Correlation	0.67	0.73	1.00							
SF-4	Pearson Correlation	0.65	0.75	0.68	1.00						
SF-5	Pearson Correlation	0.70	0.69	0.77	0.70	1.00					
SF-6	Pearson Correlation	0.70	0.68	0.72	0.61	0.73	1.00				
SF-7	Pearson Correlation	0.60	0.67	0.74	0.62	0.73	0.70	1.00			

SF-8	Pearson Correlation	0.62	0.64	0.68	0.70	0.71	0.71	0.71	1.00		
SF-9	Pearson Correlation	0.69	0.68	0.73	0.66	0.72	0.70	0.65	0.71	1.00	
SF-10	Pearson Correlation	0.75	0.72	0.77	0.74	0.73	0.76	0.72	0.72	0.75	1.00

Table-5

As per Table-5, the relationship between the variables of Success Factors is determining imperative connectivity among each other. However, the relationship between it has “Global Existence” (SF5) with “it saves time” (SF3) is .77, Various “Marketing offers are available” (SF10) with “it saves the time” (SF3) is .77, Various “Marketing offers are

available” (SF10) with “Facility for Brand comparison is easily” (SF6) is .76, “Various Marketing offers are available” (SF10) with “Product information is easily accessible” (SF1) is .75 and “Various Marketing offers are available” (SF10) with “Regular feedback is taken” (SF9) is .75 shows an affinity towards its “impact of Social Media Marketing on Higher Education students”.

Success Factors	Gender	N	Mean
Product information is easily accessible	Male	113	3.60
	Female	143	3.50
Security is maintained	Male	113	3.51
	Female	143	3.34
It saves the time	Male	113	3.58
	Female	143	3.52
Standard of living is improved	Male	113	3.58
	Female	143	3.51
It has a Global existence	Male	113	3.67
	Female	143	3.66
Facility for Brand comparison is easily obtainable	Male	113	3.70
	Female	143	3.50
Easy Sharing of various product information	Male	113	3.67
	Female	143	3.49
Understanding of product features is simple	Male	113	3.60
	Female	143	3.47
Regular feedback is taken	Male	113	3.57
	Female	143	3.54
Various marketing offers are available	Male	113	3.76
	Female	143	3.57

Table-6



As per the table 6 for success factor, the highest preference among the male is accorded to “various marketing offers are available”, “Facility for brand comparison is easily obtainable”, “Easy sharing of Various product information” and “it has a

Global existence respectively”. Whereas the highest preference among the female is accorded to it has a Global existence, understanding of product features is simple and various marketing offers are available

<b>Hindrance Factors</b>	<b>Gender</b>	<b>N</b>	<b>Mean</b>
It has a Privacy issue	Male	113	3.34
	Female	143	3.11
Misleading of information	Male	113	3.32
	Female	143	3.18
Internet issues are troubling	Male	113	3.24
	Female	143	3.24
Addiction for usage is increasing	Male	113	3.56
	Female	143	3.41
Technical snag is frequent	Male	113	3.27
	Female	143	3.14
Mostly complaints are not responded	Male	113	3.17
	Female	143	2.98
It is the time consumption process	Male	113	3.13
	Female	143	3.15
Several delivery issues	Male	113	3.27
	Female	143	3.10
Transaction issues are disturbing	Male	113	3.20
	Female	143	3.05
Over competition is confusing	Male	113	3.50
	Female	143	3.34

Table-7

As per the table 7 for Hindrance factor, the highest preference among the male is accorded to “Addiction for usage is increasing”, “over competition is confusing”, and “it has a Global existence

respectively”. Whereas the highest preference among the female is accorded “Addiction for usage is increasing”, “over competition is confusing” and “Internet issues are troubling”.

		Correlations between Hindrance Factor									
		HF-1	HF-2	HF-3	HF-4	HF-5	HF-6	HF-7	HF-8	HF-9	HF-10
HF-1	Pearson Correlation	1.00									
HF-2	Pearson Correlation	0.79	1.00								
HF-3	Pearson Correlation	0.66	0.66	1.00							
HF-4	Pearson Correlation	0.73	0.69	0.69	1.00						
HF-5	Pearson Correlation	0.75	0.72	0.70	0.69	1.00					
HF-6	Pearson Correlation	0.62	0.62	0.64	0.59	0.66	1.00				
HF-7	Pearson Correlation	0.62	0.62	0.59	0.65	0.62	0.61	1.00			
HF-8	Pearson Correlation	0.65	0.65	0.63	0.66	0.65	0.69	0.70	1.00		
HF-9	Pearson Correlation	0.60	0.62	0.70	0.64	0.65	0.71	0.69	0.73	1.00	
HF-10	Pearson Correlation	0.69	0.67	0.64	0.74	0.62	0.65	0.68	0.77	0.72	1.00

Table-8

As per Table-7 the relationship between the variables of Hindrance Factors in determining imperative connectivity among each other. However, the relationship between misleading of information (HF2) with It has privacy issue (HF1) is .79, Technical snag is frequent (HF5) with it has a privacy issue (HF1) is .75 and over the competition is confusing (HF10) with Several delivery issues (SF8) is .77 shows an affinity towards its “impact of Social Media Marketing on Higher Education students”.

### Conclusion:

In this study, higher education students in Haryana were asked to analyse the relationship between the variables that

determine of success and hindrance factors in social media marketing. Through the examination of multiple variables, we have acquired significant insights into the hindrances and predictions encountered by students when utilising social media for marketing objectives. The study’s implications have relevance for higher education institutions, as they can incorporate education and training on social media marketing into their curriculum to provide students with the essential skills and knowledge. Moreover, marketing practitioners can utilise the findings of this research to formulate customised tactics and supportive frameworks to aid students in surmounting obstacles. By describing the specific factors that affect social media marketing's effectiveness and drawbacks in the context of higher education students in

Haryana, this study significantly adds to the body of literature on social media marketing already available. This study has concluded that there is high degree of relationship between Global Existence of success factor with saves of time i.e. 0.77 and also found high degree of relationship between Marketing offers are available with saves the time i.e., 0.77. On the other side there is a relationship between misleading of information with it has privacy issues i.e., 0.79. Through comprehension of these variables, educators and marketers can enhance their ability to assist students in leveraging the capabilities of social media for efficacious marketing initiatives.

### References:

- Ahn, J. (2011). Digital divides and social network sites: Which students participate in social media?. *Journal of Educational Computing Research*, 45(2), 147-163.
- Almu, A., & Buhari, B. A. (2014). Effect of Mobile Social Networks on Secondary School Students. *International Journal of Computer Science and Information Technologies*, 5(5), 6333-6335.
- Sachdev, R. (2014). Impact of social networking sites (SNS) on the youth of India: A bird's eye view. *College of Management Studies Kanpur (UP) India*.
- RESHMA, M. (2014). Impact of social networking sites on youth: A case study of MDU, Rohtak. *International Journal of Current Research*, 6(11), 9906-9908.
- Haddon, L. (2015). Social media and youth. *The International Encyclopedia of Digital Communication and Society*, 1-9.
- Monia Oueder & Inam Abousaber (2018). A Study on the Impact of Social Media Usage on Student Academic Performance: University of Tabuk an Example. *American Scientific Research Journal for Engineering, Technology, and Sciences*, 40(1), 77-88.
- Kurfi, M. H. (2018). Religion, gender and civil society: the role of a Muslim Women's Association in the evolution of Nigerian society (Doctoral dissertation, Boston University).
- Kauser, S., & Awan, A. G. (2019). Impact of using social media on academic performance of students at graduate level: evidence from Pakistan. *Glob J Manag Soc Sci Humanities*, 5(1), 116-142.
- John Kaviarasu, Janet Mary & Jai Dinesh (2019). Impact of Social Media on the Academic Performance of Undergraduate College Students of Loyola College, Chennai City. *International Journal of Innovative Studies in Sociology and Humanities*, 4(2), 1-6.
- Pour, M. J., Hosseinzadeh, M., & Mahdiraji, H. A. (2021). Exploring and evaluating success factors of social media marketing strategy: a multi-dimensional-multi-criteria framework. *foresight*, 23(6), 655-678.
- Sappri, M. M. (2021). Success Factors of Social Media Applications (SMA): Case Study among UUM Students. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(3), 2733-2745