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A STUDY AN IMPACT OF MICROPOSTS TOWARDS RESPONSES IN SOCIAL MEDIA

Dr. K.R. MAHALAXMI¹, MAHESHWARI S²

¹ ASSISTANT PROFESSOR, Department of Management Studies, University College of Engineering (Bit Campus), Anna University, Tiruchirappalli, Tamil Nadu, India. (MAIL ID – drmahalaxmii77@gmail.com , Mobile number – 9894613184)

² STUDENT, Department of Management Studies, University College of Engineering (Bit Campus), Anna University, Tiruchirappalli, Tamil Nadu, India. (MAIL ID – selvammani20098@gmail.com , Mobile Number – 9677351319)

ABSTRACT :

Microposts-the short-form content used interchangeably across different social media sites-have become a significant communication tool for enhancing customer engagement with the fast-paced world today. Such brief posts, in the form of text, images, or videos, are essentially written to grab attention within a very short period and provoke instant reactions, such as likes, comments, and shares. Microposts are effective because they meet consumers demand for fast, easy-consumable content and, by extension, keep brands on the scene.

Though microposts are not very informative in depth, they are extremely helpful in maintaining conversation involvement and top-of-mind awareness. Success is only held together in creating content that focuses on the interests of the audience as provided in time and with appropriate frequency. Moreover, microposts allow brands to give shape to their identity and community-building processes while influencing the behaviors of customers. Consequently, through the right application of microposts in the digital era, brands can enhance customer engagement and brand loyalty.

Key points: Microposts, engagement, brevity, hashtags, visuals, emotional content, call-to-action (CTA), real-time interaction, brand loyalty.

INTRODUCTION :

Hence, the digital economy brought the wish for customer engagement into any business look towards growth and brand loyalty. Microposting-an extremely short message with a character limit-has also redelineated the customer engagement landscape for brands through the ability to communicate directly and concisely with consumers. It is this format, which has been popularized by the likes of Twitter, Instagram, and TikTok, which now allows businesses to publish timely information, respond instantly to questions of their customers, and build a sense of community through frequent, high-frequency interactions.

Although numerous studies have emerged to prove that social media do increase customer loyalty and perceptions toward a brand, the importance of microposts is still relatively less explored. Unlike traditional marketing content, micropost's immediacy, brevity, and frequency make it an influential medium to capture the attention of the audience with a short attention span. The factors of influences in microposts-being frequency of interactions, the emotional attachment, and trustworthiness-would then be framed within the discussion of the pros and cons of microposts in a manner that leads to insights about how businesses can work out ways effectively to employ the microposts toward tighter customer relationships and meaningful outcomes from engagement.

LITERATURE REVIEW :

1.Social media platforms like Twitter, Instagram, Facebook, and LinkedIn have popularized the use of micro posts. Micro posts, which often involve limited text, images, or videos, allow brands to convey messages quickly and concisely. According to Kaplan and Haenlein (2010), social media engagement is driven by the ability of content to capture attention and prompt users to interact with the brand. Micro posts are very effective in this regard because they are short and can easily be shared visually. According to research by Cheung and Lee (2010), short length posts tend to obtain more interactions, including like shares, and comments that relate to higher engagement rates rather than longer content.

2. Personalization is the way forward concerning boosting customer engagement, and micro posts enable brands to tailor the type of content to specific consumer groups. Based on Smith and Duggan (2013), personal content builds a more pleasing experience from the consumer and connects more emotionally to the brand. Micro posts reflecting an awareness of the customers' preferences and behaviors will likely increase comments and shares, thus increasing engagement. Another way in which engagement, particularly by personalized content, can build customer trust and loyalty for a longer term toward creating strong brands over time is mentioned by Sashi in 2012.

3. The visual nature of micro posts in the form of images, GIFs, and short videos significantly helps increase the involvement of customers. Ashley and Tuten (2015) believe that a visually engaging post will hold more attention and result in higher rates of interactions. Including video or image in micro posts enhances the engagement of customers. It was discovered by Pereira, Cardoso, and Aguiar (2020) that an image and video post tends to generate 60% more engagement than a text post due to the increased emotional response in audiences and a higher chance of being liked, commented upon, or shared.

4. Engagement of customers is not the only goal of making micro posts. However, it also fosters brand awareness and loyalty. Hutter, Hautz, and Füller (2013) note that habitual micro posting helps brands stay in consumers' minds, which is vital for developing brand recognition and recall. In order for a brand to achieve higher recognition, micro posts should be well-targeted and relevant to the audience's interests. Fifth, as Baird and Parasnis (2011) argue, regular, interesting updates allow brands to maintain a relationship with their publics, thus creating a communal feeling that translates to more brand loyal customers. The regular interaction also means that customers begin to feel they have a stake in the brand's workings, which can be meaningful for longer term customer retention.

5. Micro posts allow a direct, real-time feedback loop between brands and customers. Customers can immediately communicate with brands through comments, likes, shares, and even direct messages in reference to their preferences, opinions, and suggestions. According to Vivek, Beatty, and Morgan (2012), such communication is essential for creating a responsive and customer-focused brand. It not only enhances the relationship with existing customers but also attracts new followers who appreciate the brand's attentiveness.

6. Hashtags and trending topics are quite an integral part of micro posts, especially on platforms such as Twitter and Instagram. According to Zeng, Huang, and Dou (2013), hashtags enable brands to "climb onto a bandwagon of something greater" and thus expand their reach and increase visibility. By incorporating popular or branded hashtags into micro posts, businesses can tap into ongoing discussions, increasing the likelihood of engagement. Keller (2016) argues that this type of participation in trending topics can position brands as relevant and timely, which strengthens customer loyalty and fosters a sense of connection with the audience. Customers are keener on following content if it is real-time with trends or the customers' personal interests, which in turn increases interaction.

7. While micro posts have many advantages to increase customer engagement, they present the negatives in being the practice applied in customer engagements. One of the concerns is that of over-saturation. As observed by Lipsman et al. (2011), over-posting can be a source of customer fatigue wherein the individual ceases to react to a post due to an overwhelming volume of information. Akar and Topçu also observe that the small length of micro posts may at times lack depth, making it hard for customers to properly understand the message. All these must be overcome by brands with a balance between frequency and quality, such that micro-posts are at the right frequency, but not too frequent to cause annoyance, yet relevant, meaningful, and engaging.

8. Successful Micro-posts: some studies have been done on metrics used to measure the success of micro posts in enhancing customer engagements. According to Hennig-Thurau et al. (2010), traditional metrics such as likes and shares and comments are useful indicators of engagement but do not fully capture the depth of customer interaction. Going forward, engagement metrics should evolve to embrace the more sophisticated measures of sentiment analysis, customer advocacy, and conversion rates used in past years. These metrics help brands assess whether micro posts are indeed fostering a meaningful connection with the audience and generating the desired business outcomes, such as a strong increase in brand loyalty and sales.

OBJECTIVES :

1.Exploring the role of microposts in deepening customer engagement:

Understanding how businesses utilize microposts as a means of attracting customer's attention and creating interactive touchpoints.

2. Determine the effect of brevity and timeliness in micropost on customer perception:

Recognizing how short-form content would influence a customer's feeling, trust, and brand loyalty.

3.To analyze customer response and interaction with microposts across different platforms.

Understudy the engagement rates and nature of interactions that microposts generate on the likes of Twitter, Instagram, and TIK Tok.

4. Identify best practices for businesses engaging with microposts:

Develop actionable insights on how brands should be using microposts to form relationships with customer and engage.

5. To contribute to the academic literature on digital marketing and customer engagement:

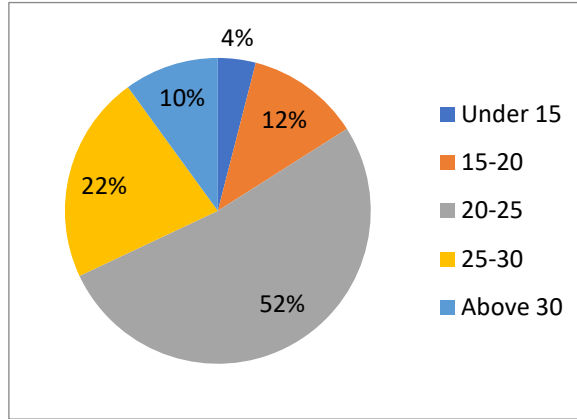
Address the existing gap in current research regarding the effectiveness of microposts to form sustainable customer engagement.

DATA ANALYSIS AND INFERENCES :

1. Age

Demographic		No. of Respondent	percentage
Age	Under 15	2	4

	15-20	6	12
	21-25	26	52
	25-30	11	22
	Above 30	5	10

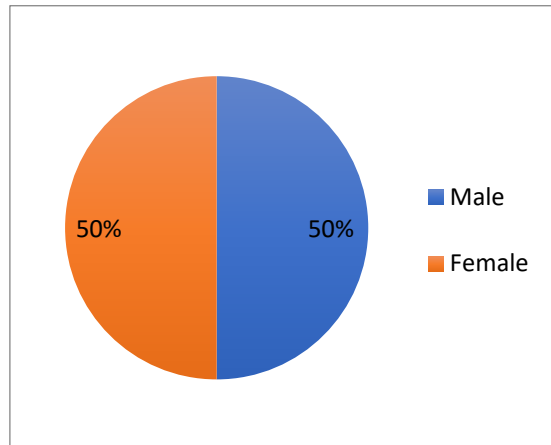


INFERENCE

In the above table shows that 52% respondents are between the ages 20-25

2. Gender

Demographic	No. of Respondent	percentage
Gender	Male	25
	Female	25

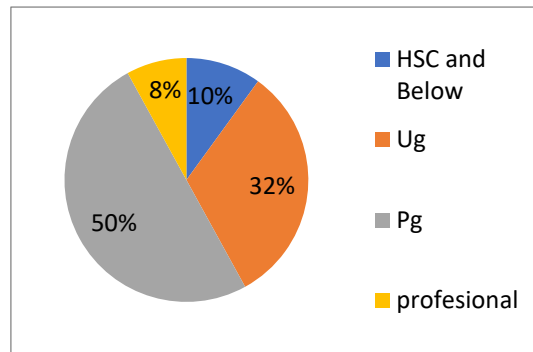


INFERENCE

The data shows an equal distribution of respondents by gender, with 50% being male and 50% being female. This indicates a balanced representation of both genders in the survey.

3. Education Qualification

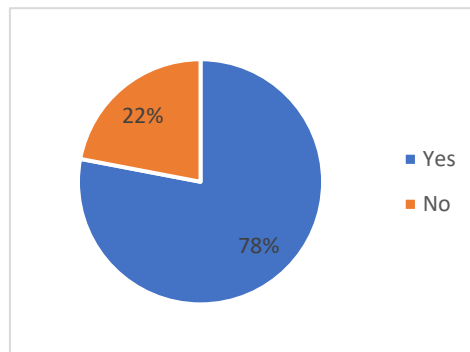
Demographic	No. of Respondent	percentage
Education Qualification	HSC and Below	5
	UG	16
	PG	25
	Professional	4

**INFERENCE**

The highest responses (50%) are from individuals with a **Postgraduate (PG)** education, indicating a predominantly well-educated demographic among respondents.

4. Do You Use Social Media Platform

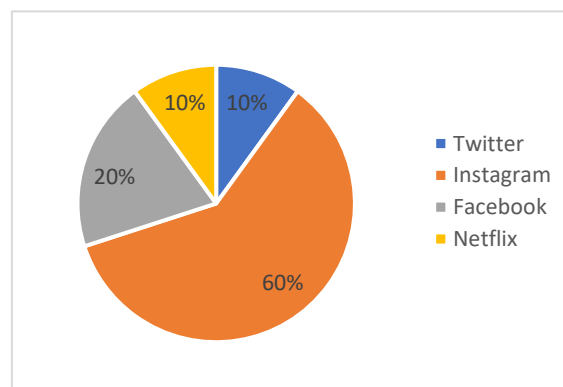
S.NO	Overall Experience	No. of participants	Percentage
1	Yes	39	78
2	No	11	22

**INFERENCE**

The majority of participants (78%) reported a positive overall experience, indicating high satisfaction levels.

5. Which Platform Do You Like

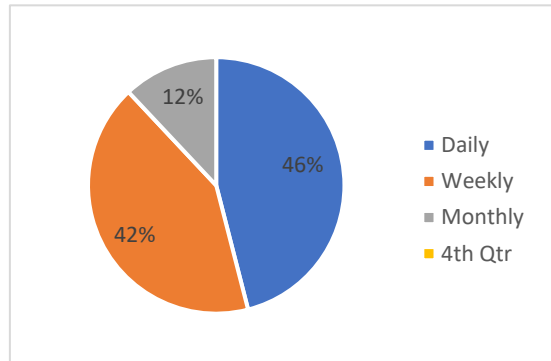
S.NO	Overall Experience	No. of participants	Percentage
1	Twitter	5	10
2	Instagram	30	60
3	Facebook	10	20
4	Netflix	5	10

**INFERENCE**

The majority of participants (60%) prefer Instagram, highlighting it as the most popular platform among respondents.

6.How much Time Spend in Social Media

S.NO	Overall Experience	No. of participants	Percentage
1	Daily	23	46
2	Weekly	21	42
3	monthly	6	12

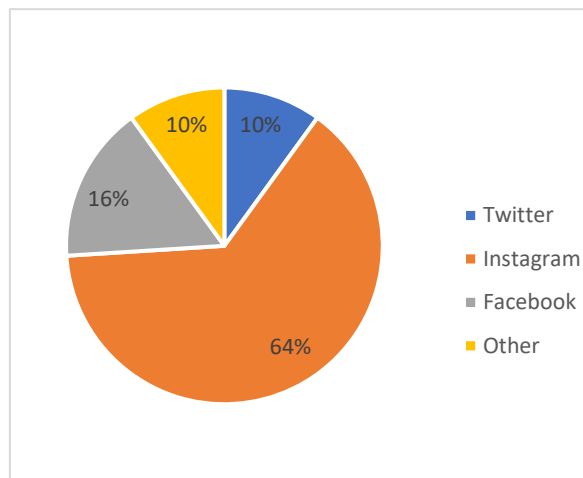


INFERENCE

The majority of participants (46%) engage daily, indicating frequent usage or interaction.

7.Which Platform Do You Prefer For Engaging With Microposts From Brands

S.NO	Overall Experience	No. of participants	Percentage
1	Twitter	5	10
2	Instagram	32	64
3	Facebook	8	16
4	Netflix	5	10

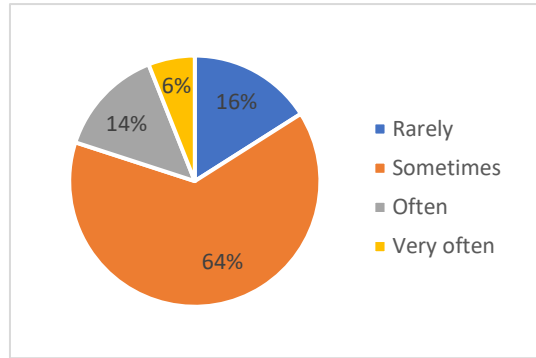


INFERENCE

The majority of participants (46%) engage daily, indicating frequent usage or interaction.

8.How often do you use reactions (e.g., likes, retweets, comments) to interact with microposts

S.NO	Overall Experience	No. of participants	Percentage
1	Rarely	8	16
2	Sometimes	32	64
3	Often	7	14
4	Very often	3	6

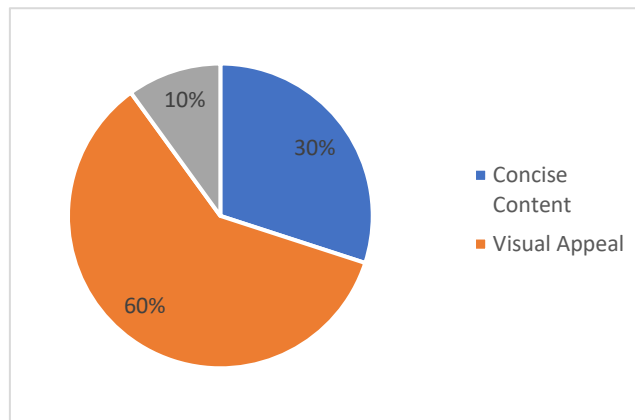


INFERENCE

The majority of participants (46%) engage daily, indicating frequent usage or interaction.

9.In your Opinion, what factor make a microposts effective or memorable

S.NO	Overall Experience	No. of participants	Percentage
1	Concise content	15	30
2	Visual Appeal	30	60
3	Clear Call-To-Action	15	10

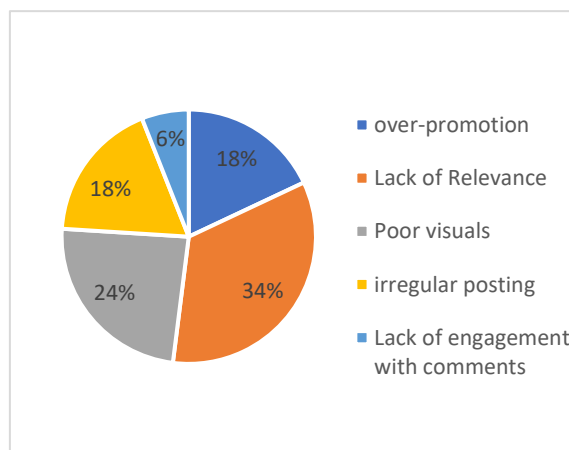


INFERENCE

The majority of participants (60%) prioritize "Visual Appeal," highlighting its importance in engaging content.

10.What common weakness or mistakes in microposts make you less likely to engage

S.NO	Overall Experience	No. of participants	Percentage
1	Over-promotion	9	18
2	Lack of Relevance	17	34
3	Poor Visuals	12	24
4	Irregular Posting	9	18
5	Lack of engagement with comments	3	6

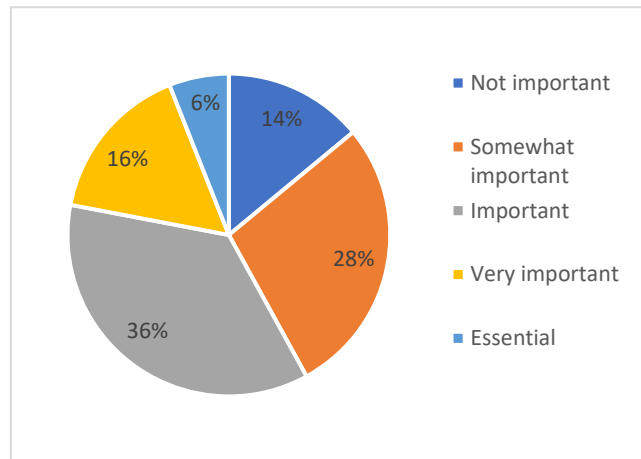


INFERENCE

The highest responses (34%) indicate that "Lack of Relevance" is the most significant issue affecting participant experience.

11. How important is consistency in tone and frequency for keeping you engaged with a brand's microposts .

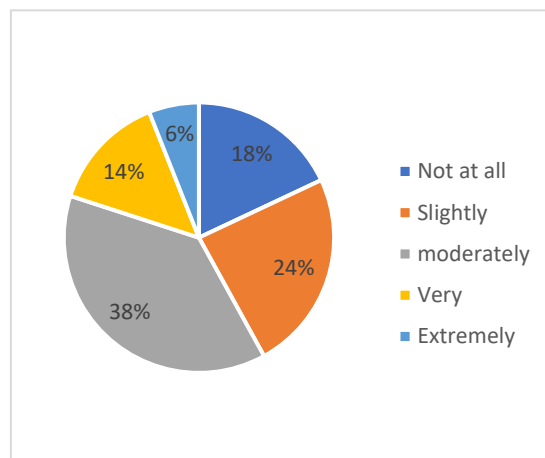
S.NO	Overall Experience	No. of participants	Percentage
1	Not Important	7	14
2	Sometimes important	14	28
3	Important	18	36
4	Very important	8	16
5	Essential	3	6

**INFERENCE**

The highest responses (36%) indicate that most participants consider the aspect to be "Important," reflecting its moderate significance.

12. How do specific visuals, such as high-quality or graphics, affect your likelihood of engaging with a microposts.

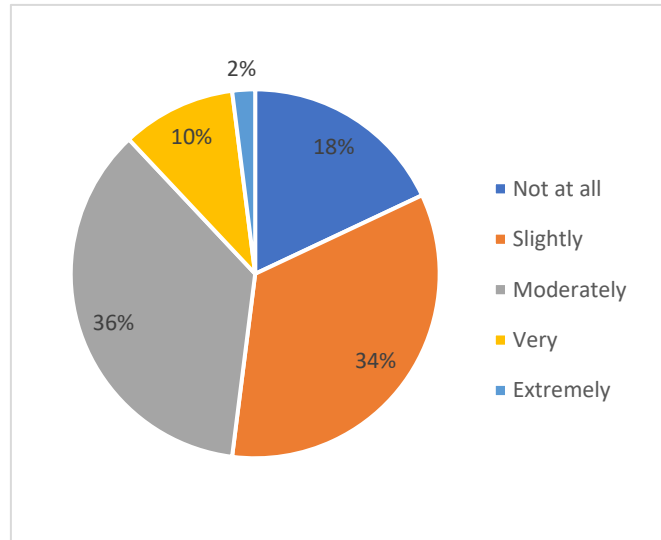
S.NO	Overall Experience	No. of participants	Percentage
1	Not at all	9	18
2	Slightly	12	24
3	Moderately	19	38
4	Very	7	14
5	Extremely	3	6

**INFERENCE**

The majority of participants (38%) consider the aspect "Moderately" significant, indicating a balanced level of importance.

13. To what extent dose the timing of microposts (time of day, day of the week) influence your engagement with them.

S.NO	Overall Experience	No. of participants	Percentage
1	Not at all	9	18
2	Slightly	17	34
3	Moderately	18	36
4	Very	5	10
5	Extremely	1	2

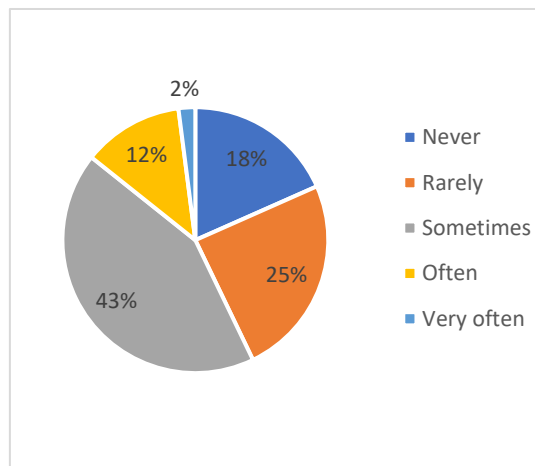


INFERENCE

The majority of participants (36%) rated the aspect as "Moderately," indicating a moderate level of importance or impact.

14. How often do you engage (like, comment, share) with microposts from brands on social media

S.NO	Overall Experience	No. of participants	Percentage
1	Never	9	18
2	Rarely	12	25
3	Sometimes	21	43
4	Often	6	12
5	Very often	2	2

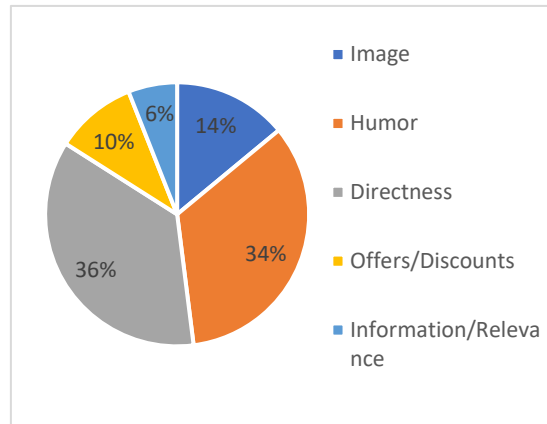


INFERENCE

The majority of participants (43%) engage "Sometimes," suggesting an occasional but not frequent level of involvement.

15. which elements of a brand’s microposts (e.g., image, tone, humor) are most likely to capture your attention.

S.NO	Overall Experience	No. of participants	Percentage
1	Image	7	14
2	Humor	17	34
3	Directness	18	36
4	Offers/Discounts	5	10
5	Information/Relevance	3	6

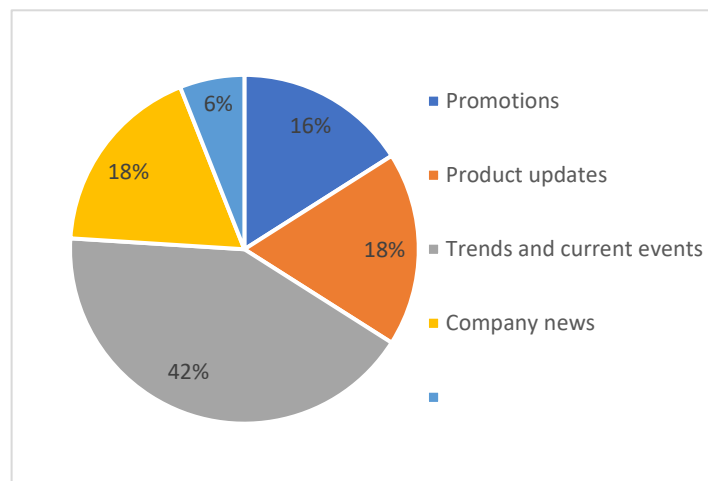


INFERENCE

The majority of participants (36%) prefer "Directness," indicating a preference for clear and straightforward communication.

16. What type of content in microposts (promotions, product updates, trending topics) do you find most engaging .

S.NO	Overall Experience	No. of participants	Percentage
1	Promotions	8	16
2	Product updates	9	18
3	Trends and current events	21	42
4	Company news	9	18
5	Inspirational	3	6

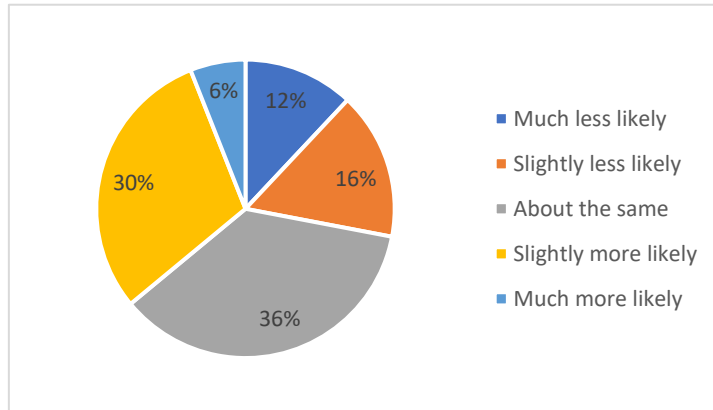


INFERENCE

The highest response (42%) shows that participants are most interested in "Trends and current events," highlighting the importance of up-to-date content.

17. How likely are you engage with microposts compared to longer content .

S.NO	Overall Experience	No. of participants	Percentage
1	Much less likely	6	12
2	Slightly less likely	8	16
3	About the same	18	36
4	Slightly more likely	15	30
5	Much more likely	3	6

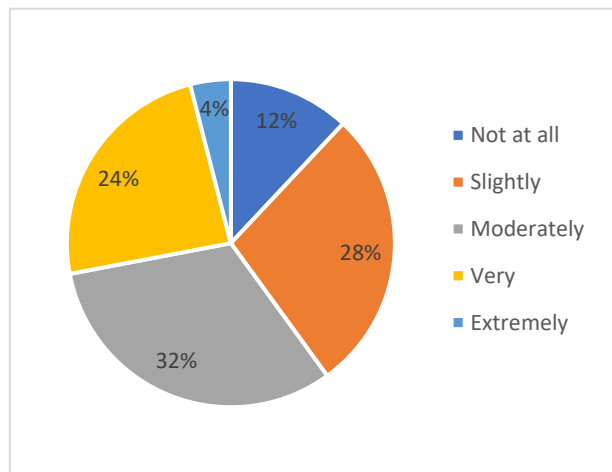


INFERENCE

The majority of participants (36%) feel "About the same" in terms of likelihood, indicating no significant change in their behavior or preferences.

18. To what do you feel that microposts make brands more approachable.

S.NO	Overall Experience	No. of participants	Percentage
1	Not at all	6	12
2	Slightly	14	28
3	Moderately	16	32
4	Very	12	24
5	Extremely	2	4



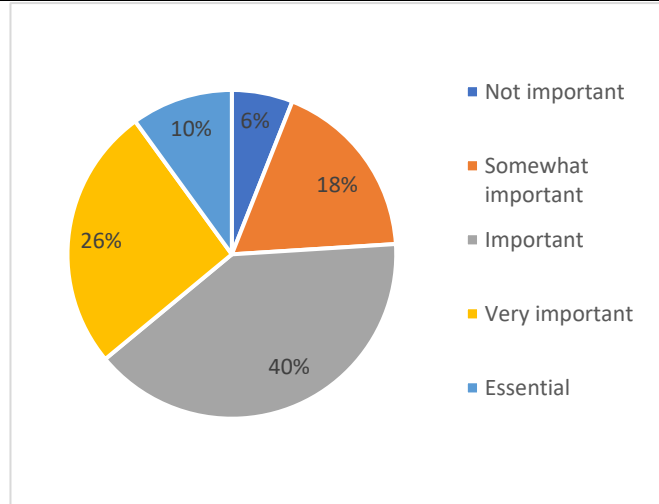
INFERENCE

The majority of participants (32%) feel "Moderately" about the experience, suggesting a balanced level of impact or importance.

19. How important is the frequency of microposts in shaping your perception of a brand’s relevance.

S.NO	Overall Experience	No. of participants	Percentage
1	Not important	3	6

2	Somewhat important	9	18
3	Important	20	40
4	Very important	13	26
5	Essential	5	10

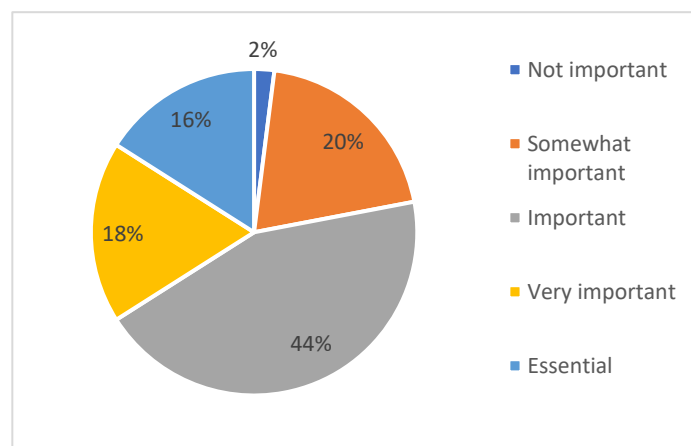


INFERENCE

The majority of participants (40%) consider it "Important," indicating a significant level of importance attributed to the experience.

20. How important is the timelines of a microposts in creating brand loyalty

S.NO	Overall Experience	No. of participants	Percentage
1	Not important	1	2
2	Somewhat important	10	20
3	Important	22	44
4	Very important	9	18
5	Essential	8	16



INFERENCE

The majority of participants (44%) consider it "Important," indicating a high level of significance placed on the experience.

FINDINGS FROM THE STUDY

- In the above table shows that 52% respondents are between the ages 20-25
- The data shows an equal distribution of respondents by gender, with 50% being male and 50% being female. This indicates a balanced representation of both genders in the survey.

- The highest responses (50%) are from individuals with a **Postgraduate (PG)** education, indicating a predominantly well-educated demographic among respondents.
- The majority of participants (78%) reported a positive overall experience, indicating high satisfaction levels.
- The majority of participants (60%) prefer Instagram, highlighting it as the most popular platform among respondents.
- The majority of participants (46%) engage daily, indicating frequent usage or interaction.
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- The majority of participants (46%) engage daily, indicating frequent usage or interaction.
- The majority of participants (60%) prioritize "Visual Appeal," highlighting its importance in engaging content.
- The highest responses (34%) indicate that "Lack of Relevance" is the most significant issue affecting participant experience.
- The highest responses (36%) indicate that most participants consider the aspect to be "Important," reflecting its moderate significance.
- The majority of participants (38%) consider the aspect "Moderately" significant, indicating a balanced level of importance.
- The majority of participants (36%) rated the aspect as "Moderately," indicating a moderate level of importance or impact.
- The majority of participants (42%) engage "Sometimes," suggesting an occasional but not frequent level of involvement.
- The majority of participants (36%) prefer "Directness," indicating a preference for clear and straightforward communication.
- The highest response (42%) shows that participants are most interested in "Trends and current events," highlighting the importance of up-to-date content.
- The majority of participants (36%) feel "About the same" in terms of likelihood, indicating no significant change in their behavior or preferences.
- The majority of participants (32%) feel "Moderately" about the experience, suggesting a balanced level of impact or importance.
- The majority of participants (40%) consider it "Important," indicating a significant level of importance attributed to the experience.
- The majority of participants (44%) consider it "Important," indicating a high level of significance placed on the experience.

SUGGESTION :

Customer Interaction: Microposts need instant interaction from like, comment, and share.

Brand Visibility: Effective microposts increase visibility for the brand through feeds for the various users, which automatically increases more engagement.

Emotional Impact: Humorous, relatable, or evoking emotive content tends to get more attention and interacts easily.

Content Type: Visuals such as images and videos in the micropost tend to generate higher engagement than pure text-based microposts.

Hashtags and Trends: Using popular hashtags or participating in trends can increase micropost reach and engagement.

Call-to-Action (CTA): Including clear CTAs in microposts prompts users to take action, boosting customer engagement.

Time and Frequency: Posting at the right times and consistently keeps the audience engaged over time.

CONCLUSION :

In conclusion, microposts have become a powerful tool in digital marketing, significantly impacting customer engagement. Their brevity and immediacy capture attention quickly, making them ideal for fostering real-time interaction with customers. When paired with engaging visuals, hashtags, and emotional content, microposts can increase visibility, drive more likes, shares, and comments, and enhance overall brand awareness.

The most critical aspect of engagement maximization includes the quality of crafting compelling and concise messages that touch the audience's emotions. Strategic application regarding timing, frequency, and elements of call-to-action also enhances engagement and conversion.

While offering much more advantages, content oversaturation and continuous innovation remain challenges in microposts. Nevertheless, with AI and data analytics, brands would be able to fine-tune their micropost strategies towards even greater customer engagement.

In summary, microposts are a key constituent of modern marketing. It sets new directions for business-to-public interactions and facilitates further connectivity in such an overcrowded digital world.

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