
Analysis of Consumer Attitude for the Use of Social Media Interaction World Wide

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Abstract: *This study focused on Consumer attitude towards Social media interaction. Social media interaction are becoming increasingly important in the society and change the way people communicate, how they acquire information, feel, form beliefs and behave. Objectives of the study include among others to: find out the direction of belief towards social media interactions, find out if consumer knowledge about Social media changes consumer feeling towards social media interacting to each other, and find out the direction of behavioural intention towards social media interaction. Attitude can either be positive or negative depending on how consumers perceive and interpret the image of the social media interaction. The paper devised a content analysis based on the existing literatures on the subject matter to discover any gap inherent in the existing literature. Theoretical implications of this study will definitely add value to the literature on this subject matter. It will serve as a guide to those who will like to write on similar topics in future. The study concluded that consumer knowledge about Social media changes consumer feeling towards social media interacting to each other. For the fact that marketers use social media to reach wider customer worldwide, the belief towards social media interactions have increased worldwide. Social media provides a quick and easy way to spread news and information online.*

Key words: *consumer attitude, Social media, consumer knowledge, Belief, social media interaction.*

1.1 Background of the Study

Social media interactions are becoming an increasingly important part of many people's lives in the society. Long before "social media," the Internet was used to do what Facebook's mission statement promises: connecting with friends and family, discovering what is going on in the world, sharing and expressing what matters. It obscures the unpleasant truth that "social media" is the takeover of the social by the corporate. "Social media interaction" happened when companies figured out how to harness what people were already doing, make some of it a bit easier, call it "content," (Ellison and Boyd, 2013). Network platform and its interactive function provide a place for like-minded people to communicate, and create commercial or social values through the web.

However, Technology has come to play a very important role in our society. The advent of the Internet has taken over people's lives, enabled by the enormous growth of technologies that can be accessed very easily. Social media changes the way people interact and communicate with each other. People use social media on a daily basis, as a part of their lives. The acceptance of social media marketing is very important to the success of companies (Tucker, 2014): consumers can feel overwhelmed by social network marketing, which makes it counterproductive: companies have to find a certain balance in order not to scare them away (Zhou and Bao, 2002). Social media are platforms supported by the Internet where people interact freely, sharing and discussing information about each other and their lives, using a

multimedia mix of personal texts, pictures, videos and audio. Through these platforms, individuals and groups create and exchange content and engage in person-to-person or group conversations.

The term “social media interaction” puts the focus on what people do through platforms rather than critical issues of ownership, rights, and power. Social media scholars tend to approach the topic the same way, asking how people use the sites and with what consequences. “Social media” was first used around 1994 (Bercovici, 2010). Until then, the Internet was funded primarily by the United States’ National Science Foundation (NSF). Social was ever-present. Commercial activity was banned. In 1994, when the NSF handed the backbone of the Internet to commercial networks, commerce gained entry. Economic exchange and advertising became permitted. The term “social media” gained widespread currency about a decade later, when “Web 2.0” platforms based on “user generated content” seemed to subsume the Internet. Marwick (2013) explains, these rebranding drew an investor-oriented line between the burst Internet bubble of 1999 and future that might again make money.

Social media are part of a larger economic disempowerment that thrives on young creative workers’ willingness to engage in their own exploitation (Gill and Pratt, 2008). Social interaction is fundamental to our humanity. It is the means through which people create our very worlds. Communication media are crucial in shaping our futures. At their best, social media would help us build better worlds. They would help us become better humans. But social media cannot foster more just societies when their primary goals are growth and profit.

On the other hand, Attitudes are the mental dispositions people have towards others and the current circumstances before making decisions that result in behaviour. It is manner, disposition, feeling, position, etc., with regard to a person or thing; tendency or orientation, especially of the mind (www.dictionary.com). People primarily form their attitudes from underlying values and beliefs. Consumer attitudes are composite of a consumer’s (1) beliefs about, (2) feelings about, (3) and behavioural intentions toward some object... These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will react to the object. An attitude is a positive, negative, or mixed evaluation of an object expressed at some level of intensity. It is an expression of a favorable or unfavorable evaluation of a person, place, thing, or event. Attitude can be described as a tendency to react positively or negatively to a person or circumstances (<https://www.iedunote.com>).

Consumer buying behaviour eventually refers to the buying behaviour of an individual. An individual can get affected by the environment in which he lives, his culture, his social class, his psychology and his personality. Now, marketers need to understand this psychology and the mindset of these consumers, also, understand what all factors influence their behaviour to develop effective marketing strategies.

It is asserted that people visit social media for major reasons. The first reason is because of technological changes the way people’s interact and communicate with each other worldwide. The second reason is because of its relevant content with the social media. The content is considered to be relevant when the delivered message has a meaning, or in the other words, the delivered message creates social connection. The third reason is because the popular and favourable content. The popularity of social media platform and content is important to make the users feel engaged with the brand. Also consumers can feel overwhelmed by social network marketing, which makes it counterproductive. The fourth reason is because of the application used to access the social media. As the consumers can not automatically engage with the social media by themselves, the company has to analyse the characteristics of its target

consumers then find the most effective social media platform to be utilized to interact with them. Next, is the belief the group will feel that will have benefiting while interacting.

However, Social media user has been associated with cyber bullying and cyber abuse by anonymous users online, which leads to problems of self-esteem, privacy. Social media has also been used as tool to spread negativity and rumors online which has lead to increase in the instances of violence in the society. Recently, the rumours of kidnappers over WhatsApp have led to deaths of innocent people in various parts of country. With social media it has become nearly impossible to avoid bad news and the negative influences on our lives. This can lead to long-lasting psychological repercussions and ultimately lead to thoughts of our world falling apart, stress and anxiety.

1.2 Statement of the Problem

Social media has become the new growth strategy for any company that wishes to realize growth and have a mark in this new and upright market getting their attention has shifted from the traditional methods of interaction to now the new platform of social media. According to Whitley (2014) the challenge is that for past years the marketer has been focused more on “collecting” information communication instead of “connecting information.” Social media has led to a rise in the consumption of service marketing due to its coverage and influence on consumers of different lifestyles, belief, behavioural intention and knowledge, based on their affordability and their consumer behavioural patterns. Though, in social media platforms, individuals and groups create and exchange content and engage in person-to-person or group conversations but sometimes, some conversations will be restricted. Social media interaction lacked some privacy. Again, there is a danger for those who start to rely fully on social media as their only form of communication, but when used wisely; social media interaction can be a valuable means of buffering negative emotions on social interaction. **Many people use social media as a “security blanket”**. Whenever someone is in a social situation and feel anxious, awkward, or lonely, the person turn to phones and log on to social media. Of course, interacting with social media only denies someone the face-to-face interaction that can help to ease anxiety.

Base on the above statement, this study tries to address the following objectives to consumer attitude towards social media interaction.

1.3 Objectives of the study

The main objective of the study is to find out Consumer attitude towards social interaction. The specific objectives of the study include among others to:

1. find out the direction of belief towards social media interactions.
2. find out if consumer knowledge about Social media changes consumer feeling towards social media interacting to each other.
3. find out the direction of behavioural intention towards social media interaction.

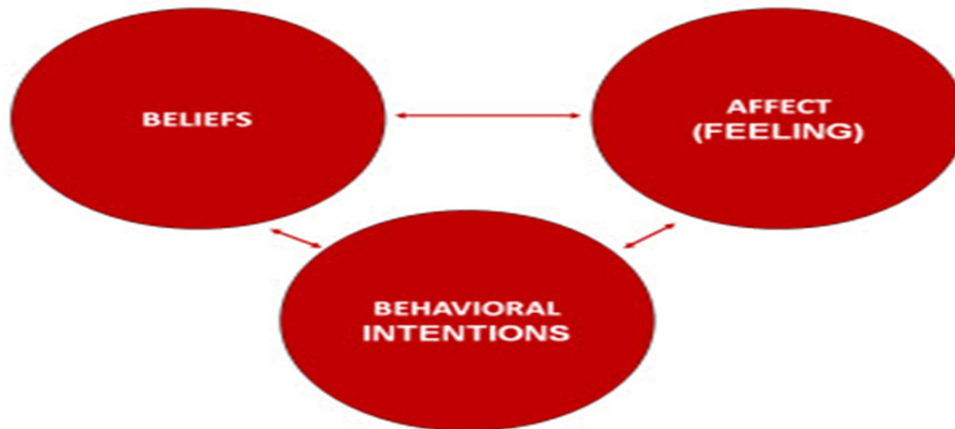
1.4 Implications of the study

The study of this paper has theoretical and empirical literature implications. Theoretically, this study will definitely add value to the literature on this subject matter. It will serve as a guide to those who will like to write on similar topics in future.

For managerial implications, this study suggests that marketers should understand the best practices for building social interaction with consumers through social media platform based on the popularity of these sites as crucial platforms. The findings suggest some guidelines for engaging with consumers through carefully deliberated social interaction and to generate knowledge/information sharing.

2.1 Conceptual Review

Consumer attitude may be defined as a feeling of favourableness or unfavourableness that an individual has towards an object. Consumer attitude basically comprises of beliefs towards feelings and behavioural intentions towards some objects.



Behavioural intention to use

Behavioural intention to use (BI) The general perception of behavioural intention is that it's part of an attitude. An intention of an individual to react in a particular way towards someone or something is termed a behavioural intention (Robbins, 2005). The behavioural intention to a direct and significant use affects the actual system use (AU) of social media technology as indicated by various studies (Dumpit and Fernandez, 2017). Human behaviour changes more when dabble with technology especially with social media. The daily use of social media by people has increased so much that it is slowly injecting an inflection into our behaviours.

Social media is accessible and enabled by scalable communication techniques. Social media become more and more prevalent, connecting people and facilitating the exchange of information, consumer behaviour is shifting. Through social media, consumers now can easily watch an interesting advertisement on YouTube, while posting their own opinions on Twitter and sharing it with friends on Facebook. Social media differ from paper-based media (e.g. magazines and newspapers) and traditional electronic media such as Radio, TV in many ways, including quality frequency, interactivity, usability, and performance.

The good impacts of social media behaviour are:

Social media can add creativity to our thinking as people can share their views and work with others. It allows people to explore and become actively involved without the fear of rejection. While no one advocates spending hours after hours gaming, social media games can build social connections, improve person's self-efficacy, boost their cognitive flexibility and self-control. They can teach students how to deal with successes and failures in real life. Social media connectivity with families, friends and some government safety organizations, has resulted in people feeling safe while moving out.

The bad behavioural impacts of social media are:

Face-to-face interactions which are necessary for development of personalities, learning social skills and communication skills, have been removed from the lives of people, especially younger generations. Children are having a difficult time interacting with others, which might lead to unsociable behaviour. Comparison with other lives has been made easy by social media. People become unhappy with their current circumstances, leading to problems with self-esteem and depression.

Feelings direction of social media interaction

People who feel apprehensive about face-to-face interactions with others are making use of social media to help them regulate emotions. “When people feel badly, they have a need to reach out to others because this can help reduce negative emotions and restore a sense of well-being,” (Buechel,2017, www.hindustantimes.com), “But talking to someone face-to-face or on the phone might feel daunting because people may worry that they are bothering them. Sharing a status update on Facebook or tweet on Twitter allows people to reach out to a large audience in a more undirected manner.”Buechel discovered that people who were higher on the social apprehension scale were more likely to microblog after they had experienced negative emotions (as a result of watching the “Silence of The Lambs” clip). People who were low on the social apprehension scale, however, were more interested in sharing face-to-face or via direct message after watching the scary clip.

Belief direction of social media interaction

Consumer may hold both positive beliefs toward an object as well as negative beliefs. In addition, some beliefs may be neutral, and some may be differ in valance depending on the person or the situation. Since a consumer holds many beliefs, it may often be difficult to get down to a “bottom line” overall belief about whether an object is overall good or bad.

However, factors which may not have been internalised as beliefs and values can still influence a person’s attitudes at the point of decision-making. Typical influences include the desire to please, political correctness, convenience, peer pressure, and psychological stressors. A belief is an idea that a person holds as being true. A belief can come from different sources, including:

- a person’s own experiences or experiments
- the acceptance of cultural and societal norms (e.g. religion)
- what other people say (e.g. education or mentoring).

A potential belief sits with the person until they accept it as truth, and adopt it as part of their individual belief system. Each person evaluates and seeks sound reasons or evidence for these potential beliefs in their own way. Once a person accepts a belief as a truth they are willing to defend, it can be said to form part of their belief system.

Positive and negative effects of social media use

Widén, Lindström, Brännback, Huvila, and Nyström, (2015) identified several positive effects of social media use among young people. Social media helps to connect people with social resources and helps young people to maintain relationships and develop and boost social capital (LaRose et al., 2014). Social media use might also have a positive effect on young peoples’ psychological and emotional wellbeing and

help them to strengthen and nurture supportive relationships with family and friends (Bolton et al., 2013). Social media can even have a positive effect on young peoples' physical health as social media sites are an efficient way of communicating and possibly creating an interest in. Furthermore, People experience communication demands as well as connection and information overload, leading to stress and difficulties in managing time effectively (LaRose et al., 2014). Young adults are prone to a heavy reliance on technology for communication, entertainment and socializing and this may lead to long-term effects on their mental health (Bolton et al. 2013). Extended exposure has been argued to lead to cognitive overload and "techno stress". Young adults who spend more and more time online can also abandon other types of social interactions, which can lead to difficulties in intimate relationships (Lewis and West, 2009). Other possibly negative consequences of using social media can be an unhealthy relation to a "need for popularity", very little control over which information is shared through social media sites, and compulsive checking habits of social network profiles and status updates (Bolton et al., 2013). Social media use can also lead to privacy and security risks (Agosto and Abbas, 2013), and subject users to phenomena like cyber-bullying, sexting and "Facebook depression" (O'Keeffe and Clarke-Pearson 2011).

Emotions and social media use

Social media use encompasses a diverse and complex set of (often unconscious) decision-making activities, influenced by a large number individual, collective, and environmental factors. There is a constantly ongoing balancing of judgments, and people are compelled to use a great deal of sense-making in the process and base their decisions on both rational and non-rational choices (Dean and Croft, 2009). Hardin's (2009) economic theory of knowing proposes a type of colloquial form of rationality as a basis for understanding how people make decisions in the context of using social media. Hardin claims that there is a certain innate rationality to every decision at the moment they are made. However, the same decision that is considered rational and rewarding at the moment it is made, might be regretted or might feel highly irrelevant immediately afterwards. Huvila (2012) found seemingly irrational forms of using digital tools, which often led to externally imposed anxieties. According to rational choice theory, individuals are motivated by their wants or goals and choose the alternative that is likely to give them the greatest satisfaction (Scott, 2000). According to this approach, a rationally reasonable choice can result in positive experiences and emotions like for example social approval, usefulness and enjoyment. However, when individuals become part of collective action the rational choice theory is challenged since social norms and structures challenge individual rationality and satisfaction (Scott, 2000). If individual behaviour and rationality collides with collective behaviour and social norms, the consequence might be negative experiences and emotions. For example, actively using social media might give an individual great satisfaction and enable feelings of enjoyment and convenience due to all the positive effects mentioned earlier. At the same time, using social media to a great extent can be collectively considered as wasting time or distancing oneself from other forms of social interaction with friends and family, which might lead to bad conscience, and conflicting emotions. In this case the individual might experience negative emotions like shame, guilt and embarrassment. A study by Miller and Tangney (1994) showed that embarrassment was associated with humor, smiles, and jokes and the individual felt awkward. Shame is associated with disgust, anger over oneself, and apologies and an immoral feeling. While guilt generally involves regret and remorse it is seen as less painful as guilt does not directly affect an individual's concept of self. Nevertheless guilt also involves a normative dimension, i.e. it is the feeling, which enables an individual to recognize violation of social or moral norms, and thus enabling cooperation in social groups (Nelissen, 2014). Even though an extensive amount of research has been conducted on social media use and the underlying complex decision-making process, subsequent emotions and how we are dealing with these still remains a relatively unexplored research topic. Researchers have

noted that emotions (positive and negative) in fact do play an important role in social media use, especially in the context of information and social sharing behaviour (Stieglitz and Dang-Xuan 2013; Choi and Toma 2014). Furthermore, Whiting and Williams (2013) note that positive experiences and emotions linked to entertainment, relaxation and convenience are good predictors of recurring media use. Chimel et al. (2011) focus on negative emotions and the link between these and activity in online discussion forums. Still, research remains scarce on positive, negative or conflicting emotions as a part of frequent social media use.

Consumer Attitudes/Motives

Chu (2011) explains group participation and engagement with online ads requires a higher level of personal information because users openly reveal their connections with Facebook groups and promote brands or products when they pass on ads to their friends. "Facebook groups provide channels that consumers deem useful when seeking self-status in a product category, as does passing on viral content about brands to their social contacts". The study also found that users who are Facebook group members maintain a more favorable attitude toward social media and advertising. Users who have more positive attitudes toward advertising are more likely to join a brand or a retailer's Facebook group to receive promotional messages. Based on this result, Chu (2011) suggests that a link exists between consumers' use of and engagement in group applications on a social media sites. The relationship between consumers' use of and engagement with group applications influences the rate and effectiveness of advertising on social media, particularly Facebook. Generally, as Chu (2011) noted, Facebook's college-aged users have the most favorable attitudes toward social media advertising and are the largest growing demographic, which suggests that social media sites are a potentially rich platform for online advertising campaigns, especially for companies with a younger target market.

Di Pietro and Pantano (2012) conducted further research using the TAM to discern that enjoyment is the major factor that influences consumers to use social networks as a platform for assisting in their buying decisions. They found that the fun provided by Facebook, as well as the opportunity it provides users to ask for suggestions in an easy and entertaining way, motivates individuals to pay more attention to the products promoted on Facebook. "Facebook promotes a consumer to consumer approach, exploited by consumers to share experiences and create a common knowledge on products and services; on the other, it provides managers a direct channel for communicating with clients through a business to consumer approach" (Di Pietro and Pantano, 2012). Retailers can improve their Facebook page appeal by adding games, contests, and interactive applications, which can attract more users (Di Pietro and Pantano 2012). With the rise of internet technology and social media, Scoble (2014) defines the mobile device, social media, big data, sensor, and position system as the five primary elements of context..

2.3 Empirical Review

Consumers' attitude towards social media advertising: An empirical study conducted by (Cheng, Blackson, Wang and Cho, 2009). The objective of the study was to find out whether Users that have a positive attitude towards social media also have a more positive attitude towards social media advertising. In order to collect the data needed to proceed with the empirical research, a questionnaire was sent out in the summer of 2015. The purpose of the investigation was to collect information regarding the attitude of the users toward social network advertising and their Internet habits, to fully understand which factors influence and affect it. To be sure to target the proper segment of population, it was sent around different social networks such as Facebook and LinkedIn: the only requisite to participate in the investigation was to have a profile on at least one social platform. In order to have a wide and heterogeneous sample, people from every age, also that are not familiar with the social platforms (even though they have a presence on them) were invited and encouraged to participate. The questionnaire was formulated online by using Google Forms and, as aforementioned, it was shared using the feature of the online chat or post on some social networks. Most of the questions were compulsory and had to be answered to finish the form, in

order to avoid incomplete questionnaires that would have been pointless. The first few questions were set to define age and gender of the respondent, followed by general enquiries to understand whether the subject had a frequent presence on social media and to define the attitude demonstrated towards them. Communication and the belonging to brand communities were then verified. During the entire questionnaire the interviewed was asked to keep in mind a brand he is accustomed to, in order to verify the relation between the attitude towards advertisement, communication (about that certain company), and the belonging to online brand communities. Instruments used was questionnaire which composed in total of 27 questions, the first two of which ask about the generalities of the sample (age and gender), as it is part of the study to understand whether or not these two factors affect the use of social media and consequently the acceptance of Internet advertisement. The next 7 questions aim to measure social network use and the attitude of the questioned towards it (hours spent on the media, number of profiles on social platforms...), followed by 4 about the attitude towards social network advertising, 4 more for the attitude towards advertising in general and 4 about the communication about a specific brand on social media (all of which use a scale of agreement/disagreement. To determine the sample's degree of involvement with a precise factor that has to be tested, a psychometric rating scale of five points (Likert) was used, asking to specify the degree of agreement the user has with a statement. Precisely, the value scale starts from one that corresponds to 'strongly disagree', until 'strongly agree' represented with the maximum value, hence five. Results: The questionnaire was answered by a total of 124 people, of which 65 (52.4%) are female and 59 (47.6%) male, with an average age of 30 years. As afore mentioned, the respondents were divided in two groups: those who belong to an online community (Group 1) and those who don't (Group 2). After deleting some outliers, 51 people, 51% males and 49% females, with an average age of 32 years old, compose the first group. The second group, are those who do not belong to an online brand community (67 on 124), is 45% male and 55% female, aged around the 27 years old. From the data collected the researchers deduce the favourite social media of the whole sample. 94% of the people that compiled the form have a presence on Facebook (117 profiles in total), making it the most used social network, followed by Instagram (53% of the people questioned have a profile), and LinkedIn (30%), while only around 20 people out of 124 were on Pinterest, Google plus or Twitter. Most of those 124 people have two profiles on social media (38%), three (20%) or one (25%), while only 17% have a presence on three, four or more social networks.

2.4 Theoretical framework

The study adopted two theory, namely Social interaction theory and Dimensions of Social interactions theory

Social interaction theory

Social interaction theory was first presented in 1964 by Blau and generally seeks to explore the basis of individuals' behaviour in sharing knowledge. Based on this theory, the interactions of individuals with each other are based on the personal cost and benefit analysis. Based on this theory, individuals seek to maximize their profits and minimize the time cost of exchanging resources (Razak et al., 2016). Individuals are seeking more profits in their interactions, which do not necessarily have any tangible benefits, as people involved may interact with expectations. According to this theory, individuals may seek to establish a social relationship in order to obtain more benefits, in which they can share information in this social relationship (Razak et al., 2016). This means that today, with the advancement of technology, the social interaction and social relationships are rapidly expanding in cyberspace. In fact, technology has created a platform for these interactions to take place increasingly in cyberspace.

Dimensions of Social interactions theory

Social interactions theory has three dimensions; Interpersonal Interactions, Trust, and Perceived Profit.

Interactions in the theory of interpersonal interactions refer to the activities of individuals in binary communications. Interactions between individuals are actually channels for the flow of information and resources. As more people engage in these interactions, the intensity and sequence of the flow of information become greater. Therefore, in addition to individual indicators, interpersonal interactions are one of the main dimensions in the sharing of information and knowledge. Interpersonal interactions have two dimensions which include trust and social interactions. Social interactions represent the power of relationships, time spent, and the sequence of communication between members. Social interactions can create conditions in which the combination and sharing of information and knowledge can be created (Razak et al., 2016). Interpersonal interactions refer to the activities of individuals in binary communications. This is a channel for the flow of information that can improve knowledge of people about products and services thus we believe that this dimension can have an impact on knowledge/information sharing behaviours of users.

Next factor is trust, which refers to a set of specific beliefs that mainly relate to the integrity, generosity, and ability of other members. In the theory of social interactions, researchers consider trust as a necessary factor for the process of social interaction. Trust creates and maintains relationships between individuals. When there is trust among people there is a greater willingness to cooperate and share information between them (Razak et al., 2016). Researchers have worked on the relationship between trust and knowledge sharing behaviour. Abrams, Cross, Lesser, and Levin (2003) investigated the interpersonal trust in knowledge-sharing networks. They summarized behaviours (e.g., discretion, consistency, collaboration) and practices (building a shared vision, ensuring transparency in decision-making, holding people accountable for trust) for managers interested in promoting trust (and there by knowledge creation and sharing) within their own organizations. Cheng, Yeh, and Tu (2008) proposed a research about the relationship between trust and knowledge sharing in green supply chains. They found that trust is the pivot of the factors influencing inter organizational knowledge sharing. Hsu, Ju, Yen, and Chang (2007) developed a research about knowledge sharing behaviour in virtual communities. They showed that self-efficacy and trust influence knowledge sharing behaviours. Alsharo, Gregg, and Ramirez (2017) investigated virtual team effectiveness. They considered the role of knowledge sharing and trust. The findings of this research show that knowledge sharing positively influences trust and collaboration among virtual team members. Le and Lei (2018) considered the mediating role of trust in stimulating the relationship between transformational leadership and knowledge sharing processes. The results of these researches suggest that there is a relationship between trust and knowledge sharing behaviour. Trust refers to a set of specific beliefs that mainly relate to the integrity, generosity, and ability of other members. Consequently, the level of trust of people who communicate with each other can create a willingness to cooperate and share information between them. People who have trust each other can manipulate their intention toward different things. Thus we expect that trust has a direct impact on information and knowledge sharing behaviour.

GAP, ISSUES AND OUTCOME

Fear of missing out (FOMO) Gap: Even though there are very few things that cannot wait or need an immediate response, FOMO will have one believing otherwise. Perhaps one worried that he/she will be left out of the conversation if he/she miss the latest news or gossip on social media or maybe feel that relationships will suffer if he/she do not immediately like, share, or respond to other people's posts or could be worried will miss out on an invitation or that other people are having a better time.

Heavy social media use could be masking other underlying problems, such as stress, depression, or boredom. If consumers spend more time on social media when the person is feeling down, lonely, or bored, he/she may be using it as a way to distract the person from unpleasant feelings or self-soothe the persons' moods. While it can be difficult at first, allowing him/her to feel can open one up to finding healthier ways to manage the mood. In turn, these feelings negatively affect your mood and worsen symptoms of depression, anxiety, and stress.

Knowledge Gaps: While previous studies have examined the influence of the Internet on knowledge gaps, there is little research that examines the unique influences specifically of the social media. It is likely that while some aspects of the social media may affect audiences in the same way that the Internet affects people in general, other factors may produce more unique results and may influence knowledge gaps differently. Like most Internet content, social media use is heavily dependent upon personal motivations. Therefore, in line with previous findings on the impact of the Internet on knowledge gaps, individuals with a greater motivation to seek information on a particular topic should exhibit an increase of knowledge over individuals who have less of such motivation. Similarly, the consumer knowledge about Social media changes consumer feeling towards social media interacting to each other. The direction of the behavioural intention towards social media interaction is gradually increasing on daily bases as traditional way of interaction is decreasing. As the access to social media interaction increases. Consumer attitude inevitable gain information faster and hence the wide gap increases with the social media.

Outcome

Using social media has become a substitute for a lot of offline social interaction. Even if one is out with friends, the person still feel the need to constantly check social media, often driven by feelings that others may be having more fun. The study found out that consumer knowledge about Social media changes consumer feeling towards social media interacting to each other.

CONCLUSION AND RECOMMENDATIONS

Conclusion

The study concluded that consumer knowledge about Social media changes consumer feeling towards social media interacting to each other. Interacting with social media only denies someone the face-to-face interaction that can help to ease anxiety. For the fact that marketers use social media to reach wider customer worldwide, the belief towards social media interactions have increased worldwide. Social media provides a quick and easy way to spread news and information online.

Recommendations

The following recommendations are made in the study

1. Social media interaction should be encouraged since it changes consumer feeling towards social media interacting to each other.
2. More buyers are now on social media networks than ever before. Consumers are looking for reviews and recommendations, therefore social media interaction platform should be encouraged.
3. It is essential to have a prominent online presence on various social media platforms. Since social media has the power to influence potential customers from the start until the stage of a purchase and beyond as well.
4. People need to maintain an organized, meaningful, and stable view of the world. That is to say that the important values and general principles can provide a framework for our knowledge.

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