Sentiment Analysis of Social Welfare Tweets for Supervised Learning About Brand Loyalty

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Abstract

Purpose : This study aimed to investigate the impact of social welfare tweets (SWTs) on brand promotion and loyalty, examining their role as a strategic tool in digital and social marketing efforts.

Design/Methodology/Approach : This study investigated SWTs from 18 companies in six industries using text analysis, regression analysis, and content analysis. Deriving immediate strategic insights and evaluating the impact of these tweets on brand promotion and loyalty were the goals.

Findings : The investigation demonstrated how crucial a role SWTs play in boosting brand marketing and loyalty. This highlighted how essential social media platforms are to a business's social marketing strategy, especially Twitter (Now "X").

Practical Implications : The results provided academicians, digital marketing consultants, and business practitioners with practical insights. In addition to outlining how social and digital marketing initiatives could be integrated, the report also emphasized why this convergence is essential for optimizing benefits in the modern digital era.

Originality/Value : By bridging the knowledge gap between SWTs and their effects on brand promotion and loyalty, this research made a valuable contribution. In order to improve performance advantages in the contemporary business environment, it underlined the need to incorporate SWTs into social marketing plans and the necessity of coordinating digital and social marketing initiatives.

Keywords : brand loyalty, marketing strategies, promotion, social welfare tweets, sentiment analysis

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Social media allows people to interact with others freely and offers multiple ways for marketers to reach and engage with consumers (Shimpi, 2018; Yadav, 2017). Social media has become an essential tool for advertising and brand promotion, especially in the marketing industry. The widespread impact of social media on contemporary marketing tactics has transformed customer interaction and brand advertising. Effective

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social media marketing acts as a resourceful tool for advertisement activities for corporations (Icha & Agwu, 2015; Smoląg et al., 2016). In the end, businesses that collaborate with their social network determine what content their consumers view.

Additionally, as per Godey et al. (2016), these social media marketing campaigns influence consumer behavior toward brands and strengthen brand equity. According to Dwivedi et al. (2021), social media use has also altered how businesses operate and how customers behave. Social media, particularly among young people, has altered consumer perception in a number of ways by, among other things, encouraging exploration of the potential offered by social networks (Ramnarain & Govender, 2013). The increasing significance of social media marketing has made it necessary to investigate the potential of utilizing digital platforms for social marketing strategies.

Since social media users are so responsive, it has always been a useful tool for spreading messages inside communities (Amin & Nika, 2022). Social networking sites are useful social media tools for making direct connections with people (Naeem, 2019). Through social networking sites and applications, social marketing has also been made possible by Internet media. The term social marketing is primarily concerned with advertising to assist in the maintenance and attainment of desirable social progress (Smaliukiene & Monni, 2020). Commercial advertising techniques are used in social marketing through Internet media to promote people's welfare as well as other environmental, social, and physical concerns (Zainuddin & Gordon, 2020). Almost all company sectors use social marketing because of its wide reach and powerful influence on people. They use it to promote their brands and create an environment that demonstrates their commitment to corporate social responsibility (CSR) (Capriotti, 2017; Sarangi & Pattnaik, 2018; Singh & Verma, 2016). The Internet media provides a sound stage for companies to showcase their inclination toward social causes through social welfare posts on social networking platforms like Facebook, Instagram, Twitter (Now “X”), and several others. On the one side, the companies' social welfare posts narrate their active CSR works, and on the other side, it creates a unique way to communicate and promote the brand among the people.

Furthermore, there are many chances for corporate enterprises to take advantage of trust and security due to the highly segmented user bases found on these Internet social networking platforms (Siji, 2021). However, Allcott et al. (2020) conjectured that the welfare impact of social media has followed a typical trajectory that shows early optimism about latent advantages, giving way to widespread anxiety about likely costs. It is seen in many of the social welfare posts made by commercial groups, where a certain segment of the public finds fault with and makes disparaging remarks about postings that provide a positive and timely social message, causing turmoil in the post timeline. Nevertheless, there is no denying the social welfare posts' ability to foster human connections. Additionally, corporates have aggressively used social networking platforms to promote their brands due to the growing user population, and social marketing has been found to be a very effective tool for both brand development and societal messaging creation. Although social marketing through Internet platforms is recognized as important for CSR and brand promotion, a thorough analysis of the cognitive-experiential dynamics present in these social welfare posts on Twitter and other platforms has not yet been completed. This research is innovative because it attempts to close this gap by examining the emotional resonance and cognitive complexity present in social welfare posts and evaluating how these factors affect brand growth in particular industries that are common in the Indian market.

There are numerous prominent social networking platforms available in various regions of the world. Based on available data, 4.33 billion people used social media globally on various platforms in April 2021, accounting for almost 60% of the world's population (DataReportal, n.d.). For social networking sites, the top five most prevalent platforms that focus on microblogging are Facebook with 2,740 million, Instagram with 1,221 million, Sina Weibo with 511 million, Snapchat with 498 million, and Twitter with 353 million active users as of January 2021 (Statista, 2021). It is widely acknowledged that among its contemporaries, Twitter is the most well-known platform, regardless of its user base, particularly with regard to microblogging (Dubey, 2020; Hu et al., 2020;

Tenkale Pallavi & Jagannatha, 2020). Twitter is a valuable social media platform for corporations to effectively engage with consumers, with an estimated 396 million potential users up until April 2021 (DataReportal, n.d.).

According to the cognitive-experiential self-theory, the human reasoning system is primarily analytical and purposeful, guided by evidence and logic, and requires greater cognitive resources when translating reality into words, symbols, and numerical representations. The experiential system, on the other hand, follows intuition and experience and is driven by previous outcomes related to positive or negative emotions (Hu & Kearney, 2021). Based on this hypothesis, this study examined how texts' emotional richness indicated experiential/emotional thinking, as well as how texts' cognitive and abstract complexity reflected logical thinking. In order to provide marketing analysts and strategists with crucial advice for efficiently utilizing social networking platforms, this targeted study attempts to uncover the tacit marketing knowledge concealed within social welfare posts. It used Twitter data to evaluate strategic insights from the usage of the platform by various corporate sectors to advance social welfare and its effect on a company's growth rate and brand image. Based on data from Indian corporations, this research study examines six sectors: advertising, media, telecommunication (Telecom), medicines, e-commerce, automobiles, and fast-moving consumer goods (FMCG). The study selected three companies with the highest presence on Twitter, their market share in India, and their involvement in CSR activities. Then, using social welfare posts, it evaluated them for tactical commercial acumen. Additionally, this study will substantially expand the body of knowledge regarding the evaluation of marketing insights via social welfare posts. Using social welfare posts on Twitter and other social networking sites for the company's marketing tactics, marketing analysts and strategists can utilize the study to build their marketing efforts.

Literature Review

Alalwan et al. (2017) found that over 93% of firms globally engaged with their clients through social media channels. According to Shawky et al. (2020), social networking platforms offer businesses a ubiquitous means of communication, fostering relationships and opening doors for client interaction. These platforms have acted as an excellent medium for marketing and involving consumers directly for many companies. By measuring the outreach of various continuances, organizations can effectively understand and optimize how they can leverage their presence on different Internet networking mediums (Heggde & Shainesh, 2018). In comparison to other digital advertising initiatives, Lipsman et al. (2012) claimed that social networking sites can produce impressions, which makes them a more effective tool for influencing consumers' online behavior. Big corporations and the managers of small and medium enterprises (SMEs) engage with social networking mediums for customer relationship management and to understand their competitors' market dominance (Sharma, Adhikary et al., 2020). Besides this, social networking platforms also provide a good edge for Bet 2B marketing due to their significant roles in personal relationships and interactions (Huotari et al., 2015). The social networking domain has impacted many studies focused on analyzing and further examining the region for promotional improvements because of these effective marketing reputations (Allcott et al., 2020; Icha & Agwu, 2015; Naeem, 2019).

Furthermore, Ismail (2017) stated that social media-based communication offers customers relevant information that they can retrieve in much less time. The research study was based on a survey that indicated that social media marketing significantly affects brand loyalty, brand consciousness, and value consciousness. The relationship between social media marketing and brand loyalty appears to be mediating, according to the results. Social networking sites also play a significant role in maintaining brand loyalty since they allow users to provide candid comments that can be further examined to learn more about users' opinions of the company. Laroche et al. (2013) highlighted the relationship between focal consumer and brand, product, firm, other customers, and brand loyalty. They established that brand communities on social networking mediums have positive effects on customer–product, customer–brand, customer–company, and customer–other customers relationships, which in turn has positive effects on brand trust and brand loyalty. Several other research works have also assessed the direct impact of social media posts in business sectors on brand image and brand loyalty (Bilgin, 2018; Cheung et al., 2019; Farhan & Yousaf, 2016).

According to de Vries et al. (2012), the quantity of likes and comments on a business or brand's social media post indicates its popularity. According to the findings of de Vries et al. (2012), various factors affect how many people like and comment on a given post. The study also assessed that the share of positive comments on a social media post is positively related to the number of likes. Additionally, the number of comments can be enhanced by the interactive post. Corporate companies have taken a variety of measures, including social welfare postings, to enhance interaction and boost the number of comments and likes on social media posts, which ultimately leads to brand loyalty and brand popularity (Silva et al., 2020; Solem & Pedersen, 2016).

By participating in social welfare initiatives through social media posts, businesses can effectively promote their brands and present a positive image of their corporate social responsibility goals (Fatma et al., 2020; Grygiel & Brown, 2019). In their study, Farzin and Fattahi (2018) introduced a structural equation model to examine how consumer intentions are influenced by electronic word of mouth (eWOM) and how these impressions affect brand image and buying intentions. Their research demonstrated that eWOM directly influences customers' eWOM behavior in a good way and is directly related to the growth of consumers' moral obligations and trust on social networking sites. Through social networking sites, this relationship offers a good range of social welfare posts that corporations may use to promote eWOM for brand growth and draw attention to their CSR duties. In a different research study, Benitez et al. (2020) analyzed the relationship between an organization's CSR activities and to development of its employer's reputation through social media capabilities. The study predicted that CSR activities on social media have a good impact on enabling higher social visibility, ultimately leading to better organization credibility. Comparably, a number of studies have shown that social welfare posts and CSR initiatives on social media platforms have a respectable influence on the development of brand perception, positive eWOM intents, and purchase intentions (Chu & Chen, 2019; Kwon & Lee, 2021). These studies also create a need to assess the sector-wise corporate engagements in CSR activity using social networking sites, which can provide good strategic insights.

Yang et al. (2020) made a substantial contribution to the literature with their study evaluating the effects of various social media platforms on people's ability to receive effective CSR messaging. The study provided a comparative analysis of five social networking mediums – Facebook, YouTube, LinkedIn, Pinterest, and Twitter to assess their impact on CSR communications. The study provided that, among all Internet platforms, most organizations prefer Twitter to promote CSR activity information by microblogging. This is further supported by a content analysis study by Smith and Gallicano (2015), which specified that in comparison with YouTube, Twitter and Facebook are much more effective social media platforms that create and present brand stories. The study also provided that the top 100 global brands made fair use of Twitter (approximately 21.4%) for CSR promotions. In many of the research works, Twitter data were frequently analyzed for marketing impressions as well as CSR impact evaluation. For example, Maderer et al. (2018) analyzed Twitter data to analyze the brand image of European professional football clubs. Likewise, Gómez-Carrasco et al. (2021) assessed the CSR information for comparing stakeholders and organizations' presence, and Lee et al. (2013) assessed the Fortune 500 company's Twitter profile for CSR ratings.

Similarly, there is good literature on assessing a specific company for social welfare microblogging activity and CSR activities for different purposes. Nonetheless, a thorough analysis of the social welfare microblogging Twitter data is important in order to compare various sectors with respect to their existence and evaluate the development of various organizations within respective sectors. In order to fill the research gap in the literature, this study has therefore made an effort to present an inclusive analysis of how businesses from various industries use Twitter to advance social welfare and how it affects the business's success.

Research Methodology

In order to better understand how social welfare tweets (SWTs) contribute to brand promotion and business expansion, a secondary research study using text analysis and simple linear regression was conducted. The strategy used to choose the businesses and tweets to analyze is covered in the following section.

Text Analysis

The study used Twitter data from multiple corporations in six distinct sectors, FMCG, pharmaceuticals, e-commerce, automobiles, ad-media, and telecom, to evaluate the strategic insights of marketing tactics through social welfare microblog postings of diverse corporate sectors. These sectors were chosen as they were directly linked with consumers. It concentrated on Indian-owned businesses or multinational corporations with Twitter accounts for their Indian operations. Table 1 displays the top three firms in each of the aforementioned industries, chosen on the basis of their market share in India, growth rate, and participation in CSR and social welfare posts, as well as their Twitter presence. Table 1 also shows each company's total number of Twitter followers as of June 25, 2021.

Table 1. ***Companies Selected for the Study Along with their Twitter Followers***

Sector	Company					
	Name	Followers	Name	Followers	Name	Followers
FMCG	ITC	33.4K	HUL	99.1K	Nestle India	24.3K
Pharmaceuticals	Cipla	24.2K	Dr. Reddy	28K	Biocon	18.3K
E-commerce	Amazon India	2.1 M	Flipkart	2.6 M	Grofers	46.8K
Automobile	BMW India	1.9 M	Hyundai India	787.1K	Audi India	935.9K
Telcom	Oneplus India	2.4 M	Samsung India	2.5 M	Xiaomi India	1.1 M
Ad media	Ogilvy India	1,674	GroupM India	2,804	FCB Ulka	2,020

The study examined tweets from several company handles throughout the year, from April 1, 2020, to May 10, 2021. These tweets were carefully cleaned in four steps using the methods described by Arthur et al. (2018). Date, time zone, bot, and relevancy filters were all used in the process. Yigitcanlar et al. (2021) conducted a manual relevance filtering process by attentively examining tweets that held significance for the study being examined. A total of 4,342 tweets were utilized for analysis in the final dataset, which was created after applying these filters.

Additional evaluation of the tweets was done to find any that had social welfare messages. Repetitive and irrelevant tweets (those unrelated to social messages or the welfare of society) were firmly eliminated from the detected SWTs (Chae & Park, 2018; Sharma, Singh et al., 2020), leaving 416 SWTs overall. The study also considered the comments and likes made up to May 10, 2021 on these identified SWT to analyze the impact on people. In the selection of tweets and comments, non-English tweets and comments were not considered to maintain the uniformity of the data (Sharma, Adhikary et al., 2020). The data was also cleaned by removing special characters, emojis, links, punctuation marks, stopwords, slang words, etc. On this cleaned data, text analysis was performed for valuable insights for the study.

Regression Analysis

In addition to the tweet data, the compound annual growth rate (CAGR) for each of the chosen companies from each of the six corporate sectors was determined in order to evaluate the marketing impact and establish a connection between the SWT and the company's growth (Najmaei et al., 2017).

$$CAGR = (value_f / value_b)^{1/t-1}$$

Here, $value_f$ refers to growth value at the end of the period and $value_b$ refers to growth value at the start of the period with t as time in years. Using the CAGR of the selected companies and identified SWT, the study assesses hypothesis H_1 of an existing relationship between a company's growth and social welfare marketing through Twitter.

↳ **H1 :** There is a correlation between the expansion of a business and its social welfare microblogging marketing strategy.

The study analyzes the hypothesis using simple linear regression (SLR) on CAGR data and data identified from social welfare posts.

Analysis and Results

This section is divided into three major parts: descriptive analysis, text analysis, and hypothesis testing.

Descriptive Analysis

Figure 1 provides the company-wise engagement with SWT and the percentage contributions of each sector in the year 2020. The telecom industry contributed roughly 22% of all community wellness posts, with the largest level of engagement coming from HUL in the FMCG sector and Hyundai India in the automobile sector, which made up

Figure 1. ***Company-Wise Social Welfare Tweets and Sector Percentage Contributions***

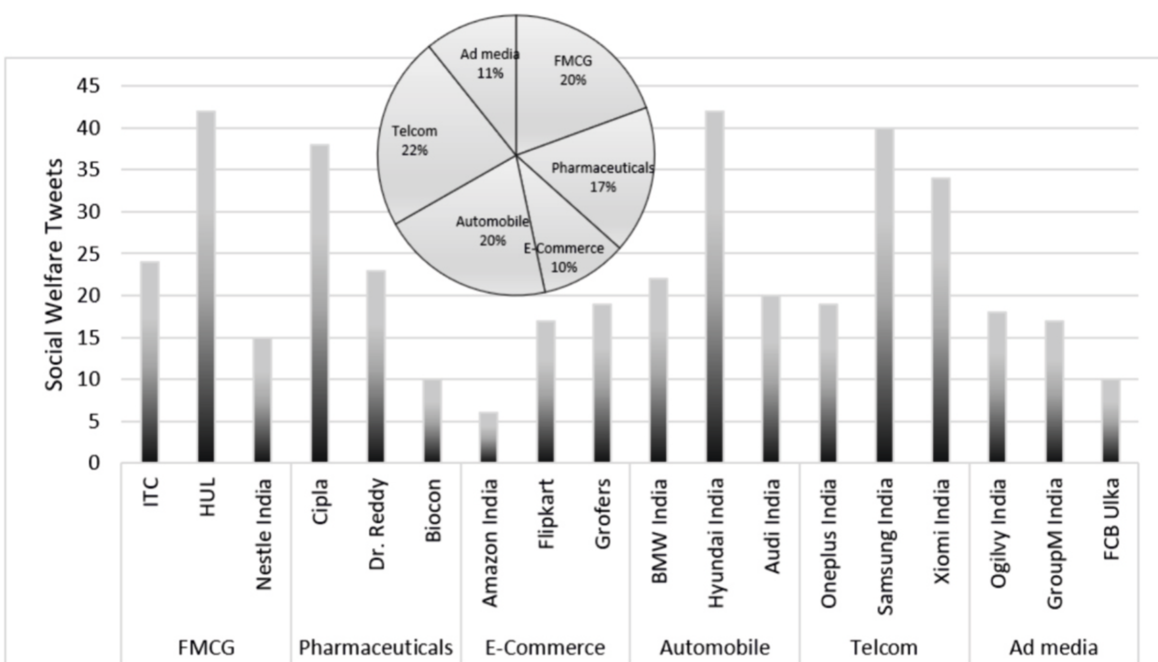


Table 2. ***Likes, Retweets, Comments, and Positive Comment Frequency on the Company's SWT***

Sector	Companies	Total Tweets	Social Welfare Tweets	Total Likes on SWT	Total Retweets on SWT	Total Comments on SWT	Positive Comments on SWT
FMCG	ITC	244	24	31,046	6,124	632	535
	HUL	295	42	1,429	330	24	15
	Nestle	50	15	561	179	28	22
Pharmaceuticals	Cipla	709	38	399	163	7	5
	Dr. Reddy	515	23	489	85	18	15
	Biocon	692	10	448	50	6	6
E-Commerce	Amazon	369	6	939	215	790	260
	Flipkart	631	17	2,150	466	943	421
	Grofers	265	19	229	57	95	43
Automobile	BMW India	45	22	2,472	220	48	43
	Hyundai India	70	42	3,690	257	46	37
	Audi India	38	20	210	89	16	14
Telecom	Oneplus India	32	19	399	163	52	47
	Samsung India	68	40	489	85	18	15
	Xiomi India	42	34	372	38	30	24
Ad media	Ogilvy	24	18	320	220	118	80
	GroupM	38	17	247	25	38	28
	FCB Ulka	215	10	31	24	21	18

the majority of social welfare posts. Figure 1 and Table 2 data show that almost all companies in the corresponding sectors actively support social welfare since it's a wonderful approach to inform the public about a company's dedication to corporate social responsibility (CSR) and to establish a favorable brand (Lipsman et al., 2012; Maderer et al., 2018).

Table 2 provides a comprehensive breakdown of company-wise engagement metrics for SWT during the specified period. ITC stands out with the highest percentage of engagement across likes, retweets, and comments on its SWT, while FCB Ulka, Audi India, and Cipla demonstrate comparatively lower engagement levels. In terms of comments, most companies received notably positive feedback on their SWT, indicating a substantial impact on users. Although the SWT for the e-commerce industry had a large number of likes, it garnered comparatively less positive comments than those for other industries. The level of positive user involvement with the e-commerce SWT is average, exhibiting a notable number of likes but falling short of 50% in terms of favorable or commendatory remarks.

The findings presented in Figure 1 corroborate the findings of other studies that demonstrate the active participation of businesses across various industries on Twitter from a communications and brand-building standpoint (Liu et al., 2017). The outcomes confirm that each sector makes a good effort to create an ambiance about its CSR inclinations. This suggests that for all corporate sectors, SWT is a crucial component of marketing strategy. The findings validate that Twitter offers a marketing platform to showcase a company's CSR proclivity through SWT and theoretically add to the research study of Chae and Park (2018). As the user base rises on these social media platforms, different firms are identifying innovative ways to encourage interactions with customers. SWT is proving to be an effective medium (Gómez-Carrasco et al., 2021; Jaartsveld, 2018). The results from

Figure 1 and Table 2 also signify that companies like Amazon India, Flipkart, Oneplus India, Samsung India, Xiaomi India, and BMW India have follower bases of millions; still, they are putting much lesser SWT in comparison to other companies like ITC who are having followers in few thousand. A deductive understanding of the reason behind this can be that companies use SWT and CSR activities on social media platforms to develop their user and brand image. The firms only share SWT during times of severe crisis, like as COVID-19, or when they are planning an internal CSR initiative, even after reaching substantial user bases and interactions. The result of the FMCG sector is a good example of this deduction that even with significantly fewer followers, the three companies in the sector have a moderate presence in the form of regular tweets but with a large percentage of SWT compared to other sectors. This directly relates to the outcomes of Jaartsveld's (2018) study, where they evaluated that companies with a bigger brand image (mostly multinationals) are less responsive in their CSR communication and activity on Twitter. Also, the telecom sector has an entirely different marketing strategy where they have minimal activity on Twitter but a keen focus on SWT and CSR activities. The companies in the Ad media sector have minimal followers and also have significantly less presence on Twitter. But in these few tweets, they highlight SWT, indicating that they also have a marketing strategy for establishing a brand identity via CSR initiatives. However, the lack of activity also limits the influence. Another reason for this would be that most other industries concentrate on products and interact directly with end customers, while ad media companies generally offer services to business clients. Consequently, this limits the participation and approach of advertising media businesses on Twitter.

Table 2 provides a favorable impression of how users responded to the SWT of different companies in terms of the number of likes, retweets, comments, and positive comments. The most liked and commented SWT could be classified into two categories: one can be SWT with a focus on COVID-19, and the second can be other issues SWT. As the collected data coincided with the COVID-19 period, many companies' SWT was concerned with COVID-related CSR activity, and such tweets were also highly appreciated by common people. Among the selected companies, ITC, HUL, Nestle India, Cipla, Dr. Reddy, Flipkart, Grofers, BMW, GroupM, and Hyundai India have the most liked and appreciatively commented SWT about COVID-19 issues or support. The remaining companies have also posted SWT on COVID-19-based messages, but their most liked and appreciated tweet was related to other social issues than COVID-19. In all 416 SWT, ITC's tweet on April 24, 2021, got the highest likes, comments, and appreciative messages for the tweet in which they mentioned their support to hospitals for the supply of 24 cryogenic ISO containers with the tweet: "To serve the national priority & Government's effort in easing bottleneck of #medicaloxygen supply to hospitals, ITC is airfreighting 24 cryogenic ISO containers from Asian countries in collaboration with Linde India Ltd."

This information shows that a good CSR effort from companies has a sincere impact on people, and it massively adds to the development of brand image and brand loyalty (Bilgin, 2018; Laroche et al., 2013). A CSR initiative that incorporates current and relevant topics as mandated will yield greater brand engagement and effect on social media platforms. Additionally, the impact of a company's CSR effort combined with SWT will be greater than that of merely social messages.

Text Analysis

As Twitter has predefined restrictions on the number of words for each microblog post, it becomes imperative to frame the statements of SWT for substantial impact properly. The results presented in Table 2 for the FMCG sector show that ITC has around half of SWT as HUL, but its user engagement in terms of the number of likes and comments is way more. The same is true with other sectors also, where SWT counts were lesser for a company than others but much higher like and comment percentages. This confirms that not only putting the SWT on the company's Twitter profile is a crucial marketing perspective, but also a proper framing of tweets or microblog

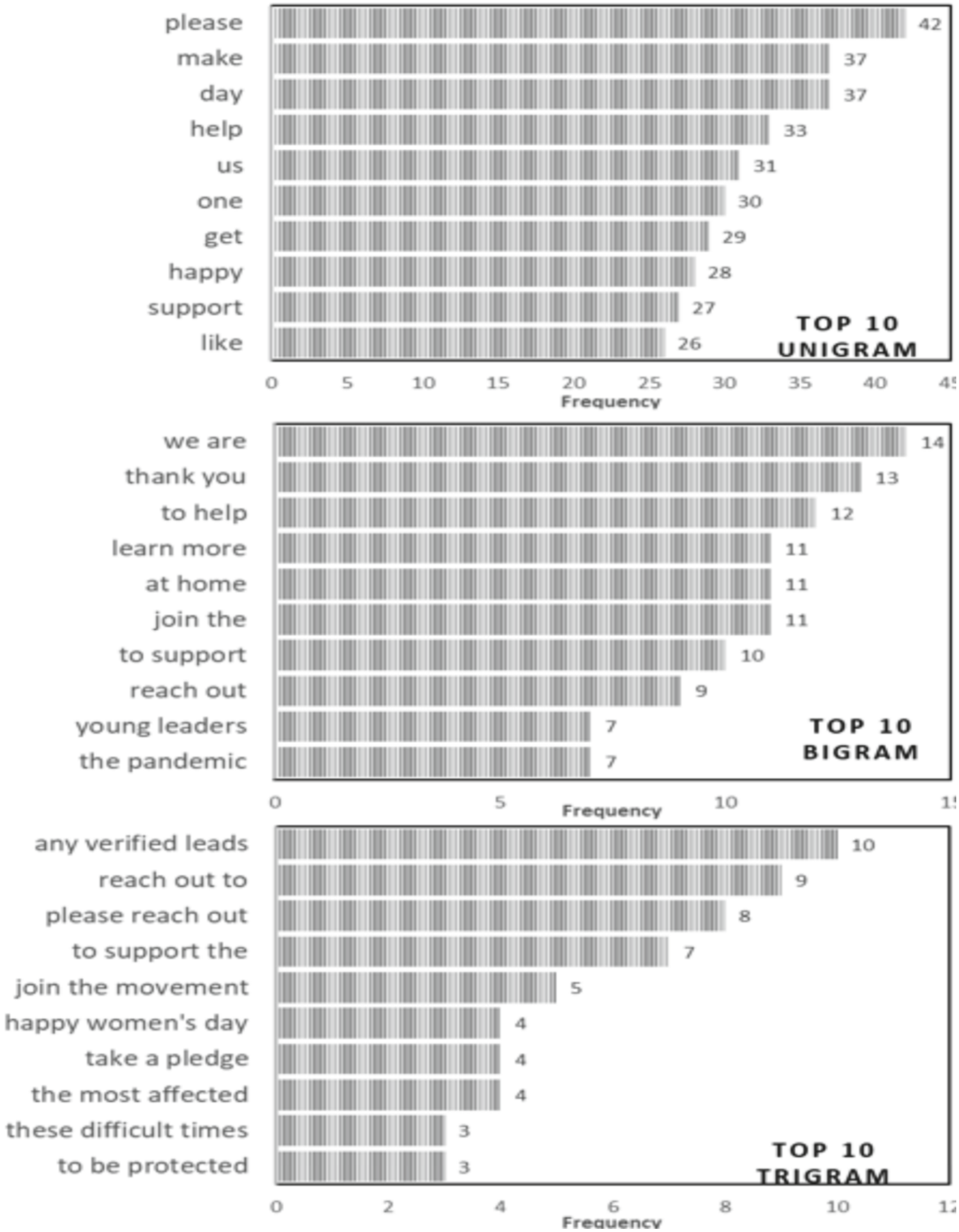
Figure 2. ***Word Cloud of Most Frequently Used Words in the SWT***

posts on any social media platform is equally important. A precise and content-rich microblog post guarantees broad exposure, has a big impact on end users, and generates a lot of eWOM (Soboleva et al., 2017). An overview of the texts and terms utilized in the entire gathered SWT of various sectors is provided by the text analysis offered in this study. Figure 2 provides the world cloud of 51 most frequently used words in the SWT of all the selected sectors. The word cloud shows the extensive use of positive tone words in the SWT. There is significant literature available that quotes the importance and role of positive words in marketing (Maisam & Mahsa, 2016).

Also, since Twitter comes with word restrictions, these positive words play a crucial part in the advertising aspects to create positivity within the users through SWT. This also signifies the importance of SWT in creating a positive brand image for users, which is significant in developing brand loyalty. When the word cloud is further examined, it becomes evident that these SWTs from all sectors placed a strong emphasis on COVID-19 since, during the data collection period, the COVID-19 effect was widespread. The majority of CSR initiatives were directed toward assisting individuals with COVID-19 with varying means. Figure 3 provides an overview of the general tone of SWT by listing the top 10 unigrams, bigrams, and trigrams of SWT. The majority of tweets containing CSR activity included information about the social activity coupled with a request to stay at home. Besides COVID tweets, there was also substantial SWT that focused on specific days to greet people. The most common days on which several companies have included an SWT were Women's Day and Environment Day.

The SWT assessments reveal that corporations can aim to take advantage of certain days to showcase their social inclinations as a positive marketing strategy. Furthermore, the common usage of phrases like “support,” “take a pledge,” and “join the movement” is yet another compelling indication that the marketing strategy of businesses using SWT is centered on boosting user involvement. Companies want to make the users feel that they are a part of common people and they can contribute and collaborate with the company's social welfare activities which gives a sense of transparency and authenticity of the social activities. This confirms and adds to the

Figure 3. ***Top 10 Unigrams, Bigrams, and Trigrams of SWT***



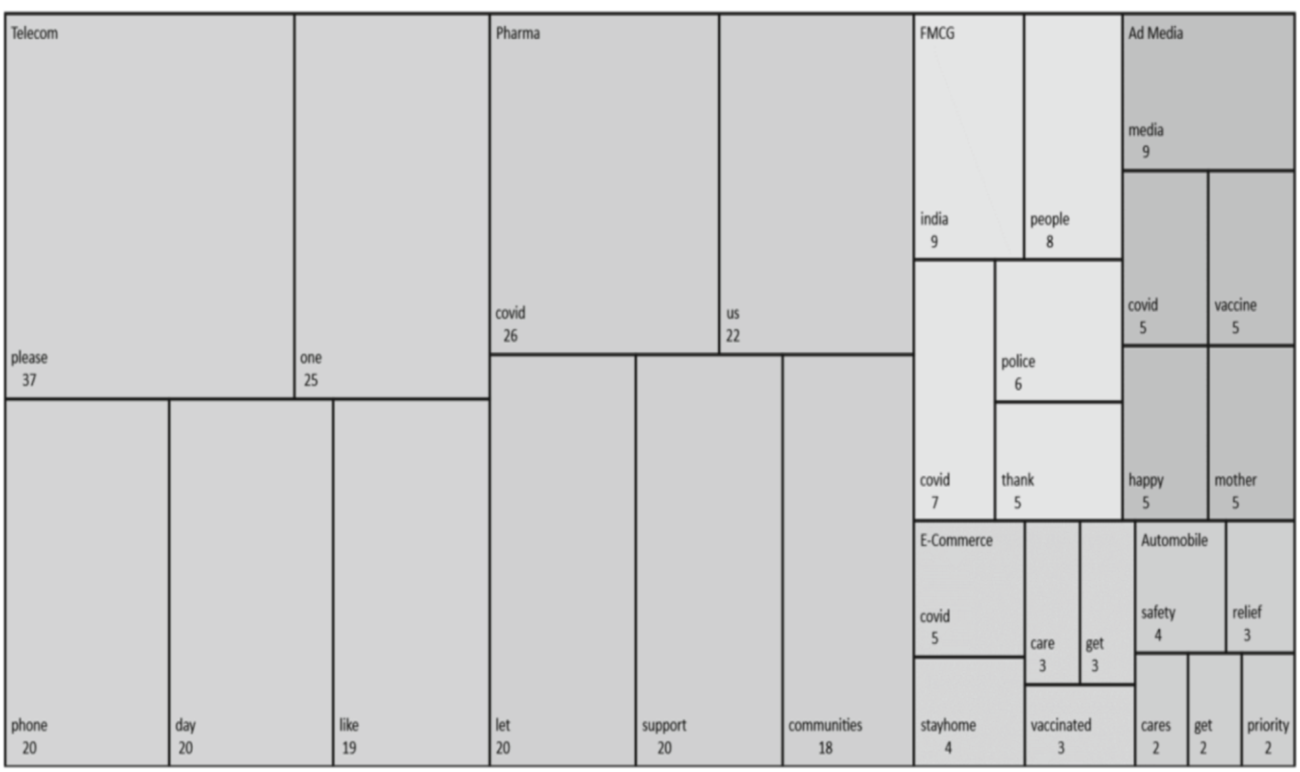
literature, which shows the importance of transparency in CSR activity from a marketing perspective (Kim & Ferguson, 2018). The word cloud also suggests that the fundamental culture and fabric of India are developing from it; terms like “together,” “communities,” “support,” “help,” “one,” and “home” all allude to the collectivistic culture and fundamental values of the nation. This holds intriguing ramifications for marketers who can use the themes of families, communities, and belongingness in their campaigns to establish a connection with their target audience.

Sector-wise Analysis of the Treemap

Figure 4 displays the treemap of all six sector companies for the top five unigrams in SWT in relation to sector-wise text analysis. The graph indicates that there were greater parallels among the social welfare initiatives.

Figure 4 clearly shows that the quantity of tweets was highest from the telecom sector, followed by the pharmaceutical sector, FMCG sector, ad media, e-commerce, and the automobile sector. The same is logical as the data were collected around the time of COVID-19 when people were locked at home. The telecom sector provided the only source of connectivity and entertainment. Also, because of the prevailing health conditions and demand for medicines and vaccines, the pharma sector closely followed. People were encouraged to consume groceries with health benefits that could strengthen their immunity; thus, there was a series of new launches of health-based products by FMCG majors. E-commerce was facilitating the delivery of products, and ad media was roped in to build awareness around vaccines and health measures. Among the six sectors, all the companies in the pharmaceutical, FMCG, e-commerce, and ad media sectors actively presented their COVID-related tasks on Twitter. The fact that "phone" is one of the most frequently used words in SWT indicates that, even in social media

Figure 4. ***Treemap of Sector-Wise Top Five Unigrams of SWT***



tweets, the telecom industry's primary goal is to promote its goods and services. Comparably, the importance placed on "safety" by the auto industry reveals the businesses' efforts to promote their latest models as the market for passenger cars increased after COVID-19. The e-commerce industry was emphasizing the value of home deliveries while customers were at home.

Hypothesis Testing

The relationship between a company's growth as measured by the CAGR % and the SWT percentage derived from all of the tweets posted on the official company Twitter accounts was also covered in the study. On Minitab 14, linear regression with a 95% confidence interval was carried out using the CAGR percentage as the response and the total SWT percentage as the predictor. Table 3 displays the regression analysis's outcome.

Table 3. ***Result of Regression Analysis Between CAGR% and SWT% of Companies***

Predictor	Coef.	SE Coef.	*T*	*P*
Constant	15.796	3.815	4.06	0.001
Total SWT%	–0.224	0.09148	–2.45	0.026

The results show a significant relation between CAGR percentage and total SWT percentage, and hypothesis H1 is accepted that there is a significant relationship between the company's growth and its marketing approach through social welfare posts on internet networking platforms. Jaartsveld's (2018) finding that large organizations become less receptive to CSR communication on Twitter with growth and establishing a significant brand image is supported by the regression coefficient of the predictor variable shown in the results. The analysis is based on limited data, which is also a limitation of the study, so for conclusive understanding, in future work, past yearly CAGR data and year-wise SWT for past years can be considered for better estimations. However, in its limitations, the study provides an impression that SWT is significantly related to companies' growth and is a good marketing tool for creating brand image among the user bases present on Twitter.

Discussion on Strategic Marketing Insights

This section of the study collectively presents the strategic marketing insights derived from the results presented in the above sections.

Insights on SWT Frequencies

The study's conclusions firmly support the idea that social welfare messaging included in social media posts is an effective way to promote brands and build brand loyalty. The study, which is consistent with Yang et al. (2020), highlights the importance of SWT's ineffective, socially conscious marketing by confirming Twitter as the preferred venue for presenting CSR initiatives. Companies leverage frequent SWT to build user bases and establish brand images, subsequently scaling back or emphasizing them during planned in-house CSR activities.

Insights on SWT Content

Tweets that tackle contemporary topics increase brand engagement, highlighting the value of content in addition to frequency. According to text research, positive wording in SWT builds a positive perception of the brand and encourages brand loyalty. A bigger audience depends on social welfare content being delivered precisely and effectively, especially in light of Twitter character constraints. Utilizing hot topics like COVID-19 and certain days for social media communications increases user engagement dramatically. Although the content of SWT differed throughout sectors, the basic objective stayed the promotion of the company's goods or services.

Insights on User Engagement

The research validates that SWT fosters robust user involvement. In particular, SWT, which highlights a business's CSR initiatives, receives more likes, supportive remarks, and retweets than SWT, which only concentrates on social media messaging. To strengthen engagement on Twitter, aligning SWT with prevailing issues and leveraging specific days (e.g., Women's Day and Environment Day) showcasing organizational social initiatives is key. Through increasing openness and authenticity, corporate organizations hope to foster a sense of belonging among users by incorporating them into social welfare initiatives. Furthermore, SWT has a strong positive correlation with business expansion and is a useful instrument for increasing user engagement.

Conclusion

The research work presents a comprehensive study of the marketing approaches through SWT in various sectors. For the assessment, the study collected tweets of 18 Indian (or Indian unit of a global company) companies belonging to six sectors of FMCG, pharmaceuticals, e-commerce, automobile, ad-media, and telecom and having an official Twitter handle. The study is based on the data collected from April 1, 2020, to May 10, 2021, assessing a total of 4,342 microblog posts (tweets). Of the identified 4,342 tweets, 416 tweets with social messages are identified and studied for marketing insights. The methodology of content analysis, text analysis, and regression analysis is used to assess the results. The study confirmed the past literature, which has shown the importance of Twitter for communicating the CSR activities of a company (Araujo & Kollat, 2018; Chae & Park, 2018; Jaartsveld, 2018). The study reveals that SWT is an effective marketing tool for brand promotion and developing brand loyalty. The study results provide several strategic marketing insights on the frequencies of social welfare tweets, contents of SWT, and user engagements on SWT. The results can be used by marketing managers or decision-makers to effectively plan their marketing strategy for brand promotions through social welfare tweets and advertising on other social media platforms.

Limitations of the Study and the Way Forward

The study's limitations include the short period of collected data and the focus solely on Indian companies, limiting broader insights into developing countries. Future research could encompass data from multiple years to offer more comprehensive outcomes. Also, expanding the study to encompass diverse corporate sectors and global companies would provide a more inclusive understanding of SWT impact. A global study across various social media platforms could offer valuable insights for marketers and planners. Comparing brand promotions through social welfare posts across different networking platforms could also be an avenue for future comparative analysis.

Authors' Contribution

Overseeing the entire process of data gathering, defining research gaps, and determining the direction of the project, Dr. Anand Jaiswal was the leader of the conception and design phases. He also took an active part in the analysis phase's data interpretation, making significant deductions from regression, text, and content analysis.

Furthermore, Dr. Anand Jaiswal took the lead in penning the publication's initial edition. To considerably enhance the study, he made significant revisions and content alignments with its objectives. Dr. Vinaytosh Mishra made a substantial contribution to the data analysis, particularly the content and text analysis, which increased the study's depth. Drs. Swati Bhatnagar and Nirmalya Bandyopadhyay critically assessed the data, oversaw the investigation, and confirmed the research hypothesis.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

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