

**T.C.**  
**BAHCESEHIR UNIVERSITY**  
**GRADUATE SCHOOL**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**

**IMPACT OF SOCIAL MEDIA ON MARKETING**



**MASTER'S THESIS**

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**ISTANBUL 2025**

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## **ABSTRACT**

### **IMPACT OF SOCIAL MEDIA ON MARKETING**

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Social media's rapid expansion has changed the landscape for marketers by providing new channels for customer engagement, brand promotion, and revenue generation. This study's objective is to examine the different methods in which social platform has changed marketing landscape, particularly in regard to the methods in which these online communities have transformed conventional wisdom about advertising and the ways in which businesses and customers interact with one another. This research is qualitative in nature and survey questionnaire is being developed to collect the primary data. In total, 158 correct responses were return and used for analysis. The findings showed that social network significantly affects marketing strategy and operations. Through a careful examination of recent research and quantitative data, the current research seeks to provide a comprehensive understanding of how social media has changed marketing strategies. This research is anticipated to provide significant contributions to the advancement of more efficient, morally sound, and flexible marketing tactics in the era of digital technology. It underscores the requirement of ongoing innovation and adaptability to the always evolving social platform landscape. In essence, this research intends to clarify the crucial function that social media plays in contemporary marketing, providing practical suggestions for companies that want to use these platforms to improve their competitive advantage in an ever more digital and interconnected world.

**Key Words:** Social Media, Marketing, Social Media Marketing, Advertising.



## ÖZET

### SOSYAL MEDYANIN PAZARLAMA ÜZERİNDEKİ ETKİSİ

Fatima Aghallal

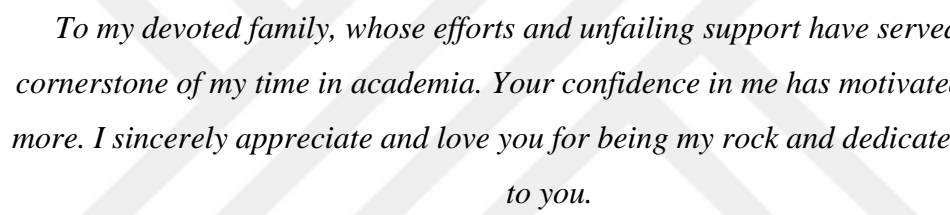
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Sosyal medyanın hızla yayılması, müşteri katılımı, marka tanıtımı ve gelir yaratma için yeni kanallar sağlayarak pazarlamacılar için manzarayı değiştirmiştir. Bu çalışmanın amacı, sosyal medyanın pazarlama ortamını değiştirdiği farklı yolları, özellikle de bu çevrimiçi toplulukların reklamcılık ve işletmeler ile müşterilerin birbirleriyle etkileşim kurma yolları hakkındaki geleneksel bilgeliği dönüştürdüğü yolları araştırmaktır. Bu çalışma nitel niteliktedir ve birincil verileri toplamak için anket formu geliştirilmiştir. Toplamda 158 doğru yanıt geri dönmüş ve analiz için kullanılmıştır. Sonuçlar, sosyal medyanın pazarlama faaliyetleri ve stratejileri üzerinde önemli bir etkiye sahip olduğunu ortaya koymuştur. Bu çalışma, mevcut literatürün ve nicel verilerin kapsamlı bir analizini yaparak sosyal medyanın pazarlama uygulamalarını nasıl dönüştürdüğü hakkında ayrıntılı bilgi vermeyi amaçlamaktadır. Bu çalışmanın, dijital teknoloji çağında daha verimli, ahlaki açıdan sağlam ve esnek pazarlama taktiklerinin geliştirilmesine önemli katkılar sağlaması beklenmektedir. Sürekli gelişen sosyal medya ortamına sürekli yenilik ve uyum sağlama gerekliliğinin altını çizmektedir. Özünde bu araştırma, sosyal medyanın çağdaş pazarlamada oynadığı önemli işlevi açıklığa kavuşturmayı ve bu platformları giderek daha dijital ve birbirine bağlı bir dünyada rekabet avantajlarını artırmak için kullanmak isteyen şirketlere pratik öneriler sunmayı amaçlamaktadır.

**Anahtar Kelimeler:** Sosyal Medya, Pazarlama, Sosyal Medya Pazarlama, Reklamcılık.



*To my devoted family, whose efforts and unfailing support have served as the cornerstone of my time in academia. Your confidence in me has motivated me to do more. I sincerely appreciate and love you for being my rock and dedicate this thesis to you.*

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## LIST OF ABBREVIATIONS

SMM

Social Media Marketing



# Chapter 1

## Introduction

Marketers have begun to incorporate social network into their traditional marketing practices due to its growing popularity. It generally relies on internet or smartphone applications and technologies to facilitate the sharing of information among individuals. The sum of social platform subscribers exceeds the population of several countries in the present day. The effect of social media on marketing can be assessed through different marketing strategies before and after the advent of social media, as well as the types of technologies utilized in social media platforms. Social media is utilizing in various forms like influencer marketing, content marketing, and many others (Pütter, 2017).

By 2023, it is predicted that the global number of social platform users will rise to 4.9 billion, hitting an unprecedented peak. According to experts, it is anticipated that the number of users would increase to 5.85 billion by 2027. It is crucial to note that these figures encompass individuals who utilize various social media sites. On average, users are active on 6–7 distinct platforms every month (Umme Sutarwala, 2024). This emphasizes the necessity for businesses to have a comprehensive social media marketing (SMM) plan in order to effectively reach and engage their audience.

The constant goal of marketers is to draw in customers. Smartphones and other modern media and technology have been massively embraced by people. This has given marketers the opportunity to interact with consumers across a variety of platforms at any time of day. It makes it more likely that the message will be seen. Therefore, it is clear that marketers find social platform to be quite appealing (Rugova & Prenaj, 2016). Social platform's growing power and the difficulty of developing a memorable campaign in a crowded market are both overshadowing traditional campaigning techniques.

The issue stems from the shift in the consumer's mentality. Social media has fostered a culture characterized by active participation, instant connectivity with

creatures and information, and continuous communication. Traditional advertising and other marketing strategies are incapable of doing this. Social network platforms such as Facebook, Twitter, and YouTube have the ability to immediately meet the growing demands and expectations of customers. In addition to its initial involvement, social media activity is also expected to be maintained over an extended length of time, rather than simply for brief periods, as attention is retained (Manzoor et al., 2020). The influence of social network is evident in television ads that conclude by urging customers to visit their websites, Facebook, or Twitter pages, offering an enticing online experience, enjoyable promotions, and a feeling of community that people genuinely desire to engage with. Consumers utilize social media for recreational purposes, without distinguishing between participating in an unbranded or branded game. As creativity becomes more effective, consumers are increasingly likely to feel a feeling of loyalty towards the hosting brand (Sheth, 2018).

The advent of social platform marketing has revolutionized the way businesses engage with customers and cultivate their brands. When executed correctly, it may yield substantial advantages, such as increased consumer interaction, enhanced brand recognition, and efficient advertising at a low cost (Heggde & Shainesh, 2018). Nevertheless, organizations must also remain cognizant of the potential disadvantages, such as negative reviews and apprehensions around data privacy. However, it is important to keep in mind that you may enhance your understanding of implementing a social media marketing plan and harness the influence of connections by examining accomplished enterprises such as ZARA, Airbnb, Adidas and Nike.

SMM offers a unique chance to engage with customers, reach a global audience, and cultivate a devoted following. Social media marketing has a substantial impact on customer relationships, sales, and overall business success, going beyond just brand awareness and reach. In order to maintain competitiveness in the age of technology, companies must leverage the potential of SMM and adapt their strategies to keep up with the ever-changing market dynamics. Utilizing innovative social media management tools may provide a firm with a competitive advantage in the

fast-paced digital landscape. These solutions can effectively streamline social media marketing activities and enhance the brand's influence.

## **1.1 Theoretical Framework**

A well-organized theoretical framework that examines how social media affects marketing can aid in better understanding the ideas and theories that drive the study in this field. To better understand how social media impacts marketing strategies, consumer participation, and bottom-line results, this framework draws on pre-existing ideas and models.

Social Exchange Theory (SET) asserts that people connections are established by a subjective cost-benefit evaluation (Cropanzano et al., 2017). To better comprehend the dynamics between brands and customers on social media, marketers employ this idea. Brands should provide excellent material, exclusive deals, or tailored involvement in return for consumer participation on social media (Ghafari et al., 2019). Content, promotions, and interaction are the three main ways in which brands give value to customers. In return, customers become brand champions, like postings, and share information. Incentives (such as contests, freebies, or informative material) may be a powerful tool for marketers looking to boost user engagement. Maintaining a good exchange and increasing client loyalty through online communities and interactions requires brands to continually deliver value.

Another relevant theory is Diffusion of Innovation (DOI) theory. The theory of the diffusion of innovations (DOI) is another pertinent framework. This hypothesis describes the gradual diffusion of novel concepts, goods, and technology across communities; it was developed by Everett Rogers. Because of their vast user bases and varied demographics, social media platforms are great for getting new marketing ideas out there quickly (García-Avilés, 2020).

Because firms can promote new goods or ideas fast on social media, innovations spread more rapidly. By spreading the word on social media, early adopters are vital to the marketing process. Advertising to innovators, early adopters,

the early majority, the late majority, and laggards is a breeze with the aid of social media platforms. Influencers and early adopters are powerful promotional tools for marketers. Social media pioneers and trailblazers are the intended recipients of viral marketing efforts aimed at generating excitement for new product launches.

## **1.2 Statement of the Problem**

Despite the widespread use of social network platforms as a marketing tool, some firms struggle with accurately measuring its impact on consumer engagement, brand loyalty, and sales. It's challenging to understand which social media strategies produce the most beneficial results for different companies and how they translate into quantifiable marketing accomplishments. To create social media marketing plans that are more efficient and focused, it is important to examine the correlation between social media activities and important marketing performance metrics, like new client acquisition, retention, and ROI.

## **1.3 Purpose Of The Study**

This task's primary goal is to assess how social media affects marketing and how it affects brand engagement among customers.

## **1.4 Research Objectives**

The main objectives of the study are:

- Examine the advantages of utilizing social media to enhance marketing, brand and foster consumer involvement.
- Assess the return on investment and identify effective social media marketing strategies that could increase brand awareness and conversion rates.
- Provide marketers with insightful advice on how to use social media to their advantage in order to succeed with brand marketing.

## **1.5 Significance Of The Study**

The study is significant for both researchers and practitioners. Social network has revolutionized the methods by which corporations engage and communicate with their target demographics. Conducting research on this subject equips firms with the understanding to modify their marketing strategies in order to take advantage of current trends, so assuring their competitiveness in a quickly changing digital environment. Analysing their influence enables marketers to comprehend how customers interact with businesses, make buying choices, and express their viewpoints. This understanding is essential for formulating successful marketing tactics. Social media networks' dynamic nature fosters ongoing innovation in marketing strategies. Research in this domain promotes innovation and the advancement of novel approaches, such as influencer marketing, user-generated content, and customized advertising. Overall, in the digital age, it is crucial for organizations to do research on the influence of social media on marketing in order to remain relevant, creative, and competitive.

## **1.6 Definitions**

The term social media marketing (SMM) describes how a business or individual strategically uses social networking sites and applications to advertise and popularize a business or a product. In order to accomplish branding and marketing objectives, social media marketing entails producing and disseminating content on several social media platforms. Moreover, social media marketing (SMM) encompasses more than just product promotion. Additionally, it entails having a reciprocal conversation with the firm's audience to increase their engagement (Constantinides & Stagno,2012).

## **Chapter 2**

### **Literature Review**

Social media is widely recognized as a successful tool that helps organizations achieve their marketing goals and strategies, particularly in areas such as consumer engagement, customer relationship management, and communication (Saxena & Khanna, 2013). From the standpoint of national governing bodies, social media has the potential to strategically facilitate a two-way communication between companies and customers, therefore fostering stronger connections between consumers and the organizations' brands. Furthermore, to the capability of social media to deliver material in visual, verbal, or written formats, it may also combine these formats to create a combination of textual, visual, and verbal content (Okazaki & Taylor, 2013). Firms across all industries have been actively seeking to leverage social media platforms to enhance their interactions with consumers. This includes utilizing social media for information search, promoting products or services, fostering interactivity, and influencing client buying behaviours. Hence, organizations have devised a range of interactive strategies and procedures to bolster their brand identity and marketing effectiveness (Filo et al., 2015). Significant effort and resources have been allocated to this area with the goal of increasing consumer engagement and online customer relationships. According to Alalwan et al. (2017), around 93% of commercial organizations globally have implemented and utilized new platforms and technologies to connect with and cater to their clients.

Smarter and cost-effective marketing solutions are a clear indication of social media's influence on the marketing industry. Businesses can launch campaigns on social media without investing a dollar, in contrast to more conventional forms of advertising. Ads on social media can be more effectively targeted to attract consumers with a higher likelihood of becoming paying consumers. Sponsored social media ads benefit from the accessibility of big data sets, which let companies adjust their tactics in real-time (Alalwan et al., 2017).

Chi (2011) in his study defines social platform marketing as the procedure of establishing a link between businesses and customers, providing a personalized platform and means for user-centric connectivity and social interaction. The tools and tactics utilized for customer communication have changed significantly with the introduction of social media. As a result, companies need to learn how to use social media in their business plans. This is especially true for businesses looking to gain a competitive advantage.

Currently, social platforms have emerged as a vital medium for global connectivity among individuals. They utilize social media platforms to establish connections and exchange information with their friends through conversations. According to Ahmad et al. (2016), social media refers to an interactive and real exchange of ideas and experiences among individuals on a certain topic of shared interest. Their study's main goal was to investigate how social media content may improve a brand's overall health score. The primary objective of sharing information through social media is to create compelling content that will attract a larger number of consumers to interact with the brands. SMCM is crucial for effectively presenting information to customers and attracting their continued engagement with brands. Brand health refers to the assessment made by online audiences on products and companies. It assesses the long-term awareness of the brand, thereby generating brand equity. Several metrics can be used to assess brand health, including time on site, returning customers, social likes, memberships, and rate of bounce. There is a scarcity of research on the influence of SMCM on brand health.

Touchette et al. (2015) described social media as a form of online communication in which two groups; users and web publishers work together to share and curate content, with the added benefit of facilitating user-to-user interaction and group participation. Connecting with others online is, thus, the fundamental purpose of social media. Fifty clothing manufacturers' Facebook pages had 1,443 posts analysed for content between November 28, 2011, and December 25, 2011. The results give light on the social marketing strategy that clothing businesses employ on Facebook. Without a distinct plot or characters, the majority of branded entertainment promoted various products and services through the use of images and

commercials. The most common play theme was “play as frivolity,” which encompasses light-hearted and carefree pursuits. Branded entertainment was used by clothing companies on Facebook in limited forms.

In contrast to traditional marketing strategies, social network marketing demands strategic preparation and concentrated attention in order to build a company's reputation and encourage client loyalty. Customer involvement is linked to social media marketing (Gordhamer). Instead of imposing control, social media marketing emphasizes sincere interaction with consumers in order to highlight the brand's identity. It is always available on a variety of social media sites, such as Facebook, Twitter, blogs, and forums. A strong social media strategy is necessary to stay competitive in today's quickly changing business environment. Businesses use social media experts and consultants to decide on the features and content of their products and interactions on social media platforms in an effort to captivate customers' feelings and ideas and foster brand loyalty.

In the last few years, social media's potential as a tool to aid businesses' marketing efforts has come to light, particularly in the areas of consumer engagement, CRM, and two-way communication (Filo et al., 2015). In addition, their research findings indicate that social platform research in sport management is consistent with service-dominant logic and showcases the function of social media in fostering relationships among companies and individuals. Engagement and participation are essential for fostering these partnerships.

The aim of Erdoğan and Cicek (2012) research is to investigate the impact of social network marketing on customer brand loyalty, as this topic is gaining significant interest from both marketing scholars and professionals. The study focuses on consumers in Turkey who follow at least one company on social media. Data was acquired by administering a structured questionnaire to a sample of 338 individuals. The data was then analysed using progressive multiple regression analysis. The study's findings indicate that client brand loyalty is positively influenced by several factors: (1) the presence of beneficial campaigns, (2) the availability of appropriate content, (3) the provision of popular content, and (4) the

presence of the brand on various websites and social media apps. These findings were obtained using the SPSS 17.0 version. Consumers have a preference for sharing music, technology-related, and humorous content on social media networks. According to their findings, this study can be regarded as ground-breaking in this emerging field of marketing and suggests multiple strategies for professionals to examine.

Okazaki and Taylor (2013) argued that national governing bodies can strategically use social media to facilitate two-way contact between enterprises and consumers, hence increasing customer engagement with the organizations' branding. This would be besides to the capacity of social media to provide content in various formats, including visual, verbal, or a combination of textual, graphical, and vocal elements. The three primary theoretical viewpoints “networking capability, image transferability, and personal extensibility” mentioned offer significant possibilities for gaining a deeper comprehension of the pros and cons of social media usage for advertising. Additionally, they are valuable for highlighting significant research deficiencies that require future attention.

The growing impact of social media on the travel industry has drawn a lot of attention from researchers. Social media significantly affects many aspects of tourism, especially when it comes to data search and decision-making practices as well as the application of successful customer engagement tactics. Across various contexts, companies have sought to leverage social media in multiple facets of their client interactions, including simplifying information discovery, promoting communication, and enhancing customers' purchasing behaviour (Zeng & Gerritsen, 2014). This article carries out a widespread literature evaluation to determine the existing knowledge on the impact of social media on tourism. It also proposes a research agenda for future studies on this subject. The paper posits that the investigation of social media in the context of tourism is currently in its early stages. It is imperative to promote thorough research on the influence and effects of social media on all facets of the tourism sector, especially local communities, and to showcase the financial benefit of social media to the industry.

In order to enhance their brand identity and marketing success, organizations have established a number of interactive techniques and procedures (Leeflang et al., 2014; Schultz & Peltier, 2013). In reality, a lot of effort and money has been poured into this sector in the hopes of attracting more clients, either in terms of engagement or online customer relationships. According to (Alalwan et al., 2017), nearly all businesses (93%) throughout the globe have included these cutting-edge platforms and technologies into their customer service and communication strategies.

According to Shankar et al. (2011), social network has developed beyond its original intent of helping people interact with their loved ones on a personal level. Today, it functions as a platform where consumers can learn more about the companies they like and the products they sell. These platforms are being used by marketers and retailers as an extra way to interact with consumers and provide a unique purchasing experience. The development of powerful search engines, advanced mobile devices and interfaces, platforms for interpersonal communication, and online social networks, among other technological advancements, has increased marketers' ability to contact with customers through new channels. A relatively new idea that has created a new avenue of interaction for the interactions between companies and consumers is shopper marketing. The strategic planning and execution of marketing campaigns that influence a consumer at every stage of the purchasing process from the initial impulse to shop to the actual purchase, consumption, repeat business, and even referrals to others is known as shopper marketing.

Typically, social media has garnered significant interest from both professionals and scholars who seek to understand the effective adoption and implementation of such platforms (Sanderson, 2014). This is because it is necessary to acquire a deeper understanding of the key prerequisites for effectively implementing this technology, and to evaluate the feasibility of funding these kinds of applications.

In this regard, Hutchins (2014) strongly emphasized the significance of investigating the influence of social media across many industries in order to

enhance our understanding of crucial social media concerns. Hutchins contends that the newness of Twitter is not a valid reason for examining only a small portion of tweets. Future research should investigate Twitter's position as a business and give more attention to the process of commodification when collecting data from Twitter output. Firstly, it is contended that Twitter is most suitably regarded as the subject of investigation, rather than the central focus. Its significance lies in its role as a valuable source of understanding the changes occurring in media and technology markets. The essay concludes by urging sport media academics to expand their scope by actively involving themselves in research on the sociocultural settings and effects of new digital media beyond the realm of sports.

Pedersen (2014) both emphasized the significance of addressing the issues associated with using social media platforms. They highlighted the creative nature of social media advancements and the fact that research in this area is still in its early, exploratory stage. Consequently, they called for more interest and understanding in this field.

Although there have been many studies on social media and its use in different fields, Subagja et al. (2022) argued in a recent review research that a theoretical model that includes the important dimensions that can either positively or negatively affect the successful implementation of social media strategies is still needed.

It is worth noting that most social media research were conducted in the marketing field (Dwivedi et al., 2015). Researchers that have thought about the problems with social media marketing have tested and covered several constructions with worthwhile characteristics. There have been a variety of approaches used by researchers in their pursuit of knowledge in this field. As a result, the authors of this study saw the necessity to survey and analyse the existing literature on social media marketing. In this way, we can better understand the most crucial points made and pinpoint where our attention is best spent. They describe social media marketing as a reciprocal conversation between consumers/audiences and businesses/products/services. This conversation aims to initiate a transparent communication about promotional information, enabling mutual learning and

benefiting all parties involved. Spiller and Tuten (2015) defined the purpose of utilizing social media platforms, channels, and software as the creation, communication, delivery, and exchange of valuable offerings for an organization's stakeholders.

In the past few years, social media has emerged as a crucial digital platform for brands and advertisers seeking to connect with their audiences. Influencer marketing can be seen as a component of marketing communication initiatives, with social media playing a crucial role in its execution. In a very competitive industry, influencer marketing provides organizations and businesses with alternative means to engage with customers (Evans et al., 2017). Influencer marketing leverages the influence of individuals or influential people to increase brand awareness and affect customer' purchasing decisions (Khamis et al., 2017). It is additionally described as the act of promoting or endorsing a good or company on social media platforms through the use of influencers (De Veirman et al., 2017). Influencer marketing refers to the strategic practice of a brand identifying and engaging individuals who possess substantial influence over its intended audience. The brand then collaborates with these influencers to promote its products or services, ultimately aiming to boost sales and increase brand visibility. Influencer marketing is a form of marketing that emphasizes the use of word-of-mouth promotion within a social context and the establishment of relationships (Sudha & Sheena, 2017). Influencer marketing is a prevailing trend that involves forming alliances with important individuals to enhance the visibility of brands on social media platforms. Digital word-of-mouth marketing employs senior executives or influencers to effectively convey a brand's message to consumers and impact their purchasing behaviours (Vrontis et al., 2021).

Wells (2011) suggests that social media can be used to establish direct contact and communicate with other individuals, leading to genuine relationships. The purpose of utilizing social media technology, ways, and software is to generate, communicate, distribute, and trade products that have significance to the stakeholders of a company.

Effective marketing and promotion strategies result in increased client base, financial gain, and long-term success for the company, as demonstrated by Manzoor et al. (2020). This study used primary data and a quantitative methodology. There were 250 persons in the sample, and the data came from Faisalabad. Two hundred and ninety of the 250 questionnaires are deemed usable. The results show that consumers' intentions to make a purchase are significantly impacted by trust and social media influence. Data analysis shows that social media marketing, as opposed to trust, has a greater influence on purchase intentions through social networking sites. Therefore, enhancing the quality of a website increases customer confidence. As a result, trust has a big impact on consumers' intentions to purchase in e-commerce.

Zulqurnain et al. (2016) assess how social media affects consumers' perceptions related to product purchases and decision-making. Apart from social media marketing, they also assess the efficacy of direct and promotional marketing. A 97% response rate was obtained from the 145 responses to the 152 questionnaires that were distributed to college students. Multiple linear regression analysis is used to analyse the impact of social media marketing on consumer opinion, and five Likert scales make up the assessment tool used to gauge student feedback. The idea that social media significantly affects how consumers view it was validated by the study. Additionally, the ANOVA table showed a strong and favourable correlation between consumer perception and social media marketing. It is true that social media has a measurable impact on how customers perceive a brand. But it's crucial to recognize that door-to-door advertising and marketing also have an impact on how customers perceive a brand.

Although social media has revolutionized the field of marketing, it also presents multiple challenges. Effectively handling the continuous influx of updates, inquiries, and comments necessitates the presence of specialized staff, even when chatbots are used. Notwithstanding these difficulties, the advantages of social media, such as immediate interaction, enhanced advertising, and cost-efficiency, render it a powerful instrument for enterprises of any magnitude. Ultimately, social media has had a profound impact on the field of marketing. It has transformed the way

businesses engage with their audiences and generated unparalleled possibilities for global partnerships. The era of unilateral communication has come to an end, being replaced by immediate interaction facilitated by a bidirectional communication mechanism offered by social media. Social media marketing has equalized the competitive landscape, rendering it cost-effective and attainable for enterprises of any magnitude. Nevertheless, effectively handling the changing environment of social media demands adjustment and may require the proficiency of a social media professional. Although there are difficulties, social media continues to be a potent instrument for fostering consumer loyalty, engaging with audiences, and maintaining competitiveness in a rapidly changing marketing landscape.



## **Chapter 3**

### **Methodology**

The actual implementation and execution of a research study is the subject of research methodology. In particular, it concerns the researcher's systematic planning of an inquiry to ensure precise and reliable results that address the study questions, hypothesis, and objectives (Ørngreen & Levinsen, 2017).

The primary objective of a research methodology is to demonstrate the rationale behind a particular research technique, while also providing justification for the chosen data gathering methods, strategies for analysis, and other crucial aspects of the study. It encompasses the precise data to be obtained and its origins, together with the techniques for gathering and analysing the data. An effective research methodology will provide a clear and logical explanation of the planned actions and their underlying rationale, whereas an inadequate methodology may result in a chaotic or haphazard approach (Pandey & Pandey, 2021).

The researcher should be ready to provide an explanation in this area if they want to employ an innovative technique to the research. This study includes the selection of certain data to be gathered, its sources, and the techniques to be used for data gathering and analysis. The technique is essential for determining a study's credibility and ensuring that reliable results are produced (Goundar, 2012). Furthermore, it provides a thorough framework that aids in maintaining focus, resulting in a more structured, effective, and manageable research process.

#### **3.1 Research Design**

The research design consists on study's research approach, philosophy used and time horizon. A research philosophy is the guiding principles from which their study is carried out. Ontology and epistemology are the usual lenses through which it is examined. In this context, ontology denotes the veracity and understanding of the information's existence, while epistemology denotes the legitimacy of the

information needed for the inquiry and the means by which it can be acquired (Kant, 2014). Two philosophical positions are commonly employed in academic research: interpretivism, which claims that every observer has a distinct viewpoint on the world, and positivism, which maintains that knowledge exists independently of the subject of study. Accordingly, positivist research typically produces testing phenomena, while interpretivist research tends to be more qualitative and less scientific in nature (Alharahsheh & Pius, 2020). This methodology is using a positivist philosophical approach.

This study uses a drawn research method. Developing specific research questions or hypotheses based on a review of the researcher of the body of existing literature is the first step in cutting technology. Research questions are then systematically investigated to detect the projection in different contexts. However, the inductive method of evidence begins by the researcher to create a new principle.

We are collecting primary data in order to address our planned study questions (Benitez-Correa et al., 2019). Deductive approach is a methodical procedure for evaluating theories, in which researchers put forward hypotheses or questions and subsequently verify them through empirical evidence and data collection. The research process commences with the formulation of a particular research questions or hypothesis that the researcher intends to investigate. This idea is based on preexisting information or literature in the topic (Pandey, 2019).

This study is quantitative in nature since it makes use of a deductive research strategy. Three distinct kinds of research investigations exist. There are a variety of research designs from which to choose; some are more difficult than others. Choosing the appropriate tool is analogous to this. Every method has advantages and disadvantages. Researchers can delve deeply into qualitative research with quantitative research allowing them to crunch numbers and draw larger conclusions. When qualitative and quantitative techniques are combined, the result is mixed-methods research (Baškarada & Koronios, 2018). The fundamental objective of this research approach is to provide objective data that can be represented numerically and analyzed statistically. This approach allows the researcher greater leeway in

determining how to collect data while simultaneously keeping him more objective relative to the experiment.

Time horizon denotes the duration of the study. Research designs can be either “cross-sectional” or “longitudinal”, depending on the duration of the study. When data is collected for a single moment in time, like in most surveys, “cross-sectional” data is employed. Alternatively, data collection for a certain variable that are accessible over a number of years, quarters, months, or even days are referred to as “longitudinal data” (Klomek et al., 2010). A cross-sectional study can compare multiple samples at the same time, which is a crucial feature. As data is being collected single time for this study, it is employing cross-sectional approach.

### **3.2 Procedures And Data Collection**

The plan for the study is then expected to be developed by the researcher. According to the research onion model, strategies could include surveys, action research, focus groups, experimental studies, action research, case study research, or a thorough literature analysis. The particular data required for the study and the investigation's intended goal determine which approach is best.

Data is being collected through the use of a survey. The process begins with designing a survey questionnaire and distributing it to prospective participants. One special method for obtaining information from a large population is surveying. The capacity of surveys to accurately and efficiently represent a sizable population is one of their main advantages. The data collected provides a more accurate depiction of the general features of the society under study because of the often large number of survey respondents (Goodfellow, 2023). Additionally, a survey questionnaire yields information on the specific actions and data of the respondents. By observing the activities of respondents, it is feasible to get a precise understanding of their preferences. This is precisely the method that companies like “Google” does on a large scale to ascertain the most efficient methods for individuals to engage with their services.

This survey poll has a total of 158 participants. These study participants are active users of social media and also make regular purchases from digital platforms and company websites. The questionnaire is being developed digitally on “Google Forms” and shared with study participants through mail and social media accounts.

The research instrument utilized is a structured questionnaire that is divided into two parts: demographic questions and study variable questions (Aghimien et al., 2018). A 5-point likert scale was utilized to assess the significance of the identified factors and measures; 5 indicates strongly disagree, 4 disagree, 3 neutral, 2 agree, and 1 strongly agree. The reliability of the instrument was determined by checking the Cronbach alpha values, which tend to 1 for an instrument with a high degree of reliability (Bujang et al., 2018).

### **3.3 Data Analysis Method**

An integral part of any research project is data analysis. The process of compiling acquired data is known as data analysis. Analyzing information gathered using logical and analytical techniques to find trends, correlations, or patterns is known as data interpretation. A wide variety of methods and techniques have been used in the field of social science statistical analysis. A regression analysis can be used to ascertain the effect of one variable on another, and a correlation coefficient can be used to try to find relationships between two variables. Statistical software tools like PLS, SPSS, and AMOS are frequently used to analyze mediating and moderating factors (Ong & Puteh, 2017). Every approach and instrument have advantages and disadvantages. SPSS is a valuable tool for doing data screening, generating descriptive statistics, creating graphs, and more. Smart-PLS may be utilized to evaluate the validity (convergent and discriminant) and dependability. In this research, the experimenter utilized primary sources of information.

Data analysis is being done using the SPSS application. SPSS provides extremely dependable responses with a low probability of errors. Additionally, data can be exported in multiple formats, making sharing and using it in other software programs simple (Chen & Xiao, 2012).

### **3.4 Ethical Considerations And Limitations**

At first, the true identities and addresses of survey participants will be securely protected and kept confidential from any anyone. Integrity in the procedures, data, and conclusions is a vital ethical component in research. Data or findings are deemed manufactured when they are purposely contrived or concocted, whereas results are deemed falsified when they are actively manipulated or tampered with. There will be no tampering or modification of the results. To maintain compliance with ethical standards, researchers must deliberately suspend their own preconceived notions and cultural beliefs during a study to prevent any bias or prejudice. The research will endeavor to eradicate any signs of prejudice and sustain my concentration. Moreover, all data and results will be kept under password in my personal computer, while data will be removed after 1 year of completion of my degree to protect it from reusage. The major limitation is that access to comprehensive user data is frequently limited as a result of privacy rules, such as the “General Data Protection Regulation” (GDPR). This constraint can impede the capacity to collect complete information, particularly about how people engage with marketing content. Different demographic groups do not utilize social media in the same manner. Data collection can be biased if specific age groups, geographies, or other segments are not well represented, resulting in samples that do not accurately represent the population.

## Chapter 4

### Findings

The thoughts of 158 participants regarding the impact of social media on marketing are comprehensively summarized in this chapter. The first stage is to examine the demographic data of the respondents, including their age, gender, and educational attainment, using descriptive statistics. These statistics provide a basic understanding of the sample's demographic distribution, which is useful for interpreting the study's findings and contextualizing them within the framework of social media marketing.

#### 4.1 Descriptive Statistics

- Frequency Distributions:
  - Frequency Distribution for Gender:

Table 1

*Gender Distribution*

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	57	36.1%	36.1%	36.1%
Female	101	63.9%	63.9%	100%
Total	158	100%	100%	

SPSS was used to analyse the descriptive statistics for the variable gender. There were 158 responders in the sample, and no information was missing. According to the gender distribution, 36.1% of the respondents were men ( $n = 57$ ), and 63.9% of the respondents were women ( $n = 101$ ).

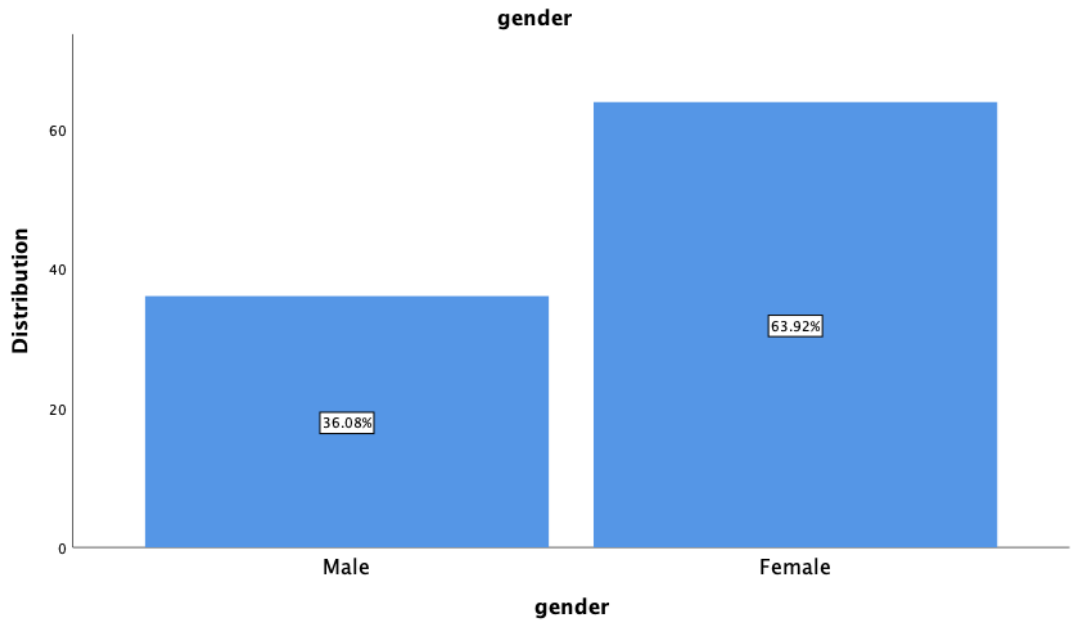


Figure 1. Gender distribution.

○ Frequency Distribution for Age Band:

Table 2

Age Band Distribution

Age Band	Frequency	Percent	Valid Percent	Cumulative Percent
20-30	130	82.3%	82.3	82.3%
31-40	28	17.7%	17.7	100.0%
Total	158	100%	100%	

The sample's age distribution shows that 82.3% of the respondents are in the 20–30 age range, which is a significant concentration. This suggests that younger adults' attitudes and actions are primarily reflected in the study. A possible age-related bias in the sample is indicated by the smaller percentage of respondents (17.7%) in the 31–40 age range. To guarantee wider generalizability of the findings, future studies could benefit from a more uniformly dispersed sample across various age groups.

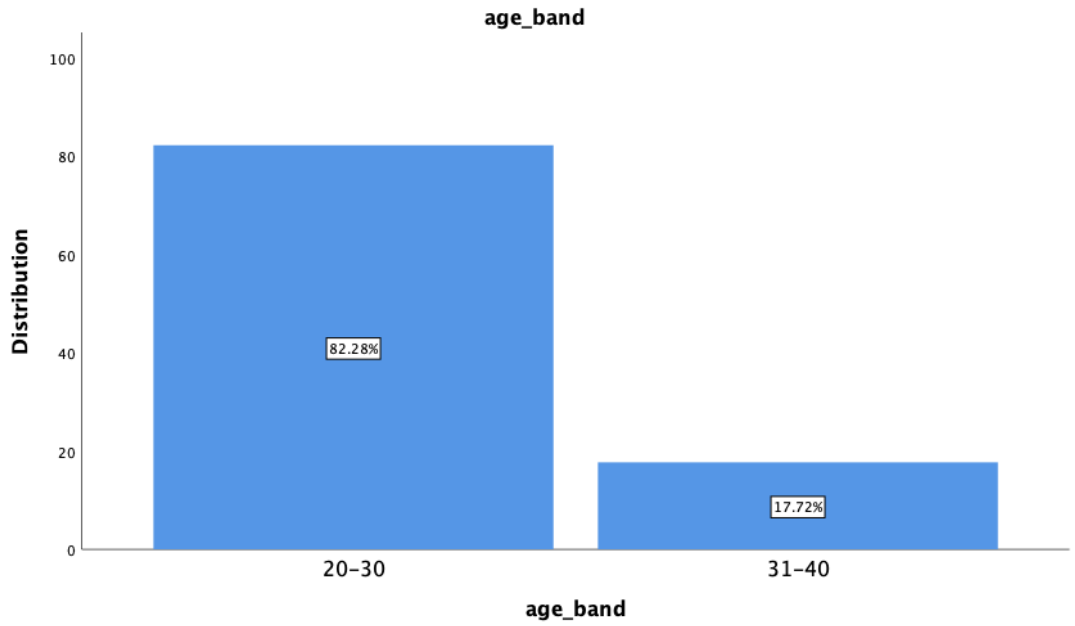


Figure 2. Age band distribution.

○ Frequency Distribution for Education Level:

Table 3

*Education Level Distribution*

<b>Education Level</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Intermediate	17	10.8%	10.8%	10.8
Bachelor's	70	44.3%	44.3%	55.1
Master's	49	31.0%	31.0%	86.1
Ph.D.	22	13.9%	13.9%	100.0
Total	158	100%	100%	

With 89.2% of respondents having a bachelor's or master's degree, the sample's education level distribution shows a notable concentration of respondents with advanced degrees. This implies that the outcomes of the study might be especially applicable to people with comparatively high levels of education. At 10.8%, the percentage of responders with intermediate education is significantly lower. These results emphasize the significance of taking educational background into account,

given the possible impact of educational attainment on opinions on social media marketing. In order to effectively capture a wide range of viewpoints, future research may strive for a fairer distribution of educational levels.

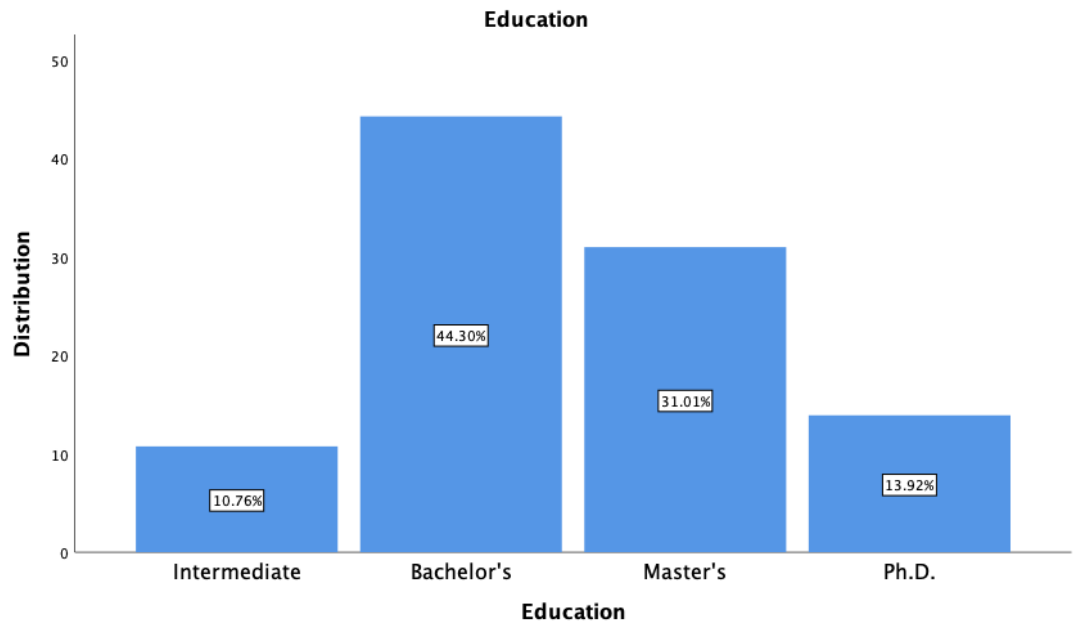


Figure 3. Education level distribution.

The frequency distributions and descriptive statistics offer important details about the characteristics of the study participants.

Table 4

*Likert Scale Distributions*

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
SMM1	158	1.94	0.746
SMM2	158	1.89	0.826
SMM3	158	2.02	0.863
SMM4	158	1.68	0.734
SMM5	158	2.09	0.693
SMM6	158	1.95	0.764
SMM7	158	1.88	0.793
SMM8	158	2.04	0.909
SMM9	158	1.99	0.798

An analysis of survey responses using a Likert scale provides important information about how respondents view social media's function in marketing. Assuming a scale where lower values indicate stronger agreement, all items produced mean scores below 2.10, suggesting a general trend of agreement with the claims.

Social media is seen as a useful tool for engaging customers. The statement with the highest mean (SMM5:  $M = 2.09$ ,  $SD = 0.693$ ), for example, is still close to the lower end of the scale, indicating that generally speaking, respondents think social media platforms are helpful for brand interactions. Nonetheless, SMM4 has the strongest agreement ( $M = 1.68$ ,  $SD = 0.734$ ), highlighting the broad agreement that social media has become essential to contemporary marketing tactics. Respondents' strong agreement that social media provide accurate product information (SMM2:  $M = 1.89$ ,  $SD = 0.826$ ) and that websites and emails efficiently convey product facts (SMM1:  $M = 1.94$ ,  $SD = 0.746$ ) further demonstrates their trust in digital platforms. All of these results highlight how trustworthy internet resources are thought to be for finding products.

Social media has a vital impact on customer behaviour as well. In line with general e-commerce trends, respondents believed that digital advertising influences consumers' decisions to buy (SMM7:  $M = 1.88$ ,  $SD = 0.793$ ) and supported social media as a medium for transactions (SMM6:  $M = 1.95$ ,  $SD = 0.764$ ). Statements on niche behaviours, such as using mobile ads to display creativity (SMM9:  $M = 1.99$ ,  $SD = 0.798$ ) or spending time on social media because of interest in fashion trends (SMM8:  $M = 2.04$ ,  $SD = 0.909$ ), however, showed somewhat higher means and more variability. This implies that different people have different motivations for following trends or expressing themselves on social media.

All things considered, the research consistently shows how important social media is to marketing and customer behaviour. The respondents' dependence on digital channels for brand interaction, product research, and purchases is highlighted by the low mean scores for all items. The general trend supports the dominance of

digital channels in forming contemporary consumer experiences, notwithstanding some variances, such as slightly lower agreement for niche behaviours.

## 4.2 Reliability Analysis

Table 5

### *Cronbach's Alpha Analysis*

Measure	Value
Cronbach's Alpha	0.767
Number of Items	9

It explores the validity and dependability of the data by performing a reliability analysis with Cronbach's Alpha. The SMM scales have a Cronbach's Alpha of 0.767. A Cronbach's Alpha value above 0.70 in reliability analysis is typically regarded as acceptable, showing strong internal consistency between the items. The correlation coefficient of 0.767 indicates that the items on the Social Media Marketing scales have a reasonable degree of correlation and assess the same underlying construct. This degree of dependability shows how well the scale measures attitudes toward social media marketing.

- T-test:
  - T-test for SMM Effectiveness by Gender Group:

Table 6

### *T-test Analysis of SMM Questions for Gender Groups*

Item	Mean (Male)	Mean (Female)	t	df	Sig. (2-tailed)	Mean Difference	95% CI (Lower)	95% CI (Upper)	CI
SMM1	1.95	1.93	0.135	156	0.893	0.017	-0.228	0.262	
SMM2	1.95	1.86	0.627	156	0.532	0.086	-0.185	0.357	
SMM3	2.12	1.96	1.137	156	0.257	0.162	-0.12	0.445	
SMM4	1.68	1.67	0.09	156	0.929	0.011	-0.23	0.252	

SMM5	2.19	2.03	1.186	156	0.238	0.163	-0.109	0.435
SMM6	2.02	1.91	0.842	156	0.401	0.107	-0.144	0.357
Table 6 (Cont.d)								
SMM7	1.96	1.83	1.014	156	0.312	0.133	-0.126	0.393
SMM8	2.26	1.91	2.373	156	0.019	0.352	0.059	0.645
SMM9	1.96	2.0	-0.27	156	0.792	-0.035	-0.297	0.227

In the majority of social media marketing-related areas, the data showed no statistically significant differences between male and female respondents. In particular, there were no discernible gender differences in the belief that social media innovates advertising strategies ( $t(156) = 1.137, p = 0.257$ ), the enthusiasm for finding product descriptions on electronic platforms ( $t(156) = 0.135, p = 0.893$ ), or the perception that social media provides accurate product and service knowledge ( $t(156) = 0.627, p = 0.532$ ). The belief that social media marketing is crucial for contemporary businesses, brand interactions on social media, preference for buying and selling on social media, and the impact of social media marketing on purchasing decisions did not differ significantly either ( $p > 0.05$  for all items).

The quantity of time spent on social media, however, was found to be strongly influenced by interest in fashion trends ( $t(156) = 2.373, p = 0.019$ ). Males ( $M = 2.26$ ) reported a significantly higher mean score than females ( $M = 1.91$ ), with a mean difference of 0.352 (95% CI [0.059, 0.645]). This study found that men are more likely than women to use social media to stay up to date with the latest fashion trends.

Lastly, the propensity of men and women to use mobile advertising texts to show their peers that they are creative was not significantly different ( $t(156) = -0.27, p = 0.792$ ).

With one noteworthy exception—males indicated a higher propensity to spend time on social media in order to follow fashion trends—the results generally imply that men and female customers have comparable opinions on social media

marketing. Marketers looking to target various demographic groups with their social media strategy may find this information useful.

- T-test for SMM Effectiveness by Age Groups:

Table 7

*T-test Analysis of SMM Questions for Age Groups*

<b>Item</b>	<b>Mean (20- 30)</b>	<b>Mean (31-40)</b>	<b>t</b>	<b>df</b>	<b>Sig. (2- tailed)</b>	<b>Mean Difference</b>	<b>95% CI (Lower)</b>	<b>95% CI (Upper)</b>	<b>CI</b>
SMM1	1.89	2.14	-1.620	156	0.107	-0.251	-0.556	0.055	
SMM2	1.88	1.93	-0.255	156	0.799	-0.044	-0.385	0.297	
SMM3	2.07	1.79	1.584	156	0.115	0.284	-0.070	0.637	
SMM4	1.68	1.68	-0.011	156	0.991	-0.002	-0.305	0.301	
SMM5	2.08	2.14	-0.379	156	0.705	-0.066	-0.409	0.278	
SMM6	1.91	2.14	-1.483	156	0.140	-0.235	-0.548	0.078	
SMM7	1.87	1.93	-0.358	156	0.721	-0.059	-0.387	0.268	
SMM8	2.04	2.04	0.014	156	0.988	0.003	-0.373	0.378	
SMM9	1.99	1.96	0.168	156	0.867	0.028	-0.301	0.357	

For every social platform marketing component examined, the outcomes showed no statistically significant differences among the two age groups ( $p > 0.05$  for all items). In particular, there were no appreciable changes in either the view that social network innovates advertising techniques, the enthusiasm for obtaining product descriptions on electronic platforms, or the perception of digital platform media as a source of accurate product and service knowledge. Similar findings were made regarding the belief that social network marketing is crucial for contemporary companies, the level of satisfaction with brand interactions on social platform, and the inclination to use social network as a platform for purchasing and selling.

Additionally, there were no notable variations in the amount of time spent on social network as a result of interest in fashion trends, the degree to which social

platform marketing influences purchasing decisions, or the propensity to use mobile advertising messages to show peers that one is innovative.

There were some mean differences, but they were not statistically significant. For example, younger respondents expressed a somewhat lower enthusiasm for obtaining product descriptions on electronic platforms and a slightly lower preference for using social platform for both purchasing and selling.

Overall, the findings show that consumers' perceptions of social network marketing are not significantly influenced by age within the investigated group. Respondents of both ages expressed similar views about the value of social media for advertising, brand engagement, and purchasing decisions. These results imply that social platform marketing strategies may be effective across a range of age groups without requiring major age-based adjustments.

- ANOVA test:
  - ANOVA Results for SMM Effectiveness by Educational Attainment Group:

Table 8

*ANOVA Analysis of SMM Questions for Education Levels*

	<b>Variable</b>	<b>Sum of Squares</b>	<b>df</b>	<b>F</b>	<b>Sig.</b>
SMM1	Between Groups	.047	3	.027	.994
	Within Groups	87.321	154		
	Total	87.367	157		
SMM2	Between Groups	4.387	3	2.191	.091
	Within Groups	102.784	154		
	Total	107.171	157		
SMM3	Between Groups	.872	3	.386	.763
	Within Groups	116.071	154		
	Total	116.943	157		
SMM4	Between Groups	.509	3	.311	.817
	Within Groups	84.029	154		

	Total	84.538	157		
	Between Groups	1.573	3	.754	.522
	Within Groups	107.186	154		
	Total	108.759	157		
Table 8 (Cont.d)					
	Between Groups	.355	3	.200	.897
SMM6	Within Groups	91.240	154		
	Total	91.595	157		
	Between Groups	1.580	3	.835	.476
SMM7	Within Groups	97.135	154		
	Total	98.715	157		
	Between Groups	3.022	3	1.224	.303
SMM8	Within Groups	126.751	154		
	Total	129.772	157		
	Between Groups	.358	3	.185	.907
SMM9	Within Groups	99.616	154		
	Total	99.975	157		

Education level does not significantly affect perceptions of the majority of social media marketing (SMM) variables, according to the results of the ANOVA research used to assess the efficacy of various SMM components across different educational levels. The findings show that there is no statistically significant difference between the education groups for SMM1 ( $F(3, 154) = 0.027, p = 0.994$ ). The remarkably high p-value indicates that participants' perceptions of this facet of social media marketing are unaffected by their educational level.

Although the p-value for SMM2 ( $F(3, 154) = 2.191, p = 0.091$ ) is somewhat higher than the usual cut-off of 0.05, suggesting no significant differences, this variable might merit additional investigation because of its comparatively low p-value in comparison to others. There is no significant difference for SMM3 ( $F(3, 154) = 0.386, p = 0.763$ ), indicating that views of this aspect are not influenced by educational attainment.

No significant difference is also seen in the study for SMM4 ( $F(3, 154) = 0.311, p = 0.817$ ), with a high p-value suggesting stable opinions across educational levels. Similarly, there is no significant difference for SMM5 ( $F(3, 154) = 0.754, p =$

0.522), indicating that perceptions of this marketing component are not significantly influenced by education level.

There is no significant difference, according to the SMM6 data ( $F(3, 154) = 0.200, p = 0.897$ ). The strong p-value suggests that education level has no bearing on this variable. There is no discernible difference for SMM7 ( $F(3, 154) = 0.835, p = 0.476$ ), indicating that perceptions are consistent across educational levels.

Additionally, there is no discernible difference in the SMM8 results ( $F(3, 154) = 1.224, p = 0.303$ ), suggesting that educational background has no bearing on this component of social media marketing. Finally, the analysis shows no significant difference for SMM9 ( $F(3, 154) = 0.185, p = 0.907$ ), with the high p-value indicating that perceptions of this factor are not influenced by education level.

Ultimately, the ANOVA results show that the perceived efficacy of the social media marketing parameters examined is not significantly impacted by educational attainment. With p-values significantly over the 0.05 cut-off, all variables (SMM1 through SMM9) produced non-significant results. These results imply that impressions of social platform marketing are not significantly influenced by educational background.

### 4.3 Correlation Analysis

Table 9

*Correlation Analysis*

		SMM 1	SMM 2	SMM 3	SMM 4	SMM 5	SMM 6	SMM 7	SMM 8	SMM 9
SMM 1	Pearson Correlation	1	.402**	.229**	.067	.194*	.028	.256**	.041	.063
	Sig. (2-tailed)		.000	.004	.402	.015	.728	.001	.608	.433
	N	158	158	158	158	158	158	158	158	158

SMM 2	Pearson Correlation	.402**	1	.324**	.310**	.375**	.223**	.398**	.294**	.278**
	Sig. (2-tailed)	.000		.000	.000	.000	.005	.000	.000	.000
	N	158	158	158	158	158	158	158	158	158

Table 9 (Cont.d)

SMM 3	Pearson Correlation	.229**	.324**	1	.151	.397**	.224**	.199*	.332**	.250**
	Sig. (2-tailed)	.004	.000		.059	.000	.005	.012	.000	.002
	N	158	158	158	158	158	158	158	158	158
SMM 4	Pearson Correlation	.067	.310**	.151	1	.224**	.175*	.152	.209**	.069
	Sig. (2-tailed)	.402	.000	.059		.005	.028	.057	.008	.388
	N	158	158	158	158	158	158	158	158	158
SMM 5	Pearson Correlation	.194*	.375**	.397**	.224**	1	.278**	.412**	.391**	.299**
	Sig. (2-tailed)	.015	.000	.000	.005		.000	.000	.000	.000
	N	158	158	158	158	158	158	158	158	158
SMM 6	Pearson Correlation	.028	.223**	.224**	.175*	.278**	1	.400**	.361**	.218**
	Sig. (2-tailed)	.728	.005	.005	.028	.000		.000	.000	.006
	N	158	158	158	158	158	158	158	158	158
SMM 7	Pearson Correlation	.256**	.398**	.199*	.152	.412**	.400**	1	.439**	.410**
	Sig. (2-tailed)	.001	.000	.012	.057	.000	.000		.000	.000
	N	158	158	158	158	158	158	158	158	158
SMM 8	Pearson Correlation	.041	.294**	.332**	.209**	.391**	.361**	.439**	1	.413**

	Sig. (2-tailed)	.608	.000	.000	.008	.000	.000	.000	.000
	N	158	158	158	158	158	158	158	158
SMM 9	Pearson Correlation	.063	.278**	.250**	.069	.299**	.218**	.410**	.413**
Table 9 (Cont.d)									
	Sig. (2-tailed)	.433	.000	.002	.388	.000	.006	.000	.000
	N	158	158	158	158	158	158	158	158
**. Correlation is significant at the 0.01 level (2-tailed).									
*. Correlation is significant at the 0.05 level (2-tailed).									

The correlation analysis looks at the connections between various facets of customer behaviour and social platform marketing. The findings show noteworthy correlations between a number of variables, offering valuable information about how people see and interact with social media platforms for advertising.

A positive relationship is present among the view that social media offers accurate and appropriate information about goods and services and the desire to locate product descriptions on electronic platforms (such websites and email) ( $r = .402$ ,  $p < .001$ ). This implies that those who actively look for product descriptions online also have a tendency to believe what they read on social media. Those who actively research products online are more likely to be influenced by marketing efforts on social media platforms, as evidenced by the significant correlation between enthusiasm for finding product descriptions and the belief that social media marketing influences purchasing decisions ( $r = .256$ ,  $p = .001$ ).

The perception that social media innovates advertising methods ( $r = .324$ ,  $p < .001$ ), the belief that social media marketing is crucial for modern businesses ( $r = .310$ ,  $p < .001$ ), and overall satisfaction with interacting with brands on social media ( $r = .375$ ,  $p < .001$ ) are all significantly correlated with the belief that social media provides accurate information about products and services. This suggests that when consumers perceive social media as a reliable source of information, they view it as an effective tool for marketing and brand connection. Furthermore, those who think social media is a trustworthy source of information are more likely to prefer using

these platforms for buying and selling ( $r = .223$ ,  $p = .005$ ) and to think that social media marketing affects their purchasing decisions ( $r = .398$ ,  $p < .001$ ).

The perception that social media innovates advertising methods is positively associated with satisfaction in brand interactions ( $r = .397$ ,  $p < .001$ ), a preference for conducting transactions through social media ( $r = .224$ ,  $p = .005$ ), and a tendency to be influenced by social media marketing when making purchases ( $r = .199$ ,  $p = .012$ ). These findings suggest that individuals who recognize the innovative nature of social media advertising are more engaged with brands and open to using these platforms for commercial activities.

A preference for making purchases via social media ( $r = .175$ ,  $p = .028$ ) and satisfaction with brand interactions ( $r = .224$ ,  $p = .005$ ) are positively connected with the idea that social media marketing is crucial for contemporary firms. This suggests that people who understand the value of social media marketing also interact with brands on these channels in a more favourable way. Though respondents acknowledge social media's role in business strategies, it may not have a direct impact on their own purchasing behaviours, as evidenced by the lack of statistical significance in the correlation between this belief and the influence of social media marketing on purchasing decisions ( $r = .152$ ,  $p = .057$ ).

Many factors, such as the perception that social media offers accurate product information ( $r = .375$ ,  $p < .001$ ), the identification of creative advertising tactics ( $r = .397$ ,  $p < .001$ ), and the impact of social media marketing on buying decisions ( $r = .412$ ,  $p < .001$ ), exhibit positive correlations with satisfaction with brand interactions on social media. This implies that customers are more likely to believe the information offered and be swayed by marketing initiatives when they are pleased with brand interaction on social media.

The preference for buying and selling on social media is strongly linked to perceptions of brand interactions ( $r = .278$ ,  $p < .001$ ) and the impact of social media marketing on purchasing decisions ( $r = .400$ ,  $p < .001$ ). Additionally, there is a strong correlation between this desire and increased social media usage and interest in

fashion trends ( $r = .361$ ,  $p < .001$ ), highlighting the impact of social media on customer lives and purchase behaviours.

The influence of social media marketing on purchasing decisions is positively connected with a preference for buying and selling on social media ( $r = .400$ ,  $p < .001$ ), satisfaction with brand interactions ( $r = .412$ ,  $p < .001$ ), and spending time on social media due to interest in fashion trends ( $r = .439$ ,  $p < .001$ ). These links imply that social media marketing is quite effective in influencing consumer behaviour, especially among users who actively engage with brands and are interested in trends.

There is a significant correlation between spending time on social media to follow fashion trends and a number of factors, such as preference for conducting transactions through social media ( $r = .361$ ,  $p < .001$ ), satisfaction with brand interactions ( $r = .391$ ,  $p < .001$ ), and using mobile advertising to show friends that you are innovative ( $r = .413$ ,  $p < .001$ ). This implies that people who are very interested in fashion-related social media content are also likely to be open to digital marketing tactics.

Last but not least, the belief that using mobile advertising helps demonstrate innovativeness to friends is positively correlated with a preference for buying and selling on social media ( $r = .218$ ,  $p = .006$ ), satisfaction in brand interactions ( $r = .299$ ,  $p < .001$ ), and the influence of social media marketing on purchasing decisions ( $r = .410$ ,  $p < .001$ ). These findings suggest that mobile advertising is important for social media marketing, particularly for users who wish to project an innovative image through their online personas.

Overall, the results indicate that brand engagement, openness to digital transactions, and receptivity to advertising messages are significantly influenced by trust in social media as a trustworthy source of product knowledge. Furthermore, how satisfied customers are with brand interactions has a big impact on how they behave while making purchases. The findings support social media marketing's position as a vital part of contemporary corporate strategy by highlighting its increasing significance in influencing consumer attitudes and behaviour.

#### 4.4 Exploratory Factor Analysis (EFA)

An integral part of any research project is data analysis. The process of compiling acquired data is known as data analysis. Analysing information gathered using logical and analytical techniques to find trends, correlations, or patterns is known as data interpretation.

- Communalities:

Table 10

##### *Communalities*

Item	Initial	Extraction
SMM1	.224	.422
SMM2	.366	.520
SMM3	.253	.245
SMM4	.133	.106
SMM5	.324	.381
SMM6	.227	.266
SMM7	.408	.444
SMM8	.357	.530
SMM9	.263	.308

- Total Variance Explained:

Table 11

##### *Total Variance Explained*

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	3.210	35.663	35.663	2.605	28.947	28.947	2.445
2	1.190	13.225	48.888	.618	6.868	35.815	1.722

3	.971	10.786	59.674
4	.841	9.348	69.021
5	.758	8.421	77.443
6	.608	6.754	84.197
Table 11 (Cont.d)			
7	.529	5.883	90.080
8	.480	5.335	95.415
9	.413	4.585	100.000

- Pattern Matrix:

Table 12

*Pattern Matrix*

<b>Item</b>	<b>Component 1</b>	<b>Component 2</b>
SMM1	-.207	.734
SMM2	.200	.596
SMM3	.332	.232
SMM4	.208	.165
SMM5	.490	.198
SMM6	.553	-.078
SMM7	.565	.165
SMM8	.799	-.159
SMM9	.577	-.045

The impact of several facets of social media marketing on overall marketing efficacy is investigated by exploratory factor analysis (EFA). Communalities show how effectively the components that were retrieved account for each item. While lower values indicate weaker links, higher communalities show greater associations with the underlying components. The detected factors, for instance, adequately describe the degree to which people spend time on social media because they are interested in fashion trends (.530) and believe that social media offers accurate information about products and services (.520). On the other hand, the belief that social media marketing is crucial for contemporary companies (.106) has a low communality, indicating that it could not be consistent with the fundamental aspects found in this research.

According to the overall variance explained by the elements that were extracted, there are two key characteristics that best describe social media's impact on marketing. The total variance explanation is 48.89%, with the first factor accounting for 35.66% and the second for 13.23% of the variance. Following rotation, 28.95% of the variance can be explained by the first factor and 6.87% by the second. These outcomes suggest that social platform's impact on marketing is multifaceted, with each dimension reflecting unique facets of social platform's role in enhancing marketing efficacy.

Two essential elements that sum up social network's influence on marketing are revealed by the pattern matrix. The strategic effectiveness of social media marketing appears to be represented by the first factor, which includes strong loadings from items like enthusiasm for finding product descriptions on electronic platforms (.734), the belief that social media provides accurate knowledge of products and services (.596), and spending time on social media because of interest in fashion trends (.799). This component most certainly has to do with social media platforms' capacity to captivate audiences, offer useful product details, and sway their interest in marketing content.

Strong loadings from items like the desire to purchase and sell on social media (.553), the impact of social network marketing on decisions to buy (.565), and using mobile advertising to show friends that you are creative (.577) make up the second component. The tactical and operational facets of social platform marketing, such as direct customer interaction, digital transactions, and the interactive nature of mobile advertising, appear to be captured by this component.

According to the two-factor structure, social media's function in marketing may be comprehended from both an operational and a strategic standpoint. The first dimension emphasizes how social media platforms use consumer trust and content distribution to effectively engage audiences and support marketing goals. The actual application of marketing tactics, such as social commerce, advertising innovation, and customer interactions, is the focus of the second component.

To sum up, this EFA's results offer insightful observations into the complex ways that social network affects marketing. The elements that have been discovered highlight social media's strategic importance in consumer interaction as well as the operational procedures that support successful marketing campaigns. Businesses can improve audience reach, engagement, and overall marketing efficacy by identifying these elements and honing their social media marketing tactics.



## Chapter 5

### Discussions and Conclusions

#### 5.1 Conclusion

In the last few years, social network has emerged as a multifaceted marketing instrument for promoting businesses' products and activities, while also providing a platform for engaging and interacting with consumers (Chuah et al., 2020). The conclusions of the statistical analysis carried out in this investigation on the influence of social platform on marketing are summarized in this chapter.

With 82.3% of respondents being between the ages of 20 and 30 and 75.2% having at least a bachelor's degree, the descriptive statistics showed that the sample was primarily youthful and well-educated. Given their stated frequent use of social media, these demographics imply that younger and better educated people participate significantly in social media activities. Based on the research, social network marketing is now a crucial part of contemporary corporate strategy (Mean = 4.32, SD = 0.734). Additionally, respondents (Mean = 4.11, SD = 0.826) concurred that social media innovates the manner that goods and services are promoted. These results highlight social media's strategic value in fostering operational integration and marketing innovation.

Social media has a considerable impact on buying decisions, according to the analysis, which found that respondents agreed with this statement (Mean = 4.12, SD = 0.793). This suggests that social network marketing successfully shapes customer behaviour, making social network marketing a useful strategy for influencing purchasing decisions.

Regarding enthusiasm for finding product descriptions on social media ( $F(2, 155) = 1.023, p = 0.362$ ) and opinions of the efficacy of SMM in advertising ( $F(2, 155) = 1.024, p = 0.362$ ), the ANOVA tests showed no statistically significant differences between genders. These findings imply that social media marketing is

equally appealing to male and female consumers, enabling techniques to be applied globally without the need for gender-specific modifications.

The majority of measures did not reveal statistically significant differences between age groups, including the belief that social media is a cutting-edge advertising tool ( $F(3, 154) = 1.611, p = 0.189$ ), even though younger respondents (the ones among the ages of 20 and 30) generally reported the highest levels of engagement with social media content. This implies that social network marketing is generally acceptable across age groups, even though younger populations are more active users.

## **5.2 Findings Reliability**

Good internal consistency among the survey items was indicated by the reliability analysis's Cronbach's Alpha of 0.767. This gives the study's conclusions more legitimacy and confirms that the constructs it measured were sound and consistent.

## **5.3 Practical Implications**

Given social media's proven ability to increase customer involvement and impact purchasing decisions, the results imply that companies ought to make it a top priority in their marketing plans. Additionally, because respondents overwhelmingly felt that it is crucial for marketing success, businesses should concentrate on producing creative and captivating advertising material. Furthermore, as impressions of social media marketing did not significantly differ by gender or age, it is imperative to implement inclusive methods that appeal to a wide range of people.

## **5.4 Theoretical Implications**

This exploration adds credence to the study by highlighting social media's revolutionary role in contemporary marketing. The results support theories like the Social Exchange Theory, which highlights the mutually beneficial relationship

between brands and consumers, and the Diffusion of Innovation, which highlights the quick spread of marketing concepts via social media platforms.

### **5.5 Research Limitations And Future Directions**

A homogeneous, large sample is one of the study drawbacks, even though it offers insightful information. This could limit how far the results can be applied. Future studies could look into:

- Broader demographic categories to better comprehend the different impacts of social network.
- Longitudinal studies to capture changes in consumer behaviour over time.
- How new social media technologies and platforms will influence marketing tactics in the future.

A possible age-related bias in the sample is indicated by the smaller percentage of respondents (17.7%) in the 31–40 age range. To guarantee wider generalizability of the findings, future studies could benefit from a more uniformly dispersed sample across various age groups.

This research concludes that social platform has a significant and quantifiable impact on marketing by affecting consumer engagement, attitudes, and purchase decisions. These results emphasize how important it is for companies to take vantage of social network's potential in order to stay competitive in a market that is becoming more and more digital.

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