Impact if Social Media Marketing on Customer Brand Preference

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ABSTRACT

This dissertation subject looks at how customer behavior is impacted by social media marketing. The rapid proliferation of social media platforms and their increasing popularity among users and businesses have made it imperative for marketers to comprehend the impact of social media marketing on customer behavior. This study aims to investigate the impact of several aspects of social media marketing, including influencers, advertising, content, and engagement, on consumer attitudes, purchase intentions, and brand loyalty. This research attempts to provide helpful insights regarding the effectiveness of marketing.

CHAPTER 1
INTRODUCTION

The growth of social media platforms and how they affect marketing. Social media platforms have brought about a significant shift in the way businesses engage with their customers, market their products, and communicate. The earliest examples of social media may be found in the early 2000s, when websites such as Friendster and MySpace rose to prominence in the online social networking space. By letting users create accounts, communicate with friends, and share material, these systems set the foundation for later social media platforms.

Facebook was founded in 2004 with a focus on college students before reaching a worldwide audience. Facebook opened up chances for businesses to develop brand pages and offered tools like news feeds, which let users read changes from their connections in real time.

Other social media sites with distinct user bases and attributes surfaced after Facebook's success. Twitter became well-known for its real-time updates and interaction due to its microblogging structure. Originally designed as a photo-sharing website, Instagram soon acquired popularity and drew users in with its eye-catching content and influencer culture. While LinkedIn became the most popular professional networking site, YouTube became the preferred venue for video content.

A type of digital marketing known as social media marketing (SMM) makes use of social media sites to advertise goods, services, or brands. Generating and disseminating content that captivates the intended audience, stimulates user interaction, and eventually propels brand recognition and client acquisition is the main objective of social media marketing.

Over the past ten years, there has been a significant increase in the use of social media sites like Facebook, Instagram, and WhatsApp. Popular firms utilise these platforms to promote their goods, and people use them to connect with one another. Thanks to social networking sites, social activities have moved from the physical world into the virtual one. People may now communicate and share information because messages are sent in real time. Consequently, businesses view social media platforms as essential

resources for thriving in the digital economy. Social media marketing (SMM) is the practice of using social media to advertise products or events in an effort to draw in online customers.

1.2 Research Problem

In spite of social media platforms' quick development and broad use for marketing, it's important to comprehend the precise effects of social media marketing on consumer behaviour.Even though social media marketing has grown in popularity as a way for companies to interact with their target market, establish their brand, and advertise their goods, there is still a dearth of thorough information about how these campaigns affect customer behaviour.

The gap in the current literature and the need for empirical study to determine the precise effects of social media marketing on customer attitudes, purchase intentions, and brand loyalty are highlighted by this research problem. The study aims to provide insights into the correlation between consumer behaviour and social media marketing by tackling this research challenge.

1. **Limited knowledge of how social media marketing affects consumer attitudes:** Despite the fact that companies spend a lot of money on social media marketing, little is known about how these campaigns affect consumers' attitudes and perceptions of brands and goods. Businesses must comprehend how social media marketing affects consumer attitudes in order to customise their messaging, content, and interaction methods in a way that will favourably affect consumer perceptions.

2. **Inadequate investigation of the influence of social media marketing on purchase intentions**: Social media platforms provide a range of advertising and promotional strategies, but it is unclear how much of these efforts actually influence decision-making and purchase intentions. Businesses must look into how social media marketing affects consumers' intents to make purchases in order to maximise their marketing efforts and increase conversion rates.

3. **Constrained analysis of the connection between brand loyalty and social media marketing:** Establishing enduring relationships with consumers is one of businesses' main goals, and social media marketing can help achieve this. Further research is necessary to determine the precise nature of the relationship between customer brand loyalty and social media marketing initiatives. *Knowing how social media marketing affects brand loyalty can help companies create tactics that increase client advocacy and loyalty.

CHAPTER 2
LITERATURE REVIEW
1. **Social media marketing's evolution**
Social networking sites like LinkedIn, Twitter, Instagram, and Facebook have changed the way traditional marketing techniques are used. Businesses are using these platforms to distribute content, engage in real-time customer interaction, and increase brand awareness (Kumar & Mirchandani, 2012).
2. **Conceptual Structures:**
The investigation of social media marketing and its influence on brand preference is supported by a number of theoretical frameworks. Consumer attitudes and behaviours about social media platforms have been studied using the Technology Acceptance Model (TAM) and the Theory of Reasoned Action (TRA) (Rauniar et al., 2014). Furthermore, according to the Social Identity Theory, people often identify with brands that are a reflection of who they are, and social media gives people a way to do this (Hajli, 2014).

3. Social Media's Effect on Brand Preference:

Consumer views and brand preferences are greatly influenced by social media marketing initiatives, such as content development, influencer partnerships, and user-generated content (Hanna et al., 2011). Interactive campaigns and interesting content on social media platforms improve brand memory and have a good effect on consumers' perceptions of brands (Phan et al., 2020).

4. Reputation and Trust:

Consumer brand preferences on social media are greatly influenced by factors such as trust and credibility. Consumers are more likely to trust brands that are authentic and transparent in social media marketing campaigns, which increases brand preference and loyalty (Hajli, 2015).

5. Brand Experience and Consumer Engagement:

According to Hollebeek, Glynn, and Brodie (2014), social media enables meaningful engagement and brand experiences by facilitating two-way conversation between brands and customers. Companies that actively interact with consumers on social media networks foster sentimental bonds that impact consumers' preferences for their brands and their propensity to make purchases (Kim & Ko, 2012).

6. Measuring Indicators:

The impact of social media marketing efforts on brand preference is measured using a variety of indicators, including likes, shares, comments, and sentiment analysis (Kaplan & Haenlein, 2010). To obtain a more thorough understanding of consumer views, experts stress the significance of taking into account qualitative elements such customer feedback and brand sentiment (Chang & Chen, 2014).

CHAPTER 3
RESEARCH METHODOLOGY
Research Objective:

1. **How consumer attitudes and opinions of brands and products might be influenced by social media marketing initiatives.**

Understanding how social media marketing, including content production, ad campaigns, and engagement methods, affects consumer attitudes and perceptions is the goal of this purpose. Its goal is to investigate how these marketing initiatives affect consumers' attitudes, beliefs, and general impressions of products and brands.

2. **Examine how social media marketing affects consumers' decision-making and purchase intentions.**

This goal looks at how social media marketing affects consumers' decision-making and purchasing intentions. It entails determining how much social media marketing initiatives—such as posting product information, running promotions, and incorporating social proof—affect consumers' propensity to buy as well as the variables influencing

3. **Examine the connection between customer brand loyalty and social media marketing.**

Examining the connection between social media marketing and customer brand loyalty is the main goal of this project. It entails examining the relationship between consumer loyalty to brands and social media marketing initiatives such customer relationship building, brand engagement, and loyalty programmes. The goal is to comprehend how social media marketing fosters advocacy and long-term brand devotion.

3.1 DESIGN OF RESEARCH

- Selected Information Sources: Primary data collection was used by the researcher.
- Research, searches, and questionnaires are used to get data from primary sources.

3.2 INFORMATION COLLECTION

The investigator gathered data via the

- official websites; • survey; • investigation & analysis.

36 people in total responded.

Number of Women: 21

Number of Men: 14

3.3 THE STUDY'S NATURE

The researcher's work was done on an inferential and descriptive project.

Qualitative and Quantitative

A mixed-methods study examining how social media marketing affects customers' preferences for brands In order to comprehend the relationship between social media activities and customer behaviour, both quantitative and qualitative data about the effects of media marketing would be gathered and analysed. Here are some uses for each:

Quantitative Study: This type of research focuses on gathering information to gauge customer behaviour related to social media marketing. Large samples and structured surveys or questions are usually used in this. A few from a quantitative investigation are as follows:

- **Research Design:** Selecting an appropriate research design, such as cross-sectional or longitudinal, is essential for examining the relationship between consumer behaviour and social media marketing.
- **Sampling:** It's critical to choose a representative sample of participants from the intended audience. To get meaningful results, make sure the sample size is statistically significant.
- **Survey Development:** Creating a structured questionnaire with inquiries about customer attitudes, purchase intentions, brand loyalty, social media usage, and exposure to social media marketing, among other pertinent factors. It is essential to use measurement methods and validated scales to guarantee the validity and reliability of the results.
- **Data Collection:** Conduct in-person interviews or use online tools to distribute the survey to the chosen sample. Maintaining data integrity requires following appropriate data collecting processes.
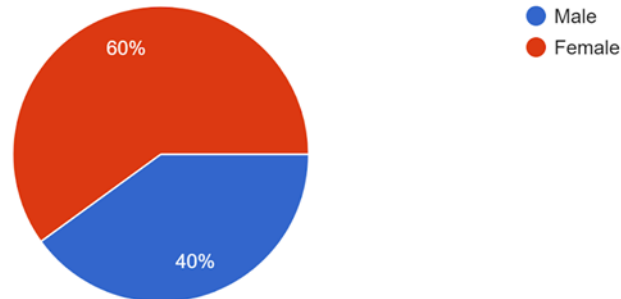
CHAPTER 4
RESEARCH ANALYSIS

The questions posed to the candidates and their responses to verify The Impact of Social Media Marketing on Consumer Behaviour serve as a summary of the research analysis conducted for this paper. The queries are listed in the section below.
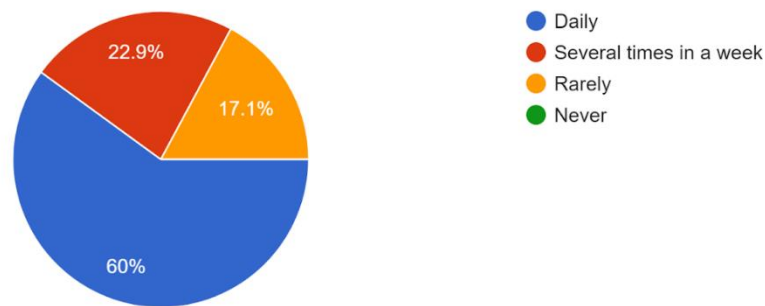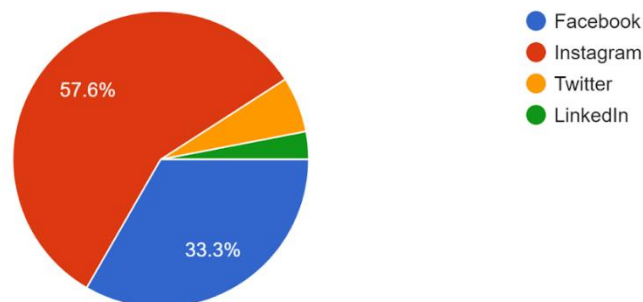

Age
35 responses

- 18-24
- 25-34
- 35-60
- 61+

37.1% / 31.4% / 25.7%
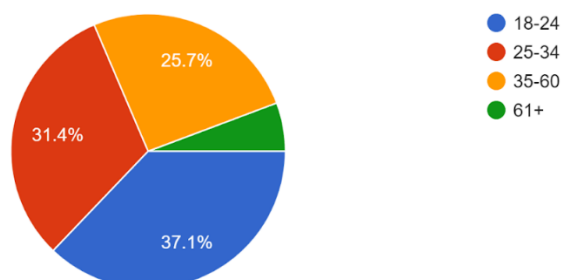
Gender

35 responses

Male
Female

60%

40%

How often do you use social media platforms?

35 responses

Daily
Several times in a week
Rarely
Never

22.9%

17.1%

60%

Which social media platforms do you use regularly?

33 responses

Facebook
Instagram
Twitter
LinkedIn

57.6%

33.3%

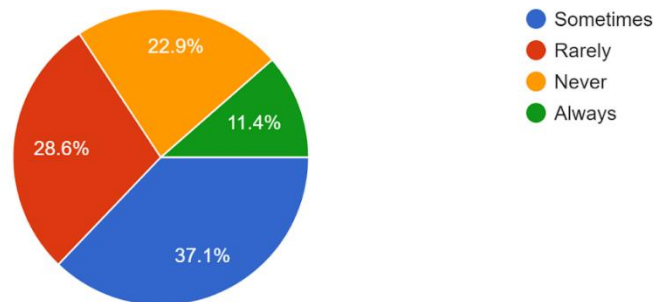Have you ever purchased a product or service based on an advertisement you saw on social media?
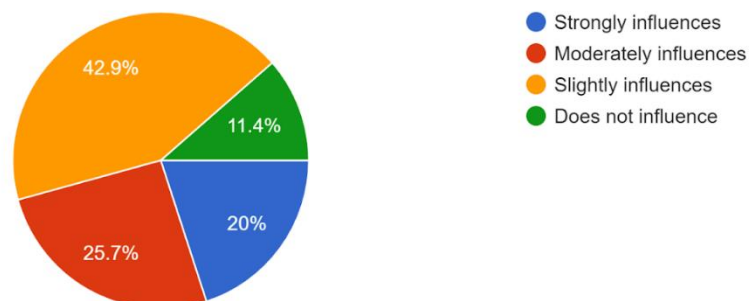35 responses

- Yes
- No

48.6%
51.4%
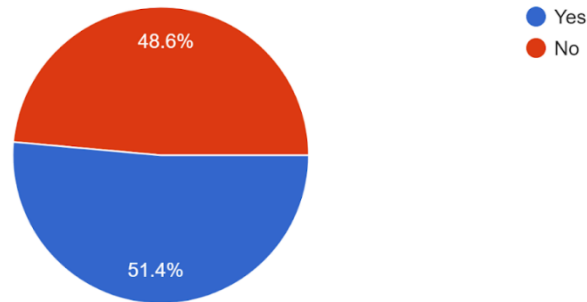
How often do you engage with branded content on social media? (e.g., liking, sharing, commenting)
35 responses

- Sometimes
- Rarely
- Never
- Always

22.9%
28.6%
11.4%
37.1%

To what extent do you believe social media marketing influences your perception of a brand?
35 responses

- Strongly influences
- Moderately influences
- Slightly influences
- Does not influence

42.9%
11.4%
20%
25.7%

How likely are you to choose a brand that actively engages with consumers on social media?
35 responses

- Very Likely
- Likely
- Nutral
- Unlikely
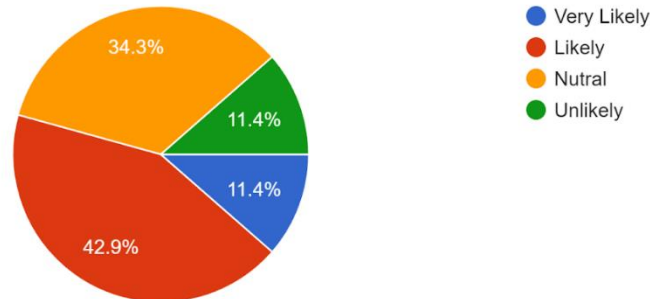
Do you think social media presence enhances or diminishes a brand's credibility?
35 responses

- Enhance
- No Impact
- Diminishes
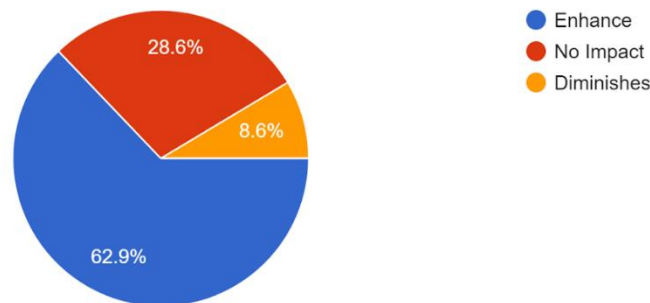
CHAPTER 5
CONCLUSION AND REFERENCE
Conclusion

This dynamic subject is further illuminated by the dissertation project on the effect of social media marketing on customer brand preference. After a thorough examination of both quantitative and qualitative data, the project concluded that social media marketing largely had a positive effect on customer behaviour. The study's participants exhibited favourable attitudes towards social media marketing initiatives, suggesting that these efforts had an impact on their attitudes, perceptions, and buying decisions about various companies and items. Furthermore, it was shown that social media marketing significantly contributes to the rise in customer brand loyalty.

The results emphasise the significance of a number of components in social media marketing, including user-generated content, influencer endorsements, and direct customer interaction. These elements were found to have an impact on how consumers behave and how brands interact, trust, and are authentic. Businesses must respond to the minority of participants who voiced unfavourable opinions in order to ensure that their social media marketing methods are relevant, ethical, and transparent.

All things considered, this dissertation study adds to the body of information already known in the field and offers useful business consequences. It emphasises how important social media marketing is as a means of interacting with customers, swaying their decisions, and fostering enduring bonds between brands and customers. Businesses may effectively position themselves in the digital landscape and drive significant consumer engagement, loyalty, and ultimately commercial success by understanding and utilising the positive effects of social media marketing.

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