

Effect of Social Media Marketing on Marketing Campaigns

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Abstract

Rapid revolution in technology has brought changes in the business landscape. Companies are now laying more emphasis on social media platforms to reach across boundaries. There is a great shift in the marketing structure where products are purchased online through influence of social media campaigns. It has helped in satisfying the needs of the users and providing lot of scope for businesses to display their products effectively. Each business firm be it from startups to big organizations they see digital platforms as an invaluable tool to showcase their brand. It is considered as the most cost-effective advertising strategy by the companies. It requires minimal investment and time but the yield received is very huge. The platforms are now widely used for branding and selling of products to a huge population. It helps the companies to establish a connect with their potential customers and build a strong network. The paper shows how social media marketing is effective on marketing campaigns focusing on how businesses can amplify brand visibility and the influence on consumer behaviour. The findings suggest that well-executed social media campaigns can significantly enhance marketing efforts, driving traffic to websites and increasing overall sales.

Keywords: Social Media Marketing, Brands, Users, Business, Campaigns, Platforms

Introduction

In the recent years, digital platforms has taken over the traditional promoting way of products. It has revolutionized the landscape of marketing by opening way for businesses to build their brand and connect with their customers. It has various appearances through platforms like Youtube, facebook, instagram and linked in etc and has become a major part of our lives. Whether it is related to business or not, social media enables to connect with one and another in any part of the world.

The digital media platforms help companies to get data about their customers & enable them to take wise decisions. From the consumers end, Social media marketing has great effect on consumer behaviour dramatically and as a result people now depend more on social media to purchase their requirements.

To reach the right set of prospective customers, social media paves acts as a guideline for businesses and helps to reach them through

marketing campaigns. Before the introduction of technology, traditional marketing methods such as Tv, newspapers, pamphlets etc were used by the companies to campaign their products. But these were not so effective to promote their brands and posed difficulties to capture the customer base.

The digital technology has helped companies to promote their brands through various campaigns using these social media platforms. Understanding these nuances of social media marketing and knowing what medium to reach the correct audience will lead the company to reach great heights.

The background of the research is to analyze the effect of social media marketing on marketing campaigns. Traditional marketing methods are now outdated as consumers prefer personalized experiences from the brand they purchase. Marketers need be updated with the current trends so as to maintain their customer base by leveraging this platforms efficiently, ensuring customer engagement and in still brand loyalty in a well versed digital landscape.

Review of Literature

Chahat Chopra & Sachin Gupta (2020)

The author has found that social media has lot of great influence on customer satisfaction & in their purchasing decisions. In every stage of availing a product or service social media has a major part. It helps companies to promote their brands and get wider reach which in turn paves way for lead generation and sales increase. So, it can be concluded that social media marketing is an e-word of mouth that helps to get a wider reach. The data of past customers on such platforms affect the decision making process of prospective customers.

Md. Ali Hasan MBA (student) & Dr. Bhuvaneshwari. G MBA {professor} (2021): In this study the author founded that social media marketing affect the final decision of the consumer and predict the relationship among various customer behaviour. It insists that customer liked products through data analysis & technology. The research was conducted for three months (January 2021-march 2021). It was witnessed that social media is required for modern business. Thus, it will help businesses to utilize a lot of new opportunities and delve into the challenges to solve its problem and create a good image on the minds of customers.

Astha Gupta (2024): The author founded that social media has a significant influence on the purchasing power of consumers and users rely on recommendations, influencers and social proof. Businesses leverage social media to enhance their reach, brand building and reputation management driving tangible business outcomes. The study was conducted among various age groups to understand their perspectives. It was inferred that opportunities for innovation and differentiation are abound as business leverage data analytics, emerging technologies and creative strategies to engage their target audiences.

Amiya Bhaumik (2024) The inside findings tells that firms can significantly be benefited from various digital marketing strategies including SEO (Search engine optimization), SEM (Search engine marketing), content marketing, influence marketing etc. These are increasingly prevalent in advancing technological landscape. It also suggest that these platforms used by a company's target market is crucial for ensuring the success of online marketing efforts. Big organizations find social media as a strategic instrument by hiring a specialized person to look after their digital page. As a whole, social media serves as a fundamental component of an organization's marketing strategy.

Prakash Singh (2024) It was found by the author that customer trust and perceived value businesses can advance their social media marketing strategy and promote themselves globally. It helps them to attract new customers and retain existing customers through their digital presence. By keeping the challenges in mind businesses can improvise and execute their strategies so that they are not forgotten.

Research Objectives

1. To know the relationship between social media marketing campaigns and customer behaviour.
2. To evaluate the role of social media platforms in influencing customer buying pattern
3. To analyse the consumers decision making and the factors that lead to an increase in social media marketing.

Research Methodology

This section explains about the techniques used in conducting the research. The study uses a quantitative approach to understand &analyse the effect of social media marketing on marketing campaigns and how it has created a change in customer behaviour. Here the structured questionnaire was used in collecting primary data from the respondents from an online survey.

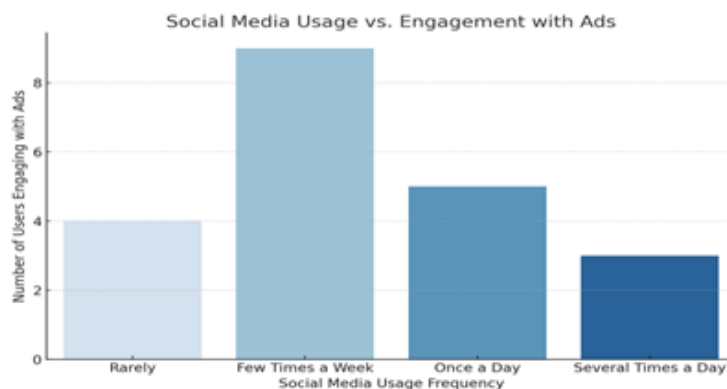
The data analysis was done using statistical tools to know the relationship between social media marketing & customers decision making pattern. This study has utilized a non- probability sampling method specifically convenience sampling to collect responses from people who use social media in their daily lives. It involves diverse demographics such as students, working professionals and home makers.

Analysis and Interpretation

Demographic analysis

Category	Key observation
Age distribution	Major of respondents were between in age group of 18 and 25 years comprising 81% while others were from the age group of above 45 years.
Gender	60% female & 40% male
Industry representation	The majority of the group comprised of students (70%) followed by business owner (15%) and service sector (10%). the remaining are from government sector.

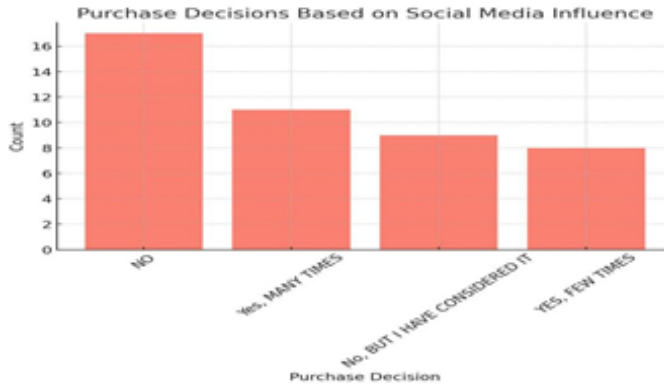
1. Usage of Social Media Platforms Vs. Engagement with Ads



Interpretation

The above graph we can infer that the highest engagement with ads comes from those who use social media several times a day. The Users who rarely use social media have very low engagement with ads. There is a moderate engagement level for those who use social media once a day or a few times a week. This suggests that frequent users of social media are preferring to be engaged with ads, but the relationship is not strongly linear.

Consumers Purchase Decision



Interpretation

From the above graph, we can find that most of the people haven't purchased due to social media influence (80%). There is a sign of purchase of products through influence of social media (12%). A few people have considered to purchase their products (8%) which shows that marketers have to work more on social media campaigns to reach to their customers.

Correlation Analysis

Variables	Usage Frequency	Engagement on Ads	Trust in Brand
Usage Frequency	1.000	0.255	0.512
Engagement with Ads	0.255	1.000	0.535
Trust in Brand	0.512	0.535	1.000

Interpretation

There is weak positive correlation (0.255), meaning people who use social media more often engage slightly more with ads. The moderate correlation (0.535) indicating people who interact with ads tend to trust brands more. Also the moderate positive correlation (0.512) implying that frequent users of social media are more likely to trust brands.

Regression Analysis (Predicting Engagement with Ads)

A) **Dependent Variable:** Engagement with Ads

B) **Independent Variable:** Usage Frequency

Equation: Engagement with Ads = $1.292 + 0.255 \times \text{Usage Frequency}$

Metric	Value
R-squared	0.065
p-value	0.265
Coefficient (Usage Frequency)	0.255
Intercept	1.292

Interpretation

From the above analysis, there is only 6.5% of the variance in engagement with ads is explained by social media usage frequency. The relationship is not statistically significant, (p-value 0.265) meaning usage frequency alone is not a strong predictor of ad engagement.

Hypothesis for the Data Analysis

Null Hypothesis (H_0)

It indicates that there's no significant relationship between social media frequency and engagement with ads (i.e., an increase in social media usage does not lead to higher engagement with advertisements).

Alternate Hypothesis (H_1)

It indicates that there's significant positive relationship between social media frequency and engagement with ads. (i.e., people using social media more frequently are likely to be engaged in advertisements).

Research Gap & Conclusion

Research Gap

While there is an adequate analysis on the short term effect of the social media marketing, there is a lack of study of its long term impact on brand loyalty and customer retention. Researchers often focus on large corporations leaving a gap in understanding how SME'S can effectively leverage this strategy. The effect of this social media marketing on different cultural contexts is under explored. It requires more research analysis to very well understand that how cultural differences can greatly influence the effectiveness of social media campaigns.

Further more, there are still research gaps that need to be addressed to fully understand the long term impacts and cross-platform effectiveness of social media marketing. By continuing to explore these areas and leveraging data-driven insights, businesses can develop more robust and effective marketing strategies. While influencer marketing is a growing trend, there is a limited research on its long term effectiveness and the best practices for selecting influencers.

Limitations

- Social media exposes brands to public scrutiny and negative feed backs can quickly destroy the brand's reputation
- Managing social media account and creating effective and engaging content requires significant time and effort.
- It is difficult to check the ROI of the campaigns exactly.
- There is a lot of concerns regarding data privacy and security which affects users trust
- The digital platforms often gets updated with their algorithms which can have an impact on the visibility & reach of the campaign content.

Conclusion

The influence of the social media platforms is very huge on the businesses and the customers. It has undeniably transformed the landscape of marketing. It offers businesses the ability to enhance brand awareness, personalized customer engagement and access advanced targeting options that were previously unimaginable. Despite these merits, there are certain setbacks like measuring ROI, managing negative feedback and keeping up with algorithm changes.

Existing literature suggests that the social media is an invaluable tool used in marketing campaigns, increasing brand awareness, consumer engagement, and purchase intent. However, success depends on well-planned strategies that consider platform dynamics, consumer preferences, and emerging trends.

Therefore social media marketing when used effectively, fosters growth, customer loyalty and significantly impact the success of marketing campaigns. Businesses must be well aware of the latest trends and be adaptable so that they can sustain in the market with a huge share in the long run.

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