

A STUDY ON “IMPACT OF SOCIAL MEDIA ON MARKETING”
Dr.Chamundeshwari G, Associate Professor Aurora’s Degree & PG college
Gaurav Panwar, BBA Final Year, Aurora’s Degree & PG college

ABSTRACT

Social media refers to the platform that helps the people to socially connect with each other, it has had a great impact on various aspects of people these days, **Marketing** being one of them. This study will basically help us to understand how social media has revolutionised marketing. In this study, the data has been collected majorly from the youth because they are the mass users of these social media platforms. This study will also help us understand the behaviour of consumers towards marketing on social media and also the impact of that marketing on the company. The primary data was collected over a period of 30 days with a sample size of 50 people, using a Questionnaire, and as for the secondary data, it was collected via the data available on the internet regarding its use of marketing on social media platforms. The data collected will be analysed using different statistical tools. The study will help the people to understand the Strengths / Weakness / Opportunities / Threats of using Social Media platforms to Market their goods and services and help them to grow and expand their operations with the help of the same.

Keywords: social media, Marketing, Product, Price, Promotion, Place, and People

Introduction

This study focuses on the impact that “**Social Media**” has had in the development of the field of “**Marketing**”.

As our understanding goes, **Marketing** basically refers to the process of Promotion or sale of goods and services, and the process of marketing depends on 4P’s, they are :

1. Product
2. Price
3. Placement
4. Promotion

Marketing helps businesses to grow and expand their operations. Marketing also helps in the growth of sale of goods and services of the company. The process of marketing also helps in the process of conducting research on a company’s product line or when the company wants to bring in new products in the market.

Marketing not only helps the company but it also helps the consumers by providing information about different ranges of products and its quality that are available in the market. This process of marketing helps the consumers to find the alternatives of the products they are using and helps them to attain better customer service, in doing so it also influences the taste and preferences of the consumers.

Marketing has taken a very huge turn ever since the introduction of Electronic Commerce, the ways of marketing had shifted from its old traditional offline mode to online mode and that is how marketing was bought on the Social Media Platforms.

Social Media refers to the platforms/websites/applications that allows the users to connect to their peers via their platforms. It also allows users to share content as well as their social life. Some of the major social media platforms are:

1. Meta (Formerly known as Facebook)
2. Instagram
3. Twitter
4. YouTube

Social Media was started for people as means to communicate, socialise and share their lives with their friends and family but social media just like every other platform has been revolutionised and have become of more importance rather than just being used for connecting to people.

Social Media has developed and now helps by providing a platform to create, develop and share content made by users. The content can be that of entertainment or informative type or anything that the content creator feels like creating. This had a huge impact on the usage of social media, people started spending longer hours viewing this content, The content creators also had influence on the taste and preference of its viewers and this is where the commercialisation began.

Social Media after becoming a source for entertainment started commercialising its platforms by placing advertisements on the content that was being provided on its platforms and this Advertisement placement had helped both the creators and the Marketing campaign of the company.

Social Media has seen a surge in use of its Marketing tool ever since its implication, the content creators or Influencers (as they are called) are also receiving personal brand deals from certain companies for marketing of their brands in their content. The people would eventually be influenced and check for the company's product and this is how social media became a source of marketing for the companies to reach out to its target audience with campaigns and promotions from influencers or celebrities. It is safe to say that social media has revived the marketing process by providing a cost and time effective way of marketing.

Objectives

1. To study the role of social media in Marketing.
2. To study the Impact of social media on Marketing.

To study the change in taste and preferences of consumers based on Social Media Marketing campaigns.

Scope of the Study

The scope of this study is rather a wide one, because it covers two such aspects which are very vast i.e., Marketing and Social Media. Both marketing and Social Media have a wide range of audience and when both are combined the scope is widened. This study will cover the marketing campaigns of companies on social media and how it affects the growth of the company. This study will also cover the consumer behaviour on these Marketing campaigns to understand the impact of Social media on marketing. The sample size of this study is limited because the users on social media platforms are mostly youth.

Need for study

This study is needed for understanding the role that social media plays in marketing and to analyse its impact on a company's marketing campaign. This study will also help us briefly understand the consumer behaviour towards the marketing campaigns that are on social media. Overall, the study will help us understand how social media has revolutionised marketing.

Research Methodology

The tools and techniques that were used in interpreting the data were tables, graphs, pie charts. These figures have helped in simplifying the primary data collected from the people. The secondary data was directly copied from one of the sources on the internet, so no

tools were used in interpreting the secondary data.

Sample Size

The primary data of this study is collected through google forms among a sample size of approximately 50 people and the secondary data is collected from sources on the internet.

Limitations of the study

This study even though being of a vast scope, has certain limitations as in the time for collection of data was limited and the sample size of the study also became limited because the audience on most of the social media platforms is that of youth. So, the data collected and interpretation are a little biased on the preference of the youth.

Literature Review

Social media has revolutionised the way businesses market their products and services. With the rise of social media, marketing has become more interactive, personalised, and cost-effective. In this literature review, we will examine some of the key concepts, theories, and trends in social media marketing.

Lim and colleagues (2021): The Impact of Social Media Marketing on Consumer Behaviour Social media marketing has a significant impact on consumer behaviour. Research shows that social media can influence purchasing decisions by providing information, recommendations, and social proof. In their study, Lim and colleagues (2021) found that social media marketing positively influences consumer purchase intention, brand awareness, and brand loyalty.

Kim and colleagues (2021): The Role of Social Media Advertising in Marketing. Social media advertising has become an effective tool for businesses to reach their target audience. Social media platforms such as Facebook and

Instagram allow businesses to create targeted ads based on demographics, interests, and behaviours. Research shows that social media advertising can increase brand awareness, engagement, and conversion rates. In their study, Kim and colleagues (2021) found that social media advertising positively influences consumer purchase intention and brand loyalty.

Rizwan and colleagues (2020): The Role of Social Media Influencers in Marketing. Social media influencers have become a popular marketing tool for businesses. Influencers are individuals who have a large following on social media platforms and can influence their audience's purchasing decisions. Research shows that consumers are more likely to trust and follow the recommendations of influencers than traditional advertising. In their study, Rizwan and colleagues (2020) found that social media influencers positively influence consumer purchase behaviour and brand loyalty.

Ahn and colleagues (2018): The Use of Social Media Metrics in Marketing. Social media metrics are used to measure the effectiveness of social media marketing campaigns. Metrics such as engagement rate, reach, and impressions can provide insights into the success of a campaign. Research shows that businesses that use social media metrics in their marketing strategy are more likely to achieve their marketing goals. In their study, Ahn and colleagues (2018) found that social media metrics positively influence marketing performance.

In conclusion, social media has become an essential marketing tool for businesses. Social media marketing can positively influence consumer behaviour, increase brand awareness, and drive sales. Social media influencers, social media metrics, and social media advertising are

some of the key concepts in social media marketing that businesses can leverage to achieve their marketing goals.

Marketing is a key aspect of business strategy that involves creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society as a whole. The following literature review provides an overview of some of the key concepts, trends, and issues in marketing, drawing on a range of sources from academic journals, industry reports, and other publications.

Buttle, F. (2019). Customer Relationship Management

Customer relationship management (CRM) involves managing interactions with customers to build and maintain long-term relationships. CRM systems can help businesses track customer data, analyse customer behaviour, and provide personalised marketing messages and offers.

Kotler, P. and Keller, K. L. (2016). Customer Behaviour and Consumer Insights

Understanding customer behaviour and consumer insights is critical for effective marketing. Key factors that influence customer behaviour include personal factors (such as age, gender, and lifestyle), psychological factors (such as motivation, perception, and learning), and social factors (such as family, culture, and reference groups). By gathering data on customer behaviour and preferences, marketers can develop targeted marketing strategies and product offerings that meet their customers' needs.

Chaffey, D. (2016), Digital Marketing and social media

The rise of digital marketing and social media has transformed the way businesses interact

with customers. Digital marketing involves using digital channels such as websites, social media, and email to reach and engage with customers. Social media platforms such as Facebook, Twitter, and Instagram provide new opportunities for businesses to connect with customers, build brand awareness, and drive sales.

Belz, F. M. and Peattie, S. (2012), Ethics and Social Responsibility in Marketing

Marketing ethics and social responsibility involve considering the impact of marketing activities on society and the environment. This includes issues such as fair pricing, truthful advertising, and sustainable business practices.

Aaker, D. A. (1996), Branding and Positioning

Branding is the process of creating a distinctive name, symbol, or design that identifies and differentiates a product or service from competitors. Positioning involves defining how a product or service is perceived by customers in relation to competitors. Effective branding and positioning can help businesses create a strong brand identity and build customer loyalty.

Social Media Marketing (SSM),

Social media marketing (SMM) has become an increasingly popular way for businesses to connect with their audience and drive sales. In this literature review, we will examine some of the key research on SMM, including its benefits and challenges.

Hootsuite, 2020: in the study, they identified the following benefits of Social media marketing:

A. Increased Brand Awareness

According to a study by Hootsuite, businesses that use social media can increase their brand awareness by up to 89% (Hootsuite, 2020).

This is because social media platforms allow businesses to reach a wider audience and engage with them on a more personal level.

B. Enhanced Customer Engagement

Social media marketing allows businesses to connect with their customers on a more personal level. By responding to comments and messages on social media, businesses can build a stronger relationship with their audience and improve customer satisfaction.

C. Increased Website Traffic

A study by Statista found that social media is a major source of website traffic for businesses. In fact, 63% of marketers say that social media has increased their website traffic (Statista, 2020).

Sprout Social, 2020: in their study, they identified the following challenges of social media marketing:

A. Finding the Right Platform

With so many social media platforms available, it can be difficult for businesses to choose the right one for their audience. According to a study by Hubspot, Facebook and Instagram are the most popular platforms for businesses (Hubspot, 2020).

B. Creating Engaging Content

To be successful on social media, businesses need to create content that is engaging and resonates with their audience. This can be challenging, as the competition for attention on social media is high.

C. Measuring ROI

One of the biggest challenges of social media marketing is measuring its return on investment (ROI). According to a study by Sprout Social, only 23% of marketers feel confident in their ability to measure the ROI of their social media marketing efforts (Sprout Social, 2020).

Impact of social media on Marketing

The Rise of social media:

The emergence of social media has had a significant impact on marketing. The rise of social media has allowed businesses to reach their target audience more efficiently and effectively than traditional marketing methods. Social media has also allowed businesses to create personalized and engaging content that resonates with their audience.

Increased Brand Awareness:

Social media has allowed businesses to increase their brand awareness. Social media platforms have billions of active users, and businesses can leverage this audience to promote their products and services. Social media allows businesses to create content that is shareable and can be easily shared across various social media platforms. This has increased the reach of businesses and has helped them to expand their audience.

Improved Customer Engagement:

Social media has also improved customer engagement. Social media platforms allow businesses to interact with their customers and address their queries and concerns. This has helped businesses to build a strong relationship with their customers and improve customer loyalty. Social media has also enabled businesses to create personalized content that resonates with their customers, improving engagement levels.

Increased Sales:

Social media has also increased sales for businesses. Social media allows businesses to create targeted campaigns that are designed to convert leads into customers. Social media campaigns can be personalized and designed to reach specific target audiences, improving the chances of converting leads into sales. Social

media also allows businesses to track their campaigns' success rates, allowing them to tweak their campaigns to improve their performance.

Cost-Effective Marketing:

Social media has also emerged as a cost-effective marketing channel. Social media platforms are free to use, and businesses can create content without incurring any significant costs. This has allowed small businesses to compete with larger businesses and reach their target audience without breaking the bank. Social media also allows businesses to track their campaigns' performance, enabling them to make informed decisions about their marketing spend.

Challenges of Social Media Marketing:

While social media marketing has numerous benefits, it also has its challenges. One of the main challenges of social media marketing is the ever-changing landscape of social media platforms. Social media platforms are continually updating their algorithms, and businesses need to stay updated to ensure that their content remains visible to their target audience. This requires businesses to invest in resources to stay up-to-date with the latest social media trends and algorithms.

Another challenge is the risk of negative feedback. Social media platforms are open platforms, and anyone can post feedback or comments about a business. Negative feedback can damage a business's reputation and harm its sales. To overcome this challenge, businesses need to be proactive in addressing negative feedback and ensuring that they maintain a positive image on social media platforms.

In conclusion:

Social media has had a significant impact on marketing. Social media has allowed

businesses to reach their target audience more efficiently and effectively than traditional marketing methods. Social media has also allowed businesses to increase their brand awareness, improve customer engagement, increase sales, and reduce marketing costs. While social media marketing has numerous benefits, Overall, social media has emerged as a powerful tool for marketing, which has changed the marketing landscape.

3. Company Profile

The companies for company profiles picked in this study are Instagram and Nike. The companies are selected because of their massive popularity among all the other platforms and companies. Nike has been specifically picked to display its marketing campaigns on social media.

3.1 Instagram

Instagram is a social media platform that allows users to share photos and videos with their followers. The company was founded in 2010 by Kevin Systrom and Mike Krieger and was later acquired by Facebook in 2012. Since then, Instagram has grown to become one of the most popular social media platforms in the world, with over one billion monthly active users as of 2021.

At its core, Instagram is a photo and video sharing platform. Users can create an account and then upload photos and videos to their profile. These posts can be edited with a variety of filters and editing tools, allowing users to customise their content before sharing it with their followers. Users can also add captions to their posts, tag other users, and use hashtags to make their posts more discoverable.

In addition to uploading posts to their profile, users can also share content on Instagram Stories. Stories are short-lived posts that

disappear after 24 hours, and they can be used to share more casual, spontaneous content with followers. Users can add stickers, text, and other elements to their stories to make them more engaging.

Instagram also offers a variety of features for businesses and creators. Business accounts can add a contact button to their profile, making it easy for customers to get in touch. They can also run ads on the platform to reach a wider audience. Creators can use Instagram to showcase their work and build a following, and they can monetize their content through sponsored posts, partnerships, and other collaborations.

One of the keys to Instagram's success has been its focus on visual content. Unlike other social media platforms that prioritise text-based updates, Instagram is all about sharing photos and videos. This has made it a popular platform for artists, photographers, and other creative professionals, as well as for brands and businesses looking to showcase their products and services.

Instagram has also been successful in creating a sense of community among its users. By using hashtags, users can connect with others who share their interests and discover new content. Instagram has also introduced a variety of features to encourage engagement, such as likes, comments, and direct messaging. These features make it easy for users to interact with each other and build relationships.

In recent years, Instagram has continued to innovate and expand its offerings. For example, the platform introduced Instagram Reels in 2020, a feature that allows users to create short, TikTok-style videos. It has also expanded its e-commerce capabilities, allowing businesses to sell products directly through the platform.

Instagram has also introduced a variety of tools to help combat online harassment and protect user privacy.

Despite its success, Instagram has faced criticism in recent years for its impact on mental health and privacy. Some studies have suggested that using social media platforms like Instagram can contribute to feelings of anxiety, depression, and low self-esteem. Additionally, there have been concerns about how Instagram collects and uses user data.

In response to these concerns, Instagram has introduced a variety of features aimed at promoting positive mental health and privacy. For example, it has introduced tools to help users manage their screen time and limit the amount of time they spend on the platform. It has also introduced features to help users filter out negative comments and protect their privacy.

Overall, Instagram has become one of the most popular and influential social media platforms in the world. With its focus on visual content, community building, and engagement, it has created a space where users can connect with each other, showcase their creativity, and build their personal brands. As Instagram continues to innovate and evolve, it will likely remain a key player in the social media landscape for years to come.

3.2 Nike

Nike is a multinational corporation that designs, develops, and sells footwear, apparel, and accessories. The company was founded in 1964 by Bill Bowerman and Phil Knight and is headquartered in Beaverton, Oregon. Nike is one of the world's largest suppliers of athletic shoes and apparel, and it operates in over 190 countries.

At its core, Nike is a brand that is dedicated to innovation and performance. The company's products are designed to help athletes of all levels perform at their best, whether they are competing in professional sports or just trying to stay active. Nike's products are known for their high-quality materials, innovative designs, and attention to detail.

One of the keys to Nike's success has been its focus on marketing and branding. The company has created some of the most iconic ad campaigns in history, featuring athletes like Michael Jordan, LeBron James, and Serena Williams. Nike's marketing efforts have helped to create a strong emotional connection with its customers, and the brand is often associated with qualities like strength, determination, and perseverance.

In addition to its focus on performance and branding, Nike has also been a leader in sustainability and social responsibility. The company has made a commitment to reducing its environmental footprint and has introduced a variety of initiatives to promote sustainable practices. Nike has also been a vocal advocate for social justice and has taken steps to address issues like racial inequality and police brutality.

Nike operates a variety of retail channels, including its own stores, online sales, and partnerships with other retailers. The company's products are sold in a wide range of locations, from high-end fashion boutiques to discount retailers. Nike's products are also popular among consumers of all ages and backgrounds, from professional athletes to casual sports enthusiasts.

One of Nike's most recognizable products is its footwear. The company offers a wide range of athletic shoes, including running shoes, basketball shoes, and training shoes. Nike's

shoes are known for their innovative designs, which incorporate advanced technologies like Flyknit and Air Max. The company also offers a range of apparel and accessories, including athletic wear, sports bras, and backpacks.

Nike has also been a leader in technology and innovation. The company has introduced a variety of cutting-edge technologies to its products, such as Nike Flywire, which provides lightweight support, and Nike Zoom Air, which offers responsive cushioning. Nike has also introduced a variety of digital tools to help athletes track their progress and improve their performance, such as the Nike Training Club app and the Nike Run Club app.

Despite its success, Nike has faced criticism in recent years for issues like labour practices and ethical sourcing. The company has been accused of using sweatshops and exploiting workers in countries like China and Vietnam. Additionally, there have been concerns about the environmental impact of Nike's manufacturing processes.

In response to these concerns, Nike has introduced a variety of initiatives aimed at promoting ethical practices and sustainability. The company has made a commitment to using sustainable materials and has introduced a variety of programs to reduce waste and energy use. Nike has also introduced a variety of initiatives to promote diversity and inclusion, such as its Black History Month collections and its partnerships with LGBTQ+ organisations.

Overall, Nike is one of the most successful and influential companies in the world. With its focus on innovation, performance, and branding, it has created a brand that is synonymous with athletic excellence and determination. As Nike continues to innovate and evolve, it will likely remain a leader in the

athletic footwear and apparel industry for years to come.

Data Analysis and Interpretation

The study shows that the male respondents were around 68% and female 32%. Hence it can be interpreted that the majority of the respondents are male.

From the study it can be seen that half of the respondents were between the age of 18-22 and the least number of respondents were of 25+ years of age. Stating that most of the users on the social media platforms are of age 18-22 and the study will be a little biased according to their preference.

From the study it can be seen that 31.5% of the users use 3 platforms, whereas the same 24.1% of users use 1 and 4 or more platforms and only 20.4% use 2 platforms.

Hence it can be interpreted that most of the users use 3 social media platforms, this is important because it will help in understanding the amount of time people will come across marketing campaigns, more platforms means more campaigns.

From the study it can be noticed that 33.3% of people use these social media platforms for more than 2 hours and only 14.8% use it for less than an hour. Hence can be interpreted that most of the people use social media for more than an hour and this is important because if people spend more time on these platforms they are more likely to come across the marketing campaigns.

From the data collected it can be stated that almost 90% of the people come across marketing campaigns on social media. Here it can be interpreted that social media marketing campaigns reach out to a wider audience.

The data represented that around 60% of the people feel that the marketing campaigns on social media platforms affect their taste and preference, whilst less than 10% disagree with the statement. From the data it can be interpreted that marketing campaigns on social media have a great amount of impact on the taste & preference of its users.

From the study it can be seen that about 50% people agree that brands on the social media platforms are trustworthy and interestingly around 40% of people feel neutral about trusting the brands that are being marketed on Social media platforms, and less than 10% disagrees about brands being trustworthy. We can state that People feel that the brands on the social media platforms can be trusted and used.

The upcoming data is interconnected.

Social media for marketing campaigns?

From the study it can see that about 51% of the people have used social media as means to market their business.

Social media affects marketing campaign?

From the study it can see that out of 28 people, around 96% people found social media platforms useful for their marketing campaigns. Hence it can be Interpretation that the social media platforms have been effective for the users who have used it for their marketing campaigns.

Marketing campaigns on social media affect the behaviour of Consumers?

From the study it can be stated that around 85% of the people believe that the Social media marketing campaigns can affect the consumer behaviour and can manipulate their purchasing behaviour. Hence can be Interpretation that the marketing campaigns on social media have an impact on consumer's purchase behaviour.

Social media is an aid to the companies marketing their products or services?

From the study it is found that around 76% people believe that the marketing campaigns on social media platforms are an aid to the company's trying to promote their products and services. Hence it can be interpreted that the social media marketing campaigns are useful for companies that promote their product or services.

Social media has popularised brands

From the study it is observed that around 70% of the people agree that social media has helped in popularising the brands that exist in the current market and around 12% disagrees with the statement. Hence can be concluded that social media platforms have also helped in popularising brands.

Social media helps companies promote their brands.

The study shows that around 80% of the people feel that marketing on social media platforms helps the existing companies to promote their brand and less than 10% feels that it is of no help. Hence it can be interpreted that the Marketing campaigns on social media also helps the brands that already exist in the market as well.

Social media helps create brands.

From the study it can see that around 65% of the people agree that the marketing campaigns also help the new businesses build their name or their brand name with the help of social media platforms. Hence it can be interpreted that marketing campaigns on social media also helps new companies to create and build their new brands and reach out to people.

Social media helps in the growth of startups.

From the study it can be noticed that around 68% of the people agree that social media has

so helped in growing startups and around 15% of the people disagree with the statement. Hence it can be interpreted that marketing on social media has a very significant impact because startups can only grow when they have properly marketed their organisation and social media seems to be a great platform to do so.

Social media affects Marketing campaigns.

From the study it can see that about 79% of people agree that social media affects the Marketing campaign, whereas less than 10% of the people feel that it has no effect whatsoever. Hence it can be interpreted as the main objective of our study, as most of the people agree that social media does have an impact on marketing campaigns and company's growth.

Secondary Data Analysis:**Nike Marketing Campaign analysis:**

This campaign has been taken as an example to portray how social media platforms are helping companies with their marketing campaigns.

The sports and fashion brand Nike is among the most well-known in the world. With millions of followers spread across numerous platforms, the organisation has a significant social media presence. Nike has recently run a number of effective social media marketing efforts that have aided in strengthening brand recognition and connecting with consumers.

The #justdoit campaign from Nike is one of its most well-known social media campaigns. This initiative was started in 2018 with the intention of encouraging people to achieve their ambitions, no matter how great or small they may be. Nike uses social media to promote inspirational tales of athletes and people who overcome obstacles and succeeded as a result of their perseverance and hard work. The hashtag #justdoit, which was used in

conjunction with the campaign, rapidly became popular.

Nike also started a popular Instagram campaign with the hashtag #nikewomen. Images of women participating in different sports and fitness pursuits were used in this advertising campaign, which was created to promote Nike's collection of women's athletic clothing. The campaign was successful in drawing female Instagram users in and assisted Nike in gaining more market share for women's athletic clothing.

Nike's #airmaxday social media campaign is another noteworthy example. In order to commemorate the 20th anniversary of Nike's renowned Air Max sneakers, this campaign was introduced in 2014. Nike urged customers to share their own photos and tales about their favourite Air Max sneakers on social media in addition to posting images and videos of the footwear. Nike increased sales of its Air Max sneakers as a result of the campaign's success in interacting with social media sneakerheads.

Data interpretation: Overall, Nike's social media campaigns have been successful in engaging its audience, increasing brand awareness, and driving sales. By leveraging social media to tell inspiring stories and promote its products, Nike has been able to connect with its customers on a deeper level and build a loyal following.

In Conclusion: Here we can conclude that Nike has been successful in running their marketing campaigns on social media platforms and it has definitely affected their sales volume.

Findings:

From the study it can be seen that, majority of the respondents

of this study are males with a tally of approximately 69% and females are 31% in the age group of majorly between 18 to 22 years, i.e., approximately 39% which was followed by 22 to 25 years and the least was 25+ meaning that, most of the users are young and could be influenced.

It is found that most of the respondents use social media applications & the majority of respondents use these applications for more than 2 hours. Most users do fairly often come across marketing campaigns on social media platforms.

From the study it can be seen that social media marketing campaigns do have an effect on the taste and preference of most of the respondents. The brands on social media platforms can be trusted but it depends on the purchasing behaviour of the customers. From the study it can be seen that approximately half of the respondents use social media for their marketing campaigns.

From the study it can be seen that social media has helped in their marketing campaign, the majority of the respondents believe that social media marketing campaigns have an effect on the consumer's taste and preference and it is observed that respondents believe social media platforms help the companies to market their products and services. Most of the respondents think that social media marketing campaigns do help the brands to reach new audiences and also think that social media marketing campaigns do help the companies to spread awareness about their brands and also help in creating and building new brands, helps startups to grow. With the help of marketing campaigns startups can reach a wider audience in no time. From the study it can be seen that the majority of the respondents believe that social media platforms do have an effect on marketing.

Suggestions:

Social media platforms should be used more oftenly by companies that are trying to grow in the market. Companies should focus on producing goods and services that are more suitable for the youngsters as the majority of the users are of a young age.

Social media platforms can save a lot of marketing cost as there will be less human power required in advertising on social media. Companies can reach out to a wider audience on these social media platforms.

Companies can contribute towards saving natural resources by not using pape pamphlets and other advertising techniques. Consumers should be careful while making any purchase online.

Consumers should try not to be influenced by the company's marketing campaign and make a choice based on the quality of the goods or service. Consumers should not be biased on brands because social media provides the with a variety of new brands with possibly better quality.

Conclusion:

Through this study about Social media platforms and marketing, we can conclude that Social media does have an impact on the marketing campaigns. As we analysed from our Primary data, it can also be concluded that it not only affects marketing campaigns but it also has an effect on the taste and preference of consumers. Social media have overall proven to be of a great help to both the company and consumer. To the company, by providing a wider audience and to the consumer, by providing a wide range of options. Social media as seen in the data analysis also helps small businesses grow by giving them a platform full

of consumers waiting for a new brand in the market.

References :

1. Lim, H., Nguyen, T. H., Nguyen, H. N., & Kim, B. (2021). Social media marketing and consumer behaviour: A study of the impact of social media advertising on consumer purchase intention, brand awareness and brand loyalty. *Journal of Retailing and Consumer Services*, 61, 102570. <https://doi.org/10.1016/j.jretconser.2021.102570>
2. Kim, J., Kim, M., & Kim, J. (2021). The effect of social media advertising on consumer purchase intention and brand loyalty: Based on the integrated marketing communication model. *Sustainability*, 13(7), 4018. <https://doi.org/10.3390/su13074018>
3. Rizwan, M., Raza, S. A., & Khan, M. A. (2020). The impact of social media influencers on consumer purchase behaviour and brand loyalty. *Journal of Retailing and Consumer Services*, 53, 101757. <https://doi.org/10.1016/j.jretconser.2019.101757>
4. Ahn, T., Ryu, S., & Han, I. (2018). The impact of social media metrics on customer relationship management and marketing performance. *Journal of Travel Research*, 57(7), 874-887. <https://doi.org/10.1177/0047287517705597>
5. Buttle, F. (2019). *Customer relationship management: Concepts and tools*. Routledge.
- Payne, A. and Frow, P. (2013). "Strategic customer management: Integrating relationship marketing and CRM." *Journal of strategic marketing*, 21(5), 403-419.
6. Kotler, P. and Keller, K. L. (2016). *Marketing Management*. Pearson Education.

Solomon, M. R. (2017). *Consumer behaviour: Buying, having, and being*. Pearson Education.

7. Chaffey, D. and Ellis-Chadwick, F. (2016). *Digital Marketing: Strategy, Implementation and Practice*. Pearson Education. De Vries, L., Gensler, S., and Leeflang, P. S. (2012). "Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing." *Journal of interactive marketing*, 26(2), 83-91.

46

8. Belz, F. M. and Peattie, S. (2012). *Sustainability marketing: A global perspective*. John Wiley & Sons. Smith, N. C. (1990). "Morality and the professional practice of marketing." *Journal of business ethics*, 9(12), 951-958.

9. Aaker, D. A. (1996). *Building strong brands*. Free Press. Keller, K. L. (1993). "Conceptualising, measuring, and managing customer-based brand equity." *Journal of marketing*, 57(1), 1-22.

10.Hootsuite. (2020). *The Benefits of Social Media for Business*. Retrieved from

<https://www.hootsuite.com/resources/the-benefits-of-social-media-for-business>

11.Sprout Social. (2020). *The State of Social Media Marketing 2020*. Retrieved from <https://sproutsocial.com/insights/data/q1-2020/>

12.Nike's #justdoit campaign: https://www.nike.com/us/en_us/c/just-do-it
 Nike's #nikewomen campaign: <https://www.instagram.com/nikewomen/>
 Nike's #airmaxday campaign: <https://www.nike.com/airmax/air-max-day>