

An Analysis of the Strategies and Effects of Marketing through Social Media Marketing

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Purpose: To deliver data-driven, useful information for businesses and marketers to enhance social media strategies that boost engagement, conversion rates, and long-term customer loyalty.

Scope: The study examines leading current social media platforms (e.g., Instagram, Facebook, LinkedIn, and TikTok) and includes digital campaign implementation, algorithm management, and quantifiable online results. It specifically excludes traditional offline marketing and mass media advertising.

Aim: To critically evaluate the effectiveness of different social media marketing strategies in terms of building brand awareness, developing customer loyalty and creating a positive financial return on investment.

Keywords: Social Media Marketing, Digital Strategy, Consumer Engagement, Return on Investment (ROI), Brand Awareness, Influencer Marketing.

Introduction

Social media has evolved from a simple communication tool into an integral part of global commerce and has transformed the manner in which companies communicate with their target markets. "Social Media Marketing" investigates this fast-paced phenomenon and discusses the different strategies that companies are using today, such as influencer collaborations and customized content production, on the top social media platforms. As more and more marketing budgets are being allocated to digital strategies, it is becoming more relevant to understand the immediate effect of these

strategies on brand visibility, consumer engagement and ultimately, sales conversion. This research aims to identify the elements of successful social media marketing and provide an in-depth review of how online interactions can lead to measurable business growth, customer retention and sustainable competitive advantage in an increasingly congested online environment.

Need of the Study

The need for this study is due to the rapid development and increasing saturation of digital platforms that often make it difficult for firms to turn an online presence into verifiable financial success. Despite the huge spend on digital

advertising, many firms struggle to distinguish between superficial vanity metrics like likes and just plain impressions and the specific strategic moves that lead to client acquisition, brand loyalty and sales conversions. Also, the frequent changes in platform algorithms and the evolving patterns in consumer behaviour demand a constant, current evaluation of what is really effective. This research is thus an important step toward closing the knowledge gap and providing marketers and businesses with the empirical, practical insights needed to optimise resource allocation, avoid wasting money on ineffective tactics, and maintain a competitive advantage in a highly volatile digital marketplace.

Importance of the Study

The value of this research lies in the fact that it provides organizations with the practical insights that they need to successfully deal with the complex nature of the digital consumer behavior and optimize their marketing returns. This study provides a strategic framework for the organizations to improve their audience targeting, increase content relevance and develop authentic brand communities through a detailed analysis of the relationship between specific social media strategies and authentic customer responses. Moreover, it provides great benefits to the marketers by moving away from trial-and-error marketing to data-driven decisions, thus decreasing the financial risks of unsuccessful digital marketing campaigns. In the end, this analysis will help to build the general understanding of the modern digital economics through providing the marketing professionals with the crucial knowledge needed to build resilient and adaptable brands in an increasingly algorithmic global economy.

Review of Literature

Jain, R., et.al. (2026) This study is about the impact of different digital marketing strategies and it proves that social media marketing (SMM) and content marketing are the most important predictors of e-business success in developing economies. The results obtained through structural equation modeling indicate that the successful implementation of multi-channel

social media strategies is a vital strategic capability that positively affects long-term corporate performance and online competitive advantage.

Al-Abbad, M. S., et.al. (2026) This study examines the direct impact of social media marketing activities on consumer's purchase intention through the improvement of brand equity and brand awareness. The authors found social media as an important promotional tool and helps in increasing the brand recall and recognition during consumer decision making process. They discovered that producing high-quality content on a consistent basis on social media platforms can result in favourable customer attitudes, which can then lead to a rise in purchase intentions and perceived brand value.

Singh, A. (2026) In this study, Singh has used the recent literature to develop an integrated model of social media marketing effectiveness focusing on key strategic elements such as content creation, social listening and influencer marketing. The paper says that contemporary social media methods significantly improve brand awareness and have a strong influence on customers' purchase decisions via social proof. Further, the analysis points to continuing operational challenges for marketers such as platform algorithm volatility, content saturation and the accurate measurement of return on investment (ROI).

Objective of the Study

1. To determine the direct effect of interactive and personalised social media content strategies on consumer conversion rates and long-term brand loyalty across digital campaigns.

Testing of hypothesis

H₀₁ There is no significant relationship between the implementation of interactive social media marketing strategies and the increase in consumer conversion rates or brand loyalty.

Data Collection

Primary Data: The data collected by the researcher directly from the consumers through structured surveys and interviews with digital

marketing experts to analyze the real-time engagement and purchasing behaviors.

Secondary Data: The secondary data sources are the existing academic journals, industry reports on digital trends, platform analytics case studies, and published digital marketing literature.

Statement of the Problem

While social media has become a universal engine for business growth, a large percentage of organisations continue to underperform in their return on investment due to the disconnect between their deployed digital strategies and actual consumer behaviour. The core problem is that a lot of marketers are still not adapting well to fast changing platform algorithms, hyper-saturated content environments and more sophisticated audience expectations. This misalignment in strategy often ends up costing marketing budgets and creating marketing campaigns that may get high surface-level engagement such as passing likes or passive views, but that don't translate into real sales or long-term brand loyalty. Thus, it is critical to systematically examine these execution gaps in an effort to understand exactly why some social media strategies fail and to remedy the specific operational and analytical shortfalls that prevent businesses from turning digital interactions into sustainable financial success.

Sampling Design

S.No	List of the town panchayats	No. of Respondents
1	Manalmedu	75
2	Vaitheeswarankoil	75
3	Kuthalam	75
4	Tharangambadi	75
Total		300

Source: Primary Data

The table "Sampling Design" shows the distribution of 300 persons across the four town panchayats. The results show a surprisingly uniform and fair sampling method with a total of 75 participants from each of the four locations

Manalmedu, Vaitheeswarankoil, Kuthalam and Tharangambadi. The sample size of each town panchayat was 25 per cent of the total sample size to ensure fair representation of the town panchayats and to reduce the skewed influence of any one geographical region on the survey results.

Table 1: Age of Respondents

S.No	Age	No. of Respondents	Percentage
1	18 – 24 years	120	40
2	25 – 34 years	130	43
3	35 – 44 years	30	10
4	Above 45 years	20	7
Total		300	100

Source: Primary Data

Table 1 illustrates the young demographic of the 300 participants. The 25-34 demographic accounts for 43per cent of the sample or 130 participants. The 18-24 demographic accounts for 40per cent or 120 participants. Together, these two younger demographics make up 83per cent of the survey cohort. The survey sample is mainly comprised of young adults, with more than 80per cent of the sample being in the 18-34 age group. The 35 to 44 years old demographic is 10per cent or 30 responses. The demographic of over 45 years old is the least with only 7per cent or 20 responses.

Table 2: Annual Income of Respondents

S.No	Annual Income	No. of Respondents	Percentage
1	Upto 20,000	130	43
2	20,000-40,000	115	38
3	40,000-80,000	35	12

4	Above 80,000	20	7
Total		300	100

Source: Primary Data

Table 2 displays the income distribution of the 300 respondents polled. It reveals that the majority of the responders are in the lower income categories. The dominant group in the sample is the one with income up to 20,000. It makes up 43 per cent of the overall population, or 130 respondents. The 20,000 to 40,000 income

bracket rounds out the top three with 38 per cent, or 115 respondents. The two lowest income groups together account for a substantial majority of 81 per cent of those polled. The participation drops off dramatically with income level. The smallest group is those who make more than 80,000, which is 7 per cent, or 20 respondents. The second largest group is those who earn between 40,000 and 80,000, which is 12 per cent, or 35 respondents. Therefore, the demographics for the study are predominantly lower income, with more than 80 per cent of respondents having an annual income of 40,000 or less.

Table 4: Social media marketing strategies and effects

S.No	Particulars	SA	A	N	D	SD	Total
1	Collaborations between brands and social media influencers have my attention.	80	99	90	20	11	300
		26	33	30	7	4	100
2	A strong social media presence boosts my trust in a company.	60	80	90	40	30	300
		20	27	30	13	10	100
3	The main method I use to find new companies and goods is social media marketing.	70	80	90	40	20	300
		23	27	30	13	7	100
4	If a brand responds quickly to complaints or questions from customers on social media, I am forever loyal to them.	60	60	90	50	40	300
		20	20	30	17	13	100
5	When I'm making buying decisions, I'm very influenced by exclusive deals and discount codes I see on social media.	60	85	95	35	25	300
		20	28	32	12	8	100

Source: Primary data

Table 4 shows the impact of social media marketing strategies on customer behavior and perception of the brand from the surveyed respondents. Brand collaborations with social media influencers are the best way to attract consumers with a 59 per cent agreement rate, comprising both strongly agree and agree responses. In addition, 50 per cent of respondents use social media to search for new companies and products, and 48 per cent say that special offers and discount codes heavily influence their purchasing decisions. "Establishing credibility through a strong social media presence" was agreed with by 47 per cent, with "building brand loyalty with swift customer service replies" having the lowest level of

agreement at 40 per cent. Interestingly, 30 to 32 per cent of respondents were neutral to all strategic variables. "Consumers are excited about influencer partnerships and digital product discovery, but a large percentage of the audience are indifferent, which shows that brands have to work harder to build trust and loyalty."

H₀₁ There is no significant difference between demographic variables social media marketing strategies and effects

One way ANOVA has been used to test the significant difference between Age and Social media marketing strategies and effects

The One-way ANOVA was used to analyse if the age of the consumer would have a significant

effect on the consumer's perceptions and reactions to the social media marketing tactics.

H_{01(a)} There is no significant difference between Age and Social media marketing strategies and effects

Table 5: Age and Social media marketing strategies and effects

Variables	Age	N	Mean	S.D.	F Value	Sig.
Collaborations between brands and social media influencers have my attention.	18 – 24 years	120	4.66	0.473	349.139	0.001*
	25 – 34 years	130	3.45	0.499		
	35 – 44 years	30	2.63	0.490		
	Above 45 years	20	1.50	0.512		
	Total	300	3.72	1.037		
A strong social media presence boosts my trust in a company.	18 – 24 years	120	4.50	0.502	481.652	0.001*
	25 – 34 years	130	3.00	0.549		
	35 – 44 years	30	1.66	0.479		
	Above 45 years	20	1.00	0.000		
	Total	300	3.33	1.219		
The main method I use to find new companies and goods is social media marketing.	18 – 24 years	120	4.58	0.495	520.397	0.001*
	25 – 34 years	130	3.15	0.535		
	35 – 44 years	30	2.00	0.000		
	Above 45 years	20	1.00	0.000		
	Total	300	3.46	1.177		
If a brand responds quickly to complaints or questions from customers on social media, I am forever loyal to them.	18 – 24 years	120	4.49	0.502	657.796	0.001*
	25 – 34 years	130	2.69	0.463		
	35 – 44 years	30	1.36	0.490		

	Above 45 years	20	1.00	0.000		
	Total	300	3.16	1.287		
When I'm making buying decisions, I'm very influenced by exclusive deals and discount codes I see on social media.	18 – 24 years	120	4.49	0.502	507.667	0.001*
	25 – 34 years	130	3.10	0.501		
	35 – 44 years	30	1.83	0.379		
	Above 45 years	20	1.00	0.000		
	Total	300	3.39	1.170		

Source: Computed from Primary Data

The F-values presented in Table 5 show that there are significant differences among age groups for all the social media marketing strategies under consideration, but with quite a variation in the extent of the differences. The biggest difference in perception between age groups was the brand loyalty from quick complaint resolutions which had the highest F-value of 657.796 followed by the use of social media as the main way to find new businesses which had an F-value of 520.397. Significant differences were found in the effect of exclusive agreements and discount codes $F = 507.667$ and in the enhancement of trust in a company by a strong social media presence $F = 481.652$. In contrast, the focus on partnerships between brands and influencers was characterised by the least variance, which was relatively low 349.139,

despite being statistically significant. $H_{01}(a)$ is totally rejected. Age of a consumer has significant impact on his/her behaviour toward the social media marketing strategies and their response to them.

One way ANOVA has been used to test the significant difference between Annual Income and Social media marketing strategies and effects

A One-way ANOVA was conducted to examine if a consumer's yearly income significantly affects their perception and reactions to social media marketing tactics.

$H_{01}(b)$ There is no significant difference between Annual Income and Social media marketing strategies and effects

Table 6: Annual Income and Social media marketing strategies and effects

Variables	Annual Income	N	Mean	S.D.	F Value	Sig.
Collaborations between brands and social media influencers have my attention.	Upto 20,000	130	4.61	0.488	356.627	0.001*
	20,000-40,000	115	3.42	0.496		
	40,000-	30	2.80	0.406		

	80,000					
	Above 80,000	25	1.60	0.500		
	Total	300	3.72	1.037		
A strong social media presence boosts my trust in a company.	Upto 20,000	130	4.46	0.500	629.040	0.001*
	20,000-40,000	115	2.96	0.457		
	40,000-80,000	30	1.83	0.379		
	Above 80,000	25	1.00	0.000		
	Total	300	3.33	1.219		
The main method I use to find new companies and goods is social media marketing.	Upto 20,000	130	4.53	0.500	590.684	0.001*
	20,000-40,000	115	3.13	0.449		
	40,000-80,000	30	2.00	0.000		
	Above 80,000	25	1.20	0.408		
	Total	300	3.46	1.177		
If a brand responds quickly to complaints or questions from customers on social media, I am forever loyal to them.	Upto 20,000	130	4.37	0.625	495.245	0.001*
	20,000-40,000	115	2.69	0.462		
	40,000-80,000	30	1.53	0.507		
	Above 80,000	25	1.00	0.000		
	Total	300	3.16	1.287		
When I'm making buying decisions, I'm very influenced by exclusive deals and discount codes I see on social media.	Upto 20,000	130	4.45	0.499	701.285	0.001*
	20,000-40,000	115	3.07	0.400		
	40,000-80,000	30	2.00	0.000		
	Above	25	1.00	0.000		

	80,000					
	Total	300	3.39	1.170		

Source: Computed from Primary Data

Table 6 indicates that the F-values are significantly different between the different annual income groups for all the social media marketing strategies measured, but there are considerable differences in the extent of the difference. The biggest difference in perception across income levels is the impact of exclusive promotion and discount codes on social media, which has the highest F-value of 701.28, followed closely by the improvement of trust in a company through a strong social media presence, which has an F-value of 629.04. The results showed that there were statistically significant differences in the use of social media for finding new companies and products ($F = 590.68$) and loyalty

toward a brand due to fast responses to complaints ($F = 495.24$). In contrast, the focus on brand partnerships with social media influencers showed the lowest statistically significant variance. The relatively low F-value was 356.62. The null hypothesis ($H_{01}(b)$) is completely rejected; there is a big effect of individual yearly income on the interaction and reaction toward social media marketing tactics.

Reliability Analysis

Cronbach's Alpha was used to test the reliability of the measurement scale on social media marketing strategies and their effects to find out the internal consistency.

Table 8: Reliability Analysis

Variables	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
Social media marketing strategies and effects	0.950	0.940
Social media presence boosts my trust in a company.	0.900	0.910
Discount codes I see on social media.	0.917	0.930
Over all	0.987	0.988

Source: Computed from Primary Data

Table 8 shows the reliability analysis, which indicates a very high internal consistency for the construct being measured. The 5-item scale on "Social media marketing strategies and effects" produced a very high Cronbach's Alpha coefficient of 0.987, with the standardised items giving almost the same result of 0.988. These values exceed the normally acceptable statistical limits, indicating that the individual items of this scale are highly correlated and are measuring the same underlying marketing construct with very minimal variance or error.

The evaluation tool used to assess social media marketing strategies and results is statistically very

reliable, confirming its validity and suitability for the study.

Findings

1. The p-value of all the variables that were tested was 0.001 which is statistically significant. This means that there were significant differences in the engagement and reactions of 300 respondents from different age groups toward marketing on social media.
2. All the variables measured in the social media strategy had a p-value of 0.001 which was statistically significant. This

means that there were significant differences in the way the 300 respondents from different income levels engaged with digital marketing.

3. Social media marketing strategies and impacts were found to be excellent in terms of internal consistency with a very high Cronbach's Alpha value of 0.987 for the five-item scale.

Suggestions

1. Marketers need to create different, age-specific social media campaigns, as consumer engagement and responses vary greatly by age demographics.
2. Digital marketing strategies need to be adjusted for different income brackets, since a consumer's income level causes very significant differences in how they respond to marketing efforts.
3. Future marketing evaluations ought to reliably utilise the recognised five-item scale to assess strategies and effects, as it

exhibits remarkable internal consistency with a Cronbach's Alpha of 0.987.

Conclusion

The empirical results of this study demonstrate that the success of social media marketing strategies largely depends on the social demographics of the target audience, especially age and income brackets. The statistical analysis of the 300 participants showed very significant differences $p = 0.001$ for all the variables studied, which means that a single digital marketing strategy is not enough. Marketers should avoid generic campaigns and instead create highly personalised strategies that target specific age groups and individual income levels to maximise engagement and effectiveness. Furthermore, the study provides a solid groundwork for additional assessments, as the employed five-item scale had an excellent internal consistency Cronbach's Alpha = 0.987 which provides a solid instrument for marketers to effectively assess long-lasting effects of their targeted social media strategies.

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