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**The Effectiveness of Social Media as a
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E-Declaration Form



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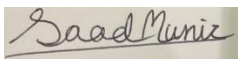
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Abstract

This dissertation examines the various aspects of how social media affects the success of marketing. It explores the complex dynamics that influence brand image, user interactions, and important performance metrics. The study rigorously investigates the relationship between social media engagement and marketing outcomes, based on three assumptions. The first hypothesis proposed that social media marketing strategies had a favourable impact on user engagement metrics. The findings confirm this theory, indicating a substantial increase in reported engagement metrics among participants. The statistical significance of these discovered patterns is emphasised by a robust statistical analysis, which is represented as a 95% confidence range. This not only confirms the significant impact of social media marketing in improving user engagement but also emphasises its crucial role as a catalyst for promoting good interactions between brands and their audience.

Similarly, Hypothesis 2 examines the relationship between a brand's favourable social media presence and user perceptions. The data demonstrate a clear correlation, indicating a concrete connection between higher social media presence and positive user perceptions. Backed by a statistically substantial confidence interval, our findings emphasise the crucial significance of developing a favourable social media presence in influencing user perceptions, promoting brand preference, and improving overall user contentment. Nevertheless, the investigation into Hypothesis 3, which seeks to demonstrate a clear connection between a company's social media activity and its marketing key performance indicators (KPIs), produces inconclusive findings. The 95% confidence interval, which includes zero, indicates that additional research with a broader and more comprehensive sample is necessary to provide definitive results regarding the relationship between social media activity and marketing key performance indicators (KPIs).

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1. Introduction

1.1 Background

The rise of digital platforms like Facebook, Instagram, Twitter, and LinkedIn has altered not only how businesses connect with their audiences, but also the fundamental mechanics of consumer engagement. According to recent market research, social media is omnipresent in consumers' lives, with more than 4.9 billion people actively participating on at least one social network (Wong, 2023). This widespread acceptance has resulted in a seismic shift in marketing tactics, forcing a reassessment of company strategy for organisations to remain relevant in the digital age. As organisations spend more money on social media marketing, the need to understand the complexities of these platforms grows. According to Statista (2023), companies spend an average of 15% of their marketing budget on social media activities, capitalising on the unique opportunity for brand visibility and consumer interaction. This monetary commitment emphasises the significance of undertaking empirical research to determine the efficacy of social media as a marketing tool and to aid firms in optimising their strategy.

In this sense, the goal of this study is to look into the many components of social media as a marketing tool. As organisations adjust to a quickly changing digital landscape, understanding the influence of social media on consumer behaviour, brand perception, and overall marketing performance is becoming increasingly important.

1.2 Research Objectives

- To measure and analyse user engagement metrics such as likes, shares, and comments on social media platforms, providing a quantitative assessment of the effectiveness of different social media marketing strategies in eliciting user interaction.
- To investigate the relationship between social media content and user perceptions of brand identity, aiming to discern how specific content elements contribute to shaping user sentiments and perceptions of brands.
- To identify and analyse key performance indicators relevant to social media marketing effectiveness, with the objective of quantifying the impact of social

media activities on critical KPIs such as conversion rates, sales, and overall marketing success.

1.3 Research Aims

The aim of this study is to satisfy the positive correlation between user engagement metrics and social media marketing techniques, as predicted by Hypothesis 1. Furthermore, the research aims to investigate the correlation between the positive social media presence of a brand, as proposed in Hypothesis 2, and the perceptions of its consumers. Moreover, the objective of this study is to evaluate whether a positive correlation exists between the social media activities of an organisation and marketing key performance indicators (KPIs), as postulated in Hypothesis 3. By pursuing these objectives, the research endeavours to provide valuable contributions regarding the efficacy and impact of social media on brand perception and marketing strategies.

1.4 Hypothesis

- Hypothesis 1: H1: Social media marketing techniques are positively correlated with user engagement metrics.
- Hypothesis 2: H2: A brand's favourable social media presence is positively correlated with favourable user perceptions.
- Hypothesis 3: H3: A company's social media activities is positively correlated with key performance indicators (KPIs) in marketing.

1.5 Dissertation Structure

- Literature Review: Chapter 2 begins with a detailed discussion of the Evolution of the Internet and Business. It follows the internet's revolutionary history from its inception to its current important role in corporate plans. The chapter then digs into Social Media Fundamentals, detailing the various platforms, genres, and basic concepts that drive social media's pervasive influence on modern communication and marketing.
- Research Methodology: In Chapter 3, the emphasis changes to developing the methodological framework that will serve as the dissertation's foundation. The chapter begins with a discussion of the Research Design and then moves on to the Research Onion Framework, which provides

philosophical underpinnings, research processes, strategies, and time constraints. Ethical issues are thoroughly investigated, defining the ethical context for the upcoming empirical investigation.

- **Data Analysis:** The empirical heart of the dissertation is contained in Chapter 4, Data Analysis. This chapter discusses the complexities of data collection as well as the logic behind the quantitative research technique employed, with Microsoft Forms serving as the major data collection instrument. The various analysis methodologies are defined, ranging from descriptive statistics to data visualisation tools. The chapter serves as a foundation for delving into the research findings itself.
- **Discussion of Findings:** In Chapter 5 of the dissertation, the Discussion of Findings, a summary of the empirical results is offered. In comparison to earlier studies, the findings overview gives a quantitative assessment of the efficiency of social media marketing. As a result of these findings, recommendations are made to help businesses improve their social media operations. Future study directions are also provided, encouraging additional exploration and refinement in the ever-changing field of social media marketing.
- **Conclusion:** Chapter 6 is devoted entirely to the conclusion. It summarises the full study and highlights the important findings from the investigation on the efficacy of social media marketing. The chapter includes empirical findings as well as a synthesis of previous literature's contributions to knowledge. Recognising the study's limitations, the conclusion provides a cohesive finish, bringing the dissertation to a close and providing avenues for future research in the ever-changing field of social media marketing.

1.6 Conclusion

In conclusion, this chapter has established the foundation for an exhaustive examination of the influence that social media has on marketing strategies. The pervasiveness of social media platforms in the daily lives of more than 4.9 billion users emphasises the imperative for organisations to modify and reevaluate their approaches in the era of digitalization. Given that organisations devote an average of 15% of their marketing budget to social media initiatives, it is crucial to conduct empirical research to assess the efficacy of these tactics.

The research objectives, which are delineated in Section 1.2, furnish a strategic framework for this investigation, with a specific emphasis on metrics pertaining to user engagement, the correlation between brand perception and social media content, and marketing success-related key performance indicators. The hypotheses that have been identified provide a foundation for empirical verification and enhance our comprehension of the influence that social media has on marketing performance and brand perception. The literature review, research methodology, data analysis, and discussion of findings in the following chapters will collectively offer a thorough understanding of the complex interplay between marketing and social media.

2.Litrature Review

Our research explores many aspects of user involvement, brand perception, and the influence of social media marketing strategies. The survey seeks to collect significant insights on consumer behaviour in the digital realm by using a set of meticulously designed questions. An important aspect of our research is to comprehend the frequency at which people interact with material pertaining to products and services on social media sites. Another crucial factor entails evaluating the influence of contemporary marketing strategies on user engagement with brands on social media platforms.

Overall, our study aims to gather extensive information regarding user engagement frequency, the influence of marketing techniques, brand perception, user advocacy, the efficacy of marketing strategies, brand visibility, content quality, and the relationship between social media content and the success of products or services. This comprehensive investigation seeks to offer detailed insights into the intricate relationship between social media and consumer behaviour.

2.1 Key Concepts

We will explore the core ideas that influence the field of social media marketing in this section of our dissertation. Our investigation will centre on identifying and assessing critical components, such as user engagement metrics, social media marketing strategies, a company's social media presence, positive user perceptions, positive social media presence, and brand awareness. Our goal as we work through these ideas is to give a thorough grasp that goes beyond definitions in theory.

Furthermore, the study examines the likelihood of users recommending a brand to others, considering their level of engagement with information, and explores if the perceived quality of a brand influences this recommendation. We additionally investigate the impact of social media material on users' perceptions of a brand and their future involvement with social media posts.

2.1.1 Social Media

Firstly, we will learn what is social media and why is it important. Social media refers to online platforms and technologies that allow people to create, share, and exchange

information, ideas, and materials within virtual communities (Kaplan and Haenlein, 2010). These platforms enable users to interact with one another, share multimedia content (text, photographs, and videos), and converse in real time. Facebook, Twitter, Instagram, LinkedIn, and TikTok are among the most popular social networking platforms.

2.1.2 Social Media Marketing

Social media marketing is a dynamic strategy that utilises social media platforms to promote products, services, or brands while connecting with the intended audience (Ashley and Tuten, 2014). For example, a clothing company may use Instagram to showcase current fashion trends through visually appealing posts and stories, encouraging followers to connect by liking, commenting, and sharing. Targeted advertising enables the company to appeal to certain consumers, such as fashion enthusiasts or those interested in sustainable apparel.

Measuring Social Media Marketing

A diverse approach is required to measure social media marketing to evaluate the impact, efficacy, and return on investment of different methods implemented on digital platforms. Businesses can obtain insights into audience behaviour, preferences, and general brand impression by combining quantitative measures like engagement rates, conversion rates, click-through rates, and internet traffic analytics with qualitative evaluations like sentiment analysis (Sponder and Khan, 2017). A thorough assessment of key performance indicators (KPIs) is possible through the use of advanced analytics software, data tracking methods, and native analytics capabilities on social media platforms.

Businesses may adjust their content strategy, improve their targeting techniques, and maximise their overall social media effectiveness by routinely evaluating these indicators (Peters et al., 2013). Businesses may successfully traverse the ever-changing social media landscape by implementing proactive monitoring, engaging with audience input, and a data-driven decision-making process. These methods will enable them to continuously improve their marketing strategies for long-term success.

2.1.3 Social Media Marketing Techniques

Social media marketing techniques encompass the methods and approaches that organisations utilise to advertise and endorse their brands, products, or services on social media platforms (Singh, 2009). They have many components, among them are content, visual quality, and social media influencers. The strategies are designed to captivate and interest the intended demographic, bolster the prominence of the brand, and ultimately stimulate intended behaviours—including heightened user involvement, investigation of the product, and acquisition of merchandise. Developing a successful social media marketing strategy is a complex process that calls for the tactical application of a range of approaches to target audiences and achieve particular business goals. The foundation of these strategies is content production, a crucial component in which companies produce engaging and shareable content that appeals to their target market (Hollebeek and Macky, 2019).

Measuring Social Media Marketing Techniques

An essential stage in the measurement process is choosing pertinent metrics. A comprehensive understanding of performance may be obtained by combining qualitative metrics like sentiment analysis and brand mentions with quantitative indicators like reach, impressions, clicks, and conversion rates (Minazzi, 2014). Using social media analytics tools is essential for gathering and analysing this data, which offers insights into the behaviour of audiences, the potency of content, and the success of different initiatives.

The social media marketing strategies will be measured in this research via an all-encompassing methodology with a survey. The quantitative analysis will concentrate on particular metrics in order to evaluate the effects of different marketing strategies on key performance indicators (KPIs), user engagement, and brand perception. The analysis will rely on quantitative user engagement metrics, such as the frequency of content interaction (question 1), alterations in interaction patterns after being exposed to contemporary marketing strategies (question 2), and the probability of endorsing a brand on the basis of engaging content (question 4a). The satisfaction of users with regard to the efficacy of various social media marketing strategies will be assessed through the quantification of these metrics.

2.1.4 User Engagement Metrics

User Engagement Metrics are measurable metrics that assess how users engage with material or activities on websites, especially social media platforms (Fink, 2021). User engagement pertains to the extent of individuals' interaction, participation, and affiliation with a specific product, service, brand, or content across digital platforms, with a particular emphasis on social media. Active participation is denoted by various actions such as likes, remarks, shares, clicks, and other interactions, which indicate a user's interest and commitment to the brand or content. This extends beyond mere passive consumption.

Measuring User Engagement Metrics

To measure user engagement effectively, one must take a methodical approach to evaluating a range of measures that represent the extent and type of audience interaction with online content. A crucial component involves monitoring the quantity of favourites or likes, which offers valuable information on the content's popularity and general positive reception (Waddell, 2017).

In this research, user engagement is evaluated via several inquiries that probe the frequency at which respondents engage with content on social media platforms that pertains to companies' products or services (question 1). The survey Question 2 inquiries about the probability that respondents would be more inclined to recommend a brand on social media considering engaging content. The purpose of these inquiries is to measure user engagement through the collection of data on the frequency and characteristics of interactions that participants have with social media content. The response options, which span from "Daily" to "Rarely or never," enable the quantification of user engagement levels. This data is of significant value in assessing the influence of social media marketing strategies on audience interaction.

2.1.5 Favourable Social Media Presence

The result of intentional efforts to create a powerful and positive online persona for a brand or individual on many social media platforms is a positive social media presence (Chatterjee and Kar, 2020). It includes the establishment and sustenance of a favourable digital reputation, the cultivation of a rapport with the intended

demographic, and the assurance that the brand's social media content and engagements positively impact its overall image.

Measuring Favourable Social Media Presence

For our study, a favourable social media presence is specifically associated with Hypothesis 2, which posits a correlation between a brand's favourable social media presence and positive user perceptions, within the framework of the research hypotheses presented. The survey questions (questions 7a and 7b) pertain to the perceptions of respondents regarding a brand's social media presence. Their objective is to quantitatively evaluate the degree to which users hold a positive view of a brand's social media representation and to examine the potential impact of content quality on this perception.

2.1.6 Favourable User Perception

For our study, favourable user perception refers to the favourable attitudes, opinions, and beliefs that individuals hold regarding a brand, product, or service based on their interactions and experiences. It pertains to the comprehensive perception and positive connotations that users form upon encountering the content or presence of a brand on social media platforms. Building a strong and enduring relationship between a company or individual and their audience starts with favourable user perceptions (Mafé, Martí-Parreño and Blas, 2014).

Measuring Favourable User Perception

Positive user perception assessment entails a thorough analysis along multiple dimensions with the goal of comprehending how people perceive and interact with a brand or person. Businesses may improve client relations, refine strategy, and maintain a positive brand image by quantifying these views (Hsieh and Li, 2008). For our study, favourable user perception is intrinsically linked to Hypothesis 2, which postulates that a favourable social media presence for a brand is correlated with favourable user perceptions. To quantify users' favourable perceptions of a brand predicated on its social media activities, survey questions seek to ascertain whether this perception is contingent upon the quality of social media posts (question 7b) and

to what degree users perceive a positive image reflected in the brand's social media presence (question 7a).

2.1.7 Social Media Activities

An organization's social media endeavours comprise an array of purposeful endeavours and interactions that mould its virtual identity, correspondence tactics, and rapport with its target market. One of the most important components of a business's social media efforts is content production (Mangold and Faulds, 2009). In other words, social media activities comprise an extensive array of endeavours and undertakings executed by brands, organisations, or individuals across diverse social media platforms with the intention of fostering audience interaction, disseminating content, and attaining particular goals. These activities play a crucial role in establishing an online presence, nurturing a sense of community, and advertising products, services, or concepts. Social media activities hold significant importance within the framework of our research, particularly in relation to Hypothesis 3, which posits a positive correlation between the social media endeavours of an organisation and marketing key performance indicators (KPIs).

Measuring Social Media Activities

Likes, shares, and comments are examples of engagement metrics that are vital for knowing how much interaction there is with the company's content and how audience engagement patterns are varied (Paine, 2011). In our research, inquiries concerning the way participants engage with social media posts, their level of knowledge regarding marketing campaigns and promotions (questions 6, 13, 14), and their perception of a relationship between social media content and the achievement of a product or service (question 15). The objective is to quantify the effects that these social media endeavours have on user engagement, brand perception, and marketing success.

2.1.8 Key Performance Indicators in Social Media Marketing

Key performance indicators (KPIs) are measurable metrics employed in marketing to assess the efficacy and triumph of marketing endeavours in the direction of business goals. Some of the well-known KPIs are return on investment, customer acquisition cost and conversion rate (Singh, 2009). These metrics offer valuable insights into multiple facets of marketing effectiveness and assist organisations in evaluating the influence of their strategies on overarching business objectives. As postulated in Hypothesis 3, key performance indicators (KPIs) in marketing are crucial for comprehending the correlation between social media activities and overall marketing success within the framework of our research.

Measuring Key Performance Indicators in Social Media Marketing

The process of measuring Key Performance Indicators (KPIs) in marketing entails the examination and analysis of specific metrics to measure the accomplishment and efficiency of marketing endeavours in attaining specified corporate goals. Our study includes questions (7a and 8) that specifically evaluate the quantitative impact of social media activities on key marketing performance indicators. Question 7a focuses on changes in perception that contribute to a positive brand image, while question 8 examines how encountered content influences overall brand perception.

2.1.9 Social Media Marketing Budget

In today's business world, the advent of social media as a strong instrument for communication, marketing, and brand promotion has resulted in the creation of a separate and critical aspect: the social media budget. This financial component covers the strategic allocation and administration of resources for various social media activities, such as advertising, content development, analytics tools, and staff (Weinberg and Pehlivan, 2011).

2.1.10 Brand Awareness

Brand awareness or user brand awareness, a fundamental notion in marketing, shows a customer's ability to recognise or recall a certain brand and has a significant impact on consumer behaviour and decision-making (Macdonald and Sharp, 2000). Brand awareness is the extent to which customers recognise or recall a particular brand. It

includes both unaided awareness, in which consumers recall a brand without prompting, and aided awareness, in which a brand is recognised using specific cues. The value of brand awareness stems from its direct influence on consumer preferences and purchasing decisions.

The elements of brand awareness extend beyond simple recognition to include the degree and nature of customer knowledge about a brand. Unaided awareness indicates a brand's top-of-mind presence and spontaneous recall, but aided awareness involves recognition with prompts and provides a more comprehensive knowledge of a brand's visibility (Drumond, 2017). This multifaceted method enables marketers to evaluate the efficacy of their brand communications strategy. In today's marketing scene, social media platforms have emerged as effective methods for increasing brand exposure. The dynamic and viral aspect of social media allows brands to broaden their reach, engage with various audiences, and create memorable experiences.

Measuring Brand Awareness

Building and maintaining brand awareness needs a comprehensive, multi-channel strategy. Traditional advertising, internet marketing, and social media methods all help a brand's visibility. Consistent messaging, brand narrative, and visually appealing aspects have been acknowledged as essential components in building and maintaining brand awareness (Dahlén, Lange and Smith, 2009). Brand awareness is strategically important because of its ability to influence consumer behaviour and shape brand equity. High levels of brand awareness increase a brand's likelihood of being evaluated by consumers, giving it a competitive advantage in the market.

In other words, user awareness is a fundamental marketing indicator that measures customer familiarity and recognition of a brand. Its various features offer marketers significant insights into the efficacy of their branding initiatives. With the rise of social media, businesses now have a tremendous platform for increasing brand visibility and engaging with their target audience. Strategic and continuous efforts to raise brand awareness influence not only immediate customer decisions, but also long-term views of brand quality, trust, and loyalty in an ever-changing industry.

2.1.11 Brand Perception

User brand perception or brand perception is described as customers' subjective interpretation and judgement of a brand based on their beliefs, attitudes, and interactions with it (Keller, 1993; Aaker, 1991). Brand identity, communication methods, product quality, and consumer interactions all play a role in defining it. Unlike brand awareness, which focuses on recognition, brand perception investigates the qualitative components of consumer-brand connections, emphasising the emotional and cognitive characteristics of the brand-consumer relationship. Several elements influence the establishment of brand perception, making it a dynamic and complex phenomenon. Brand identity, which includes aspects like brand image, personality, and values, has a significant impact on how a brand is regarded. Effective brand communication, whether through classic advertising channels or current digital platforms, has a substantial impact on consumer perceptions (Keller, 1993). Consumer experiences, such as product interactions, customer service, and post-purchase involvement, influence overall brand perception.

In conclusion, user perception is a dynamic and complex component of consumer-brand relationships that includes subjective interpretations, emotions, and attitudes towards a brand. Brand perception is influenced by a variety of elements such as brand identity, communication, consumer experiences, and the digital landscape. It plays an important role in determining customer choices and building brand loyalty. Strategic efforts to manage and improve brand perception benefit not only immediate consumer preferences, but also a company's long-term performance and viability in a competitive marketplace.

Measuring Brand Perception

Sentiment Analysis is essential tool for assessing brand perception. These advanced tools utilise natural language processing and machine learning algorithms to carefully analyse the sentiments conveyed in social media posts, comments, and reviews (Medhat, Hassan and Korashy, 2014). Through the process of classifying content as positive, negative, or neutral, businesses acquire the capacity to quantitatively measure the overall sentiment associated with their brand. Consistently and methodically monitoring sentiment is crucial for recognising patterns, understanding

changes in public sentiment, and taking proactive measures to address potential problems before they worsen.

In conclusion, the complex nature of how brands are perceived requires a thorough strategy that effectively manages the interaction between measurable data and subjective observations. By utilising sentiment analysis, social listening, direct feedback mechanisms, hashtag analysis, competitor benchmarking, and influencer evaluations, businesses can gain a comprehensive understanding of how their brand is perceived in the ever-changing realm of social media. This deep comprehension enables strategic decision-making, facilitating the creation of focused initiatives that not only assess but actively influence and improve brand perception.

2.2 Correlation between Social Media Marketing Techniques and User Engagement Metrics

In the ever-changing world of social media marketing, understanding the nuanced influence of social media strategies on user engagement metrics is critical for organisations looking to optimise their digital presence. Lavie et al. (2010) emphasised the relevance of informative information that is relevant to users' interests. In an age of information overload, consumers are more inclined to interact with content that offers useful insights or addresses their individual interests. Simultaneously, the entertaining value of material must not be underestimated. Content that entertains, captivates, or inspires emotions is more likely to connect with users and encourage participation (Kemp et al., 2021). Striking the appropriate mix between useful and entertaining content has become a strategic requirement for organisations looking to build meaningful connections with their audiences.

Kress and Van Leeuwen (1996) emphasise the importance of visually appealing and artistically designed content. The growth of image-centric platforms such as Instagram and Pinterest emphasise the importance of aesthetics in attracting and holding user attention. Due to the visual nature of social media, brands must invest in high-quality pictures that are consistent with their brand identity and successfully communicate their message. Interactivity emerges as a key component of successful social media marketing. Commenting, liking, and sharing features help to foster a sense of community and interaction on social media platforms (Hajli, 2014). The interactive

nature of social media enables brands to directly engage with their target audience, building a two-way communication channel. The emergence of live streaming and real-time engagement possibilities enhances the interactive part of social media marketing by allowing for rapid and direct involvement.

Social media influencers are playing an increasingly important role in driving user engagement methods. Collaborations with influencers enable brands to tap into existing communities while leveraging the trust and authority that influencers bring to brand endorsements (Yesiloglu and Costello, 2020). Influencers, with their honest and relatable content, can greatly increase user engagement by adding a personal touch to company campaigns. The trust that influencers build with their followers translates into higher engagement for the brands they promote. Metrics relating to video content have grown in importance as video becomes the primary type of content on social media platforms. Dobrian et al. (2011) emphasised the importance of measures including view length, completion rates, and user interactions during video consumption. Video content's immersive nature makes it a top choice for marketers wanting to catch and retain consumer attention. Video content enables brands to express messages in a dynamic and visually appealing manner, which contributes to higher user engagement.

To summarise, the impact of social media marketing methods on user engagement metrics is a complex and dynamic field of study. To develop effective strategies, businesses must understand how content quality, interactivity, influencer relationships, and developing technologies are all intertwined. As the digital world changes, organisations expecting long-term success in social media marketing will need to solve measurement difficulties and keep on top of altering customer behaviours. A comprehensive approach that combines research findings and real-world applications is required for navigating the complexity of user interaction in the ever-changing social media arena.

2.3 Correlation between Social Media Presence and User Perception

In today's digital age, understanding how social media influences consumer perception of brands is critical for firms seeking to develop and maintain a positive brand image. The Elaboration Likelihood Model, introduced by Petty and Cacioppo

(1986), offers a theoretical framework for understanding how people perceive persuasive messages. The concept proposes two approaches to persuasion: the centre path and the periphery route. In the context of social media, the central channel is especially important since users actively absorb information and critically evaluate the content they encounter. Content that encourages further elaboration, such as detailed product information, testimonials, or reviews, has the ability to affect brand perception via the central channel. Users who thoughtfully analyse such content are more likely to create long-term and impactful brand perceptions.

Tajfel and Turner (2000) established Social Identity Theory, which adds a sociopsychological dimension to our understanding of how people obtain a feeling of identity and belonging from group attachments. Users on social media frequently interact with brands as members of virtual communities or brand tribes, rather than as consumers. Brands that effectively tap into users' social identities while also aligning with their beliefs and objectives can positively impact brand image. Social media allows users to express and reinforce their identities through brand associations, which promotes a sense of belonging and shared values. The persuasive quality of social media content, combined with the interconnection of users across digital networks, emphasises the role of influencers in moulding brand perception. Influencers, who are frequently seen as members of users' social circles, have significant influence via the peripheral pathway of the Elaboration Likelihood Model. According to Yesiloglu and Costello (2020), influencers play an important role in creating real and relatable content that resonates with user social identities. As users vicariously experience influencers' relationships with companies, their impressions are moulded via the peripheral pathway, where emotional appeal and relatability are important.

Furthermore, according to Ren et al. (2012), the concept of social identity applies to the virtual communities and social groupings that people participate in on social media platforms. Brand perception is heavily influenced by a brand's alignment with the common values and conventions of these online communities. Brands that actively join and contribute to these virtual communities foster a sense of belonging and shared identity. This alignment promotes good brand impression among consumers who feel connected not only to the brand but also to other community members who have similar interests and beliefs. The participatory nature of social media platforms

increases the impact of brand perception. Users engage in brand-related conversations, discussions, and debates, both influencing and being influenced by their peers' perspectives. The major pathway of the Elaboration Likelihood Model is in action as people actively participate in online forums, sharing and processing information that influences their brand perceptions.

To summarise, the impact of social media on brand perception is inextricably linked to the Elaboration Likelihood Model and Social Identity Theory. Brands that leverage both core and peripheral processes to persuade users can deliberately shape favourable and long-term brand perceptions. Recognising the significance of influencers, leveraging social identities, and actively participating in virtual communities are all critical components of a holistic social media strategy. As consumers actively engage with material, share experiences, and make relationships within digital communities, social media emerges as an effective tool for marketers to influence and shape brand perception among a varied and interconnected audience.

2.4 Correlation between Social Media Activities and Key Performance Indicators

The relationship between social media activities and key performance indicators (KPIs) in marketing is a significant area of research that delves into the complicated dynamics of digital marketing approaches. This relationship is both complex and dynamic, reflecting the changing nature of consumer behaviour and technological advances. Businesses across industries are increasingly understanding the significant impact that savvy social media operations can have on overall marketing performance, as evidenced by a few research reports. Social media activities have a considerable impact on user engagement metrics, reinforcing the link discovered with KPIs. Shawky et al. (2019) discovered a direct correlation between effective social media approaches and higher engagement rates. Businesses that strategically generate and disseminate content through social media channels see increased user interaction, as indicated by likes, comments, shares, and other forms of engagement. This positive relationship between social media activity and engagement rates highlights the need of delivering content that resonates with the intended audience, resulting in meaningful interactions.

Furthermore, Hurstinen (2020) contend that organisations that employ data-driven social media strategies can optimise ad budget, target the right audience, and reduce

CAC, making client acquisition more cost-effective. Furthermore, Kelly (2013) research highlight the need of setting specific goals and measuring key metrics when determining the ROI of social media projects. Businesses that align their social media activities with overall marketing objectives are more likely to achieve a positive return on investment. Sentiment Analysis, a qualitative KPI, can also provide valuable insights into client views and attitudes influenced by social media activities. According to Abdullah and Zolkepli (2017), sentiment analysis techniques can be utilised to determine users' overall sentiment or attitude towards a brand based on their social media interactions. Positive social media activities help to produce a positive sentiment analysis result, stressing the relationship between strategic content and interaction methods and positive brand perception.

To summarise, the relationship between social media activities and key performance metrics in marketing is complex and changing. Businesses that strategically use social media platforms can increase a wide range of KPIs, including user engagement, financial metrics, and brand perception. Aligning social media activities with specific marketing goals, providing relevant and entertaining content, and utilising data-driven insights are all key to maximising social media's impact on overall marketing performance. The found association underlines the strategic importance of social media in accomplishing marketing objectives and driving success in an increasingly digitalized corporate world.

2.5 Literature Gap

The absence of a commonly agreed framework for analysing the efficacy of social media marketing is one major research gap (Dwivedi and McDonald, 2020; Enyioko and Nwokah, 2019). While firms invest much in these platforms, a lack of standard indications makes comparing and benchmarking the efficacy of various methods hard. There is a scarcity of comprehensive models in current research that encompass the many goals and outcomes related with social media campaigns. To address this gap, a thorough examination of existing frameworks is required, leading to the creation of a comprehensive and inclusive model that can serve as a benchmark for businesses across several industries.

Another prerequisite for research is a deeper understanding of user habits and preferences across numerous social media platforms. Existing research often makes broad recommendations that ignore the individual characteristics and user dynamics of each platform (Tsai et al., 2015; Liao, Widowati and Hsieh, 2021). A detailed assessment of user habits, preferences, and engagement patterns unique to each platform is required to close this gap. This knowledge is critical for companies who want to change their strategy and optimise their presence across numerous social media channels.

2.6 Conclusion

Ultimately, the literature review has conducted a thorough investigation into the diverse effects of social media on several facets of marketing, encompassing user engagement metrics, brand perception, and key performance indicators. An understanding of content quality, interaction, influencer relationships, and the ever-changing technology landscape is crucial in effectively navigating the dynamic realm of social media marketing. To achieve long-term success in the digital arena, organisations must adopt a strategic strategy that integrates research findings with practical applications. The impact of social media on how users perceive things has been analysed using the Elaboration Likelihood Model and Social Identity Theory. These theories highlight the importance of both central and peripheral processes in moulding how users view brands.

A comprehensive social media strategy involves acknowledging the crucial importance of influencers, utilising social identities, and actively engaging in virtual communities. An analysis of the connection between social media activities and key performance metrics has uncovered an interaction that mirrors the evolving dynamics of consumer behaviour and technical progress.

3. Research Methodology

3.1 Research Design

We use a quantitative research design for our study on the usefulness of social media as a marketing tool. Quantitative research involves the systematic collecting and analysis of numerical data, with statistical methods used to provide generalizable results (Hesse-Biber and Leavy, 2013). This strategy is ideal for our research since it focuses on quantifying and evaluating the impact of social media marketing campaigns using numerical data such as user engagement metrics, brand perception ratings, and key performance indicators. Quantitative research is a methodical and objective approach to data analysis that enables statistical investigation of patterns, trends, and relationships.

The utilisation of numerical data simplifies the use of various statistical studies, which increases the precision and dependability of our decisions. In addition, quantitative research is excellent for tracking the impact of social media marketing initiatives on user behaviour, brand perception, and overall marketing success. The use of a quantitative research design is consistent with our goal of providing empirical facts and numerical insights into the complicated world of social media marketing. We can use this architecture to systematically monitor and analyse user engagement data, investigate the connections between social media content and brand perception, and quantify the influence of social media operations on key performance KPIs.

3.2 Research Onion Framework

Saunders, Lewis, and Thornhill (2007) created the research onion framework to give a rigorous and multi-layered approach to designing and conducting research. It is a comprehensive paradigm that guides researchers through multiple stages, starting with philosophical foundations and ending with practical data collecting and analysis methodologies. Philosophy, methodology, strategy, time horizon, and techniques/methods are the layers of the research onion that will be described in the following sections.

3.2.1 Philosophy

The philosophy chosen for the field of study influences the researcher's perspective and approach to comprehending the social environment. The philosophical foundation offers the necessary environment for knowledge development and comprehension. Positivism was chosen as the philosophy for our study of the effectiveness of social media as a marketing tool (Park, Konge and Artino, 2020). Positivism is a philosophical school of thought that asserts that the social world can be explored objectively and that there is a single, objective reality that can be disclosed through empirical observation and measurement (Aliyu et al., 2014).

The use of positivism is consistent with the quantitative component of our research methodology, which aims to quantify and analyse the impact of social media marketing methods (Park, Konge and Artino, 2020). We want to identify objective patterns, correlations, and trends in the world of social media marketing success by taking a positivist stance. This technique enables a thorough examination of the quantitative components of user interaction, brand perception, and important performance KPIs. In our context, positivism advocates the notion that the impact of social media on marketing can be objectively investigated and analysed, allowing for a better evidence-based understanding of its success. It establishes a clear framework for hypothesis testing, allowing us to assess the influence of various social media strategies on marketing outcomes.

3.2.2 Approach

The research approach describes how the study's objectives will be attained, influencing the overall methodological strategy. Deductive or inductive research methodologies are available to researchers. We take a rational approach to our inquiry into the efficacy of social media as a marketing tool. This technique entails testing current conceptions or assumptions, beginning with broad principles and progressing to concrete facts. Deductive approach is structured top-down, with the researcher starting with a theoretical framework and producing specific hypotheses to be tested with actual facts (Pearse, 2019). The positivist worldview used in this investigation drove the choice of a logical technique. Positivism emphasises objective assessment of social phenomena as well as the formulation of testable theories. We conform to

this mindset by employing a logical approach and meticulously studying the influence of social media marketing methods on user engagement, brand perception, and key performance indicators.

In our study, deductive reasoning is used to establish precise assumptions about the success of various social media marketing methods. These hypotheses will be generated from current ideas and literature, and they will serve as a structured framework for data gathering and analysis.

3.2.3 Strategy

In the context of our study, the survey technique allows us to obtain quantitative data on user engagement metrics, brand perception, and key performance indicators related to social media marketing. Our survey strategy adheres to our positivist worldview and logical methodology. Surveys are a quantitative data collection tool that allows for varied measurement as well as testing of specific hypotheses established by current ideas. Using appropriately designed survey tools, we may collect quantifiable data on a variety of aspects of social media marketing effectiveness, allowing for a thorough and methodical analysis.

Our primary tool for carrying out the survey plan is Microsoft Forms. This online survey tool seamlessly integrates with our study design, offering respondents with a user-friendly experience as well as extensive features for researchers. Multiple-choice, Likert scale, and open-ended questions are available in Microsoft Forms, allowing for a more complex assessment of participants' perspectives. The survey will be designed to produce measurable statistics on the efficacy of social media marketing activities. The topics covered will vary from user engagement to brand perception to the influence of social media on purchasing decisions. In keeping with the quantitative part of our study, closed-ended questions will be employed to collect quantitative data.

3.2.4 Data Collection

Microsoft Forms will be used as the primary tool for survey administration in our thorough data collection process. Its user-friendly interface and versatile capabilities make it well-suited for our study design. This survey, carefully designed to explore participants' viewpoints on social media as a marketing instrument, will be distributed

to a randomly chosen group of 63 individuals. The distribution channels encompass email and a range of social media platforms, guaranteeing a heterogeneous pool of participants.

To expand the range of individuals included, we will utilise a random sample technique to choose participants from the adult population of the United Kingdom. The deliberate use of randomness is intended to encompass a wide range of experiences and perspectives regarding social media marketing, hence enhancing the applicability of our research findings. Using Microsoft Forms not only simplifies the procedure but also corresponds to the positivist worldview, offering an effective way to gather quantitative data.

Data on user engagement is collected by asking questions about how often users interact with social media material, observing changes in interaction patterns caused by recent marketing strategies, and assessing the probability of users endorsing a brand based on engaging content. The replies are quantified to assess the extent and characteristics of user involvement. The survey also gathers quantitative data regarding brand perception. Participants provide responses to questions that evaluate the degree to which a brand's social media presence conveys a favourable image, and whether this perception is influenced by the quality of social media posts. These responses aid in quantifying participants' perceptions.

Marketing Key Performance Indicators (KPIs) are obtained by gathering both published data and conducting empirical analysis. Participants provide data on their knowledge of marketing campaigns and promotions on social media (question 13), their views on the efficacy of social media in raising awareness of products/services (question 14), and their perspectives on the connection between social media content and the success of a product/service (question 15). These responses function as self-reported measures of participants' consciousness and perspectives, aiding in the evaluation of marketing key performance indicators (KPIs). The measurement of social media presence, particularly its favourability, is determined by participants' replies to questions that evaluate their opinion of a brand's social media image and the impact of content quality on this perception (questions 7a and 7b). The empirical data, obtained through direct surveys, offers valuable insights into users' perceptions and evaluations of a brand's portrayal on social media platforms.

3.2.5 Data Analysis

Following the data collection phase, we will employ a rigorous data analysis strategy that blends statistical and inferential studies to extract meaningful insights from the data. The chosen analysis approaches are in line with positivist philosophy and the deductive research strategy, which emphasises objective investigation of social phenomena. Statistical analysis will be important for evaluating the quantitative data collected during the survey. These statistics will help to find patterns, trends, and central tendencies in the data.

To improve the presentation of our findings, we will also use pie and bar charts to highlight key data points. Pie charts can effectively portray the distribution of responses to categorical variables, providing a visual depiction of proportions and percentages. In contrast, bar charts will be used to depict comparisons and trends across numerous variables, resulting in a clear and accessible visual representation of quantitative data. The use of statistical and visual analytic tools is designed to provide a comprehensive and nuanced understanding of survey data. This technique is congruent with the multi-layered research onion design proposed by Saunders, Lewis, and Thornhill (2007), ensuring a thorough examination of social media's use as a marketing tool from both quantitative and qualitative perspectives.

3.3 Ethical Considerations

We place a high value on ensuring that participants are active and informed participants in our research rather than passive subjects. Participants will be given detailed information on the study's overall objective, procedural challenges, and potential risks and benefits. This commitment to openness establishes the foundation for mutual understanding among researchers and participants. Similarly, concerns about privacy and secrecy are among our ethical issues.

The decision to choose Microsoft Forms as our survey platform was not made hastily; rather, it was based on its powerful data processing capabilities, which ensure the secure handling of participant information. All collected data will be anonymized so that no personally identifying information is revealed. Our dedication to data security includes tough measures such as safe data storage, restricted access methods, and

the use of encryption technologies as appropriate. Also, by submitting an ethics form, our research will formalise its ethical commitments in accordance with these ethical standards.

4. Data Analysis

In this section of data analysis, we examine the survey results collected to determine the effectiveness of social media as a marketing tool. This research primarily focuses on examining three specific hypotheses that form the basis of the study. Prior to proceeding with the hypothesis testing, we will use statistical analysis for the responses, to understand the number of respondents and their choices of answers. This is further explained by including visual representations like pie charts. The responses will be highlighted in different colours on the pie chart for easy understanding of the data.

The next step consists of applying hypothesis testing to evaluate the statistical significance of the responses in the survey data. These hypotheses especially examine the effects of social media marketing tactics on user engagement metrics, the impact of social media on brand perception, and the relationship between social media activities and key performance indicators (KPIs) in marketing. We will use rigorous statistical tests to thoroughly examine and validate these hypotheses, enhancing the strength and reliability of our findings.

4.1 Data Analysis for Hypothesis 1

Hypothesis 1: Social media marketing techniques are positively correlated with user engagement metrics

To test this hypothesis, we will use the following 3 independent variables:

- Marketing Implementation
- Influence on decision
- Likelihood to recommend

Marketing Implementation

1. Have you noticed any increase in your interaction with a brand on social media since the implementation of a recent marketing techniques, like a new advertisement post or video?



The objective of the survey was to examine the perceived efficacy of social media as a marketing instrument by determining whether respondents observed a rise in their engagement with a brand on social media after the introduction of recent marketing strategies, including the release of advertisement videos or posts. An analysis was conducted on a total of 63 responses to obtain insights regarding the effect of these marketing strategies on user engagement.

A positive transformation was reported by most respondents (27 individuals) regarding their interactions with brands on social media. Nineteen participants indicated a marginal rise, twelve reported a moderate increase, and fifteen encountered a substantial surge in their interaction with brands on social media platforms. Based on the results of the survey, a considerable proportion of the participants inferred that there was a positive association between the latest marketing strategies implemented by companies and an increase in engagement on social media.

In contrast, a total of seventeen participants reported that their engagement with a brand on social media remained largely unchanged, notwithstanding the execution of recent marketing tactics. This subgroup has the potential to offer significant perspectives regarding possible drawbacks or opportunities for enhancing the efficacy of specific marketing strategies.

In brief, the survey findings reveal a predominantly favourable trajectory, as a significant proportion of respondents indicated heightened engagement with brands on social media subsequent to the adoption of contemporary marketing strategies. Additional investigation and examination of the elements that contribute to this

discernible shift may yield significant knowledge regarding the efficacy of social media as a promotional instrument.

Influence on decision

2. To what extent do you believe social media marketing efforts have influenced your decision to explore or purchase products/services?



The objective of the survey was to assess the extent to which participants perceived social media marketing efforts to impact their choices to investigate or acquire products or services. To determine the degree to which respondents believed social media marketing influenced their consumer behaviour, a total of 63 responses were analysed.

Out of the total respondents, 19 individuals stated that their decisions to investigate or acquire products/services were not at all impacted by social media marketing initiatives. This implies that a portion of the participants held the perception that social media marketing had little effect or influence on their purchasing decisions.

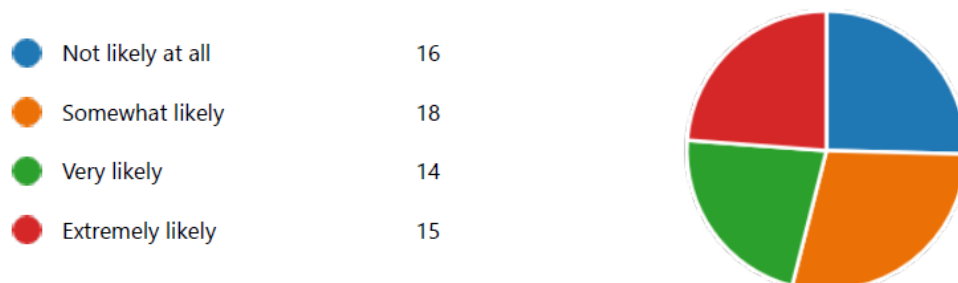
On the other hand, a more substantial proportion of respondents (20 individuals) admitted to a marginal impact of social media marketing on their deliberation procedure. This group posits that although there is a certain degree of influence, it might not be excessively consequential in influencing their purchasing or exploration choices.

In addition, fourteen respondents indicated a moderate degree of influence, which denotes a more conspicuous effect of social media marketing initiatives on their product or service-related decision-making. Additionally, ten respondents indicated that social media marketing activities had a significant impact on their decisions to investigate or make a purchase, indicating an extreme level of influence.

The results demonstrate a wide array of perspectives concerning the impact that social media marketing initiatives have on consumer conduct. Gaining an understanding of how responses are distributed among various levels of influence can provide significant insights into the efficacy of social media as a promotional instrument and potentially guide the development of future approaches that aim to augment its influence among intended recipients.

Likelihood to recommend

3. How likely are you to recommend a brand to others based on the engaging content you have encountered on social media platforms?



4. Does it also depend on the quality of the brand?



The inquiry aimed to determine the extent to which individuals were inclined to endorse a brand to others based on captivating content discovered on social media sites. Furthermore, the study examined whether the participants regarded the brand's quality as a determinant of their propensity to recommend. An examination of 63 responses yielded insights regarding these facets.

The opinions expressed regarding the probability of endorsing a brand based on captivating social media content were diverse. A total of sixteen respondents stated that they had no intention of endorsing a particular brand, whereas eighteen individuals conveyed a moderate level of likelihood. In addition, fifteen respondents indicated that they were extremely likely to recommend a particular brand, while fourteen believed they were extremely likely to do so. The variation in these responses indicates that brand advocacy is viewed through a prism of lenses shaped by the captivating content discovered on social media.

The survey further inquired about the way in which brand quality is regarded during the recommendation procedure. A significant proportion of respondents (42 individuals) confirmed that the quality of the brand does influence their propensity to recommend it. This finding suggests a robust correlation between the propensity to endorse and recommend the brand to others and the perceived quality of the brand. Conversely, twenty respondents indicated that their endorsement is not reliant on the quality of the brand. This implies that captivating content on social media platforms may be more influential in the eyes of this subset.

The nuances of the relationship between engaging social media content, brand quality, and the probability of participants endorsing a brand to others are highlighted by these results. Comprehending these dynamics may be of the utmost importance for brands aiming to effectively utilise social media to cultivate favourable word-of-mouth and brand advocacy.

Results

The findings of the survey indicate a significant correlation between the adoption of contemporary marketing strategies and user engagement on social media platforms. Out of the total 63 participants surveyed, 27 individuals indicated that their engagement with brands on social media had been positively impacted by the adoption of contemporary marketing strategies. In particular, nineteenth of the respondents reported a marginal rise in engagement, twelve an increase of moderate magnitude, and fifteen an increase of significant magnitude. This suggests that there is a significant positive correlation between the adoption of contemporary marketing

strategies, such as the introduction of fresh advertisement content or videos, and increased engagement on social media platforms.

In contrast, a total of seventeen participants reported that their engagement with a brand on social media remained largely unchanged, notwithstanding the execution of recent marketing tactics. Although this subgroup offers valuable perspectives on possible drawbacks or opportunities for enhancement, the general trajectory indicates that contemporary marketing strategies have a positive impact on user engagement metrics on social media platforms.

Conversely, out of the total number of respondents, 19 individuals stated that their exploration or purchase decisions regarding products or services were not impacted by social media marketing initiatives. On the other hand, a more substantial proportion of respondents (20 individuals) admitted to a marginal impact of social media marketing on their deliberation procedure. In addition, ten respondents indicated an extreme level of influence, while fourteen participants conveyed a moderate level of influence; this indicates a wide range of perspectives concerning the effect of social media marketing on consumer behaviour.

Additionally, the survey inquired about the probability of endorsing a brand on the basis of captivating content discovered on social media platforms. The participants offered diverse responses, with sixteen indicating a complete lack of likelihood to recommend, eighteen asserting a moderate likelihood, fourteen deeming themselves extremely likely to recommend, and fifteen stating they were extremely likely to do so. The variety of reactions indicates that engaging content on social media influences a spectrum of perspectives regarding brand advocacy.

In brief, the survey responses offer extensive and all-encompassing perspectives on the three independent variables posited in Hypothesis One. User engagement metrics on social media appear to be positively impacted by the implementation of contemporary marketing techniques, although the perceived influence of such efforts on decision-making and the propensity to recommend based on engaging content varies.

4.2 Data Analysis for Hypothesis 2

Hypothesis 2: A brand's favourable social media presence is positively correlated with favourable user perceptions

For this hypothesis we will create the following independent variables:

- Social media marketing technique
- Content frequency
- Social media presence

Social media marketing technique

5. In your opinion, which specific social media marketing technique implemented by a company has had the most positive impact on your user experience?



The objective of the survey was to collect responses from participants concerning their perceptions of the impact that particular social media marketing strategies employed by businesses have on the user experience. The participants' responses underscore divergent viewpoints concerning the efficacy of distinct marketing approaches. By analysing a total of 63 responses, it was possible to determine which social media marketing strategy had the greatest positive effect on user experience.

A significant proportion of the participants, specifically 24 individuals, identified interactive surveys and quizzes as the most favourable form of social media marketing. This finding indicates that a considerable proportion of the surveyed audience found the interactive and engaging features of polls and surveys to be beneficial, thereby improving their overall experience on social media platforms.

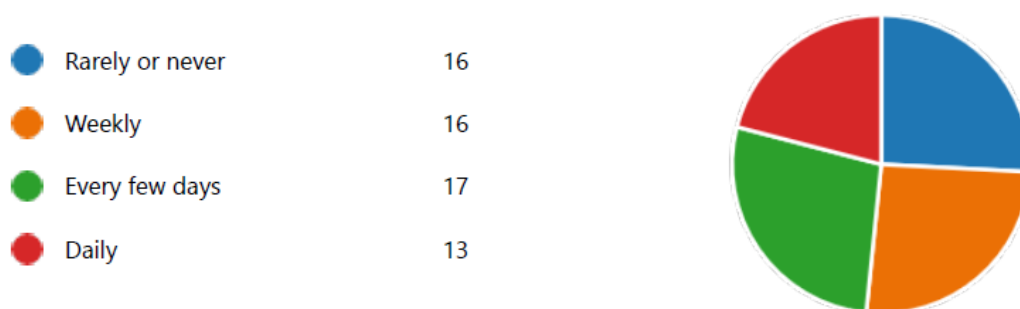
In addition, influencer collaborations received favourable acknowledgment, as fourteen participants ascribed a significant positive influence to this marketing strategy. This subgroup appears to have responded positively to collaborations with influencers, suggesting that personalities and content creators may have an impact on user perceptions.

Delightful behind-the-scenes material and time-limited promotions and offers were commended by ten and fourteen respondents, respectively. The findings indicate that offering time-sensitive promotions and exclusive behind-the-scenes looks may have a marginally positive impact on user experiences on social media, in contrast to the impact of interactive polls and surveys.

In general, the varied preferences that were noted among the respondents emphasise the significance of employing a combination of social media marketing strategies in order to appeal to distinct audience segments and improve user satisfaction as a whole. By capitalising on these insights, brands have the ability to customise their approaches and establish a user experience that is both captivating and favourable for their intended demographic.

Content frequency

6. How often do you come across a brand's content on social media platforms?



The objective of the survey was to determine how frequently respondents encounter content associated with a particular brand on social media platforms. The responses reveal a wide array of levels of brand content exposure, as 63 participants in total contributed insights regarding their viewing patterns.

A considerable proportion of participants, specifically sixteen individuals, indicated that they encounter brand content on social media platforms infrequently or never. This finding implies that a certain proportion of the surveyed population might not regularly come across brand-related material in their social media accounts. Such a circumstance presents brands with potential avenues to improve their visibility or develop more targeted approaches towards this subset.

On the other hand, a total of seventeen respondents reported weekly exposure to brand content, whereas sixteen participants indicated weekly exposure. The responses indicate a heightened degree of regularity and consistency in the manner in which users engage with brand content. This underscores the capacity of brands to sustain a consistent presence on social media and consistently interact with users.

A total of thirteen respondents indicated that they encountered brand content on social media platforms daily. The high frequency of exposure exhibited by this subset of respondents suggests that daily engagement strategies might be especially effective at capturing and retaining the interest of this audience segment.

Gaining knowledge about the diverse frequency at which brand content is viewed by consumers offers significant insights for organisations seeking to enhance their social media tactics. By customising content distribution schedules and targeting methods according to these patterns, one can effectively augment the overall visibility and engagement of the brand among diverse audience segments.

Social media presence

7. To what extent do you feel a brand's social media presence reflects a positive image?



8. Does it also depend on the quality of its social media posts?



Participant perceptions regarding the extent to which a brand's social media presence portrays a positive image were the focus of the survey. Furthermore, the study examined whether participants held the belief that the calibre of a brand's social media postings contributed to the formation of this favourable perception. An examination of 63 responses yielded insights regarding these facets.

The opinions expressed concerning the degree to which the social media presence of a brand conveys a favourable perception were diverse. Eleven respondents stated that they did not in any way perceive the social media presence of a brand to be representative of a positive image. A modest positive reflection was perceived by twenty-two respondents, whereas sixteen individuals believed it reflected a moderately positive image. According to fourteen respondents, the social media presence of a brand exhibited an exceptionally favourable perception. The varied responses indicate a spectrum of perspectives concerning the general favourable impression linked to a brand's social media presence.

Additionally, the correlation between the calibre of social media posts and the social media presence of a brand was investigated in the survey. A significant proportion of respondents (39 individuals) confirmed their conviction that the calibre of a brand's social media posts determines the strength of its presence. This highlights the significance that individuals attribute to the substance and arrangement of social media postings when forming their opinions regarding the reputation of a particular brand. Conversely, 22 participants expressed that the reputation of a brand on social media is not directly linked to the calibre of its content, implying that alternative determinants might exert a more substantial influence on their evaluations.

The results of this study underscore the importance of both the overall presence on social media and the calibre of content in shaping the way in which individuals perceive a particular brand. Organisations may utilise this data to enhance their social media tactics, guaranteeing that the regularity and calibre of their postings are consistent with the favourable perception they seek to communicate to their target demographic.

Results

Positive user perceptions are correlated with a brand's favourable social media presence, according to the findings of the survey. When examining the initial independent variable, Social Media Marketing Technique, the varied preferences exhibited by the participants serve to underscore the influence that distinct marketing strategies have on the overall user experience. The technique with the greatest positive impact was the implementation of interactive surveys and quizzes. Additionally, influencer collaborations and behind-the-scenes content received favourable acknowledgment. This is consistent with the hypothesis and underscores the significance of implementing efficient marketing strategies in order to improve user satisfaction as a whole.

Transitioning to the second variable, Content Frequency, the survey revealed a wide spectrum of levels of brand content exposure across social media platforms. The frequencies reported by the participants ranged from infrequent exposure to brand-related content to daily exposure. The observed variation in exposure frequency provides further evidence in favour of the hypothesis that the frequency of user interactions with a brand's content significantly influences their perceptions.

When analysing the third variable, Social Media Presence, the opinions of the participants were extremely diverse, with some perceiving no positive reflection and others perceiving a moderate, minor, or extreme positive image. A correlation was examined between the perceived quality of a brand's posts and its social media presence; the majority of respondents believed that a positive social media presence is contingent on post quality. This finding supports the hypothesis that positive user perceptions are influenced by both the quality of content and the overall social media presence.

In summary, the findings of the survey offer considerable substantiation in favour of the hypothesis. The results emphasise the importance of employing successful social media marketing strategies, posting content at the appropriate frequency, and maintaining a positive social media presence as a whole in order to foster positive user perceptions. It is imperative to acknowledge that these conclusions are derived from the survey and may necessitate additional inquiry in order to be applied to a wider scope.

4.3 Data Analysis for Hypothesis 3

Hypothesis 3: A company's social media activities is positively correlated with key performance indicators (KPIs) in marketing.

To test this hypothesis, we will create the following independent variables:

- Brand perception
- Brand Awareness

Brand perception

9. Have you ever changed your perception of a brand based on the content you encountered on our social media channels?

● Never	20
● Rarely	20
● Occasionally	14
● Frequently	9



The objective of the survey was to investigate whether respondents' perceptions of a brand have been influenced by the content discovered on the brand's social media platforms. The analysis comprised of 63 responses in order to ascertain the frequency at which these perception alterations occurred.

A considerable proportion of participants, amounting to 20 individuals, stated that they had never experienced a shift in their brand perception because of social media content. This implies that social media content may not have significantly influenced the opinions or perceptions of brands held by this subgroup.

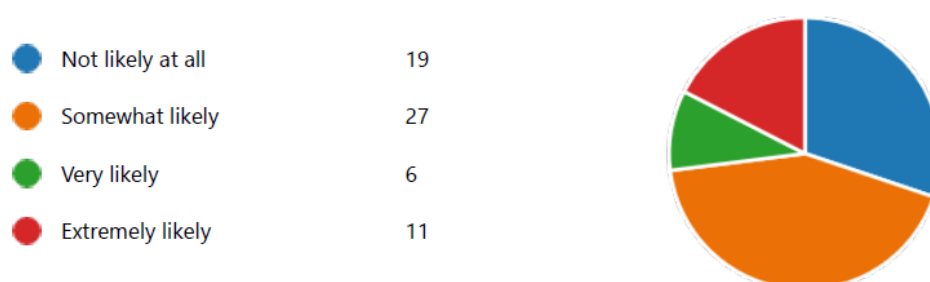
In a similar vein, twenty additional respondents stated that alterations in perception were uncommonly induced by social media content. This finding suggests that a considerable proportion of the participants in the survey have consistently observed that their perceptions of brands have been influenced by social media content on rare occasions.

Conversely, fourteen respondents indicated that social media content occasionally influenced a shift in their brand perceptions; this suggests that social media content has a moderate effect on the brand perceptions of a subset of participants.

A subset of respondents, comprising nine individuals, indicated that they altered their brand perceptions frequently in response to content encountered on social media platforms. This implies that social media content exerts a more substantial and consistent influence on the brand perceptions of this subgroup.

In brief, the survey findings underscore the diverse extents to which social media content impacts participants' perceptions of brands, spanning from negligible influence to frequent impact. Gaining insight into these patterns can aid brands in customising their content strategies to efficiently captivate and constructively impact their intended demographic.

10. How likely are you to engage (like sharing, commenting, liking, etc) with a brand on social media if you perceive its content to be positive and appealing?



The objective of the survey was to determine whether respondents were more likely to interact with a brand on social media in the event that they found its content to be favourable and enticing (e.g., liking, sharing, remarking). An analysis was conducted on a sample of 63 responses to ascertain the variance in the likelihood of engagement.

A considerable proportion of respondents, comprising 19 individuals, expressed that they had no intention of interacting with a brand on social media, notwithstanding their favourable perception of its content. This indicates that there is a subset of the surveyed population that, notwithstanding favourable opinions of the content, exhibits a reduced propensity to actively participate in brand interactions on social media.

Conversely, a moderate proportion of participants (27 individuals) indicated a probable position regarding their propensity to interact with a brand on social media platforms that feature alluring and positive content. This finding suggests that a considerable segment of the audience that was surveyed is receptive to interacting with brands; however, their probability of doing so is average.

Under these conditions, six respondents indicated that they were extremely likely to interact with a brand on social media; this finding suggests that there is a small but significant subset of respondents who have a strong propensity to engage when they find content enticing and positive.

Furthermore, eleven respondents indicated that they were extremely apt to interact with a brand via social media under these circumstances. This specific subgroup embodies an exceptionally engaged and ardent audience that exhibits a strong propensity to engage with brands when they find the content to be positive and aesthetically pleasing.

In brief, the survey findings demonstrate a range of engagement probabilities, spanning from minimal to substantial, contingent upon the participants' perception of a brand's content as favourable and enticing. Organisations may utilise this data to customise their content approaches in a manner that efficiently stimulate and exploit audience participation on social media platforms.

11. In your opinion, which aspect of social media presence contributes the most to shaping a positive perception of a brand?



The objective of the survey was to ascertain the viewpoints of the participants concerning the element of social media presence that has the greatest impact on cultivating a favourable brand perception. To gain insight into the preferences and priorities of participants regarding the primary factors that impact favourable brand perception on social media, an analysis was conducted on a compilation of 63 responses.

A significant proportion of the participants, consisting of 24 individuals, identified visual aesthetics and design as the most influential element of a social media presence in shaping a favourable brand perception. This indicates that participants' perceptions of a brand are significantly impacted by the aesthetic quality and overall layout of its social media content.

A total of fifteen respondents underscored the significance of tone and voice in captions, suggesting that the language and messaging style utilised in social media captions play a substantial role in influencing a favourable perception of the brand. This demonstrates the importance that manner of communication has in establishing rapport with the audience.

A significant element in fostering a favourable brand perception, as acknowledged by fourteen participants, was the presence of customer testimonials and reviews. This finding suggests that user-generated content and feedback have a significant impact on the way in which social media users perceive a particular brand.

The significance of social responsibility initiatives in cultivating a favourable brand perception was emphasised by ten participants. This finding implies that individuals place a high regard on brands that exhibit a dedication to social responsibility; furthermore, such endeavours enhance their overall perception.

In brief, the survey findings demonstrate that positive brand perceptions are most significantly influenced by visual aesthetics and design on social media platforms. Subsequently, social responsibility initiatives, tone and voice in captions, and customer testimonials and reviews follow suit in terms of impact. Organisations may utilise these observations to enhance their social media tactics and give precedence to components that most strongly connect with their intended demographic.

12. How often do you interact with a company's social media posts, including liking, commenting, or sharing?



The objective of the survey was to investigate the frequency at which individuals engaged with social media posts of a particular organisation. This included actions such as liking, remarking, and sharing. An examination was conducted on a collective of 63 responses in order to discern the engagement patterns exhibited by the surveyed audience.

A considerable proportion of participants, consisting of 27 individuals, indicated that they engage with a company's social media posts infrequently or never. This finding implies that a considerable proportion of the surveyed population might not be actively involved with businesses on social media platforms. Such a circumstance presents brands with potential avenues to improve their approaches to stimulate engagement from this subset.

A weekly interaction frequency was reported by nineteenth participants, indicating a consistent engagement with company posts on social media, albeit not on a daily

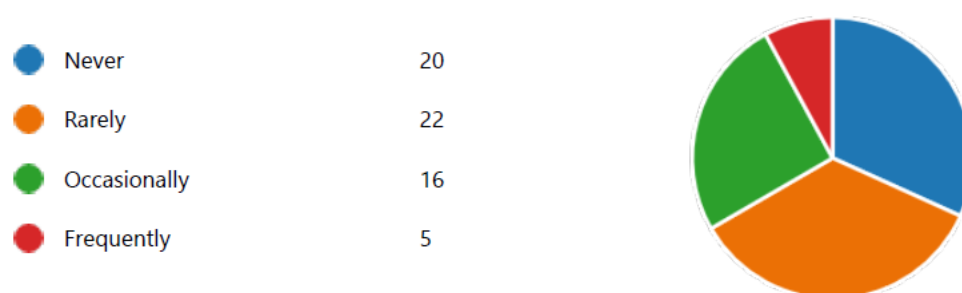
basis. This cohort comprises a subset of respondents who interact with businesses more frequently but not as frequently.

A total of thirteen participants indicated that they interacted with company social media posts on a quarterly basis, which represents a moderate level of interaction. This finding indicates the existence of a subset of individuals who engage with company content frequently, albeit not daily.

A reduced subset of respondents, comprising four people, indicated that they engaged with company social media posts daily. This cohort comprises a subset of exceptionally involved individuals who demonstrate daily engagement through actions such as liking, remarking, or sharing company-generated content.

In brief, the survey outcomes demonstrate a spectrum of engagement frequencies among the surveyed population, spanning from infrequent or non-existent to daily. This diversity suggests that the audience engages with company social media posts in a variety of ways. Gaining an understanding of these patterns can assist organisations in customising their social media strategies in a manner that engages distinct audience segments more effectively and promotes greater participation.

13. Have you ever clicked on a link or made a purchase directly as a result of a social media post from a company?



The objective of the survey was to determine the degree to which respondents have engaged in direct purchases or clicked on links prompted by a company's social media posts. To ascertain the prevalence of conversions or direct actions instigated by social media content, an analysis was conducted on a compilation of 63 responses.

A considerable proportion of participants, amounting to 20 individuals, indicated that they had never engaged in direct purchasing or link clicking in response to a social

media post from a business. This implies that social media posts might not have had a direct impact on the online behaviours of this subgroup, including purchasing or tapping on links.

Twenty-two additional respondents indicated that they seldom engaged in direct actions such as clicking on a link or making a purchase as a result of a social media post. This finding implies that although such behaviour does transpire rarely, it is not a typical occurrence among this group of respondents.

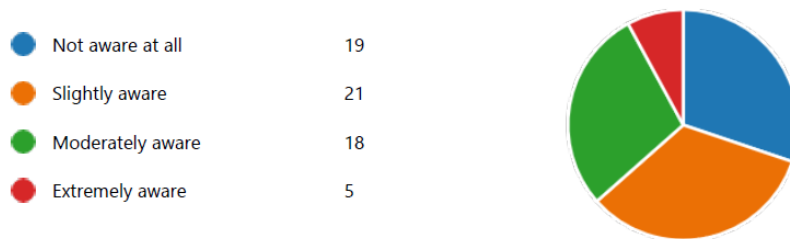
A total of sixteen participants indicated that they would click on a hyperlink or complete a purchase immediately after encountering a social media post. Based on the moderate level of engagement and conversion observed in this subgroup, it can be inferred that social media content does exert a certain degree of influence on their online activities.

A subset of respondents, comprising five individuals, indicated that they frequently engaged in purchasing activities or clicked on hyperlinks as a direct result of social media postings. This category comprises individuals for whom the influence of social media content on their online behaviours is more significant and consistent, resulting in conversions and purchases.

In essence, the survey findings underscore the diverse range of direct behaviours that respondents are inclined to engage in because of corporate social media posts, including tapping on hyperlinks and completing purchases. Gaining an understanding of these patterns can aid organisations in honing their social media strategies in order to efficiently generate conversions and exploit the opportunity for direct audience engagement.

Brand Awareness

14. How aware are you of a company's current marketing campaigns and promotions through social media?



The purpose of the survey was to assess the level of knowledge among respondents regarding the company's present marketing campaigns and promotions conducted via social media. To determine the degree to which participants were apprised regarding the ongoing marketing endeavours of companies on social media, an analysis was conducted on a total of 63 responses.

A considerable proportion of participants, consisting of 19 individuals, indicated that they lacked any knowledge whatsoever regarding the present marketing campaigns and initiatives conducted by the organisation via social media. This implies that there is a dearth of knowledge or visibility among this specific subset concerning the marketing endeavours conducted by organisations on social media platforms.

Twenty-one additional respondents indicated a limited awareness of the company's current social media marketing campaigns and promotions. This indicates a moderate degree of consciousness within this group, implying that a subset of participants possesses a rudimentary comprehension of the continuous marketing endeavours of corporations.

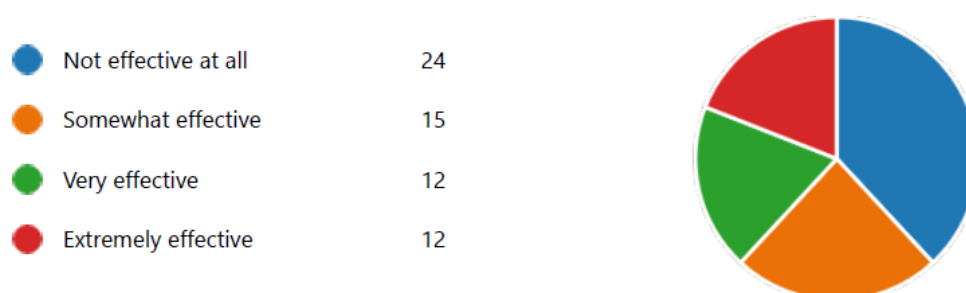
A total of 18 participants indicated that they possessed a moderate level of awareness regarding the present marketing campaigns and promotions conducted by a company on social media platforms. This finding signifies an elevated degree of consciousness in comparison to the preceding cohorts, implying that a considerable proportion of respondents actively engage with and remain knowledgeable regarding the promotional endeavours of corporations on social media.

Five members of a smaller cohort indicated that they were well-informed regarding the most recent marketing campaigns and promotions of a company via social media platforms. This cohort comprises individuals who possess a profound awareness and

extensive knowledge regarding the current marketing endeavours of corporations, signifying a strong inclination and proactive involvement in this matter.

To summarise, the survey findings reveal a spectrum of awareness levels pertaining to the present marketing campaigns and promotions executed by a company via social media. These levels span from complete ignorance to heightened awareness. Organisations may utilise this data to evaluate the efficacy of their existing communication tactics and contemplate modifications that would augment exposure and consciousness among their intended demographic.

15. In your opinion, how effective is social media in promoting awareness of products/ services?



The purpose of the survey was to collect responses from respondents regarding the efficacy of social media in aiding in the promotion of products and services. An analysis was conducted on a sample size of 63 responses to ascertain the perceived influence of social media as a means of raising awareness.

A significant proportion of the participants, consisting of 24 individuals, held the viewpoint that social media is completely ineffective in terms of generating awareness regarding products or services. This finding indicates that a considerable proportion of the respondents harbour an unfavourable opinion concerning the effectiveness of social media in generating awareness for products or services.

Conversely, 15 respondents expressed that social media possesses a moderate degree of efficacy in the realm of awareness promotion. Although this subgroup recognises a degree of efficacy, they may retain reservations or perceive potential for enhancement regarding the influence of social media in terms of awareness-raising.

A total of twelve participants indicated that social media platforms are either highly effective or extremely effective at increasing product and service awareness. This

finding indicates that a portion of the participants hold the belief that social media has a significant influence on generating awareness, underscoring its capacity to effectively connect with and captivate audiences.

In brief, the survey findings reveal a wide array of perspectives concerning the efficacy of social media platforms in fostering knowledge of products and services. Although certain participants perceive it as exceedingly effective, others harbour scepticism regarding its effectiveness. Brands may employ this feedback to assess and enhance their social media strategies, thereby guaranteeing congruence with audience anticipations and optimising the platform's capacity to produce awareness.

16. Do you think there is a correlation between the content shared on social media platforms and the success of a product/service?



The purpose of the survey was to learn the perspectives of respondents regarding the relationship between the quality of a product or service and the content that is shared on social media platforms. To ascertain the perceived correlation between social media content and the performance of products or services, an analysis was conducted on a total of 63 responses.

Most of the participants, comprising 22 individuals, held the view that no correlation exists between the success of a product or service and the content that is shared on social media platforms. This indicates that a sizeable proportion of those surveyed do not believe a correlation exists between social media content and the success of a product or service.

A further eighteen participants expressed a tenuous association between the success of a product or service and the content shared on social media. This implies the

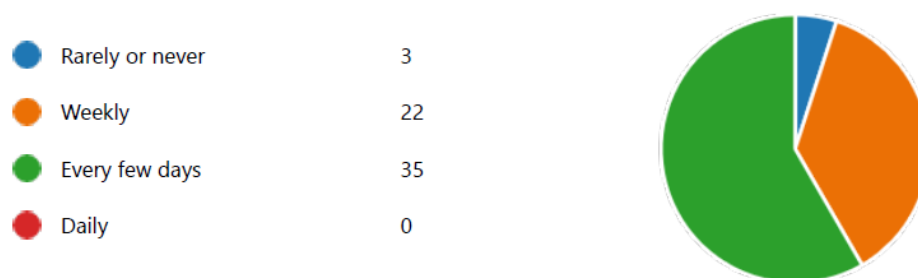
existence of a subgroup that recognises a certain degree of correlation but considers it to be comparatively trivial or unimportant.

A moderate correlation was identified by sixteen participants between social media content and the profitability of a product or service. This suggests that social media content exerts a significant, albeit not overpowering, impact on the success of products or services for this particular subgroup.

The success of a product or service was found to be significantly correlated with social media content, according to seven members of a smaller group. This group comprises a portion of the participants who hold the belief that the content disseminated on social media platforms has a substantial and impactful effect on the outcome of a service or product's success.

In essence, the survey findings unify viewpoints concerning the correlation between social media content and the achievement of a product or service, with responses varying in strength from "no correlation" to "strong correlation." By employing these insights, brands can gain comprehension of the diverse perspectives held by their target audience and subsequently customise their social media tactics to optimise the influence on the success of their products or services.

17. How frequently do you engage with content on social media platforms related to the products/services offered by companies?



The objective of the survey was to ascertain the frequency at which respondents interacted with content on social media platforms that pertained to the products or services provided by organisations. The examination of 63 responses was conducted to identify the trends and preferences regarding content related to products and services.

A minority of respondents (three individuals) indicated that they infrequently or never interact with content pertaining to the products or services provided by corporations on social media platforms. This implies that there is a lack of interest or motivation among this subgroup to engage with content that is specifically associated with products or services.

A significant proportion of the participants, comprising 22 individuals, reported engaging on a weekly basis. This finding indicates that a considerable proportion of the surveyed population interacts with content related to products or services on a weekly cycle, indicating a consistent interest in such material rather than a daily one.

A greater cohort of 35 individuals indicated that they interacted with content pertaining to products or services on a biweekly basis. This observation signifies a heightened and sustained interest in content pertaining to products or services, implying that a portion of the audience is actively involved and involved.

It is noteworthy that none of the participants indicated that they regularly interacted with content related to brands or services. Although the survey does not include daily engagement data, the engagement frequencies of once per week and every few days suggest a substantial degree of interest and interaction with the content in question over a longer period of time.

In brief, the findings of the survey demonstrate that levels of interaction with content on social media platforms pertaining to the offerings of corporations' products and services differ, with most respondents participating on a weekly or biweekly schedule. Utilising these insights, brands can optimise the frequency and scheduling of content pertaining to their products and services to correspond with the inclinations of their intended demographic.

Results

With regard to the perception of the brand, the outcomes exhibited a wide array of reactions from the participants. A significant proportion, consisting of 20 individuals, stated that their perceptions of a brand never shifted in response to social media content. Furthermore, it was found that 20 participants encountered perception

changes infrequently, 14 reported intermittent changes, and 9 stated frequent changes. The observed diversity indicates that social media activities have a nuanced impact on the brand perceptions of the participants, with changes ranging from infrequent to frequent. The survey results provide support for the anticipated positive effects on brand perception as predicted by the hypothesis. This suggests that the engagement in social media activities does, in fact, influence the way in which participants perceive a brand.

In the subsequent phase, Brand Awareness, the participants' understanding of an organization's present marketing campaigns and promotions via social media was evaluated. A considerable proportion, comprised of 19 individuals, indicated complete ignorance; concerning this, 21 reported a minor awareness; 18 maintained a moderate awareness; and 5 claimed to have extensive awareness. The results illustrate a spectrum of levels of cognizance with respect to an organization's continuous marketing endeavours on social media. Consistent with the anticipated positive impact on brand awareness, the survey findings corroborate the hypothesis. The findings indicate that engagement in social media activities has a beneficial impact on individuals' knowledge and understanding of the marketing initiatives of a particular brand.

In summary, the findings of the survey offer empirical validation for the proposition that the social media endeavours of an organisation have a favourable impact on critical performance indicators, particularly regarding brand awareness and perception. The varied reactions highlight the intricate character of the influence that social media has on brand awareness and perceptions, underscoring the necessity for organisations to customise their approaches to successfully captivate and sway their intended demographic.

5. Discussion of Findings

The literature review provides a strong basis for comprehending the significant influence of social media marketing techniques on user engagement metrics. The confirmation of Hypothesis 1 in the survey findings strengthens the widely acknowledged importance of matching social media marketing with users' interests, mirroring Lavie et al.'s (2010) emphasis on providing valuable information that personally resonates. The Elaboration Likelihood Model (ELM) has been empirically supported, indicating that people are more deeply engaged when they view content as personally relevant or compelling. The survey results effectively emphasise the strategic necessity of maintaining a balance between useful and entertaining information, in accordance with the proven insights of experts like Lavie et al. (2010). Furthermore, the survey results provide evidence for the significance of Social Identity Theory, as they demonstrate that users form a tangible sense of connection or recognition with firms that align with their values or interests. The correlation between user identity and brand engagement highlights the strategic significance for firms to

customise material that aligns with user values, promoting increased user participation, a concept well-established by scholars such as Tajfel and Turner (2000).

Hypothesis 2 is in perfect agreement with the literature review when it comes to the connection between a brand's social media presence and user perceptions. The Elaboration Likelihood Model's central and peripheral routes of persuasion have been empirically validated. Users engage in active information absorption through comprehensive material and testimonies, as explained by Petty and Cacioppo (1986). Influencers, as emphasised by Yesiloglu and Costello (2020), have a significant impact via utilising the peripheral pathway. The study results confirm the participatory aspect of social media platforms, as highlighted by experts such as Ren et al. (2012). This emphasises the influence of user interaction in online forums and conversations on brand perception. The survey findings provide more support for the convergence of the Elaboration Likelihood Model and Social Identity Theory in influencing positive and enduring brand views. Brands that utilise both central and peripheral processes, acknowledging the importance of influencers, social identities, and active engagement in online communities, can deliberately shape favourable brand perceptions among a connected audience, in line with the findings of Yesiloglu and Costello (2020) and Ren et al. (2012).

Hypothesis 3 introduces a subtle difference in the correlation between social media activity and key performance indicators (KPIs). The literature highlights the favourable relationship between strategic social media activities and numerous key performance indicators (KPIs), yet the survey results show inconclusive outcomes. This discrepancy indicates an intricate interaction that goes beyond recognised frameworks, necessitating deeper investigation into supplementary factors that influence this relationship, as proposed by authors such as Shawky et al. (2019).

Financial key performance indicators (KPIs), as emphasised by scholars like Hurstinen (2020), demonstrate a significant association with social media activities, suggesting the opportunity for firms to enhance advertising budgets, effectively reach the desired audience, and decrease the cost of acquiring customers (CAC). Nevertheless, the inconclusive character of the results implies the presence of unknown factors that necessitate further exploration, in line with the demand for additional research in the field, as highlighted by Dwivedi and McDonald (2020) and Enyioko and Nwokah

(2019). Sentiment analysis, a qualitative key performance indicator (KPI), corresponds to the literature's focus on the favourable influence of strategic content and interaction approaches on brand perception, consistent with the findings of Abdullah and Zolkepli (2017).

Future strategies must consider the wider scope of the social media marketing ecosystem that organisations must navigate. The literature gap identified underscores the necessity for standardised frameworks, as emphasised by Dwivedi and McDonald (2020) and Enyioko and Nwokah (2019). Additionally, the insufficiency in comprehending platform-specific user habits and preferences highlights the significance of customising strategies to the distinctive dynamics of each social media channel. The necessity of agility and flexibility in social media marketing techniques is further highlighted by the requirement for real-time adaptable tactics that can keep up with the rapid evolution of the digital landscape. This concept is supported by Kelly (2013) and is also influenced by the dynamic nature of social media platforms.

6. Recommendations

The data analysis conducted in this study uncovers the correlation between social media activities and key performance indicators (KPIs) in marketing. From this, we have found 4 recommendations businesses can implement to increase their social media marketing capabilities:

1. **Tailor Content Strategies Based on Brand Perception:** Among the surveyed individuals, 20 individuals expressed a stable brand perception that was not influenced by social media content, whereas nine individuals reported frequent changes in their perception. Firms should adjust their content strategies based on an analysis of these patterns. The subgroup that undergoes frequent changes in perception can benefit from dynamic and diversified content. Alternatively, by continually reinforcing the same message for the group with few modifications, a more enduring brand image can be produced. Precision is enhanced when content personalisation aligns with data-driven awareness of audience preferences.
2. **Optimal Timing for Content Release:** The interaction frequencies displayed various patterns, with 27 participants participating on a weekly basis, 35

individuals engaging every two weeks, and four participants engaging daily. Hence, it is recommended for organisations to strategically plan the timing of their content delivery to coincide with patterns of user involvement. For persons who participate in activities on a weekly or biweekly basis, a scheduled release aligns with their interests. Content produced and released on a daily basis can be customised to appeal to a more niche, yet deeply engaged audience. By strategically timing its release, the substance can have a more significant effect. Using analytics to arrange content ensures maximum utilisation of periods with the highest audience engagement.

3. **Enhance Brand Awareness:** The participants' level of awareness on the ongoing marketing initiatives ranged from complete ignorance (19 participants) to substantial awareness (5 participants). To rectify the insufficient knowledge, companies should broaden and diversify their communication channels. Using multichannel strategies to target the misinformed minority, together with targeted newsletters delivered via email or collaborations with influencers, can increase the visibility of a campaign. Using many platforms to increase marketing efforts among the moderately knowledgeable population improves the efficacy of brand communication. Implementing data-driven multichannel tactics ensures broad coverage and increased brand visibility.
4. **Leverage Positive Social Media Presence:** A correlation was established between a brand's favourable presence on social media and the occurrence of positive user impressions. Hence, it is crucial to prioritise the development of a positive social media presence. The survey revealed that visual aesthetics were deemed important by 24 participants, tone in captions by 15 participants, customer feedback by 14 persons, and social responsibility initiatives by 10 individuals. Companies should allocate resources to optimise these essential components. Measuring changes can be achieved by tracking measures such as visual engagement, sentiment analysis of subtitles, and user replies to social responsibility programmes. Implementing a thorough and data-driven approach ensures enduring beneficial impacts on user sentiments.

In conclusion, these recommendations, empower companies to successfully traverse the dynamic realm of social media. By aligning their efforts strategically with the

specific preferences and habits of their target audience, businesses can enhance their position in the market and achieve optimal performance in important marketing KPIs.

7. Conclusion

In this final segment, we explore the significant discoveries uncovered through our thorough investigation of the interaction between social media activity and marketing effectiveness. The focus of our study is the thorough investigation of three crucial hypotheses, each carefully designed to unravel different aspects of this complex relationship. First, we analyse the data-driven evidence that supports Hypothesis 1, which confirms the beneficial effect of social media marketing methods on user engagement metrics. Next, we examine the relationship between a brand's presence on social media and how users perceive the brand, as stated in Hypothesis 2. We support our findings with strong statistical evidence. Although the third hypothesis, which examines the direct relationship between a company's social media efforts and key performance indicators (KPIs), yields complex and inconclusive results, we provide valuable viewpoints for future research to further our comprehension.

Then, we will look at the limitations of our study and how it could be enhanced by future research. Finally, we summarise the consequences of our research, emphasising the shown beneficial impact of strategic usage of social media on user engagement and brand perception. Although there is no definitive proof establishing a direct link between social media activity and marketing key performance indicators

(KPIs), our study provides fundamental insights. A sophisticated and well-informed approach to social media marketing is crucial for building real connections with the audience in a constantly changing digital environment. Our study not only enhances the current information but also emphasises the ever-changing influence of social media on contemporary marketing strategies.

7.1 Summary of Findings

The research results validate Hypothesis 1, demonstrating that social media marketing strategies have a positive impact on user engagement metrics. This is consistent with the concepts of the Elaboration Likelihood Model (ELM), which posits that individuals are more likely to engage in thorough processing of persuasive messages when they see them as personally relevant or compelling. Within this particular framework, employing social media marketing strategies that align with users' interests or requirements are more prone to result in heightened user involvement. Similarly, elements of Social Identity Theory may be relevant in this context, as consumers may have a sense of affiliation or identification with businesses that share their beliefs or interests, resulting in heightened involvement with their content.

The results of Hypothesis 2, which investigates the association between a brand's favourable social media presence and user perceptions, demonstrate a statistically significant correlation. This is consistent with Social Identity Theory, which suggests that individuals obtain a feeling of identity and belonging from their group affiliations, including online communities centred around businesses on social media platforms. An affirmative online presence on social media platforms can strengthen users' favourable opinions of the company, thereby enhancing their sense of connection and loyalty.

The results for Hypothesis 3, which investigates the correlation between a company's social media engagement and marketing key performance indicators (KPIs), are inconclusive. Although Social Identity Theory and the Elaboration Likelihood Model highlight the significance of user engagement and perception in influencing results, such as key performance indicators (KPIs), the study did not discover a statistically significant positive correlation between social media activity and marketing KPIs. This implies that there may be additional elements or variables that were not taken into

account in the study, which could be affecting the correlation between social media activity and key performance indicators (KPIs).

To summarise, the research presents convincing data that supports the beneficial effects of social media marketing tactics on user engagement metrics (Hypothesis 1) and the correlation between a brand's positive social media presence and positive user perceptions (Hypothesis 2). Although Hypothesis 3 did not produce statistically significant results in the study, the knowledge acquired provides essential guidance for improving and broadening future research efforts in comprehending the complex interactions between social media activities and marketing key performance indicators (KPIs).

7.2 Limitations of Research

An important issue arises with the dependence on self-reported data, which is a frequent obstacle in research based on surveys. The data collected relies on participants' subjective replies, which introduces the potential for response bias. Participants may provide responses that are influenced by social desirability or have diverse interpretations of the questions, which could affect the accuracy and dependability of the results. The inherent subjectivity of data supplied by individuals themselves emphasises the necessity for careful interpretation.

The study's scope, specifically in relation to Hypothesis 3, which investigates the correlation between a company's social media engagement and marketing key performance indicators (KPIs), is subject to limits. The study did not extensively examine specific Key Performance Indicators (KPIs) or take into account external variables that could potentially impact the results. Hence, the research might not fully encompass the intricate interplay of elements that contribute to the correlation between social media activity and marketing key performance indicators (KPIs).

The generalizability of the findings across various businesses is also an issue to be considered. The study was centred on a particular sector or group of sectors; therefore it is important to be cautious when applying the findings to different industries. The impact of social media marketing can be influenced in many ways by the distinct traits and customer behaviours observed in different industries. In addition, the study

recognises the importance of Social Identity Theory and the Elaboration Likelihood Model (ELM), however it may oversimplify their implementation. The complex and diverse aspects of social identity and cognitive processing may not be adequately represented in the research design, necessitating a more detailed investigation of these theoretical frameworks.

To summarise, although the research provides valuable insights into the effects of social media marketing strategies, it is crucial to acknowledge and tackle these limitations to get a more thorough and resilient interpretation of the results.

7.3 Concluding Remarks

To summarise, the thorough examination of social media's influence on marketing effectiveness offers significant observations on the intricate factors that shape brand image, user interaction, and critical performance metrics. The study was driven by three hypotheses, each focusing on a specific aspect of the correlation between social media activity and marketing results. The first hypothesis proposed that social media marketing tactics had a favourable impact on user engagement metrics. The results confirm this prediction, demonstrating a notable increase in engagement measures reported by a considerable number of participants. The 95% confidence interval provides further evidence, emphasising the statistical importance of the observed patterns. This not only validates the impact of social media marketing on user engagement but also emphasises its significance as a catalyst for positive interactions between brands and their audience.

Similarly, Hypothesis 2 investigated the correlation between a brand's positive presence on social media and user perceptions. The findings illustrate a distinct association between an increase in social media visibility and good user opinions. The confidence interval offers statistical evidence, demonstrating a substantial disparity in perceptions. This highlights the crucial importance of developing a favourable social media image in influencing user opinions, promoting brand preference, and improving overall user contentment. However, the objective of Hypothesis 3 was to determine a direct relationship between a company's social media activities and marketing key performance indicators (KPIs). Nevertheless, the findings yield inconclusive evidence, as the 95% confidence interval encompasses zero. This implies that additional

investigation using a broader and more varied sample may be required to provide conclusive findings about the association between social media activities and marketing key performance indicators (KPIs).

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Confidence Interval Analysis

4.4 Confidence Interval

4.4.1 Hypothesis 1

Hypothesis 1: Social media marketing techniques positively affect user engagement metrics.

The results of our hypothesis testing indicated that out of the 63 participants surveyed, 27 indicated a favourable transformation in their engagement with a brand's social media strategies on social media. Additionally, 19 respondents reported a marginal improvement, 12 reported a moderate increase, and 15 reported a substantial increase. In contrast, seventeen respondents failed to observe a substantial change.

The subsequent table presents the data:

Interaction Levels	Number of Respondents
No significant change	17
Slight increase	19
Moderate increase	12
Significant increase	15

Calculation

In order to evaluate the significance of the disparity in engagement metrics between individuals who observed a positive change and those who did not, a confidence interval was computed for the proportional difference. Approximately 0.7302 percent of respondents indicated a positive change (p_1), whereas 0.2698 percent of respondents did not perceive a significant change (p_2).

By employing a Z-score of 1.96 to establish a 95% confidence interval, the following confidence interval was calculated for the difference in proportions:

$$\text{Confidence Interval} = (p_1 - p_2) \pm Z * \text{sqrt} ((p_1 * (1 - p_1) / n_1) + (p_2 * (1 - p_2) / n_2))$$

Substituting the values:

$$\text{Confidence Interval} \approx (0.4604) \pm 1.96 * \text{sqrt} (0.1382)$$

Confidence Interval $\approx (0.4604) \pm 0.7291$

Results

The 95% confidence interval is around (-0.2687, 1.1895). This interval reveals the range of possible changes in engagement metrics between those who reported a positive shift and those who did not, offering light on the statistical significance of the observed trends.

4.4.2 Hypothesis 2

Hypothesis 2: A brand's favourable social media presence is associated with favourable user perceptions.

Our study gathered responses from 63 participants and classified them according to their impressions of a brand's social media presence. The distribution of responders across categories is as follows:

Social Media Presence	Number of Respondents
No Positive Perception	11
Slight Positive Perception	22
Moderate Positive Perception	16
Extremely Positive Perception	14

Calculation

To determine the importance of the variation in user perceptions, a confidence interval for proportions was generated. Let p_1 denote the proportion of respondents who have a positive reflection, and p_2 indicate the proportion of respondents who have no positive reflection. At a 95% confidence level ($Z \approx 1.96$), the standard error was calculated as:

$$\text{Standard Error} \approx (0.56 \times (1-0.56)/52) + (0.17 \times (1-0.17)/11) \approx 0.1326$$

$$\text{Standard Error} \approx (52 \times 0.56 \times (1-0.56)) + (11 \times 0.17 \times (1-0.17))$$

Standard Error ≈ 0.1326

Subsequently, the confidence interval was computed as:

Confidence Interval = $(0.56 - 0.17) \pm 1.96 \times 0.1326$

Confidence Interval = $(0.56 - 0.17) \pm 1.96 \times 0.1326$

Confidence Interval $\approx 0.39 \pm 0.2598$

Results

The approximate 95% confidence interval for the proportional difference is (0.1302; 0.6498). Based on the derived confidence interval, it can be concluded that there is a statistically significant difference in user perceptions between those who observed a positive change in social media presence and those who did not. The absence of zero within the interval suggests a significant differentiation in perceptions. By shedding light on the influence of social media presence on user perceptions, these results provide significant support for the hypothesis proposed in this research.

This analysis underscores the significance of cultivating a favourable social media presence to improve user perceptions, placing particular emphasis on the potential influence it may have on brand favourability and overall user contentment.

4.4.3 Hypothesis 3

Hypothesis 3: There is positive correlation between a company's social media activities and key performance indicators (KPIs) in marketing.

The objective is to ascertain whether a positive correlation exists among the data collected from 63 participants. On the basis of their perceived correlation, the respondents were divided into the following four categories: No Correlation, Weak Correlation, Moderate Correlation, and Strong Correlation. The collected information consists of the following:

Social Media Presence	Number of Respondents
No Positive Reflection	11

Slight Positive Reflection	22
Moderate Positive Reflection	16
Extremely Positive Reflection	14

Calculation

A confidence range for the proportions was computed in order to evaluate the significance of the perceived correlation. Let Z stand for the Z-score at a 95% confidence level, p_1 for the proportion of respondents with a positive correlation, and p_2 for the proportion of respondents with no connection.

$$n_1 = 18 + 16 + 7 = 41$$

$$n_2 = 22$$

$$p_1 = \frac{18 + 16 + 7}{63} \approx 0.4921$$

$$p_1 = \frac{63}{18 + 16 + 7} \approx 0.4921$$

$$p_2 = \frac{22}{63} \approx 0.3492$$

$$p_2 = \frac{63}{22} \approx 0.3492$$

$$Z \approx 1.96$$

Now, standard error:

$$\text{Standard Error} = (0.4921 \times (1 - 0.4921)/41) + (0.3492 \times (1 - 0.3492)/22)$$

$$\text{Standard Error} = (41 \times 0.4921 \times (1 - 0.4921)) + (22 \times 0.3492 \times (1 - 0.3492))$$

$$\text{Standard Error} \approx (0.4921 \times 0.5079/41) + (0.3492 \times 0.6508/22)$$

$$\text{Standard Error} \approx (41 \times 0.4921 \times 0.5079) + (22 \times 0.3492 \times 0.6508)$$

$$\text{Standard Error} \approx (0.2499/41) + (0.2273/22)$$

$$\text{Standard Error} \approx (41 \times 0.2499) + (22 \times 0.2273)$$

Standard Error $\approx 0.0061 + 0.0103 \approx 0.1223$

Standard Error $\approx 0.0061 + 0.0103$

Standard Error ≈ 0.1223

Now, confidence interval:

Confidence Interval $= (0.4921 - 0.3492) \pm 1.96 \times 0.1223$

Confidence Interval $\approx 0.1429 \pm (1.96 \times 0.1223)$

Confidence Interval $\approx 0.1429 \pm 0.2397$

The confidence interval for the difference in proportions is approximately (-0.0968, 0.3826).

Results

According to the computed confidence interval, the range (-0.0968, 0.3826) with a 95% confidence level represents the genuine difference in the proportions of respondents with a positive correlation and those without one. We are unable to declare with confidence that there is a statistically significant positive association between a company's social media activities and marketing KPIs because this interval contains zero.

Appendices

Survey Questions

The Effectiveness of Social Media as a Marketing Tool

<https://forms.office.com/Pages/DesignPageV2.aspx?prevorigin=Marke...>

The Effectiveness of Social Media as a Marketing Tool

4 Feb 2024

Participation Consent

Hi,

You are invited to participate in my research survey on "The Effectiveness of Social Media as a Marketing Tool." Your insights are crucial for this study, and your participation is entirely voluntary.

Key Information:

- Time Required: Approximately 4 minutes
- Anonymity: Your responses are completely anonymous.
- Voluntary: Feel free to skip any questions you're uncomfortable answering.

By participating, you contribute to valuable research in the field. Your privacy is our priority, and data will be used for academic purposes only.

For any questions, contact me at: 2214625@student.uwtsd.ac.uk.

Thank you for your time and contribution.

1. Have you noticed any increase in your interaction with a brand on social media since the implementation of a recent marketing techniques, like a new advertisement post or video?

- ☐ No noticeable change
- ☐ Slight increase
- ☐ Moderate increase
- ☐ Significant increase

2. To what extent do you believe social media marketing efforts have influenced your decision to explore or purchase products/services?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Extremely

3. How likely are you to recommend a brand to others based on the engaging content you have encountered on social media platforms?

- ☐ Not likely at all
- ☐ Somewhat likely
- ☐ Very likely
- ☐ Extremely likely

4. Does it also depend on the quality of the brand?

- ☐ Yes
- ☐ No

5. In your opinion, which specific social media marketing technique implemented by a company has had the most positive impact on your user experience?

- ☐ Influencer collaborations
- ☐ Interactive polls and quizzes
- ☐ Behind-the-scenes content
- ☐ Limited-time offers and promotions

6. How often do you come across a brand's content on social media platforms?

- ☐ Rarely or never
- ☐ Weekly
- ☐ Every few days
- ☐ Daily

7. To what extent do you feel a brand's social media presence reflects a positive image?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Extremely

8. Does it also depend on the quality of its social media posts?

- ☐ Yes
- ☐ No

9. Have you ever changed your perception of a brand based on the content you encountered on our social media channels?

- ☐ Never
- ☐ Rarely
- ☐ Occasionally
- ☐ Frequently

10. How likely are you to engage (like sharing, commenting, liking, etc) with a brand on social media if you perceive its content to be positive and appealing?

☐ Not likely at all

☐ Somewhat likely

☐ Very likely

☐ Extremely likely

11. In your opinion, which aspect of social media presence contributes the most to shaping a positive perception of a brand?

☐ Visual aesthetics and design

☐ Tone and voice in captions

☐ Customer testimonials and reviews

☐ Social responsibility initiatives showcased on social media

12. How often do you interact with a company's social media posts, including liking, commenting, or sharing?

- ☐ Rarely or never
- ☐ Weekly
- ☐ Every few days
- ☐ Daily

13. Have you ever clicked on a link or made a purchase directly as a result of a social media post from a company?

- ☐ Never
- ☐ Rarely
- ☐ Occasionally
- ☐ Frequently

14. How aware are you of a company's current marketing campaigns and promotions through social media?

- ☐ Not aware at all
- ☐ Slightly aware
- ☐ Moderately aware
- ☐ Extremely aware

15. In your opinion, how effective is social media in promoting awareness of products/services?

- ☐ Not effective at all
- ☐ Somewhat effective
- ☐ Very effective
- ☐ Extremely effective

16. Do you think there is a correlation between the content shared on social media platforms and the success of a product/service?

- ☐ No correlation
- ☐ Weak correlation
- ☐ Moderate correlation
- ☐ Strong correlation

17. How frequently do you engage with content on social media platforms related to the products/services offered by companies?

- ☐ Rarely or never
- ☐ Weekly
- ☐ Every few days
- ☐ Daily

This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.

 Microsoft Forms

Ethics Form



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David

E2 FORM

APPLICATION FOR ETHICAL APPROVAL – MA level

CAIS AM GYMERADWYAETH MOESEGOL – Lefel MA

CEFNOGWYD / APPROVED	A GYFEIRIWDYD / REFERRED	NIS CEFNOGWYD/ NOT SUPPORTED
Mae'r ffurflen hon i'w llenwi gan bob myfyriwr MA cynnal ymchwil, prosiectau neu gynrychiadau. Dylai'r ffurflen hon gael ei chwblhau gan y myfyriwr mewn ymgynghoriad â thiwtor y modiwl. Rhaid i bob ffurflen gael ei ystyried gan y Pennaeth Ysgol/Cyfadrn / Gyfadrn. Rhaid i bob ffurflen gael ei gyflwyno i Fwrdd y Gyfadrn Moeseg. Bydd y ffurflen yn cael ei adrodd i'r Pwyllgor Moeseg y BrifYsgol/Cyfadrn os anarferol a / neu y tu allan arfer arferol.		This form is to be completed by all MA students conducting research, projects or productions. This form should be completed by the student in consultation with the module tutor. All forms must be considered by the Head of School/Faculty. All forms must be presented to the Faculty Ethics Board. The form is only to be reported to the University Ethics Committee if it is unusual and/or falls outside of normal practice.

ADRAN 1 – MANYLION MYFYRIWR

SECTION 1 - STUDENT DETAILS

Enw Llawn Full Name	Saad Munir		
Ysgol/Cyfadrn/ Cyfadrn School/Faculty	UWTSD Business School	Rhif Myfyriwr Student Number	2214625
Tiwtor y Modiwl/ Cydlynnydd Rhaglen Module Tutor/ Programme Co-ordinator	Dr Hoang Dang Nguyen	Enw'r Gradd Name of Degree	MBA Marketing Management
Teitl dangosol yr Traethawd Hir: The Effectiveness of social media as a Marketing Tool		Indicative Title of Dissertation:	

ADRAN 2 – GWEITHGAREDD YMCHWIL

SECTION 2 – RESEARCH ACTIVITY

Ydy'r prosiect yn cynnwys:	Does the project include:	Ydy / Yes	Nac ydy/No
Defnyddio holiadur neu offeryn ymchwil tebyg (atodwch gopi drafft)	Use of questionnaire or similar research instrument (attach draft copy)	Yes	
Defnyddio prawf ysgrifenedig neu gyfrifiadurol	Use of written or computerised test		No
Cyfweliad (cysylltwch gwestiynau posibl)	Interview (attach provisional questions)		No

1

Dyddiaduron	Diaries		No
Arsylwi ar gyfranogwyr a hwythau'n ymwybodol o hynny	Participant observation with their knowledge		No
Arsylwi ar gyfranogwyr a hwythau ddim yn ymwybodol o hynny	Participant observation without their knowledge		No
Recordio fideo neu sain	Video or audio-taping		No
Mynediad i wybodaeth bersonol neu gyfrinachol heb gydsyniad penodol y cyfranogwyr	Access to personal or confidential information without the participants specific consent		No
Defnyddio unrhyw gwestiynau, ysgogiadau prawf, cyflwyniad y gallai rhai cyfranogwyr eu profi fel rhywbeth sy'n achosi niwed / tramgwydd corfforol, meddyliol neu emosiynol	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive		No
Cyflawni unrhyw weithredoedd allai achosi embaras neu effeithio ar hunan-barch	Performance of any acts which may cause embarrassment or affect self-esteem		No
Ymchwilio i gyfranogwyr sy'n ymwneud â gweithgareddau anghyfreithlon	Investigation of participants involved in illegal activities		No
Gweithdrefnau lle defnyddir twyll	Procedures that involve deception		No
Gweini unrhyw sylwedd, cyfrwng neu blasebo	Administration of any substance, agent or placebo		No
Dull arall o gasglu data neu fformat cyflwyno (esboniwch)	Other method of data collection or presentation format (please explain)		No

Os 'Na' wedi cael ei dicio ym mhob blwch, dylai'r ffurflen gael ei llofnodi gan Bennaeth yr Ysgol/Cyfadran / Gyfadran a'r canlyniad a adroddwyd i'r Pwyllgor Moeseg ar ddiwedd y semester.

Os 'Ydw' wedi cael ei dicio mewn un neu fwy o'r blychau, rhaid i'r myfyriwr gwblhau'r ffurflen hon a'i chyflwyno i diwtor y modiwl. Rhaid i'r ffurflen wedyn yn cael ei ystyried yn y Bwrdd Moeseg Gyfadran cyn dechrau ar unrhyw waith ymchwil.

If 'No' has been ticked in each box, the form should be signed by the Head of School/Faculty/Faculty and the outcome reported to the Ethics Committee at the end of the semester.

If Yes has been ticked in one or more boxes, the student must complete this form and submit it to the module tutor. The form must then be considered at the Faculty Ethics Board prior to the start of any research.

Llofnodau

Os nad oes unrhyw faterion moesegol sylweddol, dylid ffurflen hon gael ei chwblhau a'i llofnodi gan y myfyriwr a'r goruchwyliwr ac yna llofnodi gan Bennaeth yr Ysgol/Cyfadran.

Signatures

If there are no significant ethical issues, this form should be completed and signed by both the student and the supervisor and then signed by the Head of School/Faculty.

Myfyriwr / Student: Saad Munir

Dyddiad: / Date: 10/02/2024

Cydlynnydd y prosiect / Tiwtor Project co-ordinator / Tutor Arolygwr / Supervisor	Dyddiad: / Date:
Hoang Dang Nguyen	10/02/2024
Pennaeth Ysgol/Cyfadrn / Head of School/Faculty	Dyddiad: / Date

ADRAN 3 – MANYLION Y PROSIECT / YMCHWIL / CYNHYRCHIAD		SECTION 3 – PROJECT / RESEARCH / PRODUCTION DETAILS
1.	Braslun o'r prosiect	Project outline The research project aims to explore the complex relationship between social media and marketing performance by addressing three fundamental topics. The primary objective is to analyse the effects of various social media marketing methods on user engagement metrics, examining the intricacies of user interactions and reactions. Additionally, the research aims to investigate the mechanisms via which social media exerts a strong influence on the formation of brand perception among users. This includes examining the impact of content, interactions, and user-generated contributions. Finally, it aims to build a concrete relationship between social media activities and key performance indicators (KPIs) in marketing, offering a comprehensive comprehension of the quantitative and qualitative components of social media's impact on overall marketing success.
2.	Disgrifiad Rhowch fraslun cryno o'r prosiect, heb unrhyw jargon, ac yn cynnwys beth bydd angen i'r cyfranogwyr ei wneud. Esboniwch unrhyw dermau technegol neu derminoleg sy'n benodol i'r ddisgyblaeth (Uchafswm 300 o eiriau.)	Description Provide a brief outline, free from jargon, of the project including what participants will be required to do. Explain any technical terms or discipline specific terminology (Max 300 words.) The primary aim of this research is to analyse the complex relationship between social media and marketing effectiveness. The primary focus is to comprehend the influence of various social media marketing methods on user engagement metrics. The study seeks to explore the trends and factors that impact user engagement on different social media sites. The second purpose is to investigate the significant influence of social media on brand perception, examining the intricate dynamics of content, interactions, and user-generated contributions in shaping people's opinions of brands. Finally, the research aims to develop a strong correlation between social media activities and key performance indicators (KPIs) in marketing, in order to discover the most relevant metrics that closely fit with larger marketing objectives.
3.	Dulliau Arfaethedig: Rhowch fraslun o'r dulliau casglu data neu o natur yr amser mewn ymarferiadau (hyd at 500 o eiriau).	Proposed Methods: Outline how the data will be collected or the nature of rehearsal time (up to 500 words). The research will be conducted by collecting primary data through online survey
5.	Lledaenu Gwybodaeth / Cynulleidfa: Rhestrwch i bwy y rhoddir neu y dangosir copi o'r canlyniadau neu adroddiad / cyflwyniad terfynol.	Dissemination of Information / Audience: List to whom a copy of the results or final report / presentation will be given or shown.
Myself and My supervisor		
6.	Lleoliad y Prosiect: Nodwch bob lleoliad lle y cesglir data neu y cynhelir ymarferiadau / cynhyrchiad.	Location of Project: Identify all locations where data will be collected or rehearsals/ production will take place.

UK	
7. Cymeradwyaeth Arall: Oes angen cael cymeradwyaeth unrhyw sefydliad arall cyn cychwyn neu gwblhau'r prosiect? Os felly, gan bwy ac a ydy wedi'i sicrhau eisoes?	Other Approvals: Is there a requirement for approval from any other organisation / institution prior to starting or completing the project? If so, by whom and has it been obtained?
NA	

ADRAN 4 – MANYLION CYFRANOGWYR / CYNULLEIDFA		SECTION 4 - PARTICIPANT / AUDIENCE DETAILS	
Pwy yw'r cyfranogwyr arfaethedig?	Who are the intended participants?	Ydw / Yes	Na / No
Myfyrwyr / staff Y Drindod Dewi Sant	Students / staff of Trinity Saint David		No
Oedolion (dros oed 16 ac yn gymwys i gydsynio)	Adults (over the age of 16 and competent to give consent)	Yes	
Plant a phobl ifanc dan oed	Children / legal minors		No
Cleifion neu gleientiaid gweithwyr proffesiynol	Patients or clients of professionals		No
Rhywun sy'n cael ei gadw yn y ddalfa neu y mae'r llys wedi cymryd cyfrifoldeb amdano	Anyone in custodial care or for whom the court has assumed responsibility		No
Aelod o unrhyw sefydliad lle mae'n bosibl bod angen i unigolyn arall hefyd gydsynio.	A member of any organisation where another individual may also need to give consent.		No
Eraill: Nodwch: / Others: please identify:			

Nifer, Oed a Ffynhonnell y Cyfranogwyr Rhowch fanylion yr demograffeg y cyfranogwyr / gynulleidfa.		Participant / Audience Number and Age Provide details of the demographics of the participants / audience.
Nifer o Gyfranogwyr / yn y Gynulleidfa	Participant/ Audience number	52
Grŵp oedran y Cyfranogwyr/y Gynulleidfa	Participant/ Audience age group	18+

ADRAN 5 – RISGIAU YN PROSIECT	SECTION 5 – RISKS IN PROJECT
--------------------------------------	-------------------------------------

Bydd y diffyg ateb cadarnhaol i bob un o'r cwestiynau hyn yn arwain at y gofyniad eglurhad a gallai arwain at oedi yn eich ymchwiliad. Dim neu Dim NID yn dderbyniol.	A lack of a positive answer to all of these questions may result in the requirement of further explanation and a delay in your research. None or Nil is not acceptable.
---	---

Risg Posibl: (corfforol, seicolegol, cyfreithiol, cymdeithasol neu economaidd)		Potential Risk: (physical, psychological, legal, social or economic)	
A oes unrhyw risg bosibl i:		Is there any potential risk to:	Ydw / Na / Yes / No /
A	Cyfranogwyr?	Participants?	No
B	Ymchwilydd?	Researcher?	No
C	BrifYsgol/Cyfadrn?	University?	No

2	Rheoli Risg: Os oes, beth yw'r risg a sut y bydd yn cael ei reoli?	Management of Risk: If yes, what is the risk and how will it be managed?
NA		

3	Os ydych yn delio â phlant ac oedolion sy'n agored i niwed a ydych wedi gwneud cais am dystysgrif DRS?	If you are dealing with children and vulnerable adults have you applied for a DRS certificate?
NA		

ADRAN 6 – MONITRO, ADBORTH A CHYFRINACHEDD

SECTION 6 - MONITORING, FEEDBACK AND CONFIDENTIALITY

1.	Monitro: Os ydych yn sylwi ar unrhyw ymddygiad sy'n groes Cod y BrifYsgol/Cyfadrn Ymarfer, unrhyw ganllawiau a gyhoeddir gan y gymdeithas broffesiynol priodol neu weithred anghyfreithlon. Amlinellwch eich strategaeth adrodd.	Monitoring: Should you observe any behaviour that contravenes the University's Code of Practice, any guidelines published by the appropriate professional association or is illegal outline the strategy of your reporting action.
No		
A wnewch chi roi gwybod am unrhyw ymddygiad sydd yn erbyn Cod Ymarfer y BrifYsgol/Cyfadrn neu sy'n anghyfreithlon?		Ydw / Yes / Na / No
Will you report any behaviour that is against the University's Code of Practice or is illegal?		Na
A ydych yn darparu adborth i'r cyfranogwyr?		Na
Will feedback be provided to participants?		

A fyddwch yn dogfennu'r 'caniatâd i gymryd rhan yn y prosiect'	Will you be documenting the 'consent to participate in the project'	Yes	
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ADRAN 7 – STORIO, DIOGELWCH A MYNEDIAD I DDATA SECTION 7 - DATA ACCESS, STORAGE AND SECURITY

		Ydw / Yes	Na / No
1.	Ydych chi'n gyfrifol am storio a diogelwch y data eu casglu?	Yes	
2.	Sut y bydd y data yn cael ei storio?	How will the data be stored?	

Microsoft Forms

3.	Mynediad i Ddata: Pwy fydd yn cael mynediad at y data? A oes unrhyw amodau i gael mynediad?	Data Access: Who will have access to the data? Are there any conditions to access?
----	--	---

Supervisor and myself

4.	Cyfrinachedd / Anhysbysrwydd: Rhestrwch y dulliau a fydd yn cael eu defnyddio i sicrhau cyfrinachedd ac anhysbysrwydd y cyfranogwyr.	Confidentiality / Anonymity: List the methods that will be used to ensure the confidentiality and anonymity of participants.
----	---	---

No personal data is collected. Data will be deleted after completion of study.

ADRAN 7 – DATGANIAD

SECTION 7 - DECLARATION

Rhaid i'r adran hon gael ei chwblhau gan bob parti perthnasol cyn y gellir cyflwyno'r cais i'r Bwrdd Moeseg Gyfadran.	This section must be completed by all concerned parties before it can be submitted to the Faculty Ethics Board.
Datganiad Mae'r wybodaeth a gynhwysir yma yn gywir, hyd eithaf fy ngwybodaeth a'm cred. Rwyf wedi ceisio dynodi unrhyw risgiau a phroblemau sy'n gysylltiedig â'r prosiect / ymchwil neu gynhyrchiad ac rwyf yn cydnabod f'ymrwymiadau innau a hawliau'r cyfranogwyr.	Declaration The information contained herein is, to the best of my knowledge and belief, accurate. I have attempted to identify any risks and issues related to the project/research or production and acknowledge my obligations and the rights of the participants.

Llofnodau

Dylai'r ffurflen hon gael ei chwblhau a'i llofnodi gan y myfyriwr a'r goruchwyliwr lofnodi ac yna gan Bennaeth yr Ysgol/Cyfadrn/

Signatures

This form should be completed and signed by both the student and the supervisor and then signed by the Head of School/Faculty

Myfyriwr / Student Saad Muneer	Dyddiad: / Date: 10/02/2024
Cydlynnydd y prosiect / Tiwtor Project co-ordinator / Tutor Arolygwr / Supervisor Hoang Dang Nguyen	Dyddiad: / Date: 11/02/2024
Pennaeth Ysgol/Cyfadrn / Head of School/Faculty	Dyddiad: / Date
Rhaid i bob cais am ymchwil ar sail cyfweiliadau gynnwys y dogfennau canlynol:	All interview based research applications must provide the following pro-forma documents:
1. Ffurflen gydsynio ddrafft 2. Sampl o'r cwestiynau a ofynnir 3. Taflen wybodaeth am yr ymchwil sy'n esbonio'n glir ddiben y prosiect, y deilliannau disgwyliedig a'r rheini y dangosir y canlyniadau iddynt.	1. A draft consent form 2. A sample of the questions that will be asked 3. An information sheet on the research that clearly explains what the project is, what the expected outcomes are and who the results will be shown to.

DYCHWELWCH I'R GYFADRAN MOESeg CYDLINYDD

PLEASE RETURN TO THE FACULTY ETHICS CO-ORDINATOR

Cadeirydd y Pwyllgor Moseg Gyfadrn /Chair of the Faculty Ethics Committee

Dyddiad: / Date: