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**Dissertation Topic: Assessing the Impact of Social Media
Advertising on Consumer Engagement at Nike: A Study of UK
University Students**

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Abstract

This dissertation provides a thorough examination of the complex relationship between social media advertising and consumer engagement, with a particular emphasis on the dynamic context of university students in the United Kingdom and the internationally renowned sportswear brand Nike. Using a mixed-methods strategy that combines quantitative surveys and qualitative data analysis, this study reveals nuanced insights into the multifaceted dimensions of consumer interactions, preferences, and behaviours in the domain of social media advertising. Significant 34% of respondents engage daily with the brand's social media content, according to the study, which reveals a thriving and highly engaged online community surrounding Nike. While the research demonstrates that Nike's advertising campaigns are typically well received, it also identifies areas for improvement, such as tailoring content to a broader range of audience segments and optimising content formats for maximum impact. Recommendations include the diversification of content approaches, the fine-tuning of content frequency and timing, the strategic incorporation of user-generated content, the enhancement of personalization, and the carefully calibrated expansion of advertising platforms. In addition, the study acknowledges its own limitations and paves the way for future research endeavours intended to deepen our understanding of this complex nexus.

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Chapter 1: Introduction

1.1 Background of the Study

Social media has emerged as a powerful platform for businesses to engage with their target audience, nurturing interactive and dynamic relationships in the rapidly evolving landscape of digital marketing (Jain and Yadav, 2017). Researchers and marketers must investigate the impact of social media advertising on consumer engagement due to its prevalent effect on consumer behaviour. In this context, the purpose of this dissertation is to determine the extent to which social media advertising influences consumer engagement among university students in the United Kingdom, with a particular focus on the iconic sportswear brand Nike. This study aims to contribute valuable insights to the field of marketing and shed light on the dynamic relationship between social media advertising and consumer engagement by exploring the nuances of consumer interactions and motivations.

Consumer engagement refers to the level of interaction and emotive connection between consumers and brands, including cognitive, emotional, and behavioural dimensions (Barger, Peltier and Schultz, 2016). It is a valuable metric for evaluating the efficacy of marketing campaigns and brand loyalty. As social media utilisation continues to grow exponentially, marketers who wish to develop effective promotional strategies must investigate its impact on consumer engagement (Tafesse, 2016).

The United Kingdom is a significant market for both social media usage and consumer products, making it an ideal setting for examining the correlation between social media advertising and consumer engagement. Furthermore, university students in the United Kingdom, a dynamic and tech-savvy demographic, are an intriguing focus group due to their extensive use of social media and role as early advocates of new trends and products. Understanding their attitudes and behaviours towards social media advertising can provide important insights into the efficacy of marketing campaigns.

Nike is a global leader in the sportswear industry, distinguishing it from other brands that have tapped the potential of social media advertising (Kim, 2020). Nike, renowned for its innovative and captivating marketing campaigns, has utilised social media platforms to engage consumers in novel ways, fostering brand loyalty and emotional attachment. Consequently, a case study of Nike enables an in-depth examination of

the effect of social media advertising on consumer engagement, providing practical implications for other brands attempting to optimise their marketing efforts.

While previous research has examined the impact of social media advertising on consumer behaviour and attitudes, there is a paucity of studies examining the engagement of university students in the United Kingdom with Nike's social media campaigns (Stephen, 2016; Boateng and Okoe, 2015). Therefore, the purpose of this dissertation is to address this lacuna in the literature by conducting an in-depth study that combines a quantitative research approach with rigorous qualitative data analysis to provide a nuanced understanding of consumer engagement dynamics in the context of social media advertising.

1.2 Research Objectives

- 1) To examine the extent of consumer engagement with Nike's social media advertising among university students in the United Kingdom, quantifying the frequency and intensity of their interactions with the brand's campaigns on various social media platforms.
- 2) To identify the main factors influencing consumer engagement with Nike's social media advertising, exploring the role of content relevance, interactivity, brand authenticity, and other factors that contribute to UK university students' emotional and cognitive engagement.
- 3) To assess the impact of social media advertising on consumer behaviour and attitudes towards Nike by examining the relationships between consumer engagement, brand loyalty, purchase intentions, and advocacy, thereby providing insights into the efficacy of Nike's social media marketing strategies among the target demographic.

1.3 Research Questions

- 1) What is the level of consumer engagement with Nike's social media advertising among university students in the United Kingdom, and how does this level vary across social media platforms?
- 2) How do these factors affect the emotional and cognitive engagement of the target audience?

- 3) How does university student engagement with Nike's social media advertising affect consumer behaviour and attitudes, including brand loyalty, purchase intentions, and brand advocacy?

1.4 Scope and Limitations

Scope of the Study

The purpose of this dissertation is to assess comprehensively the impact of social media advertising on consumer engagement among UK university students, concentrating on Nike. The survey will collect primary data from a diverse sample of university students in the UK using a quantitative-qualitative research design. The research will investigate the level of consumer engagement with Nike's social media advertising on Facebook, Instagram, Twitter, and YouTube.

Taking into account the cultural and demographic diversity of the United Kingdom, the geographical scope of the study will incorporate a variety of regions within the nation. The research will focus on university students in the United Kingdom, who are known for their extensive use of social media and influence on consumption trends, and will provide valuable insights into the behaviour of this tech-savvy demographic. The study will quantify the extent of consumer interaction with Nike's social media campaigns by analysing social media engagement metrics, such as likes, shares, remarks, and click-through rates.

The research will investigate content relevance, interactivity, brand authenticity, and other facets of social media advertising in order to determine the factors that influence consumer engagement. Statistical analysis will be employed to establish significant relationships between consumer engagement and consumer behaviour, such as brand loyalty, purchase intentions, and brand advocacy.

The duration of the research will be sixteen weeks, allowing sufficient time for data collection, analysis, and interpretation. Utilising quantitative-qualitative methods, such as surveys, will enable for a more thorough comprehension of consumer perceptions and motivations. The survey results will provide a deeper comprehension of the factors that influence consumer engagement with Nike's social media campaigns.

Limitations of the Study

The 16-week time frame may impose sample size restrictions and limit the feasibility of conducting a longitudinal study. Given the time constraints, the study will utilise a cross-sectional design to capture consumer behaviour and engagement at a particular juncture.

As with any study involving human subjects, there is the prospect of non-response bias, in which potential participants choose not to participate. Efforts will be made to maximise response rates through effective communication, ethical considerations, and appropriate incentives. However, non-response bias may influence the findings' applicability to the entire population of university students in the UK.

The scope of this study is predominantly limited to the impact of social media advertising on consumer engagement with Nike among university students in the United Kingdom. While the purpose of the study is to provide valuable marketing strategy insights, the findings may not be directly applicable to other demographic groups or brands operating in various industries or regions. Extending generalisations beyond the scope of the study will be undertaken with caution.

Despite these limitations, it is anticipated that the study's findings will contribute substantially to the understanding of consumer engagement in the context of social media advertising, providing marketers with practical implications and insights for optimising social media marketing strategies.

1.5 Significance of the Study

This study contributes to both theoretical and practical marketing strategies by casting light on the factors that drive consumer engagement with social media advertising and examining the unique perspective of university students in the United Kingdom. It is anticipated that the findings of this study will be applicable not only to academics but also to marketers and brand managers seeking to create effective social media advertising campaigns and cultivate long-lasting relationships with their target audience.

Focusing on Nike, the study's findings will provide valuable insights into the impact of social media advertising on consumer engagement among UK university students.

The significance of this study can be comprehended by considering the following factors:

- 1) **Understanding Changing Consumer Behaviour:** With the increasing prevalence of social media in consumers' lives, it is crucial for businesses to comprehend its impact on consumer behaviour (Kumar et al., 2015). This study will cast light on how social media advertising influences consumer engagement, providing valuable insights into the changing preferences and attitudes of the demographic of tech-savvy college students.
- 2) **Improving Marketing Strategies:** The findings of this study will be of great use to marketers and advertisers who wish to optimise social media campaigns. By identifying the main drivers of consumer engagement, brands can tailor their content and communication strategies to effectively resonate with their target audience, resulting in increased brand awareness and customer loyalty.
- 3) **Evaluating the Effectiveness of Social Media Advertising:** Using Nike as a case study, this research will provide practical implications regarding the effectiveness of social media advertising as a marketing tool. The study will assist marketing managers in measuring the impact of their social media initiatives, allowing them to refine their strategies and allocate resources more effectively.
- 4) **Brand-Consumer Relationships:** Consumer engagement is essential for establishing solid brand-consumer relationships (Araujo et al., 2020). This research will shed light on the emotional and cognitive aspects of engagement, enabling brands to nurture genuine and meaningful interactions with their target audience.
- 5) **Identifying Industry Trends:** The study's examination of consumer engagement and social media advertising can provide valuable insights into industry trends and best practises.

1.6 Gaps in Research

Within the framework of this dissertation, it is critical to recognise the extant research deficiencies that furnish a solid justification for undertaking this investigation. To begin with, although a considerable amount of scholarly work has examined the influence of social media advertising on consumer engagement, there is a conspicuous scarcity of

research that specifically concentrates on the university student population in the United Kingdom. University students constitute a distinct and ever-changing demographic of consumers characterised by varied digital literacy levels, preferences, and behaviours. Gaining an understanding of the manner in which individuals interact with social media advertising, particularly as it pertains to a globally renowned brand such as Nike, can provide significant insights regarding the efficacy of advertising tactics designed for this specific demographic.

Furthermore, despite the application of numerous conceptual frameworks and models to social media advertising, their applicability, limitations, and adaptability to the specific context of university students in the United Kingdom must be thoroughly examined. The current body of literature primarily provides theoretical frameworks and models without conducting a comprehensive evaluation of their relevance in the swiftly changing domains of social media and digital marketing. The objective of this research is to address this disparity by implementing these models and evaluating their appropriateness within the particular setting of interactions between university students and Nike's social media advertising.

Finally, although there have been investigations into the effects of social media advertising on different facets of consumer engagement and behaviour, there is a scarcity of research that comprehensively examines the interaction between brand advocacy, brand loyalty, emotional and cognitive engagement, and brand loyalty within a unified framework. Prior research frequently concentrates on discrete components, providing a fragmented perspective of the consumer's voyage. The primary objective of this dissertation is to fill this void by presenting a comprehensive analysis of the ways in which social media advertising impacts consumer engagement and subsequent behaviours. In doing so, it will furnish a thorough comprehension of the intricate interplay among brands, consumers, and advertising.

1.7 Dissertation Structure

- Chapter 2: Chapter 2 of the dissertation will provide an in-depth analysis of the substantial body of literature concerning social media advertising and its correlation with consumer engagement. The investigation will encompass a range of facets, such as channels and strategies for social media advertising, prior research conducted on this subject matter, conceptual frameworks and

models, with the ultimate goal of laying a robust groundwork for the forthcoming studies.

- Chapter 3: This chapter shall delineate the research methodology that was implemented in the study; the research onion model shall be utilised. The document will provide a comprehensive account of the philosophical underpinnings that informed the research, the methodology that was selected, the order in which data collection occurred, sampling and data analysis techniques, as well as ethical considerations. This chapter will furnish a thorough exposition of the methodology employed in the research.
- Chapter 4: The research outcomes, with an emphasis on survey analysis, will be detailed in Chapter 4. Detailed discussions will be provided on both quantitative and qualitative analyses, with thematic analysis playing a pivotal role. The chapter will conclude with discussions that provide interpretations of the findings and analyse their relevance to consumer engagement and social media advertising.
- Chapter 5: The concluding chapter shall provide a concise overview of the principal discoveries derived from the study and dispense pragmatic suggestions for enterprises and marketers. Additionally, it will provide an analysis of the study's constraints and propose potential avenues for future investigation. In conclusion, the chapter will provide a comprehensive synopsis of the dissertation's contributions and ramifications in the domain of consumer engagement and social media advertising.

Chapter 2: Literature Review

2.1 Social Media Advertising and Consumer Engagement

The advent of technology improvements has led to a transformation in consumer behaviour, prompting the emergence of social media advertising as a potent mechanism to augment consumer involvement. The objective of this literature review is to examine and consolidate significant discoveries from prior research on social media advertising and its influence on consumer engagement.

2.1.1. Social Media Advertising

Social media advertising refers to a type of digital marketing strategy that leverages various social media platforms to effectively promote and advertise products, services, or brands to a particular target demographic. In contrast to conventional advertising platforms, social media advertising capitalises on the interactive and participatory characteristics of social media networks to actively involve people in a dynamic and customised fashion (Chaffey & Ellis-Chadwick, 2019). The concept of advertising spans a range of formats, such as sponsored posts, display ads, video ads, influencer collaborations, and native advertising, among other examples (Alalwan et al., 2017).

Social media advertising possesses distinct traits that differentiate it from alternative kinds of advertising. To begin with, it is worth noting that social media advertisements exhibit a high degree of targeting precision, enabling advertisers to effectively reach their desired audience by leveraging demographic, behavioural, and interest-related parameters (Smith, Chen and Xia, 2008). Furthermore, bidirectional communication is facilitated, allowing consumers to actively connect with advertisements by means of actions such as liking, commenting, sharing, and sending direct messages. This fosters increased engagement and the development of brand-consumer relationships (Kumar et al., 2016). Furthermore, it is worth noting that social media advertising frequently exploits user-generated content, effectively utilising users as brand evangelists and co-creators (Duffett, 2017).

The conceptualization and implementation of social media advertising have undergone transformation in parallel with technological improvements and shifts in consumer behaviour. In its early stages, social media advertising predominantly

encompassed display ads and banner ads, which closely resembled conventional web advertising (Chaffey & Ellis-Chadwick, 2019). As social media platforms underwent advancements, advertising techniques also through changes, placing greater emphasis on the creation of captivating content, influencer marketing, and native advertising (Alalwan et al., 2017). The advent of social media's dynamic and interactive features has compelled advertisers to create campaigns that are more personalised and authentic in order to establish a connection with their intended target audiences (Deng et al., 2021).

Although social media advertising offers significant prospects for firms to engage with customers, it also entails a range of difficulties. Ad weariness is a significant obstacle as it engenders a sense of overwhelming inundation among users due to the excessive number of advertisements displayed on their feeds. Consequently, this phenomenon results in diminished user engagement and fosters unfavourable dispositions towards advertisements (Escalas, 2004). In addition, advertisers face considerable problems stemming from ad transparency, consumer privacy concerns, and the prevalence of ad blocking software (Hwang & Kandampully, 2012).

2.1.2. Importance of Consumer Engagement

The active involvement of consumers is of utmost importance in the establishment of brand loyalty and advocacy. According to Hollebeek (2011), consumers who are engaged with a brand experience a profound emotional attachment, resulting in a greater propensity to make repeat purchases and a heightened probability of advocating the brand to others. According to a study conducted by Van Doorn et al. (2010), it has been demonstrated that customers who are actively involved with a brand are more inclined to defend it when faced with negative criticism, and are also more prone to offering positive word-of-mouth recommendations. The active support and endorsement of consumers can have a substantial impact on enhancing a brand's reputation and exerting influence over prospective buyers.

Emphasising consumer engagement plays a crucial role in enhancing client retention and optimising customer lifetime value. According to Huang and Sarigöllü (2014), customers that are actively involved with a company are more inclined to exhibit loyalty by consistently making repeat purchases. Research has indicated that organisations

can see significant revenue growth by making slight improvements in client retention rates (Reichheld, 2014). Therefore, allocating resources towards the implementation of tactics aimed at augmenting consumer involvement has the potential to generate enduring advantages through the optimisation of the worth derived from current clientele.

The involvement of consumers in the development and enhancement of products and services, known as co-creation opportunities, can be a result of firms actively engaging with their customers (Prahalad & Ramaswamy, 2004). According to Van Doorn et al. (2010), consumers who are actively involved and invested in a product or brand are more inclined to offer feedback, ideas, and suggestions. This active engagement can prove to be helpful in terms of fostering innovation and enhancing product refinement. The practise of co-creation not only cultivates a sense of ownership among consumers, but also enables businesses to customise their offers in order to address the demands and preferences of their customers more effectively.

2.2. Social Media Advertising Channels and Techniques

The utilisation of social media platforms by businesses has become more prevalent as these channels experience a surge in popularity, enabling them to enhance their customer outreach strategies. The objective of this literature review is to examine and consolidate significant discoveries from prior research on diverse social media advertising platforms and the strategies utilised to optimise their effectiveness.

2.2.1. Overview of Social Media Platforms

1. Facebook Advertising: Facebook Advertising continues to be a prominent venue for social media advertising, mostly attributed to its expansive user base and comprehensive advertising capabilities. Facebook Ads Manager is a tool that enables businesses to generate tailored advertisements by leveraging demographic data, interests, behaviours, and unique audience segmentation. Various advertising techniques, such as carousel ads, video commercials, and sponsored posts, allow marketers the opportunity to exhibit their products and convey compelling narratives in order to captivate the attention of users.

2. **Instagram Advertising:** Instagram Advertising, a social media platform owned by Facebook, has gained significant popularity among younger demographics due to its ability to effectively showcase visually appealing content. According to Ha (2015), Instagram advertising encompasses several formats such as photo ads, video ads, carousel ads, and Stories ads. Many brands frequently engage in collaborations with influencers as a means to endorse their products and access certain target markets by means of sponsored influencer postings.
3. **Twitter Advertising:** Twitter provides a range of advertising opportunities, including promoted tweets, promoted accounts, and promoted trends. According to Alalwan (2018), companies employ these strategies in order to enhance their prominence, interact with users, and actively participate in contemporaneous discussions. Promoted trends serve as a means for brands to generate heightened attention and discussion about particular subjects or occurrences.
4. **LinkedIn Advertising:** LinkedIn Advertising is a digital marketing strategy that leverages the professional networking platform of LinkedIn, which primarily targets a demographic consisting of individuals with a strong focus on business-related activities and interests. According to Chaffey and Ellis-Chadwick (2019), the available advertising choices on LinkedIn encompass sponsored content, sponsored InMail, and display ads. LinkedIn is utilised by businesses as a means to strategically focus on experts and individuals responsible for making important decisions within particular industries. Moreover, businesses employ LinkedIn to establish themselves as authoritative figures by employing content marketing strategies.
5. **Snapchat Advertising:** Snapchat advertising has gained significant popularity among younger demographics because to its distinctive advertising features such as Snap Ads, Sponsored Lenses, and Sponsored Geofilters. Many brands leverage these possibilities to develop dynamic and captivating advertisements that effectively connect with Snapchat's user base.
6. **TikTok Advertising:** TikTok advertising has experienced significant growth in popularity, particularly among consumers belonging to Generation Z. According

to Yuan, Xia and Ye (2022), brands utilise various native ad formats on TikTok, including in-feed advertisements, sponsored hashtag challenges, and branded effects, in order to generate engaging and easily shareable content.

2.2.2. Types of Social Media Advertising

- 1) Display Ads: Display advertisements are widely recognised as one of the prevailing forms of social media advertising. These elements are commonly observed in the form of banners or boxes positioned on the periphery, uppermost, or lowermost sections of social media platforms. Advertisements sometimes incorporate many components such as visuals, written content, and even interactive features, with the aim of attracting individuals to navigate to the advertiser's website or designated webpage. According to Smith et al. (2017), empirical evidence suggests that display advertisements have the potential to effectively enhance brand recognition and generate increased website traffic, particularly when they are strategically targeted towards appropriate consumer segments.
- 2) Video Ads: Video advertisements have had a substantial surge in popularity in recent years owing to its capacity to captivate consumers' attention and effectively communicate persuasive brand messages. Social media networks such as Facebook, Instagram, and YouTube provide a range of video ad types, including in-feed videos, stories advertisements, and pre-roll commercials. According to Alalwan et al. (2017), video advertisements have proven to be highly effective in conveying compelling narratives and demonstrating the practical application of items.
- 3) Sponsored Content: Sponsored material, also referred to as native advertising, easily integrates with the organic content seen on various social networking sites. The advertisements are strategically crafted to align with the visual and experiential elements of the platform, thereby reducing their perceived intrusiveness and enhancing their level of user engagement. Sponsored content encompasses various forms such as articles, videos, or postings, which frequently emphasise a brand's product or service, while also delivering important information or amusement to readers (Kumar et al., 2016).

- 4) **Influencer Marketing:** Influencer marketing is a strategic approach that entails partnering with social media influencers to endorse and advertise products or services to their respective audience. According to Khamis, Ang and Welling (2016), influencers possess a certain level of credibility and have successfully cultivated a dedicated following, hence rendering their recommendations highly effective in shaping consumer behaviour. Brands frequently remunerate influencers through financial or non-financial means in order to generate genuine and relatable content that effectively connects with their intended demographic.
- 5) **User-Generated Content (UGC):** User-provided Content (UGC) refers to the utilisation of content provided by users in order to endorse a brand or its products. Brands actively promote user engagement by incentivizing the sharing of experiences, reviews, and images through the utilisation of branded hashtags or by encouraging participation in challenges. User-generated content (UGC) serves the dual purpose of promoting active involvement and establishing credibility, since individuals tend to place greater trust in content generated by their fellow customers (Duffett, 2017).
- 6) **Interactive Ads:** Interactive advertisements are designed to actively engage users by encouraging their active participation in the advertising experience. The advertisements have the potential to manifest as various types of interactive content, such as polls, quizzes, games, or experiences that utilise augmented reality (AR) or virtual reality (VR) technologies. According to Tussyadiah and Pesonen (2016), interactive advertisements have the ability to stimulate active involvement and generate lasting impressions, hence proving to be a successful strategy for improving brand retention and fostering consumer engagement.
- 7) **Carousel Ads:** Carousel ads provide brands with the opportunity to exhibit a variety of images or videos within a singular advertising unit. Individuals have the ability to navigate through the carousel interface in order to access and examine a diverse range of items, features, or advantages. This form of advertisement seems to be particularly advantageous for e-commerce firms

seeking to showcase a diverse assortment of products or narrate a sequential brand narrative (Chaffey & Ellis-Chadwick, 2019).

- 8) Sponsored Filters and Lenses: Snapchat and Instagram provide sponsored filters and lenses, which apply augmented reality effects onto the images and videos of users. According to Hawker and Carah (2020), brands have the ability to develop personalised filters and lenses that are relevant to their products or events. This strategy aims to stimulate user participation and facilitate the dissemination of branded material among their followers.

2.2.3. Creativity and Content Strategies in Social Media Advertising

The function of creativity is of considerable importance in effectively navigating the abundance of content on various social media platforms. According to Islam (2021), content that is both innovative and engaging has the ability to distinguish itself and attract the attention of users. The establishment of an emotional connection is an additional key element in fostering creativity within the realm of social media advertising. According to Escalas (2004), content that elicits strong emotional responses has a higher probability of being shared and retained by individuals, resulting in enhanced levels of brand engagement and loyalty. Additionally, it is worth noting that creative content possesses a greater capacity for achieving virality and shareability. According to Berger and Milkman (2012), content that elicits surprise, entertainment, or strong emotions has a higher likelihood of being shared on social media platforms. This increased sharing can effectively expand the reach and visibility of a company. Moreover, the inclusion of creative content has the potential to augment brand memory and awareness. According to Bärthel (2018), commercials that are memorable have the ability to create a lasting impression in the memory of customers, hence increasing the likelihood of brand recall and recognition in subsequent instances.

Storytelling has been identified as a very influential content technique within the realm of social media advertising. According to Escalas (2004), brands that utilise captivating narrative techniques have the ability to establish an emotional bond with their target audience, resulting in enhanced authenticity and increased levels of engagement. The adoption of a user-centric strategy is crucial as well. According to Brown, Czerniewicz

and Noakes (2015), creating content that centres around the wants, challenges, and goals of users can lead to a more profound connection with the intended audience. The aesthetic appeal of content tactics plays a crucial role in the realm of social media advertising. According to Xia et al. (2020), there is a greater likelihood of attracting users' attention and promoting interaction when aesthetically beautiful photos and videos that align with the brand's message are utilised. Personalization is an additional content strategy that has shown to be beneficial. According to Ansari and Mela (2003), customising information according to user data and preferences enhances the probability of eliciting favourable responses and achieving intended user actions. In addition, the inclusion of a distinct and persuasive call-to-action (CTA) holds significant importance within content strategy. According to Mejtoft et al. (2021), a well-designed call-to-action (CTA) could encourage users to engage in the intended action, resulting in higher conversion rates and quantifiable outcomes.

2.3. Previous Studies on Social Media Advertising and Consumer Engagement

Multiple research studies have underscored the importance of content relevancy in stimulating customer interaction on social media platforms. Deng et al. (2021) suggest that content that is in line with users' interests, values, and needs has a higher probability of attracting their attention and generating responses. According to Alalwan et al. (2017), empirical evidence suggests that the utilisation of personalised and customised information has a positive impact on engagement rates, as it establishes a deeper connection with consumers at an individual level. Companies who place a strong emphasis on ensuring the relevancy of their content in their social media advertising strategies tend to observe increased levels of likes, shares, and comments, which serve as indicators of heightened user engagement.

The significance of interactivity in augmenting customer engagement on social media platforms has been recognised. Social media platforms offer distinct possibilities for reciprocal contact between brands and customers. According to Duffett (2017), the inclusion of interactive elements such as polls, quizzes, and user-generated material serves to stimulate active involvement among users, hence resulting in heightened levels of engagement. Interactive campaigns that promote user participation in content creation alongside brands cultivate a feeling of ownership and attachment, so exerting a beneficial influence on the relationships between brands and consumers.

2.3.1. Research on Consumer Engagement Metrics

The evaluation of consumer engagement metrics in social media advertising is crucial for firms to gauge the influence and efficacy of their marketing endeavours. These indicators offer both quantitative and qualitative perspectives on user engagement with brand material, indicating their degree of interest and their sentiment towards the brand.

Quantitative Metrics

- 1) The metrics of likes, shares, and comments are employed as quantitative indicators to assess user participation on social media platforms. The term "likes" pertains to the quantification of people who demonstrate their endorsement or admiration for a particular post by engaging with the "like" button. The term "shares" refers to the quantification of instances in which people disseminate a post throughout their network, hence expanding its outreach. The term "comments" refers to the quantity of user-generated replies to a particular post, which serves as an indicator of active engagement and interaction (Kim and Yang, 2017). Previous studies have demonstrated a positive correlation between bigger quantities of likes, shares, and comments and enhanced brand visibility, user interest, and overall engagement. According to Kim and Yang (2017), the presence of positive engagement metrics indicates that the content is effectively connecting with the audience, resulting in increased brand affinity and the possibility of converting potential customers.
- 2) The Click-Through Rate (CTR) is a numerical statistic that quantifies the proportion of individuals that engage with a hyperlink or call-to-action (CTA) included inside an advertisement, in relation to the overall number of times the advertisement is displayed. According to Smith, Chen and Xia (2008), it functions as a measure of the advertisement's pertinence and efficacy in prompting user engagement. A greater click-through rate (CTR) indicates that the advertisement's content is captivating and resonates with the preferences of consumers, prompting them to engage in more actions. An optimised click-through rate (CTR) signifies that the advertisement effectively targets the

intended audience, hence maximising the return on investment (ROI) for advertising efforts.

- 3) The conversion rate is a significant quantitative measure that assesses the proportion of users that successfully perform a targeted activity, such as making a purchase, subscribing to a newsletter, or downloading a resource, subsequent to clicking on an advertisement or arriving at a designated webpage (Hajli, 2015). A greater conversion rate signifies that the advertisement and content have effectively affected user behaviour, resulting in the intended consequence. The assessment of this statistic holds significant importance in the evaluation of the advertising campaign's efficacy in attaining certain marketing objectives (Hajli, 2015).
- 4) The metrics of reach and impressions are significant in evaluating the effectiveness of a communication strategy. Reach and impressions are quantitative indicators utilised for evaluating the extent of exposure and visibility of social media material. The term "reach" pertains to the aggregate count of distinct individuals who have been exposed to a specific post or advertisement. The term "impressions" refers to the cumulative count of content displays, irrespective of whether individual users viewed it several times (Chaffey & Ellis-Chadwick, 2019). A high level of reach signifies that the material has successfully reached a wide-ranging audience, hence enhanced brand recognition and potentially attracting new followers. Impressions serve as a valuable metric for gauging the total visibility of information and its potential influence on brand recall (Chaffey & Ellis-Chadwick, 2019).

Qualitative Metrics

- 1) Sentiment Analysis: Sentiment analysis is a qualitative measure employed to comprehend user sentiment pertaining to a brand or campaign. The process entails the examination of user comments, reviews, and interactions in order to ascertain the sentiment expressed, which can be categorised as positive, negative, or neutral (Lei and Liu, 2021). A positive sentiment indicates a strong level of consumer involvement and contentment with the brand or campaign, which may result in favourable word-of-mouth and brand endorsement. Conversely, the presence of

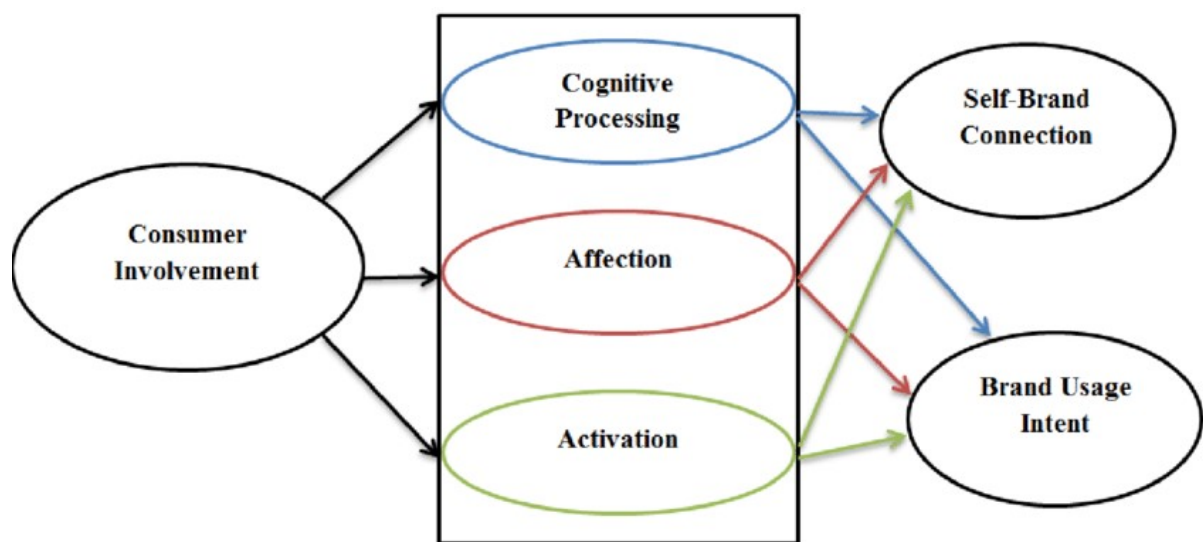
negative sentiment may suggest the existence of concerns that need to be resolved in order to alleviate any negative perceptions of the brand.

- 2) Brand Mentions and Hashtag Usage: The utilisation of brand mentions and hashtags serves as qualitative measures that signify the extent of user interaction and involvement in discussions pertaining to a particular brand. The term "brand mentions" pertains to occurrences in which people make references to a particular brand inside their posts or comments. The utilisation of brand-related hashtags in user-generated material is sometimes referred to as "hashtag usage" (Duffett, 2017). An elevation in the frequency of brand mentions and the utilisation of pertinent hashtags indicates a heightened degree of brand recognition and user engagement. According to Duffett (2017), these indicators offer valuable insights regarding the level of user engagement with the brand and its campaigns.
- 3) Share of Voice: Share of Voice (SOV) is a qualitative measure employed to evaluate the extent of a brand's visibility and interaction relative to its competitors operating in the same sector or category. The methodology entails quantifying the proportion of brand-specific content inside social media discussions in relation to rival brands (Hollebeek, 2011). A greater proportion of voice signifies that the brand is exerting a dominant influence in the discourse around its industry, implying heightened brand visibility and interaction. According to Hollebeek (2011), this statistic serves as a means to assess the performance of a brand in relation to its competitors and its overall influence on social media.
- 4) Time Spent on Site or Page: The metric of time spent on a website or landing page is employed as a qualitative measure to assess user engagement and interest. The study conducted by Smith, Chen and Xia (2008) examines the duration of user engagement on a particular webpage after their interaction with a social media advertisement or hyperlink. Extended duration of user activity on a website or webpage is indicative of heightened user interest and active interaction with the provided material. According to Smith, Chen and Xia (2008), empirical evidence suggests a positive correlation between the amount of time users spend on a website and their likelihood of converting into customers or engaging in the intended action.

2.3 Conceptual Frameworks and Models

2.3.1 Consumer Engagement Model

Researchers can greatly benefit from the utilisation of the Consumer Engagement Model within the domain of social media advertising. This methodology facilitates the methodical assessment of consumer engagements and their development across distinct phases, encompassing cognizance, participation, involvement, and ultimately, allegiance. Prominent academics, including Hua, Li and Zhang, have emphasised the efficacy of the model in comprehending the intricacies of consumer behaviour and the influence of advertising on the development of brand loyalty. As an illustration, Hua, Li and Zhang (2023) investigated the Consumer Engagement Model and concluded that it furnishes a logical structure for evaluating the impact of social media advertising on consumer engagement; thus, it is a crucial resource for marketers operating in the digital era. An ideal image of the model is given below for reference:



Source: Hollebeek, Glynn, & Brodie,(2014)

According to Hollebeek (2011), the model's capacity to distinguish between distinct types of engagement—ranging from passive awareness to active involvement—enables a more comprehensive comprehension of consumer behaviour as it relates to advertising initiatives. This methodology can offer significant advantages for an investigation examining the influence of social media advertising on consumer engagement among university students in the United Kingdom. It permits a

comprehensive examination of the various phases in which these students advance in their engagement with Nike's advertising campaigns.

Nonetheless, it is critical to recognise the constraints of the model. Although the Consumer Engagement Model provides a methodical structure for evaluating consumer engagement, its practical implementation is dependent on the particular circumstances and target demographic. Numerous factors can exert an influence on consumer behaviour, and a universally applicable model might not consistently account for the intricacies of real-life circumstances. Certain scholars contend that the model oversimplifies the complexities of consumer engagement by presuming a straightforward progression in a linear fashion across the stages. Consumer journeys are frequently characterised by a lack of linearity, as individuals traverse multiple phases or interact with diverse forms of content concurrently (Kranzbühler et al., 2017).

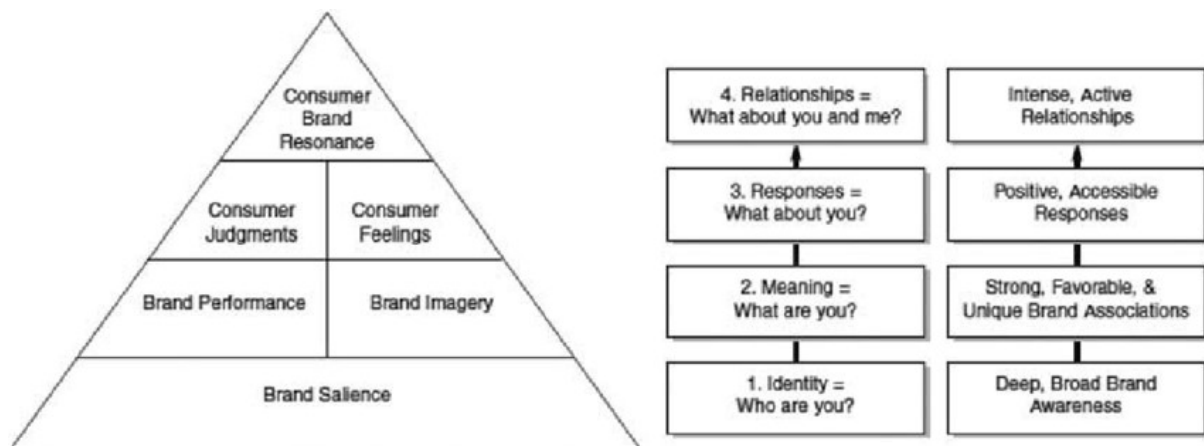
2.3.2 Consumer Decision-Making Process

The Consumer Decision-Making Process is an essential component in the realm of social media advertising for comprehending the manner in which consumers react to digital marketing initiatives. This model provides a methodical approach to examining the progression that university students in the United Kingdom may experience when exposed to Nike's social media advertising. It entails the following stages: identification of a need or desire for sports products, execution of information searches, evaluation of alternative options, and ultimate purchase decision. Prominent academics, including Engel, Kollat, and Blackwell (1968), have emphasised the utility of the model when investigating consumer behaviour and the manner in which advertising and other external factors affect the decision-making process. Schiffman and Kanuk (2007), for example, highlight the significance of this model in facilitating research on the impact of social media advertising on consumer attitudes and decisions. It offers valuable insights into the manner in which advertising content and messages shape the process of decision-making. The relevance of this model within the realm of university students and Nike's advertising is apparent, given that it facilitates a methodical examination of the students' progression through the various phases of decision-making, commencing with awareness and culminating in ultimate purchase choices.

While not devoid of limitations, the Consumer Decision-Making Process does possess some. Critics contend that the oversimplification of stages as a linear progression through reality-world consumer decisions could compromise their complexity. Consumer journeys can become more complex and non-linear as a result of the influence of external stimuli and a multitude of influencing factors. Furthermore, it is worth noting that the model might not comprehensively account for the psychological and emotional dimensions of decision-making. This is especially significant in the realm of social media advertising, where brand perceptions and emotive involvement are pivotal factors. Although the Consumer Decision-Making Process is a valuable framework, it should be utilised with caution, according to these criticisms. Recognising the practicality of social media advertising while also recognising its limitations and the necessity for supplementary frameworks or concepts to offer a comprehensive comprehension of consumer behaviour in relation to such advertising is of the utmost importance for researchers.

2.3.3 Customer-Based Brand Equity (CBBE) Model

Established by Kevin Lane Keller, the Customer-Based Brand Equity (CBBE) Model is a conceptual framework that examines the impact of brand knowledge on consumer attitudes and behaviour (Keller, 2001). This study investigates the process by which consumers form associations with a particular brand and the impact that these associations have on their reactions to marketing initiatives. In marketing research, this model has attracted considerable interest and has been extensively implemented across diverse industries for the purpose of evaluating brand equity. A number of scholarly investigations have scrutinised the CBBE Model, emphasising its practicality and pertinence in comprehending consumer reactions to advertising and branding. The model is given below for reference:



Source: Cottan-Nir and Lehman-Wilzig (2018)

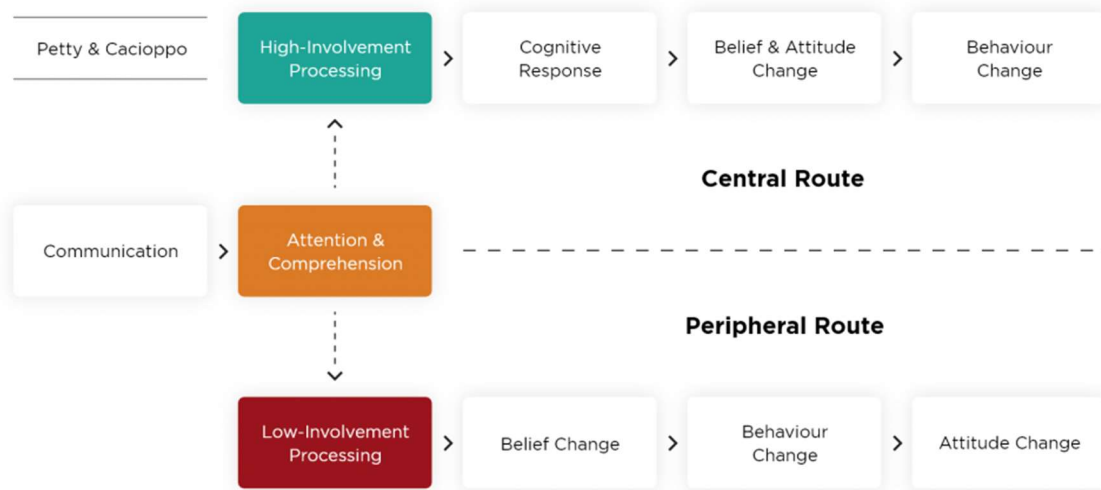
When applied to social media advertising, the CBBE Model provides a useful framework for evaluating the effectiveness of branding initiatives, including those undertaken by Nike. Brand knowledge is deconstructed by the model into the following critical dimensions: brand associations, brand meaning, brand responses, and brand resonance. Academics such as Washburn, Till and Priluck (2004) have underscored the efficacy of the model in evaluating the influence of branding on consumer reactions. As an illustration, Aaker (1991) emphasises the importance of brand associations in shaping the attitudes and actions of consumers, including their intentions to make purchases and their level of loyalty. The application of the CBBE Model within the framework of an investigation examining the influence of social media advertising on consumer engagement among college students enables a methodical assessment of the manner in which Nike's branding initiatives mould brand awareness and, consequently, consumer reactions.

Nevertheless, the CBBE Model is not without its constraints. Its complexity may attract criticism due to the resource-intensive nature of measuring multiple dimensions of brand knowledge. Moreover, the principal emphasis of the model lies in the analysis of the enduring impacts of branding on consumer attitudes and behaviour. Consequently, the immediate reactions to social media advertising might not be comprehensively accounted for. It is critical to acknowledge that although the CBBE Model offers a comprehensive framework for analysing brand equity, it should not be regarded as the only model to be considered in isolation. Further theories and models should be incorporated by researchers in order to attain a more comprehensive comprehension of consumer engagement in the era of digitalization.

2.3.4 Elaboration Likelihood Model

Established in 1986 by Petty and Cacioppo, the Elaboration Likelihood Model (ELM) is a seminal framework within the domains of persuasion and attitude modification (Petty and Cacioppo, 1986). This study offers valuable insights into the cognitive processes by which individuals evaluate persuasive messages, differentiating between peripheral route processing (conspicuous signals) and central route processing (in-depth, reflective contemplation). The ELM has been extensively implemented in the field of marketing and advertising research due to its capacity to provide insights into consumer behaviour and reactions towards persuasive content.

The Elaboration Likelihood Model provides a valuable framework for evaluating the cognitive processes associated with consumer engagement in the realm of social media advertising. The ability of the model to distinguish between central and periphery route processing allows scientists to investigate the extent of cognitive involvement. The ELM has been utilised in a number of studies to determine how advertising messages influence the attitudes and behaviours of consumers. An example of this is the significance of the ELM in advertising research, as emphasised by Deitz, Myers and Stafford (2012), who highlight the impact of message content and peripheral indicators on consumer responses. The ELM can offer valuable insights into the impact of social media advertising content and message quality on the cognitive engagement of university students. This, in turn, can influence changes in attitudes, purchase intentions, and brand loyalty, as examined within the context of the study. The model is given below, for reference:



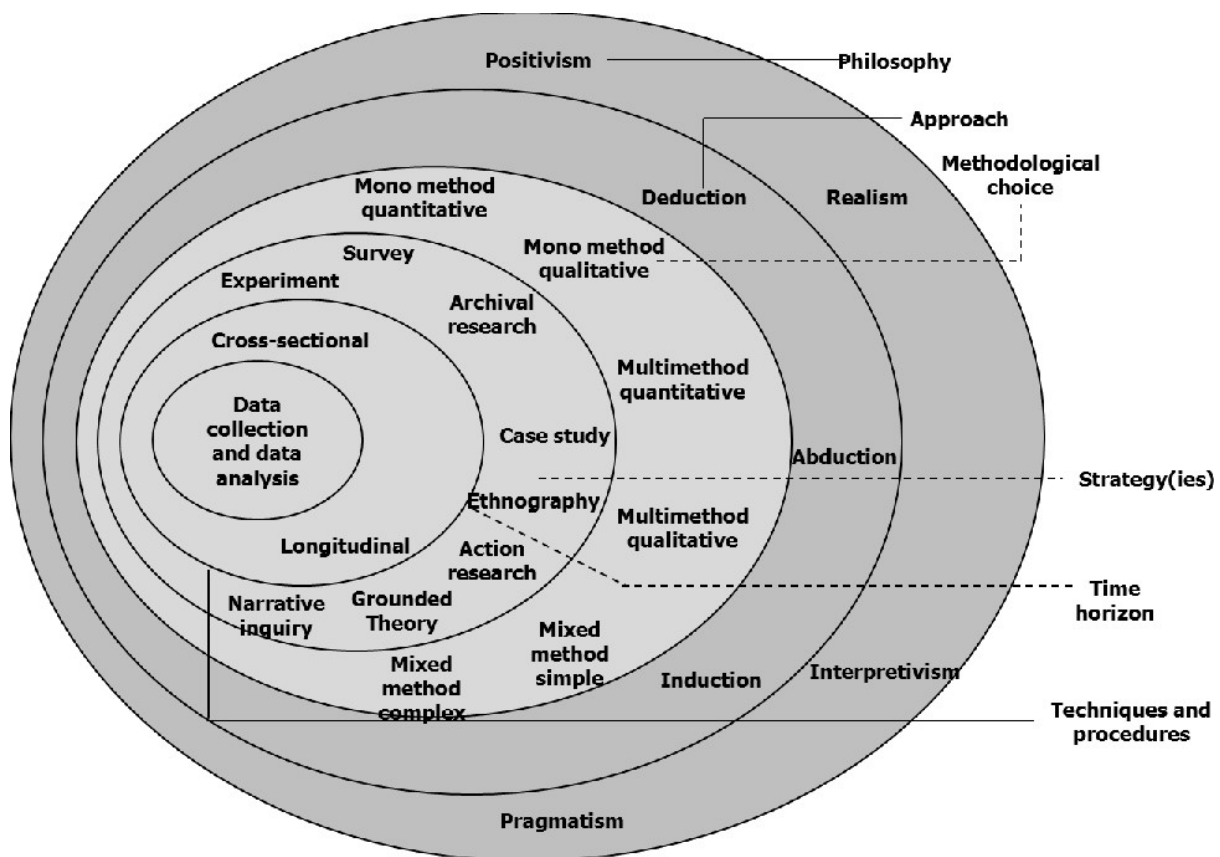
Source: <https://www.adcore.com/blog/marketing-mix-secret-elaboration-likelihood-model/>

Nevertheless, it is critical to acknowledge that the Elaboration Likelihood Model has faced criticism due to its binary perspective on central and peripheral processing, potentially oversimplifying the complex cognitive mechanisms that underlie persuasion. Furthermore, it is possible that the model's primary focus on message content fails to comprehensively consider the ever-changing and interactive characteristics of social media advertising. In this realm, social interactions, user-generated content, and peer endorsements all exert substantial influence. Hence, although the ELM provides a valuable framework for evaluating cognitive engagement, it ought to be supplemented with additional theories and models that account for the distinctive characteristics of social media platforms and the complex dynamics of consumer engagements. However, the ELM functions as a fundamental framework for examining the effects of social media advertising on cognitive engagement and, consequently, consumer behaviours and attitudes.

Chapter 3: Research Methodology

3.1 Research Onion

The Research Onion, which Saunders et al. (2007) introduced as a conceptual framework, is an invaluable instrument in the field of research methodology. It provides an exhaustive and organised methodology that guides researchers through the complex stages of the research process. This framework facilitates a systematic organisation of the research voyage, from fundamental philosophical considerations to the precise selection of data collection and analysis strategies (Saunders et al., 2007). The following image illustrates the framework:



Source: (Saunders et al., 2007)

At its foundation, the Research Onion recognises that the research process is multifaceted and complex, like the layers of an onion. Each layer represents a fundamental aspect of the research process, and progressively removing these layers results in a more refined and informed research methodology (Saunders et al., 2007).

In this dissertation, we acknowledge the importance of the Research Onion framework and will use its governing principles throughout the research process. By embracing the layers of the Research Onion, we strive to ensure that our research methodology is systematically structured and that each component aligns with the others in a harmonious manner. This strategy not only increases the rigour and profundity of our research, but also promotes clarity and transparency in our methodology, thereby contributing to the overall quality and dependability of our study.

3.1.1 Philosophical Assumptions

The philosophical assumptions stratum of the Research Onion represents the fundamental beliefs and perspectives that underpin the entire research endeavour. These assumptions are grounded in two foundational branches of philosophy: ontology and epistemology (Saunders et al., 2007).

Positivism and interpretivism are the two primary philosophical assumptions pertinent to this dissertation. The belief in a singular, objective reality that exists independently of human perception is characteristic of positivism. It asserts that this reality is observable, measurable, and understandable through scientific methods (Park, Konge and Artino, 2020). Positivism is consistent with an ontological perspective that assumes the existence of an objective reality and an epistemological viewpoint that emphasises empirical evidence and the scientific method as the primary means of acquiring knowledge.

In contrast, interpretivism proposes that reality is socially constructed and subjective, influenced by individual and cultural interpretations. It stresses the significance of comprehending the meanings and perspectives of individuals and their operating context (Williams, 2000). Interpretivism is founded on the ontological view that reality is context-dependent and the epistemological position that prioritises subjective comprehension and qualitative inquiry (Saunders et al., 2007).

For this dissertation, we adopt the Positivism philosophical premise. This choice aligns with our research objective, which entails quantifying university students in the United Kingdom's engagement with social media advertising. We hypothesise that there is an objective reality underlying consumer behaviour and engagement patterns that can be

measured and analysed systematically. We emphasise the relevance of qualitative and quantitative analysis in our research methodology by adopting a positivist stance.

3.1.2 Research Methodology

In the field of research methodology, there are a number of distinct approaches, each of which offers a unique method for addressing research questions and analysing data. To make an informed choice that corresponds with the research objectives, it is crucial to comprehend the nuances of these methods. Let's examine the various research methods in depth and explain why the deductive method was selected as the primary methodology for this dissertation.

The deductive strategy stands out as the primary strategy to consider. This methodology begins with the formulation of a theory or hypothesis, followed by the systematic collection of data to confirm, or refute the hypothesis. It is commonly associated with qualitative research, making it ideal for studies that seek to establish causal relationships between variables (Hyde, 2000). In the context of this dissertation, where the primary objective is to investigate specific relationships and patterns associated with consumer engagement with social media advertising, the deductive approach provides a structured and focused method for testing hypotheses (Saunders et al., 2007).

In contrast, the inductive method follows a different path. It begins with observations and data collection, and hypotheses and theories are derived from these empirical observations. It is frequently associated with qualitative research and is utilised when researchers are exploring new research areas or when the extant theoretical framework is limited (Kyngäs, 2019). While the inductive method can be useful for exploratory research, it may not be suitable for this dissertation's objectives, which include testing specific hypotheses and quantifying consumer engagement levels. As a result, the inductive strategy was not selected as the principal research method.

Abductive reasoning achieves a balance between deductive and inductive approaches. It begins with observations and seeks their simplest and most plausible explanation (Dubois and Gadde, 2002). Abduction is frequently used when research problems are complex and there are multiple possible explanations. For this

dissertation, however, the abductive approach may introduce a degree of ambiguity that is not conducive to the unambiguous hypothesis testing and qualitative-quantitative analysis required to answer the research questions at hand.

Lastly, the pragmatic strategy offers adaptability and flexibility. It does not adhere rigidly to a particular philosophical position or method, but instead adopts the most appropriate approach to effectively address the research questions (Clarke and Visser, 2018). While pragmatism can be useful in a variety of research contexts, the nature of the research questions in this dissertation necessitates a theory-driven and structured investigation. As a result, the pragmatic approach, which prioritises adaptability over verifying hypotheses, was not chosen as the primary research strategy.

The selection of the deductive method as the primary research strategy for this dissertation is supported by a number of compelling arguments. The primary objective of the research is to investigate specific relationships and patterns concerning consumer engagement with social media advertising. As it facilitates the formulation and systematic testing of hypotheses, the deductive method is well-suited for this objective (Saunders et al., 2007). The second objective of the research is to quantify levels of consumer engagement and identify factors that influence engagement. The deductive method is conducive to the accumulation and analysis of quantitative data, making it an appropriate method for this study. Thirdly, the deductive methodology permits the extension of existing theories and models in the field of consumer engagement and social media advertising, thereby providing a robust theoretical foundation for the study (Saunders et al., 2007). Given the emphasis on consumer engagement within the sphere of social media advertising, the deductive method offers efficiency and accuracy in answering the research questions. It ensures the research is focused and motivated by hypotheses (Saunders et al., 2007).

3.1.3 Data Collection Sequence

Data collection is a crucial step in the research process because it entails acquiring the information necessary to answer research questions and test hypotheses. The choice of data acquisition methods, tools, and techniques is of the utmost importance, as it has a substantial impact on the validity and dependability of research results. This

section explores the data collection methods selected for this dissertation and provides an in-depth explanation of their rationale.

Microsoft Surveys has been chosen as the primary method of data collection for this dissertation. Microsoft Surveys is an online survey platform that enables researchers to construct and distribute questionnaires for the purpose of collecting structured quantitative and qualitative data from respondents. This platform offers a number of benefits that correlate with the research objectives and nature of the study.

Microsoft Surveys provides access to a large and diverse audience, which is particularly relevant when investigating university students' engagement with social media advertising in the United Kingdom. This broad scope guarantees the capture of data from a diverse cross-section of participants, thereby facilitating the selection of a representative sample.

3.1.4 Sampling

Sampling is an essential component of research methodology, as it determines how a subset of participants is selected from a larger population. The generalizability and dependability of research findings are significantly influenced by the sample's quality and representativeness.

The principal sampling method chosen for this dissertation is stratified random sampling. Stratified random sampling involves dividing the population into distinct subgroups, or strata, according to particular characteristics or criteria (Taherdoost, 2016). A random sample is then selected from each stratum. This strategy provides several benefits that align with the research objectives and target population.

Stratified random sampling was selected for several compelling reasons:

- **Representation:** University students in the United Kingdom represent a diverse demographic with a range of characteristics, including age, gender, academic discipline, and social media usage patterns. Stratified random sampling permits the selection of participants from each stratum in proportion to their proportional population representation. This assures that the sample is representative of all university students, thereby enhancing the external validity of the findings.

- **Precision:** By stratifying the population, researchers are able to obtain accurate information about particular subgroups. This is especially useful when examining demographic differences in consumer engagement with social media advertising. Stratified sampling ensures that each subgroup is adequately represented so that meaningful comparisons can be made.
- **Reducing Sampling Error:** Compared to simple random sampling, stratified random sampling helps reduce sampling error. By guaranteeing that each stratum is represented in the sample, the risk of under- or over-representation of certain groups is reduced.
- **Efficient Resource Allocation:** stratified random sampling can be more resource-efficient than endeavouring to survey the entire population, while ensuring representation. It enables researchers to concentrate data collection efforts on specific strata, thereby optimising resource allocation.
- **Subgroup Analysis:** Given the emphasis on comprehending the nuances of consumer engagement with social media advertising among university students, stratified random sampling permits researchers to conduct subgroup analysis in depth. This method is useful for investigating differences in engagement levels and factors influencing engagement across diverse demographic groups.

3.1.5 Data Analysis

Data analysis is a crucial step in the research process, as it entails the examination and interpretation of collected data to draw conclusions and meaningful insights. The choice of data analysis methods depends on the nature of the data and the objectives of the research. In this section, we will discuss the approach to data analysis for this dissertation, keeping in mind that the survey responses predominantly consist of opinions and thoughts, thereby eliminating the need for statistical analysis.

The data analysis method adopted for this dissertation is qualitative content analysis and quantitative thematic analysis. Qualitative content analysis is a systematic method for analysing textual or visual data that seeks to identify patterns, themes, and recurring concepts within the data. It works particularly well with open-ended survey

responses that provide rich qualitative insights into the opinions and thoughts of participants.

The selection of qualitative content analysis as the primary method of data analysis for this dissertation is based on a sound rationale, which includes several compelling reasons that align with the character of the survey responses and the research objectives. In the first place, qualitative content analysis is ideally adapted for investigating the subjective opinions and ideas expressed in the survey responses. This study predominantly collected the subjective opinions of participants regarding consumer engagement with social media advertising. Inherently qualitative in nature, these responses frequently contain nuanced manifestations of personal experiences and perceptions. Qualitative content analysis provides the necessary tools and techniques to delve thoroughly into these subjective narratives, allowing for a comprehensive examination of the diverse perspectives held by university students.

3.1.6 Ethical Considerations

Ethical considerations guide researchers to execute their studies with integrity, respect for participants, and adherence to ethical principles. In this section, we will explore the ethical considerations underlying this dissertation, ensuring that the research is conducted with the uttermost ethical rigour and accountability.

- **Informed Consent and Voluntary Participation:** Obtaining participants' informed assent is a fundamental principle of ethical research. For this dissertation, all survey participants will be given plain and thorough information about the research, including its purpose, procedures, potential risks, and benefits. Participants will be informed explicitly that their participation is wholly voluntary and that they may withdraw at any time without repercussions. Each participant will provide informed consent prior to completing the survey. In addition, participant anonymity will be preserved in order to protect their privacy and confidentiality.
- **Data Protection and Privacy:** It is of the utmost significance to respect the privacy and data protection rights of participants. All survey responses will be collected and stored safely, with only authorised personnel having access. To maintain respondents' anonymity, identifying information will be kept separate

from survey responses. The data will be used exclusively for research purposes, and participants' identities will not be disclosed or linked in any way to their responses.

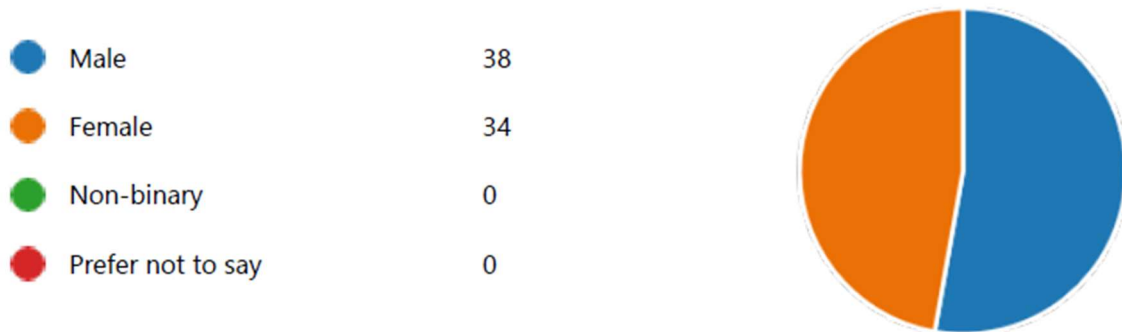
- **Minimization of Harm:** The survey will include queries pertaining to individual perspectives and experiences with social media advertising. Although the queries are not inherently harmful, participants may feel uncomfortable or hesitant to share certain information. In order to mitigate any potential harm, the survey will include explicit instructions for skipping questions or sections that respondents may find unsettling. In addition, a debriefing statement will be provided at the conclusion of the survey, allowing participants to seek support or additional information if necessary.
- **Avoidance of Deception:** Ethical research requires openness and honesty. No form of deception or misleading information will be incorporated into the survey's queries. Participants will be given accurate and truthful information about the research, and the purpose of the study will be explicitly communicated.
- **Beneficence:** The research intends to contribute valuable insights to the field of marketing and cast light on the dynamics of university student consumer engagement with social media advertising. While the primary benefit of the research is to academic knowledge, it may indirectly benefit marketers and advertisers by informing more effective advertising strategies. However, the prospective benefits for participants are minimal. To uphold the principle of beneficence, the research will focus on minimising injury and respecting the autonomy of participants.

Chapter 4: Data Analysis

4.1 Survey Analysis

4.1.1 Quantitative Analysis

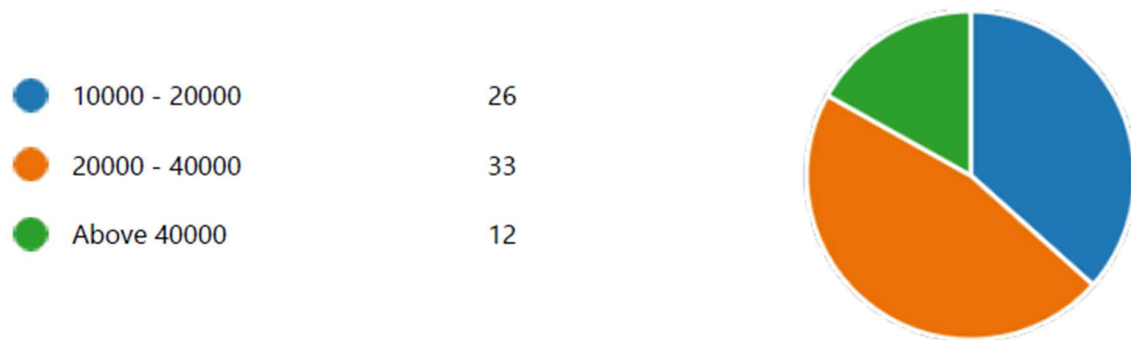
Gender Distribution



The gender distribution of survey respondents demonstrates an almost equal number of males (38 respondents) and females (34 respondents). This balanced gender distribution mitigates potential gender-based biases in the analysis. Having a significant number of respondents from both genders allows for a more thorough examination of how opinions and preferences may differ between males and females in relation to Nike's products and social media strategies.

Notably, the survey did not receive any responses from individuals who identify as non-binary, and no respondents chose the "prefer not to say" option when asked about their gender. The absence of non-binary representation raises questions about the survey's inclusiveness. Non-binary people have distinctive perspectives and preferences that can influence their interactions with corporations and social media. Nike's marketing and social media strategies may be hampered by a lack of information from this group regarding gender identity and inclusivity.

Income Bracket Distribution



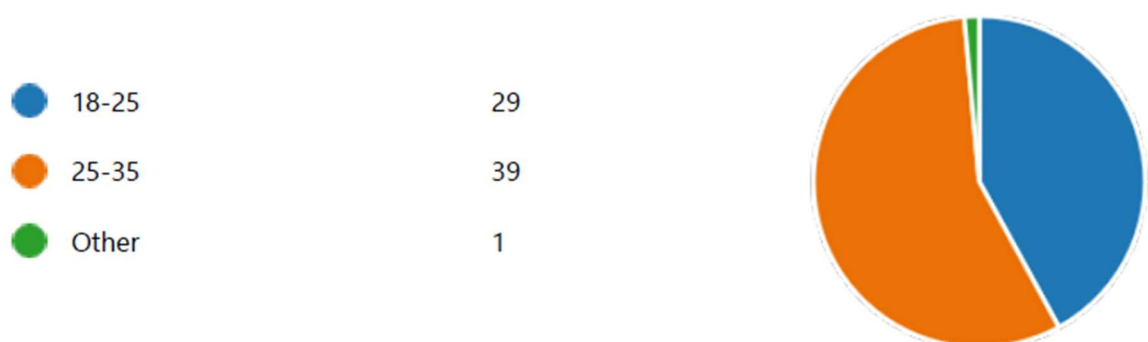
The dataset divides respondents' income into three distinct brackets: "10000 - 20000," "20000 - 40000," and "Above 40000," providing a snapshot of the financial diversity of Nike's potential customer base. The "10000 - 20,000" income bracket contains 26 respondents, indicating that individuals with lesser incomes represent a relatively small proportion of the sample. In contrast, the "20,000 - 40,000" bracket contains 33 respondents, indicating a greater proportion of individuals with moderate incomes. With only 12 respondents, the "Above \$40,000" bracket represents those with higher incomes. This distribution reveals insightful information regarding Nike's marketing strategies.

Nike's marketing and engagement strategies are significantly impacted by their knowledge of income distribution. First, it implies that targeting messages and campaigns to the "20000 - 40000" and "Above 40000" segments may be more fruitful due to their potentially greater purchasing power. In addition, pricing strategies should take income diversity into account. By offering a variety of products at different price points, Nike assures inclusivity by catering to individuals with varying incomes. The personalization of promotions and product recommendations for specific income categories is another crucial strategy. This strategy increases the relevance of marketing initiatives.

With a deeper understanding of income brackets, Nike is able to generate content and promotions that are specifically tailored to the target audience. For the "10000 - 20000" group, discounts and cost-saving incentives can take centre stage. In contrast, the "20000 - 40000" segment may respond favourably to messages emphasising product quality and cost-effectiveness. Exclusivity and premium offerings may be important selling factors for the "Above \$40,000" segment.

Nike must analyse the preferred social media platforms and content preferences of each income bracket in order to maximise engagement. Focusing on visually enticing content on Instagram, for example, may resonate well with the "20,000 to 40,000" demographic. Additionally, engagement factors should align with the preferences of each group; the "Above 40000" segment may appreciate exclusive, high-end product launches, whereas the "10000 - 20000" cohort may respond better to cost-effective incentives.

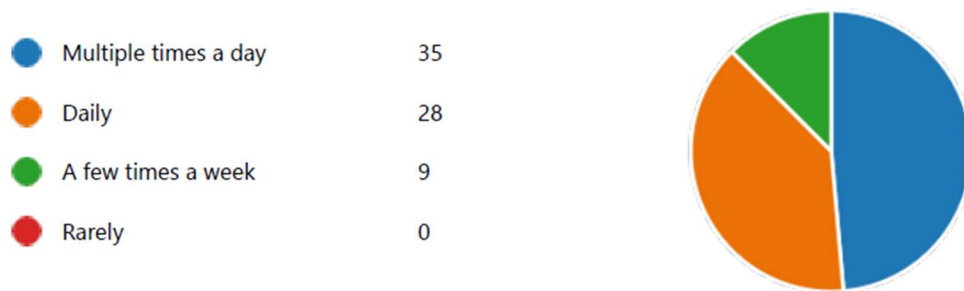
Age Group Distribution



The dataset divides respondents into three age categories: "18-25," "25-35," and "Other." This segmentation provides insight into the demographic composition of the considered group. The "18-25" age bracket includes 29 respondents, indicating a sizeable population of young adults. In contrast, the "25-35" category contains 39 respondents, indicating a greater representation of people in their late twenties and early thirties. With only one respondent, the "Other" category stands out as an outlier.

For the "18-25" demographic, which consists of young adults, it may be effective to focus on trends, youth culture, and aspirational content. In addition, marketing campaigns may emphasise affordability and cost-effectiveness as important factors. Recognising the transition from early adulthood to more established life stages is crucial for the "25-35" age group. This demographic may value products and communications that emphasise professional development, lifestyle enhancement, and quality. It may also be effective to emphasise product versatility and convenience.

How frequently do you use social media platforms (e.g., Facebook, Instagram, Twitter, YouTube)?

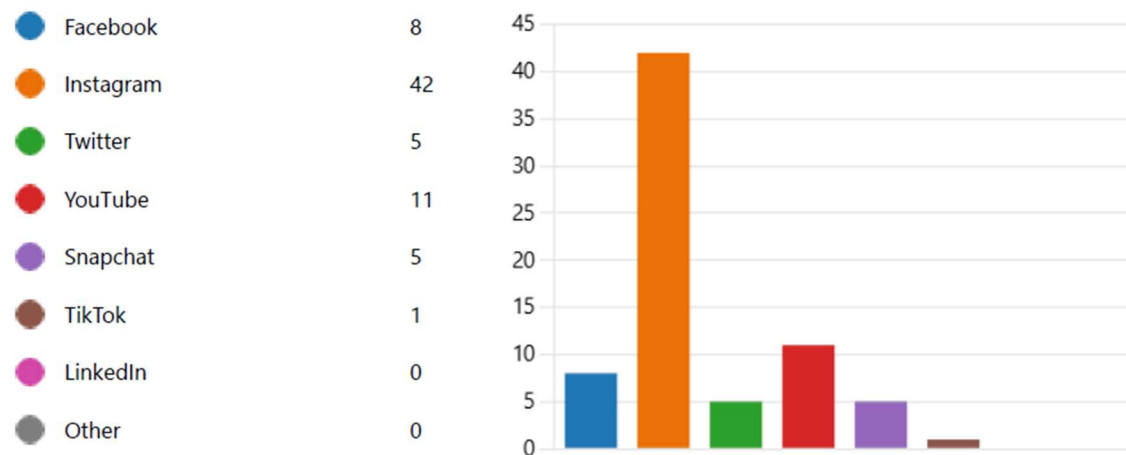


The survey responses intriguing patterns that are essential to comprehending user behaviour and developing effective marketing strategies. Females exhibit a slightly higher level of engagement with social media platforms, as 47% of females report using them multiple times per day compared to 44% of males. This finding suggests that women are more likely to engage in social interactions and consume content on these platforms.

In addition, the dataset reveals a significant relationship between income levels and social media usage frequency. 62% of individuals with higher incomes, particularly those earning over £40,000, are the most active consumers of social media, using it multiple times per day. In contrast, those with incomes between £10,000 and £20,000 are relatively less active on social media, with 36% reporting daily usage and 52% using social media multiple times a day. This income-based trend can be ascribed to factors such as smartphone accessibility and the availability of leisure time, and it has significant implications for businesses. It suggests that marketing campaigns aimed at high-income consumers may be more successful on these platforms.

Moreover, age significantly influences social media usage patterns. 38% of 25- to 35-year-olds report daily usage, and a significant 58% use social media multiple times per day, according to the data. This generation's affinity for social media platforms reflects their online communication, entertainment, and information consumption preferences. Consequently, businesses targeting this demographic should consider enhancing their social media presence and engagement strategies. In contrast, older age groups, such as those older than 35, exhibit less frequent utilisation, highlighting the need for generation-specific marketing strategies.

Which social media platform(s) do you use most frequently?

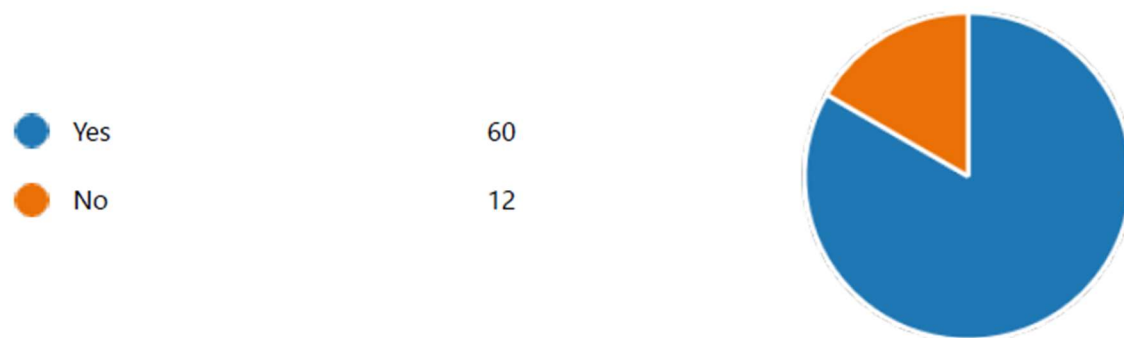


Instagram emerges as the most popular social media platform among the individuals surveyed, with a significant 54% of respondents naming it as their preferred option. This finding demonstrates Instagram's comprehensive appeal, which is likely attributable to its visually engaging content and flexible features that appeal to a large audience. YouTube, which is favoured by 23% of respondents, follows closely behind. This indicates that video content continues to be an effective and influential medium for online communication and engagement.

Instagram is the preferred platform for both men (36%) and women (64%), according to a gender-based analysis. However, Snapchat acquires prominence among young males aged 18-25, with 21% favouring it, highlighting the platform's popularity among the younger male demographic. Facebook appears to have experienced a minor decline in popularity among this sample, with 15% of respondents selecting it as their primary platform. Twitter and TikTok are favoured by 3% and 1% of respondents, respectively, demonstrating their niche appeal.

In addition, when analysing social media preferences by income group, an interesting pattern emerges. Instagram remains popular across all income brackets, but it obtains greater traction among those with higher incomes (over £40,000), with 67% using it frequently. 28% of those with incomes between £20,000 and £40,000 prefer YouTube as their primary platform. This correlation between income and platform preference suggests that users from various socioeconomic backgrounds may have varying content consumption habits, which can be leveraged by businesses to create more effective advertising campaigns.

Do you follow Nike's official social media accounts?

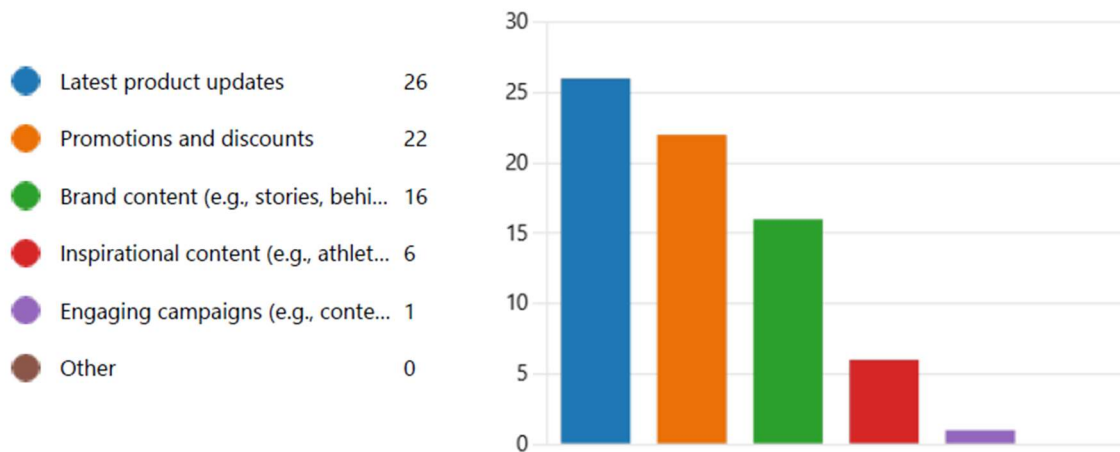


Examining the responses to the question, an impressive 83% of the individuals surveyed indicate that they follow Nike's official social media accounts, indicating a significant level of brand affinity and interest among the respondents. This high follower rate demonstrates Nike's effective use of social media as a tool for fostering brand loyalty and creating online communities.

Gender-based insights reveal that both men and women have a strong propensity to follow Nike on social media, with 68% of men and 71% of women having confirmed their follow status. This near parity in follow rates suggests that Nike's branding and marketing strategies resonate well with both genders, demonstrating the brand's broad appeal.

In addition, age-based analysis reveals that people of varying ages are actively engaging with Nike on social media. The 18-25 age category has the highest follow rate, at 73%, but even the 25-35 age group has a respectable 69% follow rate. This suggests that Nike's social media content and messaging are effective at attracting both younger and older consumers, thereby assuring a diverse and engaged audience.

What motivates you to follow Nike's social media accounts?



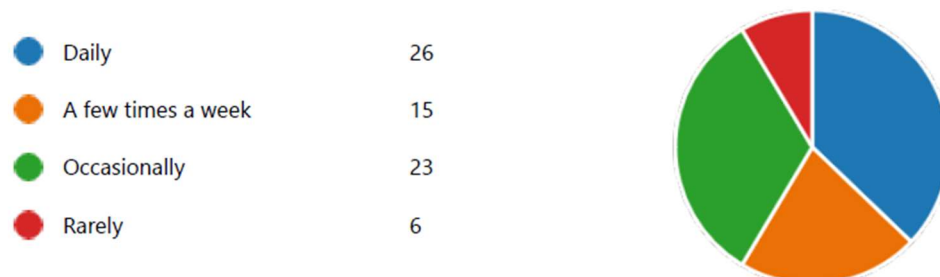
29% of respondents promotions and discounts as a reason for following Nike. This highlights the significance of exclusive offers and discounts for consumers, as they not only attract them to a brand's social media channels, but also have the potential to increase sales and customer loyalty. Notable is the prevalence of this motivation among individuals with incomes between £10,000 and £20,000 and those aged 25-35, suggesting that cost-conscious consumers and young adults are more enticed by such incentives.

36% of respondents selected the desire for the most recent product revisions as an additional compelling factor. This suggests that keeping the audience informed about new releases and innovations is essential for maintaining a loyal social media following. The importance of targeting this demographic with product-related content is highlighted by the fact that those aged 18 to 25 are most attracted to remaining ahead of the trends. In addition, brand content, such as stories and behind-the-scenes glimpses, functions as a motivating factor for 21% of followers, highlighting the importance of narrative and authenticity in establishing connections with the audience.

Further analysis of the data reveals that Nike's strategy of delivering inspirational content, such as athlete tales, resonates with 9% of its followers, demonstrating the importance of leveraging brand ambassadors and storytelling in social media marketing. In addition, 1 respondent was motivated by engaging campaigns, such as contests and challenges, indicating that interactive and gamified content has a role in the brand's digital strategy. Motivational factors vary significantly by income level and gender, highlighting the need for targeted communication. Those with higher incomes

are more likely to follow Nike for product updates, whereas those with incomes between £10,000 and £20,000 are motivated by promotions and discounts.

How often do you engage with Nike's social media content (e.g., like, share, comment, click-through)?



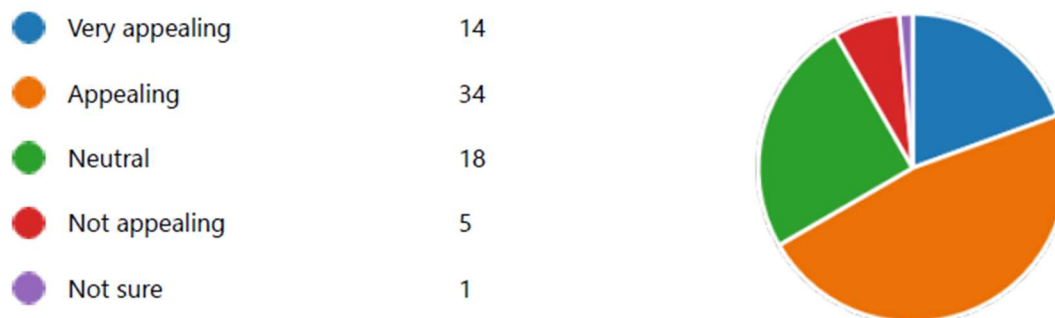
Significantly, 34% of respondents indicate that they engage with Nike's social media content on a daily basis, making daily engagement a prominent trend. This high daily engagement rate is indicative of a robust and active online community encircling the Nike brand, with individuals consistently interacting with and consuming its content. This level of daily engagement demonstrates Nike's effective content strategy and its ability to consistently captivate its audience, thereby nurturing brand loyalty.

In addition, a sizeable proportion of respondents, 20%, indicated that they interact with Nike's social media content several times per week. This indicates that Nike's content is compelling and pertinent enough to entice users to return multiple times per week. This intermittent but consistent engagement is necessary for maintaining top-of-mind awareness and ensuring the brand's continued relevance in the lives of its adherents. It also emphasises the significance of providing varied and engaging content that appeals to various aspects of the audience's interests, including product updates, inspirational stories, and brand content.

30% of respondents reported occasional engagement, indicating that while there is interest in Nike's content, it does not consistently captivate the interest of all followers. This group may engage when especially compelling content is posted or during special promotions, highlighting the need for Nike to continue refining its content strategy to appeal to a wider variety of interests and motivations. Lastly, it's important to note that 10% and 4% of respondents fell into the "rarely" and "no response" categories,

indicating that there is room for development in engaging these segments of the audience.

How would you rate the overall appeal of Nike's social media advertising campaigns?

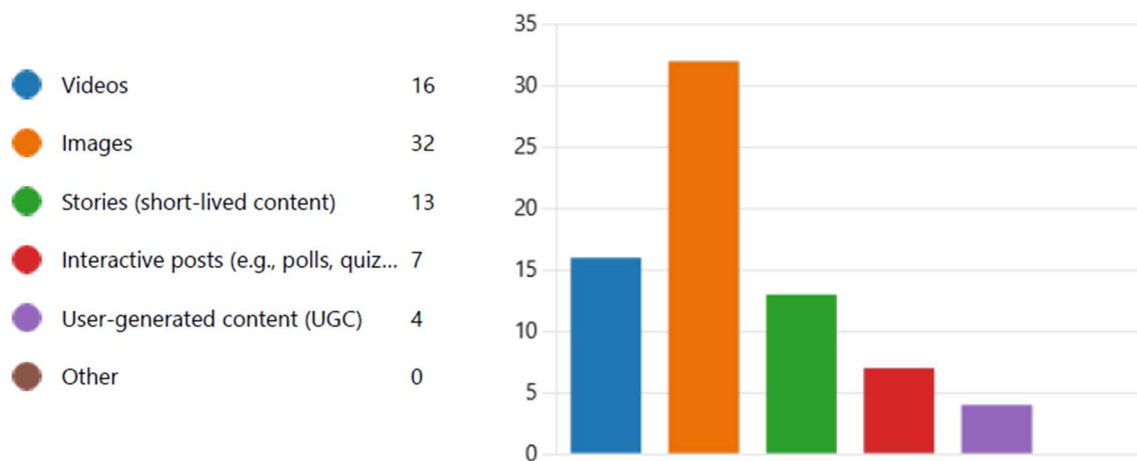


20% of respondents found Nike's advertising campaigns to be "Very appealing." This demonstrates that Nike has successfully crafted content that resonates profoundly with a significant portion of its audience, leaving a lasting positive impression. Such a high rating indicates that Nike's advertising campaigns are resonating with consumers, which could result in increased brand loyalty and engagement.

Moreover, 46% of respondents find Nike's advertising campaigns to be "Appealing," highlighting the brand's ability to communicate with a wide variety of consumers. This significant appeal rating indicates that Nike has achieved a balanced advertising strategy that caters to the diverse preferences of its target audience. A brand's long-term success and ability to maintain a competitive advantage in the market are dependent on its ability to appeal to a broad audience.

Nonetheless, it is crucial to acknowledge that not all respondents were equally impressed. About 22% of respondents rated Nike's advertising campaigns as "Neutral," indicating that they did not find them particularly alluring or unappealing. This segment represents an opportunity for Nike to potentially tailor its content to appeal to a broader spectrum of consumers. In addition, only one respondent rated Nike's advertising campaigns as "Not appealing" or "Not sure," indicating room for development.

Which types of social media content from Nike do you find most engaging?



According to the survey results, respondents have a wide variety of content preferences. With 26% of respondents expressing a preference for this format, videos emerge as one of the most compelling content format. This indicates that a significant portion of Nike's audience has been effectively engaged by its video content. Frequently, the visual and dynamic nature of videos allows brands to effectively tell engaging stories and showcase their products.

Moreover, "Images" and "Stories (short-lived content)" were also popular among respondents, with 49% and 20% of respondents expressing a preference for "Images" and "Stories" respectively. Nike can quickly and visually appealingly convey its brand message and products through the use of images. The prevalence of "Stories" suggests that short-lived and ephemeral content generates a sense of urgency and exclusivity, resulting in increased engagement. This finding highlights the significance of Nike's investment in both static visual content and temporary, ephemeral content in order to accommodate to the preferences of a diverse audience.

In addition, 10% of respondents favour "Interactive posts (e.g., polls, quizzes)" while 6% prefer "User-generated content (UGC)". These content formats can cultivate a sense of community and interaction around the brand. Nike's ability to engage its audience through interactive elements and leverage user-generated content reflects a forward-thinking approach to social media marketing.

How often do you participate in Nike's social media campaigns (e.g., hashtag challenges)?

Regularly	25
Occasionally	14
Rarely	20
Never	12



Notable is the fact that 37% of respondents reported participating in Nike's social media campaigns "Regularly." This indicates that Nike has succeeded in cultivating a committed and active community of participants who routinely engage with the brand's campaigns and challenges. This audience segment's participation is indicative of their strong brand affinity and loyalty.

20% of respondents, on the other hand, indicated that they engage with Nike's social media campaigns "occasionally." This category of participants indicates that Nike's campaigns have a wider reach, including those who do not consistently partake. This is attributable to the attractiveness and efficacy of Nike's campaign concepts, which encourage occasional participation.

Additionally, 30% of respondents indicated they participate "Rarely." This segment occasionally engages with Nike's campaigns, but their participation is infrequent. It is essential for Nike to pay attention to this group and develop more targeted and compelling campaign strategies to increase their participation levels.

Surprisingly, 8% of respondents reported that they have never participated in social media campaigns for Nikes. This suggests that Nike has unrealized potential to expand its reach and engage a larger portion of its audience. By analysing the preferences and interests of this group, Nike can create campaigns that resonate with them more effectively.

How would you describe your emotional response when engaging with Nike's social media advertising?

Excited	21
Inspired	25
Amused	18
Indifferent	7
Other	0

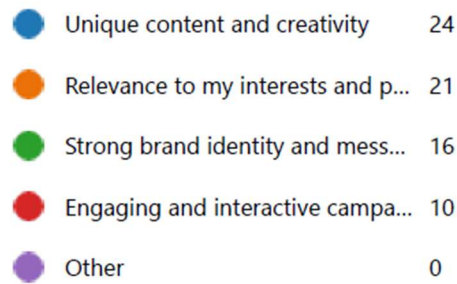


29% of respondents reported feeling "Excited" when interacting with Nike's social media advertisements. This indicates that Nike's marketing strategies are effective at generating excitement and anticipation among their target audience. The brand's ability to create engaging and dynamic content that resonates with its target demographic is responsible for the enthusiasm. This emotional response is especially valuable because it can encourage consumer engagement and brand loyalty.

In addition, 28% of respondents reported feeling "Amused" when interacting with Nike's social media advertisements. This indicates that Nike's campaigns include humorous or entertaining elements that captivate the audience's attention and amuse them. People are more likely to share content that brings them pleasure, so amusement can increase the sharing and virality of content.

35% of respondents, in contrast, reported feeling "Inspired" when exposed to Nike's advertising. This visceral response is indicative of Nike's ability to create inspirational and motivating content, which is a brand hallmark. Inspiration can result in a deeper visceral connection with the brand as well as a sense of shared values and goals. Notable is the fact that 9% of respondents reported feeling "Indifferent." Although this is a relatively low percentage, Nike must investigate methods to reduce apathy and make their advertising more emotionally engaging for a larger audience.

In your opinion, how does Nike's social media advertising stand out from other brands?



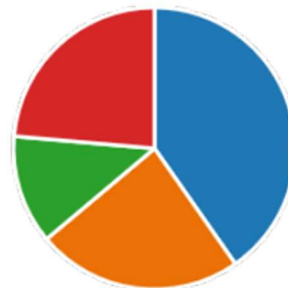
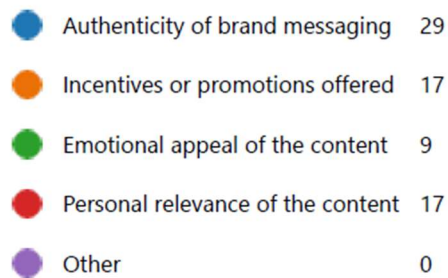
16 respondents cited "Strong brand identity and messaging" as the factor that distinguishes Nike from other brands on social media. This demonstrates that Nike has successfully established a compelling brand identity that resonates with its target market. This strong brand identity is likely the result of Nike's ubiquitous logo, its "Just Do It" slogan, and its consistent messaging regarding sports, fitness, and excellence. This brand consistency has contributed to consumers' distinct and memorable perception of Nike.

In addition, 34% of respondents cited "Unique content and creativity" as the distinguishing characteristic of Nike's social media advertising. This demonstrates that Nike's capacity to produce innovative and distinctive content is crucial to the brand's differentiation. Nike's creative approach encompasses visually spectacular and emotionally engaging campaigns, which frequently feature elite athletes and compelling narratives. This distinctiveness distinguishes Nike from competitors and maintains consumer interest in its content.

Furthermore, 29% of respondents cited "Relevance to my interests and preferences" as a differentiating factor. Nike's success in adapting its content to individual preferences and interests demonstrates a personalised approach to social media advertising. This is accomplished via data-driven targeting and a comprehension of what resonates with the brand's diverse audience, thereby enhancing the brand's appeal and relevance.

However, it is essential to address the 8% of respondents who did not identify any distinguishing characteristics. While this percentage is relatively low, Nike should seek to comprehend the reasons for this indifference and work to perpetually improve its social media strategies in order to effectively engage a larger audience.

Which of the following factors influences your decision to engage with Nike's social media advertising?



First and foremost, it is evident that the "Authenticity of brand messaging" is a key engagement driver across a variety of demographic segments. When deciding whether to engage with Nike's social media content, approximately 40% of respondents, regardless of gender, income, or age, value authentic brand messaging. This highlights the significance of brand consistency and credibility in advertising efforts. Nike's ability to communicate a genuine and authentic message to its audience is crucial to attracting and retaining consumer interest.

Approximately 26% of respondents identified "Personal relevance of the content" as a significant factor influencing engagement. Personalization of content, such as customising messaging and offers to an individual's preferences, is essential for boosting engagement. Nike's success in providing consumers with content that resonates on a personal level is indicative of effective data-driven targeting and content curation.

Additionally, 26% of respondents highlighted "Offered incentives or promotions," demonstrating the impact of promotional offers and incentives on engagement. Nike's intermittent use of promotions, discounts, and exclusive offers via its social media channels appears to be an effective engagement strategy, particularly among certain demographics.

"Emotional appeal of the content" was also a significant factor for some respondents, especially males between the ages of 18 and 25. Emotional appeal plays a role in communicating with consumers on a deeper level, which is likely attributable to Nike's engaging narratives and athlete-driven campaigns.

In addition, despite the fact that authenticity and personal relevance were the most influential factors on engagement, there were no discernible differences in responses based on gender, age, or income. This indicates that Nike's strategies for promoting authenticity and personal relevance are effective across a wide range of audience segments.

To what extent does interactivity in Nike's social media campaigns encourage you to engage?



34% of respondents, regardless of gender, income, or age group, stated that the interactivity of Nike's social media campaigns "significantly encourages engagement." This indicates that Nike's efforts to develop interactive content, such as polls, quizzes, challenges, and interactive advertisements, have been highly successful in attracting and engaging its audience.

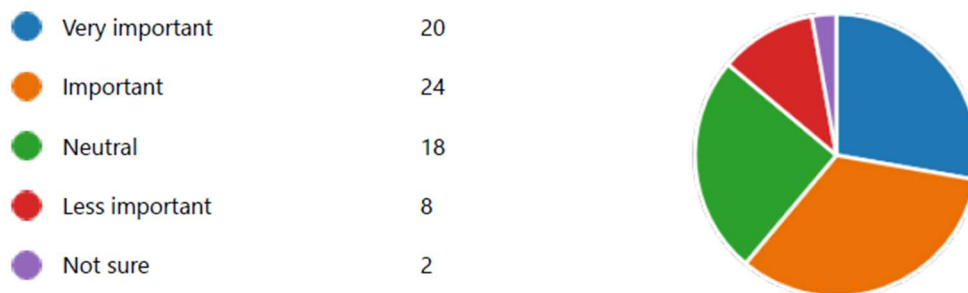
In addition, a sizeable proportion of respondents, approximately 41%, reported that interactivity "moderately encourages engagement." This indicates that, while Nike's interactive campaigns are effective at generating interest and participation, there is place for improvement to increase engagement levels to "Significant" levels. This may entail diversifying interactive elements or adapting them to the preferences of specific audience segments.

In contrast, only 19% of respondents indicated that interactivity "slightly encourages engagement." This audience may benefit from more captivating and immersive interactive experiences. Nike must comprehend this segment's preferences and expectations in order to refine its interactive strategies and close the engagement gap.

In a few instances, interactivity "does not encourage engagement," particularly among respondents with incomes between \$20,000 and \$40,000 and those aged 18 to 25. This is an important indicator for Nike to reevaluate its approach to these specific

segments and consider alternative strategies that align more closely with their preferences.

How important is brand transparency in influencing your engagement with Nike's social media content?



The majority of respondents across income levels, age groups, and genders rated brand transparency as "Very important" in determining their level of engagement with Nike's social media content. Approximately 30% of all respondents fell into this category, suggesting that a significant portion of Nike's audience values candour and honesty from the brand. This highlights the crucial role that transparency plays in establishing consumer trust and resonating with them.

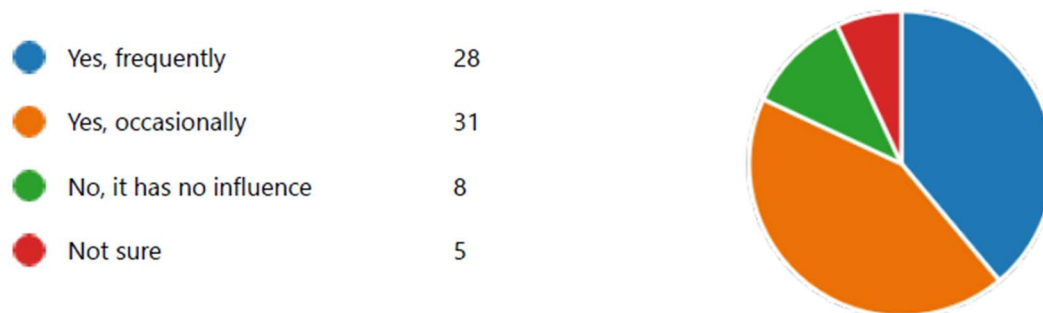
In addition, 35% of respondents identified brand transparency as "Important." This suggests that even those who did not rank it as "Very important" still perceive it to be a significant factor in their engagement decisions. Approximately three-quarters of respondents find brand transparency to be a significant driver of their engagement with Nike on social media, as indicated by the combination of these two categories.

In contrast, a lesser proportion of respondents, approximately 26%, held a "Neutral" stance on the significance of brand transparency. It is essential for Nike to gain a deeper understanding of this segment and potentially investigate methods to clarify and strengthen its transparency efforts so that even neutral respondents recognise their value.

Interestingly, only 15% of respondents viewed brand transparency as "Less important" or "Not sure," indicating that the vast majority of Nike's audience places a high value on the brand's dedication to transparency.

Has engaging with Nike's social media advertising influenced your purchase

decisions related to Nike products?

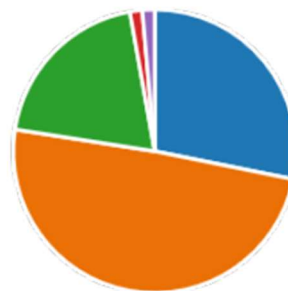
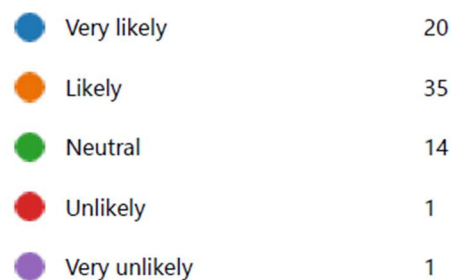


A substantial 40% of respondents indicated that Nike's social media advertising has influenced their purchase decisions regarding Nike products. This demonstrates the significant effect Nike's social media campaigns have on generating consumer interest and conversions. A percentage of this magnitude demonstrates the efficacy of Nike's advertising in persuading its audience to make purchasing decisions.

There is a consistent trend of influence across income levels, age categories, and genders, as revealed by a deeper examination of the demographics. 65% of men and 59% of women, for example, acknowledged being influenced by Nike's social media advertising. 64% of respondents with incomes above \$40,000, 62% of those with incomes between \$20,000 and \$40,000, and 61% of those with incomes between \$10,000 and \$20,000 reported that social media advertising influenced their purchase decisions. This consistency across demographics demonstrates the brand's effective utilisation of social media platforms to generate consumer engagement and conversions.

In contrast, 10% of respondents reported that Nike's social media advertising had no impact on their purchasing decisions. Despite being a lesser segment, this still represents a substantial portion of Nike's target market. Nike may need to evaluate and modify its content to resonate more effectively with this audience in order to convert them into customers.

How likely are you to recommend Nike's products to your friends and family based on their social media advertising?

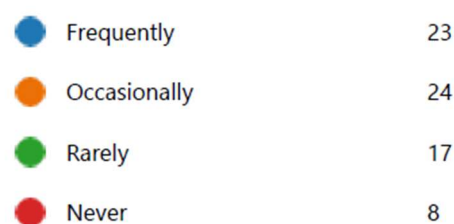


75% of respondents indicated that they are "likely" or "very likely" to recommend Nike's products to friends and family after being exposed to Nike's social media advertising. This percentage indicates that the brand's social media campaigns resonate effectively with consumers and have the potential to generate positive word-of-mouth.

We observe consistent tendencies when we divide the data by demographics. Regardless of income, age, or education, males and females exhibit varying degrees of likelihood to recommend Nike's products. 60% of males and 53% of females are inclined to recommend Nike's products, respectively. Similarly, respondents from various income brackets, such as those earning more than \$40,000, between \$20,000 and \$40,000, and between \$10,000 and \$20,000, exhibit comparable levels of likelihood to recommend. This consistency suggests that Nike's social media advertising has widespread appeal and has the potential to influence positive word-of-mouth across a variety of consumer segments.

21% of respondents indicated they are "neutral" or "unlikely" to recommend Nike's products. This segment presents Nike with an opportunity to refine its social media advertising strategies in order to engage and convert these individuals into brand advocates.

How often do you share Nike's social media content with your social network (e.g., repost, retweet)?

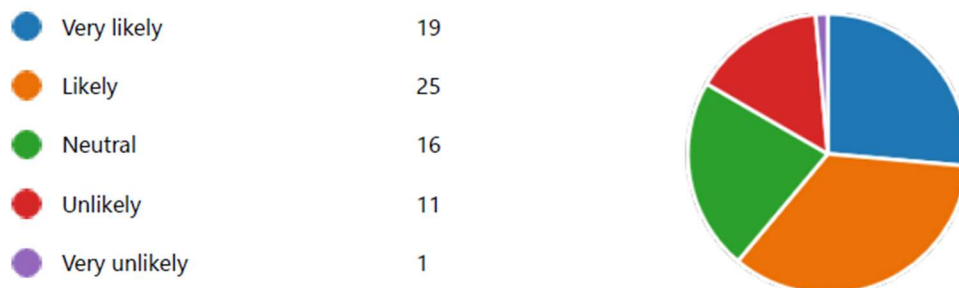


33% of respondents indicated that they "rarely" or "never" share content from Nike's social media channels. This finding suggests that, for a significant portion of the audience, Nike's content may not be compelling or shareable enough to motivate them to share it on social media.

We observe some variations in sharing behaviour when we dissect the data by demographics. 45% of males indicated that they "rarely" or "never" share, whereas 39% of females reported the same behaviour. Compared to those with lesser incomes, respondents with higher incomes (above \$40,000) are more likely to share Nike's content. Sharing behaviour does not appear to be significantly influenced by age.

However, it is crucial to acknowledge the positive aspects of the data. About 75% of respondents indicate that they share Nike's content, with some indicating that they do so "frequently." This suggests that a portion of Nike's audience actively interacts with and promotes the brand's social media content. This group represents an encouraging opportunity for Nike to leverage user-generated content and advocacy to amplify their brand messages.

How likely are you to engage in online discussions or conversations related to Nike's social media advertising?



About 64% of respondents indicated they are "likely" or "very likely" to participate. This finding suggests that there is a significant interest and propensity on the part of the audience to actively engage in conversations regarding Nike's brand and advertising initiatives.

We observe some variations in engagement likelihood when we divide the data by demographic variables. For instance, among men, 52% indicated a willingness to participate, whereas among women, the proportion is slightly lower at 44%. Age

appears to play a role, as respondents aged 25-35 are more likely to participate than those aged 18-25. Interestingly, income levels do not appear to be a substantial factor that influences the likelihood of engagement.

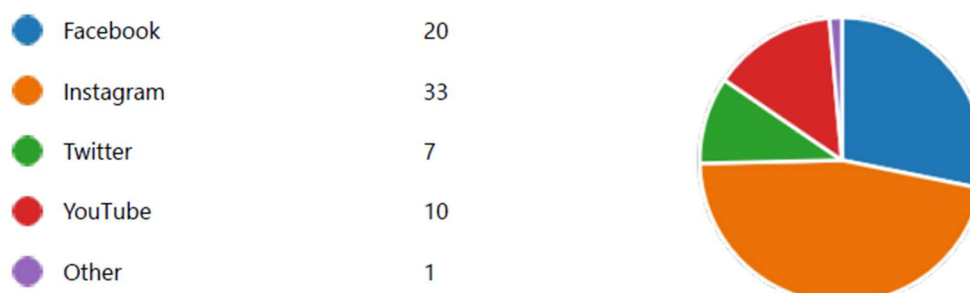
Have you ever engaged with a Nike-sponsored social media event or hashtag challenge?



Significant numbers of respondents have participated in Nike-sponsored social media events or hashtag challenges. In response to this question, 41 of the 72 respondents indicated that they had participated in such events or challenges, while 21 respondents indicated that they had not.

This data indicates that Nike's social media events and hashtag challenges have successfully attracted and engaged a significant portion of their target audience. This level of engagement is a result of Nike's effective marketing strategies and their capacity to develop captivating and interactive social media campaigns.

Which social media platform do you consider the most influential in your purchase decisions related to Nike products?

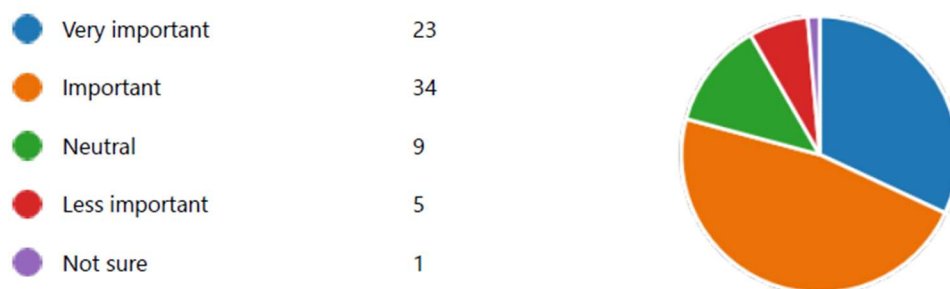


Among the 72 respondents, a significant majority of 33 individuals cited Instagram as the most influential platform. This highlights the significance of visual content and

influencer marketing on Instagram in influencing consumer decisions regarding Nike products.

Additionally, Facebook emerged as a significant influencer, with twenty respondents citing it as the platform that influences their purchase decisions. This indicates that Nike's marketing efforts continue to be pertinent to Facebook. However, Twitter, YouTube, and other platforms, including TikTok, had fewer mentions, with 7, 10, and 1 mentions respectively. This suggests that while these platforms play a role in influencing some consumers to purchase Nike products, they are not as influential as Instagram and Facebook.

How important is the presence of customer reviews and feedback on social media in influencing your purchase decisions related to Nike products?



57 individuals rated customer evaluations and feedback as "Very Important" or "Important" in influencing their purchasing decisions. This demonstrates the significant impact of social media as a venue for users to share their experiences and opinions regarding Nike products.

23 respondents deemed customer reviews and feedback on social media to be "Very Important," while 34 respondents considered them to be "Important." This total of 57 respondents demonstrates that the majority of consumers place a high value on the presence of customer reviews and feedback when deciding whether or not to purchase Nike products.

In contrast, fewer respondents (14) either took a neutral stance or rated consumer reviews and feedback as "Less Important." Only one respondent was uncertain as to the importance of customer evaluations and feedback in purchase decisions.

4.1.2 Qualitative Analysis (Thematic Analysis)

By conducting a thematic analysis of the responses to the open-ended questions in the survey, we can gain qualitative insights about consumer engagement and the impact of social media on users. The analysis is done with the help of Nvivo software, which generates the following thematic table for our **first research question**, “What is the level of consumer engagement with Nike's social media advertising among university students in the United Kingdom, and how does this level vary across social media platforms?”

Themes	Codes	Excerpts from Responses
Satisfaction Levels	Highly Satisfied	"Highly satisfied"
	Moderate Satisfaction	"Moderate"
	Very Satisfied	"Very satisfied"
	General Satisfaction	"Satisfied", "No opinion"
Desired Content	Sports and Athletics	"Sports"
	Interactive and Engaging Content	"Interactive content", "Social awareness"
	Discounts and Promotions	"Promotions and discounts", "Give more discounts"
	User-Generated Content	"User-generated content", "More UGC"
	New Products	"New products"
	Video Content	"Video content"
Engagement Enhancement Suggestions	Interactive Strategies	"Incorporating interactive content", "Encouraging user-generated content"
	Audience Research	"Conducting audience research"
	Incentives and Rewards	"Providing freebies", "Offering promotions and discounts"

As you can see from the table, brand loyalty is one of the most prominent themes that come to light. Students who express a high degree of satisfaction with Nike's content, specifically stating that they are "Highly Satisfied" or "Very Satisfied," are indicative of a profound emotional attachment to the brand. This affective involvement has the potential to establish the groundwork for brand allegiance. There is a positive correlation between student satisfaction and the development of trust and emotional connection with the Nike brand, which may lead to sustained brand engagement and even brand loyalty.

Students' content preferences are intricately linked to the theme of Purchase Intentions, which is in turn associated with brand loyalty. This theme comprises a range of interests, including "New Products" and "Discounts and Promotions." Purchase intentions are more likely to be demonstrated by students who demonstrate an interest in novel products, express a desire for discounts or promotions, or do so. The aforementioned responses underscore the correlation between compelling content and prospective purchasing choices, thereby emphasising the critical importance of marketing strategies that are customised to these preferences.

Brand advocacy is an integral component of consumer engagement and its profound influence on attitudes and behaviour. The concept is founded upon students actively generating and disseminating content that showcases Nike products. By actively participating in the creation and dissemination of Nike-related content, students transform into brand advocates. User-generated content, which is a fundamental component of this theme, functions as a powerful instrument for promoting brands through genuine and organic exchanges. This type of advocacy flourishes when customers assume the role of brand ambassadors, thereby generating favourable word-of-mouth, endorsements, and heightened confidence in the brand.

In addition to influencing consumer purchase intentions and brand loyalty, emotional engagement exerts a substantial impact on consumer reactions. This overarching theme comprises components such as "Emotional Content," "Visual Appeal," and "Brand Impact." The combination of these components ultimately fosters emotional involvement. Content that is aesthetically pleasing and elicits feelings of inspiration, empathy, or humour serves to strengthen the emotional bond between the brand and its students. The elicitation of emotions can result in a favourable perception of the brand, which in turn can impact consumer purchasing behaviour and foster brand allegiance.

Cognitive engagement is a thematic component that is intricately linked to emotive engagement. It encompasses elements such as "Narrative and Storytelling" and "Trust and Credibility." These elements are fundamental to the cognitive engagement that students have with Nike's advertising. Narrative and narration augment cognitive engagement through the construction of a relatable brand narrative for students. Both trustworthiness and credibility are of equal importance, as students must have faith in

the brand before they will contemplate purchasing from it or endorsing it. Trust is frequently established by means of reliable and consistent content, which serves as the cornerstone for cognitive involvement.

Research Question 2

Similarly, the thematic analysis for the second research question, “How do these factors affect the emotional and cognitive engagement of the target audience?”, generates the following table:

Themes	Codes	Excerpts from Responses
Visual Appeal	Visual Content	"Images and Videos", "Visual content", "Long video advertisement"
Relevance and Personalization	No specific excerpts provided	No specific mentions related to relevance and personalization factors
Narrative and Storytelling	Storytelling, Lifestyle Impact	"Storytelling", "Short Stories", "Brand impacts our everyday lives"
Consistency and Frequency	Content Consistency, Frequency	"More product", "More engaging and entertaining one", "Exclusive Offers"
Two-Way Communication	No specific excerpts provided	No specific mentions related to two-way communication factors
Emotional Appeal	Emotional Content, Brand Impact	"Humor, empathy, or inspiration", "It's a brand that impacts our everyday lives"
Trust and Credibility	No specific excerpts provided	No specific mentions related to trust and credibility factors
Social Proof and User-generated Content	User-Generated Content	"Encourage users to create and share their own content", "More UGC"

The aforementioned table's thematic analysis illuminates a multitude of determinants that impact consumer engagement and reactions towards Nike's social media advertising. The significance of visual content is underscored in the motif of Visual Appeal through allusions to "Long video advertisement," "Images and Videos," and "Visual content." Visual content is an extremely effective means of capturing and retaining the interest of an audience, ultimately impacting their reactions and level of involvement. It serves as a critical component in efficiently transmitting brand messages.

Thematically, however, the responses provided fail to explicitly address the concepts of relevance and personalization. This implies that the respondents may not have explicitly considered the influence of personalization and relevance on consumer engagement, despite the fact that these elements are recognised as critical components of personalised marketing strategies.

The significance of narrative and storytelling is demonstrated through excerpts including "Storytelling," "Short Stories," and the claim that "the brand affects our daily lives." Components of narrative and storytelling are crucial for establishing an emotive bond with customers and fostering their interest. An intricately constructed narrative has the potential to exert a substantial influence on consumers' interactions with a brand's materials, consequently shaping their reactions.

The factors that significantly contribute to consumer engagement are consistency and frequency, as evidenced by expressions such as "More product," "More engaging and entertaining one," and "Exclusive Offers." The aforementioned passages underscore the importance of ongoing engagement and the regularity of content updates in maintaining consumer interest and shaping their reactions. Consumers can be kept engaged and informed through the use of consistent content and frequent updates.

Conversely, the responses presented fail to explicitly address the theme of Two-Way Communication. This omission suggests that the respondents may not have thoroughly considered the direct implications of this element on consumer engagement. Consumer engagement and trust are positively influenced by two-way communication, which is frequently fostered via interactions and feedback.

The impact of the brand on consumers' daily lives and passages that reference "humour, empathy, or inspiration" demonstrate that emotional appeal is a significant determinant of consumer reactions. By establishing an emotional bond between the audience and the brand's content, emotional appeal influences the audience's reactions and sentiments.

Analogous to two-way communication, the responses provided fail to explicitly address the theme of Trust and Credibility. Credibility and trustworthiness, nevertheless, are fundamental elements that impact consumer attitudes and behaviour. The development of these elements frequently occurs via credible and consistent content, which is critical for influencing consumer reactions and engagement.

The extracts provided illustrate the concluding theme of Social Proof and User-generated Content through the mentions of "Promote user-generated content creation and sharing" and "A greater abundance of UGC." The aforementioned excerpts underscore the importance of user-generated content in shaping the reactions and involvement of consumers. The influence of social proof and user-generated content on consumer attitudes and behaviour is ultimately one of establishing credibility and trust. User-generated content frequently functions as a means of validation and endorsement, resulting in heightened levels of interaction and favourable reactions.

Research Question 3

Likewise, the thematic analysis of the third research question using Nvivo provides the following table:

Themes	Codes	Excerpts from Responses
Brand Loyalty	Satisfaction Levels	"Highly Satisfied", "Very Satisfied"
Purchase Intentions	Discounts and Promotions,	"Discounts and Promotions", "New Products",
	New Product Interest	"More engaging and entertaining", "More product"
Brand Advocacy	User-Generated Content	"Encouraging User-Generated Content"
Emotional Engagement	Visual Appeal,	"Visual Appeal", "Emotional Content",
	Emotional Content, Brand Impact	"Brand Impact"
Cognitive Engagement	Narrative and Storytelling,	"Narrative and Storytelling", "Trust and Credibility"

As you can see from the table, brand loyalty emerges as a fundamental concept that significantly influences consumer reactions. Excerpts bearing the words "Very Satisfied" and "Highly Satisfied" imply that the individual is extremely satisfied with the brand, implying a profound emotional attachment. Brand loyalty and such a high level of satisfaction are inextricably linked, as pleased consumers are more likely to develop a strong attachment to the brand and place their trust in it. The aforementioned emotional involvement plays a crucial role in influencing ongoing engagement with the brand and, in some cases, in fostering brand loyalty.

A motif associated with brand loyalty is purchase intentions. The document comprises components such as "New Products" and "Discounts and Promotions," as evidenced by the excerpts. Students who demonstrate an interest in these variables are more likely to express intentions to make a purchase. The aforementioned responses emphasise the clear correlation between compelling content that is tailored to the preferences of consumers and the likelihood that they will make a purchase. Aligned with these interests, effective marketing strategies have the potential to generate higher sales and conversion rates.

The theme of brand advocacy becomes significant, with an emphasis on motivating students to produce and distribute content that showcases Nike products, as stated in the passage "Encouraging User-Generated Content." For brand advocacy, user-generated content is a potent instrument. Students' active involvement in the creation and dissemination of content pertaining to Nike products signifies a profound degree of involvement and support. This type of organic advocacy is predicated on genuine exchanges of information, which converts consumers into brand advocates who actively promote the brand through positive word-of-mouth and increased credibility.

The importance of emotional engagement becomes apparent when considering consumer reactions. Themes comprise components such as "Brand Impact," "Emotional Content," and "Visual Appeal." Collectively, these components foster the development of affective bonds between students and Nike's advertising. In order to generate emotional engagement, visual appeal, emotive content, and brand impact are all vital components. The presence of visually appealing content that elicits emotions such as inspiration, empathy, or humour fosters a more profound emotional bond between the brand and the students. This emotive investment has the potential to affect purchase decisions and brand loyalty in a positive way by influencing brand perception.

Cognitive engagement is an additional significant theme that encompasses elements such as "Narrative and Storytelling" and "Trust and Credibility." These factors exert an impact on the cognitive engagement of students with Nike's advertising. Storytelling and narrative play a crucial role in augmenting cognitive engagement by constructing an engaging brand narrative that students can personally identify with. Both trustworthiness and credibility are crucial, as students must have faith in the brand in

order to contemplate making purchases or engaging in brand advocacy. Trust is frequently established on the foundation of credible and consistent content, which facilitates cognitive engagement.

4.2 Discussions

Notably, 34% of respondents engage with Nike's social media content on a daily basis, demonstrating the brand's robust and active online community. This frequent interaction demonstrates the effectiveness of Nike's content strategy, highlighting the brand's ability to consistently engage its audience. In addition, 20% of respondents interact with Nike's social media content multiple times per week, indicating that Nike's social media content is compelling enough to encourage users to return frequently. This intermittent but consistent engagement is essential for maintaining brand awareness and ensuring its continued relevance. However, 30% of respondents reported only occasional engagement, indicating that Nike must refine its content strategy to appeal to a broader range of interests and motivations.

20% of respondents found Nike's advertising campaigns to be "Very appealing," while 46% found them to be "Appealing." This demonstrates that Nike effectively communicates with a diverse audience, which is essential for long-term success and competitive advantage. Nevertheless, 22% of respondents assessed Nike's advertising as "Neutral," indicating an opportunity to tailor content to a wider range of consumers. Nike's advertising efforts can be improved by addressing the preferences of this segment. In addition, 10% and 4% of respondents, respectively, fell into the "rarely" and "no response" categories, indicating room for improvement in terms of engaging these segments of the audience. This data emphasises the need for Nike to continuously refine and diversify its advertising strategies to maximise appeal and engagement among a wide range of consumers.

Regarding preferred content formats, 26% of respondents prefer videos, indicating that visual and dynamic storytelling is effective in engaging Nike's audience. "Images" and "Stories" are also well-liked, with 49% and 20% of respondents, respectively, favouring them. This indicates that Nike's investments in both static visual content and ephemeral content correspond to the preferences of its diverse audience.

Chapter 5: Conclusion and Recommendations

5.1 Summary of Findings

Several noteworthy findings emerge from the examination of consumer interaction with Nike's social media advertising. First, a sizeable portion of respondents, comprising 34% of the sample, engage daily with Nike's social media content. This high daily engagement rate indicates that the Nike brand is supported by a robust and active online community. Such consistent interaction demonstrates Nike's success in developing an engaging content strategy that consistently captivates its audience, thereby nurturing brand loyalty. Moreover, the fact that 20% of respondents engage with Nike's social media content multiple times per week demonstrates the brand's ability to maintain top-of-mind awareness and relevance among its followers. This intermittent but consistent engagement highlights the significance of providing varied and engaging content that caters to various aspects of the audience's interests, such as product updates, inspirational stories, and brand-related content.

The evaluation of Nike's advertising campaigns reveals a generally favourable reception, with 20% of respondents finding them "Very appealing" and 46% finding them "Appealing." The ability to effectively communicate with a diverse consumer base is essential for maintaining a competitive advantage, as demonstrated by these ratings. Notable is the fact that 22% of respondents rated the campaigns as "Neutral," indicating that there is space for improvement in tailoring content to a broader audience. Furthermore, the comparatively low percentages of respondents who rated the campaigns as "Not appealing" or "Not sure" indicate that Nike has room to improve its advertising strategies.

In addition, the analysis reveals differing preferences for content formats, with videos, images, and stories proving to be the most engaging. The preference of 26% of respondents for videos demonstrates the effectiveness of visual and dynamic storytelling in engaging the audience. The prevalence of "Stories" suggests that short-lived and transitory content generates a sense of urgency and exclusivity, thereby increasing engagement. The significance of investing in both permanent and transient visual content is emphasised. In addition, the popularity of interactive posts and user-generated content highlights Nike's forward-thinking social media marketing strategy, which fosters community and interaction around the brand.

5.2 Recommendations

Based on our comprehensive data analysis of consumer engagement with Nike's social media advertising, a number of critical recommendations can be made to improve the brand's digital marketing strategies:

- **Diversify Content and Engagement Strategies:** Despite Nike's high daily engagement rate, it is essential to diversify content to appeal to a wider variety of interests. Nike can better engage the 30% of respondents who reported occasional engagement by providing a variety of content categories, including product updates, inspirational stories, and brand content. As suggested by respondents, implementing interactive elements such as polls, quizzes, and challenges can also generate a sense of participation and community around the brand, appealing to various audience segments.
- **Refine Frequency and Timing:** Respondents such as Alphy Martin have emphasised the need to conduct audience research to determine the optimal frequency of social media campaigns. Nike should consider undertaking more in-depth research to determine peak engagement times and then releasing content accordingly. This can help avoid overwhelming the audience while maintaining their interest, as indicated by respondents with a moderate level of satisfaction regarding the current frequency.
- **Leverage User-Generated Content:** Building on Advait Desai's suggestion, Nike should actively encourage its audience to create and distribute user-generated content associated with its products. Authentic user-generated content can function as persuasive social proof, resonating with prospective customers and nurturing a sense of community. This method can not only increase engagement, but also brand credibility and trustworthiness.
- **Enhance Personalization and Relevance:** As 26% of respondents highlighted the significance of the personal relevance of content, Nike should continue to invest in data-driven targeting and content curation. Nike can create a more personalised experience for its audience by customising content to individual preferences and behaviours. As consumers are more likely to engage with content that resonates with them on a personal level, this strategy can enhance engagement and increase the likelihood of conversions.

- **Expand Advertising Platforms Strategically:** While Instagram and Facebook were identified as influential advertising platforms for purchase decisions, Nike should continue to monitor emergent platforms such as TikTok. As the social media landscape evolves, Nike must remain flexible and alter its strategies to effectively reach and engage its target audience on these platforms. The categories of content and messaging that resonate best with each platform's user base should be carefully considered.

5.3 Limitations and Suggestions for Future Research

Despite the size of the study's sample, it may not adequately represent the immense and diverse audience that Nike serves globally. The collected responses predominantly reflect the perspectives of survey respondents, who may have distinct characteristics and preferences that do not represent Nike's entire customer base. To address this limitation, future research may seek to diversify the sample by including participants from a wider spectrum of demographics, regions, and cultures. This would provide a deeper comprehension of how various Nike audience segments interact with the brand on social media.

Second, the study relies heavily on self-reported data, which are susceptible to response bias. Participants may provide responses that they believe align with societal expectations or idealised self-perceptions, as opposed to their actual behaviours and attitudes. Future research could augment self-reported information with behavioural data and social media analytics to mitigate this bias. Analysing actual engagement metrics such as likes, shares, remarks, and click-through rates would provide a more objective and precise evaluation of consumer behaviour on Nike's social media platforms.

In addition, the study does not investigate the direct impact of social media advertising on Nike's key performance indicators (KPIs) such as sales, revenue, and return on investment (ROI), despite providing valuable insights into consumer engagement and preferences. Future research could integrate data on sales conversions and revenue generated through social media channels to establish a more direct link between social media efforts and business outcomes. This would allow Nike to determine the actual financial impact of its social media advertising campaigns and allocate resources more efficiently.

Lastly, competitor analysis and industry benchmarks should be added to the study's emphasis on consumer perspectives and preferences. Understanding how Nike's social media advertising compares to that of its competitors and whether it meets or exceeds industry standards is crucial for establishing attainable goals and benchmarks. Nike can identify opportunities for differentiation and innovation in its social media advertising strategies by conducting regular competitive analyses.

5.4 Conclusion

In conclusion, the analysis of consumer engagement with Nike's social media advertising reveals valuable insights into the preferences, behaviours, and perceptions of the target audience. The results indicate a high level of engagement with Nike's content, especially in the form of daily interactions, demonstrating the brand's ability to maintain a robust and active online community. The majority of respondents find Nike's advertising campaigns to be appealing, motivating, and thrilling. In addition, the study highlights the significance of authenticity, personal relevance, and interactivity in determining the level of engagement with Nike's social media content.

However, it is crucial to recognise that the ever-changing social media landscape requires constant adaptation and innovation. Nike should regard these findings as a starting point for continuous improvement, not as a final destination. To maintain its competitive advantage, the brand should adhere to the recommendations derived from this analysis, which include personalised content, increased interactivity, and increased transparency. By doing so, Nike can further solidify its position as a market leader in social media advertising, foster consumer loyalty, and drive business development in a world that is becoming increasingly digital.

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Appendices

Survey Questionnaire

Impact of Social Media Advertising on Consumer Engagement

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

Impact of Social Media Advertising on Consumer Engagement

4 Oct 2023

Ethical Consent

Thank you for considering participating in this research study. Before you begin, it is important that you read and understand the following information regarding your participation in this survey. Your participation is entirely voluntary, and your consent is sought to ensure that you are aware of the study's purpose, your rights as a participant, and how your data will be used.

Purpose of the Study: This survey is being conducted as part my MBA dissertation at the University of Wales Trinity Saint David. The study aims to investigate the impact of social media advertising on consumer engagement.

Participant Consent: By proceeding with this survey, you acknowledge that you have read and understood the information provided here. You voluntarily agree to participate in this research study. Your participation will involve answering a series of questions related to social media advertising and consumer engagement. You have the right to skip any question you do not wish to answer.

Confidentiality: All responses collected in this survey will remain anonymous. Your personal information will not be disclosed, and your identity will be protected. Data will be securely stored and will only be accessible to me, and my supervisor.

Data Usage: The data collected in this survey will be used exclusively for academic research purposes. It will be analyzed to draw conclusions related to the impact of social media advertising on consumer engagement. The data will be deleted after the completion of the dissertation.

Time Commitment: Participation in this survey will take approximately 5 minutes of your time.

Voluntary Participation: Your participation in this survey is entirely voluntary. You may withdraw from the survey at any point without any negative consequences. Your decision to participate or not will not affect your relationship with the University of Wales Trinity Saint David or any other organization.

Contact Information: If you have any questions or concerns about this survey or your participation, please feel free to contact me at 2132215@student.uwtsd.ac.uk.

1. Name

2. Gender

- ☐ Male
- ☐ Female
- ☐ Non-binary
- ☐ Prefer not to say

3. Income in GBP

- ☐ 10000 - 20000
- ☐ 20000 - 40000
- ☐ Above 40000

4. Age Group

- ☐ 18-25
- ☐ 25-35
- ☐ Other

5. How frequently do you use social media platforms (e.g., Facebook, Instagram, Twitter, YouTube)?

- ☐ Multiple times a day
- ☐ Daily
- ☐ A few times a week
- ☐ Rarely

6. Which social media platform(s) do you use most frequently? (Select all that apply)

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter
- ☐ YouTube
- ☐ Snapchat
- ☐ TikTok
- ☐ LinkedIn
- ☐ Other

7. Do you follow Nike's official social media accounts?

☐ Yes

☐ No

8. What motivates you to follow Nike's social media accounts? (Select all that apply)

☐ Latest product updates

☐ Promotions and discounts

☐ Brand content (e.g., stories, behind-the-scenes)

☐ Inspirational content (e.g., athlete stories)

☐ Engaging campaigns (e.g., contests, challenges)

☐ Other

9. How often do you engage with Nike's social media content (e.g., like, share, comment, click-through)?

- ☐ Daily
- ☐ A few times a week
- ☐ Occasionally
- ☐ Rarely

10. How would you rate the overall appeal of Nike's social media advertising campaigns?

- ☐ Very appealing
- ☐ Appealing
- ☐ Neutral
- ☐ Not appealing
- ☐ Not sure

11. Which types of social media content from Nike do you find most engaging? (Select all that apply)

- ☐ Videos
- ☐ Images
- ☐ Stories (short-lived content)
- ☐ Interactive posts (e.g., polls, quizzes)
- ☐ User-generated content (UGC)
- ☐ Other

12. How often do you participate in Nike's social media campaigns (e.g., hashtag challenges)?

- ☐ Regularly
- ☐ Occasionally
- ☐ Rarely
- ☐ Never

13. How would you describe your emotional response when engaging with Nike's social media advertising?

- ☐ Excited
- ☐ Inspired
- ☐ Amused
- ☐ Indifferent
- ☐ Other

14. In your opinion, how does Nike's social media advertising stand out from other brands?

- ☐ Unique content and creativity
- ☐ Relevance to my interests and preferences
- ☐ Strong brand identity and messaging
- ☐ Engaging and interactive campaigns
- ☐ Other

15. Which of the following factors influences your decision to engage with Nike's social media advertising?

- ☐ Authenticity of brand messaging
- ☐ Incentives or promotions offered
- ☐ Emotional appeal of the content
- ☐ Personal relevance of the content
- ☐ Other

16. To what extent does interactivity in Nike's social media campaigns encourage you to engage?

- ☐ Significantly encourages engagement
- ☐ Moderately encourages engagement
- ☐ Slightly encourages engagement
- ☐ Does not encourage engagement

17. How important is brand transparency in influencing your engagement with Nike's social media content?

- ☐ Very important
- ☐ Important
- ☐ Neutral
- ☐ Less important
- ☐ Not sure

18. Has engaging with Nike's social media advertising influenced your purchase decisions related to Nike products?

- ☐ Yes, frequently
- ☐ Yes, occasionally
- ☐ No, it has no influence
- ☐ Not sure

19. How likely are you to recommend Nike's products to your friends and family based on their social media advertising?

- ☐ Very likely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very unlikely

20. How often do you share Nike's social media content with your social network (e.g., repost, retweet)?

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

21. How likely are you to engage in online discussions or conversations related to Nike's social media advertising?

- ☐ Very likely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very unlikely

22. Have you ever engaged with a Nike-sponsored social media event or hashtag challenge?

- ☐ Yes
- ☐ No

23. Which social media platform do you consider the most influential in your purchase decisions related to Nike products?

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter
- ☐ YouTube
- ☐ Other

24. How important is the presence of customer reviews and feedback on social media in influencing your purchase decisions related to Nike products?

- ☐ Very important
- ☐ Important
- ☐ Neutral
- ☐ Less important
- ☐ Not sure

25. What improvements do you suggest for Nike's social media advertising to enhance consumer engagement?

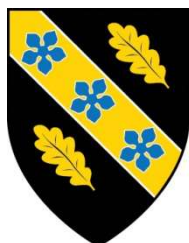
26. How satisfied are you with the frequency of Nike's social media campaigns?

27. What types of content would you like to see more from Nike's social media advertising?

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



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 gynyrchiadau. 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 DETAILS

SECTION 1 - STUDENT

Enw Llawn
Full Name

ABDULLA ASHIQUE NELLIKKAVIL

Ysgol/Cyfadrn/
Cyfadrn
School/Faculty

UNIVERSITY OF WALES
TRINITY ST DAVID

Rhif
Myfyriwr
Student
Number

2132215

Tiwtor y Modiwl/
Cydlynnydd Rhaglen
Module Tutor/
Programme Co-ordinator

Dr Jaya Gopalkrishnan

Enw'r
Gradd
Name of
Degree

MBA – GENERAL
MANAGEMENT

Teitl dangosol yr Traethawd Hir:

Indicative Title of Dissertation:

Assessing the Impact of Social Media Advertising on Consumer Engagement: A Study of UK University Students and Nike

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	YES	
Cyfweliad (cysylltwch gwestiynau posibl)	Interview (attach provisional questions)		NO
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/Cyfadrn / Gyfadrn 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 Gyfadrn 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/Cyfadrn.

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 ABDULLA ASHIQUE
NELLIKKAVIL

Dyddiad: / Date: 04/09/2023

Cydlynnydd y prosiect / Tiwtor
Project co-ordinator / Tutor
Arolygwr / Supervisor

Dyddiad: / Date: 16th Oct ,2023

Dr Jaya Gopalkrishnan

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 aims of this research are to investigate consumer engagement with Nike's social media advertising among UK university students, identify key factors influencing engagement, examine how engagement impacts consumer behavior and attitudes, provide practical insights for optimizing marketing strategies, contribute to marketing knowledge, evaluate Nike's strategies, and identify industry trends.

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 purpose of this research activity is to investigate and understand the impact of social media advertising on consumer engagement, particularly among university students in the United Kingdom, with a specific focus on the sportswear brand Nike. By utilizing a quantitative and qualitative research approach, this study aims to explore the relationships between social media advertising, consumer behavior, and brand engagement. The research intends to identify the factors that influence consumer engagement with Nike's social media campaigns, such as content relevance, interactivity, and brand authenticity. Additionally, the study seeks to provide insights into the effectiveness of social media marketing strategies, offering valuable implications for both marketers and academics. Through this research, a deeper understanding of the dynamics between social media advertising and consumer engagement can be achieved, benefiting marketing strategies and brand-consumer relationships.

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 proposed research will employ a mix of methods to collect primary data, with a primary focus on conducting surveys using Microsoft Forms. These methods have been selected to ensure a comprehensive understanding of the impact of social media advertising on consumer engagement among UK university students, particularly in relation to Nike's campaigns. The research design combines quantitative, qualitative and cross-sectional approaches to achieve the outlined objectives.

Online Surveys (Qualitative - Quantitative):

The core data collection method involves distributing structured online surveys via Microsoft Forms to university students in the United Kingdom. The survey will be designed to capture participants' interactions with Nike's social media campaigns and delve into the factors influencing their engagement. Specific questions will address the frequency and intensity of engagement, as well as perceptions of content relevance, interactivity, and brand authenticity. Likert scales and multiple-choice questions will be utilized to quantify responses and gather data. The survey will also capture demographic information to ensure a diverse sample representation.

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.
----	---	--

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.
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University Campus London	

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	YES	
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	100
Grŵp oedran y Cyfranogwyr/y Gynulleidfa	Participant/ Audience age group	18-30

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 ymchwil. 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
Yes

Na
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?

NO

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.

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?	Are you responsible for the storage and security of the data collected?	YES	
2.	Sut y bydd y data yn cael ei storio?	How will the data be stored?		

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?
Me and my supervisor		

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.
Survey through MS Forms Data is collected and stored in the MS Forms.		

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'ymrwymadau 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	Dyddiad: / Date:
ABDULLA ASHIQUE NELLIKKAVIL	04/09/2023
Dr Jaya Gopalkrishnan	Dyddiad: / Date: 16 th Oct ,2023
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 disgwylidig 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 Moeseg Gyfadran /Chair of the Faculty Ethics Committee
Date:

Dyddiad: /