

**دور وسائل التواصل الاجتماعي في تشكيل سلوك المستهلك  
، استراتيجيات السلوك والعلامة التجارية في الاسواق العراقية**

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The Role of social media in Shaping Consumer Behavior and Branding Strategies in Iraqi markets

دور وسائل التواصل الاجتماعي في تشكيل سلوك المستهلك استراتيجيات السلوك والعلامة التجارية في الاسواق العراقية

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#### المستخلص:

أصبحت وسائل التواصل الاجتماعي وسيلة مستخدمة على نطاق واسع للتواصل، حيث تربط البشر من جميع أنحاء العالم من خلال أنظمة متنوعة. في السنوات الحالية، (14) كان هناك زيادة كبيرة في استخدام وسائل التواصل الاجتماعي لمشاركة المراجعات الشخصية ومراجعات المنتجات. كان لهذا تأثير كبير على سلوك العملاء، حيث يعتمد العديد من الأشخاص على هذه المراجعات لاتخاذ قرارات الشراء. كما قامت الشركات في العراق بتشخيص قدرة أنظمة وسائل التواصل الاجتماعي مثل Facebook و Twitter لأغراض الإعلان. من خلال استخدام هذه الهياكل، يمكن للمؤسسات توسيع قاعدة عملائها وزيادة المبيعات. بشكل عام، أصبحت وسائل التواصل الاجتماعي أداة أساسية للتواصل والتسويق في العالم الحديث. إنها توفر منصة للأفراد لمشاركة دراساتهم وللشركات للوصول إلى العملاء المحتملين. من خلال التعرف على العديد من مكونات وسائل التواصل الاجتماعي، يمكن للمؤسسات استخدام هذه المنصات لصالحها وفرض زيادة الدخل.

الكلمات المفتاحية: التسويق عبر وسائل التواصل الاجتماعي، سلوك المستهلك، وسائل التواصل الاجتماعي، العلامات التجارية

#### Abstract:

Social media has become a widely used method of communication, connecting human beings from all over the global thru diverse systems. In current years, (14) there has been a good-sized increase within the use of social media to share private reviews and product reviews. This has had a prime effect on client conduct, with many humans relying on those critiques to make purchasing choices. Businesses in Iraq have also diagnosed the capability of social media systems like Facebook and Twitter for advertising purposes. By utilizing those structures, organizations can make bigger their client base and growth sales. Overall, social media has turn out to be an essential device for conversation and marketing in modern day global. It provides a platform for individuals to proportion their studies and for corporations to attain out to capacity customers. By information the numerous components of social media, organizations can use those platforms to their advantage and pressure income increase.

**Key words:** Social media marketing, consumer behavior, social media, branding

## Introduction

Social media has revolutionized the manner human beings join and share information global. Platforms like Facebook and Instagram allow customers to create person profiles and proportion their thoughts and stories with a large target market. With an envisioned (17) 3.78 billion lively social media users globally, businesses have the potential to attain a large variety of potential customers via setting up a presence on these systems.

The prevalence of social media, with a staggering 3.6 billion users across all platforms in 2020, marks a significant shift in the way people communicate. For companies, social media offers a more efficient means of expanding their client base and building stronger connections with existing customers (Lim et al., 2020). With its exponential growth in recent years, social media has gained cultural influence and is now widely recognized as a powerful tool for disseminating news and engaging with people from diverse backgrounds (Lim et al., 2020).

Social media has made it easier for businesses and organizations to interact with their customers and handle their requirements, wants, and activities. But since social media platforms are dynamic, organizations must adapt to new business possibilities as they present themselves. This entails adjusting to shifting user preferences and behavior in addition to modifications in the technological features and services provided by social media platforms. As a result, it is critical for companies to keep abreast of these developments and seize the chances that social media offers.

The definition of "social media" varies depending on who you ask. Social media, according to Appel et al. (2019), is defined pragmatically as digital technologies that provide consumers access to a digital world, usually via websites and applications. A definition that characterizes social media as a kind of digital marketing channel that allows marketers to interact with customers via advertising would be more beneficial for businessmen (Appel et al., 2019). Kim and associates (2011).

Businesses may improve their interactions with customers using social media before, during, and after a transaction. According to Aaker (2010), brand equity is a combination of advantages and disadvantages connected to a brand's name and emblem that have the potential to increase or decrease the value that a product or service provides to a company and its clients. As a result, companies may use social media to strengthen their consumer relationships and increase brand equity.

Brand equity is widely recognized by marketers and marketing experts as a crucial element for businesses since it provides significant intangible value (Keller, 2009). In today's competitive market, a brand's intangible worth can be a game-changer in business dealings. When a customer is deciding between two comparable products, the branding and marketing efforts put into one product can sway their decision (Keller, 2009). Aaker (2010) notes that customers are more likely to choose a brand that provides additional benefits that are not available from the competition.

Developing a memorable brand identity can benefit a business in many ways, including increased customer loyalty and higher profit margins (Keller, 2009). Therefore, brand management should be a top priority for management. To be successful in marketing, a company must first establish a solid foundation of brand recognition within its current and target audience (Keller, 2009).

Social media platforms are widely used by businesses to interact with their target market. Some of the most popular social media platforms for this purpose are listed below:

## 1. Facebook

By 2020, Facebook had amassed a staggering 2.7 billion monthly active users, cementing its status as a widely popular social media platform. The site boasts a diverse user base from various backgrounds, attracting numerous companies to establish their presence on the platform. Facebook allows users to share a wide range of information, from personal images to company updates. Creating a profile for your business provides access to valuable marketing materials and comprehensive data.

## 2. Instagram

Instagram's popularity is skyrocketing, and it's projected to reach a billion users by 2020. As a social media platform that primarily centers around image and video sharing, Instagram offers businesses various marketing options, including Instagram Live and Stories. Influencer marketing is a common strategy that companies use to promote their products on the platform. By collaborating with key individuals, businesses can effectively market their offerings to Instagram's wide audience.

## 3. Twitter

Twitter enables users to share succinct messages (less than 240 characters) that can include various forms of media such as videos, photos, polls, and links. Engaging with your target audience on Twitter is straightforward - you can retweet and favorite other users' posts, mention them in your tweets, and more. If you have outstanding content and can present it in an engaging way, Twitter can be a powerful tool for rapid distribution. Using hashtags increases the chances of your message going viral, particularly if it's retweeted by a user with a large following.

Customers using social media to research businesses and choose whether to buy from them are finding it to be an invaluable resource. As to GlobalWebIndex, over 78 percent of consumers will look for other people's product reviews, and 54% of social media users perform product research on social media. The trustworthiness and dependability of a business may be strongly impacted by both positive and negative evaluations. Positive evaluations increase people's confidence and feeling of trust in a business and its products. Consumers all around the globe use these reviews and comments to help guide their selections and create a general perception of a company. The way a business handles reviews—whether favorable or unfavorable—can have a big impact on its reputation.

### **The problem of the study**

Identifying the issue that needs to be resolved is the first stage in the decision-making process. What Kotler and Keller refer to as "issue recognition" (2012) is the awareness that a problem exists that can only be resolved via a purchase. This understanding might be brought about by both external and internal influences, including the desire to buy a birthday gift or feelings of hunger or thirst. The idea behind sales pitches and commercials is to give consumers the impression that their lives are not exactly where they would want them to be. The customer will believe that he must buy something in order to satisfy his demands as a result of this discrepancy. Two distinct techniques are identified as part of the issue identification process: identifying a need and identifying an opportunity.

The realization of one's own requirements makes it possible to make a seamless transition from the present to the future that is wanted. To go back to their best state, a person only has to modify the ways in which they consume

their food. On the other side, opportunity identification takes place when the consumer becomes aware of a shortcoming in the manner in which they are handling their present situation

## **Benefits of the Study**

It was determined that the best way to examine the market was to use a consumer-centric strategy in order to meet the study's goals. The study's goal was to provide customers more insight into the variables influencing how social media affects their purchasing decisions.

## **(2) The aim of the study**

The purpose of this research is to evaluate how social media marketing affects consumers' opinions about the worth of brands, their familiarity with them, and their brand loyalty in the Iraqi market

## **Hypothesis**

H1. (3) Positive and social media marketing is thought to have a major influence on brand loyalty.

H2. Value awareness is positively and significantly affected by exposure to social media marketing campaigns.

H3. A rise in ethical awareness will have a chilling effect on consumer devotion.

H4. There is a considerable and positive relationship between how social media marketing is perceived and its effect on brand recognition.

H5. Increased brand awareness will result in increased brand loyalty.

## **Objectives of the study**

The main goal of this study is to find out how consumers who shop mostly online are affected in terms of their purchasing habits and preferences by exposure to advertisements and reviews on social media platforms and other electronic word-of-mouth. Many criteria, including gender, the amount of time spent on each social media platform, and comprehension of, are taken into account when determining whether or not particular elements have an impact on the outcomes in Iraq.

## **(3) Literature review**

### **Social Media Marketing**

Chikandiwa et al. (2013) claim that social media marketing is a platform that uses crowdsourcing and other forms of communal intelligence to allow cooperative advertising. The researchers made this discovery. Value-added products and services may be created, distributed, and traded via the use of different social media platforms and applications. Social media's wide availability, affordability, and excellent communication effectiveness are often mentioned as factors in businesses' decisions to engage in this space.

Businesses have high expectations that their social media marketing efforts will lead to various beneficial outcomes, such as enhanced customer engagement and feedback, improved customer relationships, increased brand awareness, higher customer participation, the formation of online communities, promotion of products, boosted sales, broader reach, more targeted customer base, and identification of new business opportunities. These positive outcomes have been highlighted by several studies, including those by Tsimonis and Dimitriadis (2014), Arrigo (2018), and Kusumasondjaja (2018).

Social networking sites have a significant impact on brand and branding. Businesses frequently use social media marketing (SMM) strategies to promote their products and services. Coordinated marketing strategies are now easier and more cost-effective to implement thanks to social media (Kim and Ko, 2012).

Social media marketing emphasizes earned media rather than paid media. Despite the prevalence of commercial communication (i.e., firm-based, promotional), social media marketing is characterized by the presence of social (i.e., community-created) communication in online social groups. By leveraging social media brand communities, business owners can potentially enhance brand trust, loyalty, and community engagement

The development of (4) social search and the widespread adoption of social media have become pivotal in the consumer-brand dialogue. Brands and businesses (4) need to consider the influence of social media on customers and learn how social media can and should be integrated into the customer service process. Social media, according to a number of academics, allows for a quick and cheap analysis of customer dialogues and interactions with companies. Consumers talk about companies online, sharing their thoughts, opinions, and hopes with one another.

Social media allows members to join brand communities for free and participate actively by posting positive comments on brand-related content, creating and sharing content, and more. Through these sustained communication processes, members can establish their authority within the online brand community, which can lead to increased brand trust, loyalty, and engagement. This highlights the importance for businesses to leverage social media to create and nurture brand communities. (Tsimonis and Dimitriadis, 2014).

The dissemination of information is the source of the many tangible benefits that come with maintaining social media presence for brands (in the form of consumer feedback and helpful information gleaned through queries). The second reason why entertainment might be beneficial to one's health is that it can bring forth feelings of pleasure. Examples of brand entertainment include competitions, awards, games, jokes, and events. Third, the advancement of civilization results in observable benefits for the whole society as a whole. Consumers may develop their social skills by interacting with other users on the internet, giving and receiving assistance, and gaining an overall feeling of success and belonging in the process.

It is possible for marketers to improve brand loyalty, purchase intent, and electronic word-of-mouth simply by having customers connect with the company on their preferred social media platforms. This practice, which has been shown to have a synergistic impact on consumers' views, can be accomplished by having customers connect with the company on their preferred social media platforms.

According to Yazdanparast et al., customer-based brand equity is produced by a favorable brand perception, which is promoted by the company's efforts to advertise itself through social media (2016). The activities of brands in regard to

social media marketing will increase customers' judgments of the quality, value, and uniqueness of the brands, as well as consumers' willingness to pay a higher price for such products.

Ismail (2017) found that positive perceptions of social media marketing initiatives increase brand recognition, loyalty, and value consciousness. His study was done in Malaysia. The researcher's findings provide the basis of this conclusion. Hutter et al. (2013) state that loyalty to a brand page is one element that contributes to brand awareness.

## **Brand Loyalty**

Even if there are other alternatives available to them and even though there are marketing efforts meant to convince them to switch, consumers who are loyal to a single brand will continue to buy the goods or services offered by that brand despite the existence of competing options. A consumer's inclination to pick a certain primary brand above competing brands when making a purchase is one example of brand loyalty. Customers who are not loyal to a brand are more likely to have a negative reaction to the brand. Customers who are loyal to a brand also have a tendency to make more purchases than their peers who are not devoted to the brand (Tong and Hawley, 2009).

## **Value Consciousness**

Put another way, (3) value is the compromise that is made between an item's cost and the advantages it offers.

According to Zeithaml, Rubio, Villaseor, and Oubia's (2014) research, perceived value can be defined as the ratio of perceived quality to the price paid for a product. This definition is consistent with an earlier definition put forth in 1988 that emphasized the importance of considering a product's perceived value rather than just its quality alone. Essentially, perceived value is determined by comparing the value of a product with similar items offered by other manufacturers under the same brand name.

Value awareness is the desire on the part of the customer to purchase goods or services that are reasonably priced for a satisfactory quality level. This idea recognizes that, according to a particular quality standard, certain customers may not need a high degree of quality and that the value of a product or service is established by striking a balance between its cost and quality. In line with the conclusions of Lichtenstein et al. (1990), value consciousness has been linked to customer involvement, product knowledge, and pricing awareness, according to a 2012 research by Pillai and Kumar.

(3) Value-oriented consumers, according to Delgado-Ballester et al. (2011), use a comprehensive approach to information processing in order to make thoughtful judgments regarding their purchases. The relationship between enhanced value comprehension and sustained engagement supports the need for structured data processing. By using this technique, a person may compare the advantages of several competing alternatives, allowing them to exercise judgment.

This requires a variety of things, some examples of which are: taking into account the unit price, reading the label, comparing the features of different brands, and making test purchases. The more secure one feels in their ability to choose appropriate options, the more at ease they will feel while shopping. Customers who aren't interested with value won't put in the work necessary to do such in-depth information analysis.

Consumers who are interested in cutting their expenses will look for products that provide the best possible value for the money they spend on them. These customers are required to demonstrate a lower level of brand loyalty due to the cutthroat nature of the sector (Ferreira and Coelho, 2015). Shoppers are considered to participate in comparison shopping when they make purchases based on price awareness and the desire to obtain the most value for their money. Previous studies have indicated that a heightened sense of worth has a detrimental effect on customer loyalty (Ferreira and Coelho, 2015).

## **Brand Consciousness**

The tendency to choose a marketed brand over an unknown one is what is supposed to be understood by "brand awareness." Consumers who value brands highly are more likely to purchase well-known, pricy products that get extensive marketing (3) (Ye et al., 2015). Liao and Wang (2009) believe that customers who put a high value on brands do so because it allows them to make more confident fashion statements, highlights important aspects of their personalities, and reduces the possibility of negative outcomes from their purchases. There are occasions when devoted customers feel compelled to brag about their devotion to the firm. They would try to get greater notice from others in their immediate vicinity. They buy and utilize branded luxury fashion things because they believe that doing so would reflect their wealth and distinguished, high social class position, which they think to be connected with a better quality level.

They conclude that doing so would show (3) a greater quality of work as a result (Soh et al., 2017). referenced in Leng and Chiu (2016). Buying products with well-known brand names is mostly done by customers in an effort to project a certain image of themselves to others. It is plausible that a consumer's buying behavior may have an impact on their sense of self.

The degree to which people are aware of different brands is closely tied to how vulnerable they are to social pressures to conform. The research conducted by Lee et al. on Mexican consumers revealed that normative influence had a favorable impact on brand awareness.

Normative influence, as defined in 2008, is the drive to conform one's image to the views (3) of others by using and acquiring certain brands and items, as well as the intention to satisfy others' expectations while making purchases. According to Keller's (2013) concept of brand equity, customers may have trouble determining the quality of a product, thus they may fall back on the idea that a more costly brand equals a higher-quality product. The higher price tag of products associated with premium brands should not be surprising, as owning a premium brand is essential to developing the kind of strong sense of self-worth required to succeed in a wide range of social and romantic contexts (Sirgy, 1982; Yim et al., 2014). Engaging in online social shopping via social networking sites allows consumers to get insight into a company's reputation and image through the eyes of other customers. Research has shown a relationship between brand familiarity and the use of social networking sites to participate in online social buying behaviors as well as to inquire about other people's opinions (Kang et al., 2014).

(3) Ye et al. (2012) discovered that better brand knowledge is linked to stronger brand loyalty and a higher willingness to pay a premium for that brand in their study on Chinese consumers. Furthermore, they discovered a correlation between elevated brand awareness and elevated brand awareness.

## **methodology**

The present study technique is quantitative in nature, and it focuses on finding key components and their interactions, as well as examining (3) the effect of social media on consumer behavior and branding in Iraq. The research used primary data gathering strategies, such as collecting original data directly from the target population.

With a focus on assessing (15) the influence of social media on the operation of markets in Iraq and identifying pertinent components and their linkages, the present study technique is quantitative in character. The research used primary data collecting approaches, namely by the delivery of a survey that employed a Likert scale as a data collection instrument. The research included several sampling techniques to gather primary data from a certain target group, which included marketers and workers in Iraq. An extensive questionnaire was created and sent to each individual in the (1) target demographic in order to guarantee uniformity and organization. The target population for the research will be a certain subgroup of the respondents. Random sampling is the sample approach used in this study, and all research processes, including data collecting and survey dissemination, will adhere to ethical requirements.

The research used a 12-item questionnaire with eight five-point Likert scales, where answers might range from strongly disagree to strongly agree. Each item's score was assigned a number between 1 and 5, while the composite score as a whole ranged from 30 to 150. The scale's findings showed a strong relationship with a number of workplace variables, such as (1) stress, boredom, isolation, and danger of disease or injury.

Table No. (1)

n	paragraphs	agree	Not know		Not agree
<b>The first dimension: (3) the impact of social media marketing on brand loyalty</b>					
1	It publishes the company's news and marketing				
2	Identifying customer complaints and taking care to treat them				
3	Follower comments reflect the reputation of the institution				
4	Identify the performance of employees in the organization through the RET				
<b>The second dimension: the impact of value awareness on social media marketing campaigns</b>					
1	It creates a positive perception and favorable image of the trading activity.				
2	Share impeccable, premium-quality content that resonates with your intended audience.				
3	You will use a style or hashtags that will set you apart from the rest of the competition				
4	Acquiring more customers in the market for its products				
<b>third dimension: (4) the impact of social media marketing perception on brand recognition</b>					
2	Followers' impressions of the brand				
5	I identify the client's needs and work to provide them in the organization				
9	Encourage target audiences to share their mark with others				
10	Awareness is used as a tool to provide a services in organization				

**Statistical procedures First (1):**

the psychometric properties of the study:

The psychometric features of the scale were determined by using suitable statistical analysis, hence evaluating its validity and reliability..

1- Internal consistency validity:

The researcher used the Pearson correlation coefficient to evaluate (1) the scale's internal consistency. Correlation coefficients between each statement's score and the total score of the relevant dimension have to be calculated for this.

Table No. (2)

Pearson's correlation coefficients between the scale's total score and its terms and dimensions

the impact media of social media marketing on brand loyalty		the impact of value awareness on social media marketing campaigns		the impact of social media marketing perception on brand recognition.	
Correlation	Paragraph	Correlation	Paragraph	Correlation	Paragraph

coefficient	number	coefficient	number	coefficient	number
0.770	9	0.729	5	0.721	1
0.802	10	0.763	6	0.727	2
0.655	11	0.835	7	0.666	3
0.694	12	0.794	8	0.665	4
0.873		0.924		0.896	Dimensions related to scale

- (1) All of the scale's items had significant internal consistency coefficients at a level less than 0.01; this finding supported the scale's validity. These coefficients, which varied from 0.655 to 0.835, show that the dimensions and how they represented the scale were very consistent. (2) The scale's high degree of accuracy was further supported by the statistically significant correlation coefficients, which varied from 0.873 to 0.924 between the scale's overall score and each dimension.
- (2) The reliability of the scale was evaluated using the split-half technique using both the Spearman-Brown and Guttman coefficients, as well as the Cronbach's alpha coefficient. The outcomes are shown in the table below.

Table No. (3)

The reliability coefficients of Alpha Cronbach, Spearman and Guttman

Dimensions	Number of Paragraphs	Alpha Cronbach Coefficient	Spearman-Brown	Guttman
the impact media of social media marketing on brand loyalty	4	0.741	0.734	0.733
the impact of value awareness on social media marketing campaigns	4	0.785	0.795	0.794
the impact of social media marketing perception on brand	4	0.711	0.784	0.783

recognition				
Scale	12	0.882	0.891	0.892

The study's scale shown (16) high levels of reliability, as demonstrated by the above table, where the overall scale's Cronbach's Alpha value was 0.882 and the individual dimensions' range was 0.711 to 0.785. Correlation coefficients between the scores of individual items (1) and paired items on the scale, both overall and for each dimension individually, were computed in order to further evaluate the reliability of the scale. These coefficients showed great reliability, ranging from 0.733 to 0.794 for the dimensions and from 0.891 to 0.892 for the total scale, as determined by the Spearman-Brown and Gutman coefficients.

Let's move on to the study's descriptive statistics:

In order to ascertain each item's relative relevance within its related dimension, the researcher examined the scale item outcomes. The researcher categorized the elements in each dimension based on their relative relevance after doing this study.

1. A descriptive examination of the dimension items (3) "social media marketing's effect on brand loyalty"

For each paragraph within the dimension, the researcher used a variety of (1) statistical techniques, such as frequencies, percentages, arithmetic mean, and standard deviation, to ascertain its relative relevance. The analysis's conclusions according to significance

Table No. (4)

Sort the dimensions of "the impact of social media marketing on brand loyalty" into paragraphs based on significance.

paragraphs		Responses			
		Strongly Disagree	Disagree	Neutral	Agree
Follower comments reflect the reputation of the institution	Frequency	37	52	61	95
	Percent	12.3	17.3	20.3	31.7
It allows the institution to open the door to communication with customers	Frequency	65	52	32	100
	Percent	21.7	17.3	10.7	33.3
Identifying customer complaints and taking care to treat them	Frequency	58	90	40	85
	Percent	19.3	30	13.3	28.3
Identify the performance of employees in the organization through the RET	Frequency	47	64	42	86
	Percent	15.7	21.3	14	28.7

That is evident from the preceding table.:

The statistical study indicates that, with an arithmetic mean of 3.26 and a standard deviation of 1.286, the first ranking—which deals with the impact of follower comments on the institution's reputation—has the most value (5). With an arithmetic mean of 2.78 and a standard deviation of 1.293, the last ranking, which deals with recognizing and resolving customer 5 concerns, has the lowest significance (5). On the Likert scale, 3.07 is regarded as medium, and this is the overall (2) general mean of the dimension.

Descriptive examination of the dimension items "value awareness's impact on social media marketing campaigns" (2)2: For each paragraph inside the dimension, the researcher used arithmetic mean, standard deviation, frequencies, and percentages among other statistical techniques to assess its relative value. (2) The following outcomes were attained.

Table No. (5)

The paragraphs in the dimension "The influence of value awareness on social media marketing campaigns" should be arranged. "(1) in order of their importance

paragraphs		Responses					Mean	Std. Deviation	rank
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree			
Acquiring more customers in the market for its product	Frequency	64	93	53	67	23	2.64	1.253	4
	Percent	21.3	31	17.7	22.3	7.7			
Provide perfect, high-quality content shared by your target audience	Frequency	59	78	41	88	34	2.87	1.335	3
	Percent	19.7	26	13.7	29.3	11.3			
You will use a style or hashtags that will set you apart from the rest of the competition	Frequency	41	53	44	110	52	3.26	1.311	2
	Percent	13.7	17.7	14.7	36.7	17.3			
It gives a good impression and a positive image on the trading activity	Frequency	27	46	45	123	59	3.47	1.222	1
	Percent	9	15.3	15	41	19.7			
						(1) average	3.06		

That is evident from the preceding table.:

With an arithmetic mean of 3.47 and a standard deviation of 1.222, the first ranking—which has to do with presenting a favorable picture of the trading activity—has the most relevance, according to the statistical analysis's findings. With an arithmetic mean of 2.64 and a standard deviation of 1.253, the last ranking, which focuses on expanding its client base in the market for its goods, has the lowest significance (5). On the Likert scale, 3.06 is regarded as medium, and this is the overall (2) general mean of the dimension.

(2) Characteristic evaluation of the dimensions "The effect of perception of social media marketing on brand recognition" (7):

The researcher calculated the relative relevance of each paragraph within the dimension using a variety of statistical techniques, including (1) arithmetic mean and standard deviation. The results revealed the (2) subsequent ranking:

Table No. (6)

Sort the dimensions of "the impact of social media marketing perception on brand recognition" paragraphs according to significance.

paragraphs		Responses					Mean	Std. Deviation	rank
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree			
Awareness is used as a tool to provide services in the organization	Frequency	55	46	70	76	53	3.09	1.358	3
	Percent	18.3	15.3	23.3	25.3	17.7			
Encourage target audiences to share their mark with others	Frequency	44	72	55	86	43	3.04	1.3	4
	Percent	14.7	24	18.3	28.7	14.3			
I identify the client's needs and work to provide them in the organization	Frequency	13	11	24	124	125	4.13	1.009	1
	Percent	4.3	3.7	8	42.3	41.7			
Followers' impressions of the brand	Frequency	14	28	20	128	110	3.97	1.109	2
	Percent	4.7	9.3	6.7	42.7	36.7			
							(2) average	3.56	

The above table makes it evident that:

The first ranking, which deals with determining and satisfying the wants of the customer within the company, has a standard deviation of 1.009 and an arithmetic mean of 4.13. The final ranking, however, which addresses the authority and sway of stakeholders in the decision-making process, has an arithmetic mean of 3.04 and a standard deviation of 1.300. (2) The dimension's overall general mean is 3.56, which is regarded as high on the Likert scale.

Third: Hypothesis 1. Social media marketing is thought to have significant and positive impacts (7) on brand loyalty.

(1) The following outcomes were obtained in determining the link between the two variables:

Table No. (7)

The value of the Pearson correlation coefficient

variables		Correlations
(7) the impact of social media marketing on brand loyalty and brand recognition	(2) Pearson Correlation	0.755
	Sig. (2-tailed)	0
	N	300

Correlations is significant at the 0.01 level (2-tailed)

The above table makes it evident that:

Social media marketing's influence on brand loyalty is positively correlated with it in a substantial and statistically significant way at the 0.01 level. The two variables have a correlation value of 0.755.

2. Exposure to social media marketing efforts favorably and substantially affects value awareness (1). The Pearson correlation coefficient was computed, and the results showed the following results

Table No. (8)

The value of the Pearson correlation coefficient

Variables		Correlations
(13) the impact of social media marketing on brand loyalty and marketing campaign	(6) Pearson Correlation	0.653
	Sig. (2-tailed)	0
	N	300

Correlations is significant at the 0.01 level (2-tailed)

(1) It is clear from the previous table:

-The achievement of sustainability is strongly and positively correlated with the right behavior of stakeholders, with a correlation coefficient of 0.653. This correlation is statistically significant at the 0.01 level.

Conclusion:

The author's real interest in the ways in which contemporary technologies and social media are affecting consumer behaviors served as the impetus for the study that was conducted. Because there are so many resources available online, we are continually being inundated with fresh pieces of data and information. This is particularly true in the arena of social media, where we can simply and rapidly access a broad range of opinions from a number of people. In view of the adjustments in client positioning brought about by the accessibility and openness of social media, it is necessary and inescapable for firms to equip themselves with a new marketing attitude. This is something that cannot be avoided.

Even if management believes that their advertising is successful, customers may not share that opinion. In this day and age of the digital revolution, businesses have to make concerted efforts to remain current with the most recent fashions and to provide original and engaging material for the social media platforms they maintain in order to attract customers. During the course of the purchasing process, users of social media of all ages and both sexes engage in at least some kind of activity. Check out the company's official website if you are interested in reading some customer testimonials, gaining access to any available discounts or deals, or learning more about the company itself.

Increasing their investment on social media and placing an emphasis on growing their online following should be businesses' top priorities. It saves money and time while reaching a greater number of individuals at the same time. As a result of this, it is an excellent medium for the purposes of marketing.

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## **Conflicts of Interest**

The author declares no conflict of interest.

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