A Study on Effectiveness on the Social Media Marketing

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Abstract

The rapid advancement in technology has transformed the way in which organisations interact with consumers and market their products. Social networking sites like Instagram, YouTube, WhatsApp, and Facebook are not used solely for communication and entertainment purposes; rather, these have been recognized as key tools for awareness creation, engagement, and influence in purchase decisions. Against this background, the current study assesses the effectiveness of social media marketing with specific regard to Life Technologies. This study concentrates on consumer awareness, platform use, engagement, content preferences, perceived marketing effectiveness, satisfaction, and influence on purchase decisions. The design of this study is descriptive quantitative research. Primary data was obtained from 120 participants using a questionnaire through convenience sampling. Percentage analysis and Chi-Square tests were utilized to analyse data. The results suggest that there is a significant role played by social media in the process of consumer decision making. Eighty percent of the sample were aware of the use of social media by Life Technologies, while seventy percent indicated that social media marketing had affected their purchasing decisions. The Instagram was established to be the platform with the highest impact in terms of purchase decision, and video and reels were found to be the most preferred type of content. It has been noted that content quality and information about the products are the major factors in assessing the efficiency of the marketing efforts. The Chi-Square test has demonstrated a statistically significant link between the age groups and purchase influence. This research shows that the company must go beyond the presence in the social media and pay attention to the appropriate content and interaction with consumers.**Keywords:** Social Media Marketing, Consumer Behaviour, Purchase Decision, Consumer Engagement, Brand Awareness, Digital Marketing, Life Technologies.

1. Introduction

The development of digital technologies has greatly affected the way businesses interact with customers. The modern customer is not limited only to TV ads, press releases and visits to shopping centers in order to make his/her decision. On the contrary, consumers find, compare and review goods offered by companies via social media. Thus, the use of social media has become a vital element of the modern marketing campaign. Social media marketing allows companies to reach consumers directly while allowing interaction, feedback and building relationships at the same time. In contrast to traditional one-way promotional communication, social media provides consumers with the ability to comment, share, review and respond to brand content. Consequently, the success of marketing campaigns can no longer be measured only in terms of the volume of the advertising campaigns. Companies have to evaluate whether digital campaigns generate any awareness, engagement, trust and purchase intent. Recent scientific evidence proves the importance of social media. A 2023 literature review shows that the influence of social media marketing on consumers' purchasing behavior has increased due to changes in consumers' information evaluation process. Research carried out in the Indian setting has further emphasized the role played by social media advertising and electronic word of mouth in forming consumers' attitudes and intentions to purchase. On the other hand, social media success does not necessarily depend on having a presence on all social media sites. Content, information quality, credibility of reviews, visual appeal, promotions, and customer interaction are some of the elements which may affect how consumers react to social media marketing. Influencer marketing has been shown to be one of the elements of social media marketing, and the recent studies on this topic have pointed out that credibility and trustworthiness continue to play an important role in influencing consumers via social media. The current research paper, therefore, investigates social media marketing from the

perspective of consumers. In particular, it analyzes whether Life Technologies' social media activities generate consumer awareness, create engagement and impact their purchase decisions.

2. Review of Literature:

2023–2026 Recent literature has shown that the role of social media marketing has evolved from an additional method of promoting products to a factor that has become a significant element of consumers' decision-making process. In particular, Disha et al. (2023) conducted a review of the studies that considered social media marketing and the consumer purchasing behavior and found out that social media has altered traditional marketing by providing consumers with more information about products as well as with peers' evaluations. It was noted that the role of interaction and digital information had grown significantly. Devi and Lavanya (2023/2024) studied the impact of social media advertisements on smartphone purchase intentions of Generation Y consumers.

The study conducted by Gamage and Ashill (2023) on sponsored content by influencers revealed that too much focus on the commercial nature of such content can lower its perceived authenticity. This finding implies that consumers may react positively to content that is not highly commercialized but rather authentic. The study conducted by Garima and Sheokand (2024) looked at the use of social media advertising among Indian millennials, with particular emphasis on electronic word-of-mouth and privacy issues.

Social media marketing and purchase intentions were examined by Kumar and Mishra (2024). Their results showed the significance of the fact that the consumer's experience with social media content plays a vital role in processing marketing stimuli and conversion into purchase intention. In a study conducted in 2024 comparing Generation Z and Millennials in India, it was found that social media techniques may affect the process of purchase intentions among consumers differently. Hence, there is no doubt about the significance of the analysis of various consumer characteristics and not of social media users as one whole group. As was shown by Sardar and Vijay (2025) in their systematic review of 76 publications, purchase intention is one of the key aspects of research in influencer marketing studies.

Similarly, George et al. (2025) note that credibility, trust and attractiveness are some of the common factors that influence the effectiveness of influencer marketing. Spörl-Wang et al. (2025) carried out an extensive review and meta-analysis of 93 papers and revealed numerous predictors of influencer marketing effectiveness associated with the influencer, content and audience. These authors reaffirm that social media effectiveness is multi-dimensional as opposed to being based on one factor. Research in India has continued to prove the link between social media marketing and consumer purchasing behaviour. In a recent 2026 study based on over 1,100 consumers in India, social media marketing, consumer perception and purchasing behaviour, and the contributions of digital advertisement, customer reviews and brand awareness were established. The recent literature suggests that social media marketing is capable of impacting consumer behaviour in terms of awareness, information, engagement, social proof, trust and customer experience. However, what is still needed is organization-specific research that integrates some of these dimensions and investigates the real consumer perceptions in the context of a particular organization.

Research Gap

While existing research has successfully identified a general link between social media marketing and consumer behavior, most of them concentrate either on particular industries, influencer marketing or particular psychological aspects. Relatively less number of studies are available on the interplay between platform preference, content preference, awareness, engagement, satisfaction and purchase influence in the case of a particular organization. This study attempts to bridge this gap by analyzing all these aspects in conjunction in the case of Life Technologies. In contrast to existing research which concentrates on likes, followers or advertisement exposure, this study concentrates on the consumer perception of social media activities of the organization.

3. Research Question

How much of an impact does social media marketing have on consumer awareness, engagement, and purchasing decisions? What social media elements are the most influential in making this marketing type effective for Life Technologies?

4. Research Objectives

Primary Objective: Assessing the efficiency of social media marketing by Life Technologies and its impact on consumer awareness, engagement, and purchase decisions. Secondary Objective: (1) Determine the social media sites which are commonly used by the respondents. (2) Analyze the impact of social media marketing on consumer purchase decisions. (3) Identify the factors that influence social media marketing efficiency, such as content, offers, reviews, influencer endorsement and visuals. (4) Measure consumer engagement and satisfaction with the social media efforts made by Life Technologies. (5) Determine the social media content preferences among consumers. (6) Offer practical recommendations for enhancing the social media marketing effort by Life Technologies.

5. Research Hypothesis

H0: No statistically significant relationship exists between the age category of the respondents and whether their purchase decisions are impacted by social media marketing. H1: A statistically significant relationship exists between the age category of the respondents and whether their purchase decisions are impacted by social media marketing.

6. Research Methodology

The research design employed for the study is that of Quantitative Descriptive Research since the main objective of the study is to analyze the perception of the consumer regarding social media usage and its impact on purchases and engagements.

The sample consists of existing and potential consumers of Life Technologies who make use of social media. Since it would not be feasible to cover all the subjects, Convenience Sampling technique was used. 120 respondents took part in the study.

Primary data collection involved the use of a questionnaire containing questions about the respondent, social media usage, awareness of Life Technologies, engagement, purchase influence, effectiveness of content, satisfaction and recommendation intention. The questions consisted of multiple choice questions and a 5 point rating scale. Secondary data collection included various articles from the literature and industry sources.

The gathered data was then organized and analyzed using Microsoft Excel. Percentage analysis was employed to analyze the distribution of responses, whereas the Chi-Square test was applied to analyze the relationship between the age category and the influence on buying behavior.

There exist some weaknesses in the research. The research sample comprised of 120 respondents who were conveniently sampled, and hence the findings cannot be generalized to all social media users. The respondents provided their answers based on their own perceptions and hence this can affect the results. Besides, the findings represent consumer perceptions at a certain point in time but not the change that occurred during that period.

7. Data Analysis and Findings

The analysis offers several valuable observations regarding how consumers engage with social media as well as how such engagement links with Life Technologies.

The profile of the respondents was fairly even by gender, with females accounting for 51.7% and males for 45.0% of the total. Youths were represented by 72.5% of all respondents who belonged to the 18-35 years old age category. It is important since the youths use digital media regularly.

WhatsApp was the most popular platform among the respondents who used it in 93.3% of cases; Instagram came next with the result of 81.7%; then there was YouTube with the rate of 75.0%. As many as 63.3% of the respondents used Facebook; LinkedIn and X were less popular. It is important to note that there is social media usage across a variety of platforms; however, especially popular are those that offer more visual or communicative content.

Moreover, daily social media usage was also high: 45% of respondents spend 1-3 hours on it and 27.5% spend 3-5 hours each day on it. Thus, social media offers businesses the opportunity to contact consumers often.

The first significant result that could be mentioned is the degree of brand awareness. The level of brand awareness among participants was 80% as 80% of respondents were aware of the social media activity of Life Technologies. At the same time, 20% of participants were unaware of the company's social media activity. Social media advertisement was the biggest source of brand awareness taking 35%, friends and family took second place and made 23.3%.

As for consumer engagement, it was quite high. 31.7% of respondents engaged with the social media content of Life Technologies once per week. 37.5% engaged occasionally and 16.7% daily. 14.2% of respondents have never engaged with the organization's content in social media.

It is interesting to notice that Instagram turned out to be the platform having the most influence on the purchase decisions with 38.3% of choices made by participants. Facebook took second place with 23.3% of choices and YouTube took third place making 21.7% of decisions.

In addition, 70% of respondents mentioned that social media marketing impacted their purchase decisions.

Positive perceptions about content quality were noted as well. 66.6% of respondents considered the content quality of Life Technologies on social media to be effective or highly effective. Looking at the factors that determine the effectiveness of social media marketing activities, the highest level of effectiveness was assigned to the content quality and product information (78%), offer and discounts (74%), visual attractiveness (72%), customer reviews (69%) and influencer promotion (61%). These results may indicate that useful content is valued higher by consumers than the communication promoting products.

Overall, consumer satisfaction was relatively high – 63.3% respondents felt satisfied or highly satisfied with their social media experience. Yet, 11.7% of respondents reported being dissatisfied which means that some improvements in terms of faster response time and more effective communication may be needed.

The survey results have shown that 63.3% of respondents would recommend Life Technologies to other people based on their social media experience. This means that social media not only influences consumers' purchase decisions but also has a potential for positive word-of-mouth.

Finally, short-form video content became the most preferred content type. 41.7% of respondents prefer videos/reels, 25% – images/infographics, 18.3% – customer reviews and testimonials and 15% – offers/promotions.

Chi-Square Analysis

Chi-Square test checked if age category had a relationship with the effect of social media marketing on purchase decision. Chi-Square computed value was 9.48 while Chi-Square tabulated value for significance level of 5% and degrees of freedom equal to 3 was 7.815. As the Chi-Square computed value was higher than the Chi-Square tabulated value, null hypothesis was thus rejected. Hence, the research concluded that there is a significant relationship between age category and purchase influence. The younger respondents especially those between the age categories of 18-35 years were more influenced in purchasing.

8. Discussion

The results prove that social media has become more than just a means of communication for Life Technologies since it is now incorporated into the consumer decision-making process. It is especially important that the fact that 70% of respondents experienced purchase influence can be interpreted as the potential of social media activities to affect the behaviour of consumers, not only to create visibility.

The popularity of Instagram as the platform that influences the purchase decision is related to the increasing significance of the visual component in digital marketing. Consumers can perceive products faster with the help of videos, demos, pictures and other types of short forms.

The preference of reels and videos in the current study confirms this point. In addition, the findings emphasize the difference between promotional visibility and communicative effectiveness. The product information and the quality of content were rated as the most effective factor whereas influencer endorsement was rated the lowest. This does not mean that influencer marketing is inefficient but implies that the promotion of content with useful information works better.

The results of this study coincide with other recent studies regarding the importance of trust, credibility and consumer generated information in social media marketing. Other studies done on the topic of influencer marketing have also pointed to the significance of credibility and authenticity instead of using commercial exposure only.

Moreover, the relationship between age and purchase influence can be interpreted in such a way that it does not make sense to use one message for all consumers in social media campaigns.

In general, the results of this study indicate that a combination of information relevance, appealing design, appropriate choice of platform, interaction and consumer trust is crucial for effective social media marketing.

9. Practical Implications

These findings have many practical implications for Life Technologies. Firstly, more emphasis needs to be put on Instagram, YouTube, and WhatsApp since the users reported a good level of usage or influence of these platforms. At the same time, the purpose of the platforms must be different from one another.

Secondly, more attention needs to be paid to the use of short videos and reels. Product demonstration, educational videos, customers' experience, behind the scenes and short explanations will make the brand more understandable and relatable.

Thirdly, content should be informational rather than promotional. The reason for this is that the most effective types of content were considered content quality and product information. Thus, it seems that people want to receive some valuable information about the product rather than being forced to purchase something.

Fourthly, promotions still need to be continued, but they should be combined with valuable content. While promotion can attract more attention, informative content will help to develop trust and make purchases more confident.

Fifthly, influencers should be chosen based on their credibility and relevance to the content, not only the number of followers. It was recently confirmed by research as well.

Sixthly, it is necessary for the business to place more emphasis on customer interaction. As there are some customers who are dissatisfied with their experience, a prompt reply to their queries and comments could help improve their trust.

Lastly, the organisation needs to continuously track measures like awareness, involvement, content effectiveness, purchase influence and recommendation intention. This will enable them to take informed decisions about their social media usage based on consumer data.

10. Conclusion

The study analyzed the efficacy of social media marketing in the context of Life Technologies and the impact that it had on consumer awareness, engagement and purchasing behavior. From the feedback of 120 consumers, it was revealed that social media plays an important role in influencing consumer behavior.

The study revealed that 80% of the participants were aware about the social media presence of Life Technologies and 70% of them reported that social media marketing influenced their purchasing behavior. Instagram was the platform with the highest influence on purchase decision making, while videos and reels were considered the most liked format of content among the consumers. Quality of content and product information were found as the major factors behind the success of marketing efforts.

It is also evident from the results that consumer engagement was not limited to the purchase process only. Many of the participants felt happy about the interaction on social media of the organization and recommended the brand to other people as well. This shows that effective social media marketing can lead to awareness, engagement, purchase behavior and word of mouth recommendations simultaneously.

Chi Square test also indicated the existence of a significant association between age group

Thus, the study suggests that a good social media marketing strategy does not necessarily imply high frequency of posts and followers. Instead, it implies delivering relevant information to the right people using the right medium in an appropriate form. Social media marketing of Life Technologies will benefit from a greater emphasis on video,

informative material, communication tailored for specific platforms, collaboration with influencers and interactions with customers.

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