

# Digital and Social Media in Social Marketing: Trends, Challenges, and Opportunities

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## Abstract

The new age of communication made possible by digital and social media platforms presents significant opportunities for organizations to reach and engage audiences especially in the realm of social marketing. The aim of social marketing is to encourage behaviour and activities that will benefit society in general. For example, health awareness, safety, environment, and education. Many platforms such as Facebook, Instagram, YouTube, and short-video apps create opportunities for creating campaigns, to increase outreach, encourage engagement as well as have an interactive communication channel. While information can spread very widely using these digital social marketing platforms, it is not yet confirmed if there will be a real change in behavior.

The study adopted a descriptive and analytical research design. Through a structured questionnaire distributed to 145 respondents who actively use social media platforms, primary data was collected. The questionnaire measured social media usage patterns of the respondents, perception towards social marketing campaigns, trust on digital messages, and likelihood to act after exposure to social marketing campaigns. The collected data were then analyzed using the descriptive statistics, percentage analysis, chi-square test, and regression analysis to study the relationship between the demographic factor, format of campaign, trust, and engagement behaviour.

The results suggest that digital and social media formats have become extremely popularized for social marketing campaigns. However, audience responses to popular formats like short video, influencer message, and interaction tool have been varied. A lot of respondents were neutral or skeptical toward these trends, as they feel simply using trending formats does not lead to better engagement. Moreover, the findings indicate that a user's age does not significantly affect one's attention level toward short videos and engagement with the gamified feature. Misinformation and credibility issues were equally identified as major factors affecting audience trust in social media campaigns.

**Keywords:** Digital Marketing, Social Media Marketing, Social Marketing Campaigns, Behavior Change Communication, Influencer Marketing, Online Engagement, Misinformation, Trust in Social Media.

## CHAPTER 1: INTRODUCTION

Digital and social media have become a major vehicle for reaching people for social marketing campaigns. A lot of people spend a lot of time on Facebook, Instagram, YouTube, TikTok, X, etc. Audiences do more than just watch content they also like, comment, and share, and they talk to others about brands. As a result, social media is effective in quickly spreading messages and influencing people's thoughts and actions. (Dwivedi et al., 2021; Kaplan & Haenlein, 2010; Kietzmann et al., 2011).

Social marketing relies on messages intended for the public good. The goal of these campaigns is to promote healthy habits, safety, education and environmental actions among the people. Social media is a boon for the campaigns as it

helps the organization's share their messages through short videos, stories, posters, live sessions and interactive posts. It also assists campaigns in engaging directly with individuals and creating online communities. (Thackeray et al., 2012; Neiger et al., 2012; Shawky et al., 2019).

Social media is used for social marketing but is not necessarily easy to do. Many campaigns are assessed by the simple tally of likes and shares and views. But these numbers don't actually – always denote real behavior change. Though many may like a post, that does not mean they follow it. Misinformation, low trust, privacy concerns, and content overload are also common barriers, among others. When audiences see dozens of posts every day, they end up ignoring important ones. (Dwivedi et al., 2021).

Even in the face of challenges, social media provides great opportunities. Through this, the campaign can reach the right audience, assess its message quickly, and refine content. New trends such as short videos, influencer messages, and interactive tools can make social marketing more engaging, as well as more digestible. Due to this, it is important to investigate which strategies work best, which barriers dampen impact and how success should be measured, so that the measure matches the real objectives of social marketing. (Appel et al., 2020; Dwivedi et al., 2021).

Digitization and social media have transformed the way organizations and audiences communicate. From communication in real-time and two-way interaction to data-driven engagement, everything has witnessed a rapid shift. Facebook, Instagram, YouTube, X (Twitter) and TikTok are now used to communicate actively by organizations. According to earlier research, social media consists of "a group of online applications that have emerged on the basis of Web 2.0, which permit creation and exchange of user-generated content". It shows a shift from one-way messaging towards ongoing dialogue and participation (Kaplan & Haenlein, 2010). Consequently, marketing practices have increasingly relied on digital channels not only to promote products and services but also to build relationships, manage brand community, and influence consumers' decision-making process through continuous interaction (Kietzmann et al., 2011; Dwivedi et al., 2021). Evidence of this change was seen in the surge in mobile usage, algorithmic feeds, and short-form media formats, which dramatically altered how users discovered information, formed opinions and reacted to campaigns (Appel et al 2020; Dwivedi et al 2021).

Within this evolving landscape, social marketing was gaining in importance because it aimed at making socially beneficial behaviour change rather than commercial ones. Social marketing initiatives used social media to spread awareness, motivate healthier choices, encourage environmental responsibility, and enable public welfare actions and more. Social media platforms have advantages for social marketing because they can reach a wide audience at a relatively low cost, enable audience segmentation, allow for real-time feedback, and encourage peer-to-peer diffusion via sharing and discussion online (Thackeray et al., 2012; Neiger et al., 2012). Many organisations and public institutions had consequently adopted digital and social media tools to architect campaigns, that engage communities, increase participation, and intensify the visibility of the messages.

## Objectives of the Study

1. To identify key digital and social media trends used in social marketing campaigns (e.g., short videos, influencer messaging, and interactive tools).
2. To examine the major challenges that limited the effectiveness of social marketing on social media, including misinformation, low trust, privacy concerns, and content overload.
3. To assess how social marketing success should be evaluated on social media, with emphasis on behaviour-change oriented outcomes beyond basic engagement metrics (likes, shares, and views).

## CHAPTER 2: LITERATURE REVIEW

### 2.1 Environment (Digital & Social Media Context)

Earlier research highlighted that digital technologies advanced very quickly and significantly changed the marketing landscape and way consumers interacted with brands. According to the literature under this theme, the changes in consumer behavior, changes in customer interactions, and the progressively growing roles of internet communication and eWOM formed the reference point for this study. (Lamberton & Stephen, 2016; Dwivedi et al., 2021).

Research showed that technological innovations and the boom in mobile devices recently made consumers search for information, evaluate alternatives, and make purchase decisions. The increasing use of digital marketing and social media is associated with a more favorable attitude towards online shopping among the consumers and has further helped in the growth of e-commerce oriented businesses. (Stephen, 2016; Appel et al., 2020).

Moreover, the rise in shopping channels had resulted in complex and diffused shopping journeys, with consumers moving across platforms and touchpoints instead of a single channel. (Lamberton & Stephen, 2016).

Daily life has grown reliant on mobile-based interaction. The research has shown that mobile tools (apps, location-based services and mobile payment systems) influence consumers' experiences by facilitating continuous connectivity and instant decision-making. (Stephen, 2016).

The literature has described digital and social media as both a communication channel and an ecosystem that is defining consumers' expectations, speed, access to information, and the ability to influence and be influenced. (Dwivedi et al., 2021; Appel et al., 2020).

## 2.2 Company (Firm Capabilities, Practices, and Organizational Use)

It was suggested by the literature that firms had been using digital and social media platforms to engage customers, build brand awareness, shape attitudes, gather feedback, improve offerings and finally support sales growth. (Felix et al., 2017; Li et al., 2021).

According to researchers, the fall in the use of traditional media and lesser reliance on purely brick and mortar businesses has led firms to regard digital and social media strategies as essential to modern marketing practice. (Appel et al., 2020; Dwivedi et al., 2021).

Studies showed that the corporations, too, faced strategic issues in this context due to increased consumer power. Further, cultural & social norms were also analysed to determine how people interpreted marketing messages across content platforms. (Kietzmann et al., 2011).

The literature had also recognized that negative electronic word-of-mouth (eWOM) can rapidly reach broad audiences and can have serious reputational consequences for firms. (Dwivedi et al., 2021).

A different significant stream of individual firm-level work had looked at how organisations managed digital content and brand experiences. Studies have suggested that digital content management (DCM) is a means through which firms try to foster credibility, control and visibility on digital channels. (Li et al., 2021).

Researchers have also pointed to the fact that practical interest in metrics and analytics was growing steadily, academic research was already developing to provide solid tools and theory-driven methods to measure return on investment and content effectiveness. (Li et al., 2021; Felix et al., 2017).

So it was now more than appropriate for a financial services player's internal team to have capabilities focused on their companies' strategic and operational-level capabilities. Moreover, these capabilities are required to do continuous learning, content creation, coordination across verticals, and techno-stack deployment. With these capabilities, the internal teams can deliver an integrated digital brand experience as well as effectively compete in rapidly changing digital conditions. (Li et al., 2021).

## 2.3 Outcomes (Customer and Firm Results)

Research has shown that digital and social media marketing activities have tangible repercussions on the behavior of consumers and firms. Studies often reveal the effects on the brand of awareness, consumer attitude, engagement, trust, purchase intention loyalty and reputation. Such effects are often influenced by what the user creates as well as the quality of interaction. (Stephen, 2016; Dwivedi et al., 2021).

Most of the outcomes research on eWOM took place since it influenced consumer perception and decision making directly. Researchers describe that eWOM refers to any positive or negative statement regarding a product and/or service passed on in an online platform. The impact of online reviews on any of the sales performance, brand-related attitude, purchase intention was explored by scholars. (Dwivedi et al., 2021).

Research has also looked at what makes online reviews credible and persuasive in this stream. According to research, review credibility relied on multiple elements (source, message, receiver, medium and context). In addition, credibility perception could vary whether consumers adopted information for their decisions. The writing style and content quality of reviews could affect consumers' trust in the reviews. In addition, credibility could enhance the impact of eWOM on purchase-related outcomes, as per the literature. In addition to eWOM, results studies were also able to relate digital content customer experience to engagement-related behaviours. Research has shown that a brand's delivery of interesting and engaging content could have a positive impact on the way a customer perceives it and their further interaction with the brand (e.g. sharing content, re-engagement with brand touchpoints, loyalty).

In general, the literature had positioned outcomes as dependent not just on being on the platform, but on how well the firm managed the issues of trust, content relevance, responsiveness as well as the quality of customer experience across the channels. (Hennig-Thurau et al., 2004; Dwivedi et al., 2021).

## 2.4 Marketing Strategies (Tactics, Tools, and Execution Approaches)

The literature on marketing strategies studied the various approaches and tactics that firms were using to achieve goals in the digital and social media spaces. Scholars claimed that marketing activities have expanded from mere promoting to engagement based, content based and data based. According to the literature, content development and distribution represents a core strategy. The research has argued that content is not only what we say, but also how it is distributed paid, owned and earned. (Felix et al., 2017; Li et al., 2021).

Researchers stated that marketers are increasingly leveraging systematic processes to prioritize content, construct content outlines, manage the content lifecycle, and create more consistent experiences. Nonetheless, because of "content crises," the literature had also cited some operational constraints owing to challenges with speed, coordination, duplication of work, demand, and volume. Area of strategic response had involved managing customer interaction and responsiveness, especially in case of a negative post. The research has been stressing that consumer complaints can be transmitted instantaneously and widely, creating reputational threats which mandate engagement and response strategies in good time. (Li et al., 2021).

This literature also covered the strategic complexity that comes from the swift evolution of platforms and practices. Studies showed that social media marketing rapidly evolves; covers more media disciplines and techniques; and creates problems for a consistent theory and best practices. According to that, future research and strategy development needed to take broader, more stable typologies and frameworks into account as platform-specific insights became quickly outdated. (Li et al., 2021).

## CHAPTER 3: RESEARCH METHODOLOGY

### 3.1 Introduction.

This chapter reveals how the study examines how digital and social media phenomena influence social marketing. More specifically, it details trends, challenges, and opportunities in social marketing with a clear focus on real behavior change above mere online engagement. Because previous studies use engagement-heavy measures for social media impact evaluations, the methodology is designed to link audience exposure and perceptions with action-oriented outcomes in this case studies.

The design is focused on capturing how users see social marketing communications on platforms, what decreases trust and attention (e.g. misinformation, privacy concerns, message overload), and what increases the likelihood of taking action (e.g. actionable steps, credible sources, stories and support links). The effectiveness of a campaign hinges on how well it is designed, measured, and how exposure translates into intention and behaviour.

### 3.2 Research Design

The research design chosen for the study is descriptive and analytical in nature. It helps in understanding perceptions of audience and testing relationship between major variables i.e., trust, platform format, perceived credibility and action intention. This design is appropriate as social media effects are often indirect and staged. For example, exposure impact first expands the awareness and attitude, followed by behavior change.

A cross-sectional approach is adopted, which implies that responses are collected at once to measure current platform experiences and perceptions of social marketing messages. The literature assesses social media campaigns mostly via survey-based or observation-type evaluation of user engagement, trust, and self-reported behaviour affecting influence as well.

### 3.3 Sources of Data.

Researchers will collect primary data through a structured questionnaire to capture user experience with the social marketing campaigns over social media. The questionnaire will cover the area of which formats are most noticed, which factors build/refuse trust, and the elements that also help to increase action-taking. This is in line with the popular research direction that social media evaluation should rely on audience-centered measurement and not platform evaluation.

#### Primary Data - (Design of the Questionnaire)

The survey questionnaire has three main sections.

##### Section A- Details About Yourself

- Range of Ages.
- Sexuality.
- Academic background.
- Total amount of time spent on social media per day.
- The social media platforms most used (Instagram, YouTube, Facebook, X/Twitter, WhatsApp, TikTok like short video apps).

##### Section B: Trends, Challenges and Trust Factors in Digital Social Marketing

- Getting familiar with the campaign formats (short videos, influencer posts, interactive polls/quizzes, community-based content).
- People should find the message believable and the source credible (experts, influencers, members of the community).
- Misinformation and misleading content affect public trust.
- Campaigns ask for personal details, raising privacy and safety concerns.
- Too many ads or messages that are ignored through scrubbing.
- How people perceive a campaign or their impression about the campaign effects their engagement.

##### Section C: Outcomes and Action-Oriented Indicators (Behavior Change Emphasis).

- One of the most striking findings was the perceived impact of campaigns on real life decisions and behaviour.
- Being ready to follow recommended steps such as adopting a health practice, going to an event and using a helpline/resource.
- People are likely to share a campaign as a way to call other people to action (not just as entertainment).
- The opinion that social marketing campaigns can affect real behaviour change and not just likes.

### 3.4 Research Tools and techniques

The questionnaire measures exposure to various campaign formats, perceived credibility, trust, privacy concerns, message fatigue, perceived likelihood of change across a suite of campaign-related constructs. The use of this construct approach agrees with other studies which find that one must match campaign purpose to an appropriate indicator and one should not consider engagement as the only measure of success.

Presented items emulate how audiences judge social marketing content in realistic platform environments - for instance, where credibility may come from experts, community members, and/or influencers, and where design features like storytelling and step recommends may enhance follow through. The instrument, therefore, supports a pathway

perspective, whereby intermediate outcomes (attention, trust, intention) can be measured along with perceived action influence.

### 3.5 Data Analysis Plan.

To summarize respondent profiles and overall response patterns for key variables (eg, platform usage, message recall, trust perceptions, and perceived barriers), descriptive analysis is performed. Percentage analysis is employed to represent the distribution patterns in a simple manner that is easy to interpret. In this regard, agreement-based items that highlight the de challenges and opportunities in social marketing digital.

- **Descriptive Analysis:** The responses of the respondents and the demographic characteristics of the respondents regarding digital and social marketing campaigns will be summarized using descriptive statistics i.e. frequency, percentage, mean, standard deviation. We will collect data on how people use each platform. What kinds of campaigns they prefer (short videos, posts, influencer content, interactive tools). Levels of trust. Privacy concerns. Misinformation impact. Message fatigue. Perceived likelihood of taking real action due to the campaign.
- **Chi-Square Test:** The chi-square test of association will be used to check if there is any relationship between the demographic factors (age group, gender, education level, and time spent on social media / preferred platform) and the trust in campaign messages. Whether participants believe misinformation will influence them, privacy concern, message fatigue, and perceived willingness to act. It will help to determine whether there are differences between demographic groups' responses to social marketing on social media.
- **Regression Analysis:** There will be a regression study to understand how important campaign-related, audience-related factors affects perceived effectiveness of digital social marketing for behaviour change. According to the authors, the key independent variables will include credibility of the message in terms of the source (expert/influencer/community), step-by-step call-to-action clarity, storytelling effectiveness, availability of support links (helplines/resources), level of trust, perceived privacy risk, misinformation exposure, and message fatigue. The dependent variables are likely to focus on action-oriented favourable outcomes, such as intention to adopt the recommended behaviour, willingness to seek further information/support, and belief that the campaign will bring real change in behaviour (beyond likes and shares). The factors which predict action intention and perceived behaviour-change influence will be determined using regression analysis.

### 3.6 Ethical Considerations

The study does not pose a risk of harm and respondents' participation is voluntary, with informed consent and right to withdraw. In light of privacy concerns being a major issue in social media contexts, the questionnaire does not collect other unnecessary data (such as names, contact information, etc.). It more focused on perceptions and experiences rather than subjecting the respondent to sensitive personal disclosure.

The data will be handled in a very confidential manner and will only be used for academic purposes. It is especially important to give ethical care to digital and social-media research, as trust, privacy risks and credibility issues can influence how truths and responsibly findings should be interpreted.

### 3.7 Summary of Research Methodology.

All in all, the methodology connects contemporary digital and social media trends with 'real world' audience experience and measurable perceptions of behaviour change influence. The study's aim is to identify impact factors and campaign elements that are more likely to cause action by using analytical testing (chi-square, regression) on structured questionnaires – not just activity.

This approach reinforces the overall trends in the literature which urge for stronger measurement, clearer conceptual pathways, and more outcome-oriented evaluation of digital and social marketing research. As a result, these findings give a methodology that can offer practical recommendations based on audience insight and research evidence.

Section	Focus	What is Covered
3.1	Introduction	Purpose of methodology and link to behavior-change evaluation needs
3.2	Research Design	Descriptive + analytical, cross-sectional survey approach
3.3	Sources of Data	Primary (questionnaire) and secondary (peer-reviewed literature)
3.4	Tools & Techniques	Constructs and questionnaire design aligned to trust, fatigue, credibility, and action
3.5	Data Analysis Plan	Descriptive, percentage analysis, chi-square associations, regression predictors
3.6	Ethical Considerations	Consent, confidentiality, minimal personal data, responsible handling
3.7	Methodology Summary	How the approach supports outcome-oriented insights and recommendations

## CHAPTER 4: DATA ANALYSIS

### 4.1 Introduction

The breakdown of the analysis is step by step. Firstly, descriptive statistics are used to summarize the respondent profile and provide an overall view of participants’ social media usage and key study variables. This first section enhances insight into the research context and the characteristics of the sample before testing relationships. Following this, an inferential analysis is conducted to examine the associations and predictions between the variables. The study examines the significant relationship between categorical variables when relevant through chi-square tests. Then the strength and direction of the dependent variables (for instance, Campaign exposure, content characteristics, trust/credibility, and perceived barriers) of independent constructs are assessed through regression analysis.

Lastly, the findings are organized and discussed according to the conceptual framing and thematic structure that were developed in the literature review (Environment, Marketing Strategies, Company/Organization, and Outcomes). This method would ensure that the findings would lead to clearer measurement pathways and more outcome-oriented evaluation, which would assist with academic understanding and practical recommendations for effective digital and social media marketing.

### 4.2 Descriptive Analysis

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age	145	1	4	2.46	.943
Gender	145	1	2	1.49	.502
Education Level	145	1	4	2.77	1.116
Average Daily Social Media Usage	145	1	5	2.73	1.203
I often see social marketing messages (health, safety, education, environment) on social media.	145	1	5	2.54	1.231

Short video content (Reels/Shorts/TikTok-style) grabs my attention more than static posts for social awareness messages	145	1	5	2.87	1.391
Interactive features (polls, quizzes, challenges, Q&A) increase my engagement with social marketing content	145	1	5	2.79	1.350
Social marketing messages shared by influencers/creators feel more relatable and attention-grabbing than messages posted only by official pages	145	1	5	2.61	1.282
Social marketing posts that use local language or local examples feel more relevant and impactful to me.	145	1	5	2.78	1.325
Valid N (listwise)	145				

Table 1 Descriptive Statistics

### Interpretation

In terms of age, the largest group is 26 years (37.9%), followed by 36 years (30.3%). The final two groups are 18, and 46+ which are equal at 15.9% each. This provides a sample predominantly comprising young to middle-aged adults.

The Gender of Respondents is well Balance with Female 51% and Male 49% thus reducing gender-skew risks in interpretation.

According to the present study, educated people are more confident in e-retailing. Segmentation of education level shows a larger segment is an undergraduate (34.5%), postgraduate (26.9%), higher secondary (20%), and doctorate (18.6%). It shows most of the sample is educated.

According to the findings, the highest category was “4” (29.7%), followed by “2” (26.2%) and “1” (17.9%). The results listed in smaller groups like the ‘less than 1 hour’ (17.2%) and ‘more than 6 hours’ (9%) indicates that the sample is generally active on social media but not always heavy users.

The dominant single response is Disagree (28.3%) while the next two highest single responses Neutral (25.5%) and Agree (24.1%) means that most users do not feel “often” such messages are visible or cannot recognize them.

The attention-grabbing nature of short videos has a disagreement score of 28.3% which is the highest while the agree score of 18.6% and strongly agree score of 13.8% together indicate that there is some preference for short videos but it is not a dominant trend across the sample.

Responses are mixed; Neutral (26.2%) is highest, with Agree (22.8%) and Disagree (20.7%) close behind suggesting interactive tools are successful for some but are not consistent for all the audience.

Messages shared by influencers are more relatable: Disagree, the top response (31%), indicates that a large majority of respondents believe influencers are not trusted automatically and does not make someone better for a social cause.

An impactful local language, Example, may help; Again the results are mixed, Disagree highest at (27.6%) but then Agree (19.3%) and Strongly Agree (13.8%) show a meaningful segment finds value in localization.

In general, these tables show that the audience is not strongly enthusiastic about common “trends” (short videos, influencers, interactive tools, localization). On the contrary, the perceptions are fragmented and vary from neutral to sceptical.

### 4.3 Percentage Analysis

#### Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	23	15.9	15.9	15.9
	26	55	37.9	37.9	53.8
	36	44	30.3	30.3	84.1
	46+	23	15.9	15.9	100.0
	Total	145	100.0	100.0	

Table 2 Percentage of Age

#### Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	74	51.0	51.0	51.0
	Male	71	49.0	49.0	100.0
	Total	145	100.0	100.0	

Table 3 Percentage of Gender

#### Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Doctorate	27	18.6	18.6	18.6
	Higher Secondary	29	20.0	20.0	38.6
	Postgraduate	39	26.9	26.9	65.5
	Undergraduate	50	34.5	34.5	100.0
	Total	145	100.0	100.0	

Table 4 Percentage of Education Level

**Average Daily Social Media Usage**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	26	17.9	17.9	17.9
	2	38	26.2	26.2	44.1
	4	43	29.7	29.7	73.8
	Less than 1 hour	25	17.2	17.2	91.0
	More than 6 hours	13	9.0	9.0	100.0
	Total	145	100.0	100.0	

Table 5 percentage of Average Daily Social Media Usage

**I often see social marketing messages (health, safety, education, environment) on social media.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	35	24.1	24.1	24.1
	Disagree	41	28.3	28.3	52.4
	Neutral	37	25.5	25.5	77.9
	Strongly Agree	20	13.8	13.8	91.7
	Strongly Disagree	12	8.3	8.3	100.0
	Total	145	100.0	100.0	

Table 6 Percentage of I often see social marketing messages (health, safety, education, environment) on social media.

**Short video content (Reels/Shorts/TikTok-style) grabs my attention more than static posts for social awareness messages**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	27	18.6	18.6	18.6
	Disagree	41	28.3	28.3	46.9
	Neutral	29	20.0	20.0	66.9
	Strongly Agree	20	13.8	13.8	80.7
	Strongly Disagree	28	19.3	19.3	100.0
	Total	145	100.0	100.0	

Table 7 Percentage of Short video content (Reels/Shorts/TikTok-style) grabs my attention more than static posts for social awareness messages

**Interactive features (polls, quizzes, challenges, Q&A) increase my engagement with social marketing content**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	33	22.8	22.8	22.8
	Disagree	30	20.7	20.7	43.4
	Neutral	38	26.2	26.2	69.7
	Strongly Agree	23	15.9	15.9	85.5
	Strongly Disagree	21	14.5	14.5	100.0
	Total	145	100.0	100.0	

Table 8 percentage of Interactive features (polls, quizzes, challenges, Q&A) increase my engagement with social marketing content

**Social marketing messages shared by influencers/creators feel more relatable and attention-grabbing than messages posted only by official pages**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	32	22.1	22.1	22.1
	Disagree	45	31.0	31.0	53.1
	Neutral	33	22.8	22.8	75.9
	Strongly Agree	18	12.4	12.4	88.3
	Strongly Disagree	17	11.7	11.7	100.0
	Total	145	100.0	100.0	

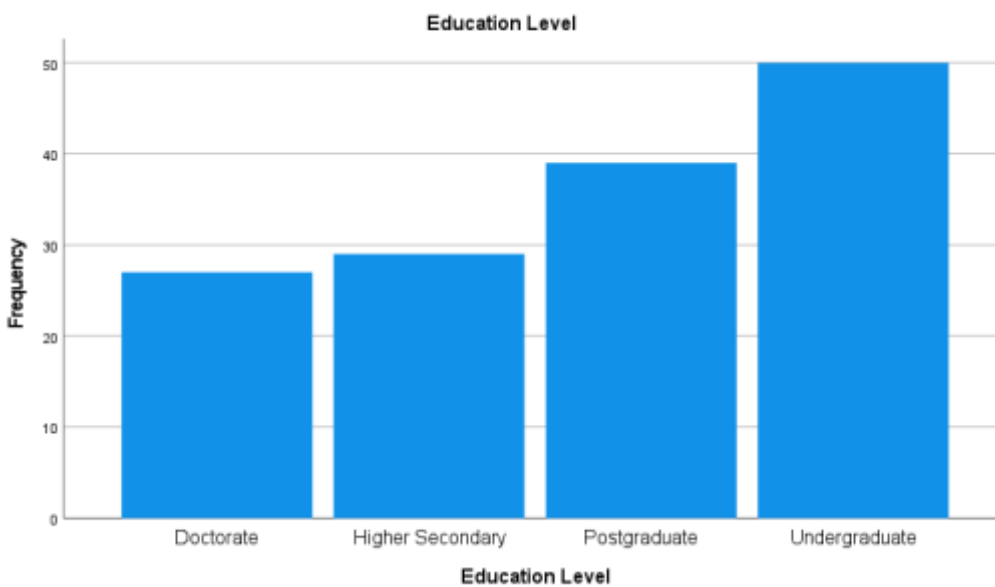
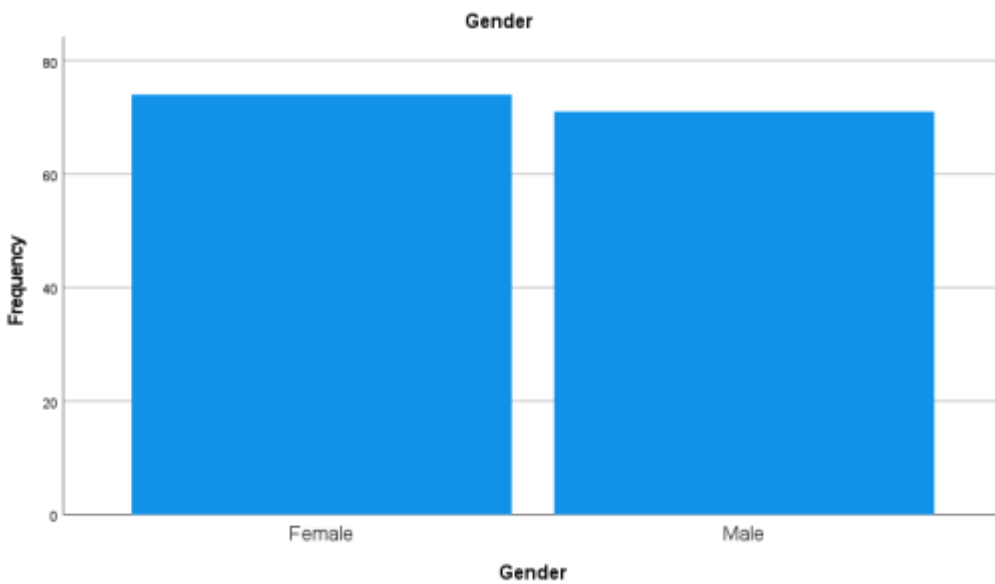
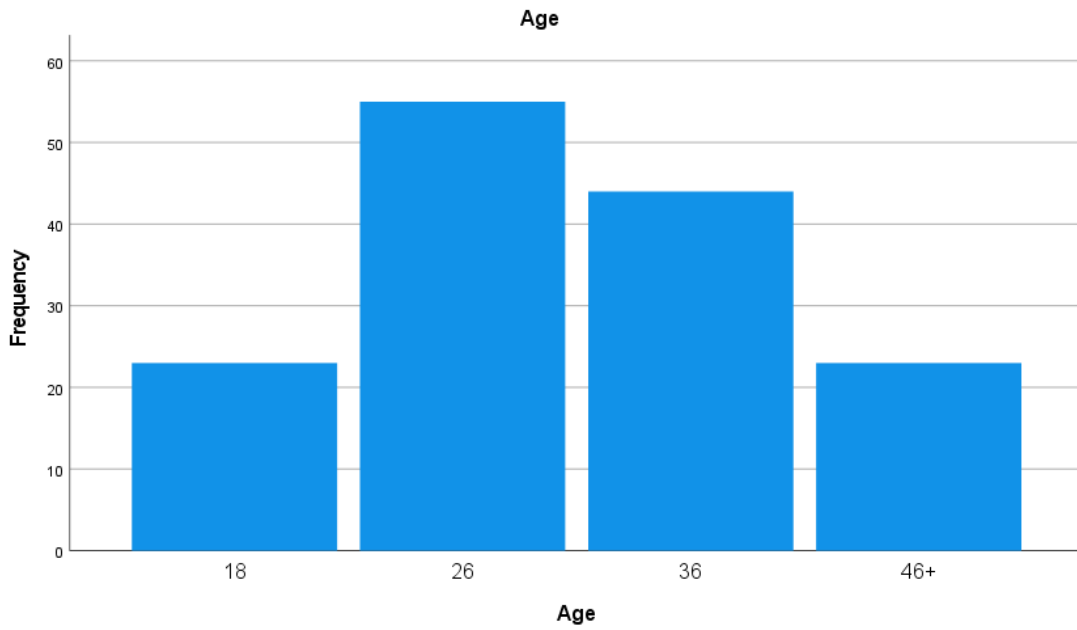
Table 9 Social marketing messages shared by influencers/creators feel more relatable and attention-grabbing than messages posted only by official pages

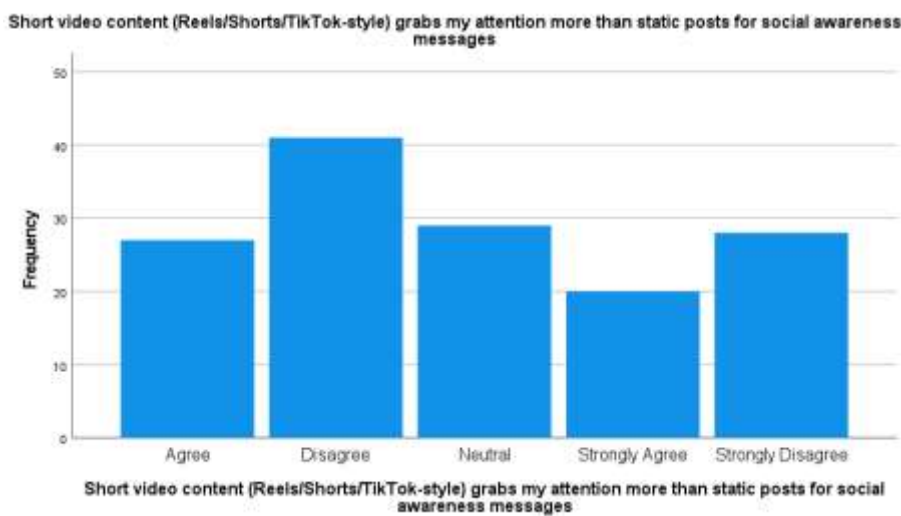
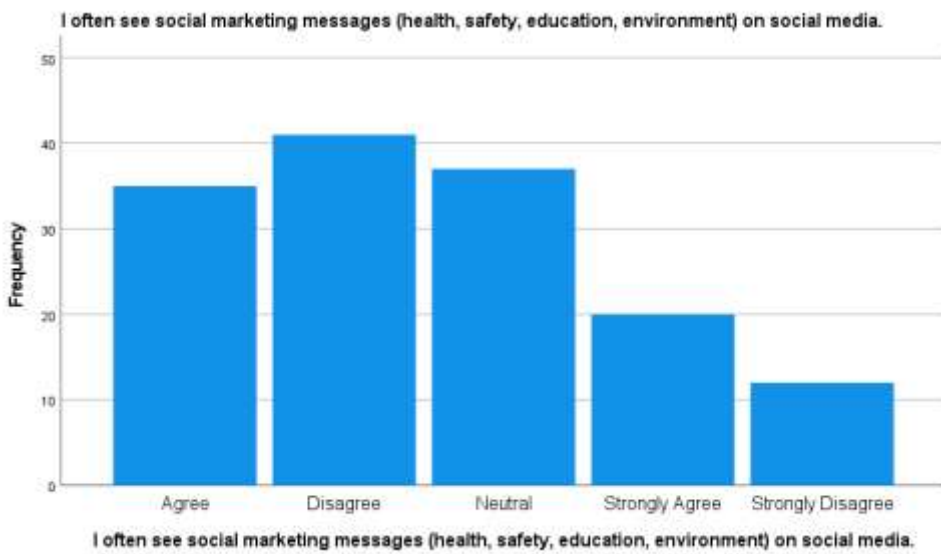
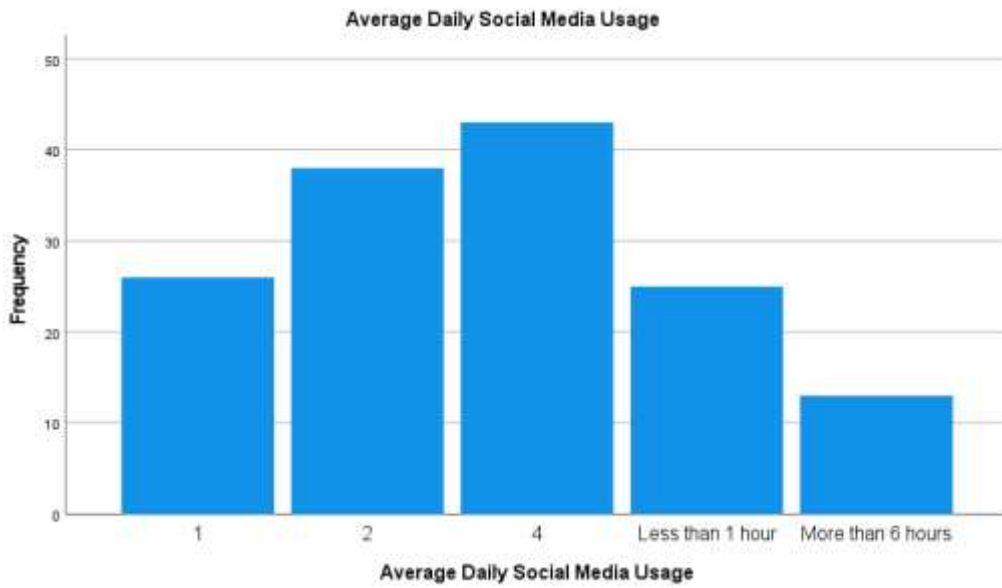
**Social marketing posts that use local language or local examples feel more relevant and impactful to me.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	28	19.3	19.3	19.3
	Disagree	40	27.6	27.6	46.9
	Neutral	35	24.1	24.1	71.0
	Strongly Agree	20	13.8	13.8	84.8
	Strongly Disagree	22	15.2	15.2	100.0
	Total	145	100.0	100.0	

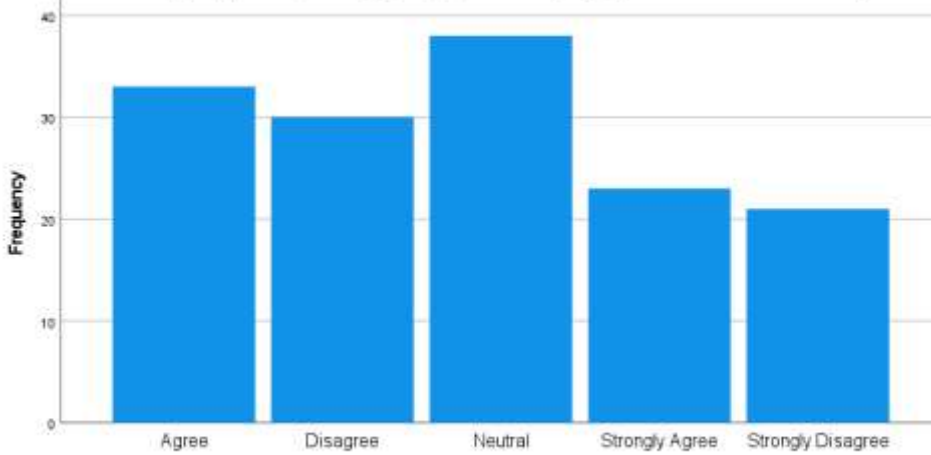
Table 10 Social marketing posts that use local language or local examples feel more relevant and impactful to me.

### Interpretation



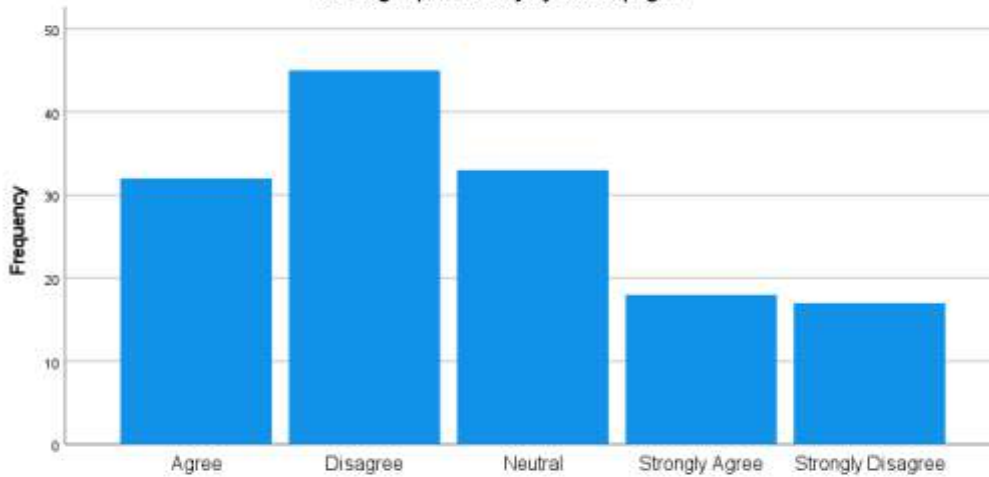


Interactive features (polls, quizzes, challenges, Q&A) increase my engagement with social marketing content



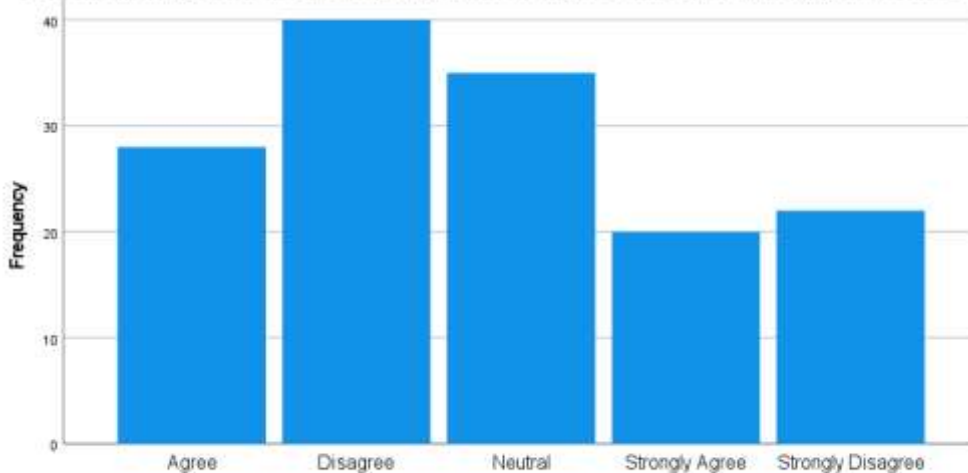
Interactive features (polls, quizzes, challenges, Q&A) increase my engagement with social marketing content

Social marketing messages shared by influencers/creators feel more relatable and attention-grabbing than messages posted only by official pages



Social marketing messages shared by influencers/creators feel more relatable and attention-grabbing than messages posted only by official pages

Social marketing posts that use local language or local examples feel more relevant and impactful to me.



Social marketing posts that use local language or local examples feel more relevant and impactful to me.

### 4.4 Chi – Square Test

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Short video content (Reels/Shorts/TikTok-style) grabs my attention more than static posts for social awareness messages	145	100.0%	0	0.0%	145	100.0%
Age * Interactive features (polls, quizzes, challenges, Q&A) increase my engagement with social marketing content	145	100.0%	0	0.0%	145	100.0%
Age * Average Daily Social Media Usage	145	100.0%	0	0.0%	145	100.0%
Age * Education Level	145	100.0%	0	0.0%	145	100.0%

Table 11 Case Processing Summary

#### Crosstab

Count

		Short video content (Reels/Shorts/TikTok-style) grabs my attention more than static posts for social awareness messages					Total
		Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	
Age	18	0	7	7	2	7	23
	26	11	16	9	7	12	55
	36	12	9	10	7	6	44
	46+	4	9	3	4	3	23
Total		27	41	29	20	28	145

Table 12 crosstab

#### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.115 <sup>a</sup>	12	.293
Likelihood Ratio	18.053	12	.114
Linear-by-Linear Association	3.216	1	.073

N of Valid Cases	145		
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a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is 3.17.

Table 13 Chi-Square Tests

**Crosstab**

Count

		Interactive features (polls, quizzes, challenges, Q&A) increase my engagement with social marketing content					Total
		Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	
Age	18	4	6	5	4	4	23
	26	12	11	15	9	8	55
	36	11	8	13	6	6	44
	46+	6	5	5	4	3	23
Total		33	30	38	23	21	145

Table 14 CrossTab

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.969 <sup>a</sup>	12	.999
Likelihood Ratio	1.980	12	.999
Linear-by-Linear Association	.401	1	.526
N of Valid Cases	145		

a. 6 cells (30.0%) have expected count less than 5. The minimum expected count is 3.33.

Table 15 Chi-Square Tests

**Crosstab**

Count

		Education Level				Total
		Doctorate	Higher Secondary	Postgraduate	Undergraduate	
Age	18	3	4	7	9	23
	26	11	9	16	19	55
	36	7	13	11	13	44
	46+	6	3	5	9	23

Total	27	29	39	50	145
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Table 16 Cross Tab

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.397 <sup>a</sup>	9	.798
Likelihood Ratio	5.235	9	.813
Linear-by-Linear Association	.596	1	.440
N of Valid Cases	145		

a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is 4.28.

Table 17 Chi-Square Tests

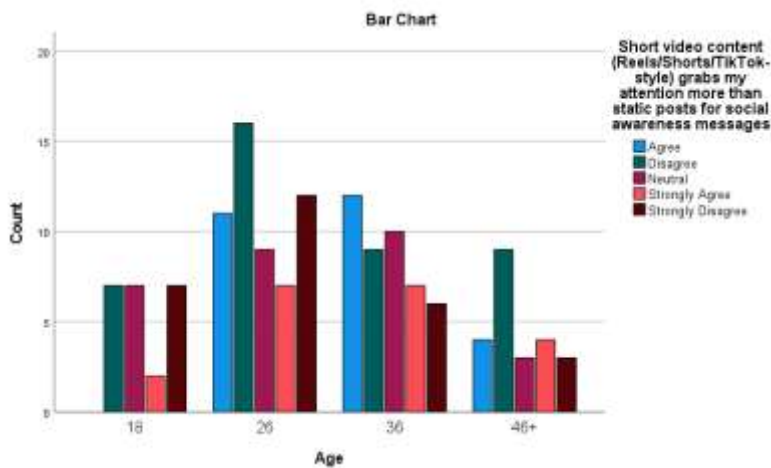
**Interpretation**

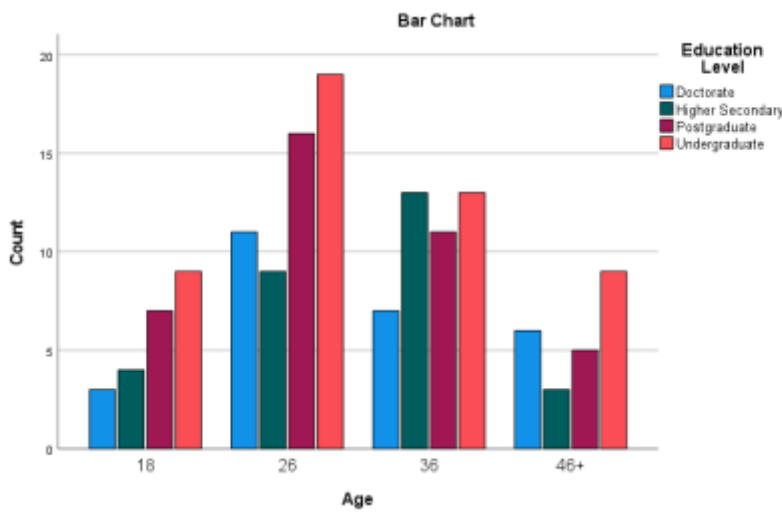
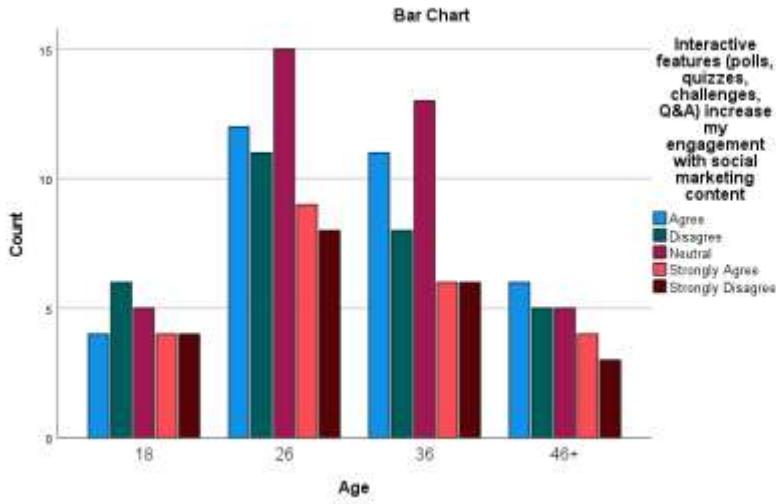
The and age did not significantly influence short video attention as per Pearson’s Chi-square test. The age group of the viewer does not meaningfully impact attention to short videos.

There isn't a significant relationship between poll or quiz engagement and age, according to the nearly perfectly insignificant chi-square statistic reported above.

There is no significant difference in the distribution of education levels across age categories used in the data.

Many of the cells have expected counts < 5 according to several chi-square tables. This weakens the assumptions of chi-square and proper interpretation of results should be carried out.





#### 4.5 Regression Analysis

##### Descriptive Statistics

	Mean	Std. Deviation	N
Education Level	2.77	1.116	145
Short video content (Reels/Shorts/TikTok-style) grabs my attention more than static posts for social awareness messages	2.87	1.391	145
Social marketing messages shared by influencers/creators feel more relatable and attention-grabbing than messages posted only by official pages	2.61	1.282	145
Misinformation and fake content reduce my trust in social campaigns on social media.	2.68	1.342	145

Table 18 Descriptive Statistics

Correlations

		Education Level	Short video content (Reels/Shorts/TikTok-style) grabs my attention more than static posts for social awareness messages	Social marketing messages shared by influencers/creators feel more relatable and attention-grabbing than messages posted only by official pages	Misinformation and fake content reduce my trust in social campaigns on social media.
Pearson Correlation	Education Level	1.000	.070	.141	.012
	Short video content (Reels/Shorts/TikTok-style) grabs my attention more than static posts for social awareness messages	.070	1.000	.053	.033
	Social marketing messages shared by influencers/creators feel more relatable and attention-grabbing than messages posted only by official pages	.141	.053	1.000	-.029
	Misinformation and fake content reduce my trust in social campaigns on social media.	.012	.033	-.029	1.000
Sig. (1-tailed)	Education Level	.	.201	.046	.444
	Short video content (Reels/Shorts/TikTok-style) grabs my attention more than static posts for social awareness messages	.201	.	.264	.345
	Social marketing messages shared by influencers/creators feel more relatable and attention-grabbing than messages posted only by official pages	.046	.264	.	.366
	Misinformation and fake content reduce my trust in social campaigns on social media.	.444	.345	.366	.

N	Education Level	145	145	145	145
	Short video content (Reels/Shorts/TikTok-style) grabs my attention more than static posts for social awareness messages	145	145	145	145
	Social marketing messages shared by influencers/creators feel more relatable and attention-grabbing than messages posted only by official pages	145	145	145	145
	Misinformation and fake content reduce my trust in social campaigns on social media.	145	145	145	145

Table 19 Correlations

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Misinformation and fake content. reduce my trust in social campaigns on social media., Social marketing messages shared by influencers/creators feel more relatable and attention-grabbing than messages posted only by official pages, Short video content (Reels/Shorts/TikTok-style) grabs my attention more than static posts for social awareness messages <sup>b</sup>		Enter

a. Dependent Variable: Education Level

b. All requested variables entered.

Table 20 Variables Entered/Removed<sup>a</sup>

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.155 <sup>a</sup>	.024	.003	1.115	.024	1.154	3	141	.330

a. Predictors: (Constant), Misinformation and fake content reduce my trust in social campaigns on social media., Social marketing messages shared by influencers/creators feel more relatable and attention-grabbing than messages posted only by official pages, Short video content (Reels/Shorts/TikTok-style) grabs my attention more than static posts for social awareness messages

b. Dependent Variable: Education Level

Table 21 Model Summary<sup>b</sup>

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.302	3	1.434	1.154	.330 <sup>b</sup>
	Residual	175.188	141	1.242		
	Total	179.490	144			

a. Dependent Variable: Education Level

b. Predictors: (Constant), Misinformation and fake content reduce my trust in social campaigns on social media., Social marketing messages shared by influencers/creators feel more relatable and attention-grabbing than messages posted only by official pages, Short video content (Reels/Shorts/TikTok-style) grabs my attention more than static posts for social awareness messages

Table 22 ANOVA<sup>a</sup>

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	2.285	.334		6.842	.000
	Short video content (Reels/Shorts/TikTok-style) grabs my attention more than static posts for social awareness messages	.050	.067	.062	.748	.456
	Social marketing messages shared by influencers/creators feel more relatable and attention-grabbing than messages posted only by official pages	.120	.073	.138	1.655	.100
	Misinformation and fake content reduce my trust in social campaigns on social media.	.011	.069	.014	.163	.871

a. Dependent Variable: Education Level

Table 23 Coefficientsa

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.47	3.18	2.77	.173	145
Residual	-2.170	1.533	.000	1.103	145
Std. Predicted Value	-1.769	2.367	.000	1.000	145
Std. Residual	-1.947	1.376	.000	.990	145

a. Dependent Variable: Education Level

Table 24 Residuals Statisticsa

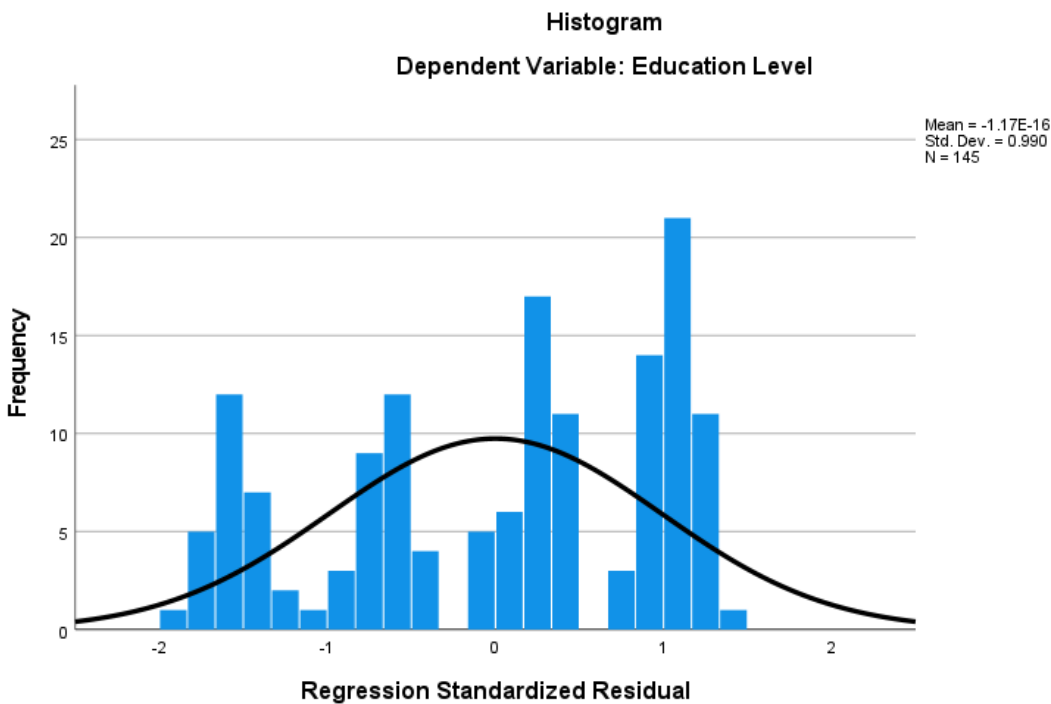
**Interpretation**

In the regression model, Education Level is treated as the dependent variable which is predicted on short video attention, influencer relatability and misinformation reducing trust.

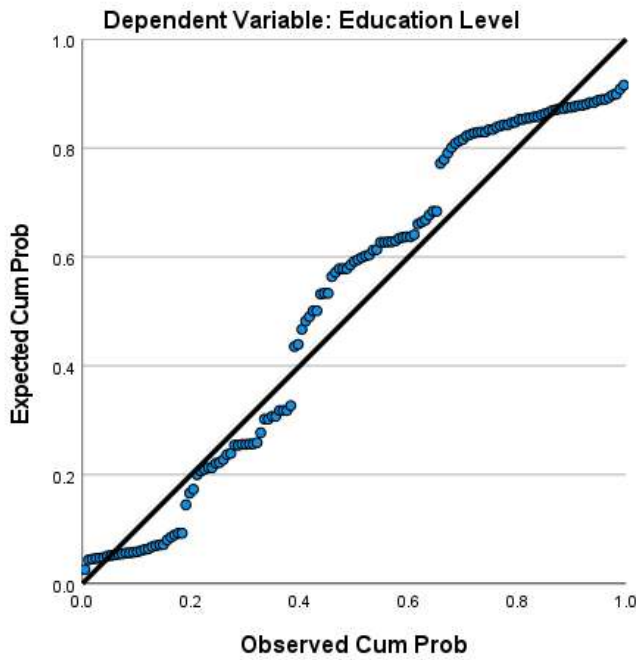
The model fit, represented by R, has a value of .155, with R<sup>2</sup> at .024 and adjusted R<sup>2</sup> at .003. The p-value is at .330. This means that the model is not statistically significant, and explains only about 2.4% of variance.

Predictors: None of the predictors are significant (p-values: .456, .100, .871).

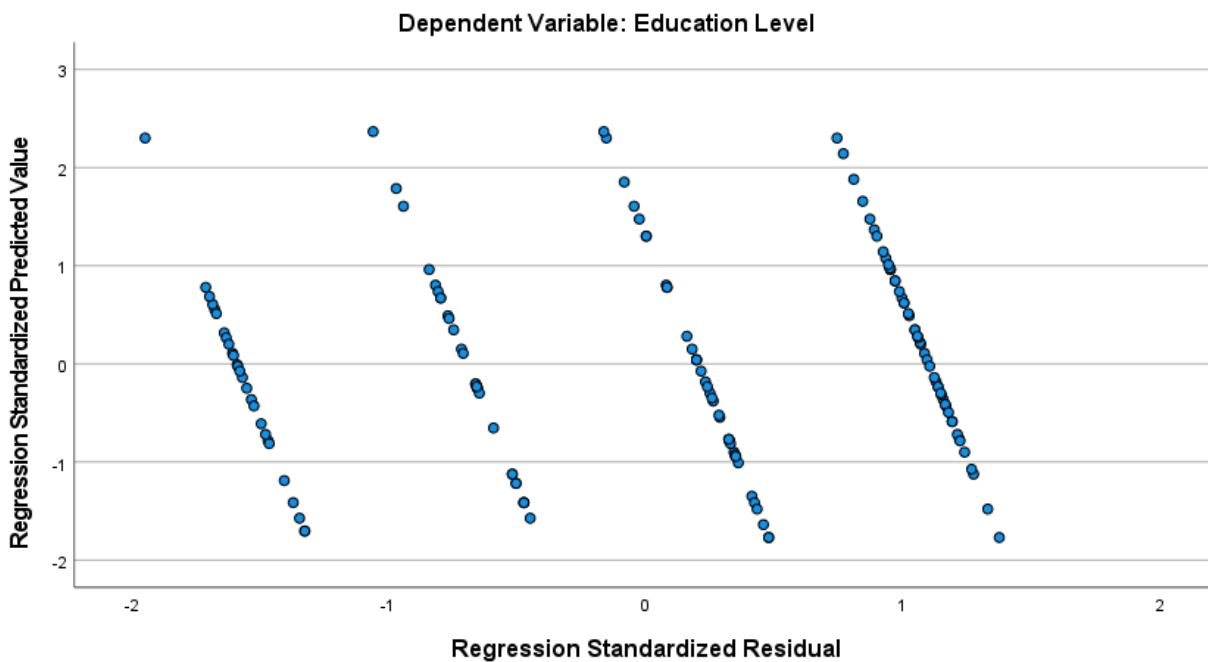
These predictors are not thought to be meaningful predictors of education. This is conceptually as we think of education as a background demographic, not an outcome we think an education level would influence, as campaign perceptions do. These findings suggest that the regression is mis-specified, and you should re-run it using a more sensible dependent variable, such as behavior-change intention, willingness to act, or trust (your methodology chapter describes).



Normal P-P Plot of Regression Standardized Residual



Scatterplot



#### 4.6 Result and Discussion

- The sampled population is mostly young and middle-age adults. The gender ratio is balanced among individuals. Furthermore, most people are educated and use social media frequently to a moderate-high degree.
- In the case of short videos, interactive tools, influencers and local language digital social marketing trends, the respondents show mixed to weak agreement. Moreover, disagreement and neutrality are often higher than agreement.
- There is no significant relationship between age and attention to short video or interactive features.
- The results of the regression are not significant because the dependent variable appears to have been wrongly chosen, which is education level.

The study's larger problem statement is supported by the results: while digital social marketing is "in the air," audiences may not be strongly engaged by commonly used formats. The documents characterizes as big trends short-form video

and interactive features, yet respondents in this dataset do not largely agree these formats automatically drive more attention or engagement; rather, there is clustering around neutral and disagree, suggesting content fatigue and skepticism, or weak perceived relevance.

Brand messaging is mostly not trusted either. According to 31% who disagree with this statement: Influencer/creator messages are more relatable than those of an official page. Hence, even if a brand uses influencer marketing, it may not be a shortcut to credibility. Being credible often depends on who the influencer is, and whether one perceives the influencer to be authentic. Additionally, whether the influencer's social cause values align with one's own may also impact reliability and authenticity.

According to chi-square results, age does not change these attitudes. Therefore, campaign designers cannot assume younger audiences automatically prefer shorter videos or interactive tools for change initiatives of social causes. Instead, campaigns may benefit most from focusing on message credibility, message clarity, or calling for practical action, rather than just format trends.

## RECOMMENDATION

Due to the noted audience skepticism/neutrality and demographic non-associations.

Designing for Trust Always Comes First A majority of respondents do not automatically prefer influencers or short videos hence campaigns should give priority to cues of credibility (source, evidence, intent, transparency) before styling.

Create purposeful interactive elements. Due to mixed responses, interactive elements shouldn't just serve to engage the audience; they should tie directly to action (participants' pledges, sign-ups, checklists, helplines, resource links).

Enhance the visibility and recognizability of social marketing messages. As the largest group disagrees that they "often see" them, social marketing campaigns may need braver branding or stronger targeting or better placement to be noticed as social cause content.

Do not make strong assumptions based on age. Because age did not exhibit a significant association with either short video attention or interactive engagement, segmentation should encompass deeper variables (trust orientation, privacy concern, community identity, issue involvement).

Adjust regression model to fit research objectives. Run regression again using dependent variables such as: "willingness to act" trust; belief in behavior change; intention to follow these steps. This infers that the paper is evaluating the outcome.

## CONCLUSION

The study demonstrates that digital and social platforms are major channels for social marketing audience response to popular formats is not strong or consistent. Across the different types of campaign messaging such as short videos, interactive features, influencer messaging, localization, etc., campaign respondents show an array of mixed and neutral-to-disagreeing perceptions like above. This implies that simply using the "trending" digital formats do not guarantee any level of effectiveness for the campaign.

Chi-square results further illustrate that attention to short video format and interactive feature engagement are not significantly influenced by age in the given data set. This suggests that preference on format is not merely demographic but also driven by trust, relevance, and fatigue.

In conclusion, due to the education level of the dependent variable, the regression results are not providing meaningful explanatory conclusions and for this study to meet AC behavior-change outcome fully, regression should be restructured to predict action-oriented outcomes as discussed in the methodology.

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