

Impact of Social Media trends and its associated brand campaigns on Customer Purchase Intention

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Abstract - In the ever-changing digital ecosystem, this study investigates the complex interaction between social media trends and brand advertising, looking at their combined influence on customer purchase intention. Consumer preferences are shaped by social media's dynamic nature, and marketing campaigns deliberately take advantage of these trends to draw in customers, foster brand loyalty, and increase sales. The study uses both qualitative and quantitative methodologies with the goal of giving firms useful information for successfully adjusting their marketing strategy. The objective of the research is to provide businesses with a more sophisticated comprehension of customer behaviour, enabling them to improve engagement, adjust their plans, and effectively utilise digital platforms in the cutthroat industry.

Key Words: digital, social media, brand, customer, purchase, marketplace

1. INTRODUCTION

The relationship between social media trends and brand campaigns is crucial in determining how consumers behave in the ever-changing digital ecosystem, especially when it comes to influencing customer purchase intentions. Inspired by the need to understand how these dynamic components work together, this study explores the complex relationships between them and how they affect the modern marketplace. Understanding the synergy between Social Media trends and brand campaigns becomes essential for businesses navigating the complexity of the digital era as they develop successful marketing strategies that draw in customers, foster loyalty, and provide positive results in a cutthroat market.

2. Body of Paper

Objectives of the Study:

This study aims to uncover the intricate dynamics of Social Media trends and brand campaigns, focusing on their influence on Customer Purchase Intention. Through comprehensive investigation and analysis, the research seeks to provide nuanced insights into content strategies, demographic influences, competitive dynamics, and technological integration for businesses to enhance their marketing effectiveness.

1. Investigate the correlation between Social Media trends and brand campaigns.
2. Analyze the influence of content types and formats on Customer Purchase Intention.
3. Examine the role of demographic and psychographic factors in shaping consumer responses.
4. The direct or indirect effect of social media trends and brand campaigns on customer purchase decision

METHODOLOGY:

I acquired the data for this paper using primary research method- a questionnaire.

Some social media trends that will be referred to in the questionnaire are-

UGC (User generated content) - is original, brand-specific content created by customers and published on social media
Get Ready With Me- popular social media hashtag and trend that involves posting a video or series of photos showing the process of getting ready for an event or activity
ASMR (Autonomous Sensory Meridian Response) Content- where creators use specific sounds and whispering to trigger a tingling sensation in the viewer.

The questionnaire:

1. How frequently do you use social media platforms? (on a scale of 1 to 5, 1 being least frequent and 5- being most frequent)
2. Do you notice social media trends (like ASMR, Get Ready With Me videos, Day In The Life vlogs, etc) often crowding your explore page/ home page? (Yes/not sure/no)
3. How often do you see trends like these come up? (on a scale of 1 to 5, 1 being least frequent and 5- being most frequent)
4. Do you see any brands marketing their company on your social media feed? (Yes/not sure/no)
5. Do you come across a lot of brands using social media trends for marketing? (Yes/not sure/no)
6. How often do you see brands use social media trends as a marketing tool? (on a scale of 1 to 5, 1 being least frequent and 5- being most frequent)
7. Do you notice many influencers and other regular people posting specific brand related content for these trends (also known as UGC- user generated content)? (Yes/not sure/no)

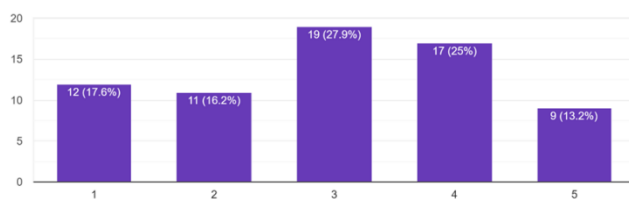
8. Which appeals more to you, brand generated content or UGC? (Brand generated content/UGC/not sure)

9. How much do these social media marketing strategies influence your purchases? (on a scale of 1 to 5, 1 being least frequent and 5- being most frequent)

RESULTS (DATA ANALYSIS AND INTERPRETATION)

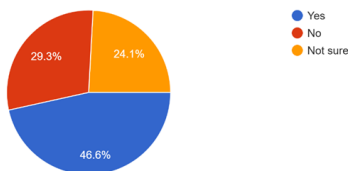
1. Users are moderately active on social media, with a notable majority falling in the 3 to 4 range.

How frequently do you use social media platforms? (on a scale of 1 to 5, 1 being least frequent and 5- being most frequent)
68 responses



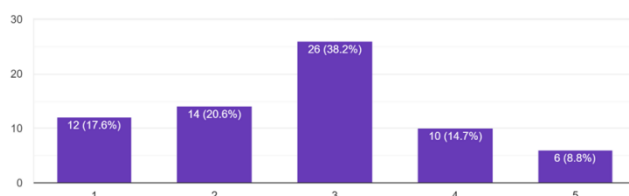
2. Almost half of respondents frequently notice trends on their explore/home pages, indicating a substantial trend presence.

Do you notice social media trends (like ASMR-Autonomous sensory meridian response, Get Ready With Me videos, Day In The Life vlogs, etc) often crowding your explore page/ home page?
58 responses



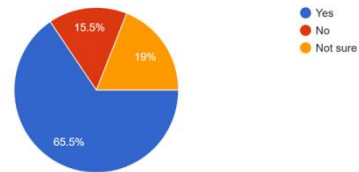
3. Trends are fairly common, with a significant portion of respondents experiencing them regularly.

How often do you see trends like these come up? (on a scale of 1 to 5, 1 being least frequent and 5- being most frequent)
68 responses



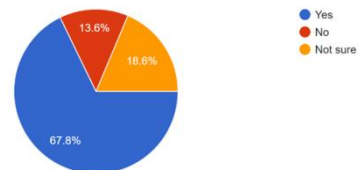
4. A substantial 66.7% observe brand marketing on their social media feeds.

Do you see any brands marketing their company on your social media feed?
58 responses



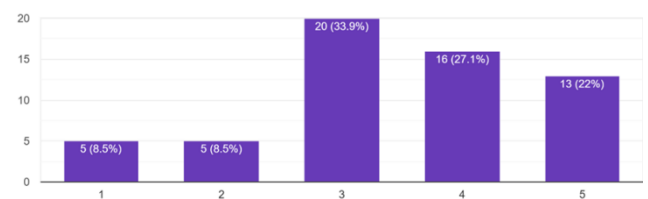
5. A majority, 69%, see brands leveraging social media trends for marketing purposes.

Do you come across a lot of brands using social media trends for marketing?
59 responses



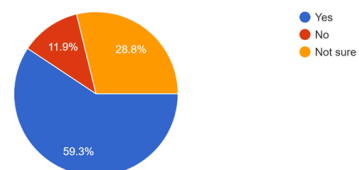
6. Brands use trends moderately for marketing, with a considerable 33.9% falling in 3

How often do you see brands use social media trends as a marketing tool? (on a scale of 1 to 5, 1 being least frequent and 5- being most frequent)
59 responses



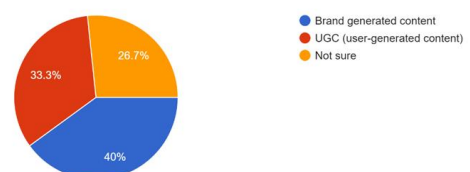
7. A notable 59.3% notice influencers and individuals contributing brand-related content within trends, showcasing UGC's prevalence.

Do you notice many influencers and other regular people posting specific brand-related content for these trends (also known as UGC- user-generated content)?
59 responses



8. Brand-generated content slightly prevails in preference, with 39.7%, but UGC maintains a strong position at 32.8%.

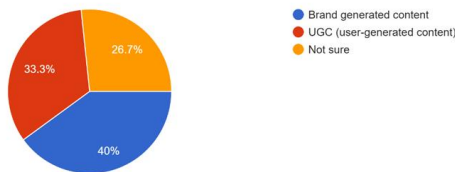
Which appeals more to you, brand-generated content or UGC?
60 responses



9. Social media marketing holds significant influence, with 43.1% placing it in the 3 category, indicating moderate impact on purchases.

with a majority (43.1%) rating it as having a moderate impact on their buying decisions.

Which appeals more to you, brand-generated content or UGC?
60 responses



FINDINGS AND SUGGESTIONS OF THE STUDY

Some intriguing findings have come from the study "Social Media Trends and Their Implications for Marketing Strategies in 2023".

1. Social Media Usage Frequency: Participants are moderately active on social media, with a notable majority falling in the middle range (3 to 4) on the frequency scale.

2. Awareness of Social Media Trends: Almost half of the respondents frequently notice social media trends on their explore/home pages, indicating a significant and prevalent presence of trends in their feeds.

3. Frequency of Trend Encounters: Social media trends are encountered fairly regularly, with a substantial portion of respondents experiencing them frequently.

4. Presence of Brand Marketing on Social Media Feed: A significant majority, 66.7%, observe brand marketing on their social media feeds, suggesting that brands have a notable presence in users' social media experiences.

5. Brands Using Trends for Marketing: A substantial majority (69%) of participants see brands actively leveraging social media trends for marketing purposes, indicating that this approach is widespread.

6. Frequency of Brands Using Trends for Marketing: Brands use social media trends moderately for marketing, with a significant portion (32.8%) falling in the middle range on the frequency scale.

7. User Generated Content Presence in Trend-Related Content: A significant 58.6% of respondents notice influencers and regular users contributing brand-related content within social media trends, highlighting the prevalence of user-generated content (UGC).

8. Preference: Brand-Generated Content vs. UGC: There's a slight preference for brand-generated content (39.7%), but UGC maintains a strong position (32.8%), indicating a relatively balanced appeal for both types of content.

9. Influence of Social Media Marketing on Purchases: Social media marketing holds a substantial influence on purchases,

SUGGESTIONS

1. Enhance Social Media Engagement:

- Encourage meaningful conversations with your audience by leaving comments, posing inquiries, and promoting conversations.
- Make use of interactive platform elements, such live sessions, quizzes, and polls, to increase user engagement.
- Share material frequently that helps your target audience feel connected and part of a community.

2. Optimize Trend Integration in Marketing Strategies:

- Keep up with the latest developments in your field and on social media.
- To stay up to date and cater to your audience's interests, incorporate pertinent trends into your content strategy.
- To make your brand more visible, use trending hashtags and join in on popular discussions.

3. Strategic Brand Placement on These Platforms, and Increased Frequency:

- Determine the peak periods of online activity for your target demographic and plan your postings around those times.
- To be active and maintain a regular presence, make sure that your publishing schedule is consistent.
- To increase exposure and relevancy, strategically position your brand within the framework of popular subjects and conversations.

4. Leverage User-Generated Content (UGC):

- Inspire your audience to produce and distribute content that highlights your goods or services.
- Use user-generated content (UGC) to showcase on your social media channels to increase audience trust and authenticity.
- Organise campaigns or competitions that encourage users to create content in order to encourage community involvement.

5. Balance Brand and UGC Content:

- Inspire your audience to produce and distribute content that highlights your goods or services.
- Use user-generated content (UGC) to showcase on your social media channels to increase audience trust and authenticity.
- Organise campaigns or competitions that encourage users to create content in order to encourage community involvement.

6. Encourage Influencer Partnerships:

- Work together with influencers whose fan base is similar to your intended audience.
- Create real alliances that allow influencers to honestly and relatably highlight your product or service.
- Use influencer outreach to reach new audience segments and increase brand awareness.

By putting these tactics into practise all at once, you can build a strong and successful social media marketing strategy that

will improve audience engagement, help you stay relevant, and promote constructive conversations.

CONCLUSIONS

With a moderate but steady involvement level, social media becomes a central place in users' life. The report emphasises the significance of trends, which are common on home and explore pages and provide advertisers with a dynamic way to engage with their audience in a genuine way.

Users' feeds are overrun with brand marketing, indicating a competitive market. It's critical to strike a balance between user- and brand-generated content. Companies need to adjust to the ever-changing social media scene by keeping an eye out for new trends and encouraging user interaction.

The study emphasises how much social media influences people's decisions to buy. Marketers ought to be flexible, adjusting their tactics to suit the tastes and behaviour of their target audience. According to the survey, navigating this significant landscape successfully requires a nuanced, creative, and genuine approach.

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