

Analysis of Social Media Marketing Impact on Customer Experience

Shivani*

ABSTRACT

In the changing era of extensive competition, the businesses have to engage with customers and enhance their overall experience, for which various strategies are used. Social media marketing is one of them. It is an important tool that changes the way businesses connect with customers, affects the customer experience at various points. This study helps to identify the effect of social media marketing on customer experience by examining the key factors such as personalization, point of view towards the brand, trust, and purchase behavior. With the help of survey and interview method, the research getting to know how different strategies of social media effect the consumer behavior, trust, and loyalty. The findings indicate that effective social media marketing fosters brand loyalty, trust, and customer retention, while poorly managed campaigns can lead to dissatisfaction and disengagement. In the end, the study says businesses should focus more on user friendly approach, influencer marketing, and fast customer support in shaping consumer point of view. In future research it should explore how social media affects a brand's long-term success and keeping customers around.

Keywords: Social Media Marketing, Customer Experience, Brand Engagement, Digital Marketing, Consumer Behavior

INTRODUCTION

Now a days, the businesses connect with their customers by using various digital platforms, social media is one of among them, that change the way of connecting with customer. By using the various platform like Facebook, Instagram, and LinkedIn that opened a new way for companies to reach people, increase their brand, and build stronger relationships. Social media marketing isn't just about advertising anymore but it has become a key part of the businesses to shape customer experiences as they happen.

Customer experience is really important—it Include how people perceived the brand, whether they stick to it, and how well a business does overall. Now days, a lot of people come to social media to read reviews, get product suggestions, or talk directly to companies. Because of that, most of the business mans are interest in how social media marketing affects the way customers feel. To connect better with people, businesses are using various things like influencer partnerships, personalized ads, and fun, engaging posts to make the experience more enjoyable and meaningful.

Even now companies are spending more and more on social media marketing, it's still difficult to find out how much it actually improves the customer experience. Social media make it easier for the brands to talk directly to customers, but whether that actually makes people happier with a brand is still a topic of debate. Some businesses do a great job—posting content people enjoy and quickly responding to comments or questions. On the other hand , other facing problems like bad reviews, unhappy customers, or marketing that just doesn't hit the mark.

*Research Scholar, Department of Management Studies, School of Business Management, IFTM University
Email id: rs.rajputshivani237@gmail.com

This study provide insights regarding how social media marketing affects the way customers experience a brand. It also focus on things like how well brands communicate, how fast they respond, how relevant their content is, and how they connect with people emotionally. The goal is to better understand after understanding which improve strategies, make customers happier, and build stronger brand loyalty.

In this study , the review also looks at recent research in this area, highlighting what different studies have found and how they helped us to shape our understanding of social media's role in customer experience.

RESEARCH OBJECTIVES

The main goal of this study is to find out the way how social media marketing affects customer experience by collecting and understanding data directly from people.

1. To figure out the components that help the social media marketing to create a good experience for customers.
2. Look at the various things like customer feedback, online reviews, and social interactions affect the way people see a brand.
3. To share useful tips and ideas that can help businesses to improve their social media approach to make their customers' experience better.

LITERATURE REVIEW

The Social media marketing is important in giving way to customer experience , especially when it comes to how customers engage with brands, how they see those brands, and how they decide what to buy. Recent researches has looked into how the different social media strategies can effects the things like customer satisfaction, loyalty, and trust in a wide range of industries.

- Banerji and Singh (2024) looked at the e-commerce industry and found that when social media marketing is done well in their field such as keeping content entertaining, engaging, up-to-date with trends, personalized, and encouraging people to share their opinions online—it can really enhance customer satisfaction and loyalty. The study indicates how much important its for businesses to focus on personal touches and genuine engagement in their social media strategies.
- Karimi Alavijeh and colleagues (2023) looked at luxury fashion brands and found that social media marketing can boost how much important a brand feels to its customers. This happens by strong brand experiences and active customer engagement. Theirresearch suggest us that when brands put effort into creating eye-catching and interactive social media content, it can really improve value of the brand.
- Rather (2023) studied online travel booking platforms and found that social media marketing has a strong effect on whether customers decide to make a purchase. The research showed that trust and loyalty to the brand play a important role in this relationship, it highlights how important its for travel brands to build credibility through their social media efforts.
- Nekmahmud and his team (2022) reviewed 70 studies from 2014 to 2022 and found that social media marketing plays a important role in getting people highly involved in sustainable and eco-friendly shopping habits. He indicates that things like influencer marketing and storytelling by brands can really encourage customers to make them more environmental conscious choices.
- Johns and colleagues (2023) looked at how people use mobile social media while they're in places like restaurants, hotels or on vacation. They found that using social media in these settings can either make the experience better or worse, depending on how it's used. In other words, it can help people enjoy the moment more—or take away from it.

The studies reviewed show that social media marketing has a great effect on customer experience.

RESEARCH METHODOLOGY

Research Designing

The study follows the descriptive method, that focus on evaluating customer experience levels through respondent feedback. Descriptive research use collecting and analyzing data to address research questions regarding the current status of the subject being examined.

Data Collection

In this study data used is collected by means of surveys, questionnaires, and online feedback to obtain highlights into customer perceptions and experiences. Primary data is collected through directly from respondents, and the secondary data is gathered from existing literature, reports, and industry studies.

Questionnaire Structure

The questionnaire was organized in a logical sequence. The first section focus to collect responses comparing online and traditional shopping. The second section evaluates the affect of social media marketing on the experience of customer.

Sampling Technique

This study used grab Sampling, a non-probability technique that involves gathering data from respondents who are easily accessible. This efficient approach involves distributing a questionnaire to a targeted group, enabling quick data collection without strict representation requirements, making it a practical way to gather primary data.

Research Variables

- **Independent Variable:** Strategies for Social Media Marketing (content effectiveness, audience engagement, influencer collaborations, targeted advertisements).
- **Dependent Variable:** Customer experience (brand trust, satisfaction, loyalty, purchase intent)

Sample Area

The Residents of Bijnor, Uttar Pradesh

Size of Sample

100 participants.

Techniques for Analysis

- **Percentage Distribution** – This method is used to compare two or more data series by calculating percentages. It identifies the relationships within the data and provides a clear understanding of distribution patterns.
- **Bar Charts** – Bar charts use bars to show data in a simple, eye catching way. The height of the bar represents the value of a specific response or category. These are important for comparing answers from different groups in a survey and findout trends.
- **χ^2 (Chi-Square) Test & Crosstab Analysis** – Crosstabs (or cross-tabulation tables) help compare two categories side by side—like age group and brand preference—by laying out the data in a grid. This makes it easier to see if there's a connection between them. The chi-square test adds a statistical check to see if those connections are meaningful.

Hypothesis Development

- **Primary Hypothesis**
- **Null Hypothesis (H_0):** Customer experenced is not improved with the help of social media marketing.
- **Alternative Hypothesis (H_1):** Customer experenced is improved with the help of social media marketing.

Sub-Hypotheses

1. Content Quality & Engagement

H₂₀: High-quality content does not increase customer engagement.

H₂₁: High-quality content significantly increases customer engagement.

2. Personalized Advertising

H₃₀: Personalized social media ads do not enhance customer satisfaction.

H₃₁: Personalized social media ads significantly enhance customer satisfaction.

3. Influencer Marketing & Trust

H₄₀: Influencer marketing does not improve customer trust in a brand.

H₄₁: Influencer marketing significantly improves customer trust in a brand.

4. Social Media Engagement & Purchase Intent

H₅₀: Customer engagement on social media does not affect purchase intent.

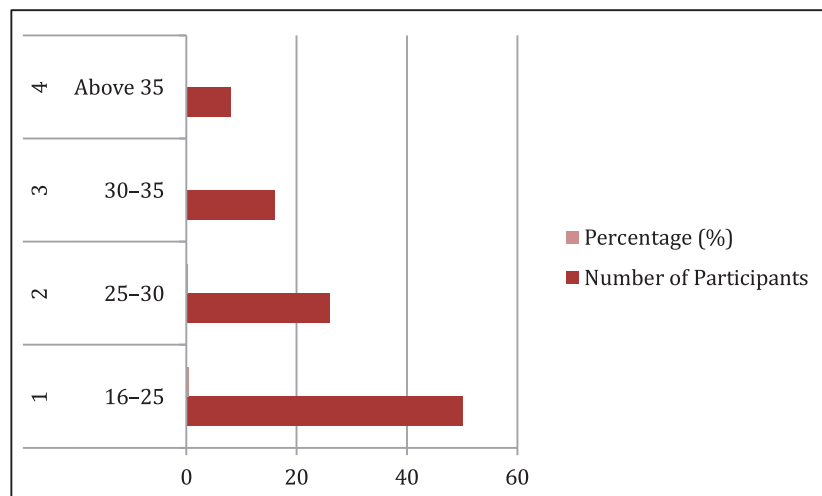
H₅₁: Customer engagement on social media significantly increases purchase intent.

Data Examination and Insights

Percentage Distribution

Respondents Age

S.No	Age Category	Number of Participants	Percentage (%)
1	16–25	50	50%
2	25–30	26	26%
3	30–35	16	16%
4	Above 35	8	8%
Total		100	100%



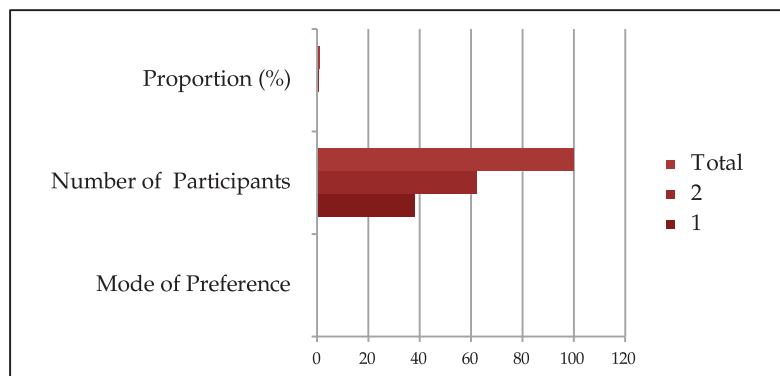
Interpretation :

- 50% of participants belong to the 16–25 age category, making it the largest segment.
- 26% fall within the 25–30 age range, ranking as the second-largest group.
- 16% are classified under the 30–35 age bracket.
- 8% belong to the 35+ age classification, representing the smallest proportion.

Overall, the survey highlights a predominantly younger demographic, with most respondents aged 16–25. As age increases, the number of participants gradually declines.

Preference for Online/Offline Participants

S.No	Mode of Preference	Number of Participants	Proportion (%)
1	Digital (Online)	38	38%
2	Physical (Offline)	62	62%
Total		100	100%

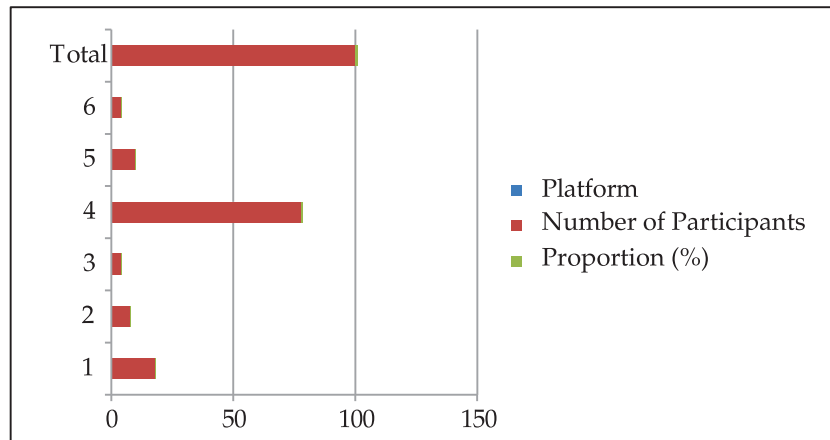
**Interpretation:**

- 38% of participants prefer online responses, while 62% prefer offline responses.

This shows that offline methods are more popular, possibly due to factors like accessibility, convenience, or familiarity with offline options.

Social Media Platforms and Their Active Usage

S.No	Platform	Number of Participants	Proportion (%)
1	Facebook	18	18%
2	Twitter	8	8%
3	LinkedIn	4	4%
4	Instagram	78	78%
5	Pinterest	10	10%
6	Others	4	4%
Total		100	100%

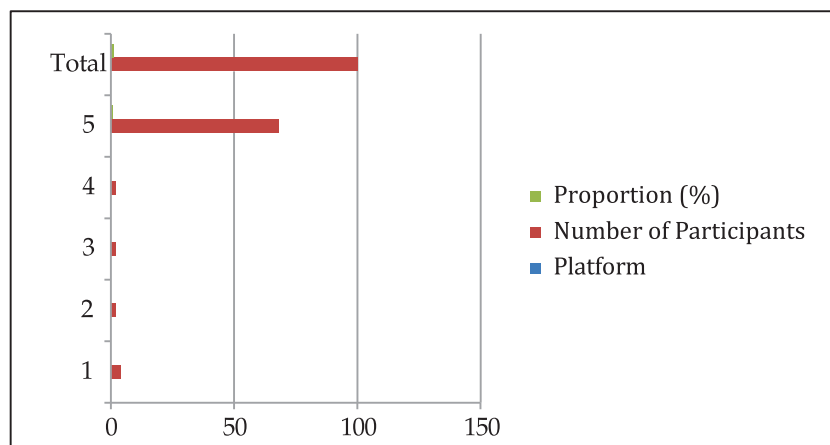
**Interpretation:**

- 78% of participants use Instagram, making it the most popular platform.
- Facebook follows with 18%, while Twitter and Pinterest have 8% and 10%, respectively.
- LinkedIn and other platforms are the least used, with 4% each.

Instagram leads in social media engagement, while Facebook remains relevant but less popular. Other platforms have lower user engagement, which is valuable for marketers.

Social Media Platforms with the Greatest Influence on Customer Experience

S.No	Platform	Number of Participants	Proportion (%)
1	Facebook	4	4%
2	Twitter	2	2%
3	LinkedIn	2	2%
4	Pinterest	2	2%
5	YouTube	68	68%
Total		100	100%



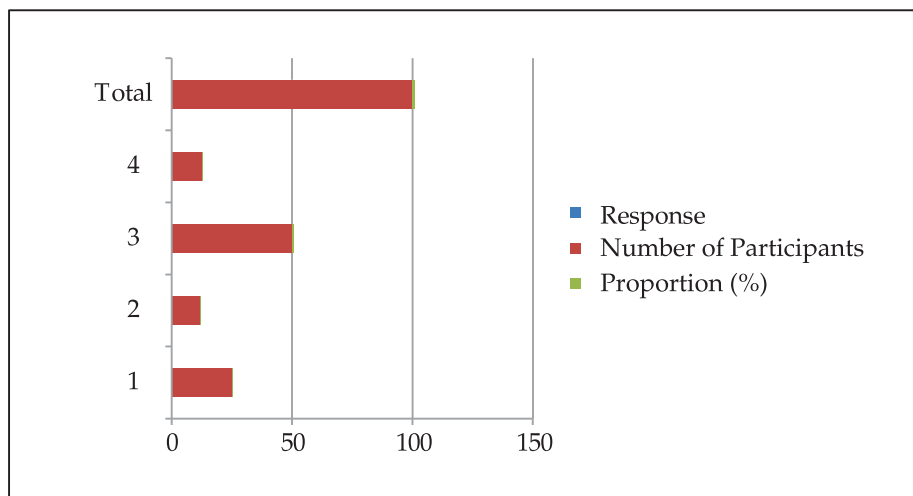
Interpretation:

- 68% of participants find YouTube the most influential in shaping customer experience.
- Facebook (4%), Twitter (2%), Pinterest (2%), and LinkedIn (2%) have minimal influence.

YouTube is the dominant platform for customer experience, likely due to its engaging content and product-related features. Other platforms have little impact, suggesting businesses should focus on YouTube to enhance customer experience.

Impact of Social Media Advertisements on Purchasing Decisions

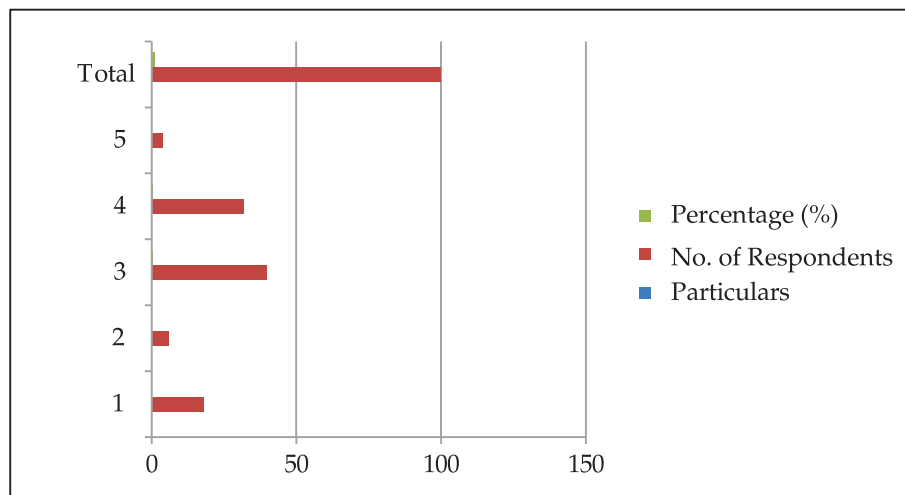
S.No	Response	Number of Participants	Proportion (%)
1	Highly Influenced	25	25%
2	Slightly Influenced	12	12%
3	Neutral/Uncertain	50	50%
4	Not Influenced	13	13%
Total		100	100%

**Interpretation:**

- 25% of respondents are highly influenced by social media advertisements in their purchasing decisions.
- 12% of participants report being slightly influenced by such ads.
- 50% remain neutral or uncertain, indicating that social media ads may not strongly impact their choices.
- 13% of respondents state they are not influenced by social media advertisements at all. The data suggests that while social media advertising affects consumer behavior, its impact varies, and other factors may also contribute to purchasing decisions.

Role of Customer Feedback, Reviews, and Social Interactions in Shaping Brand Perception

S.No	Particulars	No. of Respondents	Percentage (%)
1	Completely Agree	18	18%
2	Somewhat Disagree	6	6%
3	Uncertain	40	40%
4	Agree	32	32%
5	Strongly Disagree	4	4%
Total		100	100%



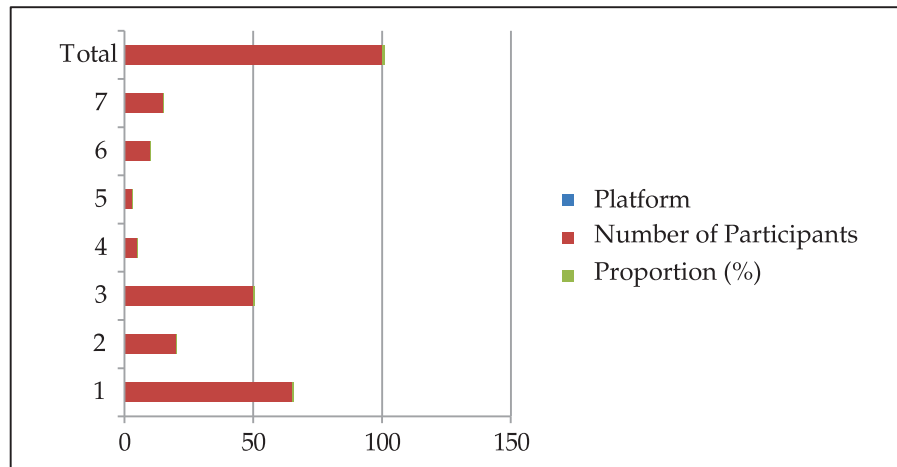
Interpretation:

- 18% strongly agree that feedback, reviews, and interactions shape brand perception.
- 32% agree, highlighting their significance.
- 40% remain neutral, indicating mixed views.
- 6% somewhat disagree, while 4% strongly disagree, seeing minimal impact.

Overall, most acknowledged the role of customer interactions, though some remain indifferent.

Social Media Platforms with the Greatest Influence on Customer Experience

S.No	Platform	Number of Participants	Percentage (%)
1	Instagram	65	65%
2	Facebook	20	20%
3	YouTube	50	50%
4	Twitter	5	5%
5	LinkedIn	3	3%
6	Pinterest	10	10%
7	Blog Articles	15	15%
Total		100	100%



Interpretation:

- 65% of respondents engage with their favorite brands through Instagram, making it the most popular platform.
- 50% use YouTube, highlighting the influence of video content.
- 20% interact via Facebook, showing its continued relevance.
- Twitter (5%) and LinkedIn (3%) have minimal engagement.
- Pinterest (10%) and Blog Articles (15%) play a smaller yet notable role in brand interaction

Overall, visual and interactive platforms like Instagram and YouTube dominate brand engagement.

Chi-Square Test

The Chi-Square test is a statistical tool used to examine the relationship between two categorical variables by comparing the actual (A) and predicted (P) frequencies. The formula used for calculation is:

$$\chi^2 = \sum \frac{(A-P)^2}{P}$$

Where:

- A = Observed frequency
- P = Expected frequency

The **Degrees of Freedom (D.F.)** is determined by: D.F.=(Rows-1)×(Columns-1)

A larger Chi-Square value indicates a stronger dependency between variables. This method is widely applied in market analysis, customer behavior assessment, and trend evaluation.

Association Between Age and Shopping Preferences (Online vs. Offline)

Observed Frequencies

Age Group	Online Shopping (O)	Offline Shopping (O)	Total
16–25	40	36	76
Above 35	5	19	24
Total	45	55	100

The expected frequencies we calculated are:

$$E = \frac{(\text{RowTotal}) \times (\text{ColumnTotal})}{\text{Grand Total}}$$

Age Group	Online Shopping (E)	Offline Shopping (E)	Total
16–25	34.2	41.8	76
Above 35	10.8	13.2	24
Total	45	55	100

Define Hypotheses

- **Null Hypothesis (H_0):** Age does not have a significant impact on shopping preferences (online or offline). Any differences are due to random variation.
- **Alternative Hypothesis (H_1):** Age significantly influences shopping preferences, meaning people of different age groups have distinct shopping habits.

Decision Criteria

- If the **p-value** < 0.05 , reject the null hypothesis, meaning age has a significant impact on shopping preference.
- If the **p-value** ≥ 0.05 , fail to reject the null hypothesis, indicating no strong evidence that age affects shopping preference.

Chi-Square Test Results

- **Calculated Chi-Square Value (χ^2) = 11.27**
- **Degrees of Freedom (df) = 1**

Interpretation

At a 5% significance level ($\alpha = 0.05$) and $df = 1$, the critical chi-square value from statistical tables is 3.84. Since $11.27 > 3.84$, the null hypothesis (H_0) is rejected.

This indicates that age has a statistically significant influence on whether individuals prefer shopping online or offline.

Relationship Between Shopping Preference (Online vs. Offline) and Frequency of Visiting a Favorite Brand's Social Media Profile in Building Brand Trust

We already have the **observed frequencies** and now calculated the **expected frequencies** for each cell.

	Weekly Once	Monthly Once	Increase Brand Trust	Whenever Necessary	Row Totals
Online Shopping	13	7	5	4	29
Offline Shopping	2	6	25	38	71
Column					
Totals	15	13	30	42	100

Step 1: The **expected frequencies** we calculated are:

Shopping Preference	Weekly Once	Monthly Once	Increase Brand Trust	Whenever Necessary
Online Shopping	4.35	3.77	8.7	12.18
Offline Shopping	10.65	9.23	21.3	29.82

Step 2: Chi-Square Formula

Now, apply the Chi-Square formula for each cell:

$$\chi^2 = \sum \frac{(A-P)^2}{P}$$

Calculations:

1. For Online Shopping - Weekly Once:

$$\chi_{11}^2 = \frac{(13-4.35)^2}{4.35} = \frac{(8.65)^2}{4.35} = 16.86$$

2. For Online Shopping - Monthly Once:

$$\chi_{12}^2 = \frac{(7-3.77)^2}{3.77} = \frac{(3.23)^2}{3.77} = 2.76$$

3. For Online Shopping - Increase Brand Trust:

$$\chi_{13}^2 = \frac{(5-8.7)^2}{8.7} = \frac{(-3.7)^2}{8.7} = 1.55$$

4. For Online Shopping - Whenever Necessary:

$$\chi_{14}^2 = \frac{(4-12.18)^2}{12.18} = \frac{(-8.18)^2}{12.18} = 5.59$$

5. For Offline Shopping - Weekly Once:

$$\chi_{21}^2 = \frac{(2-10.65)^2}{10.65} = \frac{(-8.65)^2}{10.65} = 6.87$$

6. For Offline Shopping - Monthly Once:

$$\chi_{22}^2 = \frac{(6-9.23)^2}{9.23} = \frac{(-3.23)^2}{9.23} = 1.11$$

7. For Offline Shopping - Increase Brand Trust:

$$\chi_{23}^2 = \frac{(25-21.3)^2}{21.3} = \frac{(3.7)^2}{21.3} = 0.63$$

8. For Offline Shopping - Whenever Necessary

$$\chi_{24}^2 = \frac{(38-29.82)^2}{29.82} = \frac{(8.18)^2}{29.82} = 2.36$$

Step 3: Total Chi-Square Statistic

Now, add all of these values together:

$$\chi^2 = 16.86 + 2.76 + 1.55 + 5.59 + 6.87 + 1.11 + 0.63 + 2.36 = 37.13$$

Step 4: Degrees of Freedom Calculation

The degrees of freedom (df) are determined using the formula:

$$D.F. = (Rows - 1) \times (Columns - 1) = (2 - 1) \times (4 - 1) = 1 \times 3 = 3$$

Step 5: P-Value Computation

Given a Chi-Square statistic of 37.13 and 3 degrees of freedom, the p-value is 0.0001, which is below the 0.05 threshold.

Interpretation

- **Null Hypothesis (H_0):** There is no significant relationship between shopping preference and the frequency of visiting a brand's social media profile.
- **Alternative Hypothesis (H_1):** A significant association exists between shopping preference and social media visit frequency.

Since the **p-value (0.0001) is lower than 0.05**, the **null hypothesis is rejected**, confirming that shopping preferences and social media engagement are statistically linked.

CONCLUSION

This research explores the influence of social media marketing on customer experience (CX) using primary data analysis. The results indicate that social media marketing significantly influences customer perceptions, interactions, and overall satisfaction. Key factors such as personalized content, interactive engagement, and brand responsiveness significantly contribute to positive CX. Additionally, customer feedback, online reviews, and social interactions influence brand perception, making it essential for businesses to actively monitor and respond to user-generated content.

The research also highlights the significance of strategic social media marketing in building stronger customer connections. Brands that leverage social media effectively can enhance customer trust, brand loyalty, and advocacy. However, challenges such as negative feedback, inconsistent engagement, and lack of personalization can hinder CX if not managed properly.

Based on these insights, businesses should adopt a customer-centric approach by leveraging data analytics, AI-driven personalization, and real-time engagement strategies. Implementing an integrated social media marketing framework that prioritizes responsiveness and meaningful interactions can lead to a more satisfying and engaging customer experience.

Future research could explore the direct impact of emerging social media trends, such as influencer marketing and AI-driven chatbots, on CX. Additionally, further studies using primary data and customer surveys could provide deeper insights into evolving consumer preferences in the digital age.

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