The impact of social media marketing on consumer behavior

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Abstract

Social media are used by billions of people around the world and can be defined as an online environment that allows people with common interests to interact by sharing thoughts, comments and ideas. Over the years, social media has proven to be a highly effective way of promoting products and services, as well as having positive effects on brand image and customer loyalty, giving rise to social media marketing. This concept can therefore be defined as a commercial marketing event using social media to influence consumer buying behavior.

Most studies on social media marketing refer to its benefits for businesses, and only from a commercial point of view. We therefore decided to respond to the pressing need to understand in depth how these social media marketing strategies affect consumer behavior on a psychological and behavioral level.

To do this, we used several theories and concepts, including the theories of social exchange and penetration, the concept of electronic word of mouth (eWOM), with a focus on social media marketing and consumer behavior based on existing scientific literature.

In addition, we questioned consumers directly through an on-line questionnaire and analyzed the data using descriptive statistics and inferential regression analysis. The results of the study show that social media marketing impacts consumer behavior in many ways, both positively and negatively. This certainly translates into purchases, but social media marketing also plays a role in their feelings, emotions and perceptions of companies, other consumers and themselves. The study recommends future research into the influence of social media on other disciplines other than consumer behavior.
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We are also grateful to the university administration for supporting us by making various resources available to us for the successful completion of this research.

Finally, we would like to thank each respondent to our questionnaire for taking the time to answer it and allowing us to contribute to understanding the impact of social media marketing on consumers.
1.0 Introduction

Social media has gained popularity among the youthful population and studies show that it is used by billions of people worldwide (Appel, Grewal, Hadi, & Stephen, 2020). They have been defined as an online environment that allows the interaction of people with common interests through sharing thoughts, comments, and ideas (Bilgin, 2018). Social media platforms offer unprecedented marketing opportunities for the underlying technologies and business models used by industries and small businesses. Indeed, using social media, as provided in various web-based platforms and mobile-based technology applications, attracts marketing actions by businesses as they can be used at any time due to its ease of accessibility (Dülek and Aydın, 2020).

Thus, social media marketing can therefore be defined as a business marketing event that adopts social media to influence consumer buying behavior (Chen & Lin, 2019), and according to Meliawati, Gerald and Aruman, 2023, any business that embraces and leverages social media marketing is rebuilding its competitive advantage, by strengthening brand identity, increasing awareness, partnering with influencers, and leveraging user-generated content for marketing purposes (Stillwell, 2024). The use of social media marketing also enables consumers to buy or consume better
quality products and services (Meliawati et al., 2023) and therefore forces companies to constantly renew themselves.

Several studies have highlighted the impact of social media marketing on consumers. Meliawati et al. (2023) noted that, for example, TikTok is a brand that provides information search and services tailored to customer needs from an algorithmic user understanding of consumer behavior. Schooley (2019), on the other hand, explained that social media platforms have integrated all the functions of Vine, Twitter, and Instagram by allowing its users to create short-form, music-focused videos and edits with lenses, filters, and augmented reality features, especially intuitive to the (young) population.

With the explanation of the uses and gratification theory, social media users are skeptical about seeking particular media and content for their specific needs (Buzeta, De Pelsmacker, & Dens, 2020). This user’s behavior informs businesses where to focus their marketing strategies. Also, the social penetration theory observes the profoundness of self-disclosure of social media users explaining that users seek privacy when creating relationships. Additionally, businesses are adopting social media to shift the traditional marketing paradigm. For instance, traditional media such as newspapers, billboards, radio, and magazines have proven costly to businesses to maintain against affordable online marketing (Saravanakumar & SuganthaLakshmi, 2012).
Modern technologies, such as social media, allow for the creation and issuing of content to prospective customers. Sometimes brands are the originators, but thanks to the concept of Electronic word of mouth 2.0 (eWOM 2.0), it is possible to realize that unsponsored consumers play a major role in promoting a product or service (Filieri et al., 2023; Liu et al., 2024).

Although there is debate about which social media platform offers the best social media marketing experience, based on consumer behavior and feedback, social media remains the current ubiquitous technology for the vast majority of the population. Therefore, this study focuses on examining the impact of social media on consumer behavior.

1.1 Statement of Problem

As we have seen in the introduction, the ubiquity of social media reaffirms its importance as a marketing tool in the modern age. In some recent studies, social media marketing is positively linked to consumer perception (Zulqurnain, Shabbir, Rauf, & Hussain, 2016), and also improves brand loyalty and image (Biglin, 2018). Furthermore, companies with in-depth social media marketing strategies achieve increased purchase intent (Dülek & Aydin, 2020). Therefore, most studies refer to the benefits of consumer social media marketing for companies from a business perspective only.
Yet, there is still a pressing need to understand in depth how these strategies affect consumers on a psychological and behavioral level.

The study will therefore examine the impact of social media marketing on consumer behavior, in the hope of finding new elements other than the traditional buying and consumption process.

1.2 Research question

i. What is the impact of social media marketing on consumer behavior?

1.3 Research Objective

To examine the impact of social media marketing on consumer behavior.

2.0 Literature Review

Arguably, social media marketing can have an impact on businesses and consumer behavior. Indeed, findings from various researchers indicate that social media marketing is crucial in determining and positively influencing consumers' perception of products (Meliawati et al., 2023) while affecting their brand image of and loyalty to companies (Biglin, 2018), all by manipulating their purchase intention (Meliawati et al., 2023). With the continued rise of social media marketing activities, companies are not letting
up in their efforts to adapt their strategies and processes to the needs of social media users in order to remain competitive.

Studies focusing on consumers, meanwhile, show that they are interested in brands that appeal to their preference and taste as they tend to know and develop feelings, and that they can sometimes feel overwhelmed by too much information (Sun 2024) on social media.

We will therefore develop the existing scientific literature on the subjects of social media marketing and consumer behavior in more detail in this section.

**Fig.1 Conceptual Model**

<table>
<thead>
<tr>
<th>Social media marketing</th>
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<tbody>
<tr>
<td>Advertisement</td>
</tr>
<tr>
<td>E-commerce</td>
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<tr>
<td>Brands</td>
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<tr>
<td>Purchases</td>
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<td>User-generated content</td>
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2.0.1 Social Media Marketing

According to Chen and Lin (2019), social media marketing is a commercial marketing event that adopts social media to influence consumers' purchase behavior. Social media marketing also is all about the creation of real
links with target markets online to the understanding of the target market on how a brand can solve consumer issues (Meliawati et al., 2023). Jacobson et al. (2020) defines social media marketing as utilizing social media technologies, channels and software in creating, communicating, delivering, and exchange offerings with value to organization’s stakeholders.

Nonetheless, both traditional and modern technological advancement is being used for marketing. Ideally, televisions, newspapers, radio and billboards still exist in modern world for marketing by many businesses but only for a few years since the ubiquity of social media applications has taken over. However, Savaranakumar and SuganthaLakshmi (2012) noted that big brands such as IBM, Dell and Burger King use social media for marketing. These findings demystify the over 100 different blogs by IBM and a dozen islands in virtual world especially X (formerly Twitter).

According to Adiyono et al. (2021), there have been a number of key trends in social media marketing over the last few years:

1) Online and offline: Attracting users to offline corporate events on social networks is becoming easier. Inversely, the public at an offline event can go on social networks and follow the brand's news. The event in itself provides an excellent opportunity for publishing information on social networks.
2) Situational Social Media Marketing: the most common is viral content linked to a news feed or an event that is being actively talked about on the internet. An interesting brand can instantly spread across social networks and attract the attention of millions of users.

3) Increase the value of engagement: Social Media Marketing has moved from being an additional promotional tool to becoming the primary tool. Brands are increasingly focusing on engaging their audience on social media, creating two-way communication and interactive activations with loyalty program.

Studies conducted on social media marketing have also shown a great influence to aspects such as consumer behaviors, purchase decisions, and brand loyalty and equity. For instance, a study on luxury brands of Chinese, French, Indian and Italian origin, including Burberry, Dior, Gucci, Hermès, and Louis Vuitton, revealed that they incorporated social media marketing aspects of entertainment, interaction, trend lines, customization and word of mouth (Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito, & Singh, 2016). The proliferation of social media has been instrumental in the creation of new brands with their powerful marketing tools. In India, a study found that Facebook was the most preferred social media platforms and YouTube being the most reliable (JagadeeshBabu, SaurabhSrivastava, & AditiPriya Singh, 2020). Also, the target market has shifted to Millennials and Gen Z show are tech-savvy and expressed strong perception of social media marketing as their
buying behavior are affected by the social media platforms. Moreover, there has been increased web traffic due to a significant rise on product orders and sales income due to social media campaigns on platforms such Facebook being the most effective (Dolega et al., 2021). It is imperative to note that the shift from traditional marketing to social media has revolutionized the marketing world as tastes and preferences keeps changing with new technologies.

### 2.0.2 Consumer Behavior

Recent literature shown that understanding consumer behaviors require critical analysis of their existing attitudes, beliefs and social interactions right from in-store to online experiences (Cummins, Peltier, Schibrowsky, & Nill, 2014). Significantly, the study highlighted consumer behavior aspects including, consumer cognition, user-generated content, online usage, cross cultural, online communities and networks and consumer internet search (Cummins et al., 2014). Among the focused aspects of consumer behavior is their digital culture where digital environment allows customers to have multiple beliefs due to the multiple online identities (Ziyadin, Doszhan, Borodin, Omarova, & Ilyas, 2019). However, consumers are interested in brands that appeals their preference and taste as they tend to know and develop feelings, they are also concerned with the premium price offered for a product or service, and chose to remain loyal to a brand that offers
the best services affecting their psychological function such as iPhone users remaining loyal to Apple products (Godey et al., 2016).

Furthermore, studies continue to explain the antecedents of the consumer behavior construct. According to Kumar, Bezwada, Rashia, Janaki Raman, and Kannan, (2016), customer behavior can be influenced by traditional marketing of television and email marketing. However, for firm generated content, tech-savvy and experienced consumers as they portray features including, valence, receptivity and susceptibility positively impacting consumer behavior (Kumar et al., 2016).

A study carried out by Sun (2024) on the feelings of social media consumers showed that their excessive use can cause information overload, which can be explained, according to him, by: "conflicts between individuals with limited information processing capabilities". In addition, the psychological empowerment of consumers is influenced by social support and the quality of information, leading to information avoidance behavior (Sun, 2024). Perceptual overload and social comparison have important effects on consumers' cognitive dissonance (Sun, 2024). The author explains that due to the huge popularity of social media, many people, regardless of their level of culture, are impacted by them, generating adverse emotions that affect their social lives and lifestyles.
To make the link with social media marketing, where companies flood the various platforms with advertising and sponsored content, it is interesting to see whether consumers react and develop negative behavior and emotions as a result of these posts, following the logic of consumers on social media described by Sun (2024).

Concepts such as customer experience provide an initial clue, by defining consumer behavior as being based on a multidimensional understanding of the customer's cognitive, emotional, behavioral, sensory and social responses to commercial products (Wibowo, Chen, Wiangin, Ma and Ruangkanjanases, 2020). It is this experience that will define how a consumer will behave, in terms of purchase certainly, but not only.

2.1 Theoretical Review

Theories are crucial in developing the hypothesis of study. Social exchange and social penetration theories have been adopted by this study discussed as follows.

2.1.1 The Social Exchange Theory

Developed by Homans (1958) and Blau (1964) in psychology, the social exchange theory (SET) is a reference to the extent of any form of exchange which tangible or intangible goods is exchanged between
individuals. The fundamental of this theory is that individuals indulge into and maintaining relationships with the expectation of obtaining a net positive value (Cortez & Johnston, 2020). In other words, social exchange theory has been premised to provide economic rewards such as money, social rewards such as emotional satisfaction are crucial in formulating the literature of the study. Also, the theory applies the cost-benefit framework by comparing alternatives in explaining social media user’s communication behavior between each other through the formation of relationships (Pan & Crotts, 2012).

However, being one of the influential theories, social exchange theory has been explained in various facets including an initiation by an actor toward the target, an attitudinal response from the target and resulting relationship (Ahmad, Nawaz, Ishaq, Khan, & Ashraf, 2023). In practice, SET has been applied in social media for ensuring the users engage in sharing their emotions, feelings and attitudes while strengthening their relationships. These relationships are built on trust, loyalty and commitment as upheld by the social exchange theory fundamental pillars (Ahmad et al., 2023).

SET's foundational premises ostensibly describe and configures adequate theoretical background development in business. Therefore, adopting this theory is crucial to comprehending consumer behavior.
2.1.2 Social Penetration Theory

Social penetration theory (SPT) provides a similar comparison with the social exchange theory through its explanation of how human exchange form relationships (Pan & Crotts, 2012). However, this theory agrees that human beings form close relationships through self-disclosure. Ideally, relationships in social media are formed from visible and superficial information that include, ethnicity, gender, and preferences of goods as feelings grows with strong beliefs and ambitions. However, according to Stillwell (2024), social penetration theory was developed by Irwin Altman Taylor and Dalmas Taylor in 1973 to explain the exchange of information functions within interpersonal relations. The basis of the theory is on the identification of relationships within different stages of formation or dissolution and viewing costs and rewards in informational exchange.

Comprehensively, the theory provides social media users with a social penetration sphere on their personality traits in lieu of promoting private aspects of their identities from superficial interactions Stillwell (2024). When applied on social media marketing, the theory has been influential in explaining the online environment on the specific topics of personal disclosure, connection and intimacy especially on platforms such as Facebook (Low, Bolong, Waheed, & Wirza, 2022; Pennington, 2021).
Therefore, social penetration theory should be viewed differently given its influence on the broader audience of access by social media users.

2.1.3 Electronic word of mouth (eWOM)

When talking about social media and consumers, the concept of word of mouth (and online reviews) often comes up. According to Di Virgilio et al. (2018), electronic word-of-mouth (eWOM) can be defined as the exchange of product or service reviews between individuals who meet, talk and send messages to each other in the virtual world. This concept is therefore linked to the theory of social exchange (SET). Di Virgilio et al. (2018) state that eWOM is a more influential knowledge sharing tool than traditional word-of-mouth, using social media as a support tool, due to its ubiquity, mobility and interactivity. Thus, these features allow social media users to engage and connect with each other more often and more tightly (Di Virgilio et al., 2018). The authors emphasize the main drivers of eWOM and their impact on consumer decision-making and attitudes towards brands and websites. It emerged that, thanks to digital social media, ad hoc virtual communities and blogs, eWOM delivers additional, highly personalized information linked to research on social media platforms. It then assesses the popularity and inclination for a specific brand, whether it is a product or a service.
Stephen (2016) explores that perceptions of online reviews and therefore their influence may depend on subtle language-based properties. For example, figurative language in online reviews affects positively consumers' hedonic attitudes and product choice. Explanatory language, i.e. when consumers explain their actions or reactions, impacts the perceived utility of reviews when used in online reviews.

When it comes to negative online WOM, the use of soothing language when giving negative opinions boosts the perceived credibility and sympathy of the reviewer (Stephen, 2016). Regarding neutral language, neutral online WOM (mixed positive and negative) reinforces the direct effects of positive and negative online WOM on purchases (Stephen, 2016). Affective language, which consists of aligning the linguistic style of reviews with that of the product group, enhances conversions; positive affect enhances them (at a decreasing rate) and negative affect decreases them (Stephen, 2016). It is very interesting to highlight the language of temporal contiguity in online reviews (i.e. reviews indicating that they have recently had the experience). Indeed, again according to Stephen (2016), temporal contiguity cues in language reduce consumer bias towards positive reviews (for example, devaluing positive opinions) and increase the value of the criticism.

A study conducted by Segesten et al. (2020) shows that when there is disagreement between the comments under a Facebook publication, this
encourages users to engage with social media in different ways. Indeed, disagreement in the comments increases the visual attention paid to the comments (Segesten et al., 2020) which leads users to stay longer on the publication but reduces the probability that they will share this content, which can be explained by psychological and social factors (Dutceac Segesten et al., 2020). Indeed, the presence of discordant opinions increases people's sense of psychological discomfort, so they seek to avoid conflict (Segesten et al., 2020). Furthermore, and again according to Segesten et al., 2020, sharing is a status-oriented behavior, and people share news to reinforce their social ties and express themselves in a positive way. Sharing messages accompanied by disagreement can therefore be perceived as detrimental to users' public image and their friendly online social relationships.

It is important to emphasize that nowadays we are talking about eWOM 2.0. This is reflected in the fact that eWOM is no longer limited to online review sites, or to the virtual communities of brands (Liu et al., 2024), but on new platforms and in new forms (Liu et al., 2024). Indeed, the continuous development of technologies and evolutions in consumer trends have triggered the rise of new social media platforms with which we are all familiar today. These new media, based on video (e.g. TikTok or YouTube), photos (e.g. Instagram or Pinterest), multimedia mobile applications (e.g. Snapchat) and alternative approaches to content sharing, including ephemeral
sharing (e.g. Instagram Stories), or live broadcasting (Live TikTok, Facebook Live and others) have revolutionized eWOM (Liu et al., 2024). Moreover, it is interesting to note that according to Filieri et al. (2023), most of the videos created by users of video platforms such as YouTube or TikTok on fashion, lifestyle or beauty products are made by people who are not paid by companies to promote branded products. In other words, these videos are made by ordinary consumers who are simply sharing their opinions and/or experiences.

In conclusion, through eWOM (specifically eWOM 2.0) and in the process of selecting a product or service, consumers would be more inclined than ever to rely on social media to search for information about a potential product or service, view images or videos, and access other people's opinions in order to obtain a greater amount of information to make a better choice.

3.0 Methodology

A research methodology is a procedure or technique used to identify select, process and analyze information gathered as part of a survey. The methodology enables researcher to explore an ideal method while step by step advancing the study.
3.1 Research Design

A quantitative research design approach was considered in the examination of information collected. However, Ogula (2005) defines research design as a strategy, approach as well as framework for conducting an examination to find answers to specific research problem and manage heterogeneity. Therefore, the goal of the research design is to give a study a suitable structure.

3.2 Target Population

In order to see the impact of social media marketing on consumer behavior, the study felt that the best way to obtain data was to question them directly. As we have seen, billions of people worldwide use social media (Appel, Grewal, Hadi, & Stephen, 2020). This is why the study did not target any particular type of person or region. Beyond that, the study chose to exploit the richness that our group represents, coming from different countries and cultures. For this reason, questionnaires were distributed to friends and acquaintances around the world, all of whom are social media users. We chose to survey them for the accessibility and ease of contacting them to get them to respond to the questionnaire, which was a real advantage given the limited time we had to carry out this study. The other main advantage was that, by
sharing the questionnaire with our acquaintances, we could expect a high response rate and therefore material for data analysis.

This study therefore focuses on the 34 social media users from Bangladesh, France, Italy, Kenya, Lithuania, Nigeria, Sweden, Egypt, Germany, Sri Lanka, and Switzerland. Due to the relatively small number of participants, the study was a census.

3.3 Sources of Data Collection

3.3.1 The Choice of Questionnaire Method

Data collection entails acquiring and arranging organized data on particular factors. The three primary techniques for gathering data are questionnaires, interviews, and observation (Bless & Smith, 2000). Also, according to Marshall (2004), with thorough planning, questionnaires can generate high quality usable data while achieving good response levels. Marshall (2004) defines the questionnaire as a useful data collection instrument when the audience is clearly defined and identified. Therefore, this will be the consumers of the various social media. Taherdoost (2022) states that questionnaires can be administered in two different ways: self-administered surveys and interviewer surveys, which can be summarized in the following graph.
In order to choose the format in which we would conduct our questionnaire, we considered the following factors, suggested by Taherdoost (2022):

1. Properties of the target population: Face-to-face interviews are more appropriate for respondents with a low level of education, as they need explanations on certain questions. Our target population, on the other hand, consisting of people with access to higher education, is more likely to be people who can easily respond to online surveys.

2. Costs: Face-to-face interviews are the most expensive method, and we have no budget allocated to this study.
3. Time: We only have a few weeks to complete our survey. According to Taherdoost (2022), the method that saves the most time is the online survey.

Considering the various elements set out at the beginning of this methodology section, the study choice was therefore to draw up a questionnaire that self-administered online, using a web link that we shared with our personal and professional contacts via various channels (WhatsApp, SMS, social networks, etc.). As mentioned earlier, the researchers were informed by the choice of the target groups due to their acquaintances, which made it easier to get in touch and thus to share and increase the response rate to the questionnaire. These target groups were drawn from Bangladesh, France, Italy, Kenya, Lithuania, Nigeria, Sweden, Egypt, Germany, Sri Lanka, and Switzerland countries that researchers were understood better in social media uptake. Fundamentally, this was a random sampling from the target countries. See Fig. 2 Types of the Questionnaire/Surveys, page 9. Taherdoost, H. (2022). P. 23

It is still important that the majority of respondents know what is being asked of them (Marshall, 2004), and have a common base of knowledge before answering the questionnaire. This is why we decided to create an introduction and context page for the questionnaire, explaining who we are, the subject of our study, the definition of the concept of social media marketing, and why we
created this questionnaire. In addition, we took care to use simple vocabulary in the questions (Saunders et al., 2019), and we occasionally clarified some of them with examples, which improves the validity of the questionnaire (Saunders et al., 2019).

3.3.2 The Different Types of Questions Used

As mentioned above, the aim of this questionnaire was to measure the impact of social media marketing on consumers, by focusing on their behavior. To achieve this, the study developed several types of questions, comprising a combination of questions, including:

- **Open questions**: Open-ended questions, sometimes called free-response questions, allow respondents to give their own answers, using their own words (Saunders et al., 2019; Taherdoost, 2022).

- **Closed questions**: Closed questions, sometimes called forced-choice questions, provide at least two alternative answers from which the respondent is asked to choose, ranging from checklists to multiple choice and rating scales (Saunders et al., 2019; Taherdoost, 2022).

- **Closed-ended questions are generally quicker and easier to answer** (Saunders et al., 2019; Taherdoost, 2022), as they require minimal
writing. This is therefore the type of question we preferred in our questionnaire.

- List questions: List questions offer the respondent a list of answers from which they can choose one or more. These questions are useful when you want to ensure that the respondent has considered all possible answers. (Saunders et al., 2019). This is what we used in particular for the question "Which social media platforms do you use most?"

- Rating Type of Questions: which allow responses and data to be collected based on opinion. There are many of these, but one of the most popular is the Likert scale, where respondents choose an option from a list, indicating their degree of agreement or disagreement with a statement (Marshall, 2004; Saunders et al., 2019; Taherdoost, 2022;). However, Saunders et al. (2019) encourage us to extend this form of evaluation question further to record 'finer shades of opinion'. This is what we have done, by integrating new types of evaluation questions such as frequency, influence, obligation, importance or authenticity. They will be combined with the principle of ranking questions, which is an excellent method for asking responses to add a value, from the lowest to the highest, to variables that offer the possibility of a judgement based on quantity. (Taherdoost, 2022; Marshall, 2004).
The questionnaire was constructed on the variable basis selected from the literature review. Also, there were two sections on the questionnaire with Section A representing demographic information and Section B the study variables.

### 3.4 Methods of Analysis

Data analysis was conducted using descriptive research of frequencies. This strategy was more suited for the study since it enabled in-depth, thorough analyses of dynamic circumstances. Also, inferential statistics including correlation and regression was used as data analysis methods for interpretive data collected. SPSS was used as the analysis instrument. The empirical study was presented in the form of tables and various graphs, in particular bar charts and pie charts.

The study opted for graphs and tables rather than just text because not only were they making the presentation of our results much clearer, but they were also making it easier for the reader to understand the data used and draw clear and correct conclusions (Kastellec, 2007). In this way, the study had the best chance of reporting its results successfully (Kastellec, 2007).
4.0 Data Analysis and Results

This study collected primary data from questionnaires using Google Forms. The data obtained contains features of the respondents including gender, age, country of origin, current position, social media platforms used, time spent on social media and time confronted with advertisement on social media as the part of social media marketing activities. Furthermore, respondents’ feelings, purchase behavior, exploration of authenticity and transparency, self-perception and effects on mental health were analyzed using inferential statistics of regression. The study further recovered 34 completed questionnaires.

4.1 Characteristics of Respondents

There were as many as 24 (71%) female respondents while only 10 (29%) respondents represented the male gender. In addition, most respondents were of the age groups of 25 – 34 and 35 – 44 years both representing 76% while only 8 (24%) being of the age group 18-24 years with none being under 18 or more than 55 years.

On the other hand, most respondents were from Nigeria with 24%, Sweden 21%, France 15%, Egypt 9%, Lithuania 6%, while only 3% for Italy.
Germany, Sri Lanka, Kristianstad, Syria, Bangladesh, Switzerland, and Kenya respectively, as shown in Figure 1.

![Country of origin](image)

**Figure 1. Country of origin.**

Furthermore, respondents consisted of students 9 (27%), employees 21 (62%), entrepreneurs 2 (6%), with no activity 3 (9%), job seeker 1 (3%) while no one had retired. These respondents had used social media with most opting for Instagram 20 (83%), YouTube 18 (75%), Facebook 17 (71%), LinkedIn 12 (50%), TikTok 10 (42%), Twitter 6 (25%), Pinterest 4 (17%), and WhatsApp being the least used social media platform illustrated in Figures 2 and 3.
What is your current position

34 responses

- Student: 9 (26.5%)
- Employee: 21 (61.8%)
- Entrepreneur: 2 (5.9%)
- Retired: 0 (0%)
- No activity: 3 (8.8%)
- Job seeker: 1 (2.9%)

**Figure 2. Respondents of current position.**

Which social media platforms do you use most? (Check all that apply)

24 responses

- Facebook: 17 (70.8%)
- Instagram: 20 (83.3%)
- Twitter: 6 (25%)
- LinkedIn: 12 (50%)
- TikTok: 10 (41.7%)
- Pinterest: 4 (16.7%)
- YouTube: 18 (75%)
- WhatsApp: 1 (4.2%)

**Figure 3. Preferred social media platform.**
Ostensibly in Figure 4, respondents provided critically being active and most spending more than 4 hours on social media per day 15 (44%), others being on social media for 2 to 4 hours per day and 7 (21%) being spending one to two hours per day. Moreover, most respondents were confronted with advertisements on social media 3 to 10 times per day 18 (53%), others with more than 10 times a day 14 (41%), while others once or twice a day 2 (6%) and only one rarely or never confronted advertisements on social media illustrated in Figures 4 and 5.

Figure 4. Time spend on social media per day by respondents.
4.2 Effects of Social Media on Consumer Feelings

The study findings intensively revealed that respondents sometimes 16 (47%) experienced positive emotions of excitement, happiness and inspiration, 9 (27%) rarely experienced, 8 (24%) often experienced while only 1 (3%) never experienced with no respondents with frequent experiences illustrated in Figure 6.
On the other hand, responses from the participants showed that they sometimes 20 (59%) experienced negative emotions such as frustration, sadness and self-questioning, others rarely 7 (21%), few often 4 (12%) while 3 (9%) frequently experienced the emotions with none never experiencing.

**Figure 6. Respondent’s experience of positive emotions interacting with social media.**
How often do you experience negative emotions (such as frustration, sadness, self-questioning) as a result of engaging with social media marketing content?

34 responses

![Bar chart showing responses to the question](image)

**Figure 7.** Respondent's experiencing negative emotions interacting with social media.

For brands evoking emotional responses through social media, most respondents agreed 21 (62%), others said maybe 10 (29%), while only 3 (9%) said no as indicated in **Figure 8**. Furthermore, results show that 25 (74%) unfollowed or stopped engaging with brand on social media because of failure to evoke any emotional response with only 9 (26%) saying no.
Subtly, study findings revealed examples of brands that consistently excelled in the creation of emotional engagement through social media presence including, Mercedes Benz using different advertisement and provision of special offers, Apple Inc. being simple and for community, GlowID engaging customers with enticing events and ads, CAIA, Amazon, Intermarché that speak to everyone using storytelling, Oatly addressing why plant-based milk is better than cow milk in smart ways, Galaxus that provide funny videos, Burger King, Durex, Samsung, Foodora, Milia Matcha connecting with the audience, and Nike.

Figure 8. Response on brand evoking emotional responses on social media.
4.3 Effects of Social Media on Purchases

Respondents were asked whether advertisements on social media enabled them discover new products and services which 28 (82%) accepted with only 6 (18%) denying as shown in Figure 9. In cognition of brands, respondents accepted 30 (88%) that advertisements on social media helped them discover brands and companies while only 4 (12%) denied. (See Figure 10).

Figure 9. Advertisements on social media helping discovering new products and services.
Additionally, results show that promotions or special discounts offered on social media are influential on respondents purchasing decisions with majority 20 (59%) are agreement, 11 (35%) were skeptical while 3 (6%) declined.

*Figure 10. Advertisements on social media helping to discover new brands and companies.*
How much do promotions or special discounts offered on social media influence your purchasing decisions?

The study revealed that 19 out of the 34 (55%) respondents rated their feeling of obligation to buy a product or service as between 1 and 3 out of 10 because of an advertisement on social media.

Respondents also revealed that 10 (29%) strongly agreed, 8 (24%) agreed, 8 (23%) were neutral, 7 (20%) disagreed, while 1 (3%) strongly disagreed that reviews and recommendations from other users on social media influence purchasing decisions, as we can see in Figure 12.
Moreover, they showed that they very often 10 (29%) look at comments under company publications on social media to find out the reaction and point of view of other users, 8 (24%) all the time, 7 (21%) often, 8 (24%) not very often, and 1 (3%) never.
Do you look at the comments under company publications (Instagram posts and reels, TikTok, Facebook or Twitter publications, etc.) to find out the reaction and point of view of other users?

34 responses

![Bar chart showing the frequency of respondents looking at comments under publications]

Figure 13. Respondents looking at comments under publications to find out reactions and point of view of users.

Also, respondents instinctively showed that influencer marketing is a type of social media marketing that does not have influence 18 (53%), while 16 (46%) have more confidence in a brand used and less confident in a brand used respectively while only 1 (1%) depends on the category and influencers niche.
4.4 Exploration of Authenticity and Transparency

The study was optimistic in finding the authenticity of company’s communication on social media which respondents accepted they are authentic 13 (38%) with only 2 (5%) denying indicated in Figure 14.

Figure 14. Authenticity of companies in communication on social media.

Also, respondents revealed as part of their reaction on seeing content of the same brand in different social media platforms many times a day, with majority being annoyed 17 (50%), 9 (27%) feeling intrigued, 5 (15%) finding them suspicious and not being affected at same time while only 3 (9%) agreeing that it makes them even more interested in the product.
Figure 15. Reaction of respondents on seeing content from the same brand many times a day.

On the other hand, the results of the study showed that 53% of respondents said that their trust in user-generated content shared by companies on social media, more than their own promotional content, depended on the company in question, with 24% accepting it while 23% rejecting it. In addition, 24 respondents (71%) agreed to stop following or engaging with a company on social media due to a perceived lack of authenticity or transparency.
Do you trust user-generated content (e.g., reviews, testimonials) shared by companies on social media more than their promotional content?

34 responses

![Pie chart showing trust on user-generated content]

Figure 16. Respondent’s trust on user-generated content by companies on social media more than promotional content.

4.5 Social Media Impact on Self-perception and Persuasion Mechanisms

Respondents survey on whether they ever changed their self-perception through marketing content on social media revealed an acceptance rate of 53% (18) with 16 (47%) respondents denying illustrated in Figure 17. On behavior or appearance change, 19 (56%) accepted to have changed due to marketing content seen on social media as shown in Figure 18.
Figure 17. Respondents change of self-perception through the influence of marketing content on social media.

Figure 18. Respondents change of behavior or appearance due to marketing content on social media.
Given the persuasion mechanisms of social media, results showed that respondents 29 (85%) found video content to be the most convincing, 15 (44%) image-based, 12 (35%) behind-the-scenes, 7 (21%) live streaming, 6 (18%) influencer collaborations, and 5 (15%) text-based.

Also, most respondents 18 (53%) accepted that they were surprised how a social media advertisement influenced them without their awareness while only 16 (47%) denied as indicated in Figure 19 below.

Figure 19. Responses on the influence of social media ads on respondents unaware.
4.6 Effects of social media marketing on mental health

Half (50%) of the respondents in this study say they have experienced feeling inadequate or having low self-esteem after comparing themselves to images or lifestyles presented in social media marketing content.

The vast majority of respondents (28 out of 34) believe that social media marketing contributes to unrealistic beauty or lifestyle standards, which impact their mental health as we can see on the Figure 20 below.

---

**Figure 20. The contribution of social media marketing to unrealistic beauty or lifestyle standards.**
Of the 34 respondents, 22 (64.7%) have felt overexposed or pressured by social media marketing ads.

![Bar chart showing responses to the question: Have you ever felt pressured and/or overexposed to marketing ads on social media?]

34 responses

Yes 22 (64.7%)
No 12 (35.3%)

*Figure 21. Consumers’ perception of pressure and/or overexposure to marketing advertising.*

Overall (73.5%) they agreed that social media marketing campaigns should include content or messages promoting mental health and well-being. Finally, over 3/4 of respondents said they had taken steps to limit their exposure to marketing content on social media (such as stopping following a particular brand or influencer, or using ad blockers on different social media).
Have you ever taken steps to limit your exposure to social media marketing content (e.g., unfollowing brands, stop following certain content creators who do too much product placement, use ad blockers for Facebook or YouTube...)?

34 responses

Figure 22. Steps taken by respondents to limit exposure to social media marketing content.

4.7 Regression Analysis

A regression analysis was conducted between social marketing activities (purchases, time spend on social media) and consumer behavior including (feelings, authenticity and transparency, self-perception, and mental health) as the dependent variable.

4.7.1 Goodness of Fit

To measure the fitness of regression line, R square being the coefficient of determination is used. This coefficient is integral in measuring the
percentage of the total variation of the dependent variable (Meliawati et al., 2023).

Table 1 shows a 48 percent R-square of social media marketing thus a change in consumer behavior of businesses while 52 percent is accounted for by factors not included in the model.

<table>
<thead>
<tr>
<th>Model</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Change Statistics</th>
<th>Durbin-Watson</th>
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<td>.689 *</td>
<td>.475</td>
<td>.459</td>
<td>.28920</td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Social media marketing
b. Dependent Variable: Consumer behavior

Source: Research data

**4.7.2 Coefficients**

From the data analysis, social media marketing affects consumer behavior. This finding showcased by the t-value of 5.381 and p-value of .000 signified that social media marketing has a positive impact on consumer behavior as illustrated in Table 2. The dependent variable is a combination of the mental health effects of respondents from the use of social media and self-perception. VIF shows that values above 10 indicate multicollinearity.
Therefore, social medial marketing activities have a VIF and tolerance values below 10 showing absence of multicollinearity.

Table 2. Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>(Constant)</td>
<td>1.118</td>
<td>.205</td>
<td>5.464</td>
<td>.000</td>
<td>1.000</td>
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<td>.321</td>
<td>.060</td>
<td>.689</td>
<td>5.381</td>
<td>.000</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Consumer behavior

Source: Research data

4.8 Reliability and Validity Test

Findings from the already processed data shows that validity from the items in the questionnaire on the impacts of social media marketing on consumer behavior. The validity is visible from the t-table that is 1.96 at the 5% significance level. For the reliability test, Table 3 indicates a Cronbach’s Alpha of .699 for the 6 items tested. According to Kothari and Garg (2014) stated that a figure above 0.7 was acceptable since it shows high reliability.

Table 3. Reliability test

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.699</td>
<td>6</td>
</tr>
</tbody>
</table>

Source: Research data

50 (88)
5.0 Discussion

The research findings and regression analysis indicate that social media marketing can have both a positive and negative impact on consumer behavior. Regarding the characteristics of consumers in our study, women outnumbered men (similar to the study by Bilgin, 2018), and most consumers were young, with the majority belonging to the 26-35 age group. Furthermore, the results of the study showed that, similar to the results found by Bilgin (2018), the most used social media platform was Instagram, with the highest rate, but with a difference in time usage where most consumers in this study used their platforms for more than 4 hours a day.

Meliawati et al. (2023) found that social media marketing positively affects purchase intention, just as the present study noted that some consumers admit that social media ads lead them to purchase products and/or services. Kumar et al. (2016) also found this through the user of company-generated content. According to our study, this can be explained in particular by the fact that social media allow them to frequently discover new products, new services, new brands and new companies. Similarly, and again according to the results of our study, in the context of marketing advertising, the promotions and special discounts offered on social media platforms influence consumers' purchasing decisions, which is in line with the study by Dolega (2021), which
states that promotions and advertising increase companies' web traffic and product order revenue and therefore, ultimately, sales.

The social penetration theory by Irwin Altman Taylor and Dalmas Taylor in 1973 has been amplified by this study findings where users were skeptical of their positive feelings when interacting with social media. Part of the assumptions of the theory was that social media allows human beings to bond through self-disclosure which the study findings showed undecided emotions but pointing to sometimes having both positive and negative emotions towards social media marketing content (Pan and Crotts, 2012). However, the introduction of brands led to the evocation of emotional responses validating the theory. On the other hand, the social exchange theory Homans (1958) and Blau (1964) presets were exemplified by the consumers acceptance to making memories on social media through brands evoking their emotional response. Furthermore, this study shows that consumers have become attached to brands on social media, sometimes to the point of unsubscribing due to the inability of brands to evoke emotional responses.

Through this study, new conclusions were drawn about electronic word of mouth 2.0 (eWOM 2.0). This concept, which is linked to the theory of social exchange (SET), was very much appreciated by the respondents to our questionnaire. In particular, they placed greater trust in the reviews and recommendations of other social media users, influencing their decision to buy
a product and/or service. In addition, the majority of respondents said that they very often or all the time looked at the comments below companies' marketing publications, which is in line with the study carried out by Segesten et al. (2020). We find it interesting that these positive behaviors are the result of people doing non-sponsored online reviews.

In fact, although this is a form of word of mouth and a social media marketing strategy, online reviews carried out by influencers in collaboration with a brand (influencer marketing) are badly perceived by the respondents in our study, leading them on the contrary to lower their confidence in the brand in question or to state that it does not influence them. In addition, and again according to the results of our study, social media users do not trust unsponsored consumer reviews that have subsequently been shared by brands any more than they trust brand-sourced promotional content. Companies therefore need to be cautious about combining eWOM and social media marketing, as consumers are, according to our research, not receptive to it.

The study noted that consumers attach importance to companies and the marketing content they see on social media evoking emotions in them. Consumers were unanimous that brands that evoke emotional responses are more likely to be remembered, and proved this by giving various examples of companies that they believe consistently excel at creating emotional
engagement through their social media presence. For example, Mercedes Benz uses different types of advertising to offer special deals. And Apple Inc. uses simplicity and community to improve emotional engagement. The study also revealed that consumers proved that Burger King responds better to consumer feedback on social networks. According to Saravanakumar and Sugantha-Lakshmi (2021), brand image is critical, which has led companies to implement marketing strategies aimed at protecting this image by responding quickly to comments on social media platforms.

In addition, the study found that majority of respondents of the questionnaire had already felt under pressure and/or overexposed to marketing advertising on social media. Over 80% believe that social media marketing content contributes to unrealistic beauty or lifestyle standards which can have a negative impact on their mental health by comparing themselves to this type of content, leading to low self-esteem or feelings of inadequacy. As a result, more than three-quarters of respondents said they had taken steps to limit their exposure to this type of content. In addition, the majority of respondents said they were annoyed when confronted with marketing content from the same brand several times a day, on different platforms. These results make it possible to clarify Sun's study (2024), that focuses on the perceptual overload and social comparison of social media consumers, having significant effects on consumers' cognitive dissonance.
6.0 Conclusion

Social media marketing has proved essential in influencing consumer behavior. Based on the theoretical findings of the study, social media users expressed mixed feelings when interacting with platforms and marketing content, which is part of building relationships. In addition, electronic word-of-mouth, as part of changing consumer behavior through social media, was positively valued. In addition, social media users provide crucial information to companies and brands by examining and verifying reactions to comments that express their emotions about marketing content. Our research has also shown that consumers have already felt pressured and/or overexposed to social media marketing, and have therefore taken steps to limit their exposure to this type of content.

As a result, social media marketing impacts consumer behavior in many ways, both positively and negatively. This certainly translates into purchases, but social media marketing also plays a role in their feelings, emotions and perceptions of companies, other consumers and themselves.

Future research can use the findings of this to understand the influence of social media on other disciplines other than consumer behavior. This study has proven that social media marketing has both negative and positive impacts on consumer behavior. Perhaps focusing on the performance and sustainability
of brands can be very crucial to future researchers. However, this study was limited on the generalization on the concept to all users perhaps with focus on a specific demography will improve effectiveness of the results. Also, improving the number of items for the reliability testing will prove validity and effectiveness of the results.
References


Appendix I: Questionnaire

About you

Gender
34 responses

- Male: 10 (29.4%)
- Female: 24 (70.6%)

How old are you?
34 responses

- Under 18: 0 (0%)
- 18 - 24: 8 (23.5%)
- 25 - 34: 13 (38.2%)
- 35 - 44: 13 (38.2%)
- 55 and more: 0 (0%)
Where are you from? (Country)
34 responses

What is your current position
34 responses

Student 9 (26.5%)
Employee 21 (61.8%)
Entrepreneur 2 (5.9%)
Retired 0 (0%)
No activity 3 (8.8%)
Job seeker 1 (2.9%)
Which social media platforms do you use most? (Check all that apply)

24 responses

- Facebook: 17 (70.8%)
- Instagram: 20 (83.3%)
- Twitter: 6 (25%)
- LinkedIn: 12 (50%)
- TikTok: 10 (41.7%)
- Pinterest: 4 (16.7%)
- YouTube: 18 (75%)
- WhatsApp: 1 (4.2%)

How much time do you think you spend on social media per day (including evenings)?

34 responses

- Less than an hour per day: 0 (0%)
- 1 to 2 hours per day: 7 (20.6%)
- 2 to 4 hours per day: 12 (35.3%)
- More than 4 hours per day: 15 (44.1%)
- I am not active on social media: 0 (0%)
How many times a day do you think you are confronted with advertising on social media?

34 responses

- Rarely or never: 1 (2.9%)
- Once or twice a day: 2 (5.9%)
- 3 to 10 times a day: 18 (52.9%)
- More than 10 times a day: 14 (41.2%)
Question about your feelings

How often do you experience positive emotions (such as excitement, happiness, or inspiration) when interacting with brands on social media?

34 responses

- Frequently: 0 (0%)
- Often: 8 (23.5%)
- Sometimes: 16 (47.1%)
- Rarely: 9 (26.5%)
- Never: 1 (2.9%)
How often do you experience negative emotions (such as frustration, sadness, self-questioning) as a result of engaging with social media marketing content?

34 responses

- Frequently: 3 (8.8%)
- Often: 4 (11.8%)
- Sometimes: 20 (58.8%)
- Rarely: 7 (20.6%)
- Never: 0 (0%)

How important is it for you that brands evoke emotional responses through their social media content?

34 responses

- Score 1: 1 (2.9%)
- Score 2: 2 (5.9%)
- Score 3: 3 (8.8%)
- Score 4: 4 (11.8%)
- Score 5: 4 (11.8%)
- Score 6: 4 (11.8%)
- Score 7: 8 (23.5%)
- Score 8: 4 (11.8%)
- Score 9: 2 (5.9%)
- Score 10: 3 (8.8%)
Do you believe that brands that evoke emotional responses through their social media content are more memorable than those that do not?

34 responses

No 3 (8.8%)
Maybe 10 (29.4%)
Yes 21 (61.8%)

Have you ever unfollowed or stopped engaging with a brand on social media because its content failed to evoke any emotional response from you?

34 responses

Yes 25 (73.5%)
No 9 (26.5%)
Do you think brands should prioritise creating emotional connections with consumers on social media over other marketing objectives?

34 responses

- Yes: 10 (29.4%)
- No: 4 (11.8%)
- It depends: 20 (58.8%)
Can you provide an example of a brand that consistently excels in creating emotional engagement through its social media presence? What do they do differently?

17 responses

Merceds Benz, They use different ways of advert and provide special offers.

Apple. Simplicity & Community

GlowID. They always try to engage there costumer with fun happenings and cute advertisment

CAIA

Amazon

Intermarché, speak to everyone, include storytelling

Oatly. They adress why plant based milk is better than cow milk in various smart ways

I would say Galaxus. That's a Swiss online store similar to Amazon. They provide funny videos, bc on first glance it is not clear that it's Galaxus. First it seems like another brand (i.e. a parfume spot with men on horses), but during the spot sth terrible goes wrong (riders complain about uncomfortable saddle, backpain.. In the end you see the slogan and the logo of the store.). The viewer is surprise bc first he was tricked, which create laughter.

Staying updated with current trends and memes and incorporating them in their strategy, particularly creating fun engaging content

Burger king because they are fun
Burger King is really good at advertising and responding to comments on social networks.

Lancôme (perfume idole). They take celebrities in their advertising

Durex. They create content that shows the importance of using their products by showing the extremely negative consequences of not using their products

Samsung

Foodora

Milia Matcha
They created a connexion with their audience and made them participate to the development of the brand

Nike

Questions about purchases

Do advertisements on social media helped you discover frequently new products or services?

34 responses

Yes 28 (82.4%)
No 6 (17.6%)
Do advertisements on social media help you discover new brands or companies?

34 responses

Yes: 30 (88.2%)
No: 4 (11.8%)

How much do promotions or special discounts offered on social media influence your purchasing decisions?

34 responses

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<th>Value</th>
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<tr>
<td>10</td>
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</table>
To what extent do advertisements on social media make you feel obligated to purchase products or services?

34 responses

How much do reviews and recommendations from other users on social media influence your purchasing decisions?

34 responses
Do you look at the comments under company publications (Instagram posts and reels, TikTok, Facebook or Twitter publications, etc.) to find out the reaction and point of view of other users?

34 responses

- All the time: 8 (23.5%)
- Very often: 10 (29.4%)
- Often: 7 (20.6%)
- Not very often: 8 (23.5%)
- Never: 1 (2.9%)
Influencer marketing (a brand collaborates with an influencer to promote a product or service) is a type of social media marketing.

Instinctively, do you:

34 responses

- Have more confidence in a brand that uses it: 8 (23.5%)
- Less confident in a brand that uses it: 8 (23.5%)
- It doesn't influence you: 18 (52.9%)
- Depends on the category and the influencer's niche or speciality: 1 (2.9%)
Exploration of authenticity and transparency

How authentic do you think companies are in their communications on social media?

34 responses

How do you react when you see content from the same brand many times a day, on several different social media?

34 responses

- It annoys me: 17 (50%)
- I find it suspicious: 9 (26.5%)
- It intrigues me: 9 (26.5%)
- It makes me even more interested in the product: 3 (8.8%)
- It doesn’t affect me: 6 (17.6%)
Do you trust user-generated content (e.g., reviews, testimonials) shared by companies on social media more than their promotional content?

34 responses

Have you ever unfollowed or stopped engaging with a company on social media due to perceived lack of authenticity or transparency?

34 responses
How could brands improve their transparency in their social media marketing campaigns to inspire more trust in you?

13 responses

<table>
<thead>
<tr>
<th>Engage, monitor, and refine their presence on social media. Embrace and respond to online reviews. Create customer survey.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public online Product-testing</td>
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<tr>
<td>M Perhaps more &quot;behind the scene&quot;-content</td>
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<tr>
<td>Respond to allegations and be true to their values overtime</td>
</tr>
<tr>
<td>Idk</td>
</tr>
<tr>
<td>Don't force people to view it because some adverts on social media can't be skipped</td>
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<tr>
<td>Staying true to there words and avoid negative reviews</td>
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<tr>
<td>By putting short videos of their production process</td>
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<tr>
<td>When they respond promptly to inquiries, comments and concerns to demonstrate their commitment to transparency.</td>
</tr>
<tr>
<td>Open up to all comments</td>
</tr>
<tr>
<td>By showing the backstage of the brand</td>
</tr>
</tbody>
</table>
Evaluation of impact on self-perception

Have you ever changed your self-perception by being influenced by marketing content on social media?

34 responses

Yes: 18 (52.9%)
No: 16 (47.1%)

Have you ever changed your behavior or appearance because of marketing content you have seen on social media?

34 responses

Yes: 19 (55.9%)
No: 15 (44.1%)
Analysis of persuasion mechanisms

What types of social media marketing content do you find most convincing?

34 responses

- Text-based posts: 5 (14.7%)
- Image-based content: 15 (44.1%)
- Video content: 29 (85.3%)
- Influencer collaborations: 6 (17.6%)
- Behind-the-scenes content: 12 (35.3%)
- Live streaming: 7 (20.6%)

Have you ever been surprised by how a social media advertisement influenced you without you being aware of it?

34 responses

- Yes: 18 (52.9%)
- No: 16 (47.1%)
Study of effects on mental health

Have you ever experienced feelings of inadequacy or low self-esteem after comparing yourself to images or lifestyles portrayed in social media marketing content?

34 responses

<p>| | |</p>
<table>
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<th></th>
<th></th>
</tr>
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<tbody>
<tr>
<td>Yes</td>
<td>17 (50%)</td>
</tr>
<tr>
<td>No</td>
<td>17 (50%)</td>
</tr>
</tbody>
</table>
Do you believe that social media marketing content contributes to unrealistic beauty or lifestyle standards that can negatively impact mental health?

34 responses

![Bar chart showing 28 (82.4%) responses for Yes and 6 (17.6%) for No.]

Have you ever felt pressured and/or overexposed to marketing ads on social media?

34 responses

![Bar chart showing 22 (64.7%) responses for Yes and 12 (35.3%) for No.]

84 (88)
Do you find it difficult to switch off from social media platforms because of the constant exposure to marketing content, which in a way keeps you "up to date"?

34 responses

- Yes: 18 (52.9%)
- No: 16 (47.1%)
Have you ever felt like you were missing out on something or become envious after seeing marketing content on social media?

34 responses

Do you think that social media marketing campaigns should include content or messaging aimed at promoting mental health and well-being?

34 responses
Have you ever taken steps to limit your exposure to social media marketing content (e.g., unfollowing brands, stop following certain content creators who do too much product placement, use ad blockers for Facebook or YouTube...)?

34 responses

Can you explain why?

16 responses

- The ads are boring and not relevant so there is no point of advertising products to me that I will definitely avoid.

- I do not like to be annoyed

- I use and choose social media content pro-actively as a means to what I need to consume.

- It annoys me when constantly being exposed to adversitment from somone who i follow because of there personal content

- I study communications and marketing, I have to stay informed about the sector, in a good and in a bad way.
<table>
<thead>
<tr>
<th>88 (88)</th>
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</table>

To much product placement is annoying.

Content creators that do too much product placement tend to lose their self identity in the eyes of the audience and do not appear as authentic anymore, hence you lose trust in their reviews

I spend too much time on social medias

To avoid spending hours on social networks and money unnecessarily, and especially to avoid buying a product or service that you don't need but think you do

For my mental health

There are some advert that are outright scam. So I report them to the social media company

I find them time wasting

Annoying

Because I think it is a waste of time to watch an advertisement or content for a company or product that i do not think is compatible with my principles or ideas

It annoys me.

Because I wanted to limit my time on my phone so I stopped following some people to be less on social media