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**ANALYZING THE INFLUENCE OF SOCIAL MEDIA MARKETING
STRATEGIES ON BUSINESS GROWTH AND CONSUMER
ENGAGEMENT**

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Abstract

Digital technologies and online communications have reshaped marketing today. Social media marketing has become a business strategy tool that allows corporations to increase awareness about their brand, engage customers with better social interaction, and grow their organizations. This study examines the impact of social media marketing strategies on the growth of businesses and engagement of consumers. This paper reviews the impact of social media on businesses' customer relations, purchasing behaviour and market performance.

The study is descriptive and analytical in nature and is based on secondary data collected from journals, books, company reports, and digital marketing studies. The results show that the use of social media marketing tactics like content marketing, influencer marketing, customer engagement, and customized advertising has a positive impact on consumer engagement and business outcomes. The study also shows that businesses that apply interactive social media techniques have higher customer satisfaction, expanded markets and competitive advantage.

The paper concludes that social media marketing is an integral part of the business strategy in today's world. A customer-centric approach to digital marketing is more likely to lead to sustainable growth and long-term customer engagement for organizations that are taking an innovative approach.

Keywords: Social Media Marketing, Consumer Engagement, Business Growth, Digital Marketing, Brand Awareness, Customer Behaviour

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1. Introduction

The digital revolution has revolutionized how businesses communicate with consumers. Today, social networking sites like Facebook, Instagram, LinkedIn, YouTube, and X (Twitter) are popular advertising, customer communication and brand promotion tools. Social media marketing is a growing practice among businesses to establish relationships with consumers and enhance the visibility of the company.

Social media marketing means the use of digital platforms for promoting products, services, and the values of an organization, using interactive communication. Social media marketing gives companies the opportunity to connect with consumers in real time, unlike traditional marketing techniques. Consumers are actively looking for product information, customer reviews and brand experiences online prior to buying.

With the rise of smartphone technology, internet connection and digital technologies, social media marketing has become increasingly vital in every industry. Social media are being used by businesses to drive not just sales but customer loyalty and engagement as well. Social interactions like likes, comments, reviews, shares, and online conversations greatly impact a brand's reputation and customer confidence.

Apart from this, social media marketing can help organizations gain insights into customer preferences by analyzing data and feedback systems. Those companies who can effectively utilise the social media platforms can get an advantage in the business and can develop their customer relations.

This paper discusses the analysis of the impact of social media marketing strategies on business growth and consumer engagement. It also covers the significant advantages, strategies and hurdles linked to digital marketing practices.

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1.1 Objectives of the Study

The major objectives of the study are:

1. To examine the role of social media marketing in business growth.
2. To analyze the influence of social media marketing strategies on consumer engagement.
3. To identify major social media marketing strategies used by businesses.
4. To evaluate the impact of social media marketing on customer purchase behaviour.
5. To explore challenges associated with social media marketing practices.

1.2 Research Questions

RQ1. How does social media marketing contribute to business growth?

RQ2. What is the relationship between social media marketing and consumer engagement?

RQ3. Which social media marketing strategies are most effective for businesses?

RQ4. How does social media influence consumer purchasing behaviour?

RQ5. What challenges are associated with social media marketing?

2. Literature Review

There are several studies that have explored the effect of SMM on business performance and customer engagement.

Social media has been defined as Internet-based applications that enable user-generated content and online interaction by Kaplan and Haenlein (2010). They highlighted the importance of social media as a medium for effective communication between retailers and customers.

Mangold and Faulds (2009) asserted that the new approach to promotion has been revolutionized by social media, which has allowed organizations to communicate directly with customers.

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Kim and Ko (2012) found that social marketing activities have a positive effect on customer equity and purchase intention. Among the results they discovered is that entertainment, customization and interaction have a tremendous impact on consumer behaviour.

Tuten and Solomon (2017) explained that social media marketing improves brand visibility and customer engagement through interactive communication and content sharing.

Dwivedi et al. (2021) stated that businesses adopting digital marketing strategies gain competitive advantages and improve customer relationship management.

There are a number of literature sources about how social media marketing plays a significant role in involving consumers, business growth and brand loyalty. But having a good social media strategy relies on content quality, platform choice, customer engagement and digital innovation.

3. Research Methodology

3.1 Research Design

The present study is descriptive and analytical. It specializes in comprehending the effect of social media marketing practices on enterprise expansion and customer interaction.

3.2 Sources of Data

The study is based on secondary data collected from:

- Research journals
- Books and academic publications
- Company reports
- Digital marketing reports
- Online databases and websites

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3.3 Scope of the Study

The research revolves around the significance of social media marketing in the improvement of Business performance and Customer engagement in varied industries.

3.4 Limitations of the Study

- The study is largely based on secondary data.
- Consumer behaviour can differ between demographic groups.
- –Future marketing trends may be affected by the rapid changes in technology.

4. Social Media Marketing Strategies Used by Businesses

Businesses employ various social media marketing approaches to attract customers, build brand awareness and boost customer engagement. The most popular methods are:

- **Content Marketing:** Development of informative and engaging digital materials to capture consumers and reinforce brand recognition.
- **Influencer Marketing:** Engaging with influencers to boost customer trust and product visibility.
- **Video Marketing:** Increase of audience interaction through the use of reels, live streaming and short videos.
- **Customer Interaction:** Communication (Comments, Messages and feedback systems) to improve customer relationships.
- **Paid Advertising:** Customized ads depending on customer demographics, interests and online actions.

Table 1 shows the major social media marketing strategies that are used by organizations and how they affect organizational performance. Table 1 presents the major social media marketing strategies that are utilized by businesses and their effect on organizational performance.

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Table 1: Major Social Media Marketing Strategies and Business Impact

Strategy	Purpose	Business Impact
Content Marketing	Customer awareness	Higher engagement
Influencer Marketing	Brand trust	Increased visibility
Video Marketing	Visual communication	Better interaction
Paid Advertising	Targeted promotion	Increased sales
Customer Feedback	Relationship building	Customer loyalty

7. Impact of Social Media Marketing on Business Growth

Social media marketing is playing an important role in the expansion of the market and growth of the organizations. In the digital marketing platform, there are several benefits that businesses can gain, such as:

- Wider audience reach, boosting brand awareness.
- It is an economical way of promotion than the traditional methods of promotion.
- Showcase a better image of the company to prospective clients. • Enhance customer interactions, resulting in improved sales performance.
- Improve customer relationships, with constant online communication.
- Better competitive positions with innovative marketing strategies.

All of this is combined to achieve sustainable growth of businesses and better market positioning.

5. Impact of Social Media Marketing on Consumer Engagement

Consumer engagement is the relationship between the consumer and the brand, an emotional and behavioural relationship.

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Soc Med offers interactive communication, online communities, customized advertising and user-generated content, which boost customer engagement.

Consumers engage with businesses by commenting, rating and reviewing, liking, sharing and recommendations. Such interactions enhance customer satisfaction and customer loyalty.

The way one communicates, including using interactive and personalized means, has a huge impact on purchase intention and customer retention.

Table 2 shows a summary of the relationship between social media activities and consumer engagement outcomes.

Table 2: Influence of Social Media Marketing on Consumer Engagement

Consumer Engagement Factor	Impact
Likes and Shares	Brand visibility
Reviews and Comments	Customer trust
Online Communities	Brand loyalty
Personalized Ads	Purchase intention
Interactive Content	Customer retention

The conceptual framework of the study is shown in Figure 1, which depicts the linkage between social media marketing strategies, consumer engagement, and business growth. The conceptual framework of the study is displayed in Figure 1, where it shows the linkage of social media marketing strategies, consumer engagement, and the business growth.

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Figure 1: Conceptual Framework of the Study

6. Challenges of Social Media Marketing

Even though many companies have benefits, they encounter numerous problems while adopting successful social media marketing techniques. While there are many obstacles to keeping this going, the most prominent are:

- Heavy brand competition for consumer interest.
- Negative reviews and criticism on the Internet that impacts brand reputation.
- Concern regarding customers' privacy and security issues.
- Algorithms are continually changing, leading to decreased visibility of content.
- Lack of ability to measure return on investment (ROI) and campaign effectiveness.

These are some of the challenges that organizations need to be ready to address on an ongoing basis and continue to be digitally engaged.

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7. Findings and Discussion

The research findings show that social media marketing is an important factor in business development and consumer engagement.

The results show that companies that employ interactive and customer-centric social media tactics have higher levels of customer interaction and brand loyalty. Some of the best marketing strategies are content marketing, working with influencers, and video communication.

The study also shows that customers' purchase intention and customer retention are significantly affected by personalized advertisements and customers interaction with the business.

Innovative digital marketing strategies give companies a competitive edge and better customer relationships.

But companies need to always stay abreast of technological advancements, competition and customer preferences.

8. Suggestions and Recommendations

- 1) It is important for businesses to put their customers first in their social media strategies.
- 2) Organizations need to produce good and interesting content on digital platforms.
- 3) Businesses should leverage data analytics to get insights into customer preferences.
- 4) Businesses should enhance the systems for responding to customers and managing feedback.
- 5) It is recommended that organizations work with appropriate influencers to boost visibility of the brand.
- 6) Customer privacy should be protected and ethical digital marketing practices should be prioritized.
- 7) A business should regularly check on the metrics used in social media for their performance.

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9. Conclusion

Social media marketing is now becoming a highly effective strategic tool for businesses of today. Digital communication networks have revolutionized the way customers communicate, brands are promoted and organizations grow.

The study findings indicate that the use of social media marketing strategies affects the engagement, buying behavior, and performance of business. Companies that implement a successful content marketing, influencer marketing, interactive communication and personalized advertising have better customer relationships and performance in the market.

The engagement of consumers with social media continues to be a very important measure for the success of social media marketing campaigns. Customers will have confidence and loyalty in the company because of the positive interaction online, user-generated content and community participation.

While facing some obstacles like algorithm updates and privacy regulations, social media marketing offers great prospects for long-term business development.

In sum, companies that are implementing customer-focused and innovative digital marketing strategies are more likely to gain a long-term competitive edge in digital economy.

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