



**Impact of Social Media Marketing on Brand Engagement and Consumer Purchase  
Decisions: A Case Study of Tecno Mobile**

**By**

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**ABSTRACT**

*This research investigates how social media marketing influences consumer behaviors and brand engagement, with Tecno Mobile as the focus of the study. Social media has evolved into an essential and efficient platform for companies to engage with customers, increase brand recognition, and boost sales. This study investigates the impact of social media marketing on consumer behavior, customer satisfaction, and brand loyalty regarding Tecno smartphones. A quantitative research method was employed, using Taro Yamane's sampling technique to gather data from 220 participants. Of these, 60 participants were chosen at random from the students of Federal Polytechnic Ilaro and the inhabitants of Yewa South Local Government in Ogun State. The results show that social media marketing greatly boosts brand recognition, customer loyalty, and sales. The research additionally shows that engagement on social media, satisfaction from customers, and trust in the brand are crucial factors influencing consumer behavior and loyalty to Tecno Mobile. This study adds to the current understanding of consumer behavior and social media marketing. It offers important perspectives for companies, especially in the tech sector, on utilizing social media marketing tactics to boost sales, improve brand visibility, and foster enduring customer connections.*

**KEYWORDS: Social Networks, Product Identity, Brand Recognition, Social Media Promotion, Customer Loyalty, Customer Participation.**

## **INTRODUCTION**

The emergence of social media has transformed how companies promote their goods and services (Kaplan & Haenlein, 2010). Social media sites like Facebook, Twitter, Instagram, and LinkedIn have emerged as vital resources for companies to connect with their desired audience and enhance brand recognition (Sharma & Gounder, 2019). Social media marketing is now a vital component of contemporary marketing strategies, and its influence on consumer behavior has been substantial (Ainin, Parveen, Goyal & Alzahrani, 2020). Research indicates that social media marketing can affect consumer perceptions, attitudes, and buying choices (Kim & Lee, 2019). The utilization of social media for marketing has surged dramatically in the last ten years, with businesses allocating significant resources to social media advertising (Hootsuite, 2020). Social media platforms have become increasingly sophisticated, offering companies different tools and features to connect and engage with their audience (Facebook, 2020). While social media marketing is growing more important, further studies are required to comprehend its impact on consumer behavior (Sharma & Gounder, 2019). Studies have shown that social media marketing can impact consumer behavior positively and negatively, depending on the context and specific marketing strategies used (Ainin et al., 2020). A key benefit of social media marketing is its ability to boost brand awareness and reach a wider audience (Kaplan & Haenlein, 2010). Social media platforms allow businesses to connect with consumers globally, regardless of their geographic location (Sharma & Gounder, 2019).

## **Statement of the Problem**

The swift rise of social media has changed how companies engage with their clients, and Tecno Mobile, a prominent mobile phone brand, is no different. Nevertheless, in spite of the possible advantages of social media marketing, Tecno Mobile encounters various issues when utilizing social media to advertise its products. A significant challenge is the struggle to assess the success of social media marketing efforts. In contrast to conventional marketing channels, social media marketing campaigns are frequently hard to measure, making it tough for Tecno Mobile to assess the return on investment (ROI) of its social media marketing initiatives. Moreover, the rapid dynamics of social media imply that Tecno Mobile's marketing communications can quickly become obscured by the surrounding noise, hindering the ability to grab the focus of its intended audience.

### **Objectives of the study**

1. To examine the impact of social media marketing on brand awareness and perception of Tecno Mobile products among consumers.
2. Investigating the influence of social media marketing on consumer purchasing decisions and loyalty towards 1.

Tecno Mobile products.

### **Research Question**

The research questions for this study are:

1. How does social media marketing affect brand awareness and perception of Tecno Mobile products among consumers?

2. To what extent does social media marketing influence consumer purchasing decisions and loyalty towards Tecno Mobile products?

## **Literature review**

### **Conceptual Review**

#### **Customer Satisfaction**

Customer satisfaction pertains to how well a product or service fulfills or surpasses customer expectations. Kotler & Keller (2016) describe it as an assessment of how effectively a company meets customer expectations. Elements that affect customer satisfaction comprise product quality, service execution, price equity, and after-sales assistance (Oliver, 2014). In social media marketing, the importance of engagement and responsiveness is vital for improving satisfaction (Gummerus et al., 2012).

#### **Customer Loyalty**

Customer loyalty is the commitment of consumers to repurchase a brand's product or service consistently. It is influenced by positive experiences, emotional connections, and brand trust (Reichheld & Sasser, 1990). Loyal customers often exhibit repeat purchases, brand advocacy, and resistance to competitors (Chaudhuri & Holbrook, 2001). Social media marketing fosters loyalty by creating interactive and personalized brand experiences (Bowden, 2009).

#### **Customer Engagement**

Customer engagement refers to the depth of a customer's emotional and behavioral connection with a brand. It includes interactions such as likes, shares, comments, and direct communication on digital platforms (Brodie et al., 2011). Hollebeek (2011) classifies engagement into cognitive,

emotional, and behavioral dimensions, emphasizing that high engagement leads to stronger brand relationships and advocacy.

## **Social Media**

Social media marketing boosts engagement through interactive content, real-time interactions, and tailored experiences (Dessart et al., 2015).

Social media marketing has emerged as a crucial instrument for companies to connect and interact with their intended audience (Kaplan & Haenlein, 2010). Social media sites like Facebook, Twitter, and Instagram offer companies a way to disseminate information, advertise products, and engage with clients (Aaker & Smith, 2010). Social media marketing has proven to positively affect brand awareness, customer interaction, and sales (Hoffman & Fodor, 2010). The idea of social media marketing is tightly connected to the idea of digital marketing, which pertains to utilizing digital platforms to advertise products and services (Chaffey & Ellis-Chadwick, 2012).

## **Theoretical Framework**

### **Technology Acceptance Model (TAM)**

TAM elucidates how individuals come to embrace and utilize technology, including social media for promotional purposes. The model indicates that two main elements affect adoption:

Perceived Usefulness (PU) – The degree to which an individual feels that utilizing social media marketing will improve their business or customer experience.

Perceived Ease of Use (PEOU) – The extent to which an individual thinks that social media platforms are user-friendly for marketing and interaction. TAM is significant as it clarifies why individuals and companies utilize social media for marketing, interaction, and buying decisions,

establishing it as a robust theoretical basis for examining the effects of social media marketing on brand involvement and consumer goods (Kumar et al., 2016).

## Methodology

This research utilized a descriptive design, employing surveys and questionnaires to gather information from students at Federal Polytechnic Ilaro and the surrounding areas. A structured questionnaire was administered to a random sample of 220 students obtained using Taro Yamane's formula (1967) for determining sample size, to evaluate their awareness and perceptions regarding the impact of social media marketing on consumer products. The gathered data was examined through descriptive statistics, such as frequencies and percentages, to assess the impact of social media marketing on consumer goods.

## Data Presentation and Analysis

This examination explores the impact of social media marketing on consumer purchasing habits related to Tecno Mobile products. Information for this research was gathered from 220 participants utilizing a carefully designed questionnaire.

### 1. Demographic Profile of Respondents

| Variable  | Category    | Frequency<br>(n=220) | Percentage (%) |
|-----------|-------------|----------------------|----------------|
| Gender    | Male        | 130                  | 59.1%          |
|           | Female      | 90                   | 40.9%          |
|           | Total       | 220                  | 100.0%         |
| Age Group | 18-25 years | 80                   | 36.4%          |

| Variable                  | Category      | Frequency<br>(n=220) | Percentage (%) |
|---------------------------|---------------|----------------------|----------------|
|                           | 26-35 years   | 90                   | 40.9%          |
|                           | 36-45 years   | 30                   | 13.6%          |
|                           | 46 and above  | 20                   | 9.1%           |
|                           | Total         | 220                  | 100.0%         |
| <b>Education Level</b>    | Secondary     | 50                   | 22.7%          |
|                           | Undergraduate | 110                  | 50%            |
|                           | Postgraduate  | 60                   | 27.3%          |
|                           | Total         | 220                  | 100.0%         |
| <b>Social Media Usage</b> | Facebook      | 30                   | 10.3%          |
|                           | Instagram     | 40                   | 14.7%          |
|                           | Twitter/X     | 70                   | 30%            |
|                           | TikTok        | 80                   | 45%            |
|                           | Total         | 220                  | 100%           |

## 2. Impact of Social Media Marketing on Tecno Mobile Purchases

| Statement                                                              | Strongly Agree (%) | Agree (%) | Neutral (%) | Disagree (%) | Strongly Disagree (%) |
|------------------------------------------------------------------------|--------------------|-----------|-------------|--------------|-----------------------|
| Social media influences my purchase decision for Tecno phones.         | 48.2               | 36.4      | 9.1         | 4.5          | 1.8                   |
| Online ads on Facebook/Instagram make me interested in Tecno products. | 50.9               | 31.8      | 10.9        | 4.5          | 1.8                   |
| Influencers and brand ambassadors affect my purchase choices.          | 44.5               | 32.3      | 15.4        | 5.4          | 2.3                   |
| Tecno's online campaigns increase my trust in the brand.               | 42.7               | 37.3      | 11.8        | 5.9          | 2.3                   |
| Discounts and promotions on social media influence my purchase.        | 55.9               | 29.1      | 8.6         | 4.1          | 2.3                   |

## 3. Analysis of Social Media Platforms' Influence on Tecno Mobile

| <b>Social Media Platform</b> | <b>Highly Influential (%)</b> | <b>Somewhat Influential (%)</b> | <b>Not Influential (%)</b> |
|------------------------------|-------------------------------|---------------------------------|----------------------------|
| Facebook                     | 58.2                          | 30.9                            | 10.9                       |
| Instagram                    | 52.7                          | 35.5                            | 11.8                       |
| Twitter/X                    | 28.6                          | 39.1                            | 32.3                       |
| TikTok                       | 49.1                          | 38.2                            | 12.7                       |

## 4.2 Discussion of Findings

The impact of social media marketing on consumers' buying choices is considerable, as 84.6% of those surveyed concurred or strongly concurred that social media marketing affects their purchase decisions. Moreover, it was discovered that Facebook and Instagram are the most efficient platforms for promoting Tecno Mobile. Influencers and brand ambassadors significantly impact consumer views on Tecno products, as 76.8% of participants feel that influencers influence their perception of Tecno products. In particular, celebrities and technology reviewers significantly influence trust and product choice. Promotions and discounts on social media significantly influence consumers' buying choices, as 85% of those surveyed indicated that social media offers raised their chances of purchasing a Tecno phone. Moreover, flash promotions and unique online price reductions on sites such as Jumia enhance sales even more. Internet ads greatly influence consumer confidence in Tecno Mobile, with more than 80% of participants feeling more trusting of Tecno Mobile because of its online promotions. This indicates that openness and involvement are crucial for consumer trust. Tecno Mobile's marketing is primarily influenced by Facebook and Instagram, as these two platforms significantly impact consumer buying choices. In reality, more than 50% of users claim that Facebook and Instagram have a direct influence on their buying choices.

## 5.0 CONCLUSION AND RECOMMENDATIONS

### Conclusion

Studies indicate that social media marketing is a highly effective strategy for advertising consumer products, and Tecno Mobile has successfully leveraged this approach to engage and interact with its target market. The findings recommend that businesses should continue to invest in social media

marketing, employing strategies such as collaborating with influencers, offering special deals, and running promotions to increase brand awareness and drive sales.

## **Recommendations**

- i. Businesses should continue to invest in social media marketing.
- ii. Influencers, discounts, and promotions should be used to increase brand awareness and drive sales.

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