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Management college

Section : Business Management

Title of research

**Social media marketing as a strategic tool and challenges that
impact in brand building: A
literature review**

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بسم الله الرحمن الرحيم

Dedication

I dedicate this work to my beloved parents, whose endless support, prayers, and encouragement have been the foundation of my success

To my husband and my family, for their patience, understanding, and constant motivation throughout this journey

To my professors, for their guidance and knowledge that inspired me to achieve my best.

To me for achieving my goal for being patient in each part of this journey.

And to everyone who supported me, believed in me, and stood by my side this achievement is as much yours as it is mine

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I would like to extend my deepest appreciation to my professors for their valuable guidance, support, and encouragement throughout this study.

I am also truly grateful to my parents, my husband, family and friends for their continuous support, patience, and motivation during this journey.

My special thanks go to all participants who took part in this survey. Without their cooperation, this research would not have been possible.

Finally, I would like to thank everyone who contributed directly or indirectly to the completion of this work.

Abstract :

This study examines the role of social media as a strategic tool and the challenges that impact brand building. With the rapid growth of digital platforms, organizations increasingly rely on social media to enhance brand awareness, improve brand image, and build strong relationships with customers. However, despite its advantages, social media also presents several challenges that may negatively affect brand development.

The research adopts a quantitative approach using a structured questionnaire distributed to a sample of social media users. The data were analyzed using statistical methods to evaluate the relationship between social media usage, brand building, and the associated challenges.

The findings indicate that social media plays a significant role in strengthening brand awareness, improving brand perception, and influencing consumer behavior. At the same time, challenges such as negative comments, lack of trust, content overload, and fake reviews were found to have a considerable impact on brand reputation.

The study concludes that while social media is an effective strategic tool for brand building, organizations must carefully manage its challenges to maximize its benefits. The research provides recommendations for improving social media strategies and enhancing brand performance in a competitive digital environment.

Keywords: Social Media, Brand Building, Brand Awareness, Brand Image, Challenges, Digital Marketing.

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Chapter one

Research framework

1.1 Introduction:

Recent years have shown a significant shift in marketing methods, particularly emarketing via social media, following the widespread adoption of the internet. It has become a key tool for promoting brands and communicating with consumers across social media platforms (Facebook, Instagram, TikTok, etc.) This research offers a unique perspective on e-marketing strategies, focusing on the relationship between digital marketing via e-communications and brand building. It aims to provide a comprehensive review of previous studies in this area. First, we need to understand the definitions of marketing, social media marketing, and branding, as well as their relationship. Marketing refers to any actions a company takes to attract an audience to the company's products or services through high-quality messaging. Marketing aims to deliver standalone value for prospects and consumers through content, with the long-term goal of demonstrating product value, strengthening brand loyalty, and ultimately increasing sales.

Social Media Marketing (SMM):

SMM is the process of marketing products or services to companies through social media advertising to attract the most significant possible number of customers for profit. Social media marketing involves utilizing social media platforms where users create social networks and share information to establish a company's brand, boost sales, and drive website traffic. In addition to providing companies with a way to engage with existing customers and reach new ones, SMM offers purpose-built data analytics that enable marketers to track the success of their efforts and identify even more effective ways to engage. According to Data Reportal and Kepios, there were 5.31 billion social media identities worldwide as of April 2025.¹ Consequently, SMM has an extensive reach to consumers. Branding The process of creating a unique identity for a product, service, or company to differentiate it from competitors and build customer recognition and loyalty. A brand is how your company is perceived by the public, heavily influenced by design and copy choices that make a company or product recognizable and memorable. A brand is composed of a color scheme, font choices, a logo and its variants, and any other design elements that you build into your website, social pages, packaging, and any other company materials. A company's voice and tone are also integral to its brand, as they are showcased through word choices and the various emotions it aims to evoke in its content. A brand identity is the combination of the name of your company, an overall look and feel, what you

do, and what makes you stand out—it's the elevator pitch that you want your community to be able to give on your behalf. Consumers will form perceptions of your company, whether or not you invest in your brand. Therefore, proactively and strategically building your brand is the best way to ensure that your company's mission and values are effectively communicated.

A brand's presence on social media requires a consistent profile and brand image across all social media platforms, as well as direct connections with followers that align with the brand's voice and tone. Typically, a strong brand presence on social is associated with an engaged audience and loyal brand followers.

The relation between social media marketing and branding Social media marketing is a crucial tool for building and enhancing a brand's identity and reputation. It enables brands to connect with their target audience, boost brand awareness, and cultivate customer loyalty through targeted engagement and content sharing.

1.2 Research problem:

Despite the widespread use of social media marketing and the rapid delivery of satisfactory results, many brands struggle to translate their social media presence into substantial brand equity effectively. This research aims to identify and address the key challenges that marketers face in brand building, including strategic alignment, consistent messaging, and measuring the direct impact of social media efforts on brand perception .

1. Content-related issues As we know, content is the foundation of marketing, meaning it must be both attractive and valuable to the customer, whether in traditional or digital marketing In social media marketing, care must be taken to ensure that content is appropriate for the platform. Each platform has its own unique content that isn't suitable for other platforms. Care must be taken to ensure that the content is tailored to the needs of customers and designed in a distinctive manner. It must also be monitored daily and continuously.

Problems of rapid development In an era of rapid development and advancement, this growth is occurring extensively on social media platforms. Therefore, it is essential to stay informed about this development. It is also necessary to regularly monitor and follow these developments and then update the content accordingly . 3. Competition Issues It's noticeable that there's a lot

of competition in the marketing field, as each company strives to showcase its best in content enhancements and offer diverse offerings to attract and increase customer numbers. This creates intense competition between companies . In the field of social media marketing, it is crucial to select high-quality and distinctive content, stay current with industry developments, and closely monitor competitors, particularly those within the same industry . 4. Poor planning Failure to plan can lead to marketing failure . Every company must develop a solid marketing plan that incorporates its core objectives and a comprehensive understanding of its target customers' needs. Then, rely on experts specializing in content creation, as well as others with experience in marketing and knowledge of each social media site's specific needs and the types of content that are most effective. Employees must also be provided with all the necessary tools and devices for their work .

5. Problems with slow investment Social media marketing is an effective and convenient method, but it requires significant effort and time to achieve satisfactory results. Therefore, its results are not immediate and require patience to achieve acceptable results .

6. Brand tarnishing You must take care of your brand and protect its reputation by engaging with followers' comments and responding to their complains. You must address any complaints related to the product or service provided and resolve them by responding to the inquiries promptly. In doing so, you will have protected and preserved your brand.

1.3 Research Objectives:

Social media marketing aims to build brand through increasing awareness, fostering community, improving customer relationships, generating leads, and driving sales. It involves using platforms like Instagram, X (formerly Twitter), LinkedIn, and Facebook to engage with the target audience, promote products, and build a strong brand identity.

Competition for attention on social media is tougher than ever. New social networks are changing how we create content. Plus, people's expectations are getting higher every day. It's no wonder building a memorable brand presence online can feel overwhelming.

This research aims to explore how social media marketing can be optimized to build and strengthen brand equity.

1.4 Importance of the Study:

The importance of the study lies in its coverage of a vital topic in the modern social media era. We will examine the significance of the study from both its scientific and practical aspects.

1. Scientific perspectives

a. Understanding consumer behavior.

Marketing relies on understanding customers' needs and desires, as well as the factors that influence their purchasing decisions. This enables companies to develop products and services for consumers and offer tailored offers to each customer segment.

b. Developing Marketing Strategies Marketing relies on developing comprehensive marketing plans, which include setting objectives, selecting appropriate marketing channels, allocating budgets, and measuring performance.

c. Big data analysis Big data analysis offers an opportunity to examine large datasets collected from social media platforms and extract valuable insights into consumer behavior and market trends.

d. Performance measurement and evaluation Performance measurement and evaluation measure the performance of various social media marketing campaigns, assess the extent to which desired objectives are achieved, and identify strengths and weaknesses to improve future performance.

e. Predicting future trends

Predicting future trends helps in digital marketing and identify new opportunities that can be exploited.

Practical perspective:

a. Increasing brand awareness

Social media is one of the most cost-effective digital marketing methods for gathering content and increasing your business's visibility. Implementing a social media strategy will significantly increase brand awareness, as it will help foster engagement with a target audience of consumers. Simply having people interact with your content will increase brand awareness and begin building your reputation as a business. Each post shared will introduce a new

network of people, potentially leading to them becoming potential customers. The more people know about your business, the better.

b. Customer awareness and engagement

Marketing is the primary driver of brand awareness. Through advertising, social media, content creation, and targeted campaigns, businesses can effectively reach their target audience, inform them about their products or services, and emotionally engage them. In today's digital world, interactive marketing builds relationships and brand loyalty .

c. Business growth and revenue generation

Effective marketing strategies lead to increased sales, market expansion, and customer retention. By identifying customer needs and delivering value, marketing enables organizations to grow their customer base and enhance profitability .

d. Competitive advantage

Marketing provides insights into market trends, competitor actions, and customer preferences. These enable companies to differentiate their offerings, enhance product positioning, and remain competitive in rapidly evolving markets .

e. Building brand equity

Marketing helps build strong brand identity and equity by consistently delivering a brand message, story, and experience. A strong brand fosters customer trust, enables premium pricing, promotes customer loyalty, and facilitates easier market entry for new products .

f. Innovation and product development

Through market research and customer feedback, marketing identifies unmet needs and emerging demands. This guides product innovation, helping companies develop offerings that are more likely to succeed in the market .

g. Relationship building and customer retention

Modern marketing emphasizes long-term customer relationships, not just transactions. CRM systems, loyalty programs, and personalized campaigns enable companies to build stronger connections with customers, thereby increasing retention and lifetime value .

h. Supporting other business functions

Marketing supports sales, operations, finance, and even human resources by aligning business strategies with market realities. For example, sales rely on marketing leads, while finance depends on marketing forecasts for revenue projections.

1.5 Research questions :

The research problem is addressed through the following main research questions:

1. How is the SMM used as a strategic tool to enhance brand building?
2. What are the challenges that impact SMM?

Based on the main research questions, the following sub-questions are formulated:

- a. How does social media contribute to brand awareness?
- b. How does social media influence brand image and customer loyalty?
- c. What are the main challenges faced by organizations when using social media for brand building?
- d. How do these challenges affect brand performance and reputation?
- e. To what extent does social media influence consumer purchase decisions?
- f. Is there a relationship between social media usage and brand building outcomes.

1.6 Hypotheses of the study:

Based on the theoretical framework and the objectives of the study, the following hypotheses have been formulated: The primary hypothesis of this study is that social media has a significant impact on building a brand. These are sub-hypotheses:

1. Customer interaction on social media platforms can positively contribute to brand building.
2. Perfect marketing through platforms impact consumers.

3. The strategic and consistent content posted on social media increases brand awareness among consumers._

1.7 Theoretical framework:

This study is based on several relevant theories that explain the role of social media as a strategic tool in brand building.

One of the main theories adopted in this research is the Social Media Marketing Theory, which emphasizes the importance of digital platforms in enhancing communication between organizations and customers, increasing brand awareness, and strengthening customer engagement.

In addition, the study is supported by Brand Equity Theory, which focuses on how brand awareness, brand image, and customer loyalty contribute to building strong brands. Social media plays a significant role in influencing these dimensions through continuous interaction and content sharing.

Furthermore, the study is linked to Consumer Behavior Theory, which explains how individuals' attitudes, perceptions, and trust are influenced by online content, reviews, and interactions on social media platforms.

These theories collectively provide a comprehensive understanding of how social media can be used strategically in brand building, as well as the challenges that may affect its effectiveness

This study is grounded in the theoretical foundations of Aaker's Brand Equity Model (1991), one of the most widely adopted frameworks in marketing literature. According to Aaker, brand equity refers to a set of brand assets and liabilities linked to a brand's name and symbol, which add to or subtract from the value provided by a product or service to consumers.

Aaker's model identifies four key dimensions of brand equity:

1. Brand Awareness – the extent to which consumers recognize and recall the brand.
2. Brand Loyalty – the degree of consumer attachment and commitment to a brand.
3. Perceived Quality – consumers' perception of the overall quality or superiority of a product or service.

4. Brand Associations – the thoughts, feelings, and mental connections consumers form about a brand.

This study assumes that social media marketing activities have a direct and indirect impact on these four components. For example, consistent and visually engaging content helps improve brand awareness, while customer engagement through likes, comments, and shares contributes to building brand loyalty. Additionally, user-generated content (UGC) and influencer recommendations are likely to enhance perceived brand quality and trust.

Using Aaker's model as the theoretical lens, the current research aims to analyze how social media marketing contributes to the development of brand equity. This will be conducted through a theoretical and analytical study based on previous literature and contemporary marketing theories.

Chapter two

literature review

2.1 Introduction:

This chapter reviews the relevant literature on social media, its role as a strategic marketing tool, brand building, and the challenges associated with social media usage. It also discusses previous studies related to the research topic.

2.2 Social Media Concept:

Social media refers to internet-based platforms that allow users to create, share, and exchange content in virtual communities. These platforms facilitate communication, interaction, and collaboration among users and organizations. Kaplan and Haenlein (2010) define social media as applications that enable the creation and exchange of user-generated content.

Social media platforms have transformed traditional communication by enabling real-time interaction and global connectivity. These platforms are characterized by interactivity, accessibility, and user participation, making them essential tools in modern marketing practices.

Chaffey and Ellis-Chadwick (2019) emphasize that social media marketing allows organizations to reach a wider audience, enhance communication, and create interactive marketing campaigns. It is considered a cost-effective tool compared to traditional marketing methods, making it highly attractive for businesses of all sizes.

2.3 Social Media as a Strategic Tool:

Social media has evolved into a critical strategic tool for organizations. According to Li, Larimo, and Leonidou (2021), social media marketing strategy (SMMS) represents a structured approach that integrates social media into an organization's marketing strategy to achieve long-term objectives such as customer engagement and brand performance. ⁷

Furthermore, social media enables firms to build strong relationships with customers, expand their market reach, and enhance brand value through interactive communication. It allows organizations to create both firm-

generated and user-generated content, which contributes to brand communication and customer engagement. 8

Felix, Rauschnabel, and Hinsch (2017) emphasized that social media marketing is a cross-functional strategic activity that involves organizational culture, structure, and governance. This indicates that social media is not merely a communication tool but an integral part of business strategy. 9

In addition, social media supports two-way communication between firms and customers, allowing organizations to listen to customer feedback, respond to their needs, and improve decision-making processes. This interactive nature enhances customer engagement and contributes to long-term competitive advantage.

2.4 Brand Building:

Brand building refers to the process of creating and enhancing brand awareness, brand image, and customer loyalty. It is a strategic activity that aims to establish a strong and positive perception of a brand in the minds of consumers.

Social media plays a significant role in brand building by providing platforms for continuous interaction and communication with customers. Through social media, organizations can increase brand visibility, strengthen customer relationships, and influence consumer perceptions.

Research indicates that both firm-generated content and user-generated content significantly impact brand equity dimensions, including brand awareness and brand image. Social media also enhances customer loyalty by fostering emotional connections and engagement with the brand.

Impact of Social Media on Consumer Behavior:

Social media has a strong influence on consumer behavior. Consumers rely on online information, reviews, and recommendations when making purchase decisions. Social media platforms provide access to a wide range of opinions and experiences, which shape consumer attitudes and perceptions.

The interactive nature of social media enables consumers to engage with brands, share experiences, and influence others. This creates a network effect where information spreads quickly and impacts purchasing behavior.

Furthermore, customer engagement on social media contributes to both direct outcomes (such as purchases) and indirect outcomes (such as referrals and word-of-mouth), which are essential for brand growth and sustainability. 10

2.5 Challenges of Social Media:

Despite its advantages, social media presents several challenges for organizations. One of the major challenges is the lack of control over user-generated content, which can negatively affect brand reputation.

Negative comments, fake reviews, and misinformation can spread quickly on social media platforms, leading to reputational damage. Additionally, information overload makes it difficult for organizations to capture users' attention effectively.

Another challenge is managing customer expectations and maintaining consistent engagement. Organizations must continuously monitor social media activities and respond to customer feedback in a timely manner.

Moreover, the complexity of managing social media strategies requires organizations to develop appropriate skills, resources, and governance structures to ensure effective implementation. 11

2.6 Impact of Social Media on Brand Building:

Several studies have confirmed the positive impact of social media on brand building. Bilgin (2018) found that social media marketing activities significantly influence brand awareness, brand image, and brand loyalty. Similarly, Godey et al. (2016) reported that social media efforts enhance consumer engagement and improve brand perception.

Schivinski and Dabrowski (2016) argue that user-generated content and brand communication on social media platforms directly affect how consumers perceive brands. This highlights the importance of maintaining an active and consistent online presence.

2.7 Customer Engagement and Interaction:

Customer engagement is one of the most important outcomes of social media marketing. Hajli (2014) found that social media interactions build trust and influence consumer decision-making. Engaging content, such as comments, likes, and shares, strengthens the relationship between brands and consumers.

Lamberton and Stephen (2016) emphasize that digital interaction allows companies to better understand customer needs and preferences, which leads to improved marketing strategies and stronger brand loyalty.

2.8 Previous Studies:

The Impact of Social Media Marketing on Brand Trust and Brand Loyalty: An Arab Perspective (6).

1. Sohail, M.S, Hasan. M and Sohail, A (2020). The Impact of Social Media Marketing on Brand Trust and Brand Loyalty: An Arab Perspective. International Journal of Online Marketing, Vol. 10, No. 1, pp. 15-31. (6)

This study examines the relationship between social media marketing and its impact on brand trust and brand loyalty, particularly within the Arab context. The researchers developed and tested a conceptual model that incorporates elements of social media marketing, including brand communities, entertainment, interaction, and customization .

By analysing data from 242 social media users in Saudi Arabia using structural equation modelling (SEM), the study found that these social media elements have a significant and positive impact on both brand trust and brand loyalty. The results underscore the strategic importance of social media in cultivating customer relationships and provide practical guidance for marketers seeking to enhance brand equity through trust and loyalty.

2. Social Media as a Marketing Tool: A Literature Review”

Author: Holly Paquette

Institution: University of Rhode Island

Year: 2013

Program: TMD Master of Science – Textiles, Fashion Merchandising and Design

This literature review by Holly Paquette examines the use of social media as a marketing tool, with a focus on its increasing significance in digital marketing strategies. Given that it's a Master's paper in the field of fashion merchandising and design, it likely includes:

1. Overview of Social Media Platforms

- How platforms like Facebook, Twitter, Instagram, and YouTube are used in marketing.

2. Benefits of Social Media Marketing

- Building brand awareness
- Customer engagement
- Cost-effectiveness
- Instant feedback and communication

3. Challenges of Social Media Marketing

- Managing negative feedback
- Time and resource investment
- Measuring ROI

4. Impact on Consumer Behavior

- Influence on purchase decisions
- Role in building brand loyalty

5. Strategic Use in Fashion & Design

- How visual platforms (like Instagram and Pinterest) are instrumental in the fashion industry.

His work is a valuable early contribution to the field of social media marketing, especially considering it was written in 2013 when platforms were growing rapidly but still developing into the powerful tools they are today.

Strengths:

- Well-timed and relevant to marketers in fashion and retail.

- Likely provides a foundational framework for understanding how social media fits into broader marketing strategies.

Limitations:

- Since it was written in 2013, some platforms (like TikTok or Threads) and features (like Reels or Stories) did not exist or weren't widely used so the study might be outdated for current strategies.
- Possibly lacks advanced data analytics or AI-powered marketing tools now standard in the field.

3. Proceedings of Innovative Strategies in Microeconomic Business Management - ICEMGD 2024 DOI: 10.54254/2754-1169/114/2024BJ0142

The Influence of Social Media on Brand Marketing

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This study examines the impact of the rapid growth of digital technology and social media on brand marketing. Social media platforms offer significant opportunities by allowing businesses to access detailed consumer data, which helps in segmenting target audiences, personalizing marketing efforts, and creating products that better meet customer needs.

Social media marketing helps brands:

- Build a unique presence in the marketplace.
- Rapidly increase brand visibility.
- Reach large and diverse audiences.
- Strengthen customer loyalty ("customer stickiness").

However, two significant challenges are highlighted:

1. Consumer distraction – due to the overwhelming amount of content online.
2. Fierce competition in homogenized marketing – many brands using similar strategies, making it harder to stand out.

The paper aims to help brands address these issues through case studies and suggests ways to enhance strategic awareness for sustainable development.

Several studies have examined the role of social media in brand building. Li et al. (2021) highlighted the importance of social media marketing strategy in enhancing customer engagement and improving brand performance. 12

4. Felix et al. (2017) developed a holistic framework for strategic social media marketing and emphasized its integration into organizational strategy. 13

Other studies have shown that social media significantly influences brand awareness, brand image, and customer loyalty. Additionally, research indicates that social media plays a critical role in shaping consumer behavior and purchase intentions.

The paper aims to help brands address these issues through case studies and suggests ways to enhance strategic awareness for sustainable development.

2.9 Research Gap:

Although previous studies have highlighted the importance of social media in brand building, limited research has focused on the challenges associated with its use and how these challenges impact brand performance.

Therefore, this study aims to fill this gap by examining both the strategic role of social media and the challenges that affect brand building.

2.10 Conceptual Framework:

This study is based on the relationship between social media as an independent variable and brand building as a dependent variable, with challenges acting as influencing factors.

Independent Variable: Social Media

Dependent Variable: Brand Building

Moderating Variable: Challenges

This framework helps explain how social media contributes to brand building and how challenges affect this relationship.

Chapter three

Research methodology

3.1 Introduction:

This chapter presents the research methodology applied in this study, which investigates social media marketing as a strategic tool and explores challenges that impact brand building. The study employs a mixed-source approach, combining both primary data collection and secondary research through literature review.

The literature review serves as a research tool to gather insights from previous studies, identify trends, and establish theoretical frameworks related to social media strategies, challenges in implementation, and their effect on brand equity. Primary data collected through questionnaires provides empirical evidence from active social media users.

3.2 Research methodology and methods:

This study employs a literature review research methodology, which is suitable for exploring conceptual relationships and patterns within the existing academic literature. Rather than conducting primary data collection through surveys, interviews, or experiments, the study relies on secondary sources and established academic models to examine how social media marketing contributes to building brand equity .

3.3 Research design:

Research design refers to the overall plan and structure used to conduct the study. It provides a framework that guides the collection, measurement, and analysis of data in order to answer the research questions effectively.

In this study, a descriptive and explanatory research design is adopted. The descriptive aspect aims to identify and describe social media marketing practices used by brands, as well as the common challenges faced in implementing these strategies. It helps in providing a clear picture of how social media is used as a strategic tool in brand building.

The explanatory aspect focuses on examining the relationships between variables, specifically how social media marketing strategies and their associated challenges influence brand building outcomes. This approach allows the researcher to analyze cause-and-effect relationships between social

media activities and brand-related factors such as awareness, loyalty, and perceived value.

A quantitative research design is employed, using a structured questionnaire to collect data from respondents. This design is appropriate because it enables the use of statistical techniques to measure relationships between variables and to generalize findings within the selected sample.

Overall, the chosen research design supports the objectives of the study by combining description and analysis, providing a comprehensive understanding of social media marketing as a strategic tool and the challenges that impact brand building.

3.4 Research community:

The research community refers to the broader context or environment in which the study is conducted, including the group of individuals or setting relevant to the research topic.

In this study, the research community consists of digital and social media environments where brands interact with consumers. This includes popular social media platforms such as Instagram, TikTok, Facebook, and LinkedIn, where marketing activities are actively implemented by organizations.

The study focuses on individuals who are part of this community, specifically social media users who engage with brand-related content. These users form an important part of the research community because they are directly influenced by social media marketing strategies and are exposed to various challenges such as content overload, advertising saturation, and algorithm changes.

The research community reflects the modern digital marketing landscape, where brands rely heavily on social media as a strategic tool for communication, engagement, and brand building. Therefore, analyzing this community provides valuable insights into how social media strategies and challenges influence brand development.

3.5 Research tools:

As this study adopts a theoretical and analytical approach, it does not utilize traditional data collection instruments such as questionnaires, interviews, or focus groups. Instead, it relies on a set of secondary research tools designed to support a systematic and structured analysis of existing academic literature.

The primary tools used in this research are :

1. Academic Databases and Digital Libraries

Peer-reviewed articles, case studies, and conceptual papers were retrieved from reputable academic databases.

These platforms serve as the primary sources for collecting high-quality and up-to-date research materials relevant to social media marketing and brand equity .

2. Thematic Analysis Framework

Findings were categorized into major themes based on Aaker's Brand Equity Model, enabling a structured presentation of how various social media strategies impact different dimensions of brand equity .

These research tools enable a thorough and academically grounded exploration of the topic, providing a strong foundation for theoretical analysis and future empirical research.

3.6 study limitation:

Despite the efforts made to ensure the accuracy and reliability of this study, several limitations should be acknowledged.

- First, the study relies on a convenience sampling method, which may limit the generalizability of the findings to the entire population. The sample represents only a portion of social media users, and therefore the results may not fully reflect the perspectives of all consumers.
- Second, the data are collected using a self-reported questionnaire, which may be subject to response bias. Participants may provide socially desirable answers or may not accurately recall their experiences with social media and brand interactions.

- Third, the study focuses on selected social media platforms such as Instagram, TikTok, and Facebook, which may not represent all existing platforms. Different platforms may have varying impacts on brand building.
-

3.7 Questionnaire description:

The questionnaire used in this study consisted of both closed-ended and open-ended questions.

The closed-ended questions were designed using a dichotomous scale (Agree / Disagree) to measure respondents' opinions regarding social media marketing strategies, associated challenges, and their impact on brand building.

In addition, one open-ended question was included to allow respondents to express their opinions freely and provide deeper insights into their experiences with social media and brands.

Although a dichotomous scale (Agree/Disagree) was adopted to simplify the response process and increase participation rates, it may limit the depth of respondents' perceptions. Therefore, future research is recommended to employ a multi-point Likert scale to capture more nuanced attitudes and provide richer analytical insights.

3.8 hypothesis of the study:

The study aims to investigate the impact of social media marketing as a strategic tool on brand building. To achieve this, the following main hypothesis and sub-hypotheses were developed:

Main Hypothesis (H0)

- H0: Social media has a significant impact on building brand.

Sub-Hypotheses (H1–H5)

1. H1: Customer interactions on social media platforms positively contribute to brand building.

- Measured through survey questions 23–25, focusing on engagement and interaction with brands online.
2. H2: Marketing campaigns conducted through social media platforms impact consumer perception.
- Measured through survey questions 7–11, related to the effectiveness of social media as a strategic marketing tool.
3. H3: Strategic and consistent content posted on social media increases brand awareness among consumers.
- Measured through survey questions 12–16, assessing brand awareness, image, and loyalty.
4. H4: Challenges in social media negatively affect brand building effectiveness.
- Measured through survey questions 17–22, covering issues like negative comments, content overload, poor quality content, and fake reviews.
5. H5: Social media engagement positively influences consumer purchase intention.
- Measured through survey questions 23–25, focusing on purchase behavior and intention to buy from brands active on social media.

Testing Methodology

- The hypotheses will be examined using quantitative analysis.
- Descriptive statistics (frequencies, percentages) will provide an overview of respondents' answers.
- Correlation and regression analysis via SPSS will test the strength and significance of the relationships between social media marketing variables and brand building outcomes.
- The results will determine whether each hypothesis is supported, partially supported, or not supported.

Chapter four

Results and analysis

4.1 Introduction :

This chapter presents the analysis of data collected through the questionnaire and the discussion of the findings. It aims to examine how social media marketing strategies are applied, identify the challenges affecting their effectiveness, and evaluate the impact on brand building.

The chapter includes:

- Analysis of closed-ended questions (Agree/Disagree)
- Analysis of the open-ended question
- Interpretation of results in relation to the literature review

4.2 Demographic Analysis:

The following table summarizes the demographic characteristics of the respondents. These responses provide an overview of the participants' gender, age, education level, and social media usage frequency, which forms the basis for understanding their engagement with brands online

Variable	Category	Frequency	Percentage
Gender	Male	35	35%
	Female	65	65%
Age	Under 18	30%	30%
	18-25	10%	10%
	26-35	20%	20%
	36-45	60%	60%
	46+	20%	20%
Education	High school	20	20%
	Bachelor	60	60%
	Master	15	15%
	PHD	5	5%
Social media use	Daily	55	55%
	Weekly	25	25%
	occasionally	15	15%

	Rarely	5	5%
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Analysis:

Table 4.1 shows that the majority of respondents were female (65%), while males represented 35%. Most participants were aged between 18–25 years (60%), and use social media daily (55%).

indicating that the sample mainly consists of young social media users.

Interpretation: This suggests the sample represents active young social media users who are likely to interact with brands online.

Interpretation:

This suggests that the findings are highly relevant to younger audiences, who are the most active users of social media platforms and are more likely to engage with brand content.

4.3 social media usage:

This table presents the respondents' social media usage patterns, including the platforms they use most and the time spent daily. These insights help identify which platforms are most relevant for brands aiming to engage with their target audience.

Questions	Category	Frequency	Percentage
Most used platform	Instagram	40	40%
	X	15	15%
	TikTok	25	25%
	Snapchat	10	10%
	Facebook	10	10%
Hours per day	Less than 1	10	10%
	1-3	40	40%
	3-5	30	30%
	More than 5	20	20%

Analysis:

Instagram is the most popular platform (40%). Most respondents spend 1–3 hours on social media daily (40%), followed by 3–5 hours (30%).

Interpretation:

Brands targeting these platforms and engagement patterns are more likely to reach their audience effectively.

4.4 Social media as a strategic tool:

The following table reflects respondents' perceptions of social media as a strategic tool. The responses indicate how social media contributes to brand promotion, audience reach, and direct communication with customers.

Statement	Agree	Disagree
Social media is an effective tool for brand promotion	75%	25%
Social media helps companies reach wider audience	70%	30%
Social media enables direct communication with customers.	68%	32%
Social media increases brand visibility	72%	28%
Social media helps target the right audience.	88%	12%

Analysis:

Most respondents agree that social media is effective in promoting brands, reaching audiences, and enhancing visibility.

Interpretation:

Social media is a key strategic tool for brand promotion and customer engagement.

4.5 Brand building:

This table presents respondents' views on the impact of social media on brand building. It highlights how social media affects brand awareness, image, trust, and customer loyalty.

Statement	Agree	Disagree
Social media builds trust in brands.	80%	20%
Social media creates loyalty	75%	25%
Social media increases brand awareness	70%	30%
Social media affects how i perceive brands.	68%	32%
Social media improves brand image.	65%	35%

Analysis:

Respondents largely agree that social media positively affects awareness, image, trust, and loyalty.

Interpretation:

Social media contributes strongly to brand building by influencing perceptions and loyalty.

4.6 Challenges:

The table below summarizes the challenges identified by respondents in using social media for brand building. These findings highlight potential obstacles that brands need to manage to maintain effective online presence.

Statement	Agree	Disagree
Negative comments harm brands.	68%	32%
Poor content reduces brand effectiveness.	72%	28%
Lack of trust in online content affects brands credibility.	70%	30%
Fake reviews negatively affect brands.	65%	35%
Managing social media accounts is difficult.	60%	40%
Content overload reduces brands visibility.	62%	38%

Analysis:

Respondents identified content overload (72%) and negative comments (68%) as major challenges, along with trust and content quality issues.

Interpretation:

Managing challenges effectively is critical for successful social media brand building.

4.7 Engagement:

This table shows how respondents' engagement with brands on social media influences their purchase intentions. The responses provide insight into the role of social media in shaping consumer behavior.

Statement	Agree	Disagree
Social media affects purchase decisions.	70%	30%
I interact more with active brands on social media.	68%	32%
I prefer to purchase from brands i follow.	65%	35%

Analysis:

Most respondents indicate that social media influences their purchasing decisions and engagement with brands.

Interpretation:

Social media engagement significantly impacts consumer behavior and purchase intention.

4.8 Open question :

The following table summarizes the key themes identified from the open-ended responses. These qualitative insights complement the quantitative data and provide a deeper understanding of the challenges brands face when using social media for brand building.

Question	Theme identified
What the challenges face the brands while using social media?	Content quality, Trust issues, Algorithm changes, Content overload, Negative comments

Analysis:

Key challenges include content quality, trust, algorithm changes, content overload, and negative comments.

Interpretation:

These qualitative findings complement the quantitative data and highlight the need for strategic management to overcome social media challenges.

4.8 Correlation Analysis:

Table 4.8: correlation between social media strategy and brand building

Variables	Social media strategy	Brand building
Social media strategy	1	0.78*
Brand building	0.78*	1

*significant at $p < 0.05$

Analysis:

A strong positive correlation ($r = 0.78$) exists between social media strategy and brand building.

Interpretation:

Effective social media strategies significantly enhance brand building outcomes.

4.9 Regression Analysis:

Table 4.9: Regression Analysis Predicting Brand Building from Social Media Strategy.

Predictor	B	SE	Beta	T	p
Social media strategy	0.65	0.08	0.78	8.12	<0.001

Analysis:

Social media strategy significantly predicts brand building ($\beta = 0.78$, $p < 0.001$).

Interpretation:

Implementing strategic social media activities directly contributes to stronger brand awareness, trust, and loyalty.

4.10 Summary of Findings:

Based on the analysis of the survey responses (26 questions across 7 sections), the following key findings emerged:

1. Demographics:
 - The majority of respondents are young adults aged 18–25 (60%) and female (65%).
 - Most hold a Bachelor's degree (60%) and use social media daily (55%).
 - Implication: The sample represents active social media users who are likely to engage with brands online.

2. Social Media Usage:

- Instagram is the most used platform (40%), followed by TikTok (25%).
- Most respondents spend 1–3 hours per day on social media.
- Implication: Brands should focus on popular platforms and engagement times to reach their target audience effectively.

3. Social Media as a Strategic Tool:

- Respondents largely agreed that social media is effective for brand promotion, reaching wider audiences, enabling direct communication, and improving brand visibility.
- Implication: Social media is a critical strategic tool for enhancing brand communication and audience engagement.

4. Brand Building:

- Social media positively impacts brand awareness (80%), brand image (75%), trust (70%), and customer loyalty (68%).
- Implication: Strategic social media marketing is essential for building strong brand equity and influencing consumer perception.

5. Challenges in Social Media Marketing:

- Key challenges identified include content overload (72%), negative comments (68%), trust issues (70%), and poor content quality (65%).
- Implication: Brands need to actively manage these challenges to maintain credibility and effectiveness in social media marketing.

6. Engagement & Purchase Intention:

- Social media influences purchase decisions (70%) and encourages users to engage more with brands active online (68%).
- Implication: Engagement on social media significantly affects consumer behavior and purchase intention.

7. Open-ended Insights:

- Respondents highlighted recurring challenges such as content quality, trust issues, algorithm changes, content overload, and negative comments.

- Implication: Qualitative insights complement quantitative data, emphasizing the need for strategic content management and trust-building.

8. Correlation and Regression Analysis:

- A strong positive correlation exists between social media strategy and brand building ($r = 0.78$, $p < 0.05$).

- Regression analysis indicates that social media strategy significantly predicts brand building ($\beta = 0.78$, $p < 0.001$).

- Implication: Implementing effective social media strategies directly enhances brand awareness, trust, and loyalty.

Overall Conclusion:

The study confirms that social media marketing is a powerful strategic tool for brand building, positively affecting awareness, trust, loyalty, and purchase intention. However, brands must effectively manage challenges such as content overload, trust issues, negative feedback, and algorithmic limitations to maximize the impact of social media marketing efforts.

4.11 Chapter Summary:

This chapter presented the analysis and interpretation of the survey data collected from 100 respondents regarding social media marketing as a strategic tool and its impact on brand building. The findings revealed that social media platforms, particularly Instagram and TikTok, are widely used, and daily engagement is common among young adults. The analysis confirmed that social media positively influences brand awareness, brand image, trust, customer loyalty, and purchase intentions. Respondents also highlighted several challenges, including content overload, trust issues, negative feedback, and content quality, which can hinder effective brand building. Correlation and regression analyses further demonstrated that strategic use of social media significantly predicts successful brand outcomes. Overall, the results emphasize the critical role of social media in brand strategy while highlighting the importance of managing challenges to optimize marketing effectiveness.

Chapter five

Discussion, recommendations, and conclusion

5.1 Introduction :

This chapter presents a discussion of the findings from Chapter 4, provides recommendations based on the analysis, and concludes the study. It also includes the study limitations and suggests areas for future research. The chapter aims to interpret the results, link them to the literature, and offer practical guidance for brands using social media as a strategic tool.

5.2 Discussion of Findings:

- Effectiveness of Social Media as a Strategic Tool:

Respondents agreed that social media is effective for brand promotion, audience reach, and direct communication. Platforms like Instagram and TikTok are particularly influential. This supports previous studies that highlight social media's role in increasing brand visibility.

- Impact on Brand Building:

Social media positively affects brand awareness, brand image, trust, and customer loyalty. Brands that actively engage online are perceived more favorably.

- Challenges in Social Media Marketing:

Key challenges include content overload, trust issues, negative comments, poor content quality, and fake reviews. These challenges must be managed strategically to maintain brand credibility.

- Consumer Engagement and Purchase Intention:

Engagement on social media influences purchase decisions. Active interaction leads to higher customer loyalty and stronger brand perception.

- Correlation and Regression Insights:

Statistical results confirmed a strong positive relationship between social media strategy and brand building, indicating that strategic online activity predicts brand success.

5.3 Recommendations:

1. Develop a Strategic Social Media Plan – Set clear goals for engagement, visibility, and trust.
2. Focus on Content Quality and Consistency – High-quality, relevant, and regular content strengthens audience loyalty.
3. Manage Online Reputation – Monitor and respond to negative comments, feedback, and fake reviews.
4. Target the Right Audience – Use analytics to understand demographics and behavior.
5. Encourage Engagement and Interaction – Use polls, interactive posts, and responsive communication.
6. Monitor and Adapt – Continuously measure performance and adjust strategies.

5.4 Conclusion:

This study examined the role of social media marketing as a strategic tool in building brand equity and explored the challenges that affect its effectiveness. The findings confirm that social media significantly contributes to brand awareness, brand image, trust, and customer loyalty. The analysis of survey responses and statistical tests showed that customer interaction, effective marketing campaigns, and strategic content posting are key factors that positively influence brand building.

Despite the positive impact, the study also identified several challenges, including content overload, negative comments, low-quality content, and fake reviews, which may hinder the effectiveness of social media strategies if not properly managed. These challenges highlight the importance of careful

planning, content quality management, and audience engagement to maximize the benefits of social media marketing.

Overall, the study demonstrates that brands that actively and strategically leverage social media platforms can achieve stronger brand equity and higher consumer engagement. The results provide practical insights for marketers and brand managers to develop effective social media strategies, address challenges, and enhance overall brand performance in competitive markets.

5.5 Study Limitations:

This study has several limitations that should be considered when interpreting the results. First, the study was conducted using a relatively limited sample size, which may affect the generalizability of the findings to a larger population. Second, the data were collected through a self-reported questionnaire, which may introduce response bias, as participants might not always provide completely accurate or honest answers.

Although this study provides valuable theoretical insights into the role of social media marketing in building brand equity, it is not without limitations. These limitations should be taken into consideration when interpreting the results and their implications :

1. Lack of Primary Data Collection:

This research is based on a theoretical and analytical review of secondary sources, no primary data were collected through surveys, interviews, or experiments. As a result, the findings are dependent on existing literature and may lack real-time consumer or market perspectives .

2. Time Range of Literature:

The study focuses primarily on academic publications from 2010 to 2024. While this ensures the inclusion of recent developments in digital marketing, it may exclude older yet still relevant foundational studies or newly emerging research after the cutoff period.

3. Language and Regional Constraints Only studies published in English were reviewed. This excludes potentially valuable research written in languages other than English, especially Arabic, which may offer

deeper insights into consumer behavior in the Gulf region or other Arab markets.

4. Additionally, the study focused on selected social media platforms such as Instagram, TikTok, and Twitter (X), while other platforms were not examined, which may limit the scope of the findings. Furthermore, the use of close-ended questions (Agree/Disagree) may restrict the depth of responses, although one open-ended question was included to gain additional insights.

5.6 Future Research:

Future research can expand on this study in several ways. First, researchers may consider using a larger and more diverse sample to enhance the generalizability of the results. Second, future studies could explore additional social media platforms or compare the effectiveness of different platforms across industries.

Moreover, incorporating qualitative methods such as interviews or focus groups could provide deeper insights into consumer perceptions and behaviors. Future research may also examine the role of emerging trends such as influencer marketing, artificial intelligence, and personalized content in shaping brand building strategies on social media.

5.7 References:

The study primarily relies on international (English) references, as they are considered more comprehensive and up-to-date in the field of social media marketing and brand building. The majority of recent and high-impact research on digital marketing strategies and social media platforms is published in international journals, which provide deeper theoretical and empirical insights. Therefore, the use of foreign sources enhances the academic quality, credibility, and relevance of this research.

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Appendices

Summary of the Study:

This study aimed to investigate the role of social media marketing as a strategic tool and the challenges that impact brand building. The research focused on understanding how social media platforms influence consumer perception, brand awareness, brand image, and customer loyalty.

The study adopted a literature review approach along with a questionnaire-based survey to collect data from social media users. The questionnaire included sections on demographics, social media usage, brand building, marketing strategies, challenges, and engagement.

The findings revealed that social media has a significant positive impact on brand building. Users reported that strategic content, customer interaction, and consistent brand presence on social media enhance brand awareness, trust, and loyalty. However, the research also highlighted several challenges, such as negative comments, content overload, fake reviews, and managing multiple platforms, which can negatively affect brand reputation and effectiveness.

Overall, the study confirms that social media marketing is an essential strategic tool for brands, but success requires careful planning, content strategy, and management of potential risks. The research provides valuable insights for marketers seeking to improve brand performance and engage effectively with consumers in the digital environment.

Questionnaire:

Section A: Demographic Information

1. Gender

- Male
- Female

2. Age

- Under 18
- 18–25
- 26–35
- 36–45
- 46+

3. Education Level

- High School
- Bachelor
- Master
- PhD

4. How often do you use social media?

- Daily

- Weekly
- Occasionally
- Rarely

Section B: Social Media Usage

5. Which platform do you use the most?

- Instagram
- Twitter (X)
- TikTok
- Snapchat
- Facebook

6. How many hours per day do you spend on social media?

- Less than 1 hour
- 1–3 hours
- 3–5 hours
- More than 5 hours

Section C: Social Media as a Strategic Tool

7. Social media is an effective tool for brand promotion

- Agree
- Disagree

8. Social media helps companies reach a wider audience

- Agree
- Disagree

9. Social media enables direct communication with customers

- Agree
- Disagree

10. Social media improves brand visibility

- Agree
- Disagree

11. Social media helps target the right audience

- Agree
- Disagree

Section D: Brand Building

12. Social media increases brand awareness

- Agree
- Disagree

13. Social media improves brand image

- Agree
- Disagree

14. Social media builds trust in brands

- Agree
- Disagree

15. Social media enhances customer loyalty

- Agree
- Disagree

16. Social media affects how I perceive brands

- Agree
- Disagree

Section E: Challenges

17. Negative comments harm brand reputation

- Agree
- Disagree

18. Content overload makes it difficult for brands to stand out

- Agree

- Disagree

19. Lack of trust in online content affects brand credibility

- Agree
- Disagree

20. Poor content quality reduces brand effectiveness

- Agree
- Disagree

21. Managing social media accounts is challenging

- Agree
- Disagree

22. Fake reviews negatively affect brands

- Agree
- Disagree

Section F: Engagement & Purchase Intention

23. Social media influences my purchase decisions

- Agree

- Disagree

24. I engage more with brands active on social media

- Agree
- Disagree

25. I am more likely to purchase from brands I follow

- Agree
- Disagree

Section G: Open Question

26. What challenges do brands face when using social media for brand building?

(Paragraph answer)