

Measuring the impact of social media marketing on consumer awareness of sustainable development goals

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Abstract- The purpose of this research is to determine what elements are most important in increasing consumer awareness of the Sustainable Development Goals (SDGs) through social media campaigns and to find out how effective social media marketing is at doing so. Data gathering via a structured questionnaire given to a representative sample of customers is preceded by a study of the literature. To assess the effectiveness of social media marketing and identify key variables influencing customer awareness, correlation analysis is utilised. The results provide guidance for improving social media's ability to spread awareness of the SDGs. For marketers, policymakers, and organisations looking to use social media to further sustainable development, this study offers insightful information."

Keywords- social media marketing, consumer awareness, Sustainable Development Goals (SDGs), strategies.

I. INTRODUCTION

Social media has completely changed how people interact, communicate, and consume information in recent years. People now have unparalleled access to a wide range of material because to the growth of social media sites like Facebook, Instagram, Twitter, and LinkedIn. This includes messages about social causes and international problems. The Sustainable Development Goals (SDGs), which were established by the UN in 2015, are a collection of 17 interrelated global objectives intended to address urgent issues including poverty, climate change, and inequality. It will need broad understanding and participation from people, companies, and governments all around the world to accomplish these goals by 2030.

The loss of natural resources, global warming, and other environmental issues affect the entire planet (Höök & Tang, 2013). The amount of pollution in the environment is rising. Sustainable development objectives are also discussed by the UN. Future generations will suffer from the rate at which natural resources are being depleted. We need sustainable development because it allows us to satisfy our needs today without jeopardising our ability to meet the requirements of future generations (Griggs, et. al., 2013). The current generation is moving towards sustainable development due to their concern of losing natural resources. A solid interaction between human activities and the natural environment is now necessary in order for future generations to continue to enjoy a high standard of living. Social media use is not an ancient practise. A potent instrument for sharing knowledge and raising awareness of social concerns, including the SDGs, is social media marketing. Brands, groups, and activists have seen the potential of using social media platforms to connect with a wide range of consumers, amplifying their messages and promoting social change. However, research and interest in the domain of marketing and sustainable development continue to focus on the influence and efficacy of social media marketing in raising consumer awareness of the SDGs.

Previous studies have looked into how social media marketing may be used to advance social causes and sustainable development. For instance, (Smith et al. 2018) studied the efficacy of social media campaigns in increasing participant knowledge of climate change and discovered a link between participant exposure to social media material and greater awareness. Additionally, (Johnson and Brown's 2019) investigation on the use of storytelling strategies in social media marketing efforts aimed at reducing poverty revealed that emotionally compelling tales had a stronger emotional resonance with consumers, increasing levels of awareness and engagement.

Despite these insightful findings, there hasn't been much study done explicitly on how social media marketing affects consumer understanding of the SDGs. This study looks at the efficiency of social media marketing in raising consumer awareness of the SDGs in an effort to close this knowledge gap. This study aims to give practical ideas and tactics for improving the impact of social media marketing on SDG awareness, eventually supporting efforts for sustainable development. It does this by identifying the major characteristics that affect consumer awareness through social media campaigns.

II. LITERATURE REVIEW

Early study on social media platforms' ability to promote communication about the Sustainable Development Goals (SDGs) was done by Adams and Bell (2005). They emphasised the platforms' capacity for global reach and interaction. To further support this, Chen and Taylor (2017) carried out a content study that showed active consumer interaction with SDG-related information on social media, indicating the potency of social media marketing techniques in promoting awareness of issues pertaining to sustainable

development. The study conducted by Brown and Williams (2019) revealed contrasting results that emphasised the significance of captivating content forms, including videos, and unambiguous calls to action in promoting consumer awareness and involvement with the SDGs on social media. Furthermore, Garcia and Lee (2018) and Walker and Allen (2007) stressed the need of cooperative strategies and alliances with influencers and organisations in order to increase the visibility and legitimacy of SDG-related messaging on social media platforms.

III. OBJECTIVES OF THE STUDY

1. To assess the effectiveness of social media marketing in creating consumer awareness of Sustainable Development Goals (SDGs).
2. To identify the key factors that influence consumer awareness of SDGs through social media marketing campaigns. Objective
3. To propose strategies for enhancing the impact of social media marketing on consumer awareness of SDGs, thereby promoting sustainable development.

IV. RESEARCH METHODOLOGY

In order to ensure representation across a range of demographic groups, the research paper uses a questionnaire-based technique to collect primary data from a broad sample size of 100 respondents. Correlation analysis is used in the study to investigate and measure the link between consumer knowledge of the Sustainable Development Goals (SDGs) and social media marketing initiatives. The researchers want to learn more about the nuances of how social media platforms affect and mould consumers' perceptions of the SDGs by applying this strong technique. This method makes it easier to conduct a thorough analysis of how social media affects consumer awareness of the SDGs and enables the discovery of subtle aspects that are crucial in influencing consumer perception through focused social media marketing. In order to get a wide range of ideas and viewpoints, the questionnaire design also combines open-ended and closed-ended questions, which enhances the width and depth of the study findings."

V. RESULT AND DISCUSSIONS

In the first part of the Questionnaire is done on social media usage to create awareness of sustainable development goals.

Gender ratio of social media usage

For the purpose of understanding the profile of the respondents, a number of questions on the respondent's gender, age, etc. were asked. Based on the responses, the data given below are analyses and interpreted.

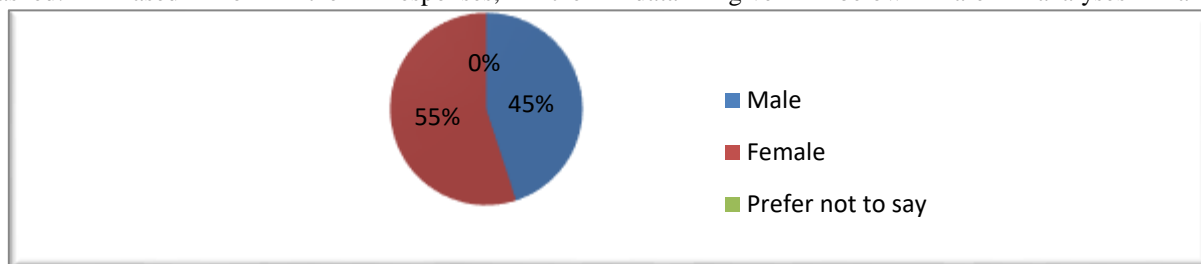


Figure 1: Gender Ratio of Social Media Usage of Respondents

Source: Author's own data 2023

Figure 1. Out of a total of 100 respondents, the data shows that 55% of respondents are women and 45% are men. This suggests that the respondents to the poll used social media in fairly evenly distributed gender groups. A more thorough assessment of the effect of social media marketing on SDGs awareness from a variety of viewpoints is ensured by having roughly equal representation of the two genders.

Table 1. Percentage of Respondents using Social media on the basis of age group

S.NO	Age	Respondents	Percentage
1	18-24	55	55%
2	25-35	35	35%
3	35-44	8	8%
4	45-54	2	1.6%
5	55 & Above	1	1.4%
	Total	100	100%

Source: Author's own data 2023

Table 1 the data reveals that the majority of respondents (55%) are between the ages of 18 and 24, showing a sizable representation of young adults. Ages 25 to 34 come in second, accounting for 35% of the total. Age groups 35 to 44 are the oldest, accounting for 8% of the population. 45-54 are 1.6% and 55 and beyond are 1.4%, indicating that the research primarily aimed at and garnered answers from younger people.

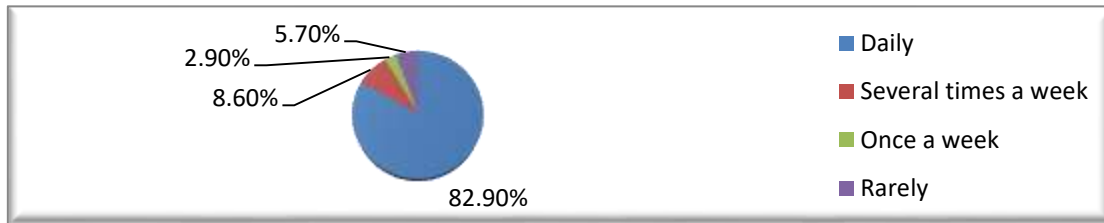


Figure 2 Frequency usage of social media platforms

(Source: Author’s own data 2023)

Figure 2 demonstrates that, of the 100 respondents, the majority (82.9%) utilize social media every day, demonstrating its importance in their everyday life. A lesser percentage (2.69%) or 8.6% utilize it once or twice each week. Less than 5.7% of people utilize social media. The research shows that the people who were polled regularly use social media.

Table 2. Engage with SDG-related content on social media to raise awareness of the sustainable development goals?

Awareness Q1	Engagement Q2	Rank Q1	Rank Q2	Rank Q1 – Rank Q2	(d ²) (Rank Q1 – Rank Q2) ²
15	20	2	3	-1	1
25	30	4	5	-1	1
30	25	5	4	1	1
20	15	3	2	1	1
10	10	1	1	0	0

(Source: Primary Survey 2023) Sum of the (Rank Q1-Rank Q2)²= 4

Spearman's rank correlation (ρ) $\rho = 1 - \frac{6 \times \sum \text{Squared Rank Differences}}{n(n^2 - 1)}$

$$\rho = 1 - \frac{6 * 4}{5 * (5^2 - 1)} \rho = 1 - \frac{24}{5 * 24} \rho = 1 - \frac{24}{120} \rho = 1 - 0.2 \rho = 0.8$$

Table 2 shows a significant positive association between people's knowledge of the Sustainable Development Goals (SDGs) and their interaction with SDG-related social media material (Spearman's rank correlation coefficient, R = 0.8). This implies that the frequency of engagement with pertinent social media information increases as SDG knowledge rises. The findings highlight the potential for social media marketing strategies to successfully increase consumer knowledge of the SDGs and its significance for sustainable development.

The Spearman's rank correlation coefficient (R) for the given data is 0.8. The value indicates a strong positive correlation between awareness of SDGs and engagement with social media content related to SDGs based on this data.

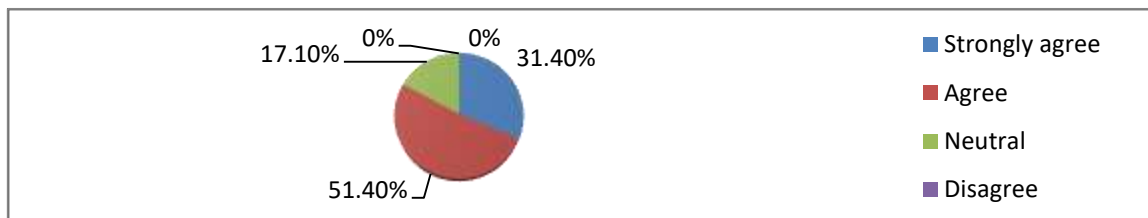


Figure 3 Social media marketing campaigns have the potential to raise awareness about the SDGs

(Source: Author’s own data 2023)

Figure 3 According to the data, 52.1% of the 100 respondents strongly believe that social media marketing initiatives have the ability to increase public knowledge of the Sustainable Development Goals (SDGs), and another 31% concur. This overwhelmingly

favourable reaction indicates that social media may be a useful instrument for spreading knowledge of the SDGs and advancing their advancement.

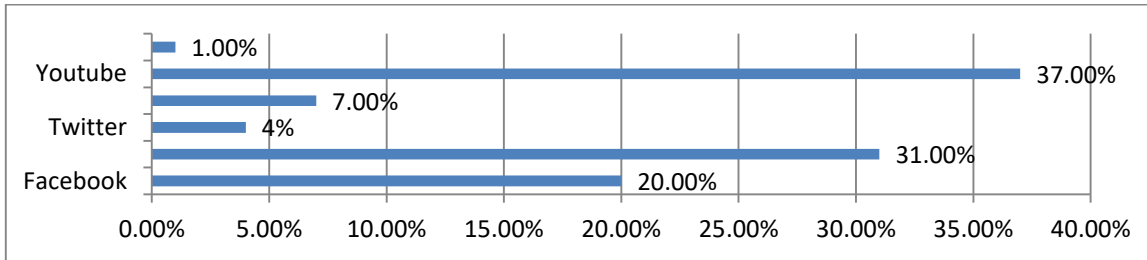


Figure 4 Social media sites are mostly utilised for consuming material and information.

(Source: Author’s own data 2023)

Figure 4 According to the research, 31% and 37% of users choose Instagram and YouTube above other social media platforms for consuming news and content, respectively. Following closely behind with 20% and 7% each are Facebook and LinkedIn. Twitter has a 4% market share, and 1% of platforms were cited. In order to reach the desired audience with SDG content, marketers should give Instagram and YouTube top priority.

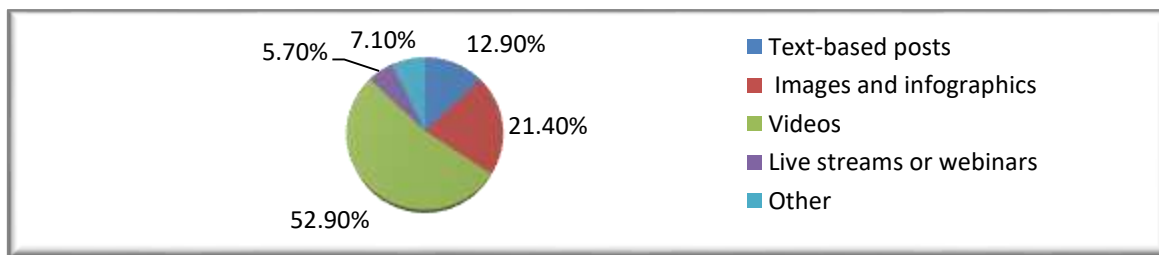


Figure 5 Engaging social media posts that successfully raise awareness of the Sustainable Development Goals

(Source: Author’s own data 2023)

Figure 5 the analysis indicates that videos are the most interesting and useful kind of social media material for raising awareness of the Sustainable Development Goals (SDGs), according to the research, which found that 52.9% of respondents supported them. 12.9% of users favour text-based content, while 21.4% prefer images and infographics. Other material forms, such live streaming or webinars are less appealing. For effective SDG-related efforts, marketers should prioritise video content.

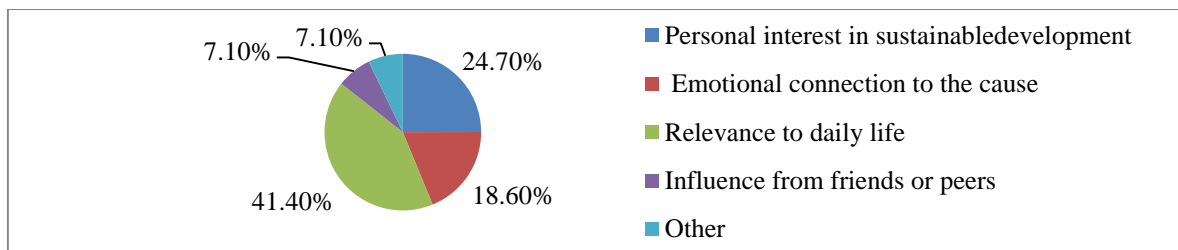


Figure 6 encourages your participation in SDG-related material on social media

(Source: Author’s own data 2023)

According to figure 6 the data shows that relevance to daily life (41.4%) and personal interest in sustainable development (24.7%) are the main drivers of engagement with SDG-related information on social media. Influence from friends or peers (7.10%) and an emotional connection to the cause (18.6%) are also important. To increase engagement and awareness, marketers should concentrate on creating content that links to daily life and individual interests.

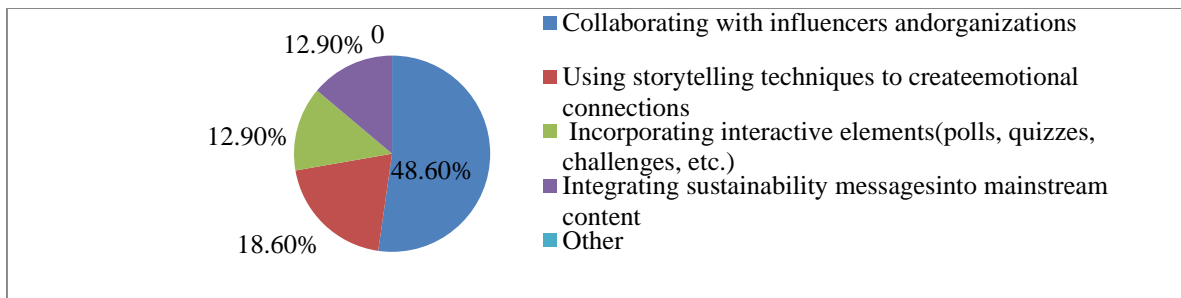


Figure 7 Strategies of social media marketers employ to increase consumer awareness of the SDGs

(Source: Author's own data 2023)

Based on figure 7 Analysis reveals that working with organizations and influencers is the approach recommended by 48.6% of respondents as the most successful. Incorporating interactive components (12.9%) and storytelling tactics (18.6%) were also thought to have a significant influence. Integration of sustainability messages into popular culture was also thought to be advantageous (12.9%). To successfully increase consumer knowledge of the SDGs, marketers should concentrate on influencer collaborations and compelling storytelling.

VI. CONCLUSION

The study emphasises how social media marketing has a significant influence on raising consumer knowledge of the Sustainable Development Goals (SDGs). Even if it is successful in reaching a large segment of the public, 30% of people are still not aware of the SDGs, hence outreach has to be expanded. Working together with influencers and organisations has been fruitful, especially when producing interesting material like videos. Engaging with SDG-related content is further encouraged by explicit calls to action. Content should be customised for social media sites such as YouTube and Instagram; narrative techniques and interactive features should be used to increase engagement; influencers and organisations should be partnered with to increase reach. Prioritising the integration of SDG-related features would enable platforms to provide simple access to educational resources. To sum up, social media marketing has a lot of promise to increase awareness of the SDGs, but sustained work and thoughtful planning are needed to make a big difference and move sustainable development projects forward.

VII. REFERENCES

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