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**DEVELOPING AN EFFECTIVE MARKETING PLAN AND SOCIAL
MEDIA CAMPAIGN FOR NDURE**

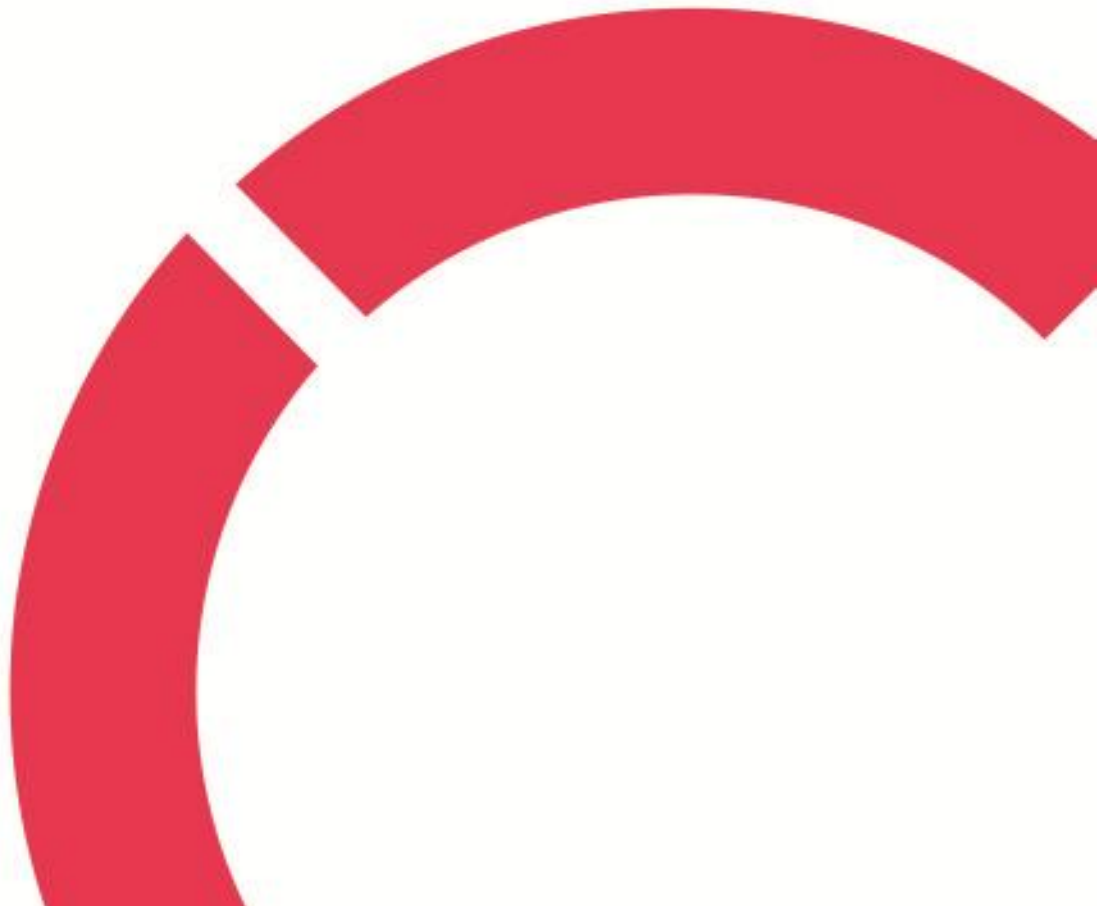
Enhancing Brand Visibility and Consumer Engagement

Thesis

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ABSTRACT

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Name of thesis DEVELOPING AN EFFECTIVE MARKETING PLAN AND SOCIAL MEDIA CAMPAIGN FOR NDURE: Enhancing Brand Visibility and Consumer Engagement		
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<p>In today's digital age, social media has become an indispensable tool for businesses aiming to enhance brand visibility and foster meaningful consumer engagement. For Ndure, an online shoe retailer in Pakistan, social media marketing represents a critical avenue for connecting with its target audience, building brand awareness, and driving sales.</p> <p>This study investigated the impact of social media marketing strategies on brand visibility and consumer engagement for Ndure, an online shoe retailer in Pakistan. A quantitative survey targeting consumers who interact with Ndure's social media platforms revealed key insights into their behavior.</p> <p>The primary participants was young (60% aged 18-24), female (62.2%), and budget-conscious, with Instagram as the preferred platform (33%). In the result of the study, visual content, particularly product photos and videos, were most effective, engaging 68.9% of respondents. A significant 84.5% believe Ndure's social media presence positively influences their brand perception. Social media directly impacts sales, with 37.8% having purchased Ndure products multiple times after seeing them online. While brand loyalty is strong, as demonstrated by a high likelihood of recommendation, customer service responsiveness has room for improvement</p> <p>The study suggests prioritizing high-quality visual content on Instagram, enhancing customer service, and exploring influencer marketing to optimize social media strategies. Future research should employ longitudinal and qualitative methods to further understand evolving consumer behavior and the long-term impact of social media marketing.</p>		
Key words Consumer Engagement, challenges and opportunities, marketing, Ndure, Pakistan.		

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1 INTRODUCTION

Ndure is a prominent online shoe retailer in Pakistan, offering a diverse range of footwear for men, women, and children. Established under the umbrella of Service Sales Corporation (SSC), Ndure has successfully positioned itself as a brand that caters to the multifaceted needs of modern consumers, blending traditional craftsmanship with contemporary designs (Ndure 2023; SSC Brands 2024). The footwear market in Pakistan is experiencing significant growth, projected to reach a volume of USD 7.1 billion by 2029, with an annual growth rate of approximately 4.86% (Statista 2023, 1). This growth is fueled by increasing consumer demand for high-quality and affordable footwear, as well as the rise of e-commerce platforms that facilitate online shopping. With a young and tech-savvy population, the demand for stylish and affordable footwear has surged. However, competition among local and international brands is intense, necessitating effective marketing strategies to capture consumer attention and loyalty. (Eboreime & Adedoyin 2013, 297.)

Marketing as a philosophy in business is probably as old as human civilization (Moore & Reid 2008; Minowa & Witkowski 2009; Rahman & Ayaz 2018, 107). Additionally, marketing changed the global economy many years ago. Since then, it has been evolving quickly, and now, every company in the world depends heavily on marketing strategies and activities to succeed (Kotler & Armstrong 2010). Furthermore, a number of academics have recommended the marketing as one of the crucial factors influencing customer purchasing decisions (Rahman & Ayaz 2018, 107).

One of the most important elements in business management is marketing mix. One definition of the marketing mix is the set of factors that a firm may manage to fulfill the needs of its customers in a way that is profitable over the long and short terms (McCarthy, 1964; Rahman & Ayaz, 2018, 107). One of the fundamental ideas of marketing is the marketing mix. The cornerstone of any marketing plan is thought to be (Rahman & Ayaz 2018, 107). Furthermore, according to Ergen (2011), the "marketing mix" is the combination of actions taken to meet certain market demands. Additionally, as mentioned by Musungwini and Zhou (2014), the marketing mix is a conceptual framework that outlines the key choices managers make when tailoring their products to meet the wants of customers rather than a systematic theory. (Rahman & Ayaz, 2018, 108.)

In the digital age of today, social media is essential for increasing customer involvement and company awareness. Platforms such as Facebook, Instagram, and Twitter allow brands to connect with their audience on a personal level, fostering loyalty and community (DHL 2023). Important statistics show that in 2024, 24% of worldwide internet consumers picked Facebook as their preferred platform. Instagram came in second, with 20% of respondents selecting it as the platform most likely to be utilized for this kind of behavior. Instagram is also run by Meta (previously Facebook, Inc.). (Statista 2024.) Additionally, companies using social media marketing have reported up to a 91% rise in brand recognition (Bilgin 2018, 130), highlighting the significance of social media marketing in contemporary marketing tactics. The interactive nature of social media enables businesses to share content that resonates with their target demographic while receiving immediate feedback. Additionally, visual platforms like Instagram are particularly influential in the fashion industry, where aesthetics play a crucial role in consumer decision-making. As brands leverage user-generated content and influencer partnerships, they can enhance their reach and credibility within the market.

Despite Ndure's established presence in the online footwear market, it faces significant challenges in engaging consumers and increasing brand visibility. The competitiveness of the market means that new and creative marketing mix appeals to the targeted consumer base. (DHL 2023.) Some of the marketing activities may not capitalize on the social media's ability to build and maintain consumer relationships or sales. Also, the current marketing strategies lack areas related to consumer preference over content type and social media platform (Rahman & Ayaz, 2018, 108). For that reason, Ndure is exposed to loss of its market share to competitors who have a better understanding of how the social media can be utilized to promote brands. To meet these challenges, this research aims at establishing a relevant strategic plan for social media with regard to Ndure Company's branding.

This research contributes to both practical and academic knowledge. To Ndure, the findings provided a way forward in enhancing its social media visibility and consequently enhancing brand awareness and customer engagement. It enhances the existing literature on digital marketing plans within the context of such emerging markets as Pakistan while providing subjects for further qualitative examination. This contributes to better knowledge of how social media impacts e-commerce brand performance and gives a structure for further research on the digital marketing challenges facing emerging markets. (Kumah 2017.)

Ndure is interested in this study interested in establishing the right social media techniques that can be instituted to improve market outlook and consumer outreach. Due to its leading position of a footwear

retailer in Pakistan and corporate presence on social media, this research may bring valuable information for Ndure. The purpose of this research is to outline the appropriate social media strategy that will be utilized by Ndure to bring about improved consumer engagement and better market penetration of the shoe manufacturing firm in the vast market for footwear.

The objectives of this study are:

- To identify social media strategies that align with Ndure's brand and consumer preferences.
- To determine the most effective content types and platforms for engaging Ndure's target audience.
- To provide data-driven recommendations to improve Ndure's brand visibility and increase sales.

These objectives aim to create a comprehensive social media strategy that addresses Ndure's specific needs while leveraging contemporary digital marketing principles.

The research seeks to answer the following questions:

- What social media strategies are most effective for engaging Ndure's target audience?
- Which platforms and content types resonate best with consumers?
- How can Ndure leverage social media to build brand loyalty and drive sales?

The thesis is structured to provide a comprehensive exploration of Ndure's social media strategy. The first chapter is titled Chapter 1, Introduction where information about Ndure is provided and the importance of this research. The role of social media marketing and the internet in the present business world is presented. Chapter 2, which is the Literature Review, presents relevant prior studies about the social media strategies and consumer behavior to set the theoretical foundation for the research. In Chapter 3, the Methodology section describe the general approach how the following research study was conducted, including the description of the approach for data collection, which was done systematically. Chapter 4, Findings, in which analysis done in this study is explained, and the corresponding outcomes are identified. Subsequently, Chapter 5, the Discussion, develops on these conclusions and relates them to the current research literature, making connections and insights. Lastly, Chapter 6 presents a recap of major findings in the dissertation and recommendations that Ndure can apply to improve on the management of social media and consumer interaction.

2 MARKETING PLANNING

2.1 Overview of Marketing Planning

Marketing planning is a critical process that involves the systematic assessment of a company's market position and the formulation of strategies to achieve its marketing objectives. According to Ferrandina (2005) and Nicoletti (2019, 3), it guides businesses on where to use resources and how to carry out marketing activities to suitably satisfy customer needs. Maps out businesses to make sure they meet customer needs through efficient resource employment and marketing operations. Strategic management theory, which emphasizes how marketing operations align with organizational goals, serves as the foundation for the current theories of marketing planning (Westwood 2006; Nicoletti 2019, 3).

One of the most important parts of marketing strategy is the market audit, which takes into account both external and internal elements that affect a company. This is mostly true when evaluating market elements including rivals, consumers, and trends (Al Fahad et al., 2015). Businesses may identify possibilities and challenges in their operational environment and make informed decisions about their marketing strategy by performing a market audit.

As a result, marketing planning's functions go beyond only allocating resources; it also helps to build a long-lasting competitive edge. Markets may be more effectively categorized, customers can be more precisely targeted, and goods can be arranged to meet specific market demands with the help of efficient marketing strategy (McDonald 2016). By examining the relationship between the product and the market, frameworks like the Ansoff Matrix are also used to help business organizations choose the best growth plan (Tybout & Calder 2010).

Additionally, as marketing planning is a continuous process, each strategy should be continuously evaluated and adjusted. Accordingly, businesses must be prepared to adjust and modify their plans and tactics when markets and demand start to change (Kotler & Arm-strong 2024). This is particularly crucial in the current volatile economic climate, where consumer trends and technology have the potential to greatly impact the industry.

2.2 Marketing Mix and Its Role in Planning

The marketing mix, commonly referred to as the "4 Ps," comprises Product, Price, Place, and Promotion. It serves as a foundational tool for marketing planning, allowing marketing managers to create effective strategies to meet organizational objectives and customer demands (McCarthy 1964). In order to ensure that a product or service concept would be desirable or intelligible to the target audience, each of these building blocks is essential to the formation of the entire marketing communication plan.

Product describes the items or services that a company provides to meet the demands of its clients. According to Kotler and Keller (2016), it encompasses design, quality, features, brand image, and brand packaging. In addition to meeting customer wants, successful goods must also be able to outsell rival solutions by utilizing unique selling propositions (USPs) (Blythe 2013; Puspitaweni et al. 2021, 2; Elfadel et al. 2024, 4). For example, shoes provided by Ndure must not only be fashionable but also comfortable and long lasting for customer in the fast growing e-commerce market.

Price of a product is the amount that buyers are willing to pay. Pricing tactics have a big impact on how customers think and behave while making purchases (Nagle & Holden 2023; Qibtiyana & Ali 2024, 4). When determining prices, businesses must take into account elements including perceived value, rival pricing, and manufacturing costs. For Ndure, implementing competitive pricing while maintaining profitability is essential for attracting price-sensitive consumers without compromising brand value.

Place describes the means of distribution that make goods accessible to customers. This includes deciding which venues to employ for product sales, which may include both physical and online outlets (Grewal & Levy 2010; Qibtiyana & Ali 2024, 4). At marketing, placement conveys the qualities that indicate the product should be at the correct location at the right moment. For Ndure, it is essential to increase its audience reach during the Covid-19 pandemic through the electronic commerce platforms and social media in the growing digitally aware market in Pakistan.

Promotion is the umbrella term for all efforts intended to convey the advantages of the product and influence potential buyers to buy it (Qibtiyana & Ali 2024, 4). According to Belch and McCarthy (2018), they typically include public relations, sales promotion, advertising, and personal selling. An

excellent promotional tool helps to raise awareness and promotes interaction with customers. According to Ndure, social media marketing campaigns may be useful for increasing that sought after visibility and excitement with new products.

For a marketing plan to be coherent, these four components must work together. A cheap product might not sell because of poor advertising or a shortage of supply in the appropriate locations, therefore they must all work together to support one another (Kotler & Armstrong 2010). As a result, the marketing mix must be evaluated and modified using strategies based on customer trends and feedback.

2.3 Digital Marketing Strategies in E-commerce

In the rapidly evolving landscape of e-commerce, effective digital marketing strategies are essential for online retailers like Ndure to thrive. Since consumers expand their spending on internet channels, firms need to harness several forms of digital marketing to improve brand awareness, customer interaction, and sales. This section explains main initiatives that Ndure can undertake to improve its e-commerce performance.

2.3.1 Search Engine Optimization (SEO)

SEO is a fundamental strategy for increasing organic traffic to Ndure's website. Through keywording of the product pages and by including the right meta descriptions and quality content, Ndure can benefit from better positioning on search engine results pages (SERP) (Stankovska 2025). According to the retailing statistic new customers believe that 73% of those buying products first search the internet before making a purchase (Retail Dive 2024). Thus, there is an added advantage for Ndure to incorporate good SEO tactics to enable to acquire potential customers who are actually in search of footwear.

2.3.2 Pay-Per-Click (PPC) Advertising

PPC advertising allows Ndure to target specific audiences through paid search ads on platforms like Google and social media. This makes this approach to have an immediate impact and can produce a lot of traffic and probably the right traffic in the shortest time possible (Shopify, 2024). By using retargeting ads, Ndure will be able to target the visitors who already had an intention to buy its products but

has left the site without making the purchase. Retargeting has been proved efficient in such contexts as recovering of shopping carts left by clients who contribute to about 69.57% of the total internet sales (Baymard Institute 2023).

2.3.3 Social Media Marketing

Establishing a strong social media presence is crucial for Ndure to connect with its audience and build brand loyalty. Social media marketing especially on Instagram and Facebook is particularly good in visual marketing within the fashion niche (WebFX 2016). For instance, Ndure can share interesting data; product images, customers' testimonials, and promotions that can attract others to follow its web page and share the same in their circle. Also, it will strengthen the presence of Ndure since working with social media influencers who corner the target market will make the brand more believable to the customers (Shopify 2024).

2.3.4 Email Marketing

Email marketing remains one of the most cost-effective digital marketing strategies for e-commerce businesses. By capturing email addresses through website sign-ups and promotions, Ndure can create personalized email campaigns that target specific customer segments (Stankovska 2025). Personalized emails have been shown to increase engagement rates significantly; for instance, tailored recommendations based on previous purchases can encourage repeat business and enhance customer loyalty.

2.3.5 User-Generated Content (UGC)

Encouraging customers to share their experiences with Ndure's products on social media not only builds community but also serves as authentic marketing material. UGC enhances brand trust and encourages potential buyers to make informed purchasing decisions based on real customer experiences (Beard 2024). Ndure can promote UGC by hosting contests or encouraging customers to tag the brand in their posts.

2.3.6 Mobile Optimization

With a growing number of consumers shopping via mobile devices, optimizing the online shopping experience for mobile users is essential. A mobile-friendly website design ensures that customers can

easily navigate product listings and complete purchases without frustration (WebFX 2016). Additionally, implementing features such as one-click purchasing can streamline the buying process and reduce cart abandonment rates.

2.3.7 Content Marketing

Creating valuable content that educates consumers about footwear trends, care tips, or styling advice can position Ndure as an authority in the industry while driving traffic to its website (Shopify 2024). Blog posts, videos, and tutorials can engage users and encourage them to return to the site regularly. This strategy not only enhances brand visibility but also fosters trust among consumers.

2.3.8 Local Marketing Strategies

As an online retailer based in Pakistan, Ndure can benefit from local marketing tactics that target specific geographic regions within the country. Geo-location strategies also help in targeting specific areas making it easy for Ndure to give out content related to users' regions and additional offers. (Beard 2024.) They make use of this personalization in as a means of increasing relevance and thus enhancing the conversion rate.

2.3.9 Leverage Google Shopping

Google Shopping ads are an effective way for e-commerce retailers to showcase their products directly in search results. By following these steps, Ndure is able to create a Google Merchant Center account and, through enticing images and descriptions of the products, chime for consumers actively buying footwear. (Stankovska, 2025.) Apart from padding visibility, these ads exert a positive effect on credibility in that they associate products with familiar brands

2.4 Key Metrics for Evaluating Marketing Campaigns

Therefore, determination of the efficiency of advertisements is important in assessing the worth of the campaign in terms of Return on Investment (ROI). Using the KPIs, the organizations can determine the extent to which marketing goals have been achieved for the business to make the right directions

towards the next marketing campaigns. This section focused on key performance indicators that Ndure can rely on for assessing the performance of its marketing strategy.

2.4.1 Return on Investment (ROI)

ROI is a fundamental metric that measures the profitability of a marketing campaign relative to its costs. The formula for calculating ROI (Fraser Likely & APR n.d.) is:

$$\text{ROI} = (\text{Revenue} - \text{Cost of Campaign} / \text{Cost of Campaign}) \times 100$$

Higher ROI means that given campaign is successful because business was able to generate enough revenues to cover costs (Indeed 2024). As for Ndure, measuring the ROI will identify which particular campaigns pay the most and should stimulate resource investment.

2.4.2 Conversion Rate

The conversion rate measures the percentage of visitors who complete a desired action, such as making a purchase or signing up for a newsletter. A high conversion rate suggests that marketing strategies effectively encourage customers to take action. (Mediatool 2024.) For Ndure, optimizing website design and user experience can enhance conversion rates, ultimately leading to increased sales.

2.4.3 Customer Acquisition Cost (CAC)

CAC refers to the total cost associated with acquiring a new customer, including marketing expenses and sales efforts. Lowering CAC while maintaining or increasing customer lifetime value (CLV) is essential for improving marketing ROI. (Tanton 2024.) By analyzing CAC, Ndure can evaluate the efficiency of its customer acquisition strategies and adjust them as necessary.

2.4.4 Customer Lifetime Value (CLV)

CLV estimates the total revenue a business can expect from a customer throughout their relationship. Understanding CLV helps Ndure gauge the long-term value of its customer acquisition efforts and informs marketing strategy adjustments (Mediatool 2024). By maximizing CLV through effective retention strategies, Ndure can enhance overall profitability.

2.4.5 Click-Through Rate (CTR)

CTR measures the percentage of users who click on a specific link or call-to-action in an advertisement or email compared to the total number of users who viewed the content. A higher CTR indicates that the marketing message resonates well with the target audience (Waller 2023). For Ndure, monitoring CTR across various channels can provide insights into which campaigns are most engaging.

2.4.6 Cost Per Lead (CPL)

CPL measures how much is spent to acquire each lead through marketing efforts. This metric is particularly useful for businesses with longer sales cycles that require nurturing leads before conversion (Tanton 2024). By optimizing CPL, Ndure can ensure that its lead generation efforts remain cost-effective.

2.4.7 Return on Ad Spend (ROAS)

ROAS is an advertising evaluation tool that measures the revenue upon spending one dollar on advertisements. This material is especially useful in paid ads and helps understand their efficacy (Tanton 2024). A higher ROAS means that advertising strategies are paying off and helping Ndure in optimizing its ad approaches.

2.4.8 Website Traffic

Tracking website traffic during a campaign period allows Ndure to assess how effectively its marketing initiatives drive visitors to its site. An evaluation of traffic information may be made to understand the outcome of campaigns on brand awareness and interest levels (Waller 2023). In the same manner, the study of traffic sources enables an understanding of which route is the most effective in reaching the potential customers. Ndure is able to analyse its marketing campaigns fully by using ROI, conversion rate, CAC, CLV, CTR, CPL, ROAS, and website traffic. If Ndure pays persistent attention to these indicators, it shall be in a position to adjust its marketing strategies to fit its goals of reaching its clientele in the growing e-commerce market in Pakistan.

3 SOCIAL MEDIA MARKETING

3.1 Importance of Social Media in Brand Visibility

Social media has fundamentally transformed how brands connect with consumers, serving as a powerful tool for enhancing brand recognition and loyalty (Nguyen 2016, 11). This means that social media offers an enormous outreach of over billions of active users in different platforms, which when leveraged let a brand such as Ndure to reach out to these unique audiences (Samways 2024). This section focuses on the ways through which social networking sites improves brand awareness and builds consumer loyalty.

3.1.1 Enhanced Brand Recognition

Social media platforms serve as additional touchpoints for consumers to encounter a brand. Regular engagement through posts, advertisements, and interactive content ensures that a brand remains top-of-mind among its target audience (Key Medium 2024). Consistent visibility across social media channels helps reinforce brand identity, making it easier for consumers to recognize and remember the brand when making purchasing decisions (Mohamed 2023; Nguyen 2016, 9). For Ndure, maintaining an active presence on platforms like Instagram and Facebook can significantly increase brand recall among potential customers.

3.1.2 Direct Communication and Engagement

Social media facilitates two-way communication between brands and consumers, allowing for real-time interactions that can enhance customer relationships. This direct engagement fosters a sense of community and belonging among followers (Samways 2024; Nguyen 2016, 12). For instance, by responding to customer inquiries and comments promptly, Ndure can demonstrate its commitment to customer service, thereby building trust and loyalty. Engaging with customers through polls, contests, and user-generated content also encourages participation and strengthens the emotional connection between the brand and its audience. (NMIMS Global 2025.)

3.1.3 Cost-Effective Marketing

Compared to traditional advertising methods, social media marketing is often more cost-effective while providing extensive reach (Key Medium 2024; Nguyen 2016, 11-12). Many platforms allow brands to create free accounts and post organic content that can reach thousands of users without significant financial investment. Additionally, paid advertising options on social media are typically more affordable than traditional media buys. This cost-effectiveness enables Ndure to allocate resources toward creative content production that can engage audiences effectively without straining the marketing budget.

3.1.4 User-Generated Content (UGC)

Encouraging customers to share their experiences with Ndure's products on social media can significantly enhance brand visibility. UGC acts as authentic endorsements that resonate with potential customers more than traditional advertising (Mohamed 2023). When consumers see their peers using or enjoying a product, they are more likely to trust the brand and consider making a purchase. By promoting hashtags or running campaigns that encourage sharing experiences, Ndure can harness the power of UGC to amplify its reach.

3.1.5 Influencer Partnerships

Collaborating with social media influencers can further enhance brand visibility for Ndure. Influencers have established credibility within their niches and can effectively promote products to their followers (Samways 2024). When influencers post their feet wearing Ndure's footwear in a post or a story, the brand reaches out to new customers who the influencers may influence to make a purchase. It also has the effect of raising the perceived credibility of the brand to potential customers, in addition to raising the general visibility of the brand.

3.1.6 Analytics and Insights

Social media platforms provide robust analytics tools that allow brands to measure engagement levels and assess the effectiveness of their marketing efforts (Key Medium 2024). Looking at the number of likes, shares, comments and the rate of gaining followers, Ndure can be able to harness consumer

trends and patterns. The exact analytical approach allows the brand to re-fine its marketing strategies on a continuous basis in order to match the consumers' expectations.

3.2 Content Strategies for Engagement

Brands such as Ndure needs to ensure that they come up with interesting content that they will post on the social media platforms. Varying forms of content can reach users and connect with them, encourage engagement and reinforce brand awareness. This section provides recommendations on the types of content that Ndure can use to improve engagement.

3.2.1 High-Quality, Value-Driven Content

Content that provides value—whether educational, entertaining, or inspiring—tends to generate higher engagement rates. Paying attention to the audience's wants and ensuring that they always receive valuable information to solve their problems is critical (Ikram 2024; Nguyen 2016, 31). The Ndure needs to shared information on best practices in the maintenance of wears especially the footwear, appropriate wears to wear depending on the occasion, upcoming trends in footwear industry among others. In this way, Ndure can ensure it posts content that its audience will find relevant and thus forward to on the social media platforms.

3.2.2 Interactive Content

Apparently, the addition of features like poll and quizzes as well as live question and answer segments can raise engagement levels dramatically (Deschamps 2024). In contrast, the type of content ingraining the audience engagement makes the recipients feel that they are actively contributing to the process and have a say in regards to This interactivity is fundamental to the nature of the applications and empowers the audience to engage with the brand in a conversation. For example, Ndure could organize a poll asking its followers which of the shoe styles they like or having a quiz on the shoe facts. This not only engages users but also provides valuable insights into consumer preferences.

3.2.3 Video Content

Video is currently one of the most engaging forms of content on social media (Content Whale 2024). Short videos, tutorials, and product demonstrations can capture attention more effectively than static images or text. Platforms like Instagram Reels and TikTok are particularly suited for this format (Karapetyan 2022, 102). Ndure can create engaging videos showcasing new arrivals, styling tips, or behind-the-scenes looks at the design process. Adding captions to videos ensures accessibility and caters to users who may be watching without sound (Deschamps 2024).

3.2.4 User-Generated Content (UGC)

Encouraging customers to share their experiences with Ndure's products can amplify brand visibility and authenticity. UGC acts as social proof, making potential customers more likely to trust the brand (Ansari 2025). Ndure could implement campaigns that encourage customers to post photos wearing their shoes with a specific hashtag. This not only increases engagement but also builds a sense of community around the brand.

3.2.5 Storytelling

Utilizing storytelling in social media posts helps create emotional connections with the audience (Content Whale 2024). Sharing stories about how Ndure's shoes have positively impacted customers' lives or highlighting the craftsmanship behind each product can resonate deeply with followers. This approach humanizes the brand and fosters loyalty by allowing consumers to relate personally to the brand's narrative.

3.2.6 Consistent Posting Schedule

Consistency in posting is vital for maintaining audience interest and engagement (Ikram 2024; Nguyen 2016, 35). Developing a content calendar that outlines when and what to post can help ensure regular interaction with followers. Additionally, analyzing platform-specific insights to determine optimal posting times can enhance visibility and engagement rates.

3.2.7 Engaging Visuals

High-quality visuals are crucial for capturing attention on social media (Ansari 2025; Nguyen 2016, 35). Using striking images and graphics can make posts more appealing and encourage shares and interactions. For Ndure, showcasing its products through professional photography or eye-catching graphics can enhance brand perception and attract potential customers.

3.2.8 Strategic Use of Hashtags

Hashtags play a significant role in increasing content discoverability on social media platforms (Nguyen 2016, 33). By researching and using relevant hashtags within its niche, Ndure can reach a broader audience while participating in trending conversations. However, it's essential to use hashtags strategically; overusing them may appear spammy and deter engagement.

3.3 Influencer Marketing and Its Impact

Influencer marketing has emerged as a transformative strategy in contemporary advertising, significantly shaping consumer perceptions and driving engagement (Rachmad 2024, 24). The great thing about this is that brands can easily communicate with their target audiences through the help of influencers making consumers trust them more. This segment delves into the performance of certain influential personalities in shaping the consumers' buying behaviour and attitude.

3.3.1 Building Trust and Credibility

Influencers often cultivate strong relationships with their followers through authentic content and consistent engagement (Gupta 2024). This rapport helps them to be received as credible sources of information hence their endorsements are more powerful than mere adverts (Sankala 2024). The Marketing Sentiment Analysis matrix reveals that currently, 63% of consumers believe the opinions of influencers regarding products more than the opinions given by the brands as per the Agility PR study for the year 2024. To Ndure, working with ministry worthy and reliable influencers can add to the trust which in turn could make potential customers think about the products.

3.3.2 Enhancing Brand Awareness

Influencers play a crucial role in increasing brand visibility by introducing products to new audiences (Okonkwo & Namkoisse 2023, 82). Sponsored post, review and unboxing videos can be used by influencer where in they introduce Ndure footwear to their followers hence making the brand popular to every follower of the particular influencer (Gupta 2024). This exposure is particularly useful in specialized areas where conventional promotion and communication do not elicit same response. Imaginativeness and peculiarities that distinguish influencer content eventually result in increased people's interest and attention to the corresponding products.

3.3.3 Driving Engagement Through Authenticity

Authenticity is a key factor that drives consumer engagement in influencer marketing (Kapitan 2022, 1; Pankhuri 2024). If influencers are true to their hearts, it is easier to convince their fans to purchase a product. This is so true since it makes the followers feel that they are indeed part of a community, created by the influencer. In the social media the kind of interaction that is promoted includes the likes, shares and comments (Sankala 2024). For Ndure, selecting influencers who align with its brand values can enhance the authenticity of promotions and deepen consumer engagement.

3.3.4 Influencing Purchase Decisions

The impact of influencer marketing extends beyond brand awareness; it significantly affects consumer purchasing decisions. Influencers often share personal experiences with products, which can create a sense of urgency among followers to make similar purchases (Agustian et al. 2023, 5). For example, when an influencer demonstrates how Ndure's shoes fit into their lifestyle or highlights their unique features, it can lead to increased purchase intent among viewers.

3.3.5 Fostering Brand Loyalty

Influencer marketing not only attracts new customers but also plays a vital role in building brand loyalty (Agustian et al. 2023, 5). By consistently engaging with consumers through relatable content and honest endorsements, influencers can foster long-term relationships between consumers and brands (Gupta 2024). When consumers feel a personal connection to an influencer who promotes Ndure's products, they are more likely to become repeat customers and advocates for the brand.

3.3.6 Creating Social Proof

Social proof is another significant aspect of influencer marketing that influences consumer perceptions. When potential customers see others endorsing a product or sharing positive experiences on social media, it reinforces the idea that the product is desirable and trustworthy (Pankhuri 2024). This phenomenon can lead to increased consumer confidence in Ndure's offerings as they witness real-life endorsements from trusted figures.

3.4 Measuring Social Media Success: Metrics and Tools

Measuring the success of social media campaigns is essential for understanding their effectiveness and optimizing future strategies. Various tools and techniques are available to assess social media performance, enabling brands like Ndure to track engagement, reach, and overall impact. This section discusses key metrics and tools that can be utilized to measure social media success.

3.4.1 Key Performance Indicators (KPIs)

Establishing KPIs is the first step in measuring social media success. Common KPIs include engagement rate, reach, impressions, click-through rate (CTR), and conversion rate (Hootsuite 2024). One of the indexes that are believed to be crucial is an engagement rate, or the number of likes, shares and comments in reference to the total number of followers or, in other words, the number of imprints. A high engagement rate means that contents shared with fans are interesting and reliable for the audience.

3.4.2 Social Media Analytics Tools

Numerous analytics tools provide insights into social media performance. For example, while using Hootsuite, one is provided with detailed analysis options for different platforms to gauge activities such as engagement and growth of the audience (Hootsuite 2024). This enhances its user-friendliness than the previous application with a contender summary of various networks allowing Ndure's analysis of its overall performance.

The other essential tool is Social insider, friendly to competitive analysis and benchmarking. It helps brands to benchmark themselves against competitors, track high performing content, and make the right decisions based on the provided analysis (Nitu 2024). Such competitive perspective can be useful in Ndure to have better view on its market position.

3.4.3 Content Performance Metrics

Measuring the performance of individual posts is crucial for optimizing content strategy.

Social media analytics indicate engagement features like likes, shares, comments, and saves, which informs what type of content triggers engagement the most (Whatagraph 2025). Through the evaluation of these parameters Ndure can be able to understand which aspects of content it needs to focus on to reflect the current consumer tastes and preferences.

3.4.4 Audience Insights

Understanding the demographics of an audience is vital for tailoring content effectively. Tools like Meltwater provide audience insights that help brands understand who engages with their content based on factors such as age, gender, location, and interests (Mathew 2025). This information enables Ndure to create targeted campaigns that appeal to specific segments of its audience.

3.4.5 Sentiment Analysis

Sentiment analysis tools assess public perception of a brand by analyzing social media conversations. Tools like Brand24 allow brands to monitor mentions and gauge sentiment around their products or campaigns (Brand24 2025). By understanding how consumers feel about Ndure's offerings, the brand can address concerns proactively and enhance its reputation.

3.4.6 Reporting Tools

Automated reporting tools streamline the process of tracking social media performance over time. For instance, ContentStudio provides detailed and customizable reports that provide a general overview of performance data in all the available channels (ContentStudio 2025). These reports can be redesigned so that it would highlight only several KPI's critical to Ndure's marketing objectives, which will make campaigns results more comprehensible to stakeholders.

3.4.7 Return on Investment (ROI)

Last but not least, there is always quantification of the return on investment in an endeavor, and social media is no exception. Using an ROI calculation of the money earned back through the social media activity against the amount spent on the social media campaigns as well as the amount spend on advertising, Ndure can establish the efficiency of the organisation's marketing expenditure (Agility PR 2024). Positive ROI means that specific campaigns are beneficial to the enterprise and helpful for its general development.

4 RESEARCH METHODOLOGY

The purpose of this study is to collect empirical evidence to understand the impact of social media marketing strategies on brand visibility and consumer engagement for Ndure, an online shoe retailer in Pakistan. The research involved a survey targeting consumers who engage with Ndure through various social media platforms, providing a structured examination of the factors influencing the relationship between social media marketing and consumer behavior.

4.1 Research strategy

This study employs a quantitative research methodology (Gunter 2023) through a structured survey aimed at consumers interacting with Ndure's social media channels. A semi-structured questionnaire was used for quantitative data collection, enabling objective empirical analysis (Yadav & Rahman 2017, 6). The purposive sampling technique will be used to select participants from Ndure's customers; thus, respondents were directly chosen from people who have familiarized themselves enough with the brand's offerings and know what to contribute to the survey. The questionnaire will be shared using an online platform like Google Forms for wide reach. This quantitative approach will mainly focus on collecting in-depth data from the loyal consumers of Ndure's marketing campaigns, thus giving a complete understanding of consumer perceptions and behaviours toward social media marketing (Yadav & Rahman 2017, 6).

Apart from that, the research sought to establish the challenges and the opportunities related to the current marketing strategies of Ndure, finally formulating suggestions that best fit the particular scenario of the online footwear market in Pakistan. Through this specific strategy, Ndure were enabled to acquire insight into customer engagement and operationalization of that perception in terms of brand strategies for the growth of Ndure's brand visibility and market presence.

4.2 Method of data collection

The data collection strategy for this study involves the use of a survey designed to assess consumer preferences and engagement related to Ndure's social media marketing efforts. A total of 45 responses

were collected through the online designed survey. The purpose of the survey was to collect quantitative data in relation to certain demographic variables like age, gender, education level, and shopping habits, as well as to understand consumer behavior with respect to footwear fashion purchases online (see Appendix 8.1: Research Questionnaire). The survey, however, provides some details beyond surface inquiries into consumer engagement with social media marketing and highlight the relationship of these with regards to brand loyalty, purchase decisions, and overall satisfaction with Ndure products (Ashley & Tuten 2015). This data collection method was chosen because of its efficiency and efficacy in getting rich and useful insights from respondents who are versed in online shopping behaviors. This approach makes understanding of the challenges Ndure is having in getting engagement from consumers and also helps in unearthing creative ways to makes the brand visibility and interaction with consumers.

4.3 Data analysis technique

The survey data were analyzed using the Statistical Package for Social Sciences (SPSS) software, employing descriptive statistical analysis techniques (Baffoe-Djan & Smith 2019). This strategy looked to both summarize and structure the data surrounding consumer preferences and the connection with Ndure social media marketing activities. The analysis included computing frequencies, percentages, and means for the numerical data collected in order to give a comprehensible understanding of the distributions of responses to social media use and its role in the choices made towards purchasing. Such methods were expound an all-encompassing analysis of marketing concepts and strategies that will be revealed as needing improvement for Ndure while building upon social media accessibility. With a strategic application of these analytical models, the study is destined to target Ndure's various aspects of sharing its strategies of getting consumer engagements. The analytical findings will set Ndure the course on recommendations to cement its footing in consumer engagements on social media.

4.4 Ethical consideration

This research was conducted with a strong commitment to ethical considerations to ensure the confidentiality and rights of all participants involved. The respondents were informed prior to their participation about the study's purpose, objectives, and their own involvement in it. Participation did involve

the informed consent and was based upon a wholly voluntary premise with an assurance that respondents could withdraw from the study at any time without any negative consequences for themselves.

The complete privacy and anonymity of respondents were prioritized throughout the research procedures employed in this study. Details regarding participants' identities and their individual responses were kept strictly confidential and were never disclosed in any reports or publications coming out of the invention. All personal data collected through the survey will be safely stored, with only a limited access to the research team, to ensure data protection and privacy.

To maintain its high standard of ethics, the research was free from any conflict of interest in order to guarantee the honest and transparent reporting of the findings. The relevant ethics committee has granted ethical clearance, assuring that the study is of high ethical research standards. These measures were put in place in order to preserve the dignity, the rights, and the well-being of every affected person involved in this research.

4.5 Limitations of the research

The study has several limitations that should be acknowledged. Self-reported data may sometimes exhibit bias, with the responses being influenced by an individual's subjective perceptions and preferences (Guesalaga 2016, 78). Another limitation of the study is its cross-sectional design, severely restraining the capability of establishing firmly-grounded causal links between social media engagement and consumer behavior (Guesalaga, 2016 78). This limitation indeed cautions against understanding the results, which also points out the necessity of employing other research methodologies, including longitudinal studies, for a more thorough understanding of the manner in which social media influence consumer engagement over time.

Although this study provides insights into Ndure as an online shoe retailer, the sectorial or regional scope of this research may limit its generalization. Consumer behavior and marketing dynamics in the specific context of e-commerce in Pakistan may differ significantly from other sectors or geographical areas, presenting a contrast regarding different industry practices, regulatory environments, and customer demographics (Perera & Iqbal 2021, 10). Thus, great insights are offered regarding Ndure's marketing strategies, but it is suggested to avoid the generalization of the findings to other contexts.

5 RESULTS

The survey conducted for this study aimed to gather insights into consumer behavior and preferences related to Ndure's social media marketing efforts. The investigation was directed towards discerning the implications of social media on brand visibility and engagement among consumers in case of Ndure, a shoe retailer selling online and operating in Pakistan. Findings would shed light on crucial demographic features, social media usage types, preference of content, loyalty to brands, influence on sales, and would ultimately assist in marketing Ndure better.

The survey's design ensured that participants were familiar with Ndure's offerings, allowing for a comprehensive examination of the factors influencing the relationship between social media marketing and consumer behavior. Through a quantitative approach, the research amounts the data collected, allowing an objective empirical analysis that draws attention to vital fields in need of advancement in Ndure's marketing strategies. A thorough examination of the survey results was done, including demographic analysis, social media use and awareness, content preferences and engagement, brand loyalty and sales impact, and community building and further insights. The findings will be used in coming up with recommendations for optimizing Ndure's social media strategy in connecting with its target audience and increasing its visibility as a brand.

5.1 Demographic profile of respondents

Question 1 in the survey reveals that 60% of respondents belong to the 18-24 age group. The findings make it clearer that Ndure's primary audience is an intrinsically youthful group, which is somehow essential for the marketing strategy targeting the said group. Young consumers are usually more involved in social media, thus likely to impact their peers in their purchasing decisions, which makes them the focal target of Ndure's marketing efforts.

Question 2 in the survey reveals that the gender distribution shows that 62.2% of respondents are female, while 37.8% are male. This implies that Ndure may have a superior brand copy and product mix that appeals to women. Knowledge of this gender dynamic is critical for Ndure because it allows for

the tailoring of their marketing content and promotional designs to speak to female consumers, who usually drive the bone of contention in the fashion world.

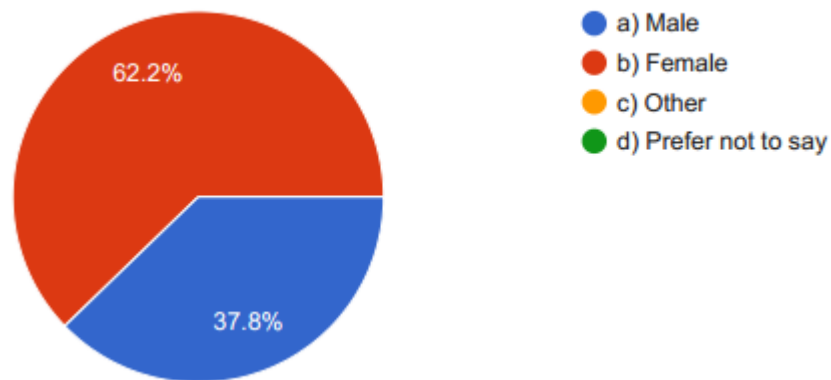


Figure 1: 62.2 % of the respondents were females

Question 3 in the survey reveals that a significant portion of respondents (65.9%) identified as students, followed by employed individuals (20.5%) and self-employed individuals (13.6%). The relatively high percentage of students shows that Ndure's customer base is mostly comprised of people whose greatest concern is very likely finding fairly priced and stylish types of footwear. By making promotions and discounts targeted towards the students, Ndure is likely to increase engagement and sales.

Question 4 in the survey reveals that the survey shows that 77.8% of respondents have an approximate annual income of less than \$25,000. This finding indicates that Ndure's target audience is sensitive to price. Marketing strategies should highlight affordability and value for money since this level of income suggests that for consumers, cost is likely an important element in purchasing decisions. Overall, from the demographic analysis, Njure's main target audience is composed of young, mostly female students, with limited disposable income. Understanding these characteristics is essential for developing targeted marketing strategies that resonate with this consumer segment.

5.2 Social Media Usage and Awareness

Question 5 in the survey reveals that a substantial 77.8% of respondents reported using social media platforms daily. This high frequency underscores the importance of social media in consumers' lives

and indicates that it is a crucial channel for engaging with Ndure's target audience. Regular interaction on social media can foster brand loyalty and encourage repeat purchases.

Question 6 in the survey reveals that, when asked about their primary social media platform, respondents indicated a preference for Instagram (33%), followed by Facebook (19%), Twitter (10%), and other platforms (7%). The dominance of Instagram aligns with trends in the fashion industry where visual content is key to engagement. Ndure should prioritize Instagram for its marketing campaigns to maximize reach and impact.

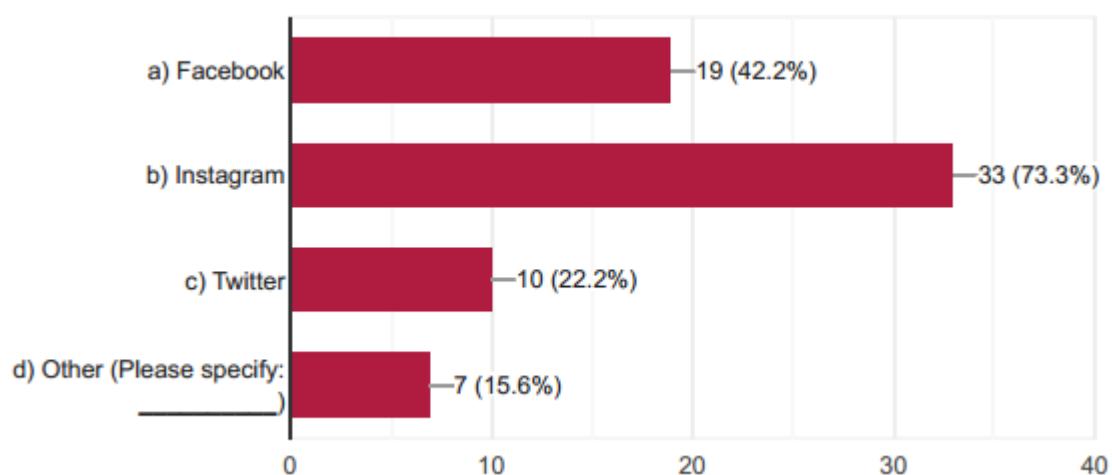


Figure 2: Majority 33 respondents indicated a preference for Instagram

Question 7 in the survey reveals that, the survey found that 60% of respondents were "very aware" of the Ndure brand before participating in the survey, while 28.9% were "somewhat aware." This high level of brand awareness suggests that Ndure has successfully established its presence in the market through effective marketing strategies, particularly on social media.

Question 8 in the survey reveals that respondents indicated that social media was the primary source through which they became aware of Ndure (48.9%). Other sources included in-store visits (28.9%) and television/radio advertisements (15.6%). The significant role of social media in brand awareness highlights its effectiveness as a marketing channel for Ndure.

Table 1. Descriptive statistical analysis of question 8: How did you first become aware of the Ndure brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a) Social Media	22	48.9	48.9	48.9
	b) Television/Radio Advertisement	7	15.6	15.6	64.4
	c) Word of Mouth	3	6.7	6.7	71.1
	d) In-Store Visit	13	28.9	28.9	100.0
	Total	45	100.0	100.0	

Question 9 in the survey reveals that regarding how often respondents come across Ndure's content on social media, 13.3% reported "very frequently," while 40% said "frequently." This indicates a moderate level of content visibility among the audience but also suggests room for improvement in increasing content reach.

Question 10 in the survey reveals that when asked to rate the overall quality of Ndure's content on social media, 22.7% rated it as "excellent," while 61.4% rated it as "good." These positive ratings indicate that Ndure is largely successful in delivering engaging content; however, there remains an opportunity to enhance content quality further to elevate consumer perceptions. Overall, the analysis reveals that Ndure's audience is highly engaged with social media platforms, particularly Instagram, which serves as a key channel for building brand awareness and consumer engagement.

5.3 Content Preferences and Engagement

Question 11 in the survey reveals that the survey found that 68.9% of respondents identified "Product photos/videos" as the most engaging type of content on Ndure's social media platforms. This strong preference for visual content suggests that Ndure should focus on high-quality product images and videos to capture audience attention and drive engagement. Platforms like Instagram, which emphasize visual storytelling, are ideal for showcasing such content.

Question 12 in the survey reveals that respondents indicated that they find Ndure's content most appealing on Instagram (60%), followed by Facebook (26.7%). This preference for Instagram aligns with broader trends in the fashion industry, where visual platforms are particularly effective for engaging

consumers. Ndure should prioritize Instagram for its content strategy to maximize reach and engagement.

Question 13 in the survey reveals that when asked about the likelihood of sharing Ndure's social media content, 13% of respondents reported being "Very likely," while 42.2% were "Likely" to share the content. This moderate level of engagement suggests that Ndure could benefit from strategies that encourage sharing, such as contests or user-generated content campaigns.

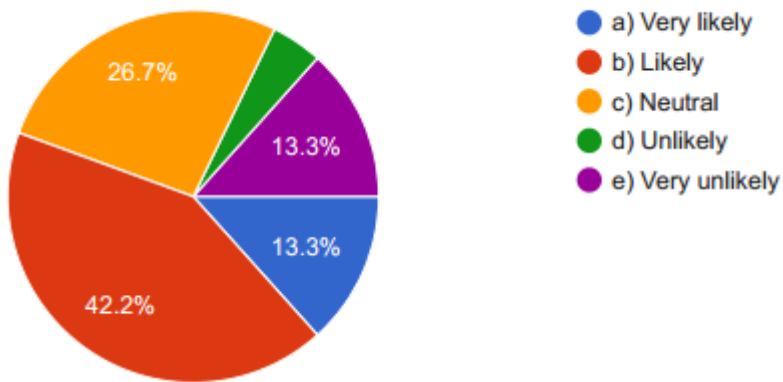


Figure 3: Majority 42.2% of the respondents were indicated a "Likely" to share the content

Question 14 in the survey reveals that respondents rated Ndure's responsiveness to customer inquiries or comments on social media as "Very Responsive" (22.7%) or "Responsive" (36.4%). However, 34.1% rated the responsiveness as "Neutral," indicating a need for improvement in customer service interactions on social media. Enhancing responsiveness can foster trust and loyalty among consumers. Overall, the analysis highlights the importance of visual content, particularly on Instagram, for engaging Ndure's audience. Additionally, improving customer service responsiveness and encouraging content sharing can further enhance engagement levels.

Table 2. Descriptive statistical analysis of question 14: How would you rate Ndure’s responsiveness to customer inquiries

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2.2	2.2	2.2
a) Very Responsive	10	22.2	22.2	24.4
b) Responsive	16	35.6	35.6	60.0
c) Neutral	15	33.3	33.3	93.3

d) Not Responsive	1	2.2	2.2	95.6
e) Did not interact	2	4.4	4.4	100.0
Total	45	100.0	100.0	

5.4 Brand Loyalty and Sales Impact

Question 15 in the survey reveals that the survey revealed that Ndure's social media presence has positively influenced the brand perception of 84.5% of respondents, with 26.7% reporting a "very positive" impact and 57.8% a "positive" impact. This strong positive sentiment underscores the effectiveness of Ndure's social media efforts in shaping brand perception and fostering loyalty.

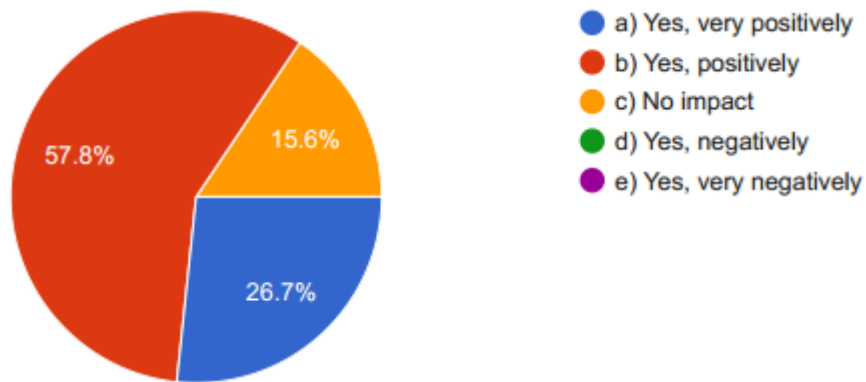


Figure 4: Majority 57.8% of the respondents indicated that Ndure's social media presence has positively influenced the brand perception

Question 16 in the survey reveals that when asked about the likelihood of recommending Ndure to a friend or colleague, 24.4% of respondents were "Very likely," and 57.8% were "Likely." This indicates a strong level of brand advocacy and customer satisfaction, suggesting that Ndure's marketing strategies are successful in building loyalty among its audience.

Table 3 Descriptive statistical analysis of question 16: How likely are you to recommend Ndure to a friend or colleague

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a) Very likely	11	24.4	24.4	24.4
	b) Likely	26	57.8	57.8	82.2
	c) Neutral	8	17.8	17.8	100.0
	Total	45	100.0	100.0	

Question 17 in the survey reveals that regarding purchase behavior influenced by social media, 37.8% of respondents reported having purchased Ndure products "multiple times" after seeing them on social media, while 46.7% reported purchasing once. These statistics highlight the direct impact of social media on driving sales and reinforce the importance of maintaining an engaging social media presence.

In result of question 18, respondents indicated that Ndure's social media presence has a significant influence on their purchasing decisions, with 28.9% reporting "a great deal" of influence and 55.6% reporting "a moderate amount." This underscores the critical role of social media in shaping consumer purchasing behavior and emphasizes the need for Ndure to continue investing in effective social media strategies. Overall, the analysis demonstrates that Ndure's social media presence positively impacts brand perception, fosters loyalty, and drives sales. By leveraging social media effectively, Ndure can enhance its market position and encourage repeat business.

5.5 Community Building and Additional Insights

Question 19 in the survey reveals that respondents were asked if they feel a sense of community or connection with Ndure through their social media channels. 22.2% of respondents "Strongly agree," while 44.4% "Agree," indicating that a significant portion of the audience feels a positive connection with Ndure. However, 33.3% remain "Neutral," suggesting room for improvement in fostering a stronger sense of community. Building a community can enhance brand loyalty and encourage repeat business by creating emotional bonds between consumers and the brand.

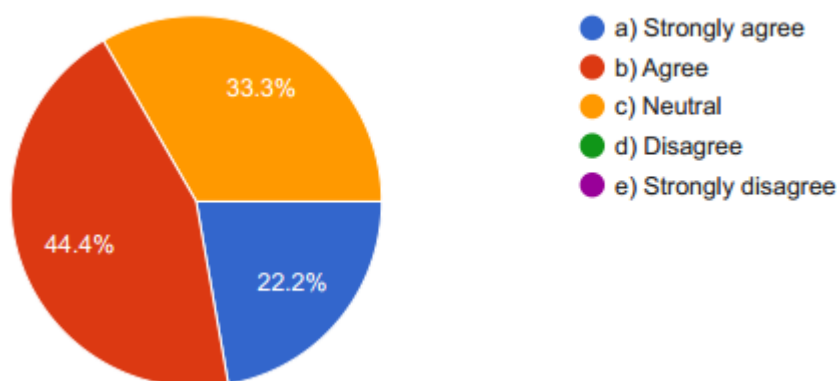


Figure 5: Majority 57.8% of the respondents indicating that a significant portion of the audience feels a positive connection with Ndure

Question 20 in the survey reveals that regarding the frequency of purchasing shoes online, 26.7% of respondents reported doing so "Very Frequently," another 26.7% "Frequently," 20% "Occasionally," and 26.7% "Rarely." This distribution highlights that a substantial portion of Ndure's audience is active in online shopping, providing opportunities for targeted marketing strategies to drive sales.

Table 4. Descriptive statistical analysis of question 20: How frequently do you purchase shoes online

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a) Very Frequently	12	26.7	26.7	26.7
	b) Frequently	12	26.7	26.7	53.3
	c) Occasionally	9	20.0	20.0	73.3
	d) Rarely	12	26.7	26.7	100.0
	Total	45	100.0	100.0	

Question 21 in the survey reveals that when asked if they have any additional comments or suggestions regarding Ndure's social media strategy, 28.9% of respondents indicated that they have specific suggestions for improvement. This feedback is invaluable for refining Ndure's marketing approach to better meet consumer needs and preferences. Another 26.7% believed that Ndure's current strategy is effective as is, while 22.2% did not have enough information to provide a suggestion, and 22.2% had no additional comments. The provision of specific recommendations highlights the ongoing optimization and stakeholder engagement processes through social media engagement. In any case, our research exhibit the likelihood of Ndure's augment in community involvement, in addition to some useful and beneficial information from consumer reviews. Ndure will be capable of building connection with its audience all through long-lasting loyalty if it helps to bring stronger community involvement and takes in consumer suggestions into their marketing strategies.

5.6 Consumer Behavior Insights

Demographic analysis shows that Ndure's target audience will mostly be young people aged 18-24 years. That demographic is important to Ndure since it is more likely that young adults would involve themselves with a brand via social media and therefore irresistible at influencing purchases through

builtin interactions (Kotler & Keller, 2016). Within this pool of respondents, a majority of them happens to be students (65.9%). Hence affordability and style are more likely the two key determinants that might have influenced the choices they made while purchasing.

The survey reveals that social media habits encompass 77.8% of non-users that use social media on a daily basis. Instagram appears to be the favorite site, boasting a clear majority of 33% preference among users. This suggests that visual content is an effective way of engaging Ndure's audience. With respect to brand awareness, social media is hugely influential, but it can also greatly affect actual purchases. For instance, 48.9% of respondents became aware of Ndure through social media, and 28.9% reported that Ndure's social media presence has a great deal of influence on their purchasing decisions.

In content preferences, respondents overwhelmingly prefer product photos and videos (68.9%) as the most engaging content type. This preference suggests that Ndure should focus on high-quality visual content to capture audience attention and drive engagement. Instagram, where Ndure's content is found most appealing (60%), is an ideal platform for showcasing such visual content.

In engagement and sharing, while 13% of respondents are very likely to share Ndure's content, and 42.2% are likely, there is room for improvement in encouraging sharing. Strategies such as contests or user-generated content campaigns can enhance engagement and encourage sharing among followers.

In responsiveness and community building, Ndure's responsiveness to customer inquiries is rated as very responsive by 22.7% and responsive by 36.4% of respondents. However, 34.1% rated the responsiveness as neutral, indicating a need for improvement in customer service interactions on social media. Building a sense of community is also crucial; 22.2% of respondents strongly agree that they feel a connection with Ndure through social media, while 44.4% agree. Enhancing community engagement can foster loyalty and encourage repeat business.

In brand loyalty and sales impact, the survey reveals that Ndure's social media presence positively influences brand perception for 84.5% of respondents. A significant portion (25%) are very likely to recommend Ndure, and 56.8% are likely, indicating strong brand advocacy. Moreover, 37.8% have purchased Ndure products multiple times after seeing them on social media, demonstrating the direct impact of social media on driving sales.

In additional insights, 28.9% of respondents have specific suggestions for improving Ndure's social media strategy, while 26.7% believe the current strategy is effective. This feedback provides valuable insights for refining Ndure's marketing approach to better meet consumer needs and preferences. The active online shopping habits of respondents (26.7% purchase shoes online very frequently) highlight the potential for targeted marketing strategies to drive sales.

5.7 Social Media Engagement Metrics

Based on engagement rates and content types, survey results suggest that Ndure's audience finds product photos and videos to be the most engaging content types, with 68.9% of respondents choosing this option. This preference for visual content also corroborates with greater trends within the fashion industry; taking high-quality pictures and videos serves as an important way for attracting the attention of potential consumers. Such content engagements usually guarantee a higher rate of engagement: visuals convey details of the product features and style more interactively and directly, inviting more interactions, such as likes, shares, and comments.

The respondents felt comfortable in a majority, with great appeal to Ndure's content on Instagram, above others, at 60%. The selection of Instagram should be viewed from the perspective of visual storytelling as the inevitable way of engaging audiences by social media marketers. By leveraging Instagram's features such as Reels and Stories, Ndure can enhance engagement through interactive content that resonates with its audience.

In sharing and recommendation behavior, the likelihood of sharing Ndure's content was reported as "Very likely" by 13% of respondents and "Likely" by 42.2%. This moderate level of engagement suggests that Ndure could benefit from strategies that encourage sharing, such as user-generated content campaigns or contests. Additionally, 25% of respondents are very likely to recommend Ndure, and 56.8% are likely, indicating strong brand advocacy and loyalty among consumers.

In responsiveness and community building, Ndure's responsiveness to customer inquiries was rated as "Very Responsive" by 22.7% and "Responsive" by 36.4% of respondents. However, 34.1% rated the responsiveness as "Neutral," highlighting a need for improvement in customer service interactions on social media. Building a sense of community is also crucial; 22.2% of respondents strongly agree that

they feel a connection with Ndure through social media, while 44.4% agree. Enhancing community engagement can foster loyalty and encourage repeat business.

In correlation with consumer behavior trends, the analysis reveals a strong correlation between social media engagement metrics and consumer behavior trends. For instance, respondents who reported frequent engagement with Ndure's content were more likely to have purchased products after seeing them on social media. This direct impact of social media on purchasing decisions underscores the importance of maintaining an engaging online presence to drive sales. Moreover, the sense of community fostered through social media interactions positively influences brand loyalty and recommendation behavior. Respondents who felt a strong connection with Ndure were more likely to recommend the brand to others, highlighting the role of social media in building long-term customer relationships.

6 DISCUSSION AND CONCLUSION

The study evaluated Ndure's social media marketing strategies' impact on brand visibility and consumer engagement among Pakistani online shoe retailer, primarily targeting young adults aged 18-24, with a significant female presence, students, and income below \$25,000. Based on these features, Ndure needs to target primarily young, financially savvy female students who actively engage with the world of social media. The most valuable insight obtained revealed that 77.8% of the respondents spent time on social media on a daily basis, with Instagram found to be the most popular (33%). Social media has remained the main source of brand awareness for almost half (48.9%) of the respondents, which, in turn, indicates the relevance of social media in Ndure's marketing campaigns.

The survey data highlighted how visual content is indeed very effective, with product photos and videos cited as the topmost engaging content type (68.9%). This means that Ndure ought to focus on quality imagery and video content that is going to attract the audience for engagement. The study also found that 84.5% see Ndure's social media presence having a positive impact on their perception of the brand. Additionally, 37.8% bought Ndure products on multiple occasions after seeing them on social media since the company's page proves effective in creating brand loyalty among its customers. Brand loyalty was manifested through that vast majority of respondents who expressed their positive willingness to recommend Ndure to another party. Finally, the survey enabled extremely specific suggestions for Ndure's social media strategy, ranging from potentially better responsiveness to customers to improved engagement with communities. These insights present a solid and valuable basis for Ndure's future course in marketing toward better responding to the needs and preferences of consumers.

6.1 Implications for Ndure's Marketing Strategy

The survey results offer a big opportunity that has further potential toward Ndure's marketing plan, especially optimization of social media media. Given that the target group is especially composed of the female, young, budget-conscious students, this audience is most probably active on social media. Ndure will need to focus more on such strategies that involves her in regard to preferences and habits (Yadav & Rahman 2017). This further corroborates studies such as Ashley & Tuten (2015) that explore the need to understand the target demographics of any brand in their journey to use effective social media marketing. Ndure should also invest in product photography and product videos to improve

engagement due to consumer preference for visual content. Such an approach is consistent with the research findings of this study indicating that visual content is the most influencing tool when driving audience interaction (Chaffey & Smith 2013). Integration of polls, quizzes, and live Q&A sessions is another idea that would really help the engagement levels.

Building trust and loyalty means that Ndure can speed up the response of customer care service towards consumers on social media. Prompt and accurate answers given by the customer care service would create a highly desirable perception of the Ndure brand and encourage positive word-of-mouth as well as returning business. In order to stimulate sales and encourage repeat purchases, Ndure should target promotions and personalised marketing campaigns. By building consumer preferences and buying history, Ndure can offer insights into fitting positives for customers (Kotler & Keller 2016). Strengthening community ties on social media will assist in building customer loyalty and advocacy. Online Forums, virtual events, and user-generated content are some of the initiatives to foster such communities (Ansari 2025). Some of the other enhancements, which also increase brand visibility and credibility, would be through influencer marketing and user-generated content campaigns (Flores 2024).

6.2 Challenges and Limitations Discussed

Despite the valuable insights this study reveals about the efficacy of Ndure's social media marketing, it is fundamental to highlight some challenges and limitations that have befallen the research process. A major limitation is the possible response bias inherent in the survey methodology, as respondents' answers may have been skewed by their findings that were prior to their perceptions of the brand (Babbie 2020). In addition, the nature of the research design involved the use of self-reported data, and therefore, responses may also have been altered due to a social desirability bias, i.e., some form of distortion of response based on the expectation of what would be more acceptable in society (Bryman, 2016).

Purposive sampling enabled targeted interview sampling, but thereby limited its generalizability to the broader population of interest (Creswell & Creswell 2017). The sample size, while adequate to the scope of this piece of work, is considered too small; studies such as this one, with larger samples, tend to become more robust and representative of the population (Saunders et al. 2019). The challenges and limitations arisen around them must all be taken into consideration by readers while interpreting the

findings and applying them towards Ndure's overall marketing strategy. Future research needs to be done to ameliorate this research by using an additional factor of sampling and other qualitative methods in order to garner further understanding into consumer motivations and experiences.

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Appendix

Questionnaire

DEVELOPING AN EFFECTIVE MARKETING PLAN AND SOCIAL MEDIA CAMPAIGN FOR NDURE: Enhancing Brand Visibility and Consumer Engagement



NDURE[®]

Ndure Social Media Survey: Understanding Consumer Engagement

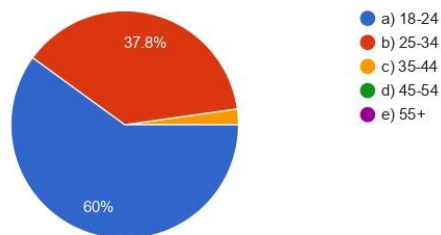
45 responses

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What is your age group?

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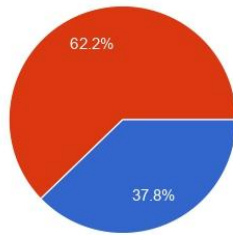
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What is your gender?

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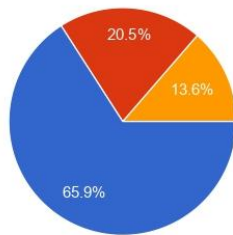


- a) Male
- b) Female
- c) Other
- d) Prefer not to say

What is your occupation?

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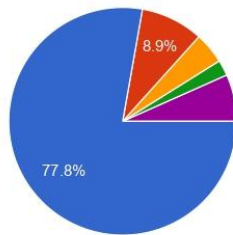


- a) Student
- b) Employed
- c) Self-Employed
- d) Homemaker
- e) Retired

What is your approximate annual income?

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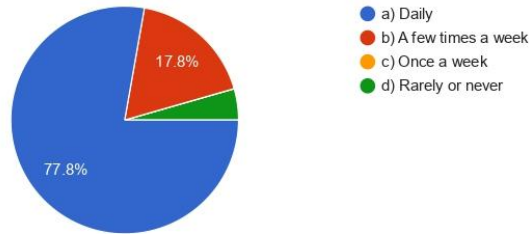
- a) Less than \$25,000
- b) \$25,000 - \$49,999
- c) \$50,000 - \$74,999
- d) \$75,000 - \$99,999
- e) \$100,000 or more

Section 1: Brand Awareness and Engagement

How often do you use social media platforms (e.g., Facebook, Instagram, etc.)?

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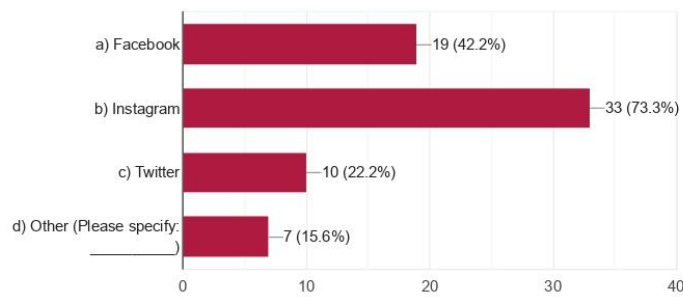
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Which of the following social media platforms do you primarily use?

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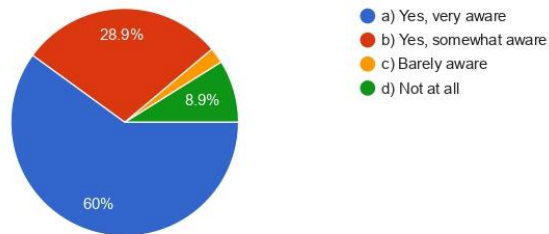
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Before this survey, were you aware of the Ndure brand?

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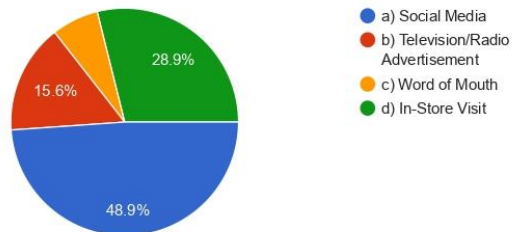
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How did you first become aware of the Ndure brand?

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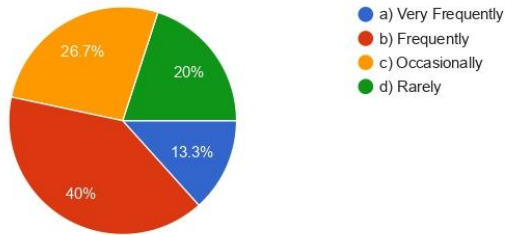
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How often do you come across Ndure's content on social media?

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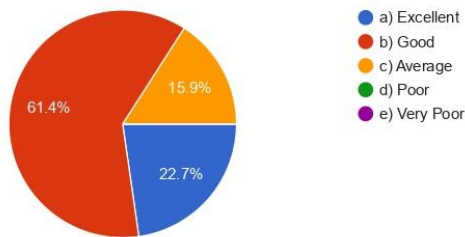
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How would you rate the overall quality of Ndure's content on social media?

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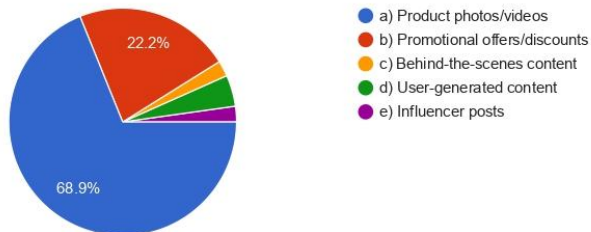


Section 2: Content Preferences and Platform Effectiveness

Which type of Ndure social media content do you find most engaging?

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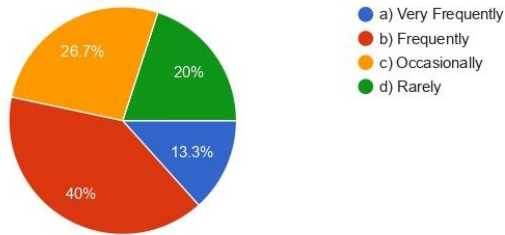
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How often do you come across Ndure's content on social media?

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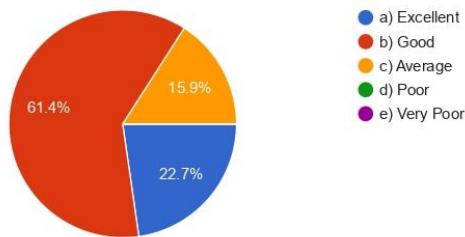
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How would you rate the overall quality of Ndure's content on social media?

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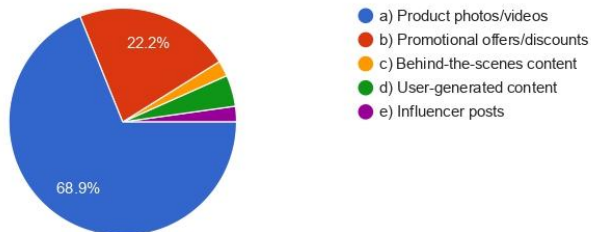


Section 2: Content Preferences and Platform Effectiveness

Which type of Ndure social media content do you find most engaging?

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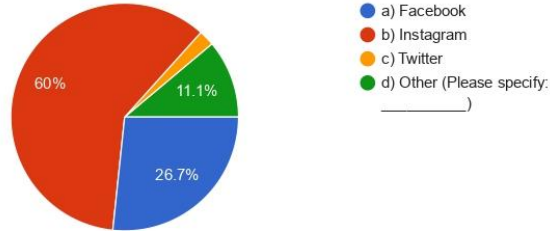
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On which social media platform do you find Ndure's content most appealing?

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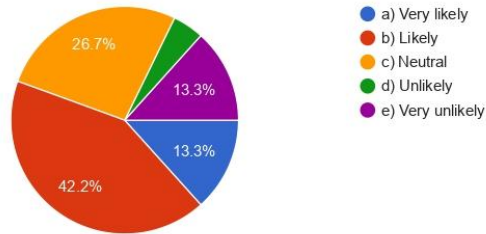
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How likely are you to share Ndure's social media content with your friends or followers?

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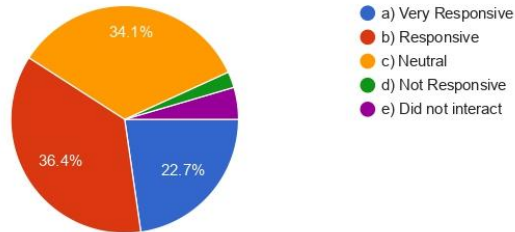
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How would you rate Ndure's responsiveness to customer inquiries or comments on social media?

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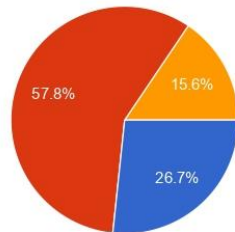


Section 3: Brand Loyalty and Sales Impact

Has Ndure's social media presence influenced your perception of the brand?

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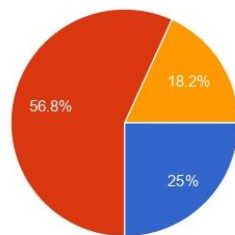


- a) Yes, very positively
- b) Yes, positively
- c) No impact
- d) Yes, negatively
- e) Yes, very negatively

How likely are you to recommend Ndure to a friend or colleague?

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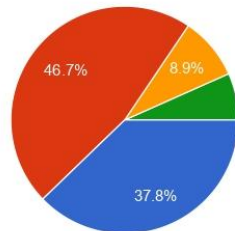


- a) Very likely
- b) Likely
- c) Neutral
- d) Unlikely
- e) Very unlikely

Have you ever purchased Ndure products after seeing them on social media?

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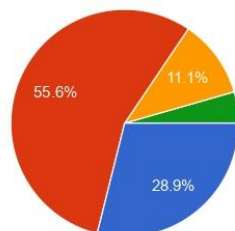


- a) Yes, multiple times
- b) Yes, once
- c) No, but I have considered it
- d) No, and I am not interested

How much influence does Ndure's social media presence have on your purchasing decisions?

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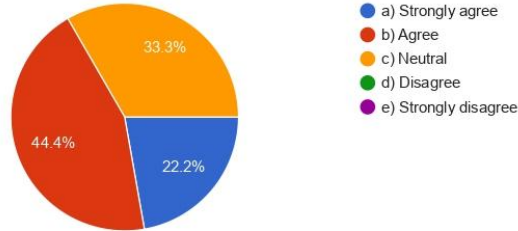


- a) A great deal
- b) A moderate amount
- c) A little
- d) None at all

Do you feel a sense of community or connection with Ndure through their social media channels?

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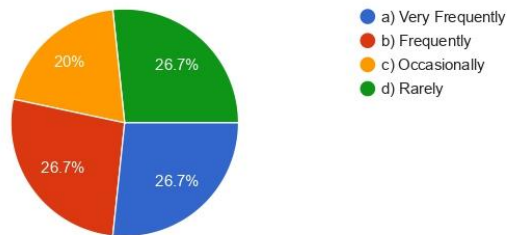
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How frequently do you purchase shoes online?

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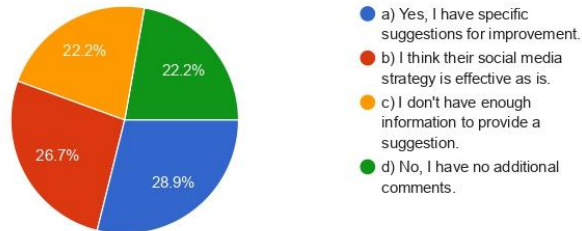
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Do you have any additional comments or suggestions regarding Ndure's social media strategy?

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