Impact of Social Media influence on the Growth of Businesses: A Quantitative Study Based on ELM Model

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Abstract

In this era of rapid technological advancement, businesses all over the world are rapidly realizing the importance of social media. The belief that the Internet is the next big thing in business is the reason behind this. It provides a platform for companies to expand their customer base while circumventing several issues related to availability, time, accessibility, and distance from the target audiences. This study's foundation is a quantitative survey of young, capital-based individuals in Islamabad's urban districts, both male and female. The total sample of this research study is 384 male and female youth of Islamabad. The business sector is proliferating. Social media sites like Facebook, Instagram, Twitter, TikTok, and YouTube are essential for helping internet users discover, evaluate, and share information about new companies and product releases. This research examines the connection between social media and company growth, highlighting the benefits of an organization's social media presence. It aims to ascertain the factors that lead business organizations to choose social media to enhance their business over other channels for marketing and communication. Ultimately, social media offers businesses many tangible benefits and opportunities for their business growth.

Keywords: Social Media, Influence, Growth of Businesses, Quantitative **.**Study, ELM Model

Introduction

Digital marketing is a marketing channel that has progressed because of social media's growing popularity. This channel advertises products and services using a variety of digital platforms. Social media marketing is under the umbrella of digital marketing and involves advertising products and services on platforms such as Facebook and Twitter (Dwivedi et al., 2021). Prominent businesses use social media marketing as a component of their approach. While most businesses have already included digital marketing in their advertising and promotional strategies, many are considering doing so concurrently (Aziz et al., 2024). Later in the article, we will discuss social media's many benefits and drawbacks for businesses in more detail. We will also evaluate social media's impact on organizations' growth. Businesses have found that digital marketing is a

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potentially helpful advertising approach for effectively reaching their target audience, given that over 4.5 billion people utilize the Internet globally. People use the Internet to find solutions for various problems, such as grammar lessons and restaurant recommendations. This is how social media influences businesses. Initially, the only opportunity for brand-customer interaction was during the company's yearly product launch event (Tiago & Veríssimo, 2014). Social media gives businesses a large platform to highlight their goods and services, thus increasing their visibility. With over 3.6 billion users across several platforms, the massive user base presents an unrivaled chance for businesses to connect with and appeal to a wide range of consumers. Companies may effectively utilize these channels to reach various potential clients and overcome geographical limitations. In addition to expanding a brand's market reach, this enhanced visibility builds a digital presence for the company and promotes long-term growth and recognition in the cutthroat commercial environment.

Social media gives businesses a unique way to communicate directly and instantly with their clients (Scott, 2009). Companies can rapidly address questions, complaints, and criticism, promoting transparency and confidence. Businesses develop a more individualized and customer-..centric strategy by engaging in conversations and attending to client needsIn a dynamic online setting, customers are more likely to be satisfied when they feel valued and acknowledged, boosting brand loyalty (Lamberton & Stephen, 2016). However, since social media was introduced, there has been a rise in the frequency, convenience, and speed of brand-customer engagement. It has also helped small businesses establish a unique brand identity within their target market Makrides**,** et al., 2020). Social media is an international platform that is accessible to anyone. Small businesses benefit from it since it makes it easier to serve foreign clients and diversify their clientele. Social media marketing is proving to be an affordable and successful marketing tool for these kinds of businesses.

Background

Social media include websites and applications that enable people to engage with one another online and produce and share information, including text, photos, and videos. Over the past 20 years, social media has grown significantly in popularity, and billions of people use its platforms worldwide today. Social media is a standard tool companies and organizations use to connect and interact with their clientele. This could entail setting up social media pages and profiles, publishing information and updates, and corresponding with followers. In addition, social media can be utilized for market research, customer support, and advertising. Social media has many potential advantages for companies and organizations. Among these advantages could be the ability of social media to make companies and organizations more visible and accessible to a larger audience. Social media platforms allow companies and organizations to communicate with clients and get their opinions.

According to certain research, social media can boost an organization or business's sales (Appel et al., 2020). Social media and business provide many organizations unmatched branding potential (Faisal et al., 2024).Social media posts and advertisements have been the primary way many companies have grown their fan base and generated income in recent years. Businesses and organizations can promote their goods and services to large audiences at relatively low cost by using social media. Businesses and organizations can gain essential insights into the requirements and preferences of their clients through social media (Icha, 2015). Businesses have significantly been impacted by social media, in addition to promoting companies and new items. Social media

sites like Facebook, YouTube, and Twitter are helpful customer support and dispute-resolution tools.

The Best Social Media Platforms for Branding

1. *Facebook*: It is the most popular social networking site, with over 3 billion users monthly and 3.05 billion worldwide. This suggests that approximately 37% of people worldwide use Facebook. Messenger, with 931 million monthly active users. Given that over two hundred million businesses use Facebook's features and over seven million marketers regularly market their brands there, it is a reasonably safe option to be active on social media (Bajpai et al., 2012). Moreover, Facebook Groups and Ads Manager, the platform's powerful advertising tool, make getting additional Facebook followers easier.

2. *WhatsApp:* It is a messaging app that users initially used to send text messages to their friends and family. It has 2.78 billion users and is used in over 180 countries. With the launch of WhatsApp Business in 2018, the messaging app has become increasingly popular among brands. WhatsApp Business asserted to have more than 200 million active monthly users as of June 2023. Companies can notify customers about their purchases using the WhatsApp business platform and provide customer support. Small and medium-sized businesses can use the WhatsApp Business app.Users who send text messages to their friends and family initially use WhatsApp, a messaging app with 2.78 billion users across 180 countries. However, since the launch of WhatsApp Business in 2018, the messaging app has become increasingly popular with brands. WhatsApp Business asserted to have more than 200 million active monthly users as of June 2023. Companies can notify customers about their purchases using the WhatsApp business platform and provide customer support. Small and medium-sized businesses can use the WhatsApp Business app, while enterprise organizations can use the WhatsApp Business API.

3. *Instagram:* With 2.04 billion members, Instagram is a visual social networking platform that is a great place to highlight your products or services through photos or videos. The software allows you to share a wide range of content, such as photos, videos, reels, stories, and live videos. As a brand, you may create an Instagram business profile, which grants you access to comprehensive analytics on your posts and profile and the ability to schedule posts ahead of time using third-party tools.

4. *TikTok:* Short videos can be shared using the TikTok app, which has 1.22 billion users. It is among the fastest-growing apps globally. Surprisingly, Google is the most visited website recently, even though it was only launched in 2017. Users of TikTok may make and share 15- to 10-minute-long videos by utilizing the vast array of sound effects, music samples, and filters available on the app. Videos about nearly any pastime are accessible, encompassing lip syncs, dancing, challenges, DIY projects, and makeup lessons. About 47.4% of American TikTok users are between 10 and 29. TikTok is a great social media platform to have your business on if young people are your target market...

5. *Telegram*: With eight hundred million users, Telegram is a free chat program that works on many different platforms and enables an infinite amount of media sizes. Telegram offers end-to-end encryption for every user contact, encompassing group chats, media sharing, and individual conversations. Its focus on security has helped it draw in more users over time, especially after WhatsApp disclosed changes to its privacy policy that would allow it to share data with parent company Meta. In addition to providing individualized customer support, brands may use Telegram for a number of purposes.

6. *Snap Chat:* With 750 million users, Snap Chat is about sharing brief movies and images with pals. It helped popularize the vertical video format, which spread to other visual social networking apps such as TikTok and Instagram. However, the popularity of Instagram Stories, in particular, has hampered Snap Chat's expansion and marketers' interest in utilizing it generally for their companies.
7. *X* (previously Twitter, 550 million users): It has been claimed to have between 335 million and 666 million active monthly users. Fans who post news, entertainment, sports, politics, and other content are welcome to join the site formerly known as Twitter.
8. *LinkedIn*: It has 424 million users. With 424 million monthly active members, LinkedIn has grown into a professional networking platform where industry professionals can connect, exchange content, and build their brands. It was just a site to look through resumes and find jobs. These days, businesses may use it to build thought leadership, attract customers and top talent, and support artists in forging their identities within their particular industries. This LinkedIn algorithm guide can help authors and corporations alike increase their followers.

The World's Top Media Companies Using Social Media for Enhancing Business
1. *Apple:* Since its founding in 1976 by Steve Jobs and Steve Wozniak, Apple has greatly outperformed its competitors, with a $2.74 trillion market valuation. After including streaming and news media services in its portfolio, the company shifted from being a tech company to a tech-media hybrid.
2. *Nike:* It has millions of followers on all social media platforms, making it one of the most well-known companies on the platform. They take a different approach by highlighting the athletes who use their products on their Instagram accounts rather than outright promoting them. As a result, their social media profiles now have more loyal followers and sports fans.
3. *Zoom*: This brand became well known during the global lockdown of COVID-19. In the past few years, it has emerged as the preferred app for audio-video meetings.
4. *Booking.com:* One of the top brands on Facebook is Booking.com, which has more than 15 million followers. They frequently publish articles, short movies, and photos promoting destinations on the site.
5. *National Geographic*: It is undoubtedly one of the greatest brands on Instagram, with about 280 million followers.
6. *Netflix:* Many corporations, including Netflix, have embraced meme marketing. However, Netflix is among the few that use screenshots from their sites and TV episodes to treat enduring memes.

Positive Effects of Social Media on the Growth of Business
It makes it possible for you to communicate with and immediately respond to engage with your target audience. Observe the social media pages of your rivals and make an accurate assessment of them. Social media significantly affects income, customer service, brand exposure, and customer engagement for multinational businesses. It is also an excellent tool for determining how competitors use social media to grow their brands. Companies can benefit from social media in specific ways. (Dimitris & Tsimonis, 2014). Today's consumers choose social media above other . platforms when communicating with brands since it gives them fast attention. Research indicates that 42% of consumers want a response on social media within 60 minutes (Jones et al., 2015). Customer service across all channels is essential to a business's operations. Even more critical is

utilizing the right tools and technologies to give your business clients an Omni channel experience throughout their lifetime.

To offer Omni channel customer support, you can use specific tools. REVE Chat, a multi-channel live chat platform, is one such option. It streamlines client interactions across messaging apps, social media, websites, and mobile devices, helping businesses improve team productivity and deliver exceptional customer support. A Search Logistics poll indicates that 90% of marketers say their social media marketing campaigns have improved their company's brand awareness, and 75% say they have increased website traffic. It is the ideal strategy for keeping in touch with customers and increasing brand recognition. Social media platforms are a growing source of information about businesses for the public. They offer people up-to-date updates on new products, services, advertisements, sales, and promotions (Georgescu & Popescul, 2015).

Social Media Sites Enhancing Business Opportunities

Instagram's visual focus makes it ideal for product promotion. Every day, almost 500 million people use the Instagram app. Any company would be wise to use this network to promote its goods. Facebook is a social networking site where users can communicate with groups and share updates, pictures, and messages. You can make a Facebook page and give people access to photos and videos. In addition, Facebook allows you to sell things, run advertisements, broadcast live, and make short films. There are 3.98 billion active users per month. Users of TikTok are very active; they use the app for 46 minutes a day on average. Additionally, they are open to commercial messaging. Roughly 50% of users claim to have bought something after viewing it on TikTok. Because of this, TikTok is a great platform for companies trying to increase sales and boost conversions. Since TikTok is all original, exciting material, it might not be the best platform for you if you lack the time or means to create it. When developing a TikTok strategy, you should also consider the long run (Zhou, 2019). Submitting a few videos on TikTok and hoping for the best is not enough. You must consistently create new material and interact with your audience.billion 1.4 active users each month. One of the most popular search engines in the world for discovering new ..material is YouTube Additionally, YouTube videos have the ability to rank in conventional search engines such as Google. There is a tonne of traffic potential here. 2.68 billion active users every day.

Research Problem

Social media has completely altered how we connect and communicate with each other in the digital age. Social media can be helpful for students aiming to progress their academic and professional experiences, even if many people use sites like Facebook and Instagram mostly for personal reasons. Students may make the most out of social media by grasping its possible advantages, building a solid online presence, and employing various tools and resources to help them reach their objectives. One possible study issue is that there needs to be more knowledge about how companies and establishments can use social media to their advantage and produce desired results. Many companies and organizations find it challenging to use social media successfully, and it is possible that they need to fully grasp the best ways to optimize social media's potential advantages.

Significance

Research on social media's beneficial effects on businesses and organizations could be necessary for many reasons. Giving companies and organizations insightful advice on how to use social

media to accomplish their goals. Assisting companies and organizations in comprehending social media's possible advantages and restrictions. Adding to the corpus of information about social media's effects on companies and organizations may help guide future studies and legislative decisions. Giving businesses and organizations a better knowledge of the variables that affect the relationship between social media use and outcomes could guide the creation of more successful social media strategies (Cao et al., 2018). Identifying any possible downsides or adverse consequences that social media use may have on companies and organizations, as this information may help design mitigation methods. Encouraging companies and organizations to exchange effective social media strategies and best practices. Social media's influence on communication and learning is one of the main ways it has changed education (Zhang et al., 2020).

Social media, in particular, allows students to participate in real-time discussions and debates about various subjects and issues. Students can develop their critical thinking and analytical abilities while gaining a more profound knowledge of complex subjects and viewpoints by starting discussion groups or participating in online forums. While many social networking sites are available, some are especially useful for business and academic settings. For example, Twitter offers a forum for stimulating conversations and idea sharing, while LinkedIn gives students access to networking events and career prospects. Access to vast educational tools and content is possible through other platforms. Even if social media can be an effective tool for students, it is crucial to remember that having an excellent online reputation is vital in the current employment market. Building a solid online profile is the first step towards having a positive social media presence. This could entail setting up a personal website or posting thorough bios on social media sites highlighting your background, abilities, and hobbies (Tsimonis & Dimitriadis, 2014).

Furthermore, it is critical to make sure that your other profile pictures are appropriate for a range of audiences and professionally taken. It is crucial to take your profile's content into account. What message do you wish to send to colleagues or prospective employers? Think about emphasizing any relevant professional experience or voluntary work you have done, along with any accolades or scholarships you have gotten. Putting links to your professional or scholarly work on your resume can also highlight your abilities.

Objectives

A research study on the advantages of social media for companies and organizations can have the following goals and objectives:

1. The purpose of this study is to ascertain the degree to which social media use boosts sales, customer engagement, and brand exposure for companies and organizations.
2. To determine the significant determinants of the association between social media use and business and organizational growth.
3. To create plans for leveraging social media to help businesses and organizations accomplish their goals.

Research Questions

1. Which social media platform is helping in organizational growth,
2. Which brands are altering consumers' purchasing habits using social media?
3. What are the main contributing variables to the relationship between social media use and business growth?
4. What are your main ambitions for using social media to assist businesses in achieving their target objectives?

Literature Review

Hassan et al. (2022) examined the impact of social media marketing on the success of small businesses. According to the report, social media marketing can boost revenues, customer connection, and brand visibility for small businesses. Additionally, the study determined the critical components of platform type, organizational traits, and marketing tactics that influence the association between social media marketing and business performance. The study's findings indicate that social media marketing may be helpful for small companies trying to interact with clients and expand their consumer base (Ashley & Tuten, 2015). A literature review looked at studies on social media marketing and how it affects companies. According to the review, social media marketingcan boost an organization's expansion, sales, and brand awareness. The review, however, points out several possible drawbacks and limitations of social media marketing, such as the time and expense needed to maintain a social media presence, the possibility of receiving unfavorable reviews, and the possibility of lower consumer satisfaction. Overall, the review results point to social media marketing as a helpful tool for companies and organizational development. However, before implementing a social media marketing campaign, it is crucial to carefully weigh its advantages and disadvantages (Currás-Pérez et al., 2013).

The impact of social media marketing initiatives on customer behavior and the role that social media marketing knowledge plays in this relationship were studied by Alves et al. (2016). According to the report, social media marketing initiatives may significantly impact customer behavior, including purchases of devoted brands. The poll also showed that influencing consumer behavior requires a variety of social media marketing proficiencies. Additionally, I can collect and analyze social media data, interact with clients on social media, and produce and distribute interesting content. Alves et al. (2020) state that the study's findings demonstrate that companies and organizations with robust social media marketing capacities have a higher possibility of successfully influencing consumer behavior through social media marketing. According to Sousa and Machado (2020), companies and organizations with robust social media marketing capabilities have a higher probability of effectively influencing customer purchasing behavior through social media marketing. The writers of this article discuss the characteristics and development of social media, with an emphasis on the leading social networking sites that have emerged in the twenty-first century to ensure the social media integration process is successful and to improve essential functions, including public relations, marketing, advertising, and customer service.

The firm's management is responsible for establishing the necessary organizational capabilities. In the present business climate, companies must ensure that they leverage social media channels. In terms of acquiring new followers for partner companies, promotional events coupled with characteristics that facilitate brands' self-promotion on social media platforms produce statistically significant positive abnormal returns. According to an Indian survey, most businesses use social and traditional media to interact with customers (Chatterjee & Kar, 2020). It has been demonstrated that using social media can help firms reach more clients and better meet their demands. Businesses that use social media have witnessed improvements in their brand awareness and reputation. According to a Malaysian researcher named "Impact of Social Media Usage of Organization," a qualitative technique was employed to uncover the elements driving social media usage and its effects on organizations through interviews with top corporations.

Thirty-six organizations were chosen, six of which were selected due to their effective use of social media. Face-to-face semi-structured interviews were done (Parveen, 2012). The order and phrasing of the questions changed during the talk, even though the themes and questions were predetermined in outline form using a general interview guide. The one-hour interviews were

recorded, and transcriptions were then completed. Except for one company with a dedicated social media department, most businesses manage social media through their marketing and communication departments. Two companies interviewed the social media executive and senior manager. Between October 2011 and February 2012, data were gathered. The companies were questioned from five distinct industries: consumer items, manufacturing, finance, aviation, and telecommunication. Previous research has also included theories in its examination of technology use. Using innovation theory and resource-based perspective theory, Zahra and Nielsen (2002) created an integrated model to study the uptake of online banking and its effects on customer relationship performance. Tran (2016) investigated how internationalizing firms in transition markets use the Internet by utilizing the Technology Acceptance Model and adding features of strategic orientation such as learning and market orientation.

Mishra et al. (2007) created a thorough model that looked at the reasons behind and effects of Internet use in business organizations using the resource-based view of the enterprise and the technology, organization, and environment framework. Methodology for examining the relationship between personal and professional information technology use and marketing performance (Stone et al., 2007). Numerous factors were found for the current study through qualitative interviews. Relative advantage and social media compatibility were found to be two significant factors influencing social media usage in the context of technology. The extent to which an invention is regarded as superior to its predecessor is known as its relative advantage (Rogers, 1983). The way social media is employed in companies for growth is greatly influenced by positive views of its advantages. Rogers (1983) defined compatibility as an invention's ability to meet a potential user's needs, values, and experiences.Organizations will employ technology more productively if it is consistent with current work procedures..

Research Gap

Failing to consider how social media marketing expertise influences social media use impacts organizational and company results. Even while some research has examined the effects of certain social media marketing activities on outcomes, further study may require to fully understand the skills and strategies that enable businesses and organizations to use social media to achieve desired outcomes.

Theoretical Framework

This subsection presents the theoretical framework model and formulates the study hypothesis. The theoretical framework model was developed based on theories and research findings from previous studies. The independent and dependent variables are the two main variables in the theoretical framework used in this study. The theoretical framework model identifies social media networks, promotions, brand power, and positioning as the independent variables and the company's growth as the dependent variable. The theoretical framework's model looks like research on the benefits of social media for companies and organizations that could use a variety of theoretical frameworks. The following are some instances of theoretical frameworks that may be pertinent to this subject.

The Elaboration Likelihood (ELM) Model

Richard Petty and John Cacioppo introduced the ELM model in the 1980s. The ELM model explores that there are two ways to persuade someone. The first is the inner route, which comprises communications' motivated processing and evaluation. The primary strategy is to weigh each

argument's benefits and drawbacks while considering its strengths. Persuasion via the principal path leads to permanent change. The second strategy, the peripheral strategy, concentrates on elements other than the argument's strengths, such as the speaker's attractiveness or skill at making the point. Consequently, message recipients genuinely progress along a continuum of elaboration, from investing significant effort in developing a message to making little effort at all. Individuals can hold different positions between the two extremes of the spectrum.

To put it another way, people can only occupy the core or peripheral routes, or they can be anywhere in the middle, combining the two. ELM has a strong history of empirical study in marketing and social psychology. It shows how people's attitudes and behaviors evolve through the central and peripheral channels (Petty & Cacioppo, 1986). The central path refers explicitly to how people gather pertinent data and assiduously consider its comparative advantage. The term "peripheral route" describes people's assessment of the target behaviors based on obvious cues or logic to alter the relevant attitude and behavior without thorough analysis (Cao et al., 2020). There are two primary differences between the central and peripheral routes. The peripheral route refers to some heuristic cues for an individual to process information, while the core route first examines the arguments and hints of information. Second, taking the core route necessitates serious thought and demands more significant mental effort from the information recipient.

Conceptual Framework

Here are some variables for a conceptual framework that could be included in a study on the benefits of social media for businesses and organizations. These concepts and variables help to explain the connection between social media use and business and organizational outcomes.

Figure 1: Organizational growth
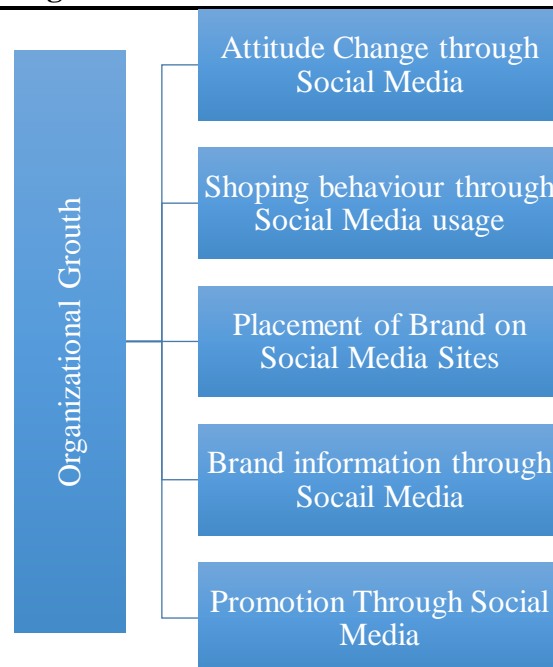
Methodology

The section on research methods will cover study strategy as well as different data collection methods and instruments that will be used effectively to gather empirical data. In order to guarantee

the findings' appropriateness, correctness and dependability. Additionally, a thorough explanation of the strategies that will be used as well as the rationale for their selection will be provided in this part.

Reliability Statistic

Reliability statistics are thought to be crucial instruments for using statistical tests in the future. The following is the outcome of the statistical tests for reliability:

Table 1: Cronbach's Alpha

Reliability Statistics	
Cronbach's Alpha	No. of Items
.756	21

Using Cronbach's Alpha as support, this reliability scale is utilized to calculate its value. There are 21 things in this study, and their worth is .756. Therefore, the Cronbach's Alpha score is regarded as very favourable for the study's continued advancement.

Research Purpose

The primary goal of the research is to assess the significance of social media and how local and international brands of Pakistan are utilizing social media. This study will explore a number of topics that are not fully covered in the literature portion and explain a number of concepts, making it explanatory in character. This method looks for a response to a perplexing query (Scott & Carrington, 2011). The goal of the research's design and development is to look at the relationships between use of social media and organizational growth. The study will involve gathering empirical data for formulating research hypotheses, which will then be tested using any method at the researcher's disposal.

Population and the Sample

In relation to local Pakistani brands, the research project will have a population frame of approximately 601600 youth living in Islamabad (cited at, Pakistan Demographics 2023). The research will take into account a sample size of 384 males and females' youth from Islamabad urban areas. This means 384 or more measurements/surveys are needed to have a confidence level of 95% that the real value is within ±5% of the measured and surveyed value. The choice of sample size will be made with the 95% confidence level in mind, with a 50% response distribution in mind. Essentially, sampling design is a non-probability method that the researchers will take into account and apply. This research analysis will look at local Pakistani Brands after a careful review of the literature and an assessment of the resources that are available.

Sampling Method

Selecting and implementing a sample technique appropriately is regarded as one of the most difficult undertakings. In essence, sampling design is a non-probability strategy that researchers will take into account and apply. This research will take into account the research analysis following a thorough examination of the research and the examination of available resources (Kaplan and Haenlein (2010).

Data Analysis and Presentation
Examining the data collected with its aid is the next step once the survey is completed, as previously indicated in the study technique. There are several tools and techniques accessible for data analysis, as demonstrated by earlier studies (Steyerberg et al., 2013); nevertheless, for this investigation, we used SPSS 21.0 for the purpose of data analysis.

Demography Analysis
The word "demography analysis" refers to the techniques used to understand gender and age. In general, shifts in the demographics will allow us to determine the quantitative information of a certain group that has been included in social media research pertaining to business growth. We have merely considered the gender and age, which are the two main demographic variables in this study, as indicated in the questionnaire. In order to quantify the traits and actions of survey participants, this approach has been employed in the study.

Table 2: Demographics of Respondents
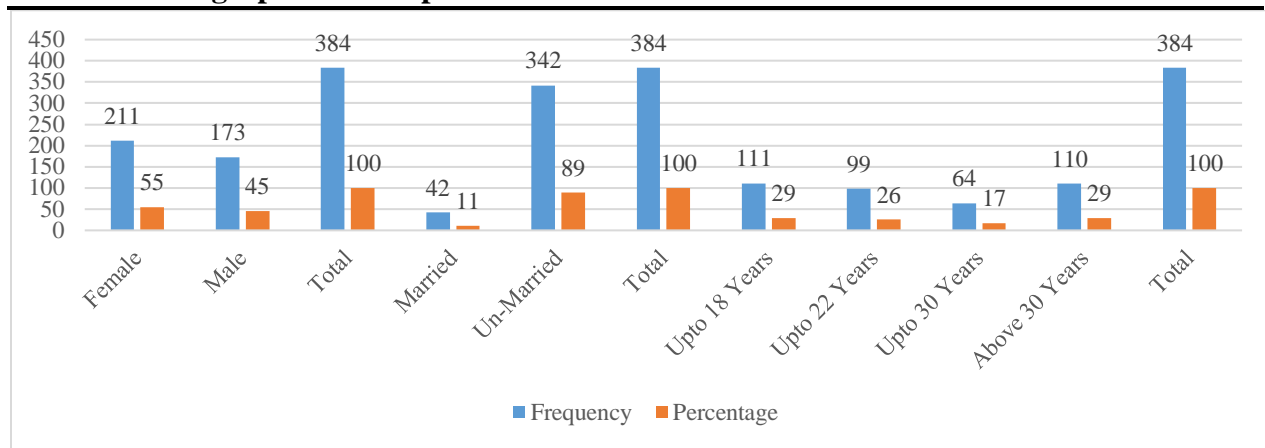
The results of the questionnaire indicated that young women residing in Islamabad made up the majority of respondents. Of the 384 responders, 217 (or 55%) were women and 173 (or 45%) were men. Of those numbers, the survey discovered that 89% of participants are married, with the remaining 11% not being married. The majority of respondents are up to 18 years old, and they make up 29% of the entire population. Those over 30 years old come in second. While 26% of respondents are as young as 22 years old, only 17% of respondents fall into the 30-year age range. Figure 1 shows the distribution of study participants' genders.

Figure 2: Social Media users and time consumption
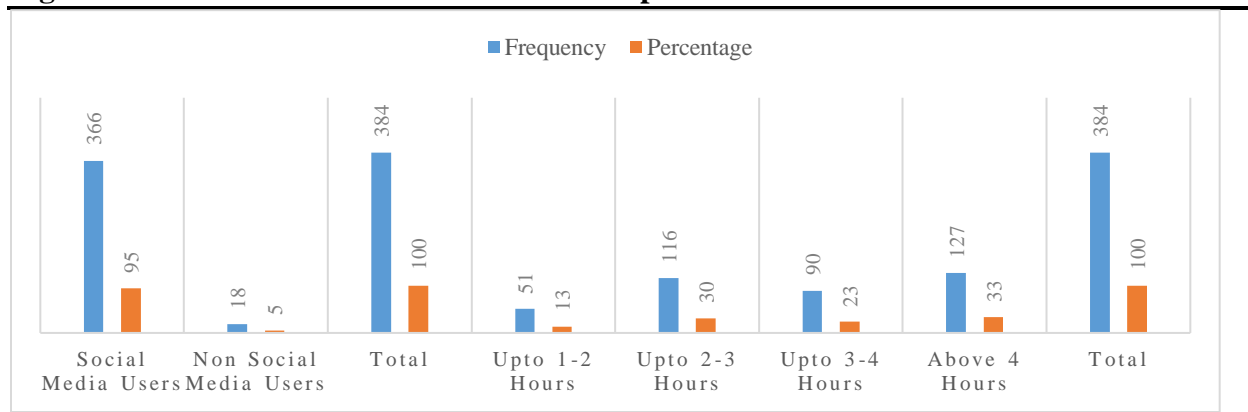
Social Media Usage

The fact that everyone respondent has a social media account lends credence to the idea that everyone utilizes social media. Of the 366 respondents to the research, 95% have at least one social media account, and 5% do not have any. The aforementioned figure presents an analysis and display of the social media sites utilized by the respondents. Given that most participants use multiple social media platforms, there are differences in the percentages. Furthermore, Figure shows how much time is spent on social media every day. Thirteen percent of the respondents spend one to two hours on social media per day, thirty percent spend two to three hours per day, and twenty-three percent spend three to four hours on social media in a 24-hour period. The remaining 33 percent of users spend more than four hours on social media in a day.

Table 3: Favorite Pakistani Brands available in Islamabad

Favorite Pakistani Brands available in Islamabad	Frequency	Percent
Bonanza	38	10
Sapphire	32	8
Maria B	16	4
Sana Safinaz	43	11
Junaid Jamshed	55	14
MTJ	16	4
Generations	24	6
Alkaram Studio	42	11
Asim Jofa	30	8
Gul Ahmed	41	11
Khaadi	22	6
Jaffar Gee	25	7
Total	384	100
Favorite Pakistani Brands, n=384		

The table above examines the frequency of resemblance amongst Pakistani brands. Among the brands are Alkaram Studio, Asim Jofa, Gul Ahmed Lawn, Khaadi, Jaffar Gee, Bonanza, Sapphire, Maria B, Sana Safinaz, Junaid Jamshaid, MYJ, and Generations. According to empirical results, the target sample's favorite Pakistani brands include Sana Safina (10%), Alkaram Studio (11%)

Gul Ahmed (11%) Bonanza Satrangi (10 %), and Junaid Jamshaid (14%). so we can see that Junaid Jamshed is top liked Pakistani brand of Islamabad based respondents.

Table 4: Favorite International Brands available in Islamabad

Favorite International Brands available in Islamabad	Frequency	Percent
Levis	34	9
Gucci	37	10
Armani	45	12
Louis Vuitton	23	6
Nike	40	10
ADIDAS	36	9
Versace	30	8
Fendi	42	11
Hush Puppies	37	10
Polo	60	16
Total	384	100

Favorite Pakistani Brands, n=384

The results of multinational brands that are available in Islamabad are displayed in the table above. Every brand has access to social media and accepts payments with cash on delivery. Social media is used to promote these products, and consumers may purchase them both physically and online through Chanel. Levis, Gucci, Armani, Louis Vuitton, Nike, Adidas, Versace, Fendi, Hush Puppy, and Polo are among the brands. Based on empirical data, Polo is a highly favored global brand (16%). However, other brands with higher social media like counts include Gucci (10%), Nike (10%), and Hush Puppies (10%).

Table 5: Pearson Correlation

		Social Media Networks	Local Pakistani Brands	International Brands	Online Shopping Behaviour	Organizational Growth
Social Media Network	Pearson Correlation	1	.424**	0.177	0.231**	.355**
	Sig. (2tailed)		0	0	0.005	0
	N	384	384	384	384	384
Local Pakistani Brands	Pearson Correlation	.431**	1	.342**	0.511**	.432**
	Sig. (2tailed)	0		0	0	0
	N	384	384	384	384	384
International Brands	Pearson Correlation	0.161	.342**	1	0.399**	.361**
	Sig. (2tailed)	0	0		0	0
	N	384	384	384	384	384
Online Shopping Behaviour	Pearson Correlation	.236**	.537**	.402**	1	.488**
	Sig. (2tailed)	0.005	0	0		0

	N	384	384	384	384	384
Company's Growth	Pearson Correlation	.361**	.431**	.366**	0.472**	1
	Sig. (2tailed)	0	0	0	0	
	N	384	384	384	384	384

Favorite Pakistani Brands, n=384

Table 6: Hypotheses of this research study

Hypotheses	Correlation Value	Significant Level	(Accept /Reject)
It is more likely believed that social media use improves organizational growth.	.322**	0.000	Accept
Social media positively affects the organizational growth of local Pakistani brands.	.301**	0.000	Accept
The impact of social media on organizations is positively impacted by social media usage.	.357**	0.000	Accept

Favorite Pakistani Brands, n=384

Conclusion

In this research study the survey results have been evaluated, and the findings show that social media generally has a favourable impact to improve the performance of the growth of business organisation. Nonetheless, it can be noted that a number of questions were posed during the research to determine and examine how social media is influencing the buying attitude of consumer. It has been noted that integrating social media will enhance organizational growth. However, it has been proposed by previous research that, in order to integrate social media, a specific plan should be created. The business organization should assess which content be shared on social media and what kind of approval strategy it has in place. According to a thorough analysis of research surveys, social media tools have been found to have a positive impact on consumers' experiences because of their dynamic capability. It enables them to adapt to changing consumer needs. Another benefit is that they enable businesses, to take into account what their target market and consumers are looking forward to grow their business. But it has also been observed that it frequently creates strong emotional bonds with customers, enhancing the brand's appeal and steadfastness. According to research, social media, as opposed to traditional marketing tools and techniques, makes it easier for customers to exchange information with user-generated content, which boosts customer satisfaction and advocacy while also encouraging strong customer engagement for businesses that use social media as a marketing strategy.

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