

# UKS31102 plag

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## **Chapter 1: Introduction**

### **Rise of social media**

The influence of social media cannot be denied and has been exerting an immense presence across all scales of business and non-business operations. Empirical studies have determined the extensive growth of social media from being a mere social media connection tool among friends and acquaintances to becoming belligerent mechanism for marketing and influencing the customer buying behaviors.

### **Influence of social media marketing on lifestyle branding**

With the advent of the disruptive technologies, the lifestyle scales and parameters have changed over the years. Social media has become one of the biggest influencing artifact in defining the nominations and attributes of a high level lifestyle and fashion alignments. The big brands, across the globe use the social media marketing strategies to reach out to the global audience and play an imperative in creating a perception for the consumers, only to woo them to adhere to the labeled brand. The use of social media has thus, empowered the big brands in the world to discover the potential set of buyers and help in portraying the brands in the most attractive manner.

### **Social media marketing applied by Nike in European nations**

Nike is a globally acclaimed lifestyle brand that poses a big influence on the consumers, who seek high level brands with premium quality products. The success behind Nike's growth lie in its extensive use of the social media strategies and contents shared across multiple social media platforms. The brand runs multiple profiles on the social media platform and uses the same as

intervening propositions for attracting the global consumers, including buyers from Germany, Italy and Spain. Hence, it is obvious that the big brand like Nike have made use of the social media marketing influences to exercise its presence across the global consumers in the mentioned nations.

## **Chapter 2: Literature Review**

This section illustrates the variables in the given research proposal and identifies valuable insights about the importance and contribution of social media marketing influence on the lifestyle branding by Nike, across Germany, Italy and Spain. The section clearly identified the impact of social media marketing strategy on the attributes of lifestyle branding along with finding the potential moves of the investigation to derive at conclusive ideas, pertaining to the connotations of the subject interpretations.

### **Social media marketing and lifestyle branding**

The problem statement of the research identifies the exaggerated cost and expenses spent by the consumers to live up to the portrayal of the big brands in the social media platform. With an intensive branding of the lifestyle names like Nike, the consumers may often be compelled to avail the products, which might be otherwise costly for the buyers.

In regards to the contribution of the social media marketing practices to enhance the life style branding by Nike in Germany, Spain and Italy, it needs to be stated that with successful campaigns by the big brands displaying proper images and content do implore an exceptional impact. The use of the <sup>1</sup>social media platforms like Facebook, Twitter and Instagram, the big brands like Nike would be able to reaching out to the global buyers and thus, ensure a long-term sustainability in European nations like Germany, Italy and Spain.

### **Customer satisfaction levels**

The fundamentals of marketing by the lifestyle brands like Nike have primarily focused upon the importance and success of the consumer satisfaction levels. According to (), lifestyle marketing crucially emphasizes on attaining the niche market and recognize the ideals, along with determining the everyday, interests and values that would allure the global consumers to avail the targeted products. Mapping the customer satisfaction levels, it needs to be stated that the use of the social media marketing processes are used by the big brands while marketing their lifestyle brands, as it would enable them to come across the layers of satisfaction in European nations like Germany, Italy and Spain.

### **Quantitative data**

The study would be empirical in nature and entertain the use of the primary data. This primary data would be obtained by conducting surveys through the survey questionnaire sheets, by considering the human participants, which would mainly include the consumers of the life style brand like Nike. Therefore, the use of the quantitative data would be able to deliver comprehensive information about the implications of idealizing the importance of the social media marketing influence on the life style branding of the Nike Company. The obtained data would be analyzed by using the thematic framework and trend analysis methods.

### **Sampling**

The sampling would include a random process, wherein the selection of the participants would include the existing and potential customers of the Nike brand. The use of the random sampling process would enable the researcher to acquire the required empirical inferences, wherein the

researcher would be able to develop the key trends in the study and deliver a conclusive derivative on the given topic.

### **Discussion and recommendation**

The discussion on the research would comprise the presentation of the information and the empirical data that is to be derived from the primary database. Further, the discussion would try to strike a chord between the literature review findings and the obtained primary data along with a comprehensive assessment of the key trends. The discussion would also map the levels of success for the lifestyle brands like Nike, while operating in Germany, Italy and Spain to be influenced by the social media marketing practices. The future research work would expect to use a mixed method of the study, as it would bring an entirety to the findings.

### **Conclusion**

In the given research proposal, optimum information has been shared about the problem statement of the research topic along with the idealized form of the literature review. The identification of the key variables in the study is also mentioned along with the processes of data collection and data analysis. The research proposal also shares information about the potential findings and scope of the study along with sharing the possible recommendations, which would make way for a better research work in future.

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