



The Influence of Social Media Platform Marketing on the Global Reach and Performance of the Uk Retail Sector Organisation." A Case Study on Tesco Plc

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ARTICLE INFO

Keywords: Social Media Platform Marketing, Global Reach, Performance, Uk Retail Sector, Tesco Plc

Received : 5 April

Revised : 22 May

Accepted: 19 June

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ABSTRACT

The aim of the study is to analyse the impact of social media platform marketing on the global reach and performance of the UK retail sector organization, specifically focusing on the case of Tesco, and to provide recommendations for improving the effectiveness and efficiency of social media tools implementation for increased sales and revenue. The method of the study involves conducting a survey questionnaire among 107 employees of Tesco, selected through systematic sampling with priority given to marketing employees, followed by analysing the collected primary data using frequency analysis and descriptive statistics to explore themes related to social media platform marketing and its impact on Tesco's global reach and performance, as well as challenges and solutions associated with its implementation. The study found that implementing social media marketing positively affects Tesco's operational ability, with website traffic being the most influential factor, and emphasizes the importance of setting clear marketing goals and SMART objectives to manage challenges effectively. Based on the analysis, it is recommended that Tesco should implement SMART objectives, establish an effective budget, utilize social listening tools, develop a strong social media platform portfolio, and conduct market research to enhance their social media marketing strategy and improve business performance

INTRODUCTION

Tesco Plc is a British multinational company conglomerate that operates in various industries including the retail and finance industry. The focus of this dissertation is only on the Tesco retail company which is headquartered in Welwyn Garden City, United Kingdom (Tesco, 2021). There are various reasons for selecting this company as the case in this dissertation, one of which is Tesco is one of the largest companies in the retail sector of United Kingdom, due to gathering data for this famous company will be efficient and easy. A figure showing Tesco stores in the United Kingdom and the Republic of Ireland is attached below:

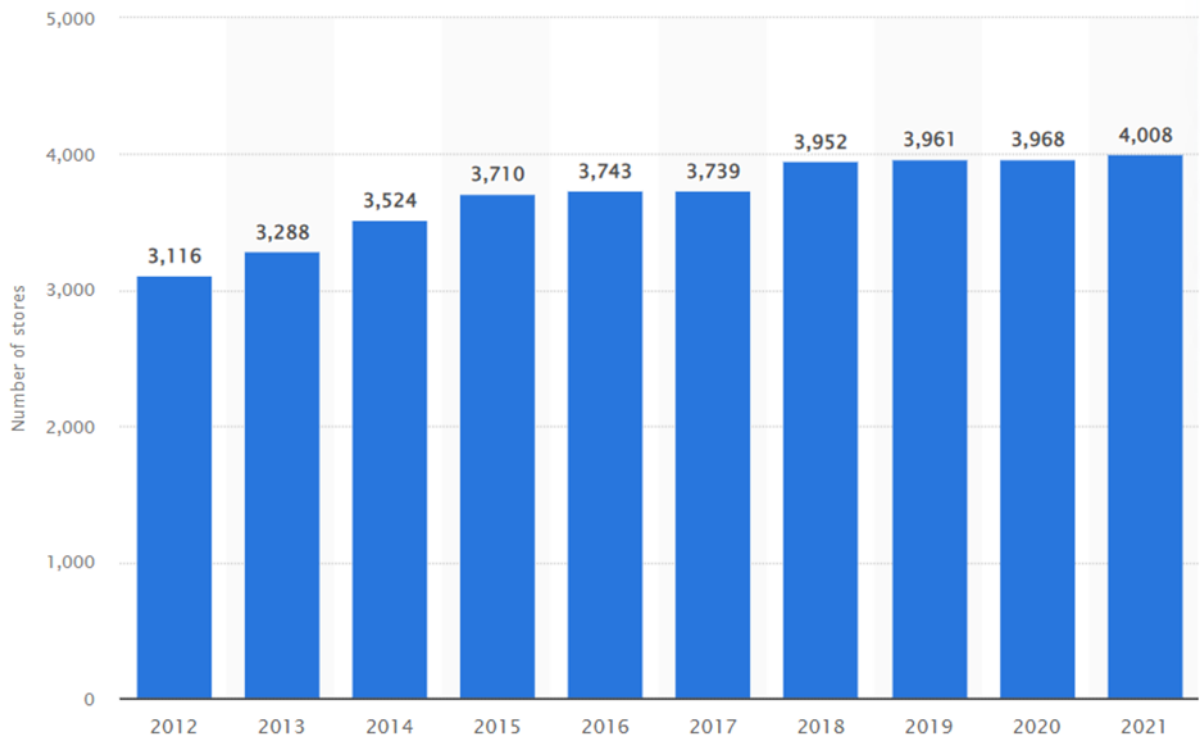


Figure 1: Number of Tesco Stores in the United Kingdom (UK) and the Republic of Ireland.

Reviewing the above figure, it is seen that as of 2021, Tesco Plc has 4008 stores in UK and Ireland combined and as this dissertation will need to communicate with Tesco's employees, it will be an easier procedure as even if only a few stores of Tesco will be investigated, then also accessibility of hundreds of employees will be gained. Tesco Plc is one of the largest retail supermarket chains in the United Kingdom which operate globally. The global reach of this company is spread around the world and this company is known for its effective marketing activities. Considering all these aspects, it was decided to select Tesco Plc. To review the Background of Tesco Plc, it can be said that this company was founded in the United Kingdom by Jack Cohen in the year 1919. Tesco Plc is a conglomerate that has various subsidiary companies that include Tesco Bank, Tesco Mobile, and more.

The discussion in this research will entirely be based on the Tesco supermarket chain. The main competitors of this business company are Sainsbury's ASDA, Walmart, Aldi, Lidl, and more (Tesco (b), 2021).

Tesco's social media platform marketing is uniquely set in its own ways and is considered to be effective for the sales performance of this company (Shields, 2010). Tesco uses social media to drive emotional resonance in people so that they can relate themselves with the brand image of Tesco. Usually, the main social media platform marketing practices of Tesco include communicating with the customers by replying to inquiries and concerns. Tesco also uses social media to promote its weekly or monthly discounts and sales promotion content so that the target audience can be attracted (Ainin and et.al., 2015). Tesco is an international company that operates in many foreign countries such as Ireland to understand the global reach and performance of Tesco in International markets, Ireland is selected as the foreign market.

Research Objective:

To analyse the social media platform marketing.

To evaluate the influence of social media platform marketing on the global reach and performance of Tesco (UK retail sector organisation).

To identify the challenges and related solutions that are prevailing in Tesco due to using social media platform marketing.

Research Question:

What is social media platform marketing?

What is the influence of social media platform marketing on the global reach and performance of Tesco (UK retail sector organisation)?

What are the challenges and related solutions that are prevailing in Tesco due to using social media platform marketing?

LITERATURE REVIEW

Social media platforms marketing is the concept of marketing by using social media platforms that let a business organization promote its brand, products, and services. Social media platform marketing or simply social media marketing allows the businesses to connect their brand with the audience which helps the business to build a sound brand image and increase the sales revenue (Tajvidi and Karami, 2021). Few famous social media platforms include Facebook, Instagram, YouTube, Twitter, etc. There are various ways using which organisations use social media platforms to promote their products and services.

A common way to promote using social media platforms is to run paid advertisements via image or video content. Another way is to attract the target audience to follow the brand's social media platform account so that the audience can be aware of the new products and services of the company. Influencer marketing is another way of social media marketing in which brands hire influencers so that the influencers can use the branded products and then promote those products on their social media platform accounts. Shippable video advertisements, social media platforms, etc are a few other ways used by organisations to promote their products and services (Nash, 2019).

The concept of social media platform marketing is a modern day marketing that is considered as a more reliable mode of promotion than traditional marketing. Before social media marketing, organisations used to use traditional media channels such as television, radio, newspaper, etc. It is important to include this information in the overview of the topic that social media platform marketing is not a substitute for traditional media marketing but in fact, it is a supplement to traditional media marketing. There are various benefits of social media platform marketing due to which the practice of such marketing methods is increasing and the practice of traditional media marketing methods is reducing. Social media platform marketing allows small businesses to have wide accessibility of audience that help their business grow. This marketing method is not only inexpensive but also provides huge audience accessibility (Paniagua and Sapena, 2014).

This dissertation research aims to identify the influence of social media platform marketing on the global reach and sales performance of businesses. This influence will include both the positive and negative aspects so that the topic area can be fully investigated. The research will be limited to the UK retail industry due to which this dissertation is decided to be based on a retail UK company which is Tesco Inc (Parveen, Jaafar, and Ainin, 2015).

One key aspect of achieving global reach in marketing is the use of digital marketing tools and platforms. According to Smith (2018), digital marketing has revolutionized the way businesses can reach customers worldwide through social media, search engine optimization, and online advertising. This allows companies to tailor their marketing messages to specific regions and demographics, increasing their global reach.

In addition to digital marketing, cultural considerations play a crucial role in global marketing strategies. As noted by Lee and Park (2019), understanding cultural nuances and preferences in different markets is essential for businesses to effectively connect with international audiences. By adapting marketing campaigns to local customs and traditions, companies can enhance their global reach and resonate with consumers on a deeper level.

Furthermore, the importance of market research in expanding global reach cannot be overstated. According to Jones et al. (2020), conducting thorough market research helps businesses identify opportunities and challenges in different regions, enabling them to develop targeted marketing strategies that resonate with local consumers. By leveraging market insights, companies can optimize their global reach and drive business growth on a global scale.

One crucial aspect of measuring marketing performance is the use of key performance indicators (KPIs) to track and evaluate the effectiveness of marketing campaigns. According to Brown and Johnson (2017), KPIs such as return on investment (ROI), customer acquisition cost (CAC), and customer lifetime value (CLV) provide valuable insights into the performance of marketing activities. By monitoring these KPIs, businesses can assess the impact of their marketing efforts and make data-driven decisions to optimize performance.

In addition to KPIs, the use of marketing analytics plays a significant role in evaluating and improving marketing performance. As highlighted by White et al. (2019), leveraging data analytics tools and techniques allows businesses to analyze customer behavior, measure campaign performance, and identify opportunities for optimization. By harnessing the power of data analytics, companies can enhance their marketing performance by targeting the right audience, personalizing messages, and improving overall campaign effectiveness.

According to Saravanakumar and SuganthaLakshmi, (2012), social media platform marketing is a marketing strategy that uses social media platforms to connect an organisation to its audience. The process of social media marketing doesn't only involves promoting and advertising the products and services of a brand but also involves engaging the followers, analysing the results, and leveraging the target audience information to develop and run social media campaigns and advertisements. There are various social media platforms that are used by brands to build their audience and increase their sales by driving website traffic. Some of the major social media platforms include Facebook, Instagram, Twitter, LinkedIn, Snapchat, Youtube, etc. There are various tools of social media marketing and the most traditional tool is publishing.

The tool of publishing under social media marketing allows a business organisation to publish content of their brand and its products which increases the website traffic and leads to possible sales. With the expansion of social media marketing, various other tools beyond publishing have been introduced. Social media user engagement, call to action, advertisement network, social media campaign, lead conversion, brand engagement, followers, click through rate, and geo targeting are the tools of social media marketing (Erdoğan and Cicek, 2012).

Tesco is already aware of its target audience but when Tesco operates in a foreign market, then it becomes challenging for the company to identify its target audience (Singh, Shukla and Mishra, 2018).

According to Ibrahim and Wang, (2019), social media marketing is an appropriate marketing practice for different types of organisations. So, it is important for large organisations like Tesco Plc to leverage the benefits of social media marketing that are enjoyed by small and medium businesses so that the challenges caused due to social media marketing can be resolved.

According to Palmer, Simmons and Mason, (2014), the identification of the right target audience is the major challenge that marketers face while conducting social media marketing. The target audience is the audience considering which, social media marketing content is created. The main aim of social media marketing is to enable the business to approach the customers so that the businesses don't have to wait for customers to approach.

METHODOLOGY

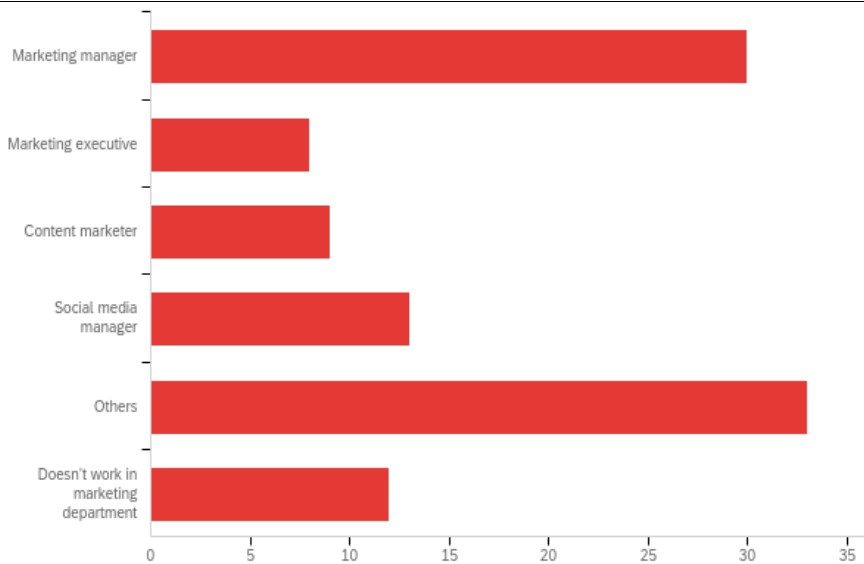
The research methodology for this study involves conducting a survey questionnaire among 107 employees of Tesco, selected through systematic sampling with priority given to marketing employees. The collected primary data analyzed, using frequency analysis and descriptive statistics to explore themes related to social media platform marketing and its impact on Tesco's global reach and performance. The analysis also address challenges and solutions associated with the implementation of social media marketing.

RESULTS

Findings and Analysis:

Theme 1: the Role Performed by the Individual in the Marketing Department of Tesco.

| # | Answer | % | Count |
|---|--------------------------------------|--------|-------|
| 1 | Marketing manager | 28.57% | 30 |
| 2 | Marketing executive | 7.62% | 8 |
| 3 | Content marketer | 8.57% | 9 |
| 4 | Social media manager | 12.38% | 13 |
| 5 | Others | 31.43% | 33 |
| 6 | Doesn't work in marketing department | 11.43% | 12 |
| | Total | 100% | 105 |

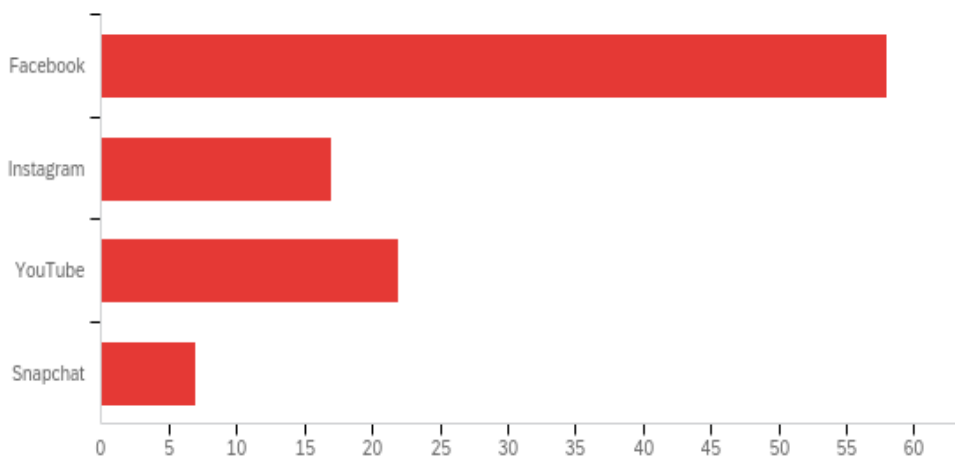


| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---------|---------|------|---------------|----------|-------|
| 1 | What role do you play in the marketing department of Tesco? | 1.00 | 6.00 | 3.45 | 1.85 | 3.43 | 105 |

In this investigation, a survey was conducted among 107 employees in the UK retail industry, with 105 participants providing their views on the role they perform in the marketing department of Tesco. The analysis revealed that 30 participants work as marketing managers, 8 as marketing executives, 8 as content marketers, 13 as social media managers, 12 in other roles, and the remaining participants do not work in the marketing department. The mean score for the analysis was 3.45, with a minimum score of 1.00 and a maximum score of 6. The standard deviation was 1.85, and the variance was 3.43.

Theme 2: The Social Media Platform that is Majorly Used by Tesco for Its Marketing Operations.

| # | Answer | % | Count |
|---|-----------|--------|-------|
| 1 | Facebook | 55.77% | 58 |
| 2 | Instagram | 16.35% | 17 |
| 3 | YouTube | 21.15% | 22 |
| 4 | Snapchat | 6.73% | 7 |
| | Total | 100% | 104 |

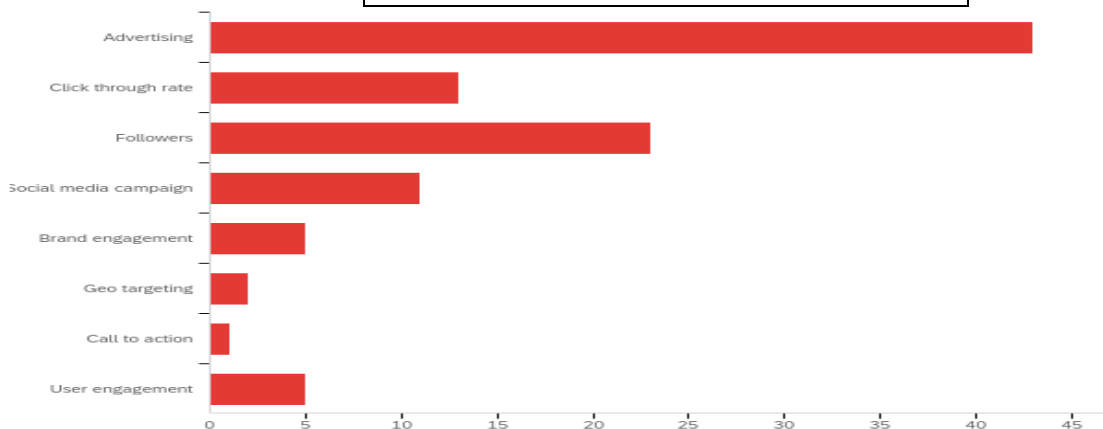


| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|--|---------|---------|------|---------------|----------|-------|
| 1 | According to you, which social media platform is majorly used by Tesco for its marketing operations? | 1.00 | 4.00 | 1.79 | 1.00 | 0.99 | 104 |

The detailed analysis of the study revealed that out of the 104 participants, 58 participants identified Facebook as the primary social media platform implemented by Tesco for its marketing operations. Additionally, 17 participants mentioned Instagram, 22 participants mentioned YouTube, and the remaining participants preferred Snapchat. This suggests that Tesco, as a large retail business, utilizes multiple social media platforms for its marketing efforts. The mean score for the assessment was 1.79, with a maximum value of 4 and a minimum value of 1. The variance was calculated to be 0.99, and the standard deviation was 1.

Theme 3: Tesco Gains its Return from Investment in Social Media Marketing.

| # | Answer | % | Count |
|---|-----------------------|--------|-------|
| 1 | Advertising | 41.75% | 43 |
| 2 | Click through rate | 12.62% | 13 |
| 3 | Followers | 22.33% | 23 |
| 4 | Social media campaign | 10.68% | 11 |
| 5 | Brand engagement | 4.85% | 5 |
| 6 | Geo targeting | 1.94% | 2 |
| 7 | Call to action | 0.97% | 1 |
| 8 | User engagement | 4.85% | 5 |
| | Total | 100% | 103 |

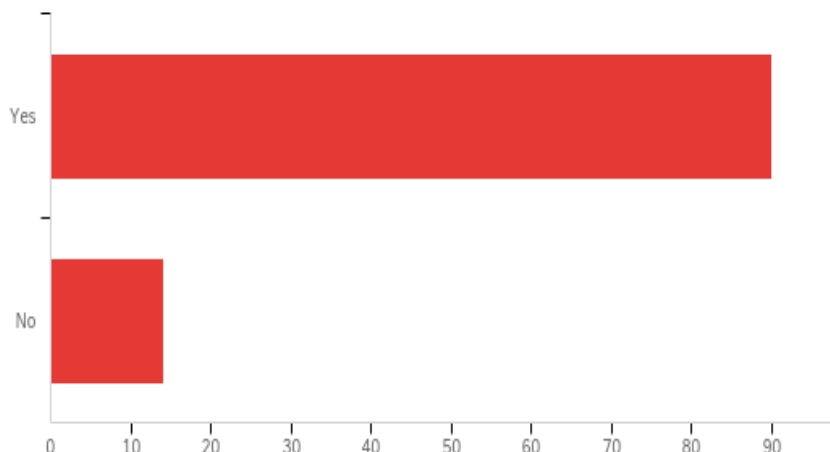


| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---------|---------|------|---------------|----------|-------|
| 1 | According to you, how Tesco gains its return from investment in social media marketing? | 1.00 | 8.00 | 2.58 | 1.86 | 3.47 | 103 |

The analysis of the survey, conducted among 107 participants, revealed that 103 participants provided responses regarding how Tesco gains returns through its investment in social media marketing. Out of these respondents, 43 participants identified advertising as the most suitable tool implemented by Tesco to generate returns. Additionally, 13 participants mentioned click-through rate, 23 participants mentioned followers, 11 participants mentioned social media campaigns, 5 participants mentioned brand engagement, 2 participants mentioned geo-targeting, 1 participant mentioned call to action, and the remaining participants mentioned user engagement. The analysis indicated a minimum value of 1, a maximum value of 8, and a mean score of 2.58. The standard deviation was calculated to be 1.86, and the variance was 3.47. The study suggests that advertising is the most effective tool for Tesco to increase returns on its social media investment by expanding its customer base and attracting more customers.

Theme 4: Social Media Marketing has a Positive Influence on the Global Reach of Tesco in Ireland.

| # | Answer | % | Count |
|---|--------|--------|-------|
| 1 | Yes | 86.54% | 90 |
| 2 | No | 13.46% | 14 |
| | Total | 100% | 104 |

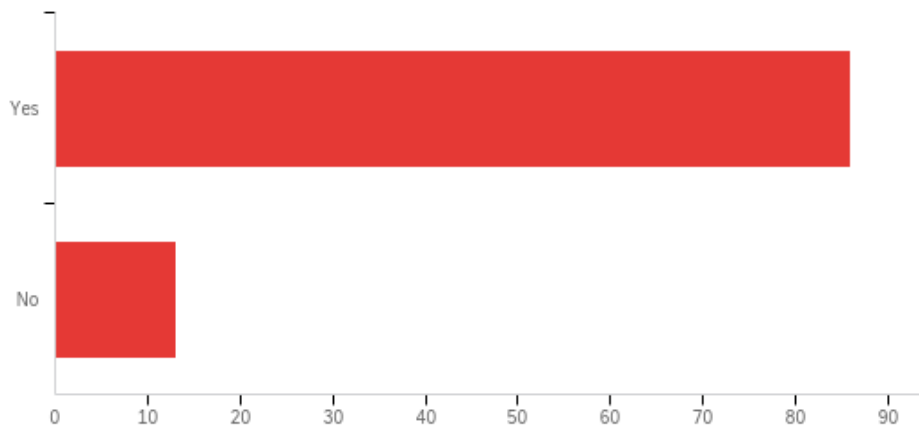


| | | | | | | | |
|---|--|------|------|------|------|------|-----|
| 1 | marketing have a positive influence on the global reach of Tesco in Ireland? | 1.00 | 2.00 | 1.13 | 0.34 | 0.12 | 104 |
|---|--|------|------|------|------|------|-----|

Based on the detailed analysis of the study, it can be interpreted that out of the 107 employees, 104 provided their responses regarding the impact of social media marketing on Tesco's global reach within Ireland. Among these respondents, 90 individuals expressed a positive view, stating that the implementation of social media has a beneficial impact on Tesco's operations and progress, particularly in reaching out to Ireland. The remaining participants did not believe that social media supports Tesco in expanding its reach to Ireland. The mean score for the assessment was 1.13, with a maximum score of 2 and a minimum score of 1. The standard deviation was calculated to be 0.34, and the variance was 0.12. The study concludes that the utilization of social media is indeed supportive for Tesco in enhancing its reach, particularly in the context of Ireland.

Theme 5: Social Media Marketing Has a Positive Influence on the Performance of Tesco.

| # | Answer | % | Count |
|---|--------|--------|-------|
| 1 | Yes | 86.87% | 86 |
| 2 | No | 13.13% | 13 |
| | Total | 100% | 99 |

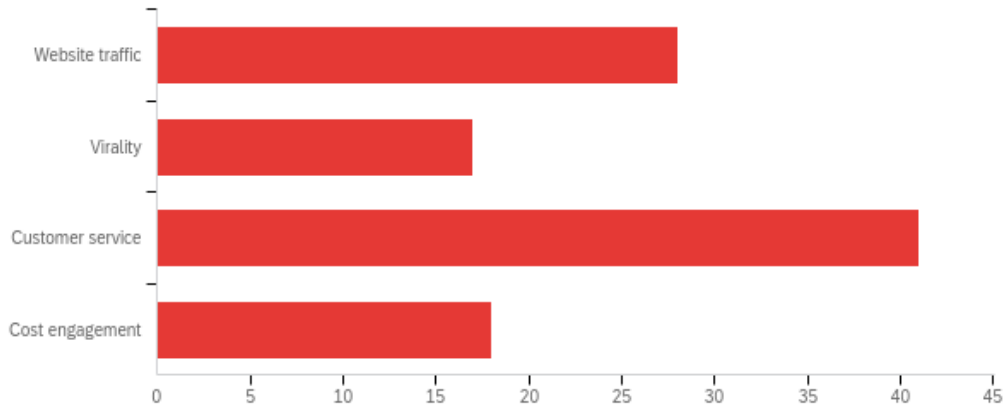


| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|--|---------|---------|------|---------------|----------|-------|
| 1 | Does social media marketing have a positive influence on the performance of Tesco? | 1.00 | 2.00 | 1.13 | 0.34 | 0.11 | 99 |

The survey included a question analyzing the impact of social media on the performance of Tesco, with 99 participants providing their responses. Out of these respondents, 86 individuals stated that social media marketing has had a positive impact on Tesco's performance by increasing the customer base and driving sales, thus enhancing profitability. On the other hand, 13 participants did not view social media as supportive for Tesco's progression. The mean score for the analysis was 1.13, with a standard deviation of 0.34 and a variance of 0.11. The minimum value recorded was 1, while the maximum value was 2. The study concluded that social media has indeed provided positive support to Tesco's business growth.

Theme 6: The Factor of Social Media Marketing that Highly Influences Tesco's Practice of Strategy Development.

| # | Answer | % | Count |
|---|------------------|--------|-------|
| 1 | Website traffic | 26.92% | 28 |
| 2 | Virality | 16.35% | 17 |
| 3 | Customer service | 39.42% | 41 |
| 4 | Cost engagement | 17.31% | 18 |
| | Total | 100% | 104 |

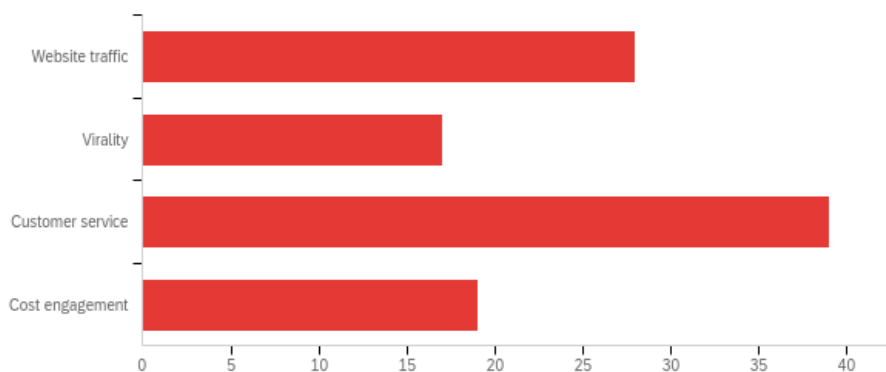


| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|--|---------|---------|------|---------------|----------|-------|
| 1 | According to you, which factor of social media marketing highly influences Tesco's practice of strategy development? | 1.00 | 4.00 | 2.47 | 1.06 | 1.13 | 104 |

The detailed analysis of the study suggests that various factors of social media marketing significantly influence Tesco's strategic development practices. Out of the 104 participants, 28 individuals identified website traffic as the most influential factor affecting strategy assessment. They emphasized that website traffic is crucial for increasing the efficiency of the business by driving more visitors to the website. Additionally, 17 participants mentioned the impact of virality while 41 participants highlighted the importance of customer services. Some employees also mentioned the influence of cost engagement on Tesco's strategy development. The mean score for the assessment was 2.47, with a standard deviation of 1.06 and a variance of 1.13. The analysis indicated a maximum score of 4 and a minimum score of 1. The study concludes that social media marketing assessment is effective for Tesco, with website traffic being identified as a key factor influencing strategic development.

Theme 7: The Different Factors of the Social Media Marketing that Highly Influences Tesco's Practice Of Planning and Publishing.

| # | Answer | % | Count |
|---|------------------|--------|-------|
| 1 | Website traffic | 27.18% | 28 |
| 2 | Virality | 16.50% | 17 |
| 3 | Customer service | 37.86% | 39 |
| 4 | Cost engagement | 18.45% | 19 |
| | Total | 100% | 103 |



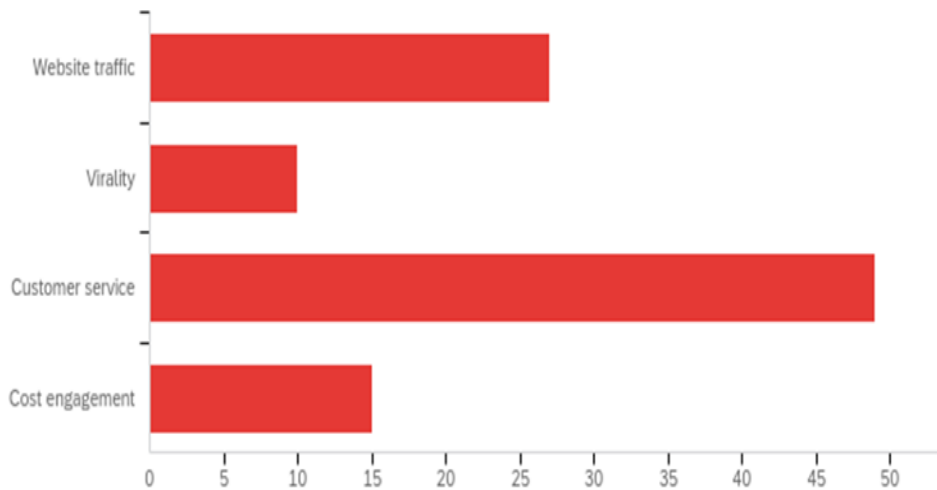
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---------|---------|------|---------------|----------|-------|
| 1 | According to you, which factor of social media marketing highly influences Tesco's practice of planning and publishing? | 1.00 | 4.00 | 2.48 | 1.08 | 1.16 | 103 |

In the present survey, 107 participants were asked about the factors of social media marketing that highly affect Tesco's practices of planning and publishing. Out of these participants, 103 provided their opinions on this specific question. Among them, 28 individuals identified website traffic as the most crucial aspect influencing the practices of planning and publishing. They emphasized that website traffic plays a vital role in increasing customer engagement and sales, and the planning process revolves around driving more traffic to the website. Another 17 participants mentioned the impact of virality, stating that it is an effective way for Tesco to increase awareness about its products and services. Additionally, 39 participants highlighted the significance of customer services, as it helps build trust among customers, leading to long-term profitability and sales.

A smaller group of participants mentioned cost engagement, stating that assessing and managing costs contributes to developing a customer base and increasing sales and profitability. The minimum score recorded was 1, the maximum was 4, and the mean score was 2.48. The standard deviation was calculated to be 1.08, and the variance was 1.16. The study suggests that website traffic, virality, customer services, and cost engagement are all important factors affecting Tesco's practices of planning and publishing.

Theme 8: The Factor of Social Media Marketing Highly Influences Tesco's Practice of Listening and Engagement.

| # | Answer | % | Count |
|---|------------------|--------|-------|
| 1 | Website traffic | 26.73% | 27 |
| 2 | Virality | 9.90% | 10 |
| 3 | Customer service | 48.51% | 49 |
| 4 | Cost engagement | 14.85% | 15 |
| | Total | 100% | 101 |

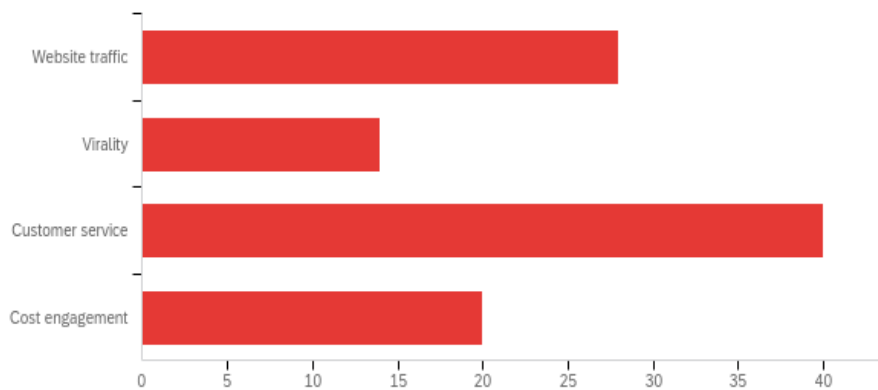


| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|--|---------|---------|------|---------------|----------|-------|
| 1 | According to you, which factor of social media marketing highly influences Tesco's practice of listening and engagement? | 1.00 | 4.00 | 2.51 | 1.04 | 1.08 | 101 |

The detailed analysis of the study revealed that various factors of social media marketing significantly affect Tesco's practices of listening and engagement. Out of 101 participants, website traffic, virality, customer services, and cost engagement emerged as key factors influencing Tesco's approach. Website traffic was identified as crucial by 27 participants, while 10 participants emphasized the impact of virality. Additionally, 49 participants highlighted the significance of customer services, and the remaining participants mentioned cost engagement. The study concluded that website traffic played a particularly important role in influencing Tesco's practices.

Theme 9: The Suitable Factor of Social Media Marketing Highly Influences Tesco's Practice of Analytics.

| # | Answer | % | Count |
|---|------------------|--------|-------|
| 1 | Website traffic | 27.45% | 28 |
| 2 | Virality | 13.73% | 14 |
| 3 | Customer service | 39.22% | 40 |
| 4 | Cost engagement | 19.61% | 20 |
| | Total | 100% | 102 |

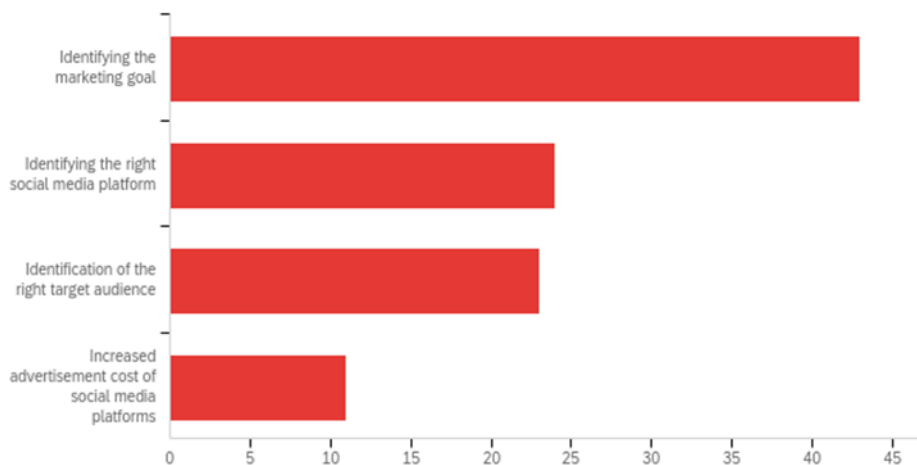


| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---|---------|---------|------|---------------|----------|-------|
| 1 | According to you, which factor of social media marketing highly influences Tesco's practice of analytics? | 1.00 | 4.00 | 2.51 | 1.09 | 1.19 | 102 |

In the survey, 102 retail employees provided their opinions on the factors affecting Tesco's practice of analytics. Website traffic, virality, customer services, and cost engagement emerged as important factors. Website traffic was highlighted by 28 participants, while 14 participants mentioned virality. Additionally, 40 participants emphasized customer services, and others mentioned cost engagement. The study concluded that website traffic played a significant role in influencing the practice of analytics.

Theme 10: The Challenge Highly Prevails in Tesco By The Implementation of Social Media Marketing Within the Business.

| # | Answer | % | Count |
|---|--|--------|-------|
| 1 | Identifying the marketing goal | 42.57% | 43 |
| 2 | Identifying the right social media platform | 23.76% | 24 |
| 3 | Identification of the right target audience | 22.77% | 23 |
| 4 | Increased advertisement cost of social media platforms | 10.89% | 11 |
| | Total | 100% | 101 |

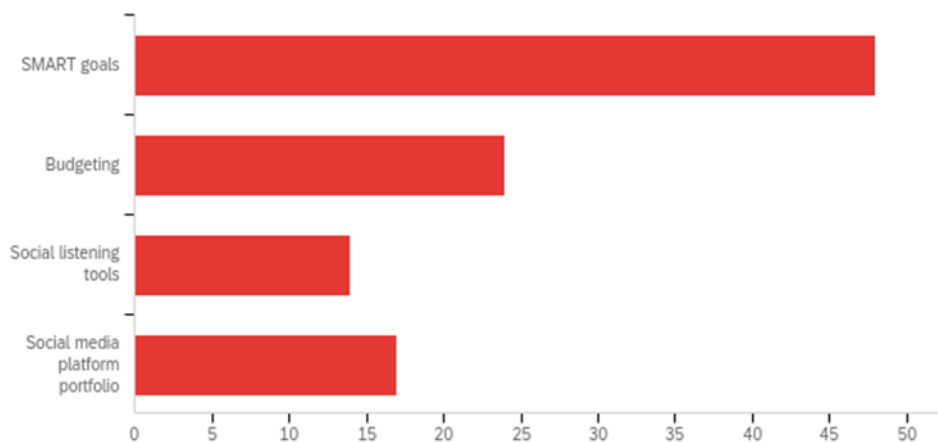


| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|--|---------|---------|------|---------------|----------|-------|
| 1 | While conducting social media marketing which challenge highly prevail in Tesco? | 1.00 | 4.00 | 2.02 | 1.04 | 1.09 | 101 |

In the survey, 101 participants acknowledged the challenges faced by Tesco. They identified market goal setting, selecting the right social media platform, targeting the appropriate audience, and managing advertising costs as key challenges. The mean score for the analysis was 2.02, indicating the significance of these challenges.

Theme 11: The Suitable Solution that is Best for Tesco to Tackle Challenges Caused Due to Social Media Marketing While Ensuring High Global Reach.

| # | Answer | % | Count |
|---|---------------------------------|--------|-------|
| 1 | SMART goals | 46.60% | 48 |
| 2 | Budgeting | 23.30% | 24 |
| 3 | Social listening tools | 13.59% | 14 |
| 4 | Social media platform portfolio | 16.50% | 17 |
| | Total | 100% | 103 |



| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|--|---------|---------|------|---------------|----------|-------|
| 1 | Which the following solution is best for Tesco to tackle challenges caused due to social media marketing while ensuring high global reach? | 1.00 | 4.00 | 2.00 | 1.12 | 1.26 | 103 |

In the survey, 103 participants provided their responses on solutions for Tesco to manage issues in social media marketing. Developing SMART objectives, budgeting, social listening tools, and a social media platform portfolio were identified as effective solutions. The mean score was 2, indicating the significance of these solutions in enhancing Tesco's functional ability.

DISCUSSION

The study focuses on analyzing the influence of social media marketing platforms on the global reach and performance of the UK retail sector, specifically Tesco. Through a detailed analysis, it is evident that social media marketing has effectively supported Tesco in increasing its professional ability and customer base. The study highlights the importance of setting the right objectives, managing costs, targeting customers, and developing a business strategy to overcome social media challenges and enhance functional and professional abilities. The implementation of social media marketing has not only helped Tesco in brand development and sales but has also reduced advertising costs, making it a cost-effective approach. However, the study faces limitations due to participant bias and delays in data analysis. It emphasizes the need for accessing up-to-date and relevant sources to support arguments and suggests the use of alternative data collection methods like interviews. Overall, the study provides valuable insights into the integration of social media marketing and its impact on Tesco's growth and success.

CONCLUSIONS AND RECOMMENDATIONS

In conclusion, the study highlights the significant impact of social media on the retail industry, particularly for Tesco. It shows that social media tools enhance Tesco's operational abilities, increase brand awareness, expand the customer base, and drive sales. Utilizing digital technologies, Tesco establishes emotional resonance with customers and emphasizes communication and responsiveness. Social media also facilitates business expansion, cost management, and brand awareness, contributing to growth and success in the retail industry.

Recommendations For Tesco's Social Media Marketing:

Implement SMART Objectives:

Set specific and measurable goals that align with the core objectives of the business. This will help Tesco develop its professional ability by increasing its customer base and sales.

Establish an effective budget:

Allocate resources and set a timeline for activities to achieve business objectives. Managing costs and reducing unnecessary expenses will positively impact Tesco's profitability.

Use social listening tools:

Implement tools like HubSpot Social Media Management Software, TweetReach, BuzzSumo, Hootsuite, Sprout Social, Falcon.io, and Buffer. These tools will help Tesco analyze conversations about its brand, monitor competition, and stay aware of market trends.

Build a strong social media platform portfolio:

Showcase the strengths of the business by presenting clear and compelling offerings. A well-curated portfolio will attract more customers and contribute to increased sales and revenue.

Conduct market research:

Analyze competitors' strategies to gain insights and assess the effectiveness of social media channels. This will help Tesco develop a competitive edge and achieve growth and success in its social media marketing efforts.

FURTHER STUDY

This research still has limitations related to the topic The Influence of Social Media Platform Marketing on the Global Reach And Performance of the UK Retail Sector Organisation in order to perfect this research and increase insight for readers.

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