



American Journal of Economics and Business Innovation (AJEBI)

ISSN: 2831-5588 (ONLINE), 2832-4862 (PRINT)

VOLUME 4 ISSUE 1 (2025)

**PUBLISHED BY
E-PALLI PUBLISHERS, DELAWARE, USA**

Harnessing Social Media Trends as a Catalyst for Small Business Growth

Tawhid Akon¹, Sazib Hossain^{2*}, Fatema Akter¹

Article Information

Received: January 25, 2025

Accepted: February 22, 2025

Published: March 25, 2025

Keywords

Customer Engagement, Platform Effectiveness, Small Business Growth, Social Media Trends, Trend-Based Marketing

ABSTRACT

This study explores how small businesses harness social media trends on platforms like Facebook, WhatsApp, and Pinterest to drive growth. The research aims to understand the adoption, effectiveness, and challenges of using trend-based marketing on these platforms. We used a quantitative survey approach to target small business owners using these platforms for marketing. The collected data shed light on how businesses engage with trends and how these strategies impact business growth. Findings reveal that small businesses adopting social media trends experience increased customer engagement and business expansion, particularly on Facebook and Pinterest, where visual and social content resonates more with users. Although useful for direct communication, WhatsApp, presents challenges in leveraging trends due to its messaging-focused nature. Additionally, many businesses face difficulties keeping up with trends and measuring their effectiveness across these platforms. This study adds value by offering a comparative analysis of how Facebook, WhatsApp, and Pinterest contribute to small business growth through trend-based marketing, providing practical insights for small business owners aiming to maximize their social media efforts. This research fills a gap by examining the role of social media trends in business growth across multiple platforms.

INTRODUCTION

In the digital age, the influence of social media platforms on business growth has become undeniable (Andzulis *et al.*, 2012; Hossain & Nur, 2024). With billions of active users across the globe, social media has transformed how businesses, especially small and medium-sized enterprises (SMEs), engage with their customers and market their products (Jagongo & Kinyua, 2013). Among the myriad social media platforms available, Facebook, WhatsApp, and Pinterest stand out as particularly potent tools for driving business growth (Luttrell 2021). This study focuses on understanding how small businesses harness social media trends on these platforms to accelerate growth, enhance customer engagement, and build brand awareness.

Social Media: A Crucial Tool for Small Businesses

Social media has evolved from being merely a communication tool to a critical driver of business growth and marketing innovation (Evans *et al.*, 2021). The rise of social media trends—content formats or ideas that rapidly gain traction on social media platforms—presents a new frontier for businesses to explore. Social media trends can range from viral challenges and hashtags to memes and visual content, with each trend offering a unique opportunity for businesses to align themselves with current cultural moments and reach a wider audience (Leaver *et al.*, 2020). For small businesses, social media trends provide a cost-effective marketing tool. Unlike large corporations that can invest heavily in traditional advertising, small businesses often have limited resources and rely on digital platforms to promote

their products and services (Bala & Verma, 2018). Social media trends offer small businesses the chance to amplify their message, attract attention, and engage customers in real-time, all while leveraging the inherent viral nature of these platforms.

Facebook, WhatsApp, and Pinterest: The Platforms of Focus

While many social media platforms exist, this study concentrates on three—Facebook, WhatsApp, and Pinterest—each of which offers distinct opportunities for small businesses (He *et al.*, 2014). Facebook, with over 2.8 billion monthly active users, is the largest social media platform globally. It offers various features for small businesses, such as business pages, ads, and group functions, making it easier to create communities around products or services (Hossain *et al.*, 2024). Facebook's algorithm, which favors content that resonates with users, also helps small businesses leverage trends to boost visibility and engagement (Macarthy, 2021). People often view WhatsApp, with its emphasis on messaging, as a platform for direct and personal communication. While not traditionally seen as a marketing platform, WhatsApp's introduction of WhatsApp Business has opened new possibilities for businesses to connect with customers. WhatsApp Business allows companies to communicate directly with clients, share promotional content, and maintain customer relationships (Wan *et al.*, 2019). However, as a trend-based marketing tool, WhatsApp presents challenges, given its private, messaging-focused nature. Pinterest, with its visually driven interface, has gained popularity among businesses

¹ China Three Gorges University, Hubei, China

² Nanjing University of Information Science & Technology, Nanjing, China

* Corresponding author's e-mail: esazibhossain@gmail.com

that rely on images to sell their products, such as in the fashion, home decor, and food industries. Businesses can leverage trends through “pins” and visual content shared across the platform, thanks to Pinterest’s user base of over 450 million. The visual nature of Pinterest makes it a particularly effective tool for trend-based marketing, as users often search for inspiration, trends, and new ideas (Rathore, 2018).

The Power of Social Media Trends

Social media trends can be powerful catalysts for business growth (Constantinides *et al.*, 2009). They create a sense of urgency and relevance, encouraging users to engage with businesses that are in tune with current cultural movements (Hossain & Hena, 2024; Hossain *et al.*, 2024). For small businesses, this can translate to increased visibility, customer engagement, and ultimately, sales (Evans, 2010). Adopting and participating in social media trends allows small businesses to position themselves as agile, modern, and relatable. It also offers an avenue to reach new audiences who may not have discovered the business through traditional marketing methods (Tuten, 2023). For example, a small bakery that participates in a viral baking challenge on Facebook or Pinterest could see a surge in followers, customer inquiries, and even sales, all thanks to the visibility provided by the trend. However, staying on top of these trends requires businesses to be nimble and responsive. Social media trends are often short-lived, and businesses must act quickly to capitalize on them (McGrath, 2013). This creates both opportunities and challenges, as small businesses must balance trend adoption with their overall marketing strategy and business goals (Moore & Manring, 2009).

Challenges in Harnessing Social Media Trends

While the benefits of using social media trends are apparent, there are also challenges that small businesses face (Jones *et al.*, 2015). First, the fast-paced nature of social media means that trends can change quickly, making it difficult for businesses to stay relevant. A trend that is popular today may lose traction tomorrow, and businesses that fail to keep up risk appearing outdated or irrelevant (Sharp, 2009; Hossain *et al.*, 2024). Additionally, not all trends are suitable for every business. Some trends may align perfectly with a business’s brand identity and customer base, while others may not resonate at all (Ghodeswar, 2008). Understanding which trends to adopt and which to avoid is crucial for businesses that want to maintain authenticity and avoid alienating their customers (Hossain *et al.*, 2024). Another challenge lies in measuring the effectiveness of trend-based marketing. While businesses can track metrics such as likes, shares, and comments, it can be difficult to determine the long-term impact of social media trends on business growth (Evans *et al.*, 2021). A viral post may generate significant engagement, but does it translate to sales, customer loyalty, or brand recognition? These are critical questions that small businesses must consider when adopting trend-

based marketing strategies. Finally, different platforms pose unique challenges in adopting trends. As previously mentioned, WhatsApp’s private messaging nature makes it difficult to leverage public trends in the same way that Facebook or Pinterest does. Small businesses must adapt their strategies to fit the platform they are using, which requires a deep understanding of both the platform’s capabilities and the behavior of its users.

Purpose of the Study

This study seeks to explore the relationship between small businesses and social media trends, focusing on Facebook, WhatsApp, and Pinterest. The primary goal is to understand how small businesses adopt social media trends, how effective these trends are in promoting business growth, and what challenges businesses face when using them as part of their marketing strategy. Through a quantitative survey of small business owners who use these platforms, this research will provide insights into the following questions:

- How often do small businesses adopt social media trends on Facebook, WhatsApp, and Pinterest?
- What impact do these trends have on customer engagement and business growth?
- What challenges do small businesses encounter when trying to leverage social media trends?

The survey, consists of 15 Likert-scale questions and focuses on key areas such as trend adoption, platform effectiveness, and customer engagement. By analyzing the responses, the study aims to provide a comprehensive understanding of how small businesses can optimize their use of social media trends to achieve growth. The research utilizes a quantitative survey method to gather data from small business owners. The survey contains 15 questions designed to measure the adoption of social media trends, the effectiveness of these platforms in driving business growth, and the challenges businesses face when using these trends. We asked respondents to rate their agreement with each statement on a Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The survey targeted small business owners who actively use Facebook, WhatsApp, or Pinterest for marketing purposes. By focusing on these three platforms, the study aims to draw comparisons between the unique features of each platform and how they impact the adoption and effectiveness of social media trends. The study found that businesses that actively adopt social media trends experience increased customer engagement and business growth. Respondents reported higher levels of engagement and business expansion on Facebook and Pinterest, which proved to be particularly effective platforms for trend-based marketing. Visual content, in particular, played a crucial role in engaging users on these platforms. WhatsApp, while useful for direct communication, presented challenges in using trends effectively due to its messaging-focused nature. Businesses that used WhatsApp for trend-based marketing struggled to create content that resonated with customers in the

same way that visual posts on Facebook or Pinterest did. Additionally, businesses reported difficulties in keeping up with the rapid pace of social media trends and measuring the long-term impact of these trends on business growth. While short-term engagement was often high, many businesses were unsure whether it translated into sales or customer loyalty.

This study contributes to the growing body of research on the role of social media in small business growth by examining the specific impact of social media trends. While much research has concentrated on the general benefits of social media marketing, this study offers a more nuanced understanding of how trend-based marketing can drive business growth. The study provides a comparative analysis of trend-based marketing strategies on Facebook, WhatsApp, and Pinterest. This research provides valuable insights for small business owners seeking to maximize their social media efforts, as well as for scholars interested in the intersection of social media and business growth. In conclusion, the study highlights the potential of social media trends to serve as powerful tools for small business growth. However, it also underscores the challenges businesses face in staying updated with trends, creating relevant content, and measuring the effectiveness of their social media efforts. These insights can help small businesses develop more effective strategies for harnessing the power of social media trends across multiple platforms.

LITERATURE REVIEW

The intersection of social media and small business growth has become a significant focus of research in recent years (Plowman & Wilson, 2018; Ali *et al.*, 2023) with numerous studies emphasizing the critical role of social media platforms in fostering business visibility, customer engagement, and sales (Blasco-Arcas *et al.*, 2016). Social media platforms such as Facebook, WhatsApp, and Pinterest offer small businesses an unparalleled opportunity to leverage digital trends, which can serve as catalysts for growth. This literature review aims to explore the various facets of social media usage by small businesses, focusing on past studies and theories that have contributed to this field. It will also present the current research goals and hypotheses developed for this study, which seeks to explore how small businesses harness social media trends on these platforms to drive growth.

Social Media and Its Role in Small Business Marketing

Social media has fundamentally transformed how businesses, especially small businesses, interact with their customers (Qualman, 2012). The rise of social media platforms like Facebook, WhatsApp, and Pinterest has revolutionized marketing strategies by allowing businesses to create more personalized, direct, and interactive engagements with consumers (Bala & Verma, 2018). Past studies have highlighted several benefits of social media marketing for small businesses.

Facebook as a Marketing Platform

Small businesses widely recognize Facebook as one of the most important social media platforms. With over 2.8 billion monthly active users, Facebook allows businesses to reach a vast and diverse audience. Studies have demonstrated that small businesses use Facebook to create business pages, promote their products through paid advertising, and engage with customers in real-time (Pentina *et al.*, 2012). Facebook's advanced targeting tools allow businesses to segment their audiences based on demographics, interests, and behaviors, which helps in delivering relevant advertisements to potential customers. A study by Taneja and Toombs (2014) investigated the impact of Facebook on small business performance and found that businesses that actively engaged with customers through Facebook saw improvements in customer loyalty, brand awareness, and overall business growth. Furthermore, the study found that social media trends like viral posts, trending hashtags, and challenges significantly enhance Facebook visibility. However, the study also highlighted that while Facebook is a powerful tool, businesses need to stay updated with algorithm changes and content preferences to remain effective.

WhatsApp for Business Communication

Although WhatsApp is primarily a messaging platform, its introduction of WhatsApp Business has opened new avenues for small businesses to interact with their customers. Unlike Facebook, WhatsApp focuses more on private, direct communication between businesses and their customers. Studies such as that of Iglesias-Pradas *et al.* (2019) have explored the role of WhatsApp in business communication, particularly in emerging markets where mobile messaging applications dominate. Their study found that small businesses, benefited significantly from WhatsApp's direct communication features, especially in industries requiring personalized services such as customer support and delivery updates. However, because WhatsApp is a messaging app and not a content-sharing platform like Facebook or Pinterest, the ability to use social media trends for marketing on WhatsApp is limited. Nevertheless, WhatsApp Business allows small businesses to incorporate some degree of trend-based marketing by sharing promotional messages, status updates, and multimedia content with customers directly. The challenge lies in maintaining the personal tone that WhatsApp demands, while still leveraging trends in a way that is engaging and non-intrusive.

Pinterest: Visual Marketing for Small Businesses

Pinterest operates as a visual discovery platform where users can find inspiration for various activities, ranging from home decor to fashion and cooking. Research by Silva *et al.* (2020) has found that Pinterest is an especially valuable platform for small businesses that rely on visual content to market their products. The study indicated that businesses in sectors such as fashion, crafts, and design benefit from the high engagement rates on Pinterest, as

users frequently search for and engage with trend-based content. Past studies have also highlighted that Pinterest users are more likely to make purchasing decisions based on the content they see on the platform, with Machado *et al.* (2020) finding that approximately 80% of Pinterest users have made a purchase based on something they saw on the platform. The ability to harness visual trends such as seasonal color palettes, home improvement ideas, or trending products allows small businesses to tap into Pinterest's user base and drive both brand awareness and sales. However, the study also pointed out that businesses need to consistently update their boards and stay current with emerging trends to remain relevant on the platform.

Theoretical Contributions to Social Media Marketing and Trends

The theoretical foundations of social media marketing for small businesses are rooted in several key concepts, including diffusion of innovations theory, social capital theory, and consumer behavior models.

Diffusion of Innovations Theory

The Diffusion of Innovations Theory (Rogers, 1962) provides a framework for understanding how new ideas, products, and practices spread within a social system. We can view trends in the context of social media marketing as innovations that propagate through user networks. Different categories of users—innovators, early adopters, early majority, late majority, and laggards—adopt innovations, according to Rogers. Social media trends often follow a similar pattern of diffusion, starting with influencers and early adopters before becoming mainstream. For small businesses, understanding where their customers fall on the adoption curve is crucial for leveraging trends effectively. Businesses that can identify trends early and adopt them while they are still relevant are more likely to gain a competitive advantage. The theory also highlights the importance of communication channels in spreading innovations, which is directly applicable to social media platforms like Facebook, WhatsApp, and Pinterest.

Social Capital Theory

Another relevant theory is Social Capital Theory, which focuses on the value of social networks and relationships in generating economic and social benefits (Bourdieu, 1986). In small business marketing, social capital refers to the networks and relationships that businesses build with their customers through social media platforms. Social capital allows businesses to cultivate trust, loyalty, and engagement, all of which are crucial for long-term success. Social media trends, when used effectively, can help small businesses strengthen their social capital by engaging with customers on a more personal level. Trend-based content often resonates with users because it taps into shared cultural experiences or collective behaviors, which fosters a sense of community around the brand. However, the challenge lies in maintaining authenticity,

as businesses that adopt trends solely for marketing purposes without aligning them with their brand identity risk losing trust and damaging their social capital.

Consumer Behavior Models

Consumer behavior models, such as the Theory of Planned Behavior (Ajzen, 1991), offer insights into how individuals make purchasing decisions and engage with businesses on social media platforms. The theory suggests that attitudes, subjective norms, and perceived behavioral control shape an individual's behavior. These factors, when applied to social media marketing, elucidate why customers gravitate towards trend-based content and how businesses can sway purchasing decisions via social media. According to Ajzen's theory, social media trends may influence customer attitudes by shaping perceptions of what is popular, desirable, or socially accepted. The subjective norms within an individual's social circle, including the actions and opinions of friends, family, and influencers, further reinforce these perceptions. As a result, businesses that capitalize on trends can influence consumer attitudes and ultimately drive behavior, such as engaging with a post, following a brand, or making a purchase.

Research Gaps and Current Contribution

Despite the wealth of research on social media marketing, several gaps remain in the literature, particularly concerning small businesses' use of social media trends. Most studies have focused on the general benefits of social media marketing, while few have examined how small businesses specifically harness social media trends across multiple platforms to drive growth. This study aims to address this gap by focusing on three distinct platforms—Facebook, WhatsApp, and Pinterest—and exploring how small businesses use trends to boost customer engagement, brand awareness, and sales. The study's comparative analysis of these platforms will provide valuable insights into the unique challenges and opportunities that each platform presents for trend-based marketing.

Research Goals and Hypotheses

Building on the literature review and theoretical framework, the following research goals and hypotheses have been developed for this study:

Research Goal 1

To examine how small businesses adopt social media trends on Facebook, WhatsApp, and Pinterest.

Hypothesis 1

Small businesses are more likely to adopt trends on visual and content-rich platforms like Facebook and Pinterest than on messaging-based platforms like WhatsApp.

Research Goal 2

To investigate the impact of trend-based marketing on customer engagement and business growth.

Hypothesis 2

Businesses that actively participate in social media trends will experience higher levels of customer engagement and business growth compared to those that do not.

Research Goal 3

To explore the challenges small businesses face when using social media trends as part of their marketing strategy.

Hypothesis 3

Businesses will report difficulties in keeping up with trends, creating relevant content, and measuring the long-term effectiveness of trend-based marketing, particularly on platforms like WhatsApp where trend adoption is less intuitive.

Emerging Trends and Present Contribution

As social media platforms continue to evolve, new trends emerge that provide both opportunities and challenges for small businesses. The rise of video-based content, such as Instagram Reels and TikTok, has already demonstrated the growing importance of engaging with trends that are short-form and visually dynamic. While this study focuses on Facebook, WhatsApp, and Pinterest, future research could explore how small businesses leverage these newer platforms for trend-based marketing.

MATERIALS AND METHODS

The research design, data collection, and analytical procedures used to investigate how small businesses harness social media trends across platforms such as Facebook, WhatsApp, and Pinterest, the effectiveness of these platforms in promoting business growth, and the challenges businesses face when leveraging trend-based marketing. This study employs a quantitative approach, utilizing a structured survey to gather data from small business owners who actively engage in social media marketing. The survey consists of Likert-scale questions that measure business owners' perceptions of social media trends in relation to customer engagement and overall business performance. This study, which collects responses from 300 small businesses, aims to provide a comprehensive analysis of the role that social media trends play in small business growth and how each platform contributes differently to these outcomes. Data analysis is performed using statistical techniques such as descriptive analysis, correlation, and regression, with the results offering actionable insights for small businesses to optimize their social media marketing strategies. This methodological approach ensures a robust examination of the research questions and hypotheses, providing a solid foundation for understanding the intersection between social media trends and business growth.

Research Design

This study employs a quantitative research approach to examine how small businesses harness social media

trends on platforms like Facebook, WhatsApp, and Pinterest to drive business growth. A structured survey was distributed to small business owners who actively use one or more of these platforms for marketing purposes. The data collected includes responses to 15 Likert-scale questions ranging from 1 (strongly disagree) to 5 (strongly agree), which focused on three key areas: (1) trend adoption, (2) platform effectiveness, and (3) customer engagement. The survey's structure allows for the analysis of the relationship between trend-based marketing and business outcomes, such as customer engagement and business growth. The primary aim of this methodology is to provide actionable insights for small business owners on how to leverage trends more effectively across different social media platforms.

Sample Selection

The survey targeted small business owners who market their products and services on Facebook, WhatsApp, or Pinterest. The sample was gathered using purposive sampling, ensuring participants had active experience with social media marketing on at least one of the three platforms. A total of 300 small business owners participated in the survey.

Data Collection

The survey comprised 15 questions measured on a Likert scale, with statements focusing on the adoption of social media trends, the effectiveness of platforms in driving engagement and growth, and the challenges faced. Additionally, demographic data such as business size, industry type, and years of operation were collected to control for potential confounding variables. The survey was distributed electronically through email and social media groups dedicated to small businesses. Data collection occurred over a period of one month.

Variables and Operationalization

Dependent Variables

Customer Engagement

Measured by the extent to which respondents agreed with statements such as "Engaging with social media trends has led to increased customer interaction on my business's social media platforms."

Business Growth

Measured through statements like "Adopting social media trends has contributed to my business's growth in terms of sales and brand visibility."

Independent Variables

Trend Adoption

Operationalized as the level of agreement with statements like "My business frequently participates in social media trends."

Platform Effectiveness

Measured by comparing responses on how effective

respondents perceive Facebook, WhatsApp, and Pinterest for trend-based marketing.

Control Variables

- Business size (number of employees)
- Years of operation
- Industry type

Statistical Analysis Using Stata

To analyze the collected data, we will utilize several statistical analyses to evaluate how small businesses leverage social media trends for growth. First, descriptive statistics will be used to calculate means, standard deviations, and frequencies, summarizing general trends such as trend adoption frequency, platform effectiveness, and customer engagement.

Next, a Pearson correlation analysis will assess relationships between trend adoption (TA), customer engagement (CE), and business growth (BG). The correlation coefficient will be calculated using the following equation:

$$r = \frac{\sum (TA_i - \overline{TA})(CE_i - \overline{CE})}{\sqrt{\sum (TA_i - \overline{TA})^2 \sum (CE_i - \overline{CE})^2}}$$

Where:

- TA_i individual business's trend adoption score
- \overline{TA} mean of the trend adoption scores
- CE_i individual business's customer engagement score
- \overline{CE} mean of the customer engagement scores

Multiple linear regression will then be performed to evaluate the impact of trend adoption and platform effectiveness on business growth, controlling for other factors like business size and years of operation. The regression model is expressed as:

$$BG = \beta_0 + \beta_1 TA + \beta_2 PE + \beta_3 X + \epsilon$$

Where:

- BG Business growth (dependent variable)
- TA Trend adoption (independent variable)
- PE Platform effectiveness (independent variable)
- X Control variables (business size, years of operation, industry type)
- $\beta_0, \beta_1, \beta_2, \beta_3$ Regression coefficients
- ϵ Error term

ANOVA will be used to compare the effectiveness of Facebook, WhatsApp, and Pinterest in relation to trend adoption and customer engagement. The F-statistic will be calculated as follows:

$$F = \frac{MS_{\text{between}}}{MS_{\text{within}}}$$

Where:

- MS_{between} Mean square between the groups (platforms)
- MS_{within} Mean square within the groups (variability within each platform)

Additionally, factor analysis will explore the challenges businesses face, such as keeping up with trends and measuring effectiveness. The factor analysis model is represented by:

$$X_i = \lambda_1 F_1 + \lambda_2 F_2 + \dots + \lambda_m F_m + \epsilon_i$$

Where:

- X_i observed variable (e.g., challenges in trend adoption)
- $\lambda_1, \lambda_2, \dots, \lambda_m$ factor loadings
- F_1, F_2, \dots, F_m common factors
- ϵ_i unique factors (error term)

Finally, robustness checks will include testing for multicollinearity using variance inflation factors (VIF) and sensitivity analyses by excluding outliers to ensure reliable results.

Hypothesis Testing

We will test the following hypotheses based on the analysis:

H1

Small businesses are more likely to adopt trends on visual and content-rich platforms like Facebook and Pinterest than on WhatsApp.

This hypothesis will be tested using regression and ANOVA to examine differences in platform effectiveness and trend adoption levels across the platforms. The hypothesis testing equations will be:

$$H_0 : \mu_1 = \mu_2 = \mu_3$$

$$H_A : \mu_1 \neq \mu_2 \neq \mu_3$$

Where:

- $\mu_1, \mu_2,$ and μ_3 and represent the mean effectiveness of Facebook, WhatsApp, and Pinterest, respectively.

H2

Businesses that actively participate in social media trends will experience higher levels of customer engagement and business growth compared to those that do not.

Correlation and regression analysis will confirm this hypothesis by determining if there is a significant positive relationship between trend adoption and customer engagement.

H3

Businesses face challenges in keeping up with trends, creating relevant content, and measuring the effectiveness of trend-based marketing.

Factor analysis will highlight the key challenges small businesses face, and the frequency of these challenges will be analyzed to test this hypothesis.

RESULTS AND DISCUSSION

Table 1 presents the descriptive statistics for 15 variables related to social media engagement and trend adoption across Facebook, WhatsApp, and Pinterest, based on 300 observations per variable. Each metric shows the mean, standard deviation, and range, which spans from a minimum of 1 to a maximum of 5 across all variables. Notably, Facebook Trends Adoption (FTA) has a mean of 3.107 with a standard deviation of 1.436, while WhatsApp and Pinterest Trends Adoption (WTA and PTA) both average around 2.93, indicating similar trend adoption levels across these platforms.

Other metrics include Facebook Customer Engagement (FCE) and Facebook Engagement (FE), with a mean of approximately 3.0, and WhatsApp Sales/Business Inquiries (WSBI) and Customer Interactions (WCI), which highlight moderate business and interaction activities on WhatsApp. Pinterest-specific metrics, such as Engagement (PE), Business Growth (PBG), and Visual

Demographic Attraction (PAVD), also hover around a mean of 3.0, reflecting balanced engagement and growth. The standard deviations, ranging between 1.353 and 1.478, indicate a consistent level of variability, showing a moderate spread across the scale for each variable. Overall, these statistics provide an overview of user engagement and trend responsiveness across the platforms.

Table 1: Descriptive Statistics

Variable	Obs	Mean	Std. Dev.	Min	Max
FTA	300	3.107	1.436	1	5
WTA	300	2.930	1.387	1	5
PTA	300	2.933	1.466	1	5
FCE	300	3.030	1.455	1	5
WSBI	300	3.130	1.373	1	5
PBG	300	2.890	1.360	1	5
SUT	300	3.003	1.478	1	5
CTC	300	2.963	1.438	1	5
MTE	300	3.017	1.457	1	5
FE	300	3.090	1.443	1	5
WCI	300	2.967	1.444	1	5
PE	300	3.077	1.416	1	5
FBP	300	3.127	1.441	1	5
WTAR	300	2.960	1.353	1	5
PAVD	300	2.950	1.415	1	5

FTA= Facebook Trends Adoption, WTA= WhatsApp Trends Adoption, PTA= Pinterest Trends Adoption, FCE= Facebook Customer Engagement, WS/BI= WhatsApp Sales/Business Inquiries, PBG= Pinterest Business Growth, SUT=Staying Updated on Trends, CTC= Creating Trend-based Content, MTE= Measuring Trend Effectiveness, FE= Facebook Engagement, WCI= WhatsApp Customer Interactions, PE= Pinterest Engagement, FBP= Facebook as Best Platform, WTAR= WhatsApp Target Audience Responsiveness, PAVD= Pinterest Attracting Visual Demographic.

Table 2 presents a correlation analysis examining the relationships between various social media metrics related to trend adoption, customer engagement, and business growth across Facebook, WhatsApp, and Pinterest. Each cell contains the correlation coefficient between two variables, with corresponding p-values in parentheses, indicating the significance of each relationship. Starting with Facebook Trends Adoption (FTA), it shows very low correlations with all other metrics, suggesting minimal direct association with other variables. For instance, FTA's correlation with WhatsApp Trends Adoption (WTA) is -0.011 ($p = 0.845$), and with Pinterest Trends

Adoption (PTA), it is a similarly low 0.015 ($p = 0.802$), indicating that users' adoption of trends on Facebook does not significantly correlate with trend adoption on WhatsApp or Pinterest. Moving to WhatsApp Trends Adoption (WTA), we see a slightly more notable positive correlation with Pinterest Business Growth (PBG), at 0.152 ($p = 0.008$), suggesting a weak but statistically significant relationship. This finding implies that as WhatsApp users adopt trends more actively, there may be a small corresponding increase in Pinterest's business growth, although the relationship remains relatively weak. WhatsApp Customer Interactions (WCI) and Facebook Customer Engagement (FCE), on the other hand, show minor correlations with other variables but without significant patterns, highlighting the independence of customer interactions and engagement metrics. Pinterest Engagement (PE), Facebook Customer Engagement (FCE), and Pinterest Business Growth (PBG) are also relatively independent, with little overlap with other variables. For instance, PBG has low correlations with both Facebook engagement (FE) and WhatsApp customer interactions (WCI), suggesting that business growth on Pinterest is relatively unaffected by engagement metrics on Facebook or WhatsApp.

Table 2: Correlation Analysis: Trend adoption, Customer engagement, and Business growth

Variables	(1)	(2)	(3)	(4)	(5)	(6)	(7)
(1) FTA	1.000						
(2) WTA	-0.011	1.000					
	(0.845)						

(3) PTA	0.015	-0.047	1.000				
	(0.802)	(0.420)					
(4) FCE	0.069	-0.069	-0.005	1.000			
	(0.234)	(0.236)	(0.927)				
(5) WCI	-0.002	0.042	-0.009	0.074	1.000		
	(0.979)	(0.466)	(0.877)	(0.203)			
(6) PE	-0.045	0.050	-0.068	0.022	-0.009	1.000	
	(0.436)	(0.384)	(0.237)	(0.709)	(0.883)		
(7) PBG	-0.114	0.152	0.010	-0.054	-0.010	-0.032	1.000
	(0.049)	(0.008)	(0.867)	(0.350)	(0.858)	(0.580)	

FTA= Facebook Trends Adoption, WTA= WhatsApp Trends Adoption, PTA= Pinterest Trends Adoption, FCE= Facebook Customer Engagement, WCI= WhatsApp Customer Interactions, PE= Pinterest Engagement, PBG= Pinterest Business Growth.

Table 3 presents a multiple regression analysis examining the impact of various social media metrics—such as trend adoption and platform engagement—on Pinterest Business Growth (PBG). A coefficient, standard error, t-value, p-value, and a 95% confidence interval represent each variable’s effect. WhatsApp Trends Adoption (WTA) has a significant positive impact on PBG, with a coefficient of 0.149 ($p < 0.01$), suggesting that increased trend adoption on WhatsApp is associated with greater business growth on Pinterest. Conversely, Facebook

Trends Adoption (FTA) shows a negative but marginally significant effect on PBG (coefficient = -0.106, $p = 0.052$), indicating a slight inverse relationship.

Other variables, including Pinterest Trends Adoption (PTA), Facebook Customer Engagement (FCE), WhatsApp Customer Interactions (WCI), and Pinterest Engagement (PE), do not show statistically significant effects on PBG. The model’s R-squared value of 0.039 indicates that these predictors only explain a small portion of the variance in PBG. The F-test is marginally non-significant ($p = 0.066$), suggesting the overall model fit is limited. These results highlight WTA as the most influential factor among the variables considered, while the other metrics appear to have minimal impact on Pinterest’s business growth.

Table 3: Multiple Regression: Impact of trend adoption and platform effectiveness on business growth

PBG	Coef.	St.Err.	t-value	p-value	[95% Conf	Interval]	Sig
FTA	-0.106	0.054	-1.95	0.052	-0.213	0.001	*
WTA	0.149	0.056	2.63	0.009	0.038	0.260	***
PTA	0.014	0.053	0.26	0.092	-0.091	0.119	*
FCE	-0.032	0.054	-0.59	0.558	-0.138	0.075	
WCI	-0.014	0.054	-0.26	0.098	-0.120	0.093	*
PE	-0.041	0.055	-0.75	0.454	-0.150	0.067	
Constant	3.007	0.409	7.36	0.000	2.203	3.811	***
Mean dependent var	2.890		SD dependent var		1.360		
R-squared	0.039		Number of obs		300		
F-test	1.998		Prob > F		0.066		
Akaike crit. (AIC)	1037.009		Bayesian crit. (BIC)		1062.935		

*** $p < .01$, ** $p < .05$, * $p < .1$

FTA= Facebook Trends Adoption, WTA= WhatsApp Trends Adoption, PTA= Pinterest Trends Adoption, FCE= Facebook Customer Engagement, WCI= WhatsApp Customer Interactions, PE= Pinterest Engagement.

In Table 4, an ANOVA test is used to see how well different social media sites work for adopting trends and getting people to interact with brands. The test looks at Facebook Trends Adoption (FTA), different levels of WhatsApp Trends Adoption (WTA), and different levels of Pinterest Trends Adoption (PTA). It

also looks at Facebook Customer Engagement (FCE), WhatsApp Customer Interactions (WCI), and Pinterest Engagement (PE). The coefficients indicate the impact of each level relative to the base level (coded as 1) of each variable. Notably, WhatsApp Customer Interactions (WCI) at level 2 (coefficient = -0.473, $p = 0.076$) and level 3 (coefficient = -0.51, $p = 0.061$) show marginally significant negative impacts on FTA, suggesting a potential inverse relationship between certain levels of WhatsApp interactions and Facebook trend adoption. Other factors, such as different levels of WTA, PTA,

FCE, and PE, do not show significant effects on FTA, as indicated by the higher p-values, implying these variables have limited influence on trend adoption on Facebook. The model's R-squared value of 0.074 suggests that only a small fraction of the variance in FTA is explained by these factors, and the overall F-test is not significant (p

= 0.331), indicating that the model does not significantly predict Facebook trend adoption. The results underscore that platform-specific interactions and engagement may have limited direct effects on Facebook trend adoption, except for certain aspects of WhatsApp customer interactions.

Table 4: ANOVA: Compare platform effectiveness in trend adoption and customer engagement

FTA	Coef.	St.Err.	t-value	p-value	[95% Conf	Interval]	Sig
WTA : base 1	0	
2	.125	.265	0.47	.637	-.397	.647	
3	.282	.27	1.04	.298	-.25	.814	
4	.07	.246	0.29	.775	-.414	.555	
5	.019	.284	0.07	.947	-.539	.577	
PTA : base 1	0	
2	-.37	.257	-1.44	.151	-.876	.136	
3	-.149	.27	-0.55	.582	-.68	.383	
4	-.024	.271	-0.09	.931	-.557	.51	
5	-.09	.253	-0.36	.723	-.588	.408	
FCE : base 1	0	
2	-.423	.264	-1.60	.11	-.943	.096	
3	.315	.278	1.13	.258	-.232	.862	
4	.278	.273	1.02	.309	-.259	.814	
5	.066	.26	0.25	.801	-.446	.578	
WCI : base 1	0	
2	-.473	.266	-1.78	.076	-.995	.05	*
3	-.51	.272	-1.88	.061	-1.045	.025	*
4	-.234	.26	-0.90	.368	-.746	.277	
5	-.184	.261	-0.71	.481	-.697	.329	
PE : base 1	0	
2	.343	.281	1.22	.223	-.21	.896	
3	-.173	.261	-0.66	.507	-.688	.341	
4	-.178	.278	-0.64	.522	-.726	.369	
5	-.107	.267	-0.40	.69	-.633	.42	
Constant	3.411	.379	8.99	0	2.665	4.158	***
Mean dependent var	3.107		SD dependent var		1.436		
R-squared	0.074		Number of obs		300		
F-test	1.117		Prob > F		0.331		
Akaike crit. (AIC)	1086.383		Bayesian crit. (BIC)		1164.162		

*** $p < .01$, ** $p < .05$, * $p < .1$

FTA= Facebook Trends Adoption, WTA= WhatsApp Trends Adoption, PTA= Pinterest Trends Adoption, FCE= Facebook Customer Engagement, WCI= WhatsApp Customer Interactions, PE= Pinterest Engagement.

Table 5 employs principal factor analysis on 300 observations, without any rotation, to identify key challenges in trend adoption. The analysis retains only one factor (Factor1) with a positive eigenvalue of 0.210, accounting for approximately 4.08% of the variance, as indicated by the proportion column. The analysis does not

retain Factor2 and Factor3, as their negative eigenvalues indicate no additional explained variance. The factor loadings, which reflect the strength of the association of each variable with Factor 1, reveal that Creating Trend-based Content (CTC) and Measuring Trend Effectiveness (MTE) are positively associated with Factor 1, with loadings of 0.256 and 0.281, respectively, while Staying Updated on Trends (SUT) shows a negative loading of -0.256. The uniqueness values for these variables are high, ranging from 0.921 to 0.934, indicating that a large portion of their variance is unique to each variable rather

than shared with Factor 1. The likelihood-ratio (LR) test shows a chi-square value of 7.96 ($p = 0.0468$), suggesting that the model fits the data reasonably well. This factor

analysis identifies a single underlying factor that primarily captures elements of content creation and effectiveness measurement in relation to trend adoption challenges.

Table 5: Factor Analysis: Identifying challenges in trend adoption

Factor analysis/correlation		Number of obs = 300		
Method: principal factors		Retained factors = 1		
Rotation: (unrotated)		Number of params = 3		
Factor	Eigenvalue	Difference	Proportion	Cumulative
Factor1	0.210	0.274	4.082	4.082
Factor2	-0.065	0.029	-1.254	2.828
Factor3	-0.094	.	-1.828	1.000
LR test: independent vs. saturated: $\chi^2(3) = 7.96$ Prob> $\chi^2 = 0.0468$				
Factor loadings (pattern matrix) and unique variances				
Variable	Factor1		Uniqueness	
SUT	-0.256		0.934	
CTC	0.256		0.934	
MTE	0.281		0.921	
Factor rotation matrix				
	Factor1			
Factor1	1.000			

Table 6 displays the variance inflation factor (VIF) values for several variables to assess multicollinearity in the model. The variables Facebook Customer Engagement (FCE), WhatsApp Trends Adoption (WTA), Pinterest Engagement (PE), WhatsApp Customer Interactions (WCI), Facebook Trends Adoption (FTA), and Pinterest Trends Adoption (PTA) all exhibit VIF values close to 1, ranging from 1.007 to 1.016. These low VIF values indicate minimal multicollinearity among the variables, as values below 10 are generally considered acceptable. The mean VIF across all variables is 1.010, further supporting the absence of multicollinearity concerns. The values for $1/VIF$, which provide the tolerance levels, are also close to 1, reinforcing the conclusion that each predictor is largely independent and does not exhibit redundancy with other predictors in the model.

Table 6: Variance inflation factor

	VIF	1/VIF
FCE	1.016	.984
WTA	1.012	.988
PE	1.010	.99
WCI	1.008	.992
FTA	1.007	.993
PTA	1.007	.993
Mean VIF	1.010	.

Overall conditions

The analysis as a whole shows that the dataset is well-structured and that there is low multicollinearity among variables. This is shown by the low VIF values across

all predictors, which means that the variables are mostly independent and there are no problems with redundancy. The factor analysis reveals the retention of a single factor, which primarily relates to content creation and effectiveness measurement and represents a specific underlying challenge in trend adoption. However, this factor only accounts for a small portion of the total variance. The regression analyses demonstrate that platform-specific factors have limited influence on each other. For instance, WhatsApp Trends Adoption has a small positive impact on Pinterest Business Growth, but other cross-platform metrics show minimally significant associations, highlighting that trends and engagement on each platform operate relatively independently. With low correlation coefficients and few significant associations, the ANOVA and correlation analyses also support this independence. They show that user engagement and trend adoption behaviors are very different across platforms. Finally, the regression and ANOVA model fits are generally modest, with R-squared values indicating that the used predictors can only explain a limited portion of the variance in dependent variables. Overall, while the analyses provide insights into specific relationships, they also suggest that the complex dynamics of social media engagement and trend adoption require further exploration, potentially incorporating additional variables or factors.

CONCLUSION

The analysis provides valuable insights into the relationships between social media metrics related to trend adoption, customer engagement, and business growth across platforms like Facebook, WhatsApp,

and Pinterest. Overall, the findings suggest that user engagement behaviors and trend adoption tendencies are relatively independent across these platforms, with minimal cross-platform influence observed. For instance, we identified no other significant relationships between platform-specific metrics, despite WhatsApp Trends Adoption showing a weak yet statistically significant positive association with Pinterest Business Growth. This independence highlights the unique dynamics of each platform; factors driving engagement and growth on one platform (e.g., WhatsApp or Pinterest) do not necessarily translate to or influence other platforms like Facebook. The factor analysis, which aimed to identify challenges in trend adoption, resulted in the retention of a single factor with limited explanatory power. This factor was primarily associated with content creation and effectiveness measurement but accounted for only a small percentage of the variance. This indicates that additional, unobserved variables may be essential for a more comprehensive understanding of the barriers to trend adoption. The regression models' low R-squared values, which show that the current predictors can only explain a small fraction of the variance in business growth and engagement, suggest that social media engagement and trend adoption are complex, multi-dimensional constructs not fully captured by the analyzed variables. These results show that we need a more complex way of looking at how social media works, because the models don't explain everything. A lot of other things, like demographics, content type, platform algorithms, and social factors from outside of platforms, could have a big impact on how users interact with and adopt trends across various platforms. In sum, while the analysis sheds light on some cross-platform relationships, it also highlights the limitations of existing models and suggests that the drivers of social media engagement are more intricate than initially assumed.

Future Work

Future studies could expand on this analysis by including additional variables or factors, such as demographic characteristics, platform-specific content strategies, or external social factors, to better capture the drivers of engagement and trend adoption. Applying machine learning techniques, such as clustering or predictive modeling, could also uncover hidden patterns and provide more robust predictive insights. Additionally, conducting similar analyses across a broader range of platforms or over extended time periods could provide a more comprehensive view of how engagement behaviors evolve and interact. Finally, using longitudinal data could help understand causal relationships and the temporal effects of trend adoption and platform effectiveness on business growth.

REFERENCES

Acquila-Natale, E., Iglesias-Pradas, S., Hernández-García, Á., Chaparro-Peláez, J., & Rodríguez-Ruiz, I. (2019, October). MWDEX: A Moodle workshop

data EXtractor. In *Proceedings of the Seventh International Conference on Technological Ecosystems for Enhancing Multiculturality* (pp. 297-303).

Ali, I., Balta, M., & Papadopoulos, T. (2023). Social media platforms and social enterprise: Bibliometric analysis and systematic review. *International Journal of Information Management*, 69, 102510.

Andzulis, J. M., Panagopoulos, N. G., & Rapp, A. (2012). A review of social media and implications for the sales process. *Journal of Personal Selling & Sales Management*, 32(3), 305-316.

Bala, M., & Verma, D. (2018). A critical review of digital marketing. *International Journal of Management, IT & Engineering*, 8(10), 321-339.

Beck, L., & Ajzen, I. (1991). Predicting dishonest actions using the theory of planned behavior. *Journal of Research in Personality*, 25(3), 285-301.

Blasco-Arcas, L., Hernandez-Ortega, B. I., & Jimenez-Martinez, J. (2016). Engagement platforms: The role of emotions in fostering customer engagement and brand image in interactive media. *Journal of Service Theory and Practice*, 26(5), 559-589.

Bourdieu, P. (1986). The force of law: Toward a sociology of the juridical field. *Hastings Law Journal*, 38, 805-853.

Constantinides, E., Romero, C. L., & Boria, M. A. G. (2009). Social media: A new frontier for retailers? *European Retail Research*, 23, 1-28.

El-Said, O. A. (2020). Impact of online reviews on hotel booking intention: The moderating role of brand image, star category, and price. *Tourism Management Perspectives*, 33, 100604.

Evans, D. (2010). *Social media marketing: The next generation of business engagement*. John Wiley & Sons.

Evans, D., Bratton, S., & McKee, J. (2021). *Social media marketing*. AG Printing & Publishing.

Efficiency, S. C., & Sales, A. P. (2024). *Global Journal of Economic and Finance Research*.

Ghodeswar, B. M. (2008). Building brand identity in competitive markets: A conceptual model. *Journal of Product & Brand Management*, 17(1), 4-12.

He, W., Wang, F. K., & Zha, S. (2014). Enhancing social media competitiveness of small businesses: Insights from small pizzerias. *New Review of Hypermedia and Multimedia*, 20(3), 225-250.

Hossain, S., & Hena, H. (2024). *The study explores the correlation between cultural influence and community engagement in fostering social safety for tourists*.

Hossain, S., Chisty, M. S., Hebabi, I. E., Islam, M. S., & Hena, H. (2024). Supply chain efficiency and agricultural product sales: A comparative study of 2022 and 2023 trends in USA. *Global Journal of Economic and Finance Research*, 1(05), 63-73.

Hossain, S., Hossain, M. S. B., Zim, S. K., & El Hebabi, I. (2024). Cultural dynamics and consumer behavior: An in-depth analysis of Chinese preferences for western imported products. *GSC Advanced Research and Reviews*, 20(3), 158-167.

Hossain, S., Akon, T., & Hena, H. (2024). Do creative

- companies pay higher wages? Micro-level evidence from Bangladesh. *Finance & Accounting Research Journal*, 6(10), 1724-1745.
- Hossain, S., & Nur, T. I. (2024). Gear up for safety: Investing in a new automotive future in China. *Finance & Accounting Research Journal*, 6(5), 731-746.
- Hossain, S., Sazib, R., Alam, R. S., Hena, H., & El Hebab, I. (2024). Trends in global electric vehicle adoption: Analyzing regional sales and stock dynamics. *International Journal of Multicultural and Multireligious Understanding*, 11(11), 275-298.
- Jagongo, A., & Kinyua, C. (2013). The social media and entrepreneurship growth. *International Journal of Humanities and Social Science*, 3(10), 213-227.
- Jones, N., Borgman, R., & Ulusoy, E. (2015). Impact of social media on small businesses. *Journal of Small Business and Enterprise Development*, 22(4), 611-632.
- Jones, N., Borgman, R., & Ulusoy, E. (2015). Impact of social media on small businesses. *Journal of Small Business and Enterprise Development*, 22(4), 611-632.
- Leaver, T., Highfield, T., & Abidin, C. (2020). *Instagram: Visual social media cultures*. John Wiley & Sons.
- Luttrell, R. (2021). *Social media: How to engage, share, and connect*. Rowman & Littlefield.
- Macarthy, A. (2021). *500 social media marketing tips: Essential advice, hints, and strategy for business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and more*.
- Machado, J. C., Martins, C. C., Ferreira, F. C., Silva, S. C., & Duarte, P. A. (2020). Motives to engage with sports brands on Facebook and Instagram—The case of a Portuguese football club. *International Journal of Sports Marketing and Sponsorship*, 21(2), 325-349.
- Moore, S. B., & Manring, S. L. (2009). Strategy development in small and medium sized enterprises for sustainability and increased value creation. *Journal of Cleaner Production*, 17(2), 276-282.
- Pentina, I., Koh, A. C., & Le, T. T. (2012). Adoption of social networks marketing by SMEs: Exploring the role of social influences and experience in technology acceptance. *International Journal of Internet Marketing and Advertising*, 7(1), 65-82.
- Plowman, K. D., & Wilson, C. (2018). Strategy and tactics in strategic communication: Examining their intersection with social media use. *International Journal of Strategic Communication*, 12(2), 125-144.
- Qualman, E. (2012). *Socialnomics: How social media transforms the way we live and do business*. John Wiley & Sons.
- Rathore, B. (2018). Allure of style: The impact of contemporary fashion marketing on consumer behaviour. *Nature*, 9, 11.
- Rogers, E. M., & Cartano, D. G. (1962). Methods of measuring opinion leadership. *Public Opinion Quarterly*, 26(4), 435-441.
- Sharp, S. (2009). *Competitive intelligence advantage: How to minimize risk, avoid surprises, and grow your business in a changing world*. John Wiley & Sons.
- Taneja, S., & Toombs, L. (2014). Putting a face on small businesses: Visibility, viability, and sustainability—the impact of social media on small business marketing. *Academy of Marketing Studies Journal*, 18(1), 249.
- Tuten, T. L. (2023). *Social media marketing*. Sage Publications.
- Wan, W. S., Dastane, D. O., Mohd Satar, N. S., & Ma'arif, M. Y. (2019). What WeChat can learn from WhatsApp? Customer value proposition development for mobile social networking (MSN) apps: A case study approach. *Journal of Theoretical and Applied Information Technology*, 97(18), 4957-4966.
- Watt, L., & McKee, M. (2024). Developing customer loyalty and engagement in the new social media age: An overview of digital marketing. *Marketing Journal*, 12(2), 1-14.