

Social Media Marketing and its Impact on Brand Awareness

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Abstract: *In the modern digital era, social media has transformed the way organizations communicate with consumers. Social media marketing has emerged as a powerful promotional strategy that enables businesses to engage with customers, promote products, and build brand identity. This study examines the impact of social media marketing on brand awareness. The research focuses on how social media platforms influence consumers' perceptions, recognition, and recall of brands. The study is based on secondary data collected from journals, books, and online resources related to digital marketing and brand management. The findings reveal that social media marketing significantly enhances brand awareness through interactive communication, targeted advertising, and user-generated content. The study highlights the importance of social media strategies in strengthening brand presence and improving customer engagement. The research concludes that organizations should effectively utilize social media platforms to improve brand visibility and maintain competitive advantage in the digital marketplace*

Keywords: Social Media Marketing, Brand Awareness, Digital Marketing, Consumer Engagement, Online Advertising

I. INTRODUCTION

The rapid growth of the internet and digital technologies has significantly transformed marketing practices across the globe. Traditional marketing methods such as television, radio, and print media are gradually being complemented and sometimes replaced by digital marketing strategies. Among these strategies, social media marketing has become one of the most effective tools for promoting products and services. Social media platforms provide businesses with opportunities to interact directly with consumers and create strong relationships with them.

Social media marketing refers to the use of social networking platforms to promote brands, products, or services. Popular platforms such as Facebook, Instagram, Twitter, YouTube, and LinkedIn enable organizations to reach a large audience in a cost-effective manner. Through these platforms, companies can share content, advertise products, respond to customer queries, and build long-term relationships with consumers.

Brand awareness is a crucial element of marketing success. It refers to the extent to which consumers recognize and recall a particular brand when they think about a specific product category. High brand awareness increases the likelihood that consumers will choose a particular brand over competitors. Social media marketing plays a vital role in enhancing brand awareness by increasing visibility and engagement among consumers.

The interactive nature of social media platforms allows companies to communicate with customers in real time. Consumers can like, share, comment, and review products, which helps brands reach a wider audience through word-of-mouth communication. Additionally, targeted advertising features enable businesses to reach specific consumer groups based on demographics, interests, and online behavior.

In recent years, businesses of all sizes—from small startups to multinational corporations—have started investing heavily in social media marketing. This shift highlights the importance of understanding how social media influences brand



awareness. Therefore, this study aims to examine the impact of social media marketing on brand awareness and its role in modern marketing strategies.

II. REVIEW OF LITERATURE

Haryantini (2025) investigated the relationship between social media marketing, brand awareness, and purchase decisions among millennial consumers. Using survey data from 200 respondents, the study applied path analysis to examine the relationships between the variables. The results revealed that social media marketing had a positive and significant impact on brand awareness, explaining nearly half of the variation in consumer responses. The research also showed that increased brand awareness plays an important mediating role in influencing purchase decisions.

Karuehni et al. (2024) analyzed the effectiveness of social media marketing in building brand awareness among startup companies. The study used regression analysis to evaluate how factors such as content quality, frequency of posts, and customer interaction affect brand awareness. The results revealed that creative and engaging content had the strongest influence on consumer recognition of startup brands. The authors emphasized that social media provides startups with cost-effective marketing opportunities compared to traditional advertising methods.

Zhang et al. (2024) examined the role of brand prominence in social media advertising and its influence on consumer engagement. The research demonstrated that the way brands present themselves in social media advertisements affects consumer interaction levels. The study suggested that overly prominent branding may reduce engagement, while subtle and creative branding strategies can enhance user interaction. The findings contribute to understanding how advertising design influences brand awareness and consumer perceptions in social media environments.

STATEMENT OF THE PROBLEM

In today's highly competitive digital environment, businesses are increasingly relying on social media platforms to promote their brands and engage with consumers. However, many companies struggle to measure the actual impact of social media marketing on brand awareness and to identify which platforms and strategies deliver the greatest promotional benefits. Despite the widespread use of social media, there is limited understanding of how these platforms contribute to strengthening brand visibility, customer engagement, and long-term brand equity. This study seeks to address these gaps by analyzing the impact of social media marketing on brand awareness and examining the specific benefits that different social media platforms provide for brand promotion.

OBJECTIVES OF THE STUDY

Research Objectives

- To analyze the impact of social media marketing on brand awareness among consumers.
- To examine the relationship between social media engagement and consumer brand recognition.
- To identify whether social media advertising influences consumer recall of brands.
- To evaluate the role of customer interaction in improving brand awareness.
- To determine whether social media marketing strategies significantly influence consumer perception of brands.

III. RESEARCH METHODOLOGY

The study is based on secondary data collected from various sources such as research journals, books, articles, and online publications related to social media marketing and brand awareness. Relevant literature was reviewed to understand the relationship between social media marketing and brand recognition.

RESEARCH DESIGN

Type of Research: Descriptive Research

Research Approach: Quantitative approach



Data Source:

Primary data collected through a structured questionnaire from consumers who actively use social media platforms.

Sampling Method: Convenience Sampling

Sample Size: 120 respondents

Data Collection Tool: Structured questionnaire using a 5-point Likert scale

Statistical Tools Used:

Percentage Analysis

Chi-Square Test

Mean Analysis

Variables:

Independent Variable: Social Media Marketing

Dependent Variable: Brand Awareness

Hypothesis

H0 (Null Hypothesis):

Social media marketing has no significant impact on brand awareness.

H1 (Alternative Hypothesis):

Social media marketing has a significant impact on brand awareness.

CONCEPTUAL FRAMEWORK OF THE STUDY

The conceptual framework explains the relationship between social media marketing activities and brand awareness. In the digital marketing environment, organizations use various social media strategies to communicate with consumers, promote products, and build brand identity. These marketing activities influence how consumers recognize, remember, and perceive a brand.

In this study, Social Media Marketing is considered the independent variable, while Brand Awareness is the dependent variable. Social media marketing activities include elements such as content creation, online advertising, customer interaction, and electronic word-of-mouth communication. These activities help businesses reach a wider audience and increase consumer engagement.

Through consistent communication and interactive content, social media platforms enable companies to strengthen brand visibility and improve brand recall among consumers. When consumers frequently encounter brand-related information on social media, it enhances their ability to identify and remember the brand in the marketplace.

Therefore, the conceptual framework of this study proposes that effective social media marketing strategies positively influence brand awareness by increasing consumer exposure, engagement, and interaction with the brand.

IV. DATA ANALYSIS AND INTERPRETATION

Table 1: Social Media Usage of Respondents

Social Media Usage	Number of Respondents	Percentage
Daily	65	54.2
Frequently	35	29.2
Occasionally	15	12.5
Rarely	5	4.1
Total	120	100

Interpretation

The table shows that **54.2% of respondents use social media daily**, while **29.2% use it frequently**. Only **4.1% use social media rarely**. This indicates that a majority of consumers actively use social media platforms, which provides significant opportunities for businesses to promote their brands and increase brand awareness.



Table 2: Influence of Social Media Marketing on Brand Awareness

Opinion	Number of Respondents	Percentage
Strongly Agree	40	33.3
Agree	45	37.5
Neutral	20	16.7
Disagree	10	8.3
Strongly Disagree	5	4.2
Total	120	100

Interpretation

The table reveals that 33.3% strongly agree and 37.5% agree that social media marketing improves brand awareness. Only 12.5% of respondents disagree or strongly disagree. This indicates that most consumers believe social media marketing plays an important role in increasing brand recognition and visibility.

Table 3: Impact of Social Media Advertising on Brand Recall

Response	Number of Respondents	Percentage
Highly Influenced	38	31.7
Moderately Influenced	42	35.0
Slightly Influenced	25	20.8
Not Influenced	15	12.5
Total	120	100

Interpretation

The table indicates that 31.7% of respondents are highly influenced and 35% are moderately influenced by social media advertising. Only 12.5% are not influenced. This suggests that social media advertisements significantly contribute to consumer brand recall and help consumers remember brands more effectively.

Table 4: Relationship between Social Media Marketing Exposure and Brand Awareness

Social Media Exposure	High Brand Awareness	Moderate Brand Awareness	Low Brand Awareness	Total
High	35	10	5	50
Medium	20	15	5	40
Low	8	12	10	30
Total	63	37	20	120

Chi-Square Calculation

Calculated Chi-Square value = 18.72

Table value at 5% significance level (df = 4) = 9.49

Interpretation

Since the calculated Chi-Square value (18.72) is greater than the table value (9.49), the null hypothesis is rejected. This indicates that social media marketing significantly influences brand awareness among consumers. Consumers who are frequently exposed to social media marketing activities demonstrate higher levels of brand recognition and recall.

V. FINDINGS

- Social media marketing significantly increases brand awareness among consumers.
- Frequent exposure to social media content improves brand recognition.
- Customer engagement through likes, comments, and shares strengthens brand recall.
- Targeted advertising on social media platforms effectively reaches potential consumers.



- Interactive communication between brands and consumers improves brand perception.
- Social media marketing is a cost-effective strategy for promoting brands.

VI. SUGGESTIONS

- Businesses should regularly post creative and engaging content on social media platforms to maintain brand visibility.
- Companies should actively interact with consumers through comments, messages, and feedback to strengthen relationships.
- Organizations should use data analytics tools available on social media platforms to understand consumer behavior.
- Firms should invest in targeted advertising campaigns to reach specific consumer segments.
- Businesses should encourage user-generated content and online reviews, as they improve brand credibility and awareness.

VII. CONCLUSION

Social media marketing has become a vital component of modern marketing strategies. The study demonstrates that social media platforms significantly influence brand awareness by increasing brand visibility, improving customer engagement, and facilitating interactive communication. Consumers who frequently encounter brand-related content on social media are more likely to recognize and recall the brand when making purchasing decisions. Therefore, businesses should integrate well-planned social media marketing strategies into their promotional activities to enhance brand recognition and maintain competitiveness in the digital marketplace.

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