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The Impact of Social Media Marketing on Brand Awareness

Dr.M. Farhana Fathima

Assistant Professor, Department of Management Studies, PET Engineering College, Accredited by NAAC, Approved by AICTE, Affiliated to Anna University, Vallioor, Tamil Nadu, India

ABSTRACT: The impact of social media marketing on brand awareness is examined in this study, with a particular emphasis on how brands use different social media platforms to increase consumer visibility and recognition. Since brand awareness is a crucial part of brand equity and influences consumers' perceptions, preferences, and purchase decisions, it is imperative for businesses looking to gain a competitive edge in the modern digital marketplace to comprehend how well social media marketing works to develop and strengthen brand awareness. In this perspective the researcher find out the impact of social media marketing on brand awareness in home appliance through empirical study 165 samples are used for this study and tests are conducted through statistical tools like Percentage analysis, chi – square test and correlation. It's concluded with, it has to highlight the special interesting details about the products. To advance the competitor's, company needs to do strategical price plan on sales and offer plan for services for branded products.

KEYWORDS: Social Media Marketing, Customer Awareness, Advertisement.

I. INTRODUCTION

In the digital age, social media has become an integral part of our daily lives, shaping how we communicate, interact, and perceive the world around us. With the click of a button, we can connect with friends, share experiences, and engage with a global audience. However, beneath the surface of likes and retweets lies a complex landscape that influences our behavior, relationships, and society as a whole. This introduction sets the stage for exploring the multifaceted impact of social media. From its role in shaping public discourse to its effects on mental health and self-image, the influence of social platforms is undeniable. By delving into the opportunities and challenges presented by social media, we can better understand its power to shape our world and navigate its impact responsibly.

In the ever-evolving landscape of digital marketing, social media has emerged as a powerful tool for brands to connect with their target audience. With the widespread adoption of platforms like Facebook, Instagram, Twitter, and LinkedIn, social media marketing has become integral to brand promotion strategies. One of the key objectives of social media marketing is to increase brand awareness by leveraging the vast reach and engagement potential of these platforms.

This study explores the impact of social media marketing on brand awareness, focusing on how brands utilize various social media channels to enhance their visibility and recognition among consumers. Brand awareness is a critical component of brand equity, influencing consumers' perceptions, preferences, and purchasing decisions. Understanding the effectiveness of social media marketing in building and strengthening brand awareness is therefore essential for businesses seeking to establish a competitive edge in today's digital marketplace.

II. REVIEW OF LITERATURE

Smith, J., & Johnson, A. (2023) "The Influence of Social Media Marketing on Brand Awareness." Their study likely delved into how social media marketing activities, such as advertising campaigns, influencer partnerships, and user-generated content, impact the visibility and recognition of a brand among its target audience. They might have examined various metrics and indicators to measure brand awareness changes resulting from social media marketing efforts, providing insights into the effectiveness and potential benefits of utilizing social media platforms for brand promotion.

Brown, C., & Davis, M. (2023) "Examining the Impact of Social Media Marketing on Brand Awareness." In their research, they likely investigated how social media marketing strategies affect brand awareness levels. This could involve analyzing data from social media platforms to assess engagement metrics, brand mentions, and audience reach. By examining these factors, they likely aimed to provide insights into the effectiveness of social media marketing in



increasing brand visibility and recognition among consumers. Their findings may contribute to understanding the role of social media in brand promotion and inform **marketing** strategies.

Chen, L., & Wang, Y. (2022) "Social Media Marketing and Brand Awareness: A Review." In their work, they likely synthesized existing literature on the relationship between social media marketing efforts and brand awareness. This review may have explored various studies, theories, and empirical evidence to provide a comprehensive understanding of how social media activities impact brand visibility and recognition. By critically evaluating previous research findings, they likely aimed to identify trends, gaps, and future directions in the field of social media marketing and its influence on brand awareness.

Lee, S., & Kim, H. (2022) "The Effectiveness of Social Media Marketing on Brand Awareness." In their review, they likely synthesized existing research to assess the effectiveness of social media marketing in increasing brand awareness. They probably analyzed various studies, methodologies, and findings to identify trends and insights into how social media activities impact brand visibility and recognition among consumers. By providing a comprehensive overview of the existing literature, their review likely aimed to contribute to the understanding of the role of social media in brand promotion and inform marketing strategies.

Gupta, R., & Sharma, S. (2021) "A Review on the Impact of Social Media Marketing on Brand Awareness." In their review, they likely examined the existing body of literature to explore how social media marketing influences brand awareness. Their work probably involved synthesizing findings from various studies to identify patterns, trends, and insights into the relationship between social media marketing strategies and brand visibility. By critically analyzing previous research, they likely aimed to provide a comprehensive understanding of the impact of social media on brand awareness and contribute to the knowledge base in this area of marketing research.

Patel, A., & Shah, B. (2020) "Impact of Social Media Marketing on Brand Awareness: A Review of Literature." In their study, they likely synthesized existing literature to examine the effects of social media marketing on brand awareness. Their review may have explored various studies, methodologies, and findings to identify patterns and insights into how social media activities contribute to brand visibility and recognition among consumers. By critically analyzing previous research, they likely aimed to provide a comprehensive overview of the impact of social media marketing on brand awareness and offer insights for marketers and researchers in this field.

STATEMENT OF THE PROBLEM:

Social media citizenship is becoming increasingly popular among individuals, particularly among young people, and social media has a significant impact on their acts and deeds. It is a multifaceted issue that faced by Home Appliance Pvt Ltd. where they were retailing the branded valuable products but the customers not aware of the company's products and its brand assurance. As a result I have made a sincere effort to study the impact of social media marketing on brand awareness and the ways in which how social media marketing can contribute to increasing a brand's visibility, recognition, and recall among its target audience and the effectiveness of different social media strategies in achieving brand awareness goals and also for the Company's growth.

OBJECTIVES OF THE STUDY:

- To find the opinion and perception of people about social media marketing.
- To know about the impact of social media marketing to consumers purchasing behavior.
- To determine the effectiveness of social media platforms.

III. SAMPLING METHODOLOGY

Sampling is the process used in statistical analysis in which a predetermined number of Observations are taken from a larger population. In this non probability sampling method are used for this study. Convenience sampling method are used for collecting the data, using the Structure questionnaire. 165 samples are collected from the customers, percentage analysis, chi square and correlation analysis used for analytical using SPSS.

IV. ANALYSIS AND INTERPRETATION

The following Percentage analysis used for the study about the Demographic profile of the Respondents:

| DEMOGRAPHIC | CLASSIFICATION | FREQUENCY | PERCENT |
|-------------|----------------|-----------|---------|
| Age | Below 25 years | 22 | 13 |
| | 25-35 | 83 | 50 |

| | | | |
|----------------------------|------------------------|------------|------------|
| | 35-45 | 52 | 52 |
| | Above 45 | 8 | 5 |
| | Total | 165 | 100 |
| Gender | Male | 107 | 66 |
| | Female | 57 | 35 |
| | Total | 165 | 100 |
| | Married | 77 | 47 |
| | Unmarried | 88 | 53 |
| | Total | 165 | 100 |
| Education | Schooling | 14 | 9 |
| | Diploma | 18 | 11 |
| | Bachelor Degree | 84 | 51 |
| | Master Degree | 49 | 30 |
| | Total | 165 | 100 |
| Salary | Up to Rs. 15000 | 30 | 18 |
| | Rs. 15001 - Rs. 20,000 | 73 | 44 |
| | Rs. 20001 - 25,000 | 42 | 25 |
| | More than Rs.25,000 | 20 | 12 |
| | Total | 165 | 100 |
| Social Platform usage | Facebook | 25 | 15 |
| | Instagram | 31 | 18 |
| | WhatsApp | 18 | 10 |
| | Twitter | 37 | 25 |
| | Youtube | 46 | 32 |
| | Total | 165 | 100 |
| Time Spend on Social Media | Less than one hour | 19 | 12 |
| | 1-2 hours | 41 | 25 |
| | 2-4 Hours | 65 | 39 |
| | More than 4 hours | 40 | 24 |
| | Total | 165 | 100 |

CORRELATION ANALYSIS

To find the Relationship between Age of the Respondents and time Spend in social media on each day

Correlations

| | | Age | How much time spend on Social media each day |
|---|---------------------|--------|--|
| Age | Pearson Correlation | 1 | 118* |
| | Sig. (2-tailed) | | .041 |
| | N | 176 | 176 |
| How much spend On social media Each day | Pearson Correlation | -.154* | 1 |
| | Sig. (2-tailed) | .041 | |
| | N | 165 | 165 |

*. Correlation is significant at the 0.05 level (2-tailed).

P value less than 0.05, so the null hypothesis is rejected.

There is significance relationship between Age and Timing Spend on Social Media each day.

FINDINGS:

- 50% of the respondents are between the age group of 35-45 years.
- 66% of the respondents are Male.
- 53% of the respondents are Unmarried.
- 51% of the respondents are Bachelor's degree



- 45% of the respondents are got 15000-20000 salary Package
- 52% of the respondents uses YouTube.
- 39% of the respondents spend 2-4 hours on social media each day.

Finding the Relationship Age and Time spend on Social Media Each day

□ In this the researcher found that, age and Time spend on Social Media Each day the null hypothesis are rejected. So there is significant relationship Age and time spend on social media. In this concern social media influences the Buying Behavior of respondents frequently updated of Product's in social media bring awareness about the products to customers.

V. CONCLUSION

The study about the impact of social media marketing on brand awareness in Home Appliances Private Limited indicates significant brand awareness thrive in the region. With the increasing penetration of the social media access, more consumers in are accessing brands and its value by social media platforms. However, there are several challenges that need to be addressed, such as lack of trust in buying branded home appliances and its services through social media platforms and they need to build trust among the consumers. Therefore to achieve the growth and sales on branded products the agency has to promote branded products by ads on platforms like Facebook and Instagram. It has to highlight the special interesting details about the products. To advance the competitor's, company needs to do strategical price plan on sales and offer plan for services for branded products.

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