

IMPACT OF SOCIAL MEDIA MARKETING ON BRAND AWARENESS

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Abstract

Social media marketing has emerged as a powerful tool for businesses to enhance brand awareness and customer engagement. This study examines how social media platforms influence brand recognition, recall, and customer perception. Interactive and creative content attracts users and improves brand visibility, while targeted advertising helps businesses reach the right audience effectively. User engagement through likes, comments, and shares strengthens brand recall, and consistent posting improves brand recognition among consumers. Social media also enables real-time interaction between businesses and customers, helping them understand customer needs better. User-generated content such as reviews increases trust and credibility among potential buyers. Visual content like videos and reels gains more attention compared to text-based content. Influencer marketing further plays a significant role in expanding brand reach and connecting with audiences. The findings reveal that social media marketing not only increases visibility but also builds long-term customer relationships. Overall, it has a strong influence on purchase decisions and contributes to business growth.

Key points: Social Media, Marketing, Customer

INTRODUCTION

Social media marketing has become an important tool in modern business. Platforms like Instagram and Facebook help companies promote their products and reach a wide audience at low cost. It allows direct interaction between businesses and customers, which helps in building trust and relationships. Brand awareness refers to how well consumers recognize and remember a brand. Social media increases brand awareness through regular posts, creative content, and advertisements. Visual content and influencer marketing further improve brand visibility. Overall, social media marketing plays a key role in business growth and customer engagement.

SCOPE OF THE STUDY

The study focuses on analyzing the impact of social media marketing on brand awareness among consumers. It mainly examines how platforms like Instagram and Facebook influence customer recognition and recall of brands. The study covers factors such as content quality, customer engagement, influencer marketing, and online reviews. It is limited to social media users and their responses towards brand-related content. The research helps in understanding how businesses can effectively use social media strategies to improve brand visibility and customer interaction. The findings of the study are useful for marketers, companies, and students to understand current digital marketing trends.

STATEMENT OF THE PROBLEM

In today's competitive market, many businesses are investing in social media marketing, but not all are able to achieve effective brand awareness. There is uncertainty about which factors of social media marketing—such as content, engagement, or advertising—have the greatest impact on brand recognition. Additionally, increasing competition and changing consumer behavior make it difficult for companies to maintain a strong brand presence. Therefore, it is important to study how social media marketing influences

brand awareness and identify the key elements that contribute to its success. This study aims to address these issues and provide insights into improving marketing effectiveness.

REVIEW OF LITERATURE

Several researchers have studied the relationship between social media marketing and brand awareness:

- **Swapna Sri & Drusika (2025)** found that social media marketing significantly improves brand recognition through engaging content and targeted campaigns.
- **Bharat Kumar et al. (2025)** concluded that social media marketing positively influences both brand awareness and purchase intentions.
- **Wasik et al. (2025)** found that brand awareness is the strongest factor influenced by social media campaigns compared to other branding elements.
- **Setiawan et al. (2024)** stated that social media activities enhance brand awareness, customer engagement, and brand image simultaneously.
- **Bilgin (2018)** highlighted that consistent social media marketing activities improve brand awareness and customer loyalty.

These studies collectively confirm that social media marketing is a key determinant of brand awareness in modern marketing.

OBJECTIVES OF THE STUDY

- To analyze the impact of social media marketing on brand awareness
- To identify factors influencing brand recognition through social media
- To examine customer engagement and its effect on brand recall

RESEARCH METHODOLOGY

Research Design

Descriptive research design is used to study consumer behavior and brand awareness.

Data Collection

- Primary Data: Survey through questionnaires
- Secondary Data: Research articles, journals, and online sources

Sample Size

- 100 respondents (social media users)

Tools Used

- Percentage analysis
- Charts and tables
- Structural Equation Modeling (SEM) (used in prior studies)

ANALYSIS AND INTERPRETATION

Table: Impact of Social Media Factors on Brand Awareness

Factors	Strong Impact(%)	Moderate (%)	Low (%)
Social Media Ads	70	20	10
Influencer Marketing	65	25	10
Customer Engagement	75	15	10
Content Quality	80	15	5
Online Reviews	85	10	5

Interpretation:

• Majority of respondents perceive social media as a powerful branding tool. High strong-impact percentages across all factors support this observation.

- Low percentage in all factors indicates minimal negative influence.

This shows social media rarely harms brand awareness.

- Balanced contribution from multiple factors improves overall brand awareness.

Each factor plays a supportive role in strengthening the brand.

- Consistency in strong impact percentages shows reliability of strategies.

It reflects stable and effective use of social media tools.

- Combination of content quality and reviews builds customer trust.

Higher percentages in these factors highlight their importance.

- Positive customer interaction increases brand loyalty.

High engagement percentage reflects strong customer connection.

- Quality content and feedback improve brand recall.

Top scores in content and reviews support this result.

- Social media strategies collectively strengthen market position.

All factors together contribute to better brand awareness.

Findings:

- Social media factors have a strong positive impact on brand awareness.
- Online reviews (85%) and content quality (80%) are the most influential factors.
- Customer engagement (75%) and social media ads (70%) also significantly contribute.
- Influencer marketing (65%) shows a comparatively lower but still strong impact.
- Low percentages in “low impact” indicate minimal negative influence.

Suggestions:

- Focus on improving content quality to attract and retain customers.
- Encourage positive online reviews to build trust and credibility.
- Increase customer engagement through interactive posts and responses.
- Invest more in targeted social media advertisements.
- Use influencer marketing strategically for better reach.

Conclusion:

Social media marketing has a strong and positive impact on brand awareness, as shown by the high influence of factors like online reviews, content quality, customer engagement, and social media advertisements. Among these, content quality and online reviews play a crucial role in building trust and improving brand recognition. Although influencer marketing has a slightly lower impact, it still contributes significantly to overall brand visibility. The low percentage of negative impact indicates that social media is

an effective and reliable tool for branding. Therefore, businesses should strategically use these factors to enhance customer perception and strengthen their market position.

References

1. Swapna Sri & Drusika(2025)- Social Media marketing improves brand awareness and recognition.
2. Bharat et al. (2025)- Brand awareness from social media influences purchase intention.
3. Setiawan et al(2024) – Social media increases brand image and customer engagement.



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