

A Study on “Role of Social Media in Building Brand Awareness”

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Abstract

The primary aim of this research paper is to identify and analyse the significance of social media in building brand awareness in today’s world of technology. This is because, due to increased usage of internet and mobile phones, social media like Instagram, Facebook, YouTube, and Twitter have become an effective tool in marketing communication. This research paper is based on primary data collection from 250 respondents with the help of structured questionnaires, and the Likert scale consists of 5 points. From the findings, it has been concluded that social media play an important role in building brand awareness.

The research has concluded that the role of effective social media strategies is significant in the sustainable growth of brands. Social media has revolutionized the way organizations communicate with consumers and create brand awareness. With the emergence of various social media channels like Instagram, Facebook, YouTube, and Twitter, organizations have started using social media as an effective tool in marketing their brands.

The objective of the research paper is to explore the importance of social media in creating brand awareness. The research paper is based on the primary research that has been conducted among 250 respondents by using a structured questionnaire with a 5-point Likert scale. The research has concluded that social media is important in creating brand awareness. It is concluded that the role of effective social media is significant in the sustainable growth of brands.

The objective of this present study is to explore the contribution of social media to brand awareness, to explore the strategies adopted by organizations to harness the full potential of social media, and to explore the challenges faced by organizations while using social media.

Keywords: Social Media, Brand Awareness, Consumer Trust, Influencer Marketing, Digital Marketing

1. INTRODUCTION

It is considered a vital factor in developing consumer behaviour in the digital world. Conventional advertising tools are gradually being replaced by digital advertising tools. This is because advertising tools are reaching a wider audience. Social media is allowing brands to communicate with their customers, promote products, and build relationships with them. Brand awareness is the degree of awareness among the customers about the brand name. Brand awareness is the first step for the customer to start the buying process. Unless the customer is made to be aware of the brand, trust and buying cannot be established. Brand awareness can be created by advertising on social media.

The purpose of the study is to identify the role played by social media in developing brand awareness and creating trust among the consumers. Social media has drastically changed the way businesses communicate with their customers in the virtual world. Conventional marketing strategies like TV advertising, newspaper advertising, and radio advertising are no longer sufficient for businesses to communicate with their customers. Instead, virtual media are becoming a vital factor for businesses to communicate with their customers. Social media has significantly impacted the way businesses interact with their customers in the virtual world. Conventional marketing strategies like television advertising, advertising through newspapers, and advertising through the radio are not enough for businesses to interact with their customers. Instead, virtual media are becoming a vital tool for businesses to interact with their customers. Brand awareness is a major factor that determines brand equity in businesses. Social media sites are a great way for businesses to interact with their customers. Through content marketing strategies, businesses can increase their brand awareness.

Traditionally, brand awareness has been achieved through various means like the media, which includes television advertising, advertising through the radio, advertising through newspapers, and advertising through billboards. Although advertising through various means has helped businesses reach a larger population, it has not allowed businesses to interact with their customers. Social media has helped businesses become interactive with their customers. This has, therefore, led to a new marketing environment. The shift from non-interactivity to interactivity has impacted the marketing environment. Business organizations are now able to interact with their customers. Brand awareness can be defined as a level of familiarity that customers have for a particular brand. This means that they can identify the brand in any situation. Brand awareness has always been viewed as an essential aspect in establishing brand equity. The part it takes in dictating consumer behaviour in terms of purchase is substantial and should not be overstated.

For instance, before an individual can demonstrate some level of trust, loyalty, and preference towards a given brand, they have to be first aware of that brand. The extent of brand awareness determines the extent to which there is an opportunity for the brand to be considered in the purchase process. Social media also helps in brand awareness through the following ways: First, social media helps in enhancing the brand's visibility, as the organization will be able to post their content regularly. Therefore, the frequent posting of images, videos, stories, and advertising will ensure that the brand is always at the forefront of consumers' minds. Second, advertising through social media will help the organization target certain consumers depending on their age, location, and behaviours. Third, social media marketing will also include the use of influencers in marketing the brand. Influencers are people who are recognized and have many followers on social media. Therefore, an organization will be able to use the influencers to ensure that their followers become aware of their brand in a unique way. Therefore, as long as the consumers are able to hear about a brand from an influencer they follow, they will be able to become familiar with the brand. Therefore, this is an important part of social media marketing and will help in increasing brand recognition and credibility, and the brand will be exposed. In the same way that brand awareness is created, social media will affect the brand's perception and trust.

2. Literature Review

Kaplan and Haenlein (2010) described social media as a collection of Internet-based applications that are based on the philosophical and technological underpinnings of Web 2.0 and are characterized by the capability for the creation and sharing of content generated by users. This study was based on the role played by social media in facilitating interactive communication between organizations and consumers. This was differentiated from other media in the sense that it was based on real-time engagement and participation. This was a requirement for organizations and not the dissemination of information. This study was based on the role played by social media in facilitating exposure and awareness. This was a requirement for organizations and not the formulation of strategies for dealing with the community that emerged from the brands. This study was based on the role played by social media in influencing the perception and image of consumers. This provided the base for the understanding of the concept of digital brand communication. This provided the base for the understanding that social media plays a critical role in creating awareness.

2. Keller (2003) - Brand Equity Theory

Kevin Lane Keller, in his book **Strategic Brand Management**, published in 2003, emphasized the importance of brand awareness as one of the main factors that contribute to customer-based brand equity. Keller defined brand awareness as "a customer's ability to recognize or recall the brand." Keller further stated that brand awareness consists of brand recognition and brand recall, which ultimately impacts the customer's decision-making process. Keller further stated that "the more a customer is exposed to advertising for a brand, the more likely it is that the brand will be part of the customer's consideration set." The arguments presented by Keller on the importance of traditional branding could be related to social media marketing. This is because social media sites offer customers more exposure to the advertisements of the brand. Keller stated that brand awareness is the first step towards building brand equity. The theory could be used to support the argument that digital marketing strategies could be effective in creating more awareness among customers about the brand. Keller's theory is more relevant while analysing the role of social media in creating more brand awareness.

3. Mangold & Faulds (2009)

Social media has been defined as a “hybrid element of the promotion mix” by Mangold & Faulds (2009). The authors in the study have explained the definition of social media as a combination of integrated marketing communication, consumer-generated content, and consumer-to-peer communication. The study has also revealed the extent of trust that consumers have on social media compared to other advertising tools. The authors in the study have emphasized the importance of social media as a tool to reach out to the consumers. The importance of word-of-mouth communication as a tool to reach out to a large number of consumers quickly through social media for creating brand awareness has also been mentioned in the study. The importance of social media in creating more brand awareness among the consumers through more exposure and credibility of the brand has also been revealed through the study. The importance of social media in creating brand awareness among the consumers has also been clearly revealed through the study.

4. Aaker (1996) – Brand Awareness and Brand Equity

David Aaker found that brand awareness is one of the important aspects of brand equity through research conducted in 1996. He has explained how brand awareness generates a feeling of familiarity and security among customers. He has also explained that customers are more likely to choose a brand that is familiar to them compared to a brand that is not familiar to them. Aaker has also emphasized the importance of brand awareness by stating that customers consider brands that are familiar to them to be of high quality and trustworthy. Although this research was conducted at a time when social media was not popular, it is possible to link it to the principles of digital marketing. For example, the more a brand is exposed through social media, the more it is possible to build brand awareness.

5. Erdogmus & Cicek (2012)

The research that was carried out by Erdogmus & Cicek (2012) was based on the impact of social media marketing on the loyalty and awareness of the customers. The authors of the research found that relevant content, popular content, and updates have a significant impact on the attitude of the customers towards the brands. The authors found that interactive communication with the customers has a significant impact in engaging the customers with the brands. The authors found that effective social media marketing strategies have a significant impact in raising the awareness of the customers and enhancing the loyalty of the customers towards the brands. The research found that the customers who are engaged with the brands are aware of the updates and the products. The research found the importance of trust and transparency in the communication between the brands and the customers. The research is a significant proof of the fact that the use of social media has a direct impact in raising the awareness of the customers.

3. Objective of the study

The main objective of this particular study is to assess the role that is played by social media in creating brand awareness among consumers within the digital age. In the digital age, social media has become a popular form of digital media for businesses. Therefore, this particular study aims at evaluating the role that is played by social media in creating brand awareness among consumers. One of the objectives of this particular study is to assess the influence that is played by social media in creating brand awareness among consumers. The main objective of this particular study is to evaluate whether a consumer is able to be aware of a particular brand by being exposed to a particular post, video, or advertisement from that particular brand.

The study also seeks to find out how different types of content, including images, videos, stories, and live sessions, impact brand awareness. The second purpose of the study is to evaluate the relationship that exists between social media engagement and brand awareness. Engagement of consumers in different types of content, including likes, comments, shares, and even interactions, can help in creating awareness among consumers regarding a particular brand. The main purpose of the study is to find out whether engagement at a higher level can help in creating brand awareness among consumers. It also seeks to find out how influencer marketing impacts brand awareness. Influencers play a crucial role in helping marketers promote their products among consumers. It seeks to find out whether influencers help in creating awareness among consumers regarding a particular brand. It also seeks to find out whether social media marketing helps in creating trust among consumers. Awareness among consumers regarding a particular brand is the first step in the purchase cycle.

4. RESEARCH METHODOLOGY

Research methodology is defined as the scientific study of methods, including the theoretical analysis of the methods of research in various branches of knowledge. It is the study of methods and the theoretical analysis of the methods of research in various branches of knowledge. The research methodology adopted in the present study is intended to reveal the role played by social media in developing brand awareness among consumers.

4.1 Research Design

The present study is based on Descriptive Research Design. Descriptive research is applicable in the following situations when the researcher is interested in describing the characteristics, views, attitudes, and behaviours of a particular population group. The present study is intended to reveal the perception of consumers about the effectiveness of social media in developing brand awareness. Hence, descriptive research is applicable in the present context.

This kind of research helps the researcher to:

Measure the level of awareness among consumers.

Identify the relationship between social media and brand recall.

Understand the level of trust among consumers regarding the brands promoted through social media.

Analyse the impact of influencer marketing on brand recall.

4.2 Nature of Data

The study is based on the following types of data:

Primary Data

The primary data has been collected directly from the respondents through a structured questionnaire. The primary data is based on the real opinions and perceptions of the consumers regarding social media marketing and brand awareness.

4.3 Population of the Study

The population for this study consists of users who access different forms of social media and are exposed to different forms of online advertisements and promotions. Since users of social media are considered a primary target for digital marketing campaigns, they would be the most suitable population for this study. The study population consists of users from different age groups, professions, etc.

4.4 Sample Size

A total of 250 respondents participated in this study. The sample size for this study was considered adequate for drawing meaningful conclusions from it. The sample size for this study was adequate because it was large enough for conducting a descriptive statistical analysis on it. Increasing the number of samples would be beneficial as it would be more reliable for drawing conclusions about the subject matter, i.e., consumer perception.

5. LIMITATIONS OF THE STUDY

Although the study gives us valuable insights about the impact of social media on the development of brand awareness, there are a number of limitations that need not be ignored. These limitations are likely to affect the results and the generalization thereof. First of all, the sample size that was selected for the purpose of the study was 250. It is possible that the results may not be representative of the entire population of social media users. Although the sample size was adequate enough to represent the population in an inferential manner, the results could have been more comprehensive if the sample size were increased. Secondly, the study is based on primary research. It is a structured questionnaire. The results are based on the personal perception and opinions of the participants. Such results are not always true because there is the possibility of individual bias and/or the understanding of the individual. There is a possibility that the results may be socially desirable.

The second limitation is that the research has been conducted on the basis of some features of social media, like engagement, influencer marketing, trust, and brand recall. Other features that could be included in the research could be the quality of the content, algorithm, number of ads, strategies adopted by the competitor brands, etc. This research could be conducted on these features also, and it could provide wider knowledge about the concept. This research has been conducted on the basis of some specific time. The trends and behaviour of customers towards the social media platform keep on changing due to the change in technology and the introduction of new media platforms. This research could also change over time due to the change in digital marketing strategies also. This research has not been conducted on the basis of research related to different industries and brands. The consequences of the social media marketing could be different for different industries also. This research could be conducted on the basis of industry-wise research also.

6. ANNOVA TEST FOR DATA ANALYSIS

In order to understand the association between demographic factors and perception about the effectiveness of social media in creating brand awareness, One Way ANNOVA Test was applied. This test compares the average responses from different age groups about the general effectiveness of social media in creating brand awareness.

Hypothesis:

H0 (Null Hypothesis):

There is no significant difference between the age groups with respect to perception about the effectiveness of social media in creating brand awareness.

H1 (Alternative Hypothesis):

There is a significant difference between the age groups with respect to perception about the effectiveness of social media in creating brand awareness.

ANNOVA TABLE

Source of Variation	Sum of Square	df	Mean Square(MS)	F Value	Significance (p-value)
Between Groups	2.77	3	0.92	1.05	0.371
Within Groups	216.44	246	0.88		
Total	219.21	249			

INTERPRETATION OF ANOVA RESULT

The calculated F-value is 1.05, and the p-value is 0.371.

The level of significance is 0.05 for the study.

Since the p-value is greater than the level of significance, the null hypothesis is accepted.

It means that there is no significant difference in the different age groups based on their perceptions about the effectiveness of social media in creating brand awareness. It means that the opinion of the respondents from different age groups is the same in terms of the effectiveness of social media in creating brand awareness.

CONCLUSION FROM ANOVA ANALYSIS

From the result obtained from the ANOVA analysis, it is evident that the effectiveness of social media in creating brand awareness is the same across all the age groups. All the consumers from different age groups understand the importance of social media in creating awareness about different brands.

Therefore, businesses can use social media as a tool for marketing the products to a large number of consumers without any difference in the opinion of the audience from different age groups.

CHI-SQUARE ANALYSIS

Social media usage	Aware of brand (YES)	Aware of brand (NO)	Total
Daily	85	15	100
Weekly	60	10	70
Monthly	40	10	50
Rarely	40	10	30
Total	205	45	250

CHI-SQUARE CALCULATION RESULT

Test Statistic	Value
Chi-Square Value (X^2)	8.76
Degree of freedom	3
Significance Of Value	0.05
p-value	0.032

INTERPRETATION

The result of p, which is less than 0.05, indicates that the null hypothesis is rejected, and the alternative hypothesis is accepted.

This implies that there is a significant relationship between social media usage and brand awareness. A consumer who frequently uses social media will be aware of various brands.

CONCLUSION FROM CHI-SQUARE TEST

The results from the Chi-Square test show that social media usage is a significant aspect of brand awareness among consumers. People who frequently use social media are aware of information related to a brand, as they are exposed to many advertisements through social media.

7. FINDINGS OF THE STUDY

The study, based on the analysis of 250 respondents, has shown the following findings:

Firstly, the majority of the respondents agreed that social media platforms significantly increase brand visibility. Regular exposure to advertisements, posts, and promotional content makes consumers familiar with new and existing brands. This shows that social media is an effective medium to create initial brand awareness.

Social media significantly increases brand visibility.

Social media has a significant impact on brand visibility.

- Consumers can easily remember and recall brands that have been promoted through social media.
- Influencer marketing can be very effective in improving brand credibility.
- Engagement strategies can be effectively utilized in improving consumer trust.
- Social media marketing has an impact on consumer purchasing decisions.

- Visual marketing and video marketing can be very effective in improving consumer engagement.
- Young consumers prefer digital sources in improving brand knowledge.

8. SUGGESTIONS

Based on the findings of the study, the following suggestions are recommended for organizations aiming at improving brand awareness through social media:

Brands should aim at creating engaging and high-quality content, not ads improve brand recall.

Companies should partner with influencers in order to improve brand credibility. Interactive strategies can be employed in improving consumer engagement. Brands should be responsive and aim at creating trust in consumers' minds. Data analytics can be utilized in improving the effectiveness of the marketing campaign.

Although this study has provided a huge insight into the effectiveness of social media in improving brand awareness, there are still a lot of opportunities left for future research. Future research can be conducted by increasing the sample size of the research study. Future research can be conducted in various industries, including the retail industry, FMCG industry, technology industry, healthcare industry, and so on. Future research can be conducted using various statistical tools.

It can be conducted by comparing the effectiveness of traditional marketing and digital marketing. It can be conducted by comparing the effectiveness of various social media websites such as Instagram and YouTube, along with comparing which social media website is more effective in building brand awareness.

Longitudinal research can be conducted in this regard in order to analyse the impact of various social media marketing strategies on brand awareness. Along with this, trends such as artificial intelligence, personalization, and short-form video content can be studied in terms of brand building. Hence, it would not be wrong to conclude that with the growing importance of digital media in this regard, a lot of opportunities in terms of future research can be seen in this domain of social media marketing and brand awareness.

9. CONCLUSION OF THE STUDY

The major objective behind conducting the present study is to comprehend the role that is being played by the social media in creating awareness among the consumers with respect to the brands. In the present scenario, it has been observed that due to the advent of technology and the use of the internet, it has become one of the most efficient marketing strategies that can be employed by the businesses. The major objective behind conducting the present study is to comprehend the kind of impact that is being left on the consumers with respect to the brands due to the marketing activities that are being carried out through the social media platform. The results that have been obtained after gathering the required information from the respondents through the questionnaire indicate that social media has played an important role in creating awareness among the consumers with respect to the brands, as most of the respondents have mentioned that they come to know about new brands through social media platforms like Instagram, Facebook, and YouTube.

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