

“Effectiveness of Social Media Advertising on Brand Awareness: A Study on Zomato”

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ABSTRACT

This investigate paper explores the adequacy of social media publicizing in impacting brand mindfulness with a specific center on Zomato, a driving Indian nourishment conveyance stage. In a quickly advancing computerized environment, brands utilize social media not fair as a communication instrument but too as an imperative component of their showcasing procedures. The consider utilizes a quantitative expressive inquire about plan based on an organized study survey replied by 40 Zomato clients. Comes about show a solid positive relationship between social media engagement and brand acknowledgment. In spite of restrictions like a little test and non-random testing, the ponder contributes profitable experiences into Zomato’s branding technique, illustrating how intelligently publicizing upgrades brand review and client connection.

1. INTRODUCTION

1.1 Background

The rise of social media stages has changed conventional publicizing strategies. Not at all as routine publicizing, that pushes data to inactive gatherings of people, has social media empowered a energetic, two-way communication channel where clients lock in, share, and connected with brands. For businesses like Zomato, this has opened openings for hyper-targeted promoting and personalized substance conveyance. Social media publicizing envelops paid advancements on stages such as Instagram, Facebook, Twitter (X), and YouTube, permitting real-time analytics and shopper engagement.

Brand mindfulness is an essential component of promoting procedure. It characterizes the degree to which customers recognize or review a brand. Concurring to Keller’s brand value demonstrate, mindfulness shapes the establishment of customer-based brand value. Solid brand mindfulness not as it were streamlines the decision-making prepare but moreover impacts devotion and long-term client relationships.

1.2 Problem Statement

Despite Zomato's solid advanced nearness and imaginative substance techniques, there exists constrained observational information measuring the coordinate effect of its social media promotions on shopper brand mindfulness. Most considers center on wide computerized methodologies without segregating the publicizing component's adequacy in building acknowledgment and recall.

1.3 Research Questions

1. What is the statistic profile of Zomato clients who lock in with social media advertising?
2. To what degree do clients lock in with Zomato’s social media advertisements?
3. How mindful are clients of Zomato’s brand because of social media exposure?
4. Is there a relationship between advertisement engagement and brand awareness?
5. Can social media advertisement engagement anticipate brand awareness?

1.4 Research Objectives

Identify the socioeconomics of social media-engaged Zomato users.

- Evaluate presentation and engagement levels with Zomato's ads.
- Measure brand acknowledgment and recall
- Analyze the relationship between advertisement engagement and awareness.
- Determine the prescient effect of promoting on brand awareness

1.5 Significance of the Study

Academically, the inquire about includes observational prove to the hypothetical linkage between advanced publicizing and brand mindfulness. Essentially, it offers Zomato experiences into optimizing its social media technique to move forward client association and brand positioning.

1.6 Scope of the Study

This think about is restricted to social media advertising's impact on brand mindfulness and does not investigate other showcasing factors such as client dependability or buy purposeful. The test comprises of 40 Zomato clients, overwhelmingly understudies and youthful professionals..

1.7 Limitations

- Small sample size ($n = 40$)
- Use of convenience sampling
- Self-reported data may include biases

2. LITERATURE REVIEW

2.1 Social Media Advertising

Social media advertising involves targeting users through paid campaigns tailored to their behaviours and preferences. Unlike traditional media, it enables personalized communication and encourages interaction, which amplifies brand message dissemination.

2.2 Brand Awareness

Brand mindfulness includes brand acknowledgment (helped) and brand review (unaided). A brand with solid mindfulness involves the consumer's intellect space, impacting buy choices and long-term loyalty.

2.3 Relationship between Social Media Advertising and Brand Awareness

Studies confirm that intuitively advertisements, influencer collaborations, and viral substance specifically influence brand perceivability and recognition. Memes, user-generated substance and video advertisements are particularly successful in making enthusiastic reverberation and expanding recall.

2.4 Zomato's Social Media Strategy

Zomato combines data-driven experiences with inventive narrating. Its funny tweets, Instagram memes, app notices, and influencer tie-ups make it a unmistakable computerized brand. Paid advertisements are frequently complemented with witty natural substance that improves client engagement.

2.5 Theoretical Frameworks The consider utilizes:

- Keller's Brand Value Model

- Rachmad's Brand Mindfulness and Devotion Theory
- EKB Show (Buyer Decision-Making)
- Howard-Sheth Model

These models outline how social media triggers customer cognition, which in turn impacts brand awareness

3. RESEARCH METHODOLOGY

3.1 Investigate Design

A quantitative expressive overview was utilized to degree introduction, engagement, and mindfulness levels.

3.2 Sampling

A non-probability comfort testing strategy was utilized, with a test estimate of 40.

3.3 Instrumentation

An organized survey comprising multiple-choice, Likert-scale, and open-ended questions captured: Demographics

- Platform-wise advertisement exposure
- Ad engagement frequency
- Brand acknowledgment and recall

3.4 Information Collection

Data was collected through online stages (Google Shapes), with clear educated assent and namelessness maintained.

3.5 Legitimacy and Reliability

Pilot testing was conducted. Whereas Cronbach's Alpha was not connected due to test measure, endeavors were made to guarantee clarity and consistency in address phrasing.

3.6 Moral Consideration

Participation was deliberate, with no identifiable information collected. Secrecy and scholastic utilization were guaranteed.

4. DATA ANALYSIS AND FINDINGS

4.1 Statistic Overview

Majority of respondents were between 18–24 a long time, fundamentally understudies, and dynamic social media users.

4.2 Expressive Statistics

Most respondents detailed visit experiences with Zomato advertisements on Instagram and Facebook. Visual offer and engagement esteem were evaluated high.

4.3 Relationship Analysis

Positive relationships were found between advertisement engagement and brand mindfulness measurements (acknowledgment and review). Higher engagement driven to way better brand recall.

4.4 Relapse Analysis

Simple direct relapse affirmed that engagement with advertisements altogether predicts brand mindfulness, though with moo R-squared values due to the little test.

5. KEY FINDINGS, CONCLUSION, AND RECOMMENDATIONS

5.1 Key Findings

- High introduction to advertisements on Instagram and Facebook
- Users found Zomato's substance locks in and relatable
- Brand review made strides with expanded advertisement interaction.

5.2 Conclusion

Zomato's key and personalized social media nearness emphatically affects brand mindfulness. Indeed, inside the imperatives of a restricted consider, the drift is clear: inventive engagement drives recognition.

5.3 Proposals for Zomato

- Enhance platform-specific techniques (center on Instagram and short-form video)
- Use influencer collaborations strategically
- Invest in AI-driven personalization
- Integrate client benefit into social media channels

5.4 Suggestions for Future Research

- Use a bigger, probabilistic sample
- Adopt mixed-methods for subjective insights
- Compare with competitors like Swiggy
- Track long-term impacts utilizing longitudinal design

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