A STUDY ON EVALUVATING THE EFECTIVENESS AND IMPACTS OF SOCIAL MEDIA IN BUILDING BRAND AWARENESS .

Santhiya R*   **Manoj Kumar M****
*MBA Student Jerusalem College of Engineering, Chennai.
**Assistant Professor MBA, Jerusalem College of Engineering, Chennai.

Abstract
*The research project entitled **"A STUDY ON EVALUVATING THE EFFECTIVENESS AND IMPACTS OF SOCIAL MEDIA IN BUILDING BRAND AWARENESS"**.This study assesses how well social media—including Facebook, Instagram, Twitter, LinkedIn, and WhatsApp—works to increase brand recognition. It looks at how user interaction, content genres, and influencer marketing affect consumer behavior and brand identification. ANOVA, chi-square tests, and correlation were among the statistical methods used to assess user engagement and content efficacy using a sample of 111 respondents. While acknowledging issues like content saturation and algorithm updates, The results indicate that influencer marketing, active participation, and tailored content greatly increase brand awareness. However, possible roadblocks were noted, including issues like content saturation and the quick changes in social media algorithms. It also emphasize the value of influencer collaborations, tailored content, and active participation. Using AI and AR to increase brand recognition is one suggestion for better social media tactics.*

Keywords: Social Media, Brand Awareness, User Engagement, Influencer Marketing, Content Strategy, User-Generated Content (UGC), Augmented Reality (AR), Artificial Intelligence (AI), Brand Loyalty, Consumer Trust.

Introduction
In this digital age, Social media has completely changed how people engage with brands and the internet in the digital age. These platforms are now essential for companies of all sizes because they allow them to communicate dynamically and interactively with customers directly. Social media encourages two-way interactions, enabling users to actively participate in brand conversations, in contrast to traditional marketing, which was primarily one-way. Social media is becoming a crucial instrument for increasing brand awareness and customer interaction as a result of this change in marketing tactics. Brands must navigate this new communication environment while taking advantage of opportunities as they use social media sites like Facebook, Instagram, Twitter, and LinkedIn more and more. In order to maximize brand management, the main goal of this research is to assess how well social media influences customer behavior and improves brand presence and growth in the contemporary digital environment.

Literature Review
According to HuyenTran (2021)
*The article entitled **"Effects of Social Media Marketing on Brand Awareness (Facebook and Instagram)"**This study investigates how social media marketing enhances brand awareness through Facebook and Instagram. Using a case study, it combines theoretical and empirical approaches to assess the impact on community engagement, content interaction, and website traffic. The research identifies social media as a cost-effective tool for boosting brand exposure, based on metrics from October 2020 to March 2021.*

According to Syed Ikram Akbar (2018)
The article entitled **"The Impact of Facebook on Brand Awareness of Companies".**The research explores Facebook's effect on brand awareness among young consumers in İzmir, showing that 34% of brand awareness is attributed to Facebook usage. The study suggests that intensifying social media efforts can significantly boost brand recognition. Regression analysis confirms that social media is crucial for modern communication strategies.

According to Rizwan Raheem Ahmed (2019)
The article entitled **" *Effectiveness of Online Digital Media Advertising in Building Brand Sustainability"***This study examines the role of digital media channels—such as social media, email, SEO, and websites—in creating brand sustainability for FMCGs in Pakistan. Analyzing responses from 910 participants, it shows that all channels positively affect brand awareness. Structural equation modeling reveals how various mediating and moderating factors influence the overall effectiveness of digital marketing strategies.

Research Methodology
The research methodology is a systematic approach to solving research problems , and in the study a detailed methodology was adopted to explore how social media influences brand recognition and consumer perceptions .This study employed a descriptive research design to investigate the impact of social media on brand recognition and consumer perceptions . A convenience sampling approach was utilized ,targeting readily accessible social media users. Primary data was collected through structured quetionnaires ,while secondary data was sourced from existing resreach and online resources .a sample size of 111 was determined to adequate for this study. By combining primary and secondary data ,this methodology provided a comprehensive approach to understanding the effectiveness of social media strategies . One feature of this approach is that the researcher has no control over the variable target population, which consists of printer users. The population is then indefinitely the sample.

Analysis
1. Percentage Analysis for Age Variable
<div align="center">

Table 1

</div>

age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.9	.9	.9
	18 - 25	100	90.1	90.1	91.0
	18-25	1	.9	.9	91.9
	25 -35	6	5.4	5.4	97.3
	45 - 50	1	.9	.9	98.2
	ABOVE 50	1	.9	.9	99.1
	under 18	1	.9	.9	100.0
	Total	111	100.0	100.0	

Inference: From the above table found out of 111 respondents (90.1%) falling within the 18-25 age group. Smaller proportions of respondents are from other age groups, including 25-35 (5.4%), 45-50, above 50, and under 18 (each 0.9%).

Research Paper
Impact Factor: 7.358
Peer Reviewed & Indexed Journal
www.ijmsrr.com

IJMSRR
E- ISSN - 2349-6746
ISSN -2349-6738

2. Percentage Analysis for Gender Variable:

Table 2

gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.9	.9	.9
MALE	60	54.1	54.1	55.0
female	50	45.0	45.0	100.0
Total	111	100.0	100.0	

Inference: from the above table found out of 111 respondents (54.1%)are male and (45.0%)are female .

3. Percentage Analysis For Hours Spent On Social Media Platform Per Day :

Table 3

hours spent on social media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LESS THAN 1 HOUR	9	8.1	8.1	8.1
	2 - 3 HOURS	60	54.1	54.1	62.2
	MORE THAN 3 HOURS	42	37.8	37.8	100.0
	Total	111	100.0	100.0	

Inference: From the above table found out of 111 respondents 54.1% spend between 2and 3 hours perday . A smaller percentage 8.1 %spend less than 1 hour ,whileanother 37.8%spend more than 3 hours .

4. Percentage Analysis for how often do you discover new brands on social media:

Table - 4

HOW OFTEN DO YOU DISCOVER NEW BRANDS THROUGH SOCIAL MEDIA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEVER	4	3.6	3.6	3.6
	RARELY	22	19.8	19.8	23.4
	SOMETIMES	51	45.9	45.9	69.4
	OFTEN	31	27.9	27.9	97.3
	ALWAYS	3	2.7	2.7	100.0
	Total	111	100.0	100.0	

Inference : From the above table ,social media is a common platfrom for brand discovery ,with sometimes being the most frequent response 45.9% . 3.6%never uses social media while 19.8% rarely ,often27.9% ,3% always **.**

5 .Chi Square Test:
To find out the difference between have you ever followed a brand on social media after seeing their content and trusting the information shared by brands on social media .

Research Paper
Impact Factor: 7.358
Peer Reviewed & Indexed Journal
www.ijmsrr.com

IJMSRR
E- ISSN - 2349-6746
ISSN -2349-6738

Null Hypothesis (H0)
There is no significant relationship between the type of content shared by brands on social media and users' decisions to trust and follow those brands.

Alternative Hypothesis (H1)
There is a significant relationship between the type of content shared by brands on social media and users' decisions to trust and follow those brands.

Table 5

Test Statistics

	HAVE YOU EVER FOLLWED A BRAND ON SOCIAL MEDIA AFTER SEEING THEIR CONTENTS ?	DO YOU TRUST THE INFORMATION SHARED BY BRANDS ON SOCIAL MEDIA
Chi-Square	7.127^a	10.211^b
df	1	3
Asymp. Sig.	.000	.017

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 55.0.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 9.5.

Inference : From the above results the significant value is 0.017 is lower than the significant valve $0.05 (0.017 < 0.05)$. Hence H0 is rejected and H1 is accepted .There is significant relationship between wether respondent trudt the information shared by brands and their decision to trust and follow those brands .

6. Correlation Analysis
To find out the difference between how often do you discover a new brand through social media and what kind of content do you prefer from brands .

Null Hypothesis (H0)
There is no significant difference in brand visibility based on the type of content or social media platform used.

Alternative Hypothesis (H1)
There is a significant difference in brand visibility based on the type of content or social media platform used.

Table -6

Correlations

		HOW OFTEN DO YOU DISCOVER NEW BRANDS THROUGH SOCIAL MEDIA	WHAT KIND OF CONTENT DO YOU PERFER SEEING FROM BRANDS ON SOCIAL MEDIA?
HOW OFTEN DO YOU DISCOVER NEW BRANDS THROUGH SOCIAL MEDIA	Pearson Correlation	1	.078
	Sig. (2-tailed)		.416
	N	110	110
WHAT KIND OF CONTENT DO YOU PERFER SEEING FROM BRANDS ON SOCIAL MEDIA?	Pearson Correlation	.078	1
	Sig. (2-tailed)	.416	
	N	110	110

Inference : From the above results the calculated significant value is 0.416 is greater than the significant value 0.05(0.416>0.05) . Hence H0 is accepted and H1 is rejected .There is no significant difference in brand visibility based on the type of content or social media platfrom used .

7. ONE -WAY ANOVA TEST :
To find out the difference between hours spent on social media and social media significant impact on brand awareness .

Null Hypothesis (H0)
The number of hours spent on social media has no significant impact on brand awareness.
Alternative Hypothesis (H1)
The number of hours spent on social media has a significant impact on brand awareness.

Table 7

ANOVA

hours spent on social media

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.626	2	.813	2.297	.105
Within Groups	37.865	107	.354		
Total	39.491	109			

Inference: From the above results the calculated significant value is 0.105 is greater than the significant value 0.05(0.105>0.05) . There is no significant impact of the number of hours spent on social media on brand awareness .

Findings

According to this study explores the complex connection between brand engagement and social media. To obtain information, 111 respondents—mostly young persons between the ages of 18 and 25—were surveyed. With "sometimes" as the most common response (45.9%), social media is a significant avenue for brand discovery. Customer testimonials, influencer partnerships, instructional materials, and product advertising were preferred by the respondents. The best content formats for brand recognition were found to be influencer posts and reels. Active brand interaction was highly valued, yet brand trust found on social media was only moderate. 69.4% of respondents think social media has a large impact on brand recognition, and a sizable majority (71.2%) of respondents said social media influenced their purchases. Statistical methods were utilized to better examine the data. To evaluate the relationship between characteristics like following brands and trusting brand information, chi-square tests were employed. To investigate the effect of social media hours on brand awareness, a one-way ANOVA was employed. To investigate the connection between liking brand content and finding new brands on social media, correlation analysis was done.

Significant correlations and linkages were found in the statistical analysis's findings. For example, following brands was significantly correlated with trust in brand information, suggesting that trust is essential for fostering brand loyalty. The study also discovered that social media significantly increased brand recognition, demonstrating how successful it is as a marketing tool. The importance of social media in contemporary brand strategy is highlighted by these studies. In the digital age, cultivating successful brand-consumer relationships requires active community management, relevant content, and trust-building. In order to reach target audiences, increase brand awareness, and eventually sway consumer behavior, marketers should make use of social media.

Suggestion

Despite its value, the study can be skewed toward younger populations because of the respondents' age range. The viewpoints of older age groups must be taken into account in order to obtain a more thorough understanding. Furthermore, because social media platforms are dynamic, brands must adjust to changing algorithms and content overload. For instance, LinkedIn's emphasis on professional networking and Instagram's move toward video content have required changes in content strategy.Brands have tremendous opportunity to improve customer experiences and provide personalized content with emerging technologies like AI and AR. Brands may better understand consumer behavior and adjust content by utilizing AI-powered analytics. Stronger ties with customers can be developed through immersive brand interactions made possible by AR experiences. Incorporating data from interactive content, such as surveys, Q&A sessions, and feedback loops, can enhance the analysis of influencer marketing, reels, and ads by offering insightful information on audience sentiment and engagement. By taking into account a number of variables, such as the type of content, the amount of time spent on platforms, and social media channels, regression analysis can be a very effective technique for predicting brand awareness. This can assist brands in optimizing their strategies and making data-driven decisions.

Lastly, the study ought to offer practical suggestions suited to companies of various sizes. Larger organizations can concentrate on cross-platform consistency and cutting-edge AI tools, while small businesses might profit from utilizing user-generated content and working with regional influencers. The study can offer helpful advice for negotiating the intricate world of social media marketing by comprehending the particular difficulties and possibilities encountered by companies of various sizes.

Reference

1. Tran, Huyen (2021). The Effects of Social Media Marketing On Brand Awareness through Facebook and Instagram Networks. Theseus.Fi (Link).
2. Syed Ikram Akbar (2018, April 4). The Effect of Facebook on Brand Awareness of Companies: A Study on Young Consumers in the İzmir Region. Journal of Marketing Research and Case Studies.
3. Rizwan Raheem Ahmed (2019, June 21). The Effectiveness of Online Digital Media Advertising as a Strategic Tool for Building Brand Sustainability. International Journal Of Marketing Studies.
4. Abdullah Awad Alhaddad (2015, May 18). The Role of Social Media in Building Brand Equity: How Companies Manage Communication and Create Brand Awareness. International Journal of Business and Management.
5. Dio Caisar Darma (2019). Social Media Marketing, Word Of Mouth, and the Effectiveness Of Advertising On Brand Awareness And Its Impact On Intention To Buy. Journal of Business and Management Studies.
6. İrem Eren Erdoğmuş (2012, October 12). The Effect of Social Media Marketing On Brand Loyalty: An Empirical Study on Consumers Following Brands in Turkey. Procedia - Social and Behavioral Sciences.