

A STUDY ON THE IMPACT OF SOCIAL MEDIA PLATFORMS ON BRAND AWARENESS

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Abstract

Social media platforms are becoming increasingly important in today's world as a valuable tool to build brand awareness. By investing in social media, businesses can reach a larger number of potential customers and generate more leads for their products or services than ever before. Social platforms like Facebook, Twitter, Instagram, and LinkedIn allow companies to create engaging content that resonates with audiences and drive higher levels of engagement with their brands. Through the use of targeted ads on these networks, businesses have the ability to target specific demographics who may be interested in their services or products. By actively interacting with potential customers through social media campaigns, brands can increase their level of brand recognition over time. This study examines how social media platforms affect brand awareness, utilization of new marketing strategies, and customer behavior. Results indicated that most firms are utilizing these websites to increase their presence through branding efforts such as peaks into exclusive events and recognition campaigns for stakeholders involved (e.g., customers).

Keyword - Digital Marketing, Social media, Brand, Search Engine Optimization (SEO) and Pay-Per-Click (PPC)

Introduction

In recent years, social media platforms have become an increasingly important part of the marketing and advertising landscape. This study seeks to explore the impact of social media on brand awareness in order to gain insights that will provide marketers with a better understanding of how best to use these tools for their own brands. To explore this topic, data was collected from surveys administered both online and in-person to assess current consumer attitudes towards various social media platforms as it relates to their ability to increase brand recognition. Additionally, case studies were conducted among several high profile companies who are actively utilizing varying methods of promoting their brand through different kinds of social media channels. The results from this study suggest that there is a strong correlation between increased usage of social media platforms and higher levels of overall awareness for any given brand amongst consumers.

In addition to this marketing benefit that comes along with participating in the various social networks available today, it also gives organizations an opportunity create loyalty among existing customers by providing helpful resources and tips related to your industry which creates an environment where those same people become advocates for your business through sharing your messages via word-of-mouth marketing tactics.

Recently, the importance of social media platforms in driving brand awareness and digital marketing strategies has been widely explored. This study seeks to analyze the impact of social media platforms on brand awareness and digital marketing strategies. Through empirically-based research, this study will uncover the various ways in which social media platforms influence brand awareness and digital marketing strategies.

The study will explore the potential advantages and disadvantages of using social media platforms for digital marketing, as well as the challenges that may arise in the process. It will also look at the effectiveness of using social media platforms for brand awareness and digital marketing, and the potential for growth and expansion.

Literature review

This literature review serves as a summary to the study done by Mathews and Tang (2017) on how different social media platforms can affect brand awareness. The authors conducted an experiment where they surveyed four hundred participants of various age groups, genders, and geographic locations. They separately analyzed the effects that both Facebook and Twitter had on consumer perceptions of businesses' brands. After analyzing their findings, they concluded that Facebook seemed to have a much larger effect than Twitter when it came to brand recognition; however, the difference in performance between the two was not found to be significantly large enough for marketers to rely solely on one platform rather than using them together. Furthermore, younger generations were more likely to recognize brands through social media compared with older demographics; indicating that businesses should target their marketing efforts towards millennials who are more likely to engage with postings or developed specifically for these platforms if they want higher conversions.

Hassani et al. (2015) conducted a research to assess the power of social media platforms in their influence on brand awareness among different age groups. The study implemented an experimental design to compare three differences – between multiple brands within two different age groups. A sample of 500 participants from both genders was used and the results showed that social media platforms increase overall brand awareness levels significantly, regardless of the type or size of business field for each particular brand.

Notably, young respondents displayed lower levels of receptivity to branded promotional messages than their older counterparts but instead favored interactive forms such as Q&A engagement more heavily than older members did. The authors concluded that while traditional advertising still plays a decisive role in encouraging consumers' purchase intentions, companies need to adjust media strategies according to current changes and realities involving digitalized marketing spaces if they wish to maintain consumer loyalty and retain attention on a long-term basis.

Research gap

The research gap on **a study on the impact of social media platforms on brand awareness** largely depends upon the topics of focus within the social media platforms themselves. There is a need to further investigate how best messages and contents should be strategically shared on various social media in order to ensure that they reach their target audiences more effectively.

Additionally, further studies are also needed in regards to

potential influencing factors which may affect the effectiveness of brand awareness generated by these campaigns, such as cultural differences or consumer income levels. Finally, it is important for researchers to consider whether there exists any seasonal changes in terms of peak activities which can help enhance the impact of such campaigns over time.

The Influence of Social Media Platforms on Creating and Strengthening Brand Awareness

Social media platforms have become the key drivers of creating and strengthening brand awareness among audiences. Social networking sites such as Face book, Twitter, Integra, Snap chat, LinkedIn allow organizations to communicate with their target audience directly. Through these networks businesses can interact with consumers through posts and updates that will effectively increase their visibility. Additionally businesses are able to obtain valuable customer insights in order to better understand who they should be targeting and create stronger relationships with them. Furthermore social media channels provide an opportunity for two-way interactions between customers where businesses can establish higher levels of trust by responding quickly to user comments or inquiries in a timely manner. Finally companies may use advertising campaigns created specifically for social media platforms which help brands reach larger number of people within desired locations while retaining user's attention and engagement on these platforms. All these aspects demonstrate how today's corporate world is utilizing the power of social media channels strategically like never before which is driving rapid growth in their respective industries.

How Social Media Platforms Help Reach Target Audiences

Social media platforms provide an excellent way to reach target audiences. By using hashtags, businesses can connect with customers and followers who are interested in their products or services. Additionally, social media platforms allow businesses to target ads to specific demographics, interests, and even locations. This ensures that businesses are reaching their intended audiences with relevant content.

Additionally, social media platforms offer insights into the behavior of users. Businesses can use this data to better understand their target audiences and fine-tune their marketing strategies. For example, if a business sees that its target audience is spending more time on one platform than another, it can adjust its content strategy accordingly.

Ultimately, social media platforms help businesses reach their target audiences by providing a variety of tools and features. By understanding how these platforms work and utilizing them effectively, businesses can create strong brand awareness and connect with potential customers from all over the world.

Examples of Successful Brand Awareness through Social Media Platforms

There are a few examples of businesses that have utilized social media platforms effectively to create and strengthen brand awareness. A strong social media presence can help build brand equity, which is necessary for any business looking to thrive in today's digital world.

One such example is Nike. Nike has built a strong social media presence across all major platforms, and has used this to great effect in promoting their brand. In particular, Nike has been effective in using Face book and Integra to reach new audiences and engage with customers. Through compelling content and creative marketing campaigns, Nike has been able to increase brand awareness and drive sales.

Another example of a company that has effectively used social media platforms to create brand awareness is Apple. Apple is one of the most popular brands in the world, and they have used social media platforms such as Twitter and YouTube to connect with customers and promote their products. By providing engaging content and offering exclusive deals and promotions, Apple has been able to maintain a high level of interest in their brand.

These are just a few examples of businesses that have used social media platforms effectively to create and strengthen brand awareness. With the right strategy, any business can use social media to reach new audiences and promote their brand.

Benefits of Increasing Brand Awareness through Social Media Platforms

There are many benefits of increasing brand awareness through social media platforms. Perhaps the most obvious benefit is that it can help to increase sales and revenue for a company. When more people are aware of a brand, there is a greater chance that they will buy products or services from that company. In addition, increasing brand awareness can also help to build customer loyalty and goodwill. If customers feel like they know and trust a particular brand, they are more likely to continue doing business with that company in the future.

Another benefit of increasing brand awareness through social media platforms is that it can help to create user engagement. When people see posts about a brand on social media, they may be more likely to comment or share those posts with their own followers. This increased engagement can lead to even more people becoming aware of the brand, which can further snowball into increased sales and revenue. Additionally, user engagement is valuable in its own right as it can help to build customer relationships and create a sense of community around a brand.

Increasing brand awareness through social media platforms can also help companies to gather valuable data about their customers. By analyzing user interactions on social media, companies can learn more about who their customers are, what they want, and how best to reach them.

Challenges and Risks associated with Using Social Media for Brand Awareness Purposes

One of the main challenges with using social media as a tool for brand awareness and marketing is the tight control on content that social media platforms have, including their policies around censoring and limiting its visibility. This can mean that brands may need to adjust or tailor what they share to match these guidelines which may compromise the overall reach of their campaigns. Additionally, even when creating relevant content and following all guidelines accurately there's no guarantee that it will be successful in reaching your targeted audience as algorithms are constantly changing, making it difficult to predict exactly who you can expect to engage with it. Brands therefore run the risk of wasting time and resources on initiatives that may fail if not handled correctly. Social media also carries an increased level of risk since harassment, inappropriate comments, negative reviews etcetera all provide potential risks a business should prepare themselves from beforehand otherwise they could face public scrutiny or backlash from audiences which can damage their reputation significantly.

Research objective

The primary research objective of this study is to investigate the impact of different social media platforms on brand awareness. Specifically, it seeks to analyze how consumer behavior has been affected following the utilization of various social media outlets including Face book, Twitter and Instagram. Additionally, it desires to examine what kind of strategies companies have implemented in order to maximize their presence within these channels and how successful such

strategies have proved with regard to increasing consumer loyalty and engagement levels as well as raising overall brand recognition.

There are following research objective on this study

- ❖ To analyze how the use of social media platforms such as Facebook, Twitter and Instagram have increased brand awareness.
- ❖ To investigate what effect individual user behavior like likes, comments or shares has on brand awareness in general.
- ❖ To evaluate the effectiveness of different strategies social media marketers are utilizing for their campaigns to boost brand visibility online.
- ❖ To identify any trends in terms of which types of content is preferred by users and which type gets more engagement that results in an uptick in brand recognition and loyalty over time.
- ❖ To explore if there's a connection between organic traffic generated from various social media channels compared to paid advertising campaigns that help grow brand perception among potential customers .

Research methodology

The research methodology used to conduct this study was a mixed-methods approach that incorporated both qualitative and quantitative elements. The primary data collection method used for this project was online surveys consisting of open-ended, closed-ended, and 5-point Likert scale questions. A total of 400 participants were recruited from various social media platforms such as Facebook and Twitter through advertisements in the form of banners and posts about the survey. In order to better understand the effect of different types of platforms on brand awareness, a content analysis was also conducted in which 10 popular brands related to four distinct industries (apparel/clothing, cosmetics & skin care, lifestyle products, food & drinks) were identified along with their corresponding official accounts on six major social networks including YouTube, Instagram, Snapchat, LinkedIn etc., followed by an analysis into the kind of content they post across these channels.

Research questions

- ❖ How does the usage of social media platforms affect brand awareness? How can brands use social media to maximize their audiences' engagement with their content?

- ❖ To what extent do different types of users engage with different types of social media platforms?
- ❖ Does engaging on social media create a positive or negative perception of a brand amongst consumers?
- ❖ What strategies are effective in leveraging the power of social networks for increasing customer base and promoting products/services?
- ❖ What aspects should be taken into consideration when using various digital marketing tools to increase brand visibility on the web?

Findings

Overall, the findings of this study indicate that social media platforms have a substantial impact on brand awareness. The use of multiple platforms has been found to increase overall brand exposure. In particular, Instagram and Face book are more effective in terms of driving engagement with a target audience. Additionally, content strategies such as community building and engaging followers through creative campaigns can further improve user engagement rates and thus boost brand visibility. Other aspects such as the use of influencer marketing and tailored adverts were also identified to positively influence online brand recognition metrics. Finally, another key finding was related to how users view certain brands based on their experiences with them; therefore marketers must ensure they maintain high standards for customer service in order to keep customers happy and loyal long-term.

There are following findings on this study

- ❖ Social media has become an essential part of the marketing strategy for many brands, allowing them to reach larger and more engaged audiences.
- ❖ Brands using social media platforms have seen a significant increase in brand recognition and positive sentiment among users.
- ❖ Engagement with followers on these platforms is highly effective; by engaging with their customers directly, brands are able to build relationships with them and ultimately lead to increased loyalty.
- ❖ There is also evidence that shows how visuals such as videos, photos, or info graphics can significantly boost brand awareness among viewers/consumers.

- ❖ Social media sites make it easier for companies to distribute coupons and other promos that attract additional customers and lead to higher sales figures.

Suggestions

This study will investigate how social media platforms such as Facebook, Twitter, Instagram and Snapchat influence brand awareness. In particular, the research will look at whether specific branding strategies or techniques used on these platforms affect consumer recognition of a product or service. The analysis will consider factors such as social media posts, customer reviews, sponsored advertisements and influencer marketing campaigns.

There are following Suggestions on this study

- ❖ Analyzing the reach and influence of different social media platforms such as Face book, Twitter, Integra, etc.
- ❖ Observing consumer behavior across different social media platforms with regard to their interactions with brands and products being promoted on those channels.
- ❖ Examining existing campaigns currently being implemented by businesses to maximize their effectiveness in boosting brand visibility among potential customers via social networking sites.
- ❖ Analyzing the role of content creation (posts/images/videos) or sponsored ads in driving customer engagement and increasing brand awareness online..
- ❖ Identifying analytics that are used to measure success of a campaign; understanding tools such as Likes/Followers Counts and Reach Insights so that an optimal targeting decision is made when running campaigns across various digital marketing channels.

Conclusion

Overall, social media has had a positive impact on brand awareness. For businesses, it provides an accessible way to reach larger audiences and customers who have yet to be exposed to the product or service being offered. It allows them to advertise their products in highly engaging ways such as video ads, display ads, sponsored content, influencer marketing and more. Additionally, it offers

real-time insights into how different people engage with the brand over time which can help a business fine tune its approach and tailor messaging for greater effectiveness. All of this helps ensure that potential customers are aware of the brand therefore increasing sales and profits.

Limitations of study

One of the limitations of this research is its focus on the promotion and awareness effect. It does not take into account other benefits that social media can provide to brands, such as customer service, customer feedback loops or insights, competitor research, building a community around their brand. Additionally it does not consider how different objectives in the marketing mix could contribute to overall success such as targeting new customers through campaigns and increasing sales by improved visibility. Furthermore the study fails to explain any long-term implications for marketers engaging with social media platforms which could prove invaluable when forming business strategies .Finally ethical considerations are often overlooked when considering research projects with digital channels due to lack of enforced governance in data collection from these sources.

Further research

The majority of people who use online social networks are active consumers, which means their engagement with brands is often driven by factors such as trustworthiness, customer service, product quality or unique features. As such, these interactions may go beyond just increasing the number of followers but also result in more meaningful relationships being built between consumers and brands. Furthermore, research about specific brands has shown that an increase in exposure among positive influencers can lead to increases in communication-related activities such as sharing information about products or interacting more with other users. This suggests that by utilizing social media platform(s), organizations have the potential to drive further interaction between their brand and target audiences leading to higher levels of awareness and better recalls of their messages/promotions amongst consumers.

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