

A COMPREHENSIVE ANALYSIS ON THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BRAND AWARENESS

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ABSTRACT

Social media is an internet platform that makes it simple for people to interact, exchange, and produce content like recordings, banners, and pennants. These social media channels are a common tool used by companies to market their goods and interact with consumers. Not all companies, meanwhile, are effective in drawing customers' attention to and advertising their products. This study plans to explore the effect of social media marketing drives on brand awareness among consumers. This analysis has additionally expected to break down the connection between brand devotion and brand acknowledgment and picture. Clients who effectively follow five brands with the most noteworthy social score not entirely set in stone by Marketing India's brand execution measurements on social media destinations like Facebook, Twitter, and Instagram — make up the segment under assessment. The current study used a quantitative methodology, gathering research data from 550 brand advocates using web-based surveys distributed via social media and comfort testing. The gathered data has been analysed using structural equation modelling (SEM). The investigation's conclusions show that social media marketing initiatives can improve brand loyalty and image, but that their biggest effects are seen in brand awareness.

Keywords: *Social Media Marketing, Consumer, Brand Awareness, Structural Equation Modelling*

1. INTRODUCTION

The growth and development of social media platforms has transformed how businesses engage their target audience in the competitive world of modern marketing. Social media marketing has transcended traditional advertising boundaries, giving companies unprecedented flexibility to communicate with customers in a more direct and personalised manner. This comprehensive analysis explores the noteworthy impact of social media marketing on consumer brand recognition, delving into the complex elements of this anomaly and its implications for contemporary businesses.

In the competitive commercial centre, the importance of customer brand recognition cannot be overstated. In a world full with choices, customers are constantly faced with a

deluge of brand messaging and products vying for their attention. Effective strategies for raising brand awareness are essential for acknowledging an organization's accomplishments, building confidence, and strengthening brand loyalty. Recently, social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and Tik Tok have emerged as powerful tools for businesses to influence consumer perceptions and enhance brand awareness. This analysis aims to unravel how these phases have evolved into essential tools for shaping customer perceptions and the ways in which businesses want to stifle their actual potential.

These days, brand recognition is inextricably linked to the sophisticated networks of social media, where users interact, share, and consume content and products. This shift raises interesting questions, such as how businesses really employ social media marketing to increase consumer brand awareness. Which approaches stand out the most as they apply to different stages and types of businesses? Furthermore, what effect do these initiatives have on how customers perceive and relate to brands?

In order to shed light on the substantial impact of social media marketing on consumer brand awareness, we will conduct a thorough investigation utilising a wealth of data, contextual studies, and expert expertise. We will examine the various systems used by businesses, ranging from content production and powerhouse marketing to information analysis and promotion, in order to determine what truly resonates with customers and what creates true brand awareness.

We hope to provide businesses, marketers, and academics with a comprehensive understanding of the complex relationship between social media marketing and consumer brand awareness by examining these fundamental questions. Through this study, we hope to learn more about the remarkable power of social media platforms to influence marketing's future and, in turn, how consumers perceive and interact with the companies that create our world.

2. LITERATURE REVIEW

In 2020, Smith and Johnson oversaw an experimental focus on Facebook marketing, delving into the specific effects of this phase on brand recognition. They discovered that Facebook advertising has a significant impact on brand recognition, leading to increased customer recognition and reviews. By carefully examining the data, Smith and Johnson provided valuable insights into the subtle ways that Facebook marketing campaigns can

raise brand recognition. This contributes to a deeper understanding of the relationship between social media marketing and brand recognition.

The contextual analysis conducted on Instagram by Kim and Lee (2019) provided a stage-explicit perspective. Instagram is a fascinating topic for study because of its visual content and its use among younger audiences. Among their findings was the crucial impact of Instagram on brand visibility and consumer intelligence. Kim and Lee discovered that marketers may significantly influence customer awareness and insight by making significant use of Instagram's visual content. This investigation highlights the role of visual content in fostering brand recognition, perfectly capturing the stage-specific effects of social media marketing.

In a broader perspective, Chen and Wang (2018) examined how social media marketing affects customer loyalty and brand recognition. They looked at the relationship between brand awareness and dedication, emphasising the function that social media marketing serves as a link between these two trends. Effective social media marketing techniques boost brand exposure and foster consumer trust, per Chen and Wang's review. With an emphasis on the connection between dependability and brand awareness, this study offered a thorough grasp of the long-term advantages of crucial social media marketing.

Aaker's (2017) article "Social Media and Brand Awareness: A Calculated System and Exploration Recommendations" gives a summary of how social media affects brand awareness. Aaker provides a rational framework that explains how social media affects brand awareness. Through the provision of research ideas, the evaluation offers direction for investigating the robust correlation between social media marketing practises and the improvement of brand recognition. It contains the theoretical underpinnings and prospective directions for observational research to deepen our comprehension of this essential connection.

Hernandez and Mazzon (2016) explore brand value and how it relates to social media marketing in their review titled "The Effect of Social Media Marketing on Brand Value: A Consumer Point of view." Using a consumer-centered approach, the analysis looks into how customers interact with and perceive companies on social media. The findings show that effective social media marketing significantly affects brand value by shaping customers' perceptions and personal connections with brands. This study establishes a solid foundation for future research on the consumer perspective of brand the board in the digital age and emphasises the essential role that social media plays in enhancing and extending brand value.

"Client Commitment, Purchaser Dealer Connections, and Social Media," a study by Sashi (2015), explores the broader concept of client commitment via social media. Beyond value and brand recognition, Sashi's investigation emphasises the significance of attracting customers via social media channels. The paper explores the components of buyer-vendor relationships and the role that social media plays in maintaining these relationships. Through an examination of the ways in which brand-consumer linkages are shaped by customer commitment, Sashi provides valuable insights into the critical use of social media to foster stronger relationships with clients.

3. SOCIAL MEDIA MARKETING ACTIVITIES

Social media is the online space where people with similar interests get together to discuss, consider, and exchange ideas. The usage of these web-based communication platforms in light of how businesses are using the Web and mobile technologies for marketing is fundamental from two angles. The first is the influence that customers have on their products, brands, and offers to various customers. According to studies, social media effects the goal of trust and purchase and makes it easier for users to share their experiences and expertise with one another. By allowing their consumers to share everything from basic images of their purchases on the social media platform of their choosing, many businesses facilitate online collaborations among their clientele. Second, companies utilise social media as a last-ditch venue for their direct marketing initiatives. Hence, social media is increasing the sense of closeness and pushing the envelope of reality in the interactions that companies have with their target clientele. Businesses may be able to solicit feedback from their customers and publicise product and brand innovations, advertisements, and improvements to them at no cost by using social media tools. Through their examination, they have observed that social media is the focal point of the ongoing industry process. Due to social media's importance and cost-cutting endeavors, contenders on the stage urge promoters to participate in social media marketing.

Distraction plays a vital role in empowering member behaviour and follow-through congruency, which cultivates positive brand sentiments in fans' social media personas. People emphasise the content that piques their interest because they find it interesting and fulfilling, regardless of how differently they justify their use of social media. In this sense, businesses that make compelling offerings should encourage the sharing and preference of a large number of individuals and provide them the opportunity to turn that preference into an advantage. Social media is quickly becoming as the most cutting-edge and modern

information source for users due to the frequent sharing of material there. Social media, as opposed to conventional mass communication methods, makes it easier for businesses and their clients to communicate, share material, and coordinate their activities. By employing social media as a tool for intelligent customer-business communication, it is feasible to progressively compile consumer demands, wants, and thoughts regarding the brand and product. Providing consumers with the most recent information about your items will help your social media marketing campaigns become more popular. The advertising section discusses the marketing and distinctive social media missions that companies have started in order to grow their clientele and boost revenues. Research on how social media advertisements affect consumers' perceptions and awareness has revealed that one of the main components of social media marketing campaigns is promotion. Customization serves as an example of building customer loyalty in light of the company's interactions with specific customers. Businesses on social media might use disseminated correspondence to convey to customers the distinctiveness of their product and brand. Additionally, they have the ability to handle their own problems and persuade others about the merits of a product or brand by making connections that make them feel important.

4. BRAND AWARENESS

In any case, how much consumers see, acknowledge, and survey a brand is alluded to as brand awareness. Brand awareness is characterized as "the capacity of a possible purchaser to see or survey that a brand is a person from a particular thing class." From certain perspectives, bunch power or memory following that mirrors consumers' ability to review or decipher a brand in numerous settings is what's truly going on with brand awareness. When consumers are familiar with a brand, they are less likely to squander time and money looking for the product they eventually decide to purchase. In this instance, it is required of the customers to select their own brand. The four stages of brand awareness include top of mind, dominant, brand review, and brand acknowledgment, based on evidence. Brand recognition is linked to the consumer's brand commonality, whereas brand review relates to the brand's original rationale when a variety of things are offered. Being a brand that immediately establishes a connection with customers implies being the most diligent brand in terms of product categorization. The degree of brand strength indicates the point at which the brand supersedes the item classification.

5. METHODOLOGY

5.1. Research Model

Three goals have been established by this review. The first looks at how brand visibility, perception, and loyalty are impacted by social media marketing campaigns. The second stage is to quantify how brand awareness affects brand image. The third phase is to examine how brand perception and awareness impact brand reliability. The examination components, their relationships, and the exploration model suggested for evaluating hypotheses are displayed in Figure 1. A quantitative approach has been used to determine the relationship between the review's components and to achieve the predetermined objectives.

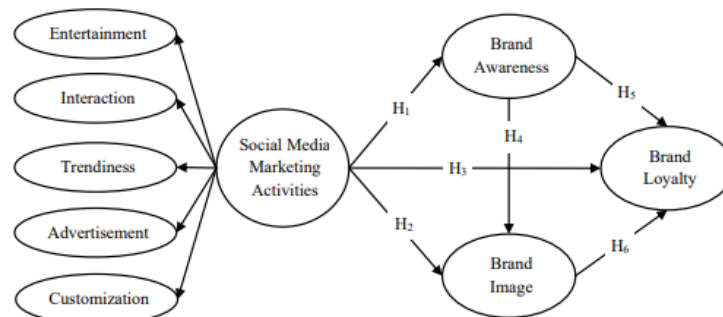


Figure 1: Presented Research Framework

5.2. Population and Sampling

As indicated by Marketing India's January 2018 social media brand execution insights, the populace under assessment is comprised of clients who effectively follow the main five organizations with the most noteworthy social media score on social media correspondence channels like Facebook, Instagram, and Twitter. The following are these brands: Harmony Precious Stone (Gems Industry), Mercedes Benz (Auto Industry), Turkish Carriers (Aircraft Industry), Madame Coco (Family Materials Industry), and Turkcell (Correspondence Industry). The accommodation examining approach, one of the testing methods that hasn't been used in the exploration because of data limitations on the general public's customers.

5.3. Measurement

The survey approach has been used to gather data for studies. There are three sections in the exploration survey. There are 14 items that members should keep in mind when it comes to brand social media marketing campaigns in the first section. The brands' social media marketing campaigns have been examined from five perspectives: cooperation,

advertisement, personalization, popularity, diversion, and cooperation. Search engine optimisation and Park (2018) conducted an assessment on nine topics related to diversion, communication, popularity, and customisation. Boateng and Okoe's (2015) review led to three structural adjustments for the advertisement component.

The section that follows contains nine items related to brand awareness, brand image, and brand faithfulness. Three elements are associated to assessing brand steadfastness in Sasmita and Suki's (2015) evaluation, whereas six factors are related to measuring brand awareness and brand picture in Website Optimisation and Park's (2018) analysis. Testing the validity of twenty-one (21) items recalled for the scale involved advising the assessments of two interpretation specialists and three marketing professionals. According to expert assessments, the entertainment portion of the review now includes the following items: "I can definitely acquire data that I really want thanks to the bearings on social media record of the brand" and "The social media sharings of this brand are fascinating." In the Supplement, every estimation item is displayed.

A 5-point Likert scale has been used to measure respondents' attitudes about the articulations in the estimation model (5 being strongly agreed, and 1 obviously opposed). The estimate instrument's last component has five articulations about the segment properties of the respondents. Closed-ended questions have been utilised to assess members' section attributes.

5.4. Data Collection and Analysis

The information assortment stage has started as a result of the apparatus's structuring. Primer tests have been used in the information gathering process to assess the reliability of the examination scale at the outset. 500 customers who follow five brands have received the pre-arranged survey framework. These customers make up the population under examination. In addition, the survey was administered in-person to 27 brand advocates in order to verify the validity of the assessment tool despite its reliability. At this point, the data collected from 86 brand advocates has been subjected to a rigorous quality assessment. As a result of the analysis, the Cronbach's Alpha score for everything on the scale was determined to be 0.914, which shows how reliable the scale is. As a result of conducting a primer test, research data was obtained through online surveys, which 550 brand enthusiasts completed between February 1 and 22, 2018. The data collected to assess the examination hypotheses has been analysed using the quantifiable bundle programmes

Amos 20.0 and SPSS 18.0. For the exam, the material covered in the pre-test was not retained.

5.5. Hypothesis of The Study

- H1. Marketing on social media has an impact on brand recognition.
- H2. Social media marketing initiatives impact a brand's perception.
- H3. Social media marketing initiatives impact customer loyalty to brands.
- H4. A brand's image is influenced by brand awareness.
- H5. Brand loyalty and brand awareness are related.
- H6. Brand loyalty and brand image are related.

6. FINDINGS

6.1. Demographic Characteristics

The segment qualities of the respondents were examined early on in the investigation. There are 240 male and 308 female members. Of the members, 11.9% are 46 years of age or older, while 33.9% are between the ages of 26 and 35. Of the members, 25 percent earn less than 2500 TL, while 35.2% earn at least 4,500 TL. Instagram is the most popular social media platform for member correspondence, with 62.7% of users using it. 34.9% of the participants use social media for one to two hours per day. Finally, 45% of participants follow more than five brands on social media.

6.2. Measurement Model

The legitimacy of the gauge model's incorporation has been tried before guesses connecting with social media marketing efforts, brand awareness, brand picture, and brand loyalty are tried. Educational factor analysis has been utilized to break down the information got in the most vital phase to head down this path. KMO and Bartlett test has been utilized to attempt to track down likenesses between factor analysis and the instructive record. The acquired qualities (KMO.863 and Barlett test $\chi^2 = 4104.920$, $p < 000$) show that factor analysis may effectively catch data. The assessment models for brand factors and social media marketing practices have been attempted in an Explanatory Factor Analysis (EFA), demand. As per certain viewpoints, the factor load is no less than 0.50, the factor Eigen Worth of EFA is around 1, and the contrast between the factor stores of the verbalizations falling inside the two factors is only.10. Because of the examination, social media marketing efforts have been ordered into 5 parts that record for 77.487 percent of the general variety. Every one of the factors in the factor structure have factor loadings between.704 and.873. The brand-related components have been all assembled into three

factors, which represent 72.803% of the outright change. The factor loadings of items with three structural factors fall between .730 and .860. The steady quality level of all memories for the EFA gauge model varies between .72 and .93. The EFA's delayed consequences have shown the assessing model's feasibility given the completed development.

Following this phase, the informational index has been subjected to Confirmatory Factor Analysis (CFA) in accordance with the EFA's requirement to validate and test the findings. Social media marketing campaigns have been deemed an inert variable in five sub-aspects of the estimate model. As a result, the information obtained has been subjected to the second request CFA. First-level factors that were gotten from the factors recognized in the second-level CFA are alluded to as endogenous factors, and the plan that was affected by these second-level factors is alluded to as an exogenous variable. Table 1 shows the CFA discoveries.

Table 1: The confirmatory factor analysis's findings

Latent Variable	Variable/ Measured	Items Mean	Items S.D.	Cronbach's α	CR	AVE	Factor Loadings
Social Media Marketing Activities							
Entertainment	Entertainment1	3.80	.892	.875	.823	.715	.730
	Entertainment2	3.52	.936				.916
	Entertainment3	3.46	.960				.883
Interaction	Interaction1	3.27	.974	.765	.739	.525	.676
	Interaction2	3.54	.960				.730
	Interaction3	3.80	.899				.766
Trendiness	Trendiness1	4.13	.690	.716	.520	.547	.804
	Trendiness2	4.37	.775				.670
Advertisement	Advertisement1	3.54	.976	.903	.855	.790	.888
	Advertisement2	3.55	1.03				.820
	Advertisement3	3.55	1.04				.682
Customization	Customization1	3.60	.959	.903	.855	.790	.888
	Customization2	3.63	.913				.936
	Customization3	3.70	.847				.843
Brand awareness	Brand awareness 1	3.96	.713	.813	.958	.687	.813
	Brand awareness2	3.99	.655				.846
	Brand awareness3	--	--	--	--	--	--

Brand image	Brand image 1	3.75	.902	.849	.957	.653	.763
	Brand image2	3.75	.978				.860
	Brand image3	3.86	.899				.780
Brand loyalty	Brand loyalty 1	3.99	.726	.828	.935	.619	.814
	Brand loyalty2	3.97	.745				.822
	Brand loyalty3	3.97	.762				.724

Cronbach's alpha has been used to assess each construction's steadfastness as well as the validity of each factor enclosing the CFA estimation model. Whatever the case, it has been observed that a variable (Brand awareness3) with low factor stacking is used to estimate brand awareness as an idle variable remembered for the estimation model presented in the CFA. This has been removed from the study, and a new test of the estimating model has been conducted. After this system, the estimation model shown a reasonable consistence ($\chi^2/df = 2.45$, $p = .000$, $AGFI = 0.93$, $GFI = 0.95$, $NFI = 0.95$, $IFI = 0.98$, $CFI = 0.98$, $RMSEA = 0.050$) after the consistence values were examined. The factor piles of every observed variable in the estimation model range from .676 to .936, as shown in Table 1. Furthermore, the model's component AVE values above the 0.52 threshold suggested by Hair, Dark, Babin, and Anderson (2009). The factors recalled for the estimate models ($\alpha > 0.7$) have consistently excellent quality levels. Additionally, Pearson relationship analysis was used to examine the relationship between the dormant components in the exploration and confirm that the idle elements stopped caring about each other. Table 2 displays the results of the connections between the factors.

Table 2: Matrix of Correlations Between Every Construct

Construct	1	2	3	4	Mean	S.D.
1. Brand awareness	1.00				3.98	.684
2. Brand image	.414	1.00			3.78	.926
3. Brand loyalty	.638	.493	1.00		3.98	.744
4. Social media marketing activities	.720	.440	.640	1.00	3.70	.915

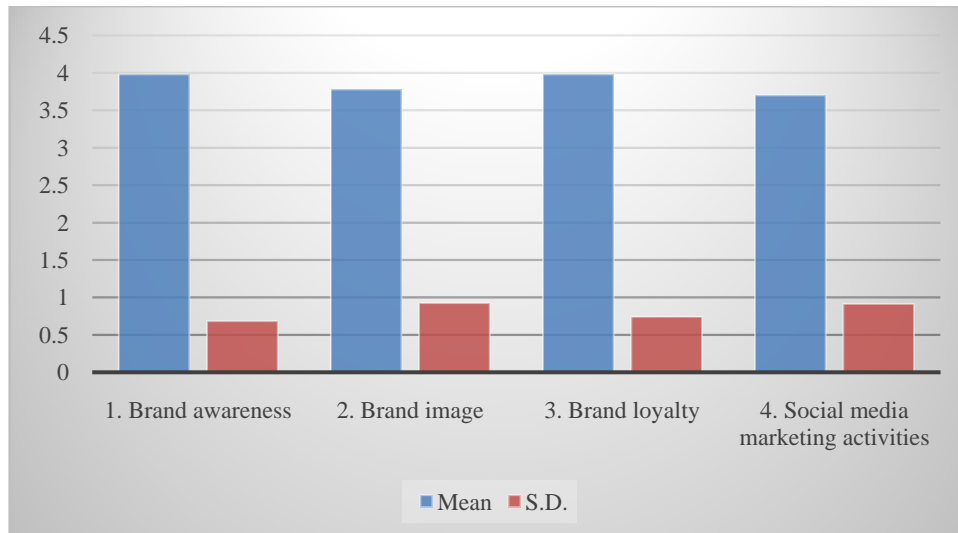


Figure 2: Mean and Standard Deviation of Constructs in the Study

7. CONCLUSION

In summary, the thorough investigation has shed light on the significant and nuanced influence that social media marketing has on consumer brand identification. Social media platforms have become indispensable instruments for organisations to build consumer insights, create brand awareness, and encourage brand loyalty. This is made clear through a combination of observational exams, case studies, and rational structures. The whole collection of research shows the remarkable potential of social media in modern marketing practises, from the stage-specific approaches on Facebook and Instagram to the more broad impacts on brand value and client commitment. Social media is constantly evolving, so businesses need to be careful to adapt and improve their strategies to fully utilise these platforms. They should recognise that social media is more than just specialised equipment; rather, it is the cornerstone of brand-consumer relationships in the digital age.

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