



# “ A Study on the Impact of Social Media Marketing Strategies on Brand Awareness and Customer Engagement”

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**Abstract** - The present study titled “A Study on the Impact of Social Media Marketing Strategies on Brand Awareness and Customer Engagement” aims to examine how social media marketing influences consumer awareness, engagement, and purchase-related behavior. In today’s digital era, social media platforms such as Facebook, Instagram, YouTube, LinkedIn, and Twitter have become important tools for businesses to promote products and communicate with customers. Companies use various strategies including advertisements, influencer marketing, promotional offers, brand videos, and engaging content to attract and retain consumers. The study is based on primary data collected from 100 respondents through a structured questionnaire. The research analyzes consumer opinions regarding social media marketing activities and their impact on brand recognition, trust, interaction, and engagement. Statistical tools such as percentage analysis, tables, charts, and graphical representations were used for interpretation of data. The findings of the study reveal that social media marketing significantly affects brand awareness and customer engagement. Most respondents agreed that social media advertisements, influencer promotions, and engaging content help them recognize brands easily and increase their interest in brands. The study also found that social media marketing positively influences customer interaction and motivates consumers to try or purchase products and services. The research concludes that social media marketing strategies play a major role in strengthening brand image, improving customer engagement, and influencing consumer behavior. Businesses should therefore focus on creating interactive, consistent, and customer-oriented social media marketing campaigns to achieve better brand visibility and customer relationships in the competitive digital market.

**Keywords:** Social Media Marketing, Brand Awareness, Customer Engagement, Consumer Behavior, Digital Marketing, Influencer Marketing, Social Media Advertising, Brand Recognition, Customer Interaction, Online Promotion.

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## I. INTRODUCTION

Social media marketing has emerged as one of the most influential marketing tools in the modern business environment due to the rapid growth of digital communication and internet accessibility. With the increasing use of platforms such as Facebook, Instagram, YouTube, LinkedIn, and Twitter, businesses now have direct access to a large audience of potential customers. Social media allows organizations to promote products and services, interact with consumers, build relationships, and strengthen brand presence in a competitive market. As a result, companies increasingly invest in social media marketing strategies to improve customer reach and engagement.

Brand awareness refers to the ability of consumers to recognize and recall a brand when making purchasing decisions. It is an important component of brand equity because consumers tend to trust brands they are familiar with. Social media marketing improves brand awareness by increasing brand visibility through advertisements, promotional campaigns, influencer collaborations,

and engaging content. Frequent exposure to brand-related content helps consumers remember brands more easily and creates a stronger brand image.

Customer engagement refers to the interaction and emotional connection between consumers and brands through activities such as liking, commenting, sharing, and reviewing content. Consumers often trust recommendations from influencers and peers more than traditional advertisements, which significantly impacts their perception of brands and purchasing decisions. Social media platforms encourage two-way communication, allowing customers to interact directly with brands. Engaging content such as reels, videos, stories, and contests increases participation and strengthens brand-consumer relationships.

This study focuses on analysing the impact of social media marketing strategies on brand awareness and customer engagement among consumers. It examines how different social media marketing practices influence consumer perceptions, trust, interaction, and purchase behaviour. Understanding this relationship can help businesses design more effective digital marketing strategies and improve their social media presence in the digital era.



## II. OBJECTIVES

1. To study the impact of social media marketing strategies on brand awareness among consumers.
2. To analyse the effect of social media marketing on customer engagement with brands.
3. To identify the most effective social media marketing strategies influencing consumer perception.
4. To examine the role of influencer marketing in shaping customer opinions about brands.
5. To evaluate whether social media marketing motivates consumers to try or purchase a brand's product or service.

## III. HYPOTHESIS

### Objective 1:

To study the impact of social media marketing strategies on brand awareness among consumers.

1. **Null Hypothesis (H<sub>0</sub>):** Social media marketing strategies do not have a significant impact on brand awareness among consumers.
2. **Alternative Hypothesis (H<sub>1</sub>):** Social media marketing strategies have a significant impact on brand awareness among consumers.

### Objective 2:

To analyse the effect of social media marketing on customer engagement with brands.

1. **Null Hypothesis (H<sub>0</sub>):** Social media marketing does not significantly affect customer engagement with brands.
2. **Alternative Hypothesis (H<sub>1</sub>):** Social media marketing significantly affects customer engagement with brands.

### Objective 3:

To evaluate whether social media marketing motivates consumers to try or purchase a brand's product/service.

1. **Null Hypothesis (H<sub>0</sub>):** Social media marketing does not significantly influence consumers' purchase intention.
2. **Alternative Hypothesis (H<sub>1</sub>):** Social media marketing significantly influences consumers' purchase intention.

## IV. LITERATURE REVIEW

Social media marketing has become an essential part of modern business strategy due to the increasing use of digital platforms by consumers worldwide.

Researchers and marketing professionals have widely studied the relationship between social media marketing, brand awareness, and customer engagement. Existing literature indicates that social media marketing plays a significant role in influencing consumer behaviour, strengthening brand image, and creating long-term customer relationships.

According to Kaplan and Haenlein (2010), social media refers to internet-based applications that allow users to create and exchange content through digital networks. They argued that social media has transformed traditional marketing communication into a two-way interaction model, where consumers are no longer passive receivers of information but active participants in brand communication. This transformation has enabled businesses to communicate directly with customers, collect feedback, and improve their offerings based on customer preferences.

Mangold and Faulds (2009) highlighted that social media is a hybrid element of the promotional mix because it combines characteristics of traditional marketing communication with consumer-generated content. Their study emphasized that social media platforms provide organizations with opportunities to reach a large audience quickly and cost-effectively while allowing consumers to influence one another's perceptions through reviews, recommendations, and online discussions. This interactive nature makes social media highly effective for building brand awareness.

Kim and Ko (2012) conducted research on luxury brands and found that social media marketing activities positively affect customer equity and purchase intention. Their study identified entertainment, interaction, trendiness, customization, and word-of-mouth as important dimensions of social media marketing. The findings suggested that brands using engaging and customized content on social media can significantly improve consumer attitudes toward the brand and increase the likelihood of purchase.

## V. RESEARCH METHODOLOGY

The subjects selected for this study consist of individuals who actively use social media platforms and are exposed to brand-related marketing activities online. Respondents were chosen from different demographic and occupational backgrounds, including students, salaried employees, businesspersons, self-employed individuals, and others, to ensure diverse perspectives regarding social media marketing and



consumer behaviour. The selection of respondents was based on their familiarity with social media platforms such as Instagram, Facebook, YouTube, Twitter, and LinkedIn, as these platforms are commonly used by brands for digital marketing. Only those individuals who regularly use social media and have experience interacting with online brand content were considered suitable for the study. This subject selection approach helped gather relevant and practical insights regarding how social media marketing strategies influence brand awareness, customer engagement, and purchase intention among consumers.

**Data Collection**

The collected data was analyzed using appropriate statistical and analytical tools to interpret respondents’ opinions regarding the impact of social media marketing strategies on brand awareness and customer engagement. The following tools and techniques were used in the study:

**1. Percentage Analysis**

Percentage analysis was used to convert respondent data into percentage form for easy understanding and comparison of responses.

**2. Tables**

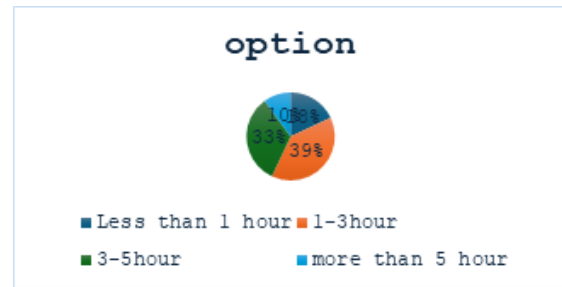
The collected responses were organized and presented in tabular format for systematic classification and analysis of data. **charts and Graphs**

Pie charts and bar graphs were used to visually represent the collected data for better interpretation and understanding of response patterns

**2. DATA ANALYSIS & INTERPRETATION**

**1 Average time spent on social media per day**

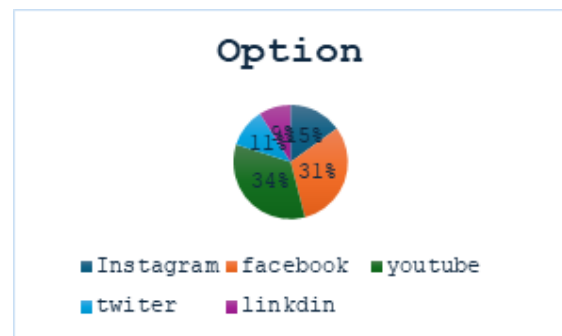
Option	No. Of Respondent	Percentage
Less than 1 hour	18	18%
1-3hour	39	39%
3-5hour	33	33%
More than 5 hour	10	10%



The table shows the time spent by respondents on the activity. Out of 100 respondents, the majority (39%) spend 1–3 hours, followed by 33% who spend 3–5 hours. About 18% spend less than 1 hour, while only 10% spend more than 5 hours. This indicates that most respondents prefer to spend a moderate amount of time rather than very short or very long durations. It reflects a balanced engagement level among the majority of participants.

**2 Which social media platforms do you use most frequently?**

Option	No. Of Respondent	Percentage
Instagram	15	15%
Facebook	31	31%
YouTube	34	34%
LinkedIn	11	11%
Twitter	9	9%

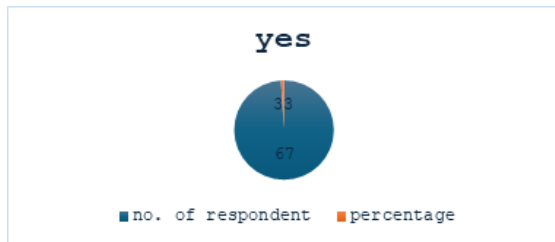


The table shows the preferred social media platforms among the respondents. Out of 100 respondents, YouTube (34%) is the most preferred platform, followed by Facebook (31%). Instagram accounts for 15%, while LinkedIn (11%) and Twitter (9%) have comparatively lower usage. This indicates that most respondents prefer video-based and highly engaging platforms. It also suggests that YouTube and Facebook are the most effective platforms to reach a wider audience.



### 3 Are you aware of social media marketing activities by brands?

Option	No. Of Respondent	Percentage
Yes	67	67%
No	33	33%



The table shows the respondents’ response to the given question. Out of 100 respondents, 67% answered “Yes” while 33% answered “No.” This indicates that a majority of respondents have a positive response toward the subject. It clearly shows a higher level of agreement among participants. However, a significant portion still disagrees, which should also be considered in the analysis. Overall, the results reflect a generally favorable opinion.

## VI. FINDINGS

1 Social media marketing has a significant positive impact on brand awareness. Most respondents agreed that they become aware of new brands and products through social media platforms such as Instagram, Facebook, YouTube, and LinkedIn.

2. Regular and creative content posting increases customer engagement. Brands that frequently post attractive visuals, reels, stories, and informative content receive higher likes, comments, shares, and interactions from customers.

3. Influencer marketing plays an important role in attracting customers. Respondents stated that they trust recommendations from influencers and content creators, which increases their interest in the brand.

4. Interactive marketing strategies such as polls, live sessions, giveaways, contests, and Q&A sessions help brands build stronger relationships with customers and improve engagement levels.

5. Personalized advertisements on social media influence customer attention and purchasing decisions. Many respondents reported that targeted ads based on their interests increase brand recall.

## VII. CONCLUSION

The study concludes that social media marketing strategies have a strong and positive impact on brand awareness and customer engagement. Social media

platforms such as Instagram, Facebook, YouTube, and LinkedIn have become effective tools for businesses to promote their brands, communicate with customers, and build long-term relationships. The research findings show that creative content, influencer marketing, interactive activities, personalized advertisements, and regular engagement significantly influence customer attention and brand recognition. Customers are more likely to trust and interact with brands that actively communicate and provide valuable content on social media platforms.

The study also reveals that social media marketing is a cost-effective and efficient method for reaching a large audience compared to traditional marketing techniques.

Features such as reels, live sessions, stories, customer reviews, and direct messaging improve customer participation and strengthen brand loyalty. However, improper handling of negative feedback or inconsistent content can negatively affect the brand image. Therefore, businesses must focus on maintaining consistent branding, understanding customer preferences, and using innovative digital strategies to remain competitive. Overall, the study highlights that effective social media marketing strategies play a vital role in enhancing brand awareness, increasing customer engagement, and supporting business growth in the modern digital era.

## VIII.

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