

A Study on The Effectiveness of Social Media Marketing in Building Brand Awareness

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Abstract

Social media has emerged as an important marketing channel in the digital era, changing how brands communicate with consumers. This paper examines the perceived effectiveness of social media marketing (SMM) in building brand awareness among consumers in Nagpur city. The study is descriptive in nature and, as presented in the supplied draft, uses primary responses from 100 respondents selected through convenience sampling, supported by secondary sources such as journal articles and research publications. Percentage analysis is used to summarize the supplied response figures. The draft results indicate that Instagram is the platform most frequently identified by respondents for brand awareness, followed by YouTube and Facebook. Reels and short videos are the content format most often associated with brand recall. The supplied draft also reports that 78% of respondents discovered a new brand through social media and 65% agreed that regular social media activity increases brand trust. The paper concludes that social media can be a cost-effective way to increase brand visibility when brands publish relevant content consistently and engage with their audiences. These findings should be treated as descriptive of the supplied sample and not generalized to all consumers.

Keywords: Social Media Marketing, Brand Awareness, Brand Recall, Instagram Marketing, Digital Marketing, Consumer Perception.

1. Introduction

The growth of internet access and digital technology has changed the way businesses communicate with customers. Social media platforms such as Instagram, Facebook, YouTube and LinkedIn are now used not only for social networking but also for product promotion, customer service, brand storytelling and market research. Social Media Marketing (SMM) refers to the use of social networking platforms to communicate marketing messages, promote products and services, and encourage interaction with current and potential customers.

Brand awareness is the extent to which consumers can recognize or recall a brand when they encounter a product category or a buying situation. It is an important early stage in the consumer decision-making process because consumers are more likely to consider brands that they recognize. Social media can support awareness through repeated exposure, shareable content, customer comments, influencer recommendations and targeted advertisements.

Traditional promotional methods such as television, radio and print advertising can provide broad reach, but they may require substantial budgets and offer limited direct interaction. Social media allows organizations of different sizes to publish content, respond to customers and monitor engagement. However, the large volume of content on social platforms also creates competition for attention. A post may receive views without creating

meaningful recall, so businesses need to understand which platforms and content formats consumers find memorable.

This study focuses on consumer perceptions in Nagpur city. It considers the platforms respondents identify as effective for brand awareness, the content formats they recall most easily, and their views about brand discovery and trust. The results may help local businesses, startups and marketing practitioners plan more focused social media activities.

1.1 Problem Statement

Many brands invest time and money in social media marketing but struggle to create lasting awareness. Consumers are exposed to large numbers of advertisements, videos and sponsored posts every day, making it difficult for individual brands to stand out. The central problem addressed by this study is to understand how consumers perceive the effectiveness of social media marketing in creating brand recognition and recall, and which platforms and content formats appear most influential within the surveyed sample.

1.2 Significance of the Study

The study is relevant to small businesses, startups, marketers and students because it summarizes how a local sample of consumers perceives social media marketing. It may support decisions about platform

selection, content planning and audience engagement. The results are indicative rather than conclusive, because the sample is limited to 100 respondents and the supplied draft does not include the full questionnaire or raw response data.

2. Objectives of the Study

- To study the perceived effectiveness of social media marketing in building brand awareness among consumers.
- To identify the social media platforms most frequently considered effective for brand awareness.
- To examine the content formats respondents associate with maximum brand recall and recognition.
- To understand consumer perceptions of brands that maintain an active social media presence.

3. Review of Literature

Kaplan and Haenlein (2010) described social media as internet-based applications that enable the creation and exchange of user-generated content. Their work highlighted the opportunities and challenges social media creates for organizations and explained how digital platforms support interactive communication.

Hutter, Hautz, Dennhardt and Füller (2013), in their study of user interactions on MINI's Facebook page, examined how social media engagement relates to brand awareness and purchase intention. Their research provides a useful foundation for understanding the role of user interaction in online brand communication.

Godey et al. (2016) studied social media marketing efforts by luxury brands and their influence on brand equity and consumer behavior. Their work suggests that social media activities can contribute to brand-related outcomes, although effects may vary by brand, audience and marketing approach.

Yadav and Rahman (2017) developed and validated a scale for measuring consumer perceptions of social media marketing activities in the e-commerce industry. Their work is relevant to assessing how consumers perceive the interactivity, informativeness and other characteristics of social media marketing.

Overall, the literature indicates that social media marketing is more than simply publishing promotional messages. Content relevance, consumer interaction and platform characteristics can influence how audiences respond to brands. The present study applies this broad perspective to a sample of consumers in Nagpur.

4. Research Methodology

4.1 Research Design

The study follows a descriptive research design. It summarizes respondents' reported preferences and

perceptions rather than establishing a causal relationship between social media marketing and brand awareness.

4.2 Area of Study

The study area is Nagpur city, Maharashtra, India.

4.3 Sample Size and Sampling Technique

The supplied draft reports a sample of 100 respondents selected using convenience sampling. The methodology section in the original draft also mentions random sampling; these are different approaches. For consistency, this edited version records convenience sampling as the stated method. The final paper should confirm the method actually used.

4.4 Sources of Data

Primary data is reported to have been collected through a structured questionnaire. Secondary information was drawn from research articles, journals and other published material. The original questionnaire and raw dataset were not provided with the text.

4.5 Data Analysis Tools

The supplied results are presented using frequency counts, percentages and tabular summaries. Graphs may be added after checking the original response data. Percentages are interpreted as the share of the 100 respondents represented by each category.

4.6 Scope and Limitations

The study is limited to the reported sample of 100 respondents in Nagpur. Convenience sampling may not represent the wider population. Responses reflect perceptions and may be influenced by respondents' age, platform use and individual preferences. Since raw data and the complete questionnaire were not supplied, the reported findings have been retained as provided and should be verified before submission.

5. Data Analysis and Interpretation

The following tables organize the numerical results contained in the supplied draft. The interpretations describe the sample and should not be taken as proof of universal platform effectiveness.

Table 1: Age Group of Respondents

Age Group	Number of Respondents	Percentage
18–24 years	52	52%
25–34 years	32	32%
35–44 years	11	11%
45 years and above	5	5%
Total	100	100%

Interpretation: Respondents aged 18–24 form the largest group at 52%, followed by the 25–34 age group at 32%. Thus, 84% of the sample is between 18 and 34 years old. The findings therefore primarily reflect the perceptions of younger respondents.

Table 2: Platform Most Frequently Identified for Brand Awareness

Platform	Number of Respondents	Percentage
Instagram	58	58%
YouTube	24	24%
Facebook	13	13%
LinkedIn/Twitter	5	5%
Total	100	100%

Interpretation: Instagram is selected by 58% of respondents, making it the most frequently identified platform in this sample. YouTube follows at 24%, Facebook at 13%, and LinkedIn/Twitter at 5%. These figures represent respondents' stated preferences and do not independently measure each platform's actual marketing performance.

Table 3: Content Type Associated with Maximum Brand Recall

Content Type	Number of Respondents	Percentage
Reels / short videos	42	42%
Influencer posts	28	28%
Sponsored advertisements	18	18%
Images / regular posts	12	12%
Total	100	100%

Interpretation: Reels and short videos are the most frequently selected content format at 42%. Influencer posts account for 28%, sponsored advertisements 18%, and regular image posts 12%. This suggests that short-form video is memorable for many respondents in the sample.

5.1 Additional Findings Reported in the Draft

The supplied draft reports that 78% of respondents discovered a new brand through social media and that 65% agreed that regular social media activity increases brand trust. Because the underlying counts and question wording were not supplied, these figures are presented as reported results and should be checked against the original questionnaire and responses before publication.

6. Major Findings

- Age profile: 52% of respondents are aged 18–24, while 32% are aged 25–34.
- Platform preference: Instagram is the most frequently selected platform for brand awareness (58%), followed by YouTube (24%).
- Content preference: Reels and short videos are the most frequently selected format for brand recall (42%).
- Influencer content: 28% selected influencer posts, indicating that creator-led content may be relevant to a brand's communication strategy.
- Brand discovery: The draft reports that 78% of respondents discovered a new brand through social media; this figure requires verification against the raw data.
- Brand trust: The draft reports that 65% agreed that regular social media activity increases brand trust; this figure should also be verified.

7. Suggestions and Recommendations

- Use platform-specific content. Businesses should prioritize the platforms their target customers use and review performance data regularly.
- Develop short, informative videos. Reels and short videos can demonstrate product features, explain benefits and tell brand stories quickly.
- Work with suitable local creators. Micro-influencers may help brands reach relevant local audiences when their followers and content align with the brand.
- Maintain a consistent posting schedule. A realistic calendar can help brands remain visible without sacrificing content quality.
- Encourage two-way communication. Responding to comments and messages, using polls and answering questions can help build relationships with customers.
- Measure outcomes beyond views. Track reach, saves, shares, profile visits, branded searches and survey-based brand recall where possible.
- Set budgets based on evidence. Small businesses should test modest campaigns, compare cost and outcomes, and increase investment only when results justify it rather than following a fixed budget percentage.
- Protect consumer trust. Clearly label paid promotions, use accurate product claims and avoid misleading engagement practices.

8. Conclusion

The study examines the perceived role of social media marketing in building brand awareness among a sample of 100 respondents in Nagpur. The supplied results identify Instagram as the most frequently selected platform and Reels or short videos as the content format most associated with brand recall. The draft also reports

high levels of brand discovery through social media and a positive perception of regular brand activity. Taken together, these results suggest that social media can provide businesses with an accessible way to improve visibility and communicate with customers.

However, the findings are based on a limited convenience sample and self-reported perceptions. They should not be interpreted as proof that one platform is objectively best for every business. Organizations should identify their target audience, publish relevant content, engage responsibly and use measurable outcomes to evaluate their own campaigns. Future research could use a larger and more diverse sample, include the full questionnaire, and compare awareness measures before and after campaigns.

9. References

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Appendix A: Suggested Questionnaire

Note: Use these questions only if they match the questionnaire actually administered. Do not represent them as the original survey unless verified.

- What is your age group? (18–24 / 25–34 / 35–44 / 45 and above)
- Which social media platform do you use most often? (Instagram / YouTube / Facebook / LinkedIn or other)
- Which platform do you feel is most effective for making you aware of brands?
- Which content format helps you remember a brand? (Reels or short videos / influencer posts / sponsored advertisements / regular image posts)
- Have you discovered a new brand through social media? (Yes / No)
- Do you feel that regular and useful social media activity can increase trust in a brand? (Strongly agree / Agree / Neutral / Disagree / Strongly disagree)

- How often do you engage with branded social media content? (Very often / Often / Sometimes / Rarely / Never)

- What makes a brand's social media content memorable? (Open-ended response)