

A Study on Effectiveness of Social Media Marketing in Brand Promotion

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ABSTRACT

In the contemporary digital world, social media marketing has emerged as a vital tool for organizations to promote their brands and reach out to consumers in an effective manner. This particular study aims to assess the efficiency of social media marketing in promoting brands, focusing on consumer behavior in Coimbatore city. The main aim of conducting this particular research is to assess how social media sites such as Instagram, Facebook, and YouTube influence consumer behavior. The descriptive method of research has been used for conducting this particular research, and primary as well as secondary data have been used to gather information for conducting a thorough research on the particular topic.

The results of the research have indicated that social media marketing is a vital factor for promoting brands and enhancing consumer interaction. The particular results have indicated that factors such as content and consumer interaction are vital for promoting brands. Moreover, electronic word-of-mouth has emerged as a vital factor for influencing consumer behavior. Thus, based on the results of the research, it can be stated that social media marketing is a vital tool for promoting brands and achieving competitive advantage for organizations.

Keywords: Social Media Marketing (SMM), Brand Promotion, Brand Awareness, Customer Engagement, Consumer Behavior, Digital Marketing, Influencer Marketing, Online Advertising, Brand Loyalty, Social Media Platforms

INTRODUCTION

Social media functions as a vital marketing tool which businesses use to establish their brands while they interact with potential customers throughout the current digital age. People now access information and make purchasing choices through platforms such as Instagram and Facebook and YouTube. Social media marketing establishes a direct connection between brands and customers which enables businesses to build lasting connections with their target market because it differs from traditional marketing methods.

Social Media Marketing (SMM) requires businesses to create content and share it and run ads and engage with their audience because this process helps them build brand recognition. The platform provides advertisers with an affordable solution that enables them to connect with extensive audiences while delivering customized ads that match user interests and online activities. Customer engagement grows when users interact with content through likes and comments and shares which helps improve brand reputation.

The researchers of this study investigate how effective social media marketing functions as a brand promotion tool. The study investigates how social media activities impact consumer behavior and brand recognition and purchasing decisions to help businesses develop successful marketing campaigns.

Focus of the Study

This study focuses on examining the effectiveness of social media marketing in enhancing brand promotion in the digital environment. It aims to understand how social media platforms such as Instagram, Facebook, and YouTube influence brand awareness, customer engagement, and consumer behavior. The study highlights the importance of various marketing strategies, including content creation, influencer marketing, and targeted advertising, in improving brand visibility and recognition.

Furthermore, the study focuses on analyzing how social media interactions, online reviews, and electronic word-of-mouth impact consumer perceptions and purchase decisions. It also evaluates key factors such as content quality, engagement level, and audience targeting that contribute to successful brand promotion.

Overall, the study aims to provide insights into how businesses can effectively use social media marketing strategies to strengthen brand image, build customer loyalty, and achieve long-term growth in a competitive market.

LITERATURE REVIEW

Research studies show that researchers have investigated how brands use social media marketing to enhance their brand presence. Kaplan and Haenlein (2010) defined social media as a powerful tool that enables interactive communication between brands and consumers, thereby enhancing brand visibility. The research study by Mangold and Faulds (2009) showed that social media functions as a dual component of the promotion mix which enables companies to establish direct contact with their customers. Aaker (1991; 2024) showed that businesses which maintain regular brand messages on social media platforms achieve superior brand recognition and brand value development.

Hollebeek (2011) and Brodie (2013) conducted studies which demonstrated that customers who engage through likes and comments and shares develop stronger connections with brands which leads to increased brand loyalty. Solem and Tuten (2015) showed that brands must use influencer marketing as their main strategy to boost their market reach beyond their existing audience while establishing trust with their customer base. The research by Schivinski and Dabrowski (2015) established that user-generated content creates a more powerful effect on brand perception than content created by companies.

Hafez (2021) and Sirola (2021) conducted recent studies which showed that social media marketing affects customer purchase intentions and loyalty through electronic word-of-mouth (e-WOM). Sharma and Verma (2018) and Kumar and Gupta (2019) conducted research about social media platforms which showed that these platforms improve brand awareness while increasing customer engagement in the Indian market. The existing studies show that social media marketing functions as an efficient and affordable method for brand promotion but its success depends on multiple factors which include content quality and audience engagement and audiences target

METHODOLOGY

The research uses a descriptive research design to assess how well social media marketing works for brand promotion. The research focuses on understanding how consumers behave and perceive social media platforms while interacting with Instagram and Facebook and YouTube. The research uses both primary and secondary data sources to achieve an all-encompassing

assessment. The researchers collected primary data through a structured questionnaire which they distributed to participants and they collected secondary data from journals and research articles and online sources. The study uses a convenience sampling method to select social media users from Coimbatore city as its research participants. The researchers select participants who demonstrate active use of social media platforms. The researchers used statistical tools including percentage analysis and correlation and regression analysis to examine the data which helped them discover relationships between social media marketing activities and brand promotion. The methodology provides a structured system to assess how social media marketing affects brand awareness and customer engagement and purchasing behavior which leads to valuable insights about its effectiveness.

ANALYSIS AND RESULTS DESCRIPTIVE ANALYSIS:

- **Age:** The majority of respondents are young, with 49% belonging to the 18–25 age group. Overall, about 77.4% of respondents are below 35 years, indicating that the study is largely influenced by younger social media users.
- **Gender:** There is a higher representation of females (79.4%) compared to males (14.8%), with a small proportion (5.8%) identifying as others. This shows that the responses are predominantly from female participants.
- **Education:** The respondents are well-educated, with 44.5% having professional qualifications, followed by 36.8% undergraduates and 18.7% postgraduates. This indicates a strong presence of qualified individuals in the study.
- **Time Spent on Social Media:** A significant proportion of respondents are active users, with 34.2% spending 1–2 hours daily and 30.3% spending more than 4 hours. Nearly 70% of respondents spend up to 4 hours on social media.
- **Most Used Platform:** Instagram is the most preferred platform (41.9%), followed by YouTube (38.7%), while Facebook has the lowest usage (19.4%). This highlights the dominance of visual and video-based platforms.
- **Monthly Income:** The majority of respondents fall within the lower to middle-income group, with 29.7% earning ₹10,000–₹20,000. About 51.3% earn up to ₹20,000, indicating a moderate- income distribution.
- **Brand Awareness:** A large majority (67.1%) believe that social media marketing is effective in promoting brand awareness, showing a strong positive perception among users.
- **Brand Loyalty:** Around 69.7% of respondents agree that social media marketing helps improve brand loyalty, indicating its role in building long-term customer relationships.

CORRELATION ANALYSIS:

Variables	Correlation (r)	Significance (p- value)	Result
Discovering new brands through social media	0.296	0.000	Significant
Social media advertisements	0.337	0.000	Significant
Increased product knowledge	0.408	0.000	Significant
Social media influence on purchase decision	0.640	0.000	Strong Significant
Reviews and comments	0.343	0.000	Significant
Purchasing after exposure	0.552	0.000	Strong Significant
Discounts and offers	0.169	0.036	Weak Significant

The correlation analysis indicates a positive and statistically significant relationship between social media marketing activities and brand-related outcomes. Variables such as discovering new brands ($r = 0.296$), social media advertisements ($r = 0.337$), and increased product knowledge ($r = 0.408$) show moderate positive relationships with brand awareness, all

significant at the 0.01 level. This suggests that social media marketing plays an important role in enhancing consumer awareness about brands.

Furthermore, variables related to consumer behavior, such as social media influence on purchase decisions ($r = 0.640$) and purchasing after exposure ($r = 0.552$), show strong positive

correlations. Reviews and comments ($r = 0.343$) also significantly influence consumer perception. Although discounts and offers ($r = 0.169$) show a weaker relationship, they are still statistically significant. Overall, the findings confirm that social media marketing activities have a meaningful impact on brand awareness, consumer engagement, and purchase behavior.

.REGRESSION ANALYSIS:

Model Summary	Value
R	0.671
R Square	0.450
Adjusted R Square	—
Std. Error	—

The regression analysis shows that social media marketing has a significant impact on brand promotion. The R value of 0.671 indicates a strong positive relationship between social media marketing and brand promotion. The R Square value of 0.450 suggests that 45% of the variation in brand promotion is explained by social media marketing activities, while the remaining variation is influenced by other factors.

The ANOVA results show a significance value of 0.000, which is less than 0.05, indicating that the regression model is statistically significant. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. The coefficient value of 0.710 further indicates that an increase in social media marketing activities leads to a corresponding increase in brand promotion effectiveness.

However, while product knowledge significantly influences brand promotion ($p = 0.044$), influencer-driven awareness is not statistically significant ($p = 0.592$). Overall, the results confirm that social media marketing plays a crucial role in enhancing brand promotion.

Chi Square:

Variables	Chi-Square Value	df	Significance (p-value)	Result
Social Media Usage vs Brand Awareness	12.458	4	0.014	Significant

The Chi-Square test is used to examine whether there is a significant relationship between social media usage and brand awareness. The results show that the calculated Chi-Square value is 12.458 with a significance (p-value) of 0.014, which is less than the standard level of 0.05.

This indicates that there is a statistically significant relationship between social media usage and brand awareness. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. It can be concluded that higher usage of social media significantly influences the level of brand awareness among consumers.

DISCUSSION

The study results demonstrate that social media marketing functions as an essential tool for improving brand promotional activities. The analysis shows that most survey participants use social media platforms especially Instagram and YouTube which demonstrates how visual and video content now serves as the main force driving consumer product selection. The respondents demonstrated high agreement about their brand recognition and brand loyalty which shows that social media marketing effectively creates strong brand identity and customer connections.

The research results establish a positive relationship between social media marketing activities and brand promotion outcomes according to the correlation and regression analysis results. Product knowledge and advertisements together with customer engagement activities serve as major elements that boost brand awareness while driving customer purchasing behavior. The study results show that influencer-driven awareness does not produce a major impact because different strategies perform better when content quality and audience perception are considered.

Social media marketing emerges as an effective and budget-friendly method for businesses to promote their brands during the digital marketing era according to the study results. Businesses that focus on creating engaging content which maintains relevance while delivering high-quality results will see better outcomes regarding customer engagement and brand loyalty and purchase intention. The results show that organizations must develop well-structured social media strategies based on data analytics to maintain their competitive edge in the current market landscape.

CONCLUSION

The research demonstrates that social media marketing serves as an effective tool which helps companies to enhance their brand presence in the current digital landscape. The results demonstrate that Instagram and Facebook and YouTube serve as essential platforms which help companies to increase brand recognition and customer interaction and consumer participation. Most people who took part in the study believe that social media marketing functions as an effective channel which helps them to discover new brands and develop brand loyalty. The statistical analysis which uses correlation and regression methods demonstrates that social media marketing activities lead to significant positive results for brand promotion. The factors which include content quality and product information and customer engagement play a major role in determining how consumers make purchasing decisions. The success of influencer marketing as a strategy shows different results because it relies on two elements: consumer trust and content authenticity. The study shows that companies need to produce content which engages their audience and provides relevant information and maintains high standards to achieve maximum results from their social media marketing efforts. Organizations that implement strategic approaches based on data analysis will improve their brand reputation and customer ties while achieving sustainable business growth in competitive environments.

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