

A Study on Effect of Social Media Advertising on Brand Awareness

Manoj¹, Nithish Kumar², Dr. Catherine Nirmala David³

^{1,2}PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodabidri

³Professor, PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodabidri

Abstract

Social media advertising has become an essential component of modern marketing due to the widespread use of digital platforms and the increasing amount of time consumers spend online. This study examines the effect of social media advertising on brand awareness by analyzing how advertisements on platforms such as Instagram, Facebook, YouTube, and other social networking sites influence consumers' recognition and recall of brands. Social media advertising enables firms to reach a large and diverse audience through visually appealing, interactive, and personalized content. Continuous exposure to advertisements on social media helps improve brand visibility and familiarity, making it easier for consumers to identify and remember brands. The study finds that factors such as advertisement frequency, content quality, entertainment value, and user engagement significantly contribute to enhancing brand awareness. Interactive features such as likes, comments, shares, and video content increase consumer involvement, leading to stronger brand recall and recognition. The findings also suggest that social media advertising is more effective than traditional advertising in building brand awareness due to its real-time interaction and targeted communication. Overall, the study highlights that well-planned social media advertising strategies play a crucial role in strengthening brand awareness and supporting long-term brand development in the highly competitive digital marketplace.

Introduction

In the digital era, social media has become an integral part of everyday life, significantly transforming the way businesses communicate with consumers. Platforms such as Facebook, Instagram, YouTube, X (Twitter), Snapchat, and LinkedIn have evolved beyond social networking sites into powerful marketing channels. With billions of active users worldwide, social media provides organizations with an unparalleled opportunity to reach a wide and diverse audience. As a result, social media advertising has gained immense importance and is now considered a key component of modern marketing strategies. Brand awareness refers to the extent to which consumers are familiar with and can recognize or recall a brand. It is one of the most fundamental elements of brand equity, as higher brand awareness increases consumer trust and influences purchasing decisions. In highly competitive markets, consumers are often exposed to numerous brands offering similar products or services. In such situations, strong brand awareness helps a brand stand out and remain top-of-mind. Social media advertising plays a crucial role in building this awareness by providing continuous brand exposure through visually appealing, engaging, and interactive content.

One of the major advantages of social media advertising is its ability to facilitate two-way communication between brands and consumers. Unlike traditional advertising, which is largely one-directional, social media allows users to interact with advertisements through likes, comments, shares, and direct messages. This interaction not only increases consumer engagement but also enhances brand recall and recognition. Additionally, user-generated content, influencer marketing, and peer recommendations further strengthen brand awareness by increasing credibility and trust among consumers.

Another significant feature of social media advertising is its advanced targeting capability. Advertisers can reach specific audiences based on age, gender, location, interests, and online behavior. This precision ensures that brand messages are delivered to relevant consumers, thereby increasing the effectiveness of advertising efforts.

Furthermore, the visual and multimedia nature of social media platforms enables brands to communicate their identity, values, and offerings more effectively. Videos, stories, reels, and interactive posts capture consumer attention and create lasting impressions. Repeated exposure to such content helps reinforce brand awareness and strengthens the brand's position in the minds of consumers.

Objectives

1. To analyze the impact of social media advertising on brand awareness among
2. To identify the effectiveness of different social media ad formats (such as videos, images, influencer ads, and stories) in improving brand awareness.
3. To study consumer perceptions and responses toward social media advertisements and how repeated exposure influences brand recall and recognition.

Scope of the Study

The scope of this study is to examine the effect of social media advertising on brand awareness among consumers. The research focuses on understanding how advertisements on popular social media platforms such as Instagram, YouTube, and Facebook influence brand recognition, brand recall, and brand familiarity. The study considers various elements of social media advertising, including frequency of ad exposure, type of advertisement formats such as videos, images, reels, and influencer content, and the role of creative and informative content in enhancing brand awareness.

The study is based on primary data collected through a structured questionnaire from a limited number of respondents within a specific time period. It reflects consumer perceptions, opinions, and responses toward social media advertisements. The research is restricted to brand awareness and does not extensively cover other branding outcomes such as brand loyalty or long-term purchasing behavior. Therefore, the findings are applicable within the defined sample and context and may not be generalized to all consumer groups or regions.

Literature Review

1. Keller (1993)

Keller's Consumer-Based Brand Equity (CBBE) model identifies brand awareness as the foundation of brand building. According to Keller, awareness consists of brand recognition and brand recall. Advertising increases awareness by repeatedly exposing consumers to brand names, logos, and messages. In social media advertising, continuous exposure through feeds, stories, and sponsored posts strengthens memory associations, thereby improving brand recognition and recall.

2. Aaker (1996)

Aaker emphasized that brand awareness creates familiarity, trust, and perceived quality in consumers' minds. His study explains that when consumers are aware of a brand, they are more likely to consider it during purchase decisions. Social media advertising supports this theory by delivering personalized and frequent advertisements that improve brand familiarity and top-of-mind awareness.

3. Mangold and Faulds (2009)

Mangold and Faulds described social media as a hybrid element of the promotion mix because it allows firms to communicate with consumers while also enabling consumers to communicate with each other. Their research suggests that social media advertising enhances brand awareness through interactive conversations, feedback mechanisms, and content sharing, which extend the reach of advertising messages.

4. Kaplan and Haenlein (2010)

Kaplan and Haenlein categorized social media platforms and explained how they facilitate user interaction and content creation. Their study indicates that advertising on such platforms increases brand visibility and reach. User-generated content, comments, and shares amplify advertising messages, making social media advertising more effective in improving brand awareness.

5. Duffett (2015)

Duffett conducted an empirical study on young consumers and found that social media advertising has a strong influence on brand awareness. The research highlights that visual appeal, entertainment value, and frequent exposure significantly improve brand recall and recognition. The study confirms that social media platforms are particularly effective in reaching younger audiences.

6. Schivinski and Dabrowski (2016)

This study examined firm-generated content on social media and its effect on brand equity. The findings revealed that social media advertising positively influences brand awareness and brand image. The authors concluded that digital advertising is more effective than traditional advertising due to its interactive nature and continuous engagement.

7. Dehghani and Tumer (2015)

Dehghani and Tumer focused on YouTube advertising and found that informative and entertaining advertisements significantly improve brand awareness and brand attitude. Their study shows that video-based advertising creates stronger emotional connections, leading to higher brand recall.

8. Ashley and Tuten (2015)

Ashley and Tuten analyzed creative strategies used in social media advertising. Their study concluded that interactive advertisements that encourage participation generate higher brand awareness than traditional one-way ads. Engagement through likes, comments, and shares strengthens consumer involvement and brand recall.

9. Hutter et al. (2013)

Hutter and colleagues explored how consumer interactions with brands on social media influence brand awareness. Their findings indicate that active engagement significantly increases brand visibility and recognition. The study emphasizes that social media advertising effectiveness depends heavily on consumer participation.

10. Voorveld et al. (2018)

Voorveld and colleagues studied engagement across multiple social media platforms. Their research shows that emotional, cognitive, and behavioral engagement with social media advertisements leads to higher

brand awareness. Interactive content enhances attention and message retention.

11. Ibrahim (2018)

Ibrahim studied the impact of social media content on consumer engagement and brand awareness. The findings revealed that interactive and visually appealing advertisements significantly increase consumer attention and improve brand recognition. The study concluded that higher engagement leads to stronger brand awareness.

12. Seo and Park (2018)

Seo and Park examined social media marketing activities in the airline industry. Their research found that social media advertisements positively influence brand awareness and brand image by encouraging customer interaction and information sharing.

13. Ismail (2017)

Ismail investigated the effectiveness of social media marketing on brand awareness and customer loyalty. The study revealed that frequent exposure to advertisements and regular interaction with brand content significantly improve brand recall among consumers.

14. Tuten and Solomon (2017)

According to Tuten and Solomon, social media marketing provides brands with opportunities to build awareness through user engagement, content sharing, and online communities. Their study highlighted that social media advertisements create stronger consumer-brand relationships than traditional advertising methods.

15. Felix, Rauschnabel, and Hinsch (2017)

The researchers found that social media advertising helps organizations reach broader audiences and improve brand awareness through personalized communication. The study emphasized the importance of integrating social media into overall marketing strategies.

16. Duffett and Wakeham (2016)

Their study on millennials revealed that social media advertisements have a significant influence on brand awareness. Entertaining and informative advertisements were found to be the most effective in increasing brand recall.

17. Erdogmus and Cicek (2012)

The study concluded that brands that provide useful and relevant content on social media platforms achieve higher brand awareness. The researchers also found that regular updates and interactive communication enhance consumer familiarity with brands.

18. Bruhn, Schoenmueller, and Schäfer (2012)

The authors compared traditional marketing and social media marketing and found that social media communication has a stronger influence on brand awareness due to its interactive and consumer-driven nature.

19. Hollebeek, Glynn, and Brodie (2014)

This study focused on consumer engagement and found that active participation in social media activities strengthens brand awareness and improves consumers' ability to recall brands.

20. Laroche, Habibi, and Richard (2013)

The study demonstrated that social media communities contribute significantly to brand awareness by facilitating communication between consumers and brands. Increased interaction within these communities leads to greater brand recognition and familiarity.

Research Methodology

The research methodology explains the systematic approach adopted to study the effect of social media advertising on brand awareness. The study aims to analyze how social media advertisements influence consumers' brand recognition, recall, and familiarity.

Research Design

The study follows a descriptive research design, as it focuses on understanding and describing consumer opinions, attitudes, and awareness levels regarding social media advertising.

Primary Data

Primary data were collected directly from respondents using a structured questionnaire. The questionnaire consisted of close-ended questions, including multiple-choice and Likert scale questions. It was designed to gather information on social media usage patterns, types of advertisements preferred, frequency of ad exposure, and the impact of social media advertising on brand awareness. A total of 60 respondents participated in the survey.

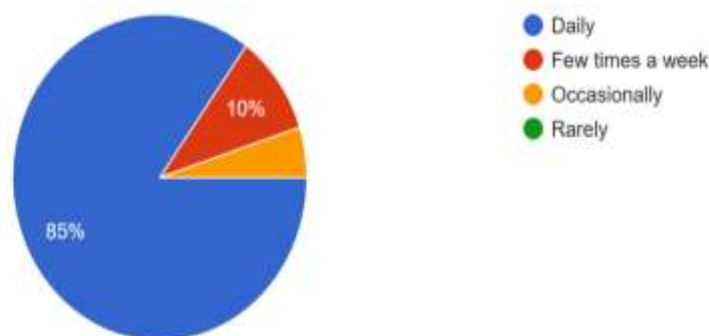
Secondary Data

Secondary data were collected from published journals, research articles, textbooks, websites, and online databases related to social media advertising, digital marketing, and brand awareness. These sources helped in understanding theoretical concepts, previous research findings, and building the framework for the study.

ANALYSIS AND INTERPRETATION

1. How often do you use social media?

Usage Frequency	No. of Respondents	Percentage
Daily	51	85%
Few times a week	6	10%
Occasionally	3	5%
Rarely	0	0%
Total	60	100%



Interpretation:

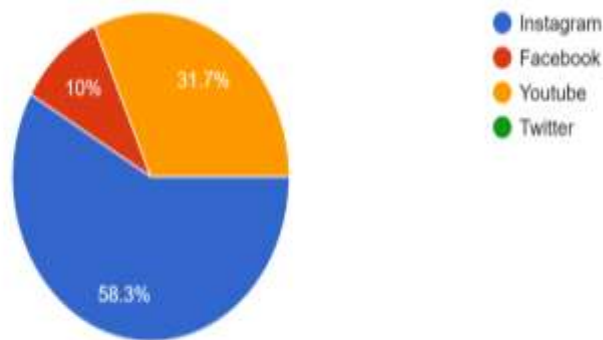
The table shows that a very large majority of respondents (85%) use social media on a **daily basis**, indicating that social media has become an integral part of their everyday life. About 10% of the respondents use social media a few times a week, while only 5% use it occasionally. Notably, none of the respondents reported rare usage. This high level of daily engagement suggests that social media is a highly

effective platform for reaching consumers regularly and consistently, making it suitable for advertising and brand awareness activities.

Additionally, the frequent use of social media increases the chances of repeated exposure to advertisements, which can positively influence brand recall and recognition. Therefore, companies can effectively use social media platforms to communicate with their target audience and build strong brand awareness.

2. Which social media platform do you use the most?

Social Media Platform	No. of Respondents	Percentage
Instagram	35	58.3%
YouTube	19	31.7%
Facebook	6	10%
Twitter	0	0%
Total	60	100%



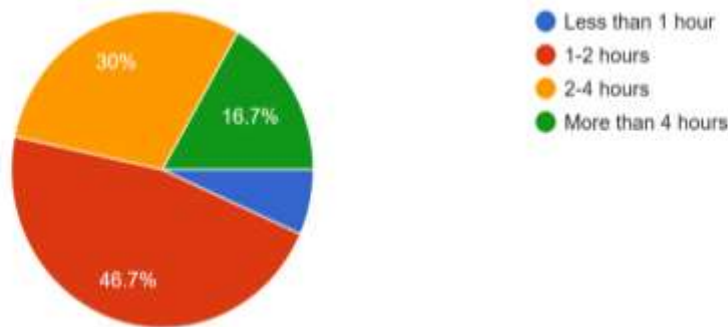
Interpretation:

The table indicates that **Instagram is the most preferred social media platform**, with 58.3% of respondents using it the most. This is followed by YouTube, which is used by 31.7% of the respondents, showing its strong presence as a content-driven platform. Facebook is used by only 10% of respondents, while none of the respondents preferred Twitter.

This result suggests that visual and video-based platforms like Instagram and YouTube are more popular among users. Therefore, brands focusing on these platforms can achieve better reach and higher engagement for their advertising and brand awareness campaigns.

3. How much time you spend on social media daily?

Time Spent Daily	No. of Respondents	Percentage
Less than 1 hour	4	6.6%
1–2 hours	28	46.7%
2–4 hours	18	30%
More than 4 hours	10	16.7%
Total	60	100%



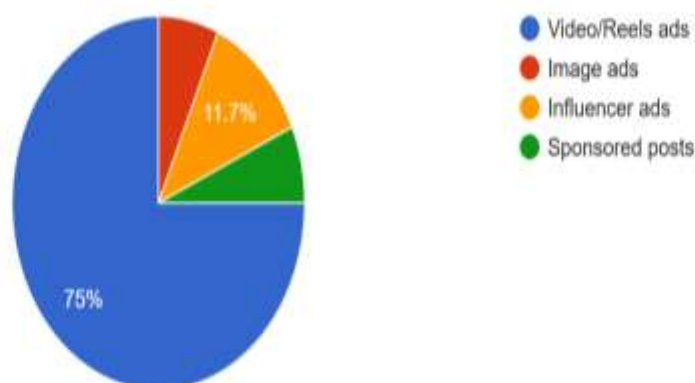
Interpretation:

The table reveals that most respondents (46.7%) spend **1–2 hours daily** on social media, indicating regular and moderate usage. A significant portion (30%) spend **2–4 hours per day**, which shows high engagement with social media platforms. Additionally, 16.7% of respondents spend more than 4 hours daily, reflecting intensive usage behaviour.

Only a small number of respondents (6.6%) spend less than one hour on social media. Overall, this pattern suggests that social media occupies a considerable amount of users' daily time, making it an effective platform for continuous interaction, advertising exposure, and brand awareness creation.

4. Which type of social media ad attracts you most?

Type of Ad	No. of Respondents	Percentage
Video / Reels Ads	45	75%
Influencer Ads	7	11.7%
Image Ads	5	8.3%
Sponsored Posts	3	5%
Total	60	100%



Interpretation:

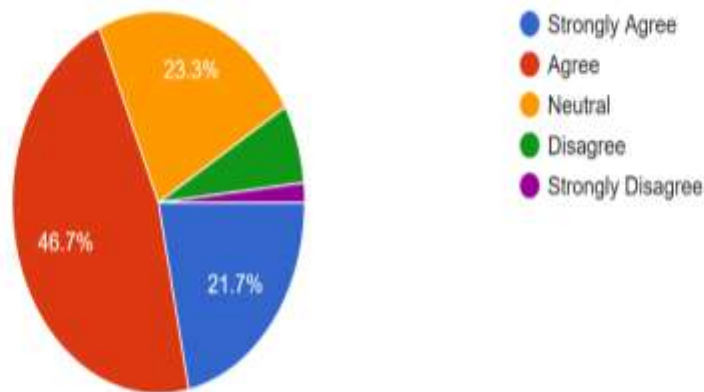
The table clearly shows that **Video/Reels ads are the most attractive**, with 75% of respondents preferring this type of advertisement. This indicates that short, engaging, and visually appealing video content

captures more attention compared to other ad formats. Influencer ads attract 11.7% of respondents, highlighting their moderate impact on viewers.

Image ads and sponsored posts attract comparatively fewer respondents. Overall, the results suggest that brands should focus more on video-based advertising strategies on social media to maximize audience engagement and improve brand awareness.

5. Social media advertising helps me recognize new brands.

Opinion	No. of Respondents	Percentage
Strongly Agree	13	21.7%
Agree	28	46.7%
Neutral	14	23.3%
Disagree	4	6.7%
Strongly Disagree	1	1.6%
Total	60	100%



Interpretation:

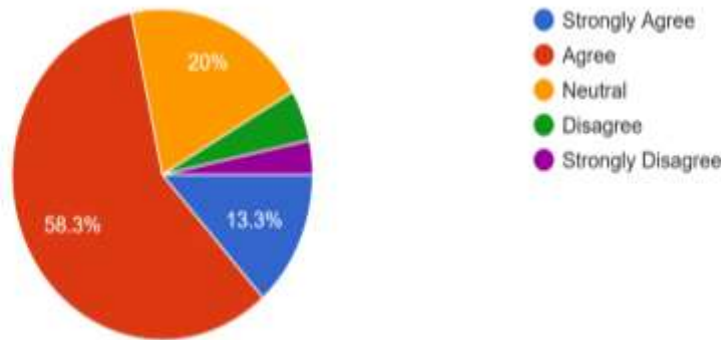
The table shows that a majority of respondents believe that social media advertising helps in recognizing new brands. About **46.7% agree** and **21.7% strongly agree**, indicating a strong positive perception towards social media advertisements in creating brand awareness. This highlights the effectiveness of social media as a tool for introducing new brands to consumers.

Around **23.3% of respondents are neutral**, suggesting that social media ads may not strongly influence everyone equally. Only a small percentage of respondents disagree or strongly disagree, showing minimal negative perception. Overall, the findings clearly indicate that social media advertising plays an important role in helping consumers recognize new brands.

6. Remember brands that I frequently see advertised on social media.

Response Category	Number of Respondents	Percentage
Strongly Agree	8	13.3%
Agree	35	58.3%
Neutral	12	20%
Disagree	3	5%

Strongly Disagree	2	3.3%
Total	60	100%

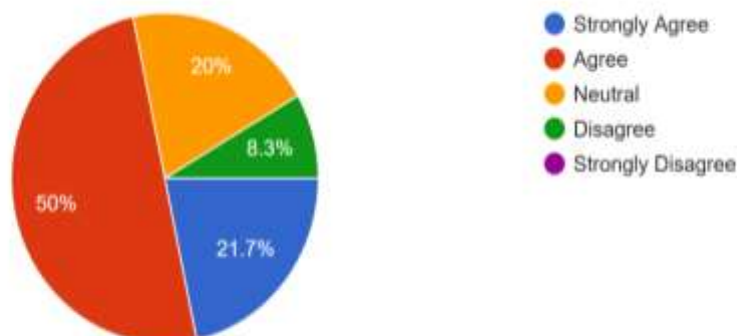


Interpretation:

It indicates that social media advertising significantly influences brand recall among users. A majority of respondents (71.6%) agreed or strongly agreed that they remember brands frequently advertised online, demonstrating the effectiveness of repeated exposure in enhancing brand awareness. About 20% of respondents remained neutral, suggesting that while some users are indifferent or less attentive, the overall impact of social media advertising remains substantial. Only a small fraction (8.3%) disagreed or strongly disagreed, indicating minimal resistance to brand recognition through these platforms. These findings highlight the strategic importance of social media as a tool for marketers aiming to improve brand visibility and consumer engagement.

7. Social media ads make brands more familiar to me.

Response	Number of Respondents	Percentage
Strongly Agree	13	21.7%
Agree	30	50%
Neutral	12	20%
Disagree	5	8.3%
Strongly Disagree	0	0%
Total	60	100%

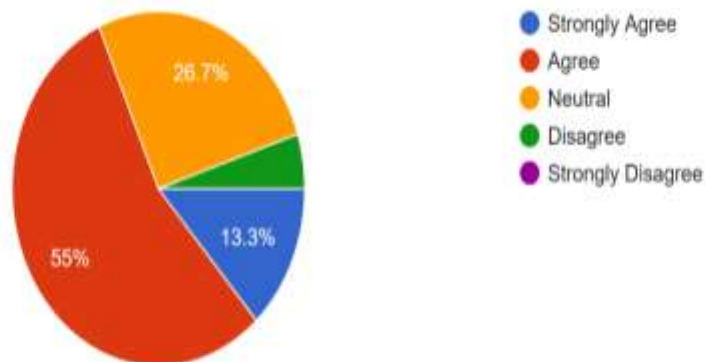


Interpretation

The responses indicate that social media advertising contributes significantly to brand familiarity. A majority of respondents, 71.7% (21.7% Strongly Agree + 50% Agree), reported that social media ads make brands more familiar to them, suggesting that repeated exposure enhances recognition and recall. About 20% of respondents remained neutral, indicating that a portion of users may not be strongly influenced by advertisements. Only 8.3% of respondents disagreed, demonstrating that very few users feel unaffected by social media promotions. These findings reinforce the effectiveness of social media as a marketing tool for increasing brand awareness and familiarity among consumers

8. can easily recall brand names seen in social media ads

Response Category	Number of Respondents	Percentage
Strongly Agree	8	13.3%
Agree	33	55%
Neutral	16	26.7%
Disagree	3	5%
Strongly Disagree	0	0%



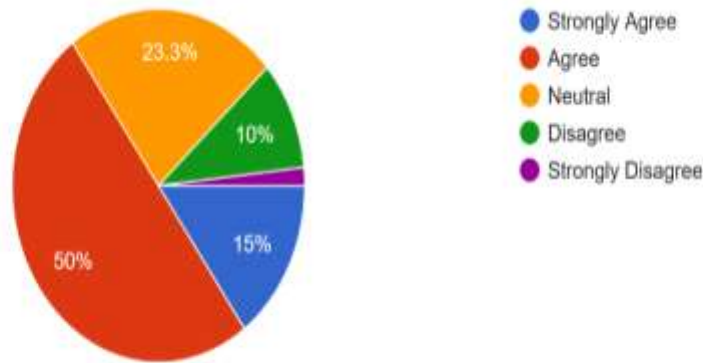
Interpretation

Most respondents find it easy to recall brand names seen in social media ads, with 33 respondents (55%) agreeing and 8 respondents (13.3%) strongly agreeing with the statement. This indicates that social media advertising is effective in reinforcing brand names in consumers' minds. A notable portion of respondents, 16 (26.7%), remain neutral, suggesting that recall may vary depending on the type or quality of the ad. Only 3 respondents (5%) disagree, and none strongly disagree, showing minimal difficulty in brand name recall among the audience. Overall, the results suggest that social media ads play a significant role in enhancing brand name recall.

9. Repeated exposure to ads increases brand awareness.

Response Category	Number of Respondents	Percentage
Strongly Agree	9	15%
Agree	30	50%
Neutral	14	23.3%

Disagree	6	10%
Strongly Disagree	1	1.7%
Total	60	100%

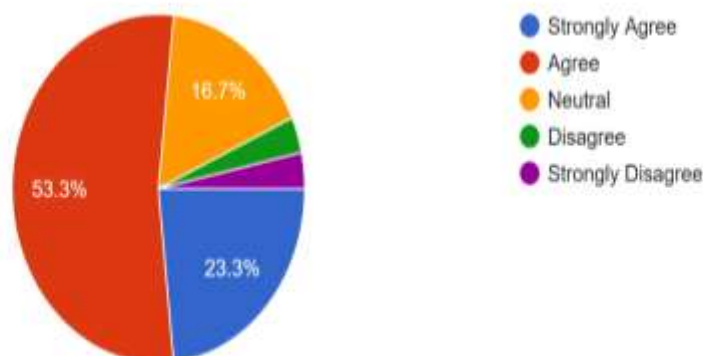


Interpretation

The survey results indicate that half of the respondents (50%) agree that repeated exposure to ads increases brand awareness, while 15% strongly agree. About 23.3% remain neutral, suggesting some uncertainty about the impact of repeated exposure. A smaller portion, 10%, disagreed, and 1.7% strongly disagreed. Overall, the results suggest that repeated exposure to advertisements generally helps enhance brand awareness, reinforcing the importance of consistent and frequent advertising for consumer recall and recognition.

10. Creative ads help me remember brands for a long time.

Response Category	Number of Respondents	Percentage
Strongly Agree	14	23.3%
Agree	32	53.3%
Neutral	10	16.7%
Disagree	2	3.3%
Strongly Disagree	2	3.3%
Total	60	100%

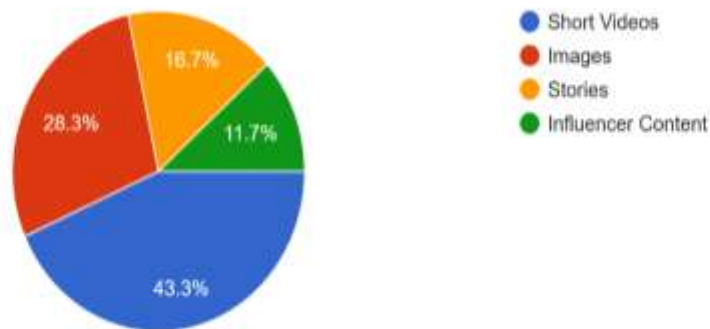


Interpretation

From the survey of 60 respondents, a majority (76.6%) agree that creative advertisements help them remember brands for a long time, with 23.3% strongly agreeing and 53.3% agreeing. A smaller portion, 16.7%, remained neutral, indicating that creativity in ads has a moderate influence on their memory. Only a minor fraction (6.6%) disagreed or strongly disagreed, suggesting that very few find creative ads ineffective for brand recall. Overall, this indicates that creative advertising is generally effective in enhancing brand retention among the audience.

11. Which ad format helps you remember brands better?

Ad Format	Number of Respondents	Percentage
Short Videos	26	43.3%
Images	17	28.3%
Stories	10	16.7%
Influencer Content	7	11.7%
Total	60	100%

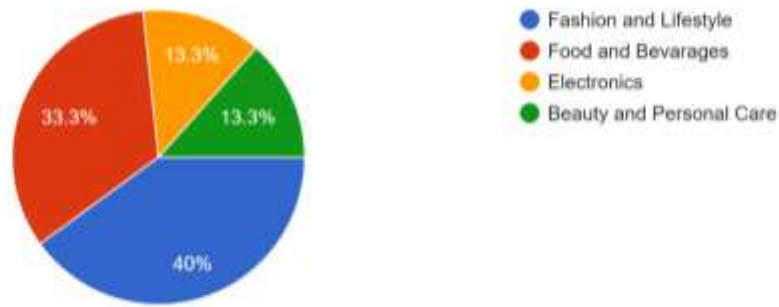


Interpretation

Short videos are the most effective ad format for brand recall, with **43.3%** of respondents stating that this format helps them remember brands better. Images follow as the second most effective format at **28.3%**, indicating that strong visual elements continue to have a significant impact on brand memory. Stories account for **16.7%** of responses, suggesting a moderate influence on brand recall, possibly due to their short duration and temporary visibility. Influencer content has the lowest impact, with only **11.7%** of respondents associating it with better brand remembrance. Overall, the results indicate that short video advertising is the most powerful tool for enhancing brand recall, while images, stories, and influencer content play comparatively smaller but supportive roles.

12. which industry ads do you remember most on social media?

Industry	Number of Respondents	Percentage
Fashion and Lifestyle	24	40.0%
Food and Beverages	20	33.3%
Electronics	8	13.3%
Beauty and Personal Care	8	13.3%
Total	60	100%

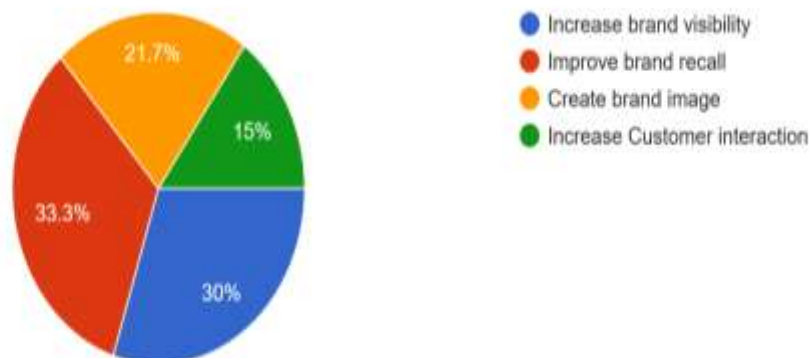


Interpretation

Fashion and lifestyle ads are the most memorable on social media, with **40%** of respondents indicating that they recall advertisements from this industry the most. This suggests that visually appealing and trend-driven content strongly captures user attention. Food and beverages ads follow closely at **33.3%**, showing that engaging visuals and relatable everyday consumption products also leave a strong impression on users. Electronics and beauty and personal care ads are remembered equally, each accounting for **13.3%** of responses, indicating comparatively lower recall. Overall, the findings suggest that industries relying heavily on visual storytelling and lifestyle appeal tend to achieve higher ad recall on social media platforms.

13. How do social media ads mainly help brands?

Benefit	Number of Respondents	Percentage (%)
Improve brand recall	20	33.3%
Increase brand visibility	18	30.0%
Create brand image	13	21.7%
Increase customer interaction	9	15.0%
Total	60	100%



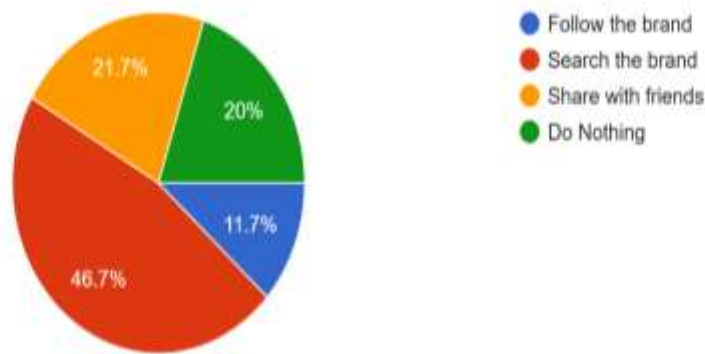
Interpretation

Social media ads mainly help brands by improving brand recall, with 20 respondents (**33.3%**) identifying this as the primary benefit. Increasing brand visibility follows closely, as 18 respondents (**30%**) believe social media advertising effectively enhances brand reach. Creating a brand image is highlighted by 13 respondents (**21.7%**), indicating that social media also plays a role in shaping consumer perception.

Increasing customer interaction is considered the least significant benefit, reported by 9 respondents (15%), suggesting that users associate social media ads more with awareness and recall than with direct engagement.

14. What action do you most likely take after seeing a good ad?

Action	Number of Respondents	Percentage
Search the brand	28	46.7%
Share with friends	13	21.7%
Do nothing	12	20.0%
Follow the brand	7	11.7%
Total	60	100%

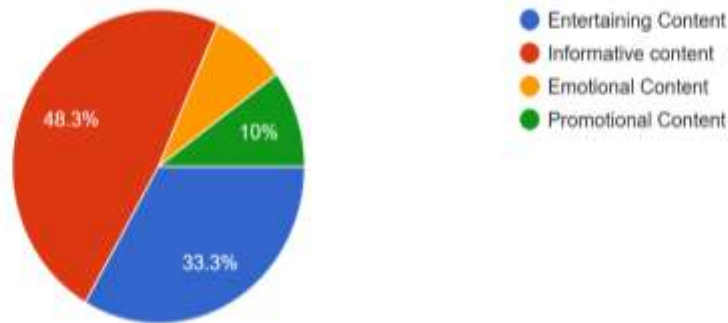


Interpretation

After seeing a good ad, the most common action taken by respondents is searching for the brand, with 28 respondents (46.7%) indicating this behaviour. This shows that effective advertisements successfully stimulate curiosity and intent to learn more about the brand. Sharing the ad with friends is the next most likely action, reported by 13 respondents (21.7%), suggesting that memorable or appealing ads can encourage word-of-mouth promotion. A notable portion of respondents, 12 (20%), choose to take no immediate action, indicating passive engagement despite positive ad perception. Following the brand is the least common response, chosen by 7 respondents (11.7%), which suggests that while ads generate interest, they do not always result in long-term engagement such as brand following.

15. Which type of content improves brand awareness the most?

Type of Content	Number of Respondents	Percentage
Informative content	29	48.3%
Entertaining content	20	33.3%
Promotional content	6	10.0%
Emotional content	5	8.3%
Total	60	100%

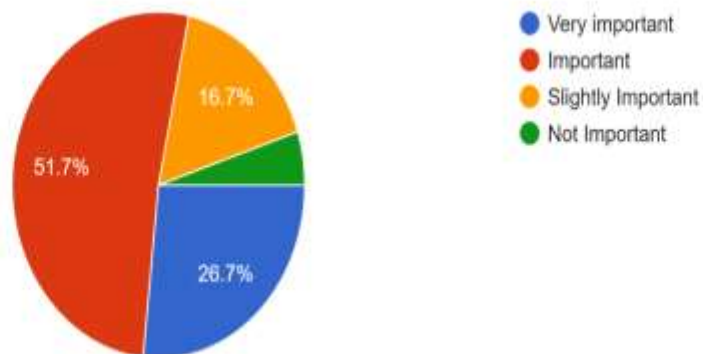


Interpretation

Informative content is perceived as the most effective in improving brand awareness, with 29 respondents (48.3%) indicating that such content helps them understand and remember brands better. Entertaining content follows, as 20 respondents (33.3%) believe that engaging and enjoyable content plays a strong role in increasing brand awareness. Promotional content is chosen by 6 respondents (10%), suggesting that direct advertising messages are less effective in building awareness compared to value-driven content. Emotional content ranks lowest, with 5 respondents (8.3%), indicating that while emotional appeal can be impactful, it is not the primary driver of brand awareness for most respondents. Overall, the findings highlight that informative and entertaining content are the most influential in enhancing brand awareness on social media.

16. What role do influencer play in brand awareness?

Role	Number of Respondents	Percentage
Important	31	51.7%
Very important	16	26.7%
Slightly important	10	16.7%
Not important	3	5.0%
Total	60	100%



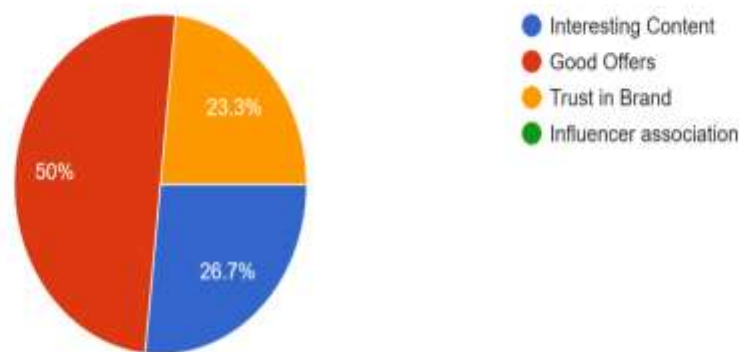
Interpretation

Influencers are generally perceived as having a significant role in brand awareness, with 31 respondents (51.7%) considering them important. A further 16 respondents (26.7%) view influencers as very important. Slightly important and not important roles are perceived by 10 and 3 respondents respectively, indicating that most respondents view influencers as having a significant role in brand awareness.

important, reinforcing the idea that influencer marketing strongly contributes to making brands more visible and recognizable. At the same time, 10 respondents (16.7%) feel that influencers play only a slightly important role, suggesting some scepticism about their overall impact. Only 3 respondents (5%) believe influencers are not important at all, indicating that negative perceptions toward influencer-driven brand awareness are minimal. Overall, the findings show that influencers are widely regarded as an effective tool for enhancing brand awareness on social media platforms.

17. What Makes you follow a brand after seeing its ad?

Factor	Number of Respondents	Percentage
Good offers	30	50.0%
Interesting content	16	26.7%
Trust in brand	14	23.3%
Influencer association	0	0.0%
Total	60	100%



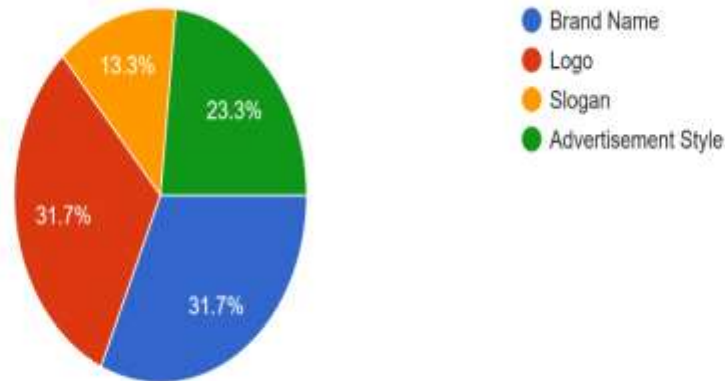
Interpretation

Good offers are the strongest factor influencing users to follow a brand after seeing its ad, with 30 respondents (50%) indicating this reason. This highlights the importance of discounts, deals, and value-driven promotions in converting ad viewers into followers. Interesting content is the next key factor, as 16 respondents (26.7%) are motivated to follow brands that produce engaging and appealing advertisements. Trust in the brand also plays a significant role, with 14 respondents (23.3%) stating that credibility and reliability encourage them to follow a brand. Influencer association does not appear to influence brand-following behaviour in this case, as no respondents selected this option. Overall, the findings suggest that tangible benefits and engaging content are more effective in driving brand-following decisions than influencer associations alone.

18. How do you mostly remember brands from social media ads?

Factor	Number of Respondents	Percentage
Brand name	19	31.7%
Logo	19	31.7%
Advertisement style	14	23.3%
Slogan	8	13.3%

Total	60	100%
--------------	-----------	-------------

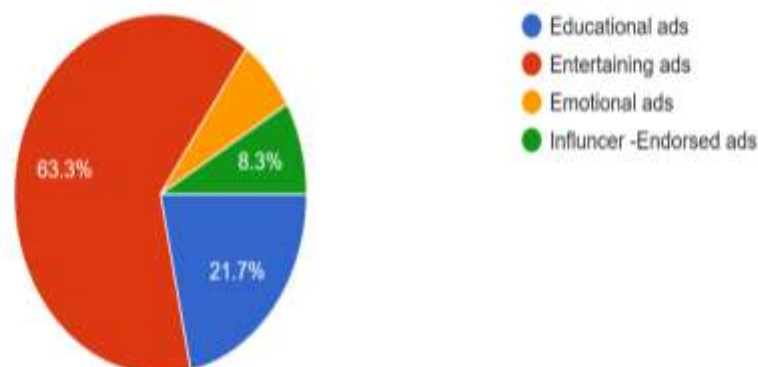


Interpretation

Brand name and logo are the most common ways respondents remember brands from social media ads, with 19 respondents each (31.7%) selecting these options. This indicates that clear brand identification and strong visual symbols play a crucial role in brand recall. Advertisement style follows, as 14 respondents (23.3%) remember brands based on the overall presentation and creativity of the ad. Slogans are the least influential factor, chosen by 8 respondents (13.3%), suggesting that taglines alone are less memorable compared to visual and branding elements. Overall, the findings highlight the importance of consistent brand naming, recognizable logos, and creative ad styles in enhancing brand recall on social media platforms.

19. Which type of ad influences your buying intention the most?

Type of Ad	Number of Respondents	Percentage
Entertaining ads	38	63.3%
Educational ads	13	21.7%
Emotional ads	4	6.7%
Influencer-endorsed ads	5	8.3%
Total	60	100%

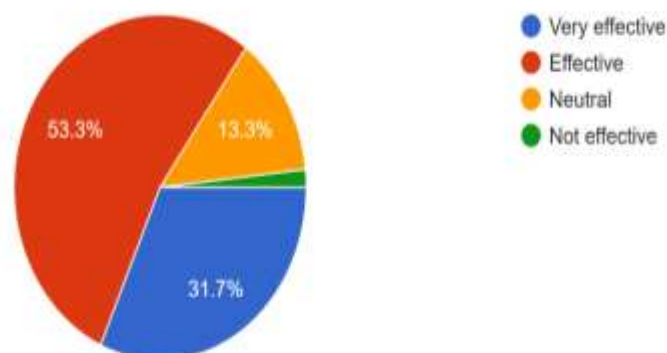


Interpretation

Entertaining ads have the strongest influence on buying intention, with 38 respondents (**63.3%**) indicating that such ads most affect their purchase decisions. This suggests that engaging, enjoyable, and creative advertisements are highly effective in motivating consumers to consider buying a product. Educational ads follow, as 13 respondents (**21.7%**) are influenced by ads that provide useful information and product knowledge. Influencer-endorsed ads account for 5 respondents (**8.3%**), showing a relatively smaller impact on buying intention. Emotional ads have the least influence, selected by 4 respondents (**6.7%**), indicating that emotional appeal alone may not be sufficient to drive purchase decisions. Overall, the findings highlight that entertainment value plays a key role in shaping consumer buying intentions on social media

20. How effective are social media ads in creating brand awareness?

Effectiveness Level	Number of Respondents	Percentage
Effective	32	53.3%
Very effective	19	31.7%
Neutral	8	13.3%
Not effective	1	1.7%
Total	60	100%



Interpretation

Social media ads are largely perceived as effective in creating brand awareness, with 32 respondents (**53.3%**) rating them as effective and 19 respondents (**31.7%**) considering them very effective. This indicates a strong overall positive perception of social media advertising in enhancing brand visibility and recognition. A smaller group of respondents, 8 (**13.3%**), expressed a neutral opinion, suggesting moderate or inconsistent impact for some users. Only 1 respondent (**1.7%**) believes that social media ads are not effective, showing minimal negative perception. Overall, the findings confirm that social media advertising is widely regarded as a powerful tool for building brand awareness.

Findings of the Study

1. Social media is widely used by respondents, making it an important platform for marketing and communication.
2. Instagram and YouTube are the most preferred platforms for viewing and engaging with advertisements.

nts.

3. Users spend a considerable amount of time on social media, increasing opportunities for brand exposure.
4. Video and reel advertisements attract more attention than other advertising formats.
5. Social media advertising helps consumers identify and recognize new brands.
6. Repeated exposure to advertisements improves brand recall and helps consumers remember brands more easily.
7. Social media advertisements increase familiarity with brands and strengthen brand recognition.
8. Creative, informative, and engaging content plays a major role in improving brand awareness.
9. Influencers contribute positively to increasing brand visibility and awareness among consumers.
10. Overall, social media advertising is an effective tool for creating and strengthening brand awareness.

Suggestions

1. Companies should focus more on social media advertising to increase brand awareness among consumers.
2. Brands should use video and reel-based advertisements, as they attract greater attention and engagement.
3. Advertisements should be creative, visually appealing, and informative to improve brand recall.
4. Businesses should maintain consistent advertising on social media to strengthen brand recognition.
5. Marketers should prioritize platforms such as Instagram and YouTube for better reach and visibility.
6. Brands should create engaging content that encourages users to interact, share, and comment.
7. Influencer marketing can be used strategically to improve brand awareness and credibility.
8. Companies should provide valuable offers and promotions to encourage consumers to follow their brands.
9. Advertisements should clearly display brand names and logos to improve consumer recall.
10. Regular monitoring and improvement of social media advertising strategies should be carried out to maximize effectiveness and brand awareness.

Conclusion

The study concludes that social media advertising plays a significant role in enhancing brand awareness among consumers. With the increasing use of platforms such as Instagram, YouTube, and Facebook, businesses have gained an effective medium to reach a large audience and promote their brands. The findings of the study reveal that a majority of respondents use social media daily and are frequently exposed to advertisements. This regular exposure helps consumers recognize, recall, and become familiar with brands more easily. The study also found that social media advertisements are highly effective in introducing new brands and strengthening existing brand recognition. Among different advertising formats, video and reel-based advertisements were found to be the most attractive and memorable, indicating the importance of visual and engaging content in capturing consumer attention. Furthermore, creative, informative, and entertaining advertisements significantly contribute to improving brand recall and long-term brand awareness.

The research further highlights that repeated exposure to advertisements, interactive content, and influencer marketing positively influence consumer perceptions and brand visibility. Consumers tend to remember brands through their names, logos, and unique advertisement styles, emphasizing the

importance of strong branding elements. The study also indicates that social media advertising encourages consumers to search for brands, share advertisements with others, and engage with branded content. Overall, social media advertising has emerged as a powerful and cost-effective marketing tool that helps organizations build strong brand awareness in a competitive digital environment. Businesses should therefore focus on developing creative, informative, and customer-oriented advertising strategies to maximize engagement and strengthen their brand presence. By effectively utilizing social media platforms and continuously adapting to changing consumer preferences, organizations can enhance brand recognition, improve market reach, and achieve long-term marketing success.

BIBLIOGRAPHY

1. Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22.
<https://doi.org/10.1177/002224299305700101>
2. Aaker, D. A. (1996). *Building Strong Brands*. New York: Free Press.
<https://books.google.com/books?id=lqI9DwAAQBAJ>
3. Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365.
<https://doi.org/10.1016/j.bushor.2009.03.002>
4. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68.
<https://doi.org/10.1016/j.bushor.2009.09.003>
5. Duffett, R. G. (2015). Facebook advertising's influence on purchase intention and purchase among Millennials. *Internet Research*, 25(4), 498–526.
<https://doi.org/10.1108/IntR-01-2014-0020>
6. Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214.
<https://doi.org/10.1080/13527266.2013.871323>
7. Dehghani, M., & Tumer, M. (2015). A research on effectiveness of Facebook advertising on enhancing purchase intention of consumers. *Computers in Human Behavior*, 49, 597–600.
<https://doi.org/10.1016/j.chb.2015.01.062>
8. Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing. *Psychology & Marketing*, 32(1), 15–27.
<https://doi.org/10.1002/mar.20761>
9. Hutter, K., Hautz, J., Dennenhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention. *Journal of Product & Brand Management*, 22(5/6), 342–351.
<https://doi.org/10.1108/JPBM-05-2013-0299>
10. Voorveld, H. A. M., van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with social media and social media advertising. *Journal of Advertising*, 47(1), 38–54.
<https://doi.org/10.1080/00913367.2017.1405754>
11. Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response. *Journal of Air Transport Management*, 66, 36–41.
<https://doi.org/10.1016/j.jairtraman.2017.09.014>

12. Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty. *Asia Pacific Journal of Marketing and Logistics*, 29(1), 129–144.
<https://doi.org/10.1108/APJML-10-2015-0154>
13. Tuten, T. L., & Solomon, M. R. (2017). *Social Media Marketing* (3rd ed.). Sage Publications.
<https://us.sagepub.com/en-us/nam/social-media-marketing/book243041>
14. Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing. *Journal of Business Research*, 70, 118–126.
<https://doi.org/10.1016/j.jbusres.2016.05.010>
15. Erdogmus, I. E., & Cicek, M. (2012). The impact of social media marketing on brand loyalty. *Procedia - Social and Behavioral Sciences*, 58, 1353–1360.
<https://doi.org/10.1016/j.sbspro.2012.09.1119>
16. Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2012). Are social media replacing traditional media in terms of brand equity creation? *Management Research Review*, 35(9), 770–790.
<https://doi.org/10.1108/01409171211255948>
17. Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media. *Journal of Interactive Marketing*, 28(2), 149–165.
<https://doi.org/10.1016/j.intmar.2013.12.002>
18. Laroche, M., Habibi, M. R., & Richard, M. O. (2013). To be or not to be in social media. *International Journal of Information Management*, 33(1), 76–82.
<https://doi.org/10.1016/j.ijinfomgt.2012.07.003>
19. Google Scholar.
<https://scholar.google.com>
20. ResearchGate Academic Database.
<https://www.researchgate.net>