



Impact of Social Media Marketing on Brand Awareness and Brand Recognition

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Abstract— This study explores the role of social media marketing in influencing brand awareness and recognition, two vital components of brand development. Brand awareness pertains to the degree to which customers are able to identify or recall a brand, while brand recognition deals with the degree to which a brand can differentiate itself based on its visual and message appeal. By studying the manner in which brands use social media to develop engaging content, run targeted advertisements, and develop interactive communities, this study illustrates the tactics that drive brand awareness and recognition. The study indicates that social media marketing is an effective tool to shape consumer perceptions, shape purchase decisions, and ultimately make brands successful in a competitive market over the long term.

Keywords— Social media marketing, brand awareness, recognition, consumer perceptions, promotions

I. INTRODUCTION

In the digital age, social media has become an integral part of everyday life, reshaping how brands interact with consumers. With billions of users across various platforms, social media marketing has proven to be one of the most effective tools for increasing brand awareness and recognition. Brands now have the opportunity to connect with a global audience in real time, engaging consumers directly through content, advertisements, and interactive campaigns. With the era of digitalization we find ourselves in today, social media has become a force with that impacts consumer behaviour, molds public opinion, and fuels brand consciousness. Social media marketing, through the utilization of Facebook, Instagram, Twitter, and LinkedIn, enables brands to communicate directly to them.

Social media marketing's use in brand consciousness and awareness has also become a primary area of interest for companies that want to keep up with an ever-evolving market.

1.1 Statement of the Problem

In the increasingly digital and competitive consumer electronics market, brand visibility and customer engagement are critical to business success. Bajaj Electronics, a leading retail chain in India, has invested in various social media marketing strategies to promote its brand and reach a wider audience.

1.2 Significance of the Study

The study of Social media allows brands to reach a global audience at minimal cost compared to traditional advertising. Social media is a major part of daily life for billions of people worldwide. Platforms like Facebook, Instagram, Twitter have become integral to communication, content sharing, and entertainment.

1.3 Scope of the Study

The scope of this study focuses on evaluating how social media marketing (SMM) activities influence brand awareness and recognition of Bajaj Electronics, a leading consumer electronics retail chain in India.

1.4 Research Objectives

- To assess the role of social media marketing in increasing brand awareness.
- To identify the key social media marketing strategies that enhance brand visibility.
- To evaluate the effect of social media marketing on brand recognition.

II. LITERATURE REVIEW

Kumar et al. (2016) found that personalized social media campaigns lead to higher consumer engagement and improved brand recall. Brands leveraging data analytics for targeted marketing are more likely to establish lasting impressions. Personalized content strengthens the brand-consumer relationship and encourages consumer loyalty and repeated engagement

Hodson (2021) makes difference between brand awareness brand associations and brand loyalty. According to the author, awareness is an ability of a consumer to recall a brand based on previous experience or exposure. In terms of brand associations, they are concerned with strong links with brands in memory, which can be caused by experience, exposure, or other supported networks. As regards loyalty, it is a condition, when a consumer is strongly attached to a brand and the likelihood of switching to a competitor is very low.

Tuten et al., (2015) The statistics emphasize the strength of social media channels, in comparison with traditional ways of marketing. It does not mean that traditional channels are not usable. However, the statistics prove the likelihood that brand awareness can be more effective through "Facebook". According

to the study of Schivinski and Dabrowski (2015) brand created and use regenerated communication on social media has a substantial influence on brand awareness. However, the authors claim that results depend on the industries.

Priyanka P.V and Padma Srinivasan (2015) In her research study identified various factors that determine the purchase of a product using social media from a customer's point of view. A model from the retailer's perspective has been developed that explains how social media can be used for increasing customer loyalty. The study concludes that continuous customer support services will result in improvement of customer retention. New applications and social platforms will flourish and allow even greater personalization and real-time, location-based engagements in media.

III. RESEARCH METHODOLOGY

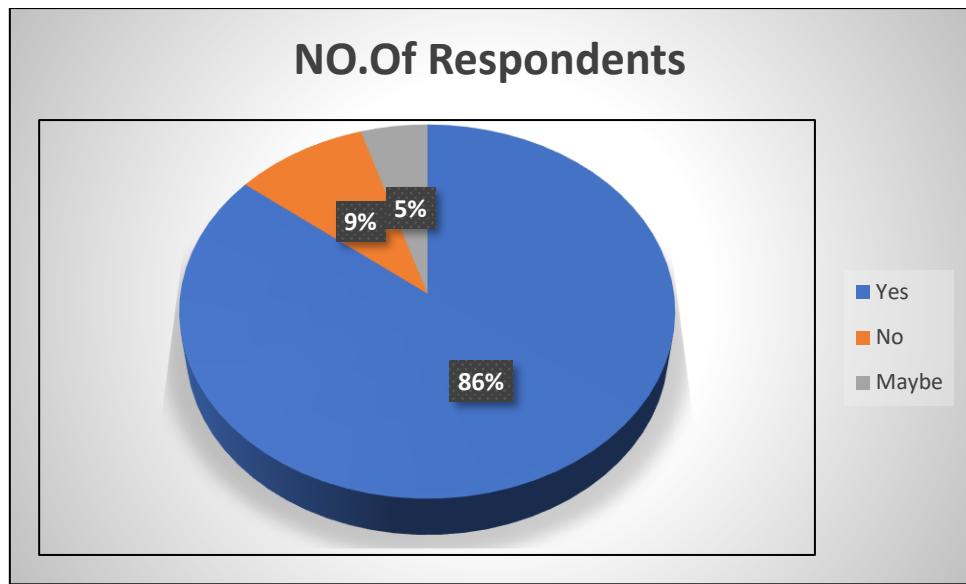
This study employs a mixed-method research design, combining quantitative and qualitative approaches through descriptive and analytical methods. The target population consists of social media using consumers in India, from which a sample of 107 respondents was selected using stratified random sampling. Data collection involves both primary and secondary sources. Primary data is gathered through surveys conducted via Google Forms and interviews with retail managers, while secondary data is obtained from company reports, academic papers, and market research portals. This methodology allows for a comprehensive understanding of the research topic, leveraging the strengths of both quantitative and qualitative data.

IV. DATA ANALYSIS AND RESULTS

1. Have you discovered new brands through social media platforms?

Have you discovered new brands through social media platforms	NO .Of Respondents	Percentage
Yes	90	86%
No	10	9%
Maybe	5	5%
Total	105	100

Source: primary data

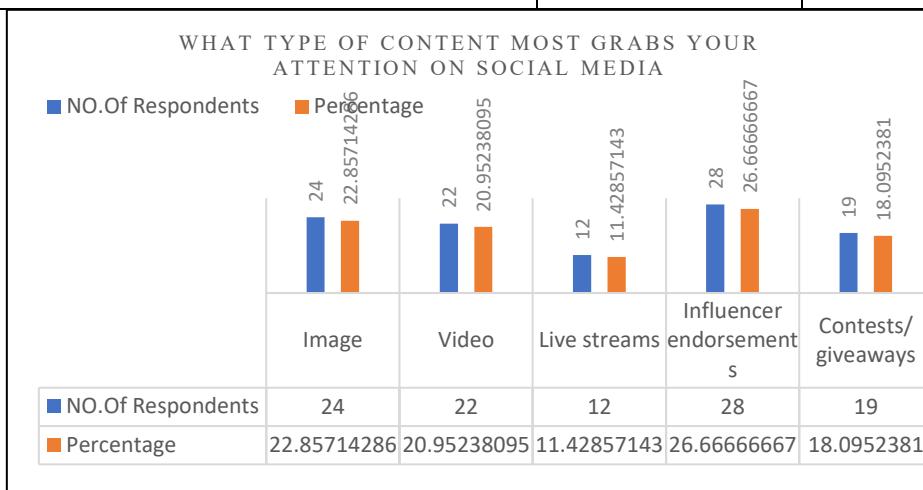


Out of 105 respondents, 85.71% said they have discovered new brands through social media platforms. Only 9.52% said they have not, while 4.76% were unsure. This indicates that social media plays a major role in helping people find new brands.

2. What type of content most grabs your attention on social media?

What type of content most grabs your attention on social media	No. Of Respondents	Percentage
Image	24	23%
Video	22	21%
Live streams	12	11%
Influencer endorsements	28	27%
Contests/ giveaways	19	18%
Total	105	100

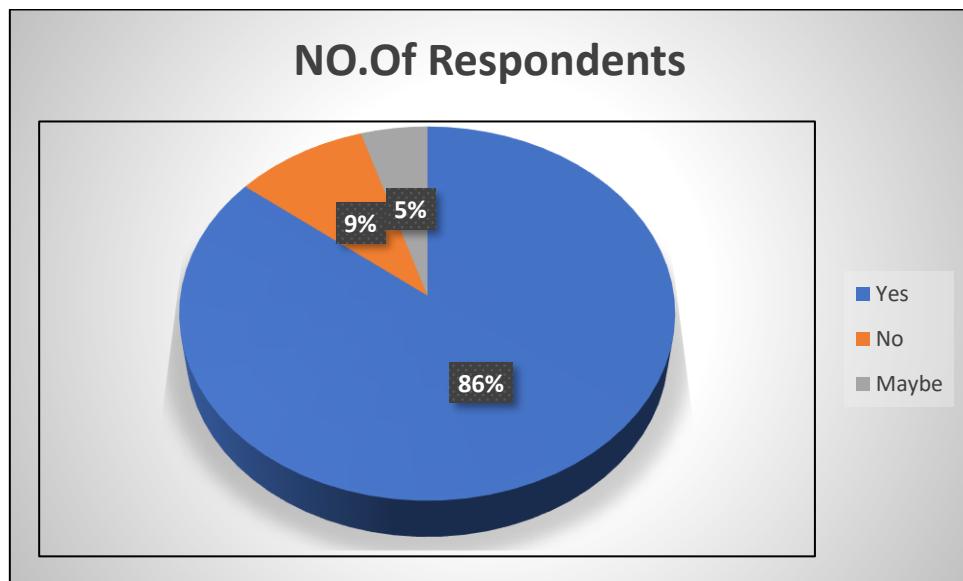
Source:
data



Among the respondents, 26.67% said influencer endorsements grab their attention the most on social media. Images followed closely with 22.86%, and videos attracted 20.95% of users. Contests or giveaways caught the interest of 18.10%, while live streams were the least attention-grabbing at 11.43%. This shows that influencer content is the most effective in capturing user attention on social media platforms.

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- H_0 : Social media marketing has no significant impact on increasing brand awareness towards Bajaj Electronics.

What type of content most grab your attention on social media?

Image	24
Video	22
Live streams	12
Influencer endorsements	28
Contests/giveaways	19
Total	105

Particulars	Observed value	Expected value	x2
Image	24	21	0.428571
Video	22	21	0.047619
Live streams	12	21	3.857143

Influencer endorsements	28	21	2.333333
Contests/giveaways	19	21	0.190476
Total	105	105	6.857143

X2 table value	X2 calculated value
9.488	6.85714
As table value is less than calculated value. We reject H0 (null) and accept H1 (alternative)	
Note:-	
χ^2 = chi square	
O = Observed value	
E = Expected value	
Formula:- $=(O-E)^2/E$	
Degree of freedom :-4	
Significance :- 0.05	

Interpretation:

The results strongly reject the null hypothesis, indicating a significant impact on increasing brand awareness. The degree of freedom is 4 and significance value is 0.05. The tabulated value is 9.488 and the expected value is 6.85714 as table value is less than calculated value so rejected null hypothesis and accepted alternative hypothesis.

REGRESSION:

Model: Brand Awareness = $\beta_0 + \beta_1(\text{Social Media Marketing}) + \varepsilon$

Test Setup:

- $H_0: \beta_1 = 0$ (no impact)
- $H_1: \beta_1 \neq 0$ (significant impact)

Test Procedure:

- Calculate regression coefficient β_1
- Perform t-test: $t = \beta_1/SE(\beta_1)$
- Decision Rule: Reject H_0 if $p\text{-value} < 0.05$

This single test will determine whether social media marketing has a statistically significant impact on brand awareness towards Bajaj Electronics.

V. FINDINGS

- Most of the people who took part in the survey are between 20 and 30 years old.
- Instagram is the most associated platform for brand discovery, with 40% choosing it.
- A large majority of respondents (81.90%) believe that social media marketing has helped them become more aware of different brands.
- Statistical tests show social media marketing impact consumer decisions based on brand awareness and recognition.

Findings reveal that the Bajaj electronics social media marketing helped the most of the consumers become aware of brand awareness and brand recognition.

VI. CONCLUSION

This research shows that Bajaj Electronics, as a leading consumer electronics retailer, has a unique opportunity to leverage social media marketing to build stronger relationships with its target audience. Engaging content, influencer collaborations, interactive campaigns, and consistent brand messaging are key drivers in improving both

awareness and recognition. Customers are more likely to recall and trust brands that maintain a visible, value-driven, and interactive presence online. A well-structured and audience-focused social media strategy can significantly enhance the brand's reach, attract new customers, and foster long-term loyalty. Therefore, by continuously adapting to digital trends and customer preferences, Bajaj Electronics can strengthen its position in the competitive electronics retail market and build a more memorable and recognizable brand in the minds of consumers.

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