THE SOCIAL MEDIA EFFECT: EXPLORING THE SURGE IN BRAND AWARENESS AMONG CONSUMERS

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Abstract:

Aim of the survey, "The Social Media Effect: Exploring the Surge in Brand Awareness Among Consumers," is to delve into the impact and dynamics of social media on the significant rise in brand awareness among consumers. The specific objectives include:

1. Quantifying Increased Awareness: Measure and quantify the extent to which social media has contributed to the surge in brand awareness among the target consumer demographic.

2. Identifying Influential Platforms: Determine the specific social media platforms that have played a pivotal role in driving the observed increase in brand awareness.

3.   Analyzing Content Strategies: Investigate the effectiveness of different types of content (e.g., visual, textual, interactive) in capturing consumer attention and enhancing brand recognition on social media.

4. Assessing Engagement Metrics: Examine engagement metrics, such as likes, shares, comments, and follower growth, to gauge the level of interaction between consumers and brands on social media.

5. Exploring Viral Marketing Impact: Investigate instances of viral marketing and assess their impact on amplifying brand awareness within the digital landscape.

6. Understanding Consumer Perception: Analyze consumer perceptions of brands on social media, including positive associations, trust, and overall sentiment.

7. Influence of User-Generated Content: Explore the role of user-generated content in fostering brand awareness and whether it contributes to a sense of authenticity and relatability.

8. Demographic Patterns: Identify any demographic trends or patterns in the way different age groups, genders, or geographic locations engage with brands on social media.

9.   Feedback on Advertising Strategies: Collect feedback from consumers regarding the effectiveness of various advertising strategies employed on social media in raising brand awareness.

10. Comparative Analysis Over Time: Conduct a comparative analysis to understand how brand awareness levels on social media have evolved over a specified period.

INTRODUCTION:

Social media as a term will be defined.A brief look into the timeline of social networking will be made.The various social media platforms wiil be explained and social media marketing   will   be   discussed.In   addition features,advantages,disadvantages,uses,impact of social media on marketing and increase of social media marketing in recent times.

The theory is an attempt to clearly understand how societal and psychological factors work to successfully manipulate

them in order to increase how effective mass media information campaigns are.The theory focuses on helping identity the various social and psychological barriers that hinder the flow of information through the mass media and offers ideas and ways to overcome these barriers.These strategies range from bring indigenous to the use of saturation advertising.

FEATURES OF SOCIAL MEDIA MARKETING

Creating Audience Awareness: When there is a need to promote any new idea,person or behaviour,the first step is to create awareness that such a new concept or individual exists.Awareness is created by using all available channels at one's disposal like news media and even new media like the internet.One of the easiest ways to create awareness is having a saturation television campaign.But the drawback is that's a costly affair.The benefit of using newer media on the other hand is that a wider range of audience can be reached out to.The use of internet helps reach younger audience who may not read newspapers or depend on television for information.

Targeting the Right Audience: When disseminating messages,it is important to first identify the audience that requires the message and then finding the most efficient means of reaching them with the message.This helps cut costs and ensures higher levels of audience penetration.For example,if the message is intended for old people,using the internet to spread information would be a waste of time as most elderly people do not use computers.A more effective way would be to use radio and television to get the message across.

Reinforce the Message: When people receive a new message once,they tend to forget it easily.It's therefore necessary to reinforce the message by repeatedly ensuring that individuals

are exposed to the message from different channels.Promoting the media in various mass media,going door to door,holding group discussions,having debates on television are ways in which messages can be reinforced.People can eventually change themselves as agents when they start spreding the message that they have received from others.

Cultivate Images or Impressions: When the audience is not interested in the person,product or service being promoted,they will not seek out any information about them.In such a scenario,image advertising is used.Here recognizable and easily understandable images are shown and the new product or service is shown in relation to that image.This helps create a favourable setting for promoting the new product.For example,watching an old couple reminisce about their college days and romance while

sipping a hot cup of coffee is a tactic where a familiar event is used to attach happy emotions to a new coffee product,thus developing its image.

Stimulate Interest: To make audience seek information,it is necessary to grab their attention and stimulate interest.Once this is done,information should be made easily accessible to the general public.Dramatic events or unexpected actions help capture the interest of the audience.A politician photographed cleaning a beach helps drive home the point that he cares for the environment.A dish washing product that claims one bottle will clean a thousand plates could organize an event where a thousand or more plates are washed in real using a single bottle.This event could be promoted as breaking the guinness book of world record and immediately causes people to become interested in the product.Similar ideas could be used to further social welfare schemes and products.

ANALYSIS

FREQUENCY TABLES

AGE

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a) 15-20	133	38.0	38.0	38.0
	b) 20-25	135	38.6	38.6	76.6
	c) 25-30	39	11.1	11.1	87.7
	d) above 30	43	12.3	12.3	100.0
	Total	350	100.0	100.0	
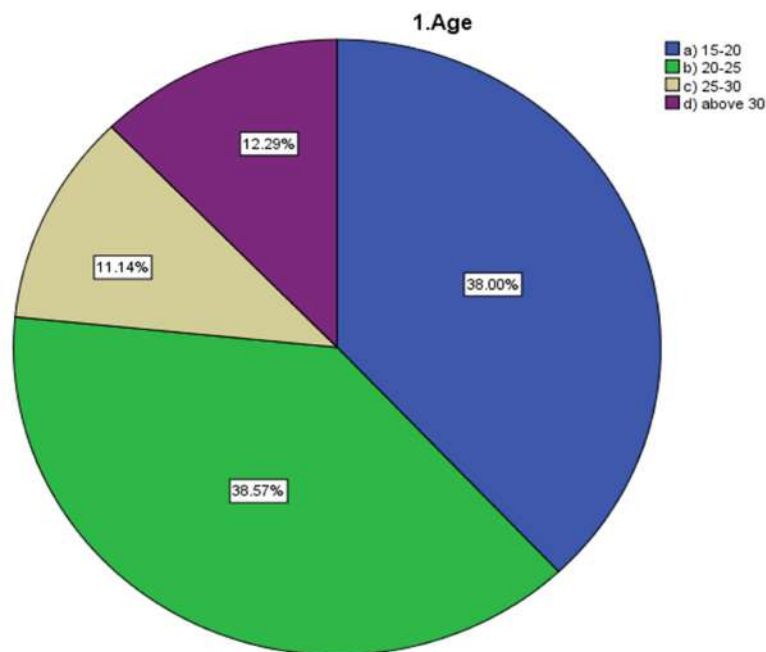
1.Age

GENDER

2.Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
	a) Male	198	56.6	56.6	56.6
Valid	b) Female	152	43.4	43.4	100.0
	Total	350	100.0	100.0	
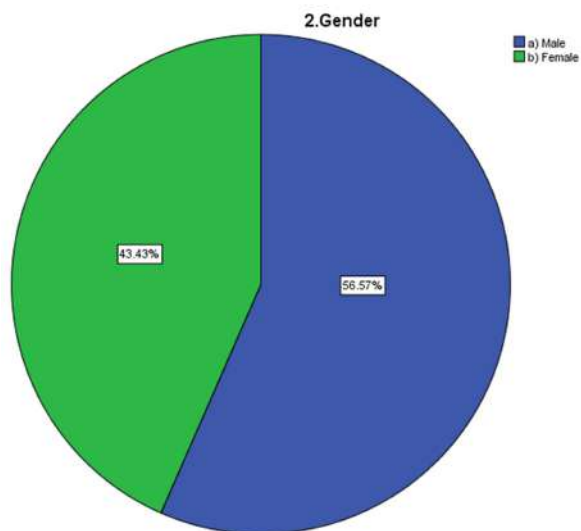
Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
	a) No formal education	18	5.1	5.1	5.1
Valid	b) SSC	62	17.7	17.7	22.9
	C) Inter	67	19.1	19.1	42.0

	Frequency	Percent	Valid Percent	Cumulative Percent
d) Degree/B.Tech	172	49.1	49.1	91.1
e) Others	31	8.9	8.9	100.0
Total	350	100.0	100.0	

3.Qualification
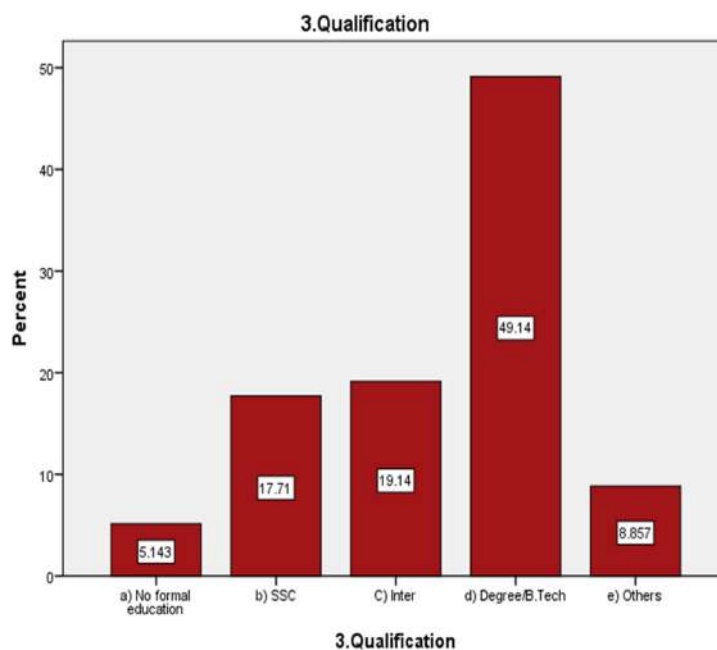
How would you use Social media in your daily life?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a) To gain knowledge	114	32.6	32.6	32.6
	b) Entertainment purpose	134	38.3	38.3	70.9
	c) To develop communication skills	41	11.7	11.7	82.6
	d) To update your status	28	8.0	8.0	90.6
	e) To earn money	10	2.9	2.9	93.4
	f) Job purpose	23	6.6	6.6	100.0
	Total	350	100.0	100.0	

6.How would you use Social media in your daily life?
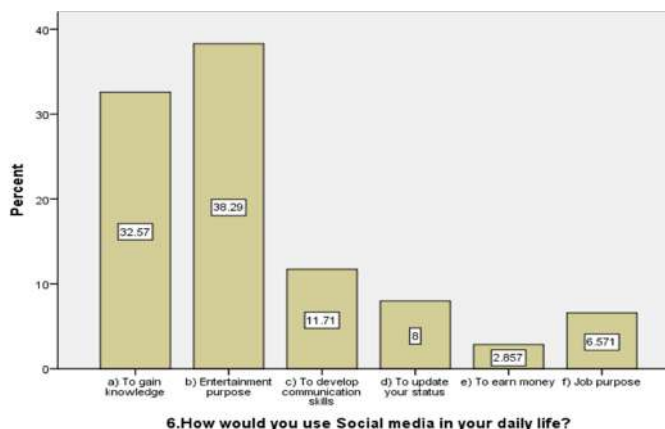
Social media-A platform to know information about brands. Do you agree?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a) Agree	194	55.4	55.4	55.4
	b) Strongly Agree	73	20.9	20.9	76.3
	c) Disagree	35	10.0	10.0	86.3
	d) Strongly Disagree	16	4.6	4.6	90.9
	e) Neither agree Nor disagree	32	9.1	9.1	100.0
	Total	350	100.0	100.0	

11.Social media-A platform to know information about brands. Do you agree?
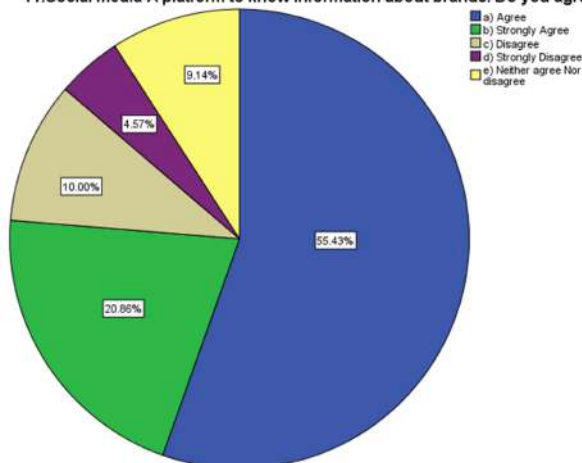
In your opinion ,what is the best platform in social media for advertisement?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a) Facebook	69	19.7	19.7	19.7
	b) Instagram	94	26.9	26.9	46.6
	c) Twitter	25	7.1	7.1	53.7
	d) Youtube	90	25.7	25.7	79.4
	e) Others	72	20.6	20.6	100.0
	Total	350	100.0	100.0	

14.In your opinion ,what is the best platform in social media for advertisement?
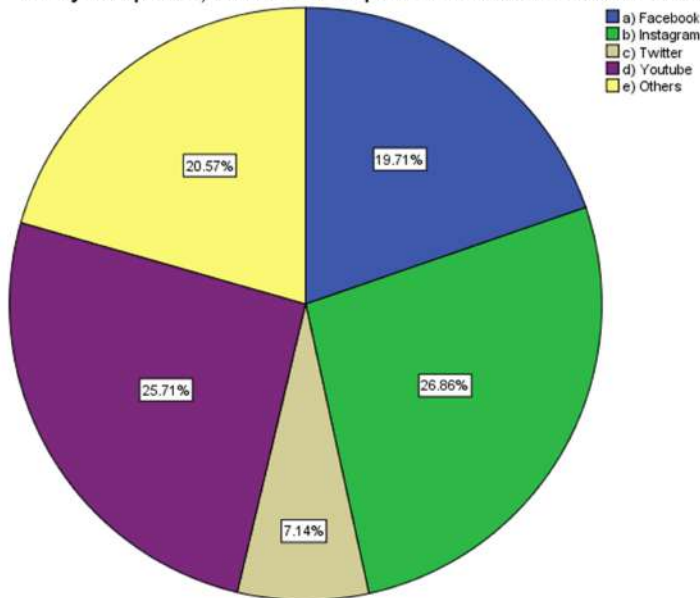
1.Age * 12.Does Social media influence your purchasing choices? Crosstabulation

	12.Does Social media influence your purchasing choices?	Total

|			a) Yes	b) No	
1.Age	a) 15-20	Expected Count	84.7	48.3	133.0
		% within 1.Age	73.7%	26.3%	100.0%
	b) 20-25	Expected Count	86.0	49.0	135.0
		% within 1.Age	63.7%	36.3%	100.0%
	c) 25-30	Expected Count	24.8	14.2	39.0
		% within 1.Age	56.4%	43.6%	100.0%
	d) above 30	Expected Count	27.4	15.6	43.0
		% within 1.Age	39.5%	60.5%	100.0%
Total		Expected Count	223.0	127.0	350.0
		% within 1.Age	63.7%	36.3%	100.0%

Bar Chart
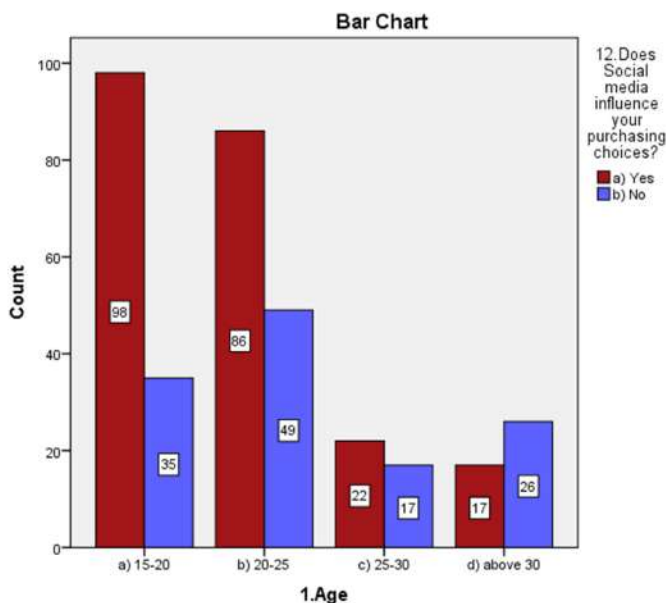
In your opinion ,what is the best platform in social media for advertisement?

Crosstabulation

	14.In your opinion ,what is the best platform in social media for advertisement?						Total
	a) Facebook	b) Instagram	c) Twitter	d) Youtube	d)YouTube	e) Others	

1.Age	a) 15-20	Expected Count	26.2	35.7	9.5	32.7	1.5	27.4	133.0
		% within 1.Age	25.6%	33.8%	5.3%	18.8%	0.0%	16.5%	100.0%
	b) 20-25	Expected Count	26.6	36.3	9.6	33.2	1.5	27.8	135.0
		% within 1.Age	10.4%	24.4%	3.7%	30.4%	1.5%	29.6%	100.0%
	c) 25-30	Expected Count	7.7	10.5	2.8	9.6	.4	8.0	39.0
		% within 1.Age	28.2%	17.9%	10.3%	23.1%	0.0%	20.5%	100.0%
	d) above 30	Expected Count	8.5	11.5	3.1	10.6	.5	8.8	43.0
		% within 1.Age	23.3%	20.9%	20.9%	25.6%	4.7%	4.7%	100.0%
Total		Expected Count	69.0	94.0	25.0	86.0	4.0	72.0	350.0
		% within 1.Age	19.7%	26.9%	7.1%	24.6%	1.1%	20.6%	100.0%
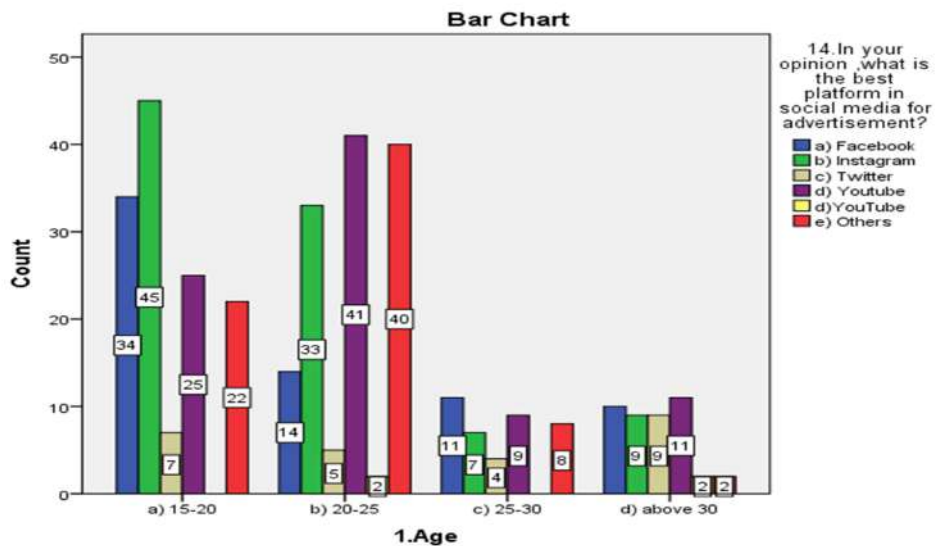
CONCLUSIONS:

- From the collected data,Among all the age groups 64.3% of them use social media daily whereas 0.9% of them use rarely.In the daily usage,75.2% is done by the age group of 15-20 years and 39.5% is done by the age group of above 30.
- From the responses,among all the age groups accepts that 63.7% of their choices are influenced by social media and 36.3% accepts that their choices are not influenced by social media.
- Among all the age groups 26.9% of them accepts that Instagram is the best platform in social media for advertisements and 1.1% of them accepts that Youtube is the best platform in social media for advetisements.
- Among the male responses,63.1% of them accepts that social media is an alternative marketing tool. Similarly among female responses 47.4% of them accepts that social media is an alternative marketing tool.
- Among all the age groups 56% of them accepts that they follow specific websites for awareness of products and 44% accepts that they do not follow any specific websites.
- Among the male responses 58.6% accepts that they follow specific websites for awareness of products and 52.6% of females accepts that they follow specific websites for awareness of products.

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