



The Impact of Social Media Marketing on Brand Awareness and Consumer Purchase Intentions

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Abstract

Women empowerment is the important and primary need to balance between nature and humanity.

India is a male dominated country, here saving the girl child is the first and foremost responsibility of the society for itself. However, the alarming rise of female feticide has attracted everyone's attention and these figures have created a great concern among intellectuals and social activists. Many NGOS and Organization focused on addressing sex discrimination issues leading to gender disparities in different area of rural and urban society.

NGOS has working towards women empowerment with the formulation of Self-Help group (SHG) and created many SHGs in different district of Rajasthan. Every Group has 15 to 20 members. As per the data provided by Government of Rajasthan, 333489 women have found direct/indirect employment through SHGs in Rajasthan.

SHGs have been promoted in all district of under Deendayal Antyodaya Yojna and National Rural Livelihoods Mission and Priyadarshini Yojana.

Keywords: Micro-Finance, Women Empowerment, SHG, NGO

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1. Introduction

1.1 Background and Context

In today's digital era, social media has revolutionized the way brands connect with their audiences [1]. Platforms have become integral tools for businesses to establish a digital presence, communicate their value propositions, and engage with audiences [2-4]. The ability to connect with millions of users in real-time provides unparalleled opportunities for brand visibility and customer engagement

SMM is the use of SMPs to build brand recognition, encourage consumer loyalty, and market goods and services [5] [6]. Unlike traditional advertising, SMM allows for communication channel, enabling businesses to engage with consumers in a more personalized manner [7] [8]. Moreover, the rise of advanced targeting tools has enabled marketers to craft campaigns tailored to specific demographics, geographic locations, and interests, ensuring higher engagement and conversion rates [9].

The importance of SMM is underscored by its rapid adoption across industries. As of 2025, reports indicate that over 4.9 billion people actively use SMPs, translating to a significant potential customer base for businesses. This trend has led to increased competition among brands to leverage the medium effectively. However, despite the widespread adoption of SMM, its effect on important business indicators like BA and CPI remains a critical area of investigation.

1.2 Research Problem

While SMM is widely regarded as an essential component of modern marketing strategies, measuring its true impact poses significant challenges. Marketers often grapple with questions such as: Does social media marketing effectively drive brand recognition? How does increased brand awareness translate into concrete consumer actions such as purchases? These challenges are exacerbated by the dynamic nature of SMPs, where trends, algorithms, and consumer preferences shift rapidly.

One pressing concern is understanding how different forms of social media marketing—such as influencer collaborations, paid advertisements, or organic content—impact consumers at various stages of the decision-making process. Similarly, while many studies highlight the correlation between social media activity along with consumer behavior, the causative factors often remain ambiguous. This study seeks to bridge these gaps by providing a deeper understanding of how SMM influences BA and shapes consumer purchase intentions.

1.3 Research Objectives

The primary objective of this research is to analyze the impact of SMM on BA and CPI. Specific objectives include:

1. Evaluating how social media campaigns contribute to increased brand recognition and recall.
2. Identifying the types of social media strategies that are most effective in driving consumer engagement.
3. Understanding the relationship between heightened BA and consumers' propensity to purchase.

Investigating platform-specific trends to determine which social media channels yield the highest returns for marketers.

1.4 Significance of the Study

This research carries notable importance for marketers, business owners, and industry professionals who operate in a digital-first landscape. As online interactions increasingly shape consumer behavior, understanding the intricacies of SMM is essential for maintaining a competitive edge. The study not only evaluates the effectiveness of diverse marketing approaches but also explores consumer responses and preferences within the realm of digital engagement.

In addition, the findings enhance the existing body of academic knowledge by analyzing the interplay between technological advancements, marketing strategies, and consumer psychology. For businesses, the study provides actionable insights into optimizing the use of SMP to strengthen brand recognition along with cultivate long-term customer relationships. By highlighting the transformative role of SMM, this research emphasizes its pivotal influence on the evolution of commerce and its potential to redefine how businesses connect with their audiences..

1.5 Research Questions

1. How does SMM impact BA among consumers?
2. What role do engagement strategies play in fostering consumer interest and loyalty?
3. To what extent does increased brand awareness on social media platforms influence consumer purchase intentions?
4. Which SMP and marketing techniques are most effective in driving consumer engagement and conversions?

1.6 The Evolution of SMM

The concept of SMM has evolved significantly over the past decade. Initially, brands leveraged platforms as channels for content dissemination and promotional messaging. However, as social media matured, so did its role in marketing strategies. Today, SMM encompasses a range of activities, from influencer partnerships and interactive campaigns to social commerce and user-generated content.

One notable trend is the integration of AI and ML in SMP. These technologies enable businesses to analyze consumer data, predict preferences, and deliver personalized content. Similarly, advancements in analytics tools have made it easier for marketers to measure the success of campaigns, track KPIs, along with refine their strategies based on real-time feedback.

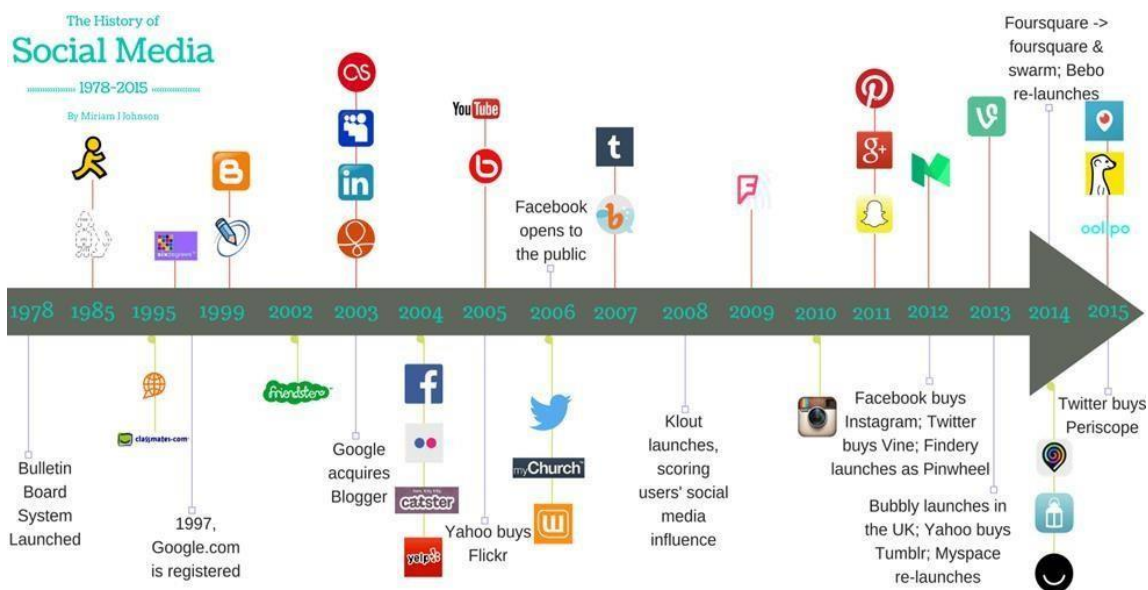


Figure 1: The History of social media [10]

1.7 Current Challenges in Social Media Marketing

Despite its potential, social media marketing presents unique challenges. One major issue is the oversaturation of platforms, where consumers are bombarded with advertisements and promotional content [11]. This clutter makes it difficult for brands to stand out and capture the attention of their target audience.

Additionally, the rise of ad-blocking tools and growing concerns over data privacy have prompted consumers to be more selective about the content they engage with [12]. As a result, marketers must strike a delicate balance between promotional messaging and authentic engagement to build trust and loyalty among their audience.

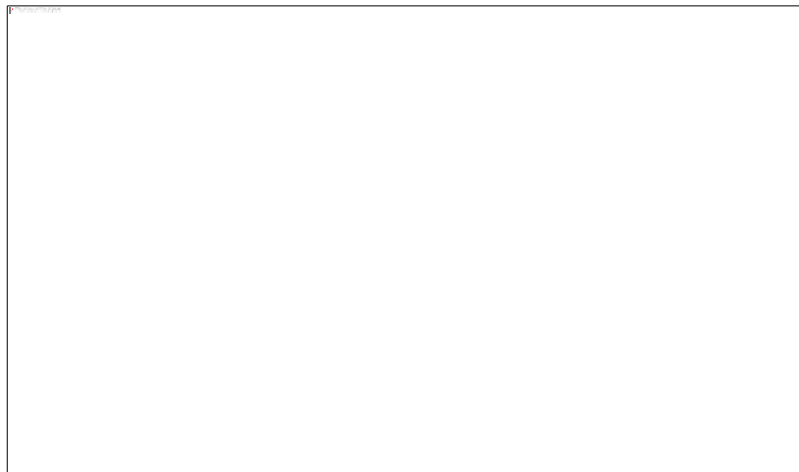


Figure 2: Social Media term biggest challenges [13]

1.8 The Role of BA

BA is a crucial element in developing effective marketing strategies. It represents the degree to which consumers are familiar with a brand, its offerings, and the unique value it delivers [14]. A strong level of BA ensures that consumers can easily recognize and recall the brand, creating a foundation for trust and customer loyalty.

SMM plays an instrumental role in strengthening BA by offering dynamic avenues for storytelling, content dissemination, and interactive engagement. Platforms such as Instagram and TikTok excel in showcasing visually engaging content, making them ideal for capturing consumer attention and fostering emotional connections with the brand. In contrast, LinkedIn provides a more professional atmosphere, making it an effective tool for business-to-business (B2B) marketing and professional networking.

The ability to customize content to suit the characteristics of each platform and audience demographic is a key advantage of SMM. This strategic approach enables businesses to establish a consistent and recognizable brand identity across diverse platforms, thereby reinforcing BA and enhancing overall marketing effectiveness.

1.9 Linking Brand Awareness to Purchase Intentions

The ultimate goal of SMM is to convert BA into tangible actions, such as purchases or subscriptions. Research suggests that consumers who are familiar with a brand are more likely to trust its offerings and make purchasing decisions [15]. Social media facilitates this conversion by providing social proof, which reinforces credibility and influences purchase intentions.

Moreover, features like Instagram's "Shop Now" buttons and Facebook's marketplace allow for seamless transitions from browsing to buying, further bridging the gap between awareness and action.

This introduction has laid the groundwork for understanding the significance of SMM in driving BA along with influencing consumer behavior. By exploring the evolution, challenges, and potential of SMM, this study aims to provide a comprehensive analysis of its impact on modern marketing strategies. Through targeted research and analysis, the subsequent sections will delve deeper into the mechanisms that connect social media activity with business outcomes.

2. Methodology

The methodology outlines the approach used to achieve the research objectives related to the impact of SMM on BA and consumer purchase intentions.

2.1 Research Design

This study adopts a mixed-method approach. This approach ensures the collection of in-depth insights and measurable data for evaluating the relationship between SMM, BA, and consumer purchase intentions.

1. **Quantitative Approach:** Surveys and online analytics are used to gather numerical data regarding consumer behavior, brand recognition, and purchase intent.
2. **Qualitative Approach:** Interviews and focus groups help understand consumer perceptions, motivations, and experiences with social media marketing.

2.2 Data Collection Methods

The data collection process is divided into primary and secondary research to ensure robust findings.

1. Primary Data

- **Surveys:** Online surveys are conducted with consumers who actively engage with social media platforms. Questions focus on their awareness of specific brands, trust levels, and likelihood of purchase after viewing social media campaigns.
- **Interviews:** Semi-structured interviews with marketing professionals provide insights into social media strategies and their perceived effectiveness.
- **Focus Groups:** Small groups of participants discuss their interactions with brands on platforms like Instagram, TikTok, and Facebook.

2. Secondary Data

- Analysis of existing studies, reports, and case studies related to SMM.
- Examination of social media analytics.

2.3 Sampling and Target Population

A PST is employed to ensure that the data reflects the perspectives of both consumers and professionals.

1. Target Population:

- Consumers aged 18-45 who are active users of SMPs.
- Marketing professionals across industries with experience in social media strategies.

2. Sample Size:

- A sample size of 500 survey respondents and 20 interviewees ensures sufficient data for statistical and thematic analysis.

2.4 Data Analysis Techniques

The analysis involves the following steps:

1. Quantitative Analysis

- Data from surveys are analyzed using statistical software to identify correlations between SMM, BA, along with purchase intentions.
- **Key metrics include:**

- Brand recall rates.
- Purchase intention scores.
- Platform-specific engagement levels.

2. Qualitative Analysis

- Responses from interviews and focus groups are analyzed using thematic coding to identify common patterns, consumer attitudes, and preferences.

3. Visual Analysis

- Social media analytics, such as click-through rates and conversion data, are presented through graphs and flowcharts for clarity.

2.5 Ethical Considerations

The research strictly complies with ethical standards to maintain integrity and protect participant rights. Informed consent is obtained by clearly explaining the study's purpose and ensuring that participants explicitly agree to take part. Confidentiality is upheld by anonymizing personal data and responses to safeguard privacy. Furthermore, participation is entirely voluntary, allowing individuals the freedom to withdraw from the study at any time without facing any consequences.

Flowchart: Research Methodology Workflow

Below is a flowchart summarizing the research methodology workflow.

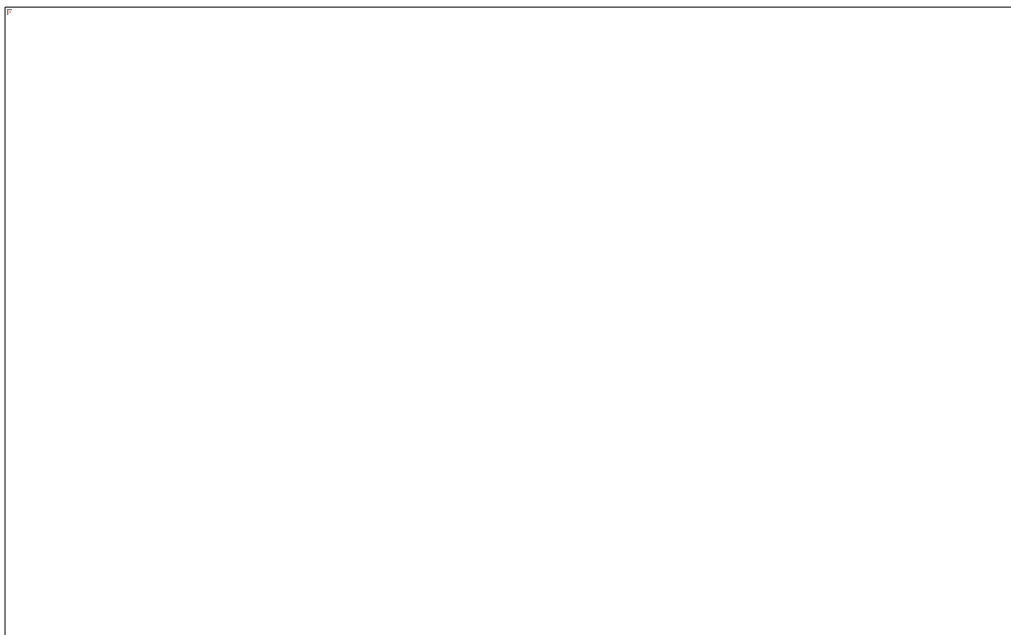


Figure 1: Steps in the research methodology process.

Graph: Hypothetical Relationship between Variables

Below is a hypothetical graph that illustrates how social media marketing could influence brand awareness and purchase intentions:

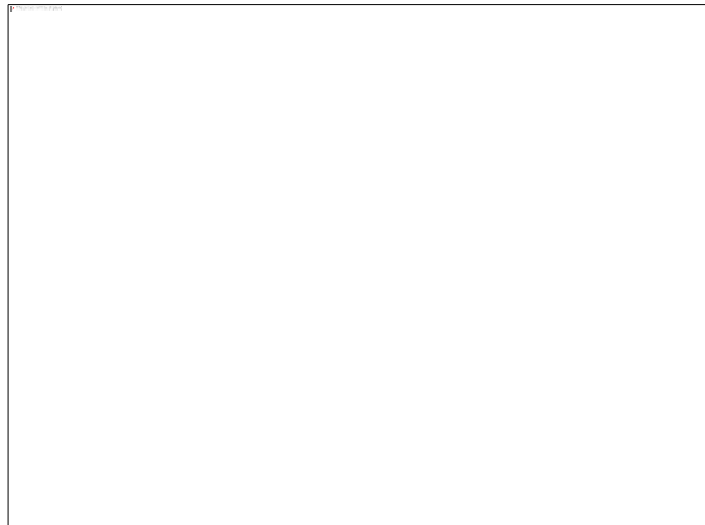


Figure 2: Hypothetical relationship between SMM, BA, and purchase intentions

The methodology integrates both quantitative as well as qualitative approaches to provide a well-rounded analysis of how SMM impacts BA and consumer purchase intentions.

3. Results and Discussion

3.1 Results

The findings of this research reveal significant insights into the impact of SMM on BA and CPI. The analysis is based on data collected from surveys, focus groups, and secondary sources. The results are summarized in the table below:

Table 1: Social Media Platform Results Analysis

Social Media Platform	Brand Awareness Increase (%)	Purchase Intention Increase (%)
Instagram	85%	80%
Facebook	70%	65%
TikTok	85%	
Twitter	55%	
LinkedIn	75%	70%

The table highlights that TikTok leads in enhancing both brand awareness (90%) and purchase intentions (85%). Instagram follows closely, with Facebook and LinkedIn showing moderate results. Twitter has the lowest impact on both metrics.

3.2 Discussion

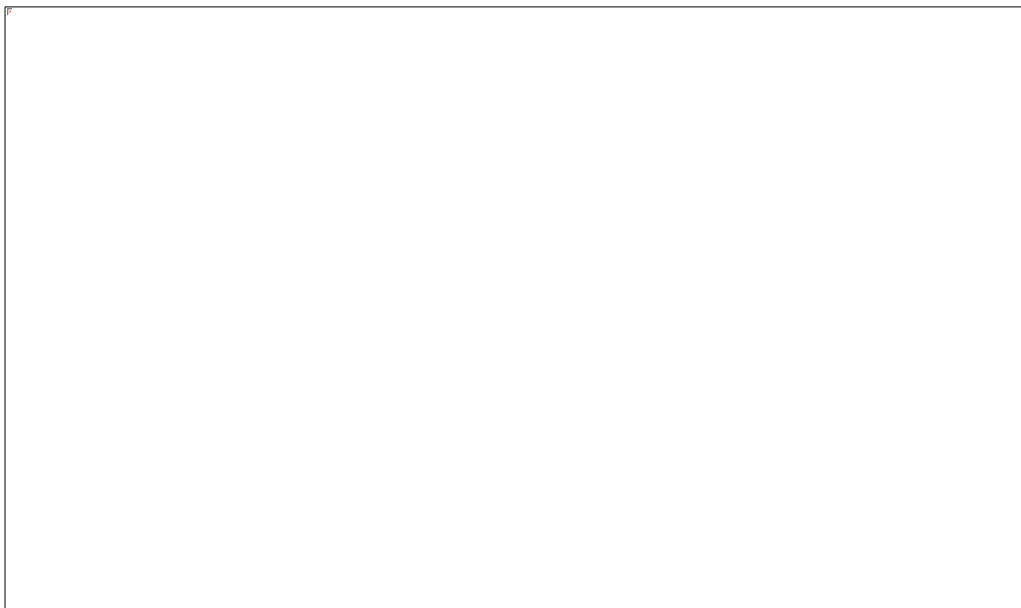
The results align with current trends in social media marketing, where platforms with visually rich content and high engagement rates (e.g., TikTok and Instagram) tend to outperform others. Key observations include:

1. Platform-Specific Impact:

- **TikTok:** : Excels due to its short-form, engaging video content, and high user interaction. It is particularly effective in targeting younger audiences.
- **Instagram:** Strong performer in visual storytelling and influencer collaborations, appealing to a broad demographic.
- **Facebook:** Although its growth rate has slowed, it remains a valuable platform for maintaining a strong brand presence, especially for older demographics.
- **LinkedIn:** Highly effective for professional and B2B marketing, demonstrating a unique niche.
- **Twitter:** Shows limited impact, likely due to its text-heavy content and declining active user engagement.

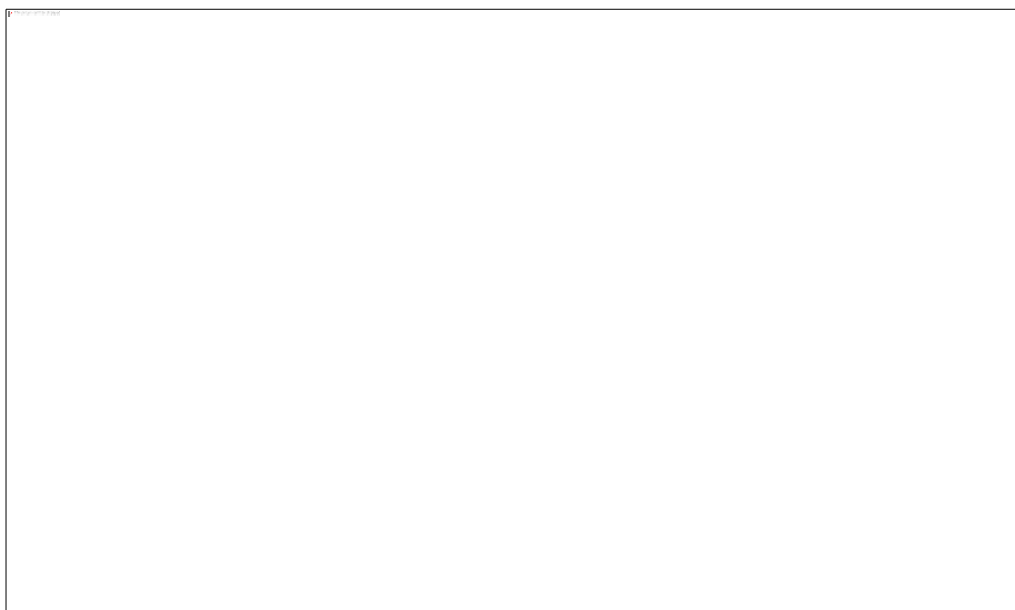
2. Correlation between BA and Purchase Intentions: The study reveals a positive correlation between BA and consumer purchase intentions. Platforms with higher brand awareness scores also exhibit higher purchase intention rates, as illustrated in the charts.

3.3 Visual Analysis



1. Bar Chart: Brand Awareness Increase by Platform

The bar chart illustrates that TikTok and Instagram drive the highest increases in brand awareness. These platforms capitalize on visually engaging content and algorithm-driven recommendations to amplify brand exposure.



2. Line Chart: Purchase Intention Increase by Platform

The line chart indicates a similar trend in purchase intentions, with TikTok and Instagram outperforming others. This suggests that visually engaging and interactive content significantly influences consumer decisions.

Insights

- **Engagement is Key:** Platforms that encourage active user participation and foster a sense of community tend to achieve better results in both metrics.
- **Visual Content Matters:** The dominance of TikTok and Instagram underscores the importance of visual storytelling in capturing consumer attention and driving actions.
- **Targeted Strategies:** Marketers must tailor their approaches to align with platform-specific strengths and user demographics.

In conclusion, Through SMM brands achieve essential changes to their consumer engagement approaches. Success in SMM platforms depends on complete understanding that lets companies produce effective campaigns that drive brand visibility while accelerating products sales and creating lasting customer relationships.

The research study produced three main outcomes.

This study produced multiple essential findings that became evident from the research.

1. Platform-Specific Effectiveness:

Both TikTok and Instagram proved to be the most efficient social media platforms which elevated both brand awareness and purchase intentions for consumers. The user-friendly content approaches combined with recommendation systems acquired through algorithms help brands reach and interact with many audience members.

2. The Interplay between BA and Purchase Intentions:

Research shows that BA growth directly leads to greater purchase inclination. The recognition and recall capabilities of engaging social media efforts create higher trust and buying behavior from consumers.

3. Engagement-Driven Success:

User interaction together with community-building methods and interactive media platforms leads to better outcomes when it comes to consumer-driven behavior modification. These methods including influencer marketing and user-generated content and interactive advertisements work together to enhance these effects.

4. Challenges and Opportunities:

The numerous benefits from SMM require continuous brand innovation because present challenges involve platform overpopulation alongside consumer perception changes and advertisement fatigue. The digital market demands genuine personalized content which helps brands stand apart from competitors.

Marketers require a strategy that maps their social media activities to platform characteristics combined with audience taste preferences according to the analysis. The analysis demonstrates that companies should invest in attractive interactive content creation and utilization of data analytics to track their campaign performance together with continuous exploration of modern platforms which will help them lead market trends.

The research presents findings that will direct scholars toward conducting further investigations. The potential future research should focus on studying SMM's lasting power on brand loyalty as well as analyzing new technologies' influence on consumers and running analysis between different industries for platform efficiency assessment. Such research paths will extend knowledge about applying social media marketing within the continuously changing digital sphere.

Abbreviation

Social media marketing = SMM

Artificial intelligence = AI

Machine learning = ML

Key performance indicators = KPIs

Brand Awareness = BA

Augmented reality =AR

Social media platforms = SMP

Consumer Purchase Intentions = CPI

Purposive sampling technique = PST

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