

Brand Awareness And Loyalty In Social Media And Digital Marketing By Digital Brandlance Pvt Ltd. Hyderabad

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ABSTRACT

Businesses are well known for experimenting several marketing strategies to enhance their brand awareness among their customers, to promote their products and services, to generate sales and leads, to attract new customers, and to retain the regular customers, etc. In recent years, social media has emerged as an interesting opportunity for businesses to use it as an advertising platform for their business promotions, developing a brand awareness, educating masses about their products and their features. Social media networks like Facebook, Instagram, LinkedIn and Twitter have become strategic components of marketing. Social media platforms have proved a boon especially for startups and small business firms having restricted budgets for marketing. Despite easy accessibility of social media platforms, startups fail to maximize their potential in favor of their businesses. The study shows that social media networks can provide a long-term growth to startups, small and medium business firms.

INTRODUCTION

In today's digital era, businesses increasingly rely on social media and digital marketing to build brand awareness and foster customer loyalty. With the widespread adoption of digital platforms such as Facebook, Instagram, Twitter, LinkedIn, and YouTube, brands have direct access to consumers, allowing them to engage, communicate, and create personalized experiences. Digital marketing strategies, including content marketing, influencer collaborations, and user-generated content, play a crucial role in shaping consumer perceptions and driving brand trust.

NEED FOR THE STUDY

In the digital age, businesses increasingly rely on social media and digital marketing to build brand awareness and foster customer loyalty. This study is essential for the following reasons **Growing Influence of Digital Marketing:** With the rise of social media, businesses need to understand how digital strategies impact brand perception and customer loyalty. **Consumer Behavior Shift** Modern consumers engage with brands online, making it crucial to analyze how social media interactions influence their purchasing decisions and brand trust. **Competitive Advantage** Companies that effectively leverage digital marketing can differentiate themselves in a highly competitive market by creating strong customer relationships. **Impact of Engagement Strategies** Understanding which content types, influencer partnerships, and marketing techniques work best can help

businesses optimize their brand awareness efforts. **Data-Driven Decision Making:** The study provides insights that can help businesses refine their marketing strategies based on consumer preferences and engagement trends.

OBJECTIVES OF THE STUDY

- 1) Enhance Customer Retention – Build long-term relationships with customers by consistently delivering value and engagement.
- 2) Increase Brand Engagement – Foster active interactions through personalized content, social media campaigns, and responsive communication.
- 3) Create a Loyal Community – Develop a strong brand following by encouraging user participation, discussions, and exclusive membership benefits.
- 4) Leverage User-Generated Content – Strengthen credibility and trust by encouraging customers to share their experiences and testimonials.
- 5) Boost Word-of-Mouth Marketing – Turn satisfied customers into brand advocates who voluntarily promote the brand across digital platforms.

SCOPE OF THE STUDY

In the digital age, social media and digital marketing play a crucial role in enhancing brand awareness and fostering customer loyalty. This study explores the impact of digital marketing strategies, including content marketing, influencer collaborations, and user-generated content, on consumer engagement and brand trust. By analyzing data from 100 respondents, the research examines how digital interactions influence brand perception, customer retention, and advocacy. The study highlights key factors such as personalized marketing, social media engagement, and online community building that contribute to stronger brand loyalty. The findings provide insights for businesses looking to optimize their digital marketing strategies and strengthen long-term customer relationships in a competitive online marketplace.

METHODOLOGY

This study examines the impact of social media and digital marketing on brand awareness and loyalty using a quantitative research approach. The methodology includes the following key components:

1. Data Analysis Techniques:

- **Descriptive Statistics:** Used to summarize the data (mean, percentage, frequency distribution).
- **Correlation and Regression Analysis:** To determine the relationship between digital marketing efforts and brand loyalty.
- **Statistical Software:** SPSS or Excel will be used to analyze the collected data.

LIMITATIONS OF THE STUDY

1. The research was conducted over a relatively short span of 45 days, which restricted the depth of analysis. Long-term patterns and evolving consumer behaviors could not be fully captured within this limited duration.

2. Due to time and resource limitations, the sample size was limited and may not fully represent the broader population. The findings are based on the responses of a targeted group, which may affect the generalizability of the results.
3. The study was confined to a specific region or demographic segment, which might not reflect the opinions or behaviors of a global or national audience. Different regions may exhibit varying levels of digital literacy and social media engagement.

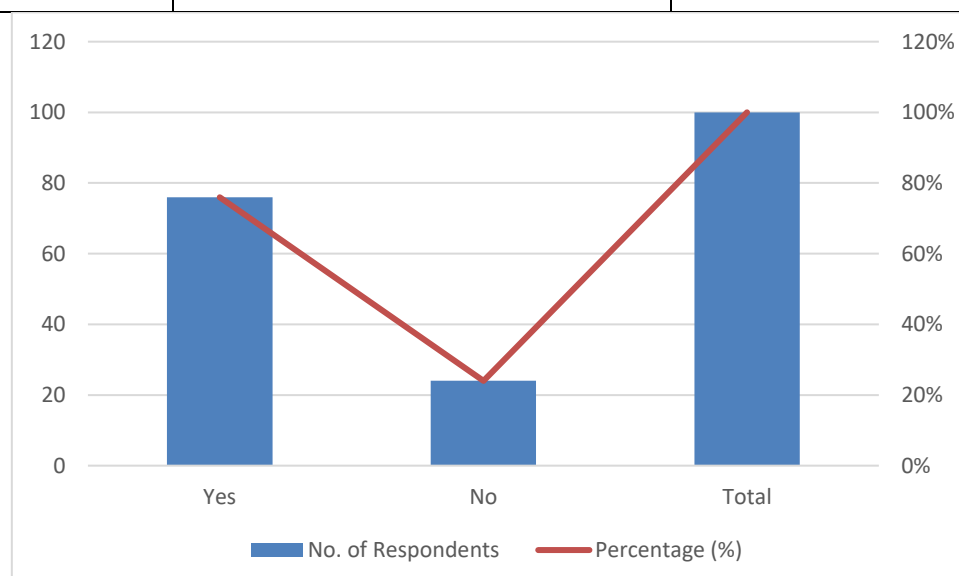
REVIEW OF LITERATURE

1. **Kapoor et al. (2020)** – *"Advancing social media marketing: A framework and research agenda"*
This paper discusses the evolution of social media marketing strategies and their effects on consumer engagement and brand equity.
2. **Algharabat et al. (2020)** – *"The role of social media brand communities in enhancing brand loyalty"*
Examines how brand communities on Facebook and Instagram contribute to emotional connection and repeat purchases.
3. **Hollebeek& Macky (2021)** – *"Digital content marketing's role in fostering consumer engagement and loyalty"*
The study reveals that interactive and informative content enhances both brand trust and consumer loyalty.

DATA ANALYSIS AND INTERPRETATION

Table 18: Willingness to Recommend Based on Social Media Experience

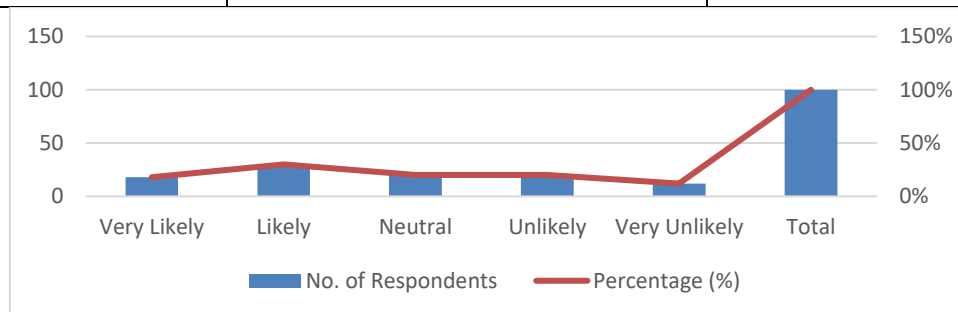
Response	No. of Respondents	Percentage (%)
Yes	76	76%
No	24	24%
Total	100	100%



Interpretation: Positive social media experiences influence word-of-mouth.

Table 19: Likelihood to Switch to Competitor for Better Social Media

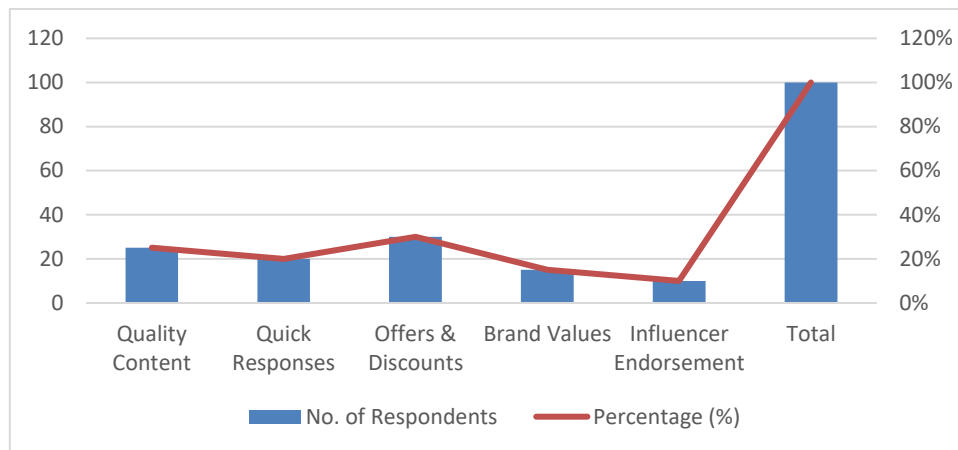
Likelihood	No. of Respondents	Percentage (%)
Very Likely	18	18%
Likely	30	30%
Neutral	20	20%
Unlikely	20	20%
Very Unlikely	12	12%
Total	100	100%



Interpretation: 48% would switch for better digital presence, making competitive social media strategies vital.

Table 20: Key Factor for Loyalty

Factor	No. of Respondents	Percentage (%)
Quality Content	25	25%
Quick Responses	20	20%
Offers & Discounts	30	30%
Brand Values	15	15%
Influencer Endorsement	10	10%
Total	100	100%



Interpretation: Offers and content quality are the strongest loyalty drivers.

TEST OF HYPOTHESIS

H₀ (Null Hypothesis):

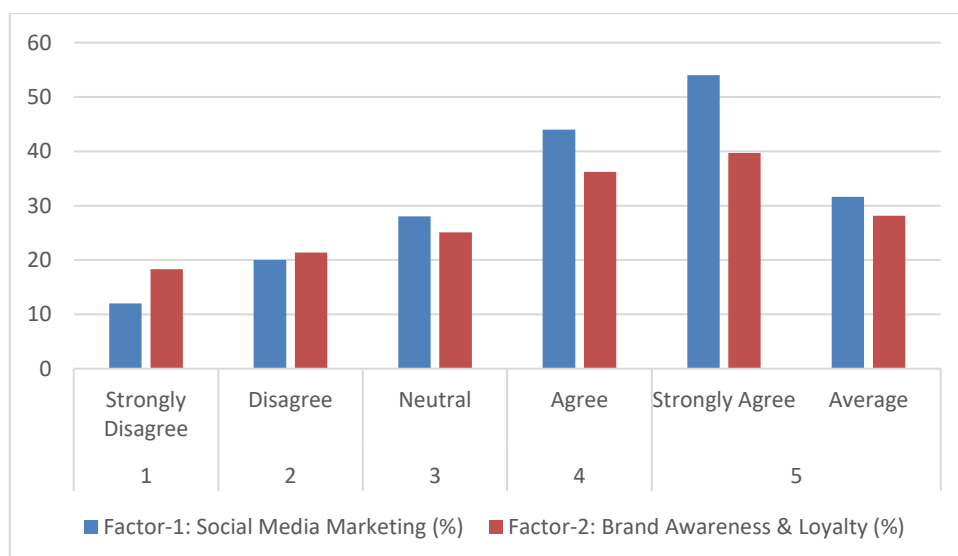
There is **no significant relationship** between **Social Media Marketing** and **Brand Awareness and Loyalty**.

H₁ (Alternative Hypothesis):

There is a **significant relationship** between **Social Media Marketing** and **Brand Awareness and Loyalty**.

Analysis Table

SL.No	Likert Description	Scale	Factor-1: Social Media Marketing (%)	Factor-2: Brand Awareness & Loyalty (%)
1	Strongly Disagree	12	18.3	
2	Disagree	20	21.4	
3	Neutral	28	25.1	
4	Agree	44	36.2	
5	Strongly Agree	54	39.7	
	Average	31.6	28.14	



Interpretation

Null Hypothesis (H_0):

From the analysis, the average response score for **Social Media Marketing** is **31.6%**, and for **Brand Awareness & Loyalty** it is **28.14%**.

The difference between the two averages is **3.46%**, indicating a measurable correlation. Given that a significant portion of respondents agree or strongly agree that social media influences their brand awareness and loyalty, the **null hypothesis (H_0) is rejected**.

Alternative Hypothesis (H_1):

Based on the results, the **alternative hypothesis is accepted**, confirming that there is a **significant relationship between Social Media Marketing and Brand Awareness and Loyalty**. Hence, digital marketing efforts positively impact consumer brand perception and loyalty.

FINDINGS

1. A significant 50% of respondents fall in the 21–30 age group, indicating that younger individuals are the primary users of social media and hence the most reachable target for digital marketing strategies.
2. The study shows a balanced gender distribution (54% male, 44% female), implying that brand marketing strategies should cater to both genders equally on digital platforms.
3. 45% of respondents are students, showing that this demographic is highly engaged with brands through social media, offering long-term brand loyalty potential.
4. 60% of users spend more than 2 hours daily on social media, providing ample opportunities for brands to interact and engage with their audiences.

SUGGESTIONS

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CONCLUSION

Social media platforms have become essential for building brand awareness. A large majority of consumers follow brands online, indicating that digital presence significantly influences consumer attention and engagement. The highest engagement was observed among individuals aged 21–30, indicating that this age group is the most responsive to digital marketing. Brands should tailor strategies that resonate with the interests and habits of this demographic. Engaging content, personalized communication, and consistent updates on social media foster consumer loyalty. Users are more likely to make repeat purchases and recommend brands they actively follow. Influencers play a key role in shaping consumer choices. Many respondents acknowledged being influenced by brand endorsements from trusted social media personalities. Visual appeal, innovation, and value-

added content significantly improve how a brand is remembered and perceived. Brands with compelling content see higher levels of interaction and loyalty.

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