



# The Role Of Social Media Advertising In Creating Brand Awareness

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## Abstract

The transition toward digital communication has become a critical concern for businesses due to changing consumer habits and the declining effectiveness of traditional media. Social media advertising offers a viable solution by enabling organizations to engage directly with consumers while minimizing marketing costs. This study analyzes the strategic role of social media platforms in enhancing brand awareness. Primary data was collected through a structured questionnaire from 100 social media users. The findings indicate that social media advertising significantly improves brand visibility, recall, and consumer engagement. However, challenges such as ad fatigue and trust issues persist. The study concludes that social media advertising is an essential strategic tool for modern business growth and competitive advantage.

## Index Terms

Social Media Advertising, Brand Awareness, Consumer Behavior, Digital Marketing, Brand Recall.

## I. INTRODUCTION

Marketing communication has undergone a significant transformation with the emergence of digital technologies. Traditional advertising methods such as print media and television are increasingly being supplemented by online promotional strategies. The widespread adoption of social media platforms has compelled businesses to shift toward digital advertising practices that provide both extensive reach and personalized targeting.

Platforms like Instagram, Facebook, and YouTube offer interactive environments that allow organizations to communicate directly with consumers. These platforms enable businesses to build stronger relationships, enhance brand recognition, and influence purchasing decisions. In today's competitive business environment, brand awareness plays a crucial role in establishing consumer trust and driving long-term success.

## II. LITERATURE REVIEW

Previous research highlights the importance of social media marketing in influencing consumer behavior. Several key themes emerge from existing literature.

Interactive engagement through digital advertisements enhances brand recall by facilitating two-way communication between brands and consumers. Visual content, including videos and influencer-based

advertisements, generates higher engagement levels compared to traditional static advertisements. Personalization and targeted advertising improve consumer trust and brand perception. Furthermore, social media marketing strengthens customer loyalty by fostering continuous interaction and dialogue

### III. RESEARCH METHODOLOGY

This study adopts a descriptive research design to evaluate the effectiveness of social media advertising in creating brand awareness.

Primary data was collected through structured questionnaires distributed among social media users. A sample size of 100 respondents was selected using convenience sampling. The collected data was analyzed using percentage analysis and graphical representation techniques to interpret consumer awareness, engagement patterns, and advertising impact.

### IV. DATA ANALYSIS AND INTERPRETATION

The analysis of survey responses reveals several important findings. A significant proportion of respondents actively use social media platforms, indicating a strong digital presence among consumers. Social media advertisements are widely noticed, with a majority of respondents acknowledging their visibility.

Influencer-based advertisements and video content were identified as the most attractive formats. Social media advertising was found to be effective in enhancing brand recognition, though its direct impact on purchasing decisions remains moderate. While many respondents interact with advertisements, trust levels vary significantly, indicating the need for more credible and transparent marketing strategies.

### V. DISCUSSION

The findings confirm that social media advertising is highly effective in building brand awareness. It enables companies to deliver targeted messages, improve engagement, and strengthen brand visibility. However, challenges such as advertisement saturation and consumer skepticism must be addressed. The gap between awareness and purchasing decisions suggests that brand awareness alone is insufficient to guarantee sales conversion.

### VI. CONCLUSION

The study concludes that social media advertising plays a crucial role in modern marketing strategies. It enhances brand visibility, consumer engagement, and strategic competitiveness. Although issues such as ad fatigue and trust barriers exist, the benefits of targeted and creative digital advertising outweigh the challenges. Businesses that effectively integrate social media advertising into their marketing strategies are more likely to achieve sustainable growth and long-term success.

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