



## ANALYZING THE IMPACT OF SOCIAL MEDIA MARKETING CAMPAIGNS ON BRAND AWARENESS AND CUSTOMER ENGAGEMENT

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### Abstract

The abstract of this study provides a concise overview of the research conducted on the impact of social media marketing campaigns on brand awareness and customer engagement. The study aimed to analyze various factors that influence the success of these campaigns, including frequency of posts, content type, platform selection, target audience segmentation, hashtag usage, and timing of posts. Through an extensive literature review and analysis of existing studies in this field, it was found that an effective social media marketing campaign can significantly enhance brand awareness and increase customer engagement. The frequency at which posts are made plays a crucial role in maintaining visibility and capturing audience attention. Moreover, the content type should be tailored to resonate with the target audience's interests and preferences. Platform selection is vital for reaching specific demographics effectively. By segmenting the target audience based on their characteristics or behaviors, marketers can personalize their messaging and connect with them more meaningfully. Utilizing relevant hashtags amplifies reach by tapping into trending conversations within online communities. Furthermore, timing plays a pivotal role in maximizing campaign effectiveness. Posting during peak activity periods when users are most active increases visibility and engagement potential.

**Keywords:** Social media marketing campaigns, Brand awareness, customer engagement, Frequency of posts, Content type, Platform selection, Target audience segmentation, Hash tag usage, Timing of posts

### Introduction



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Unlocking the potential of social media has become an indispensable part of any successful marketing strategy. With billions of users worldwide, platforms like Facebook, Instagram, Twitter, and LinkedIn have transformed the way businesses connect with their target audience. Social media marketing campaigns have emerged as a powerful tool to create brand awareness and engage customers on a whole new level. In this paper, delves deep into the impact of social media marketing campaigns on brand awareness and customer engagement. It explores how these campaigns can elevate your brand's visibility in the digital landscape while fostering meaningful connections with the audience.

The world of social media is vast and diverse, offering a multitude of platforms for individuals and businesses to connect with their audiences. Each platform has its own unique features and functionalities, making it essential for marketers to understand the nuances of each one. We have Facebook - the giant that boasts over 2.8 billion monthly active users. With its wide reach and diverse demographic, Facebook provides an excellent opportunity for brands to build awareness and engage with customers through targeted advertisements, engaging posts, and interactive features like live videos. Next up is Twitter - the go-to platform for real-time updates and conversations. With its character-limited format, Twitter encourages concise messaging that grabs attention instantly. Brands can use hashtags effectively to join trending discussions or create their own branded conversations. Instagram takes visual storytelling to another level with its focus on images and short videos. This platform allows businesses to showcase their products or services in a visually appealing manner while leveraging popular influencers or utilizing Instagram Stories for behind-the-scenes content. LinkedIn caters more towards professional networking but offers great potential for B2B marketing efforts. It enables brands to establish thought leadership by sharing industry insights, connecting with key decision-makers, and participating in relevant group discussions. YouTube reigns as the king of video-sharing platforms where brands can create engaging video content such as tutorials, product reviews, vlogs, or even brand commercials which can be discovered by millions of viewers worldwide. Pinterest focuses on inspiration boards where users discover new ideas through visuals shared by others. Brands can leverage this platform's highly engaged user base by creating visually stunning pins that link back to their websites or online stores. Snapchat appeals primarily to younger demographics with its disappearing photo/video content called "Snaps." Brands looking to target Gen Z or millennials may find success using Snapchat's filters/AR effects as well as sponsored stories/advertisements.

### **Social media marketing campaigns**

Social media marketing campaigns have become an integral part of any brand's digital marketing strategy. With the increasing popularity and widespread usage of social media platforms, it has become crucial for businesses to establish a strong presence on these platforms. From Facebook and Instagram to Twitter and LinkedIn, there are various social media platforms that offer unique opportunities for brands to connect with their target audience. The effectiveness of social media marketing campaigns can be measured by two key factors: brand awareness and customer engagement. Brand awareness refers to the extent to which consumers are familiar with

a particular brand, while customer engagement measures the level of interaction between a brand and its customers. One of the main advantages of running social media marketing campaigns is that they allow brands to reach a wider audience compared to traditional forms of advertising. By leveraging the power of social sharing, brands can expose their content to millions of users who may not have been aware of their existence otherwise. Another important aspect in maximizing the impact of social media marketing campaigns is understanding your target audience and tailoring your content accordingly. This involves segmenting your target audience based on demographics such as age, location, interests, etc., and creating content that resonates with them.

In addition, using relevant hashtags in your posts can help increase visibility among users who follow or search for those specific hashtags. Timing also plays a crucial role in ensuring maximum reach and engagement. Analyzing data about when your target audience is most active on different platforms can guide you in scheduling your posts at optimal times. It is clear that implementing well-planned social media marketing campaigns can greatly enhance both brand awareness and customer engagement levels for businesses across industries. By utilizing different strategies such as frequency of posts, platform selection, targeting segmentation, and hashtag usage effectively, brands can establish themselves as leaders in their respective markets while fostering meaningful connections with their customers online.

### **Effect of social media marketing campaign**

Social media marketing campaigns have become an integral part of any brand's strategy to increase its visibility and engage with its target audience. These campaigns are designed to create a buzz around the brand, generate interest, and ultimately drive customer engagement. One of the key effects of social media marketing campaigns is their impact on brand awareness. By consistently posting content that is relevant and resonates with their target audience, brands can significantly increase their visibility. The frequency of posts plays a crucial role in this aspect. Regularly updating social media platforms with fresh content ensures that the brand remains top-of-mind for consumers. Moreover, the type of content shared during these campaigns also influences brand awareness. Whether it's informative articles, visually appealing images or engaging videos, brands need to carefully curate their content to captivate their audience's attention. Another significant effect is customer engagement. Social media offers a unique platform for brands to interact directly with their customers through comments, likes, shares and direct messages. This two-way communication fosters a sense of connection between the brand and its customers. Choosing the right platform for these campaigns is essential as well. Different platforms cater to different demographics and interests; therefore, brands must identify where their target audience spends most of their time online.

Segmenting target audiences based on demographic characteristics such as age, location or interests allows companies to tailor their messaging accordingly – increasing the chances of meaningful engagement. The proper use of hashtags also contributes greatly to campaign effectiveness by helping users discover relevant content easily. Timing is everything when it

comes to social media marketing campaigns' success. Brands should analyze data regarding peak usage times on different platforms – ensuring they reach maximum visibility at optimal hours throughout the day. Overall, the effect that social media marketing campaigns have on both brand awareness and customer engagement cannot be understated. The power lies in understanding your audience, tailoring you're messaging, and utilizing various strategies across multiple platforms. Successful implementation will undoubtedly lead to increased brand visibility and meaningful customer engagement.

### **Need for the Study**

In today's digital age, social media has become an integral part of our lives. From sharing personal moments to connecting with friends and family, social media platforms have revolutionized how we communicate and interact. But beyond its personal use, social media has also emerged as a powerful tool for businesses to connect with their target audience. As brands continue to invest in social media marketing campaigns, it becomes crucial to analyze the impact of these campaigns on brand awareness and customer engagement. Are they truly effective in reaching and engaging potential customers? Do they contribute significantly to building brand loyalty? Understanding the need for such analysis is essential because it allows businesses to make informed decisions about their marketing strategies. By evaluating the effectiveness of different social media platforms, content types, frequency of posts, timing, targeting methods, and hashtag usage, brands can optimize their campaigns accordingly. Moreover, studying the impact of social media marketing campaigns on brand awareness and customer engagement helps identify areas where improvements can be made. It provides insights into what works best for specific target audiences or industries. By conducting this study focused on analyzing the impact of social media marketing campaigns on brand awareness and customer engagement factors like frequency of posts, content type, platform selection, target audience segmentation, hashtag usage, timing - businesses will be better equipped to devise effective strategies that drive results.

### **Scope of the study**

The scope of the study aims to delve into the impact of social media marketing campaigns on brand awareness and customer engagement. With the increasing prevalence of social media platforms such as Facebook, Instagram, Twitter, and LinkedIn, businesses have recognized the potential benefits of leveraging these platforms for their marketing efforts. Through this research, we will explore how different factors contribute to the success of social media marketing campaigns. This includes analyzing the frequency and timing of posts, content type selection, platform choices based on target audience segmentation, effective use of hashtags, and more. By examining a diverse range of industries and brands with varying levels of social media presence, we aim to provide valuable insights into best practices for optimizing brand awareness and customer engagement through social media marketing campaigns. The study will also shed light on any gaps or areas where further improvement can be made in implementing these strategies. It is important to note that this study does not seek to provide a one-size-fits-all solution but rather

intends to offer guidance based on empirical evidence gathered from real-world examples. By understanding what has worked well in previous campaigns across different industries and audiences, businesses can make informed decisions when planning their own strategies. By investigating the scope of this topic comprehensively, we hope to contribute valuable knowledge that can assist businesses in maximizing their brand visibility and fostering meaningful connections with customers through effective utilization of social media marketing campaigns.

### **Research Gap of the Study:**

In order to understand the impact of social media marketing campaigns on brand awareness and customer engagement, it is important to analyze existing research in this field. However, a significant gap in the literature has been identified. Several studies have examined the relationship between social media marketing campaigns and brand awareness. For instance, Bilgin Y. (2018) found that frequent posting on social media platforms leads to higher levels of brand recall among consumers. Similarly, Breitsohl, J., Kunz, W. & Dowell, D. (2015) highlighted the importance of content type in driving brand recognition. On the other hand, studies focusing specifically on customer engagement are limited. While Martin, K.; Todorov, I. (2010) explored how platform selection affects consumer interaction with brands, there is a lack of research examining other factors such as target audience segmentation or hashtag usage. Furthermore, there is a need for more comprehensive research into the timing of posts and its impact on both brand awareness and customer engagement. Although some studies suggest that posting during peak hours increases reach and engagement Kim, A. J. and Ko, E. (2012), further investigation is required to determine optimal timing strategies for different industries and target audiences. These gaps in existing literature highlight the need for additional research exploring various aspects of social media marketing campaigns' influence on brand awareness and customer engagement.

### **Review of literature**

Review of literature is an essential component of any research study as it provides a foundation for the investigation and helps to identify gaps in current knowledge. In the context of analyzing the impact of social media marketing campaigns on brand awareness and customer engagement, several researchers have explored this area. One such study by Jamali, M., & Khan, R., (2018) found that brands that actively engage with their customers on social media platforms tend to have higher levels of brand awareness and customer engagement compared to those who do not. Similarly, Vetrivel et al. (2015& 2017) conducted a survey among consumers and found that social media marketing campaigns significantly influence brand awareness and customer engagement. Another study by Chen et al. (2018) focused on the frequency of posts in social media marketing campaigns and its impact on brand awareness. They concluded that regular posting leads to increased brand visibility and better customer engagement. In terms of content type, Mangold, W. G. and Faulds, D. J. (2009) examined different types of content used in social media marketing campaigns such as videos, images, and infographics. They found that visual content tends to attract more attention from users resulting in increased brand awareness. Moreover,

platform selection also plays a crucial role in driving brand awareness and customer engagement through social media marketing campaigns. A study by Vetrivel.(2023,2023) revealed that certain platforms like Instagram are more effective than others when it comes to reaching specific target audiences. Additionally, targeting audience segmentation has been extensively studied by Nguyen, C., & Nguyen, D. (2020), they discovered how segmenting your target audience based on demographics, interests or behaviors can lead to higher levels of engagement with your campaign. Incorporating hashtags into social media posts has also been investigated by So, K. K, Wu, L., Xiong, L. and King, C. (2017). He concluded that using relevant hashtags increases discoverability which results in improved reach among potential customers leading to enhanced brand awareness. Furthermore, timing is another important factor highlighted by Somayeh, S., Azman, AB (2013). Her findings suggest posting at optimal times when your target audience is most active on social media platforms can significantly increase brand visibility and customer

## Research Methodology

The research aims to analyze the impact of social media marketing campaigns on brand awareness and customer engagement. The study will utilize a questionnaire survey to gather data from participants. Correlation and regression tools will be used to analyze the relationship between social media marketing campaigns, brand awareness, and customer engagement. The research will employ a quantitative approach to gather and analyze data. A cross-sectional design will be used to collect data at a single point in time, providing a snapshot of the relationship between social media marketing campaigns, brand awareness, and customer engagement. A non-probability sampling technique, specifically convenience sampling, will be utilized due to its ease of access to potential participants. The sample size will be determined based on the population size and the desired level of confidence. 318 respondents participated in this survey through online. A structured questionnaire will be developed to gather information from participants regarding their exposure to social media marketing campaigns, their perception of brand awareness, and their level of engagement with the brand. The questionnaire will include both closed-ended and Likert scale questions to capture quantitative data. Correlation analysis will be conducted to determine the strength and direction of the relationship between variables such as social media marketing campaigns, brand awareness, and customer engagement. Regression analysis will be employed to assess the impact of social media marketing campaigns on brand awareness and customer engagement while controlling for other relevant factors. The research methodology outlined above provides a systematic approach to analyzing the impact of social media marketing campaigns on brand awareness and customer engagement. By utilizing a questionnaire survey and statistical tools such as correlation and regression analysis, the study aims to provide valuable insights into the effectiveness of social media marketing in enhancing brand visibility and engaging customers.

## Result and Analysis

**Table-1: Respondent's opinion towards Brand awareness of the respondent**

S.No	Brand awareness	Mean	SD
1	Social media presence has influenced the awareness of the brand	3.3	1.52
2	Familiar with the brand's social media marketing campaigns	3.72	1.44
3	Social media efforts have increased the understanding of band value	3.16	1.56

Primary data computed

Table-1 inferred that the respondents' opinion towards the brand awareness customers such as social media presence has influenced the awareness of the brand, familiar with the brand's social media marketing campaigns and social media efforts have increased the understanding of band value. Respondent's opinion was collected in five point scales for each statement. Then mean and standard deviation were calculated for each statement.

from the mean scores it is observed that majority of the respondents stated that they are familiar with the brand's social media marketing campaigns (3.72).the corresponding standard deviation value is also noted that there is no deviation within the group of respondents.

Social media presence has influenced the awareness of the brand secured the mean value of 3.3 followed by social media efforts have increased the understanding of band value (3.16). Among the various brand awareness statements familiar with the brand's social media marketing campaigns obtained the highest mean value than other brand awareness related statements. It is found that respondents are highly familiar with the brand's social media marketing campaigns.

**Table-2: Respondent's opinion towards customer engagement of the respondent**

S.no	Customer engagement	Mean	SD
1	Actively engage with the brand's social media content	3.28	1.54
2	Social media presence has influenced the perception of the brand positively	3.14	1.63
3	Brand's social media activities have increased the interest in its products/services	3.40	1.50

Primary data computed

Table-2 reveals that the respondents' opinion towards customer engagement such as Actively engage with the brand's social media content, Social media presence has influenced the perception of the brand positively, Brand's social media activities have increased the interest in its

products/services. Respondent's opinion was collected in five point scales for each statement. Then mean and standard deviation were calculated for each statement.

From the mean scores it is noted that majority of the respondents have given their important rates to the Brand's social media activities have increased the interest in its products/services (3.40). The corresponding standard deviation value is also noted that there is no deviation within the group of respondents.

Actively engage with the brand's social media content secured the mean value of 3.28 followed by Social media presence has influenced the perception of the brand positively. (3.14).

Among the various customer engagement statements Brand's social media activities have increased my interest in its products/services obtained the highest mean value than other customer engagement related statements. It is found that employees are highly accepted with customer engagement. It is found that the employees are highly satisfied with their customer engagement and they felt it is very flexible.

**Table 3 Social media marketing campaigns on Brand awareness and customer engagement**

Social media marketing campaigns	Brand awareness and customer engagement	
	r-value	p-value
Frequency of posts	0.564	0.001
Content type	0.553	0.001
Platform selection	0.644	0.001
Target audience segmentation	0.603	0.001
Hash tag usage	0.432	0.001
Timing of posts	0.591	0.001

Primary data computed, \*significant at one percent level

Table 3 explains the relationship between social media marketing campaigns dimensions and brand awareness and customer engagement.

Ho: There is no relationship between Social media marketing campaigns dimensions and Brand awareness and customer engagement.

In order to test the above stated hypothesis, Pearson correlation analysis is carried out. The calculated p-values are significant. Hence, the stated hypothesis is rejected. The r-values are having positive value. Hence, social media marketing campaigns dimensions such as frequency of posts, content type, platform selection, target audience segmentation, hash tag usage, and timing of posts are positively related with brand awareness and customer engagement. The r-value is ranged from 0.644 to 0.432. Platform selection, target audience segmentation and timing of posts available lead higher level of brand awareness and customer engagement towards the social media



marketing campaigns. Whereas, frequency of posts, content type and hash tag usage leads have lower level of brand awareness and customer engagement.

**Table 4 The effect of Social media marketing campaigns on Brand awareness and customer engagement**

<b>R-Value</b>	<b>R-Square Value</b>	<b>Adjusted R Square Value</b>	<b>F-Value</b>	<b>P-Value</b>
0.878	0.771	0.768	288.605	0.001

<b>Social media marketing campaigns</b>	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>	<b>t- Value</b>	<b>P-Value</b>
Content	0.497	0.090	-	5.515	0.000
Frequency of posts	0.170	0.052	0.190	3.267	0.001
Content type	0.329	0.045	0.344	7.251	0.000
Platform selection	-0.007	0.057	-0.007	-0.115	0.909(NS)
Target audience segmentation	0.184	0.054	0.201	3.393	0.001
Hash tag usage	-0.021	0.043	-0.025	-0.489	0.625(NS)
Timing of posts	0.227	0.063	0.228	3.606	0.000

Source: Primary data computed\* Significant at one percent level; Ns - Non - significant

The researcher has been measured social media marketing campaigns variables with six dimension namely frequency of posts, content type, platform selection, target audience segmentation, hash tag usage, and timing of posts. Further brand awareness and customer engagement is measured with six statements then the total score of the six statements is considered as overall brand awareness and customer engagement with the customers. The objective of the research is to measure the effect of social media marketing campaigns variable dimension on brand awareness and customer engagement. For that multiple regressions has been applied. The regression result is displayed in the table 4.

H<sub>0</sub>: There is no effect on Social media marketing campaigns Variable on Brand awareness and customer engagement.

From the model summary, it has been stated that the hypothesis is rejected because the calculated f-value is 288.605 which is significant at one percent level (p-value = 0.001). Here, the r-square value indicates that the percentage level of effect among the independent variables on the dependent variable. Here, frequency of posts, content type, platform selection, target audience

segmentation, hash tag usage, and timing of posts are treated as independent variables and brand awareness and customer engagement is considered as a dependent variable. The r-square value is found to be 0.771, it is inferred that independent variables are significantly influenced on dependent variable at 76.2 percent level. Further the standardized co-efficient beta value indicates the relative importance of the independent variables on dependent variable. It is expressed by the equation.

$$\text{Brand awareness and customer engagement} = 0.497 + 0.329(\text{content type}) + 0.227(\text{timing of posts}) + 0.184(\text{target audience segmentation}) + 0.170(\text{frequency of posts})$$

The equation is explained that the content type and timing of posts, target audience segmentation frequency of posts are having positive effect on brand awareness and customer engagement. To have one unit increases in brand awareness and customer engagement, the content type and timing of posts of social media is likely to be increased at 0.329 levels while other factors remain constant. From above discussion it is found that the social media marketing campaigns variable dimensions are significantly influenced on the brand awareness and customer engagement. However, content type and timing of posts, target audience segmentation frequency of posts are the dimensions having more impact on brand awareness and customer engagement. Hence, the companies must give more importance to content type and timing of posts aspect.

### Suggestion and Recommendation

- Consistency is key when it comes to social media marketing campaigns. Posting regularly helps maintain brand visibility and keeps your audience engaged. However, bombarding them with excessive posts can lead to fatigue or even loss of interest. Find the right balance by analyzing engagement metrics and adjusting your posting frequency accordingly.
- Diversify your content to cater to different preferences among your target audience. Experiment with a mix of informative articles, entertaining videos, eye-catching visuals, interactive polls, and engaging contests. Keep track of which types of content generate the most likes, shares, comments, and clicks to refine your strategy over time.
- Each social media platform has its own unique strengths and characteristics that resonate with specific demographics differently. Research where your target audience spends their time online and focus on platforms that align with both their interests and the nature of your business.
- Understanding who makes up your target audience is crucial for effective social media marketing campaigns. Segmentation allows you to tailor messages directly to specific groups based on factors such as age, gender, interests or location.
- Utilize relevant hashtags strategically in order to increase the reach of each post beyond just followers – but be mindful not to overuse or misuse them! Conduct research into popular hashtags within your industry or topic area before incorporating them into posts.
- Timing plays a vital role in ensuring maximum visibility for your social media content. Analyze data from previous campaigns or make use of analytics tools provided by the

platforms themselves to identify peak times when engagement rates are higher among your target demographic. By implementing these suggestions and recommendations in crafting impactful social media marketing campaigns, you can effectively boost brand awareness and enhance customer engagement levels.

## Conclusion

As we wrap up this discussion on the impact of social media marketing campaigns on brand awareness and customer engagement, it becomes evident that these campaigns play a crucial role in driving business success. By harnessing the power of social media platforms, brands can effectively reach their target audience and establish a strong online presence. Through our analysis, we have seen that the frequency of posts is important in maintaining consistent visibility and staying top-of-mind with customers. However, quality should never be compromised for quantity. It is essential to create engaging content that resonates with your audience and adds value to their lives. Additionally, platform selection is key to reaching your desired demographic. Each platform has its own unique user base and features, so it's important to tailor your content accordingly. Understanding your target audience and their preferences will help you make informed decisions about where to focus your efforts. Segmentation of your target audience allows for more personalized messaging, leading to higher levels of engagement. By tailoring content specifically for different segments within your overall audience, you can increase relevance and build stronger connections. Utilizing hashtags strategically can also amplify the reach of your social media marketing campaigns by making them discoverable by a wider audience interested in similar topics or trends. Timing plays a significant role as well. Posting at optimal times when your target audience is most active on social media increases the chances of visibility and engagement.

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