Analysis of Efficient Branding through Social Media and Digital Marketing

[1]**Arivudai Nambi M, B.E., M.B.A.,** Research Scholar, Department of Business Management, Sri Vasavi College (Govt. Aided), Erode - 638316. Email: arivudainambicnc@gmail.com

[2]**Dr. G Kalaimani, M.B.A., M.Phil., Ph.D., PGDCA., M.A.,** Assistant Professor, Department of Business Management, Sri Vasavi College (Govt. Aided), Erode - 638316. Email: artmbasvc@gmail.com

Abstract: This paper addresses the influence of social media marketing on brand awareness in small and medium-sized enterprises in Tamil Nadu. The sudden growth of social media sites like Facebook, Twitter, and Instagram is indeed having a cause-and-effect impact on businesses as companies use these sites for customer activation and branding purposes. The current study involves the sampling SMEs and analyzes the impact that takes place of social media marketing on their visibility as well as consumer interaction. Data was collected from 200 respondents using a structured questionnaire, that covered the key demographic variables that are of interest, including age, gender, occupation, and location. Statistical analyses, such as ANOVA and correlation, were used to assess the relationship between the frequency of social media marketing between customers and brand awareness. The results show a strong positive correlation between frequency of use and brand awareness due to social media, indicating significant impacts of regular social media marketing on the recognition of brands. The ANOVA results of age and occupation show that, as influencers, they impact social media marketing, significantly determining brand awareness. In general, all of these results indicate that SMEs should enhance their 'presence' in social media in order to attract more customers and increase brand visibility. The study also contributes to the understanding of SME growth with digital marketing.

Keywords: Marketing, customer satisfaction, small scale business, social media, and digital environment.

Introduction

In the digital age, social media has transformed the way businesses interact with customers and promote their products and services [1]. Platforms such as Facebook, Instagram, Twitter, and LinkedIn have become critical tools for businesses to reach a wider audience and improve brand visibility [2]. Social media marketing has proven to be an effective, low-cost strategy for small and medium-sized enterprises (SMEs) to engage with potential customers, foster brand loyalty, and increase sales. The rapid growth of internet users and the popularity of social networks have created new opportunities for businesses to market their offerings and attract diverse customer groups.The importance of social media in marketing is particularly evident in India, where more than 75% of individuals under 30 years old actively use platforms like OLX, Facebook, and Instagram for communication, entertainment, and purchasing goods. SMEs, which form the backbone of the Indian economy, have increasingly turned to social media as a primary channel for promoting their products and services [3]. These businesses, often constrained by limited marketing budgets, benefit from the relatively low cost and high reach of social media marketing. By using social platforms, SMEs can engage directly with their target audience, build brand awareness, and foster customer loyalty through interactive and personalized content [4, 5].Social media marketing provides multiple advantages for businesses [6-12]. It offers real-time feedback from customers, enables companies to adjust marketing strategies dynamically, and allows the creation of tailored marketing campaigns based on customer preferences. Unlike traditional marketing, which requires significant investment in physical advertising, social media marketing relies on digital platforms that enable businesses to reach a broad audience with minimal cost. Furthermore, the interactive nature of social media allows businesses to communicate directly with customers, addressing their needs and concerns in real-time, thus building trust and brand loyalty [13].However, while the advantages of social media marketing are well-documented, its effectiveness varies across different demographic groups and business sectors. For SMEs, the success of social media marketing strategies often depends on factors such as the frequency of usage, the type of content shared, and the engagement of the audience. Age, occupation, and the technological literacy of the target audience can significantly influence how social media marketing impacts brand awareness and customer engagement. Moreover, understanding how demographic variables affect the effectiveness of social media strategies is crucial for businesses seeking to optimize their marketing efforts.This study focuses on examining the impact of social media marketing on brand awareness in SMEs in Tamil Nadu, India. It seeks to understand how different demographic factors, such as age, occupation, and location, influence the effectiveness of social media strategies. Using a structured questionnaire and statistical tools such as ANOVA and correlation analysis, this research explores the relationship between social media usage, customer engagement, and brand awareness among SMEs. The findings of this study will provide valuable insights into how SMEs can better utilize social media platforms to improve their visibility, customer interaction, and overall brand recognition [14-20]. This research is particularly relevant in the context of Tamil Nadu, where SMEs play a critical role in economic growth and are increasingly leveraging digital marketing tools to compete in a highly dynamic and digitalized marketplace.

Research Methodology

Using marketing-focused social media platforms is a novel strategy for piquing the interest of a variety of customers. In the future, electronic mouths will become increasingly important. Social media marketing will attract and motivate readers who want to share content on their social media platforms. Social networks have opened up new avenues for interaction, idea sharing, and the sale and purchase of numerous goods and services for the majority of marketers and customers participating in marketing. Many businesses now have pages on social media websites where they conduct marketing to provide information about a variety of products, services, and other things. This is because technology in general and the Internet in particular are full of people who want to satisfy, share, and communicate with one another.In today's world, social media platforms like blogs, Facebook, Twitter, Skype, and others will play a significant role in customer decision-making. Not only is social media marketing a useful tool, but it is also quite affordable. More than 75% of Indians under the age of 30 use social media websites like olx.com to share information, communicate, and buy, sell, and buy things, according to the majority of studies [21]. Numerous businesses and even government agencies are utilizing these websites to reach and attract a large audience as they gain popularity. There are many reasons why customers use social media platforms in their daily lives. There are a lot of people who want to keep their interpersonal relationships. An entrepreneur can communicate not only as a consumer but also directly with customers or clients thanks to the numerous advantages of social media. As a result, the goal of our research is to learn how social media platforms will affect consumer behavior.

Procedure for research methodology for the current study

The most crucial idea is that a research technique is a way to answer related questions. A scientific study's methodology is both a science and an art.In a study situation, this is the logic that should be used. Several pieces of literature and previous data can be used to identify the issue in this instance. To find a solution, the researcher must comprehend the issue. The research methodology is made up of the steps or procedures that need to be taken in order to carry out the study successfully. It includes not only the research methods themselves but also the reasoning behind them in the context of research.

Various criteria for the research area

Based on a variety of factors, the researcher chose the Thane district regions for data collection location Tamilnadu.

- Ratios of population a wide range of male and female demographicgroups were surveyed for the data.
- Age Group we are all aware that the social media websites that are currently carrying out the function of marketing enjoy a high level of popularity, not only among young people but also among people of all ages and in all neighborhoods. Although teenagers are the most frequent users of the Internet today, almost everyone does so. As a result, people between the ages of 18 and 55 are also taken into consideration.
- Occupation Data from students, professionals, service workers, housewives, and even a few businesspeople are used to base the study on occupations.

Data collection strategies

The instruments or procedures used to select the data's unit of measurement are referred to as data collection methods. In a broader sense, there are two approaches to selecting the data collection units.Primary and secondary data collection is the two most typicalapproaches to data collection. As a result, data can originate from two distinct sources Secondary data, which has already been published, and primary data, which is firsthand. Primary Data The purpose of primary data, also known as first-hand information, is to locate solutions to specific issues. Primary data are gathered from primary sources, or the places where the data are created. For statistical analysis, their collector collects them for the first time. Secondary data Information that already exists, has been collected, and has been subjected to statistical analysis is referred to as "secondary data." To put it another way, it is data that has already been gathered by a variety of organizations, researchers, and government agencies and presented, calculated, and located with the help of analytical tools. It can be found in books, official publications, records, and journals. The simultaneous testing of two variables, one of which is referred to as an alternative hypothesis and the other as a null hypothesis, is referred to as a "hypothesis" in English. For instance, there is a 0.5 chance that a coin will land on its tail and a 0.50 chance that a coin will land on its head when tossed in the air. Probability, as a concept in statistics, is well understood by all. A hypothesis test must always be conducted prior to the normality test. Like a mathematical expectation based on a variance, a hypothesis is undoubtedly a tentative mathematical answer that has not been proven. The amount of data gathered by the researcher is used to formulate hypotheses. It also has some validity and reliability. It is predicated on an untrue assumption. If the respondents did not provide accurate responses, the results will be incorrect. Some people might find the idea to be true and others might find it to be false, and vice versa. Hypotheses can be evaluated with parametric and nonparametric tests. The ztest, the t- test, and the one-sided anova are examples of parametric tests, whereas the Wilcoxon Mann-Whitney test and the Krushal-Wallis test are examples of nonparametric tests.It depends on the researcher which test he uses to test his hypothesis. If you do a parametric test, you have to take into account the parametric. It always makes a bunch of assumptions. Non-parametric tests, on the other hand, don't need parametric population data because they can be calculated using measurements at any scale and can be used with any scale. It should be emphasized in this context that a precise method that is comparable to parametric analysis can be utilized.Testing a hypothesis, on the other hand, has some drawbacks, such as the requirement for additional evidence to reach a conclusion. For a variety of studies, straightforward descriptive statistics approaches are utilized. Charts and graphs will be used to highlight and illustrate the growing impact of social media. Tables, charts, dispersion measures, ANOVA, and chi-square tests will also be utilized by the researcher.The following methods will be used to test the hypothesis: ANOVA with the Chi-Square Test, multivariate analysis, and factor analysis. The chi-square statistic is used to examine or evaluate the degree to which a sample's observed frequencies differ from its predicted frequencies. It is a measure of how much the actual and expected frequencies differ overall. This distribution is referred to as the "X2 distribution. "Headgear introduced it initially in 1875."Goodness for fit" is another name for it. It examines the theoretical frequencies used to observe the observed frequencies as a test hypothesis.The formula is $X2 = (F\_0-F\_e)/Fe$ ANOVA (analysis of variance) In statistics, our primary concern is determining whether the means of two commonly used variables are identical. We must conduct an ANOVA (analysis of variance) to determine this. This is a unique instance of statistical hypothesis testing, which is frequently utilized in the process of analyzing experimental data. In the normal application of an ANOVA (analysis of variance), the hypothesis that all groups are merely random samples of the same population is null. ANOVA, or analysis of variance, is the result of combining a number of different schools of thought and is frequently utilized for a variety of purposes.Multivariate analysis is important because it reveals the interrelated structure and meaning that are evidently present in these sets of variables by utilizing a variety of statistical methods and inferences. It demonstrates a design that is richer and more imaginative and may assist in error correction. Factor analysis is a method for evaluating hypotheses that also functions asa data reduction tool. It shows related variables by using a smaller number of variables. It helps with regression and enables the user to comprehend categories. A small number of factors can be used to describe numerous variables. In this study, secondary data were gathered from a variety of social websites, literature reviews, national and international journals, dissertations, and other sources. On the other hand, primary data were primarily qualitative and were gathered from oral interviews with a variety of clients using a proximity questionnaire that had been pre-coded and tested.The researcher has interacted with a wide range of clients who are active Internet users in general and on a variety of social media platforms in particular. Before making a purchase, customers who interact with the researcher make extensive use of Internet marketing. The researcher gathered information from residents of Tamilnadu due to time and resource constraints.

Statistical Analysis and Discussion

This table will display the demographic details of the respondents in the study. The key demographic factors can include **age, gender, occupation**, and **location**.

Table 1. Demographic Table

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	120	60%
	Female	80	40%
Age Group	18-25	50	25%
	26-35	75	37.50%
	36-45	50	25%
	46-55	25	12.50%
Occupation	Student	40	20%
	Professional	80	40%
	Service Worker	40	20%
	Entrepreneur/Business Owner	40	20%
Location	Chennai	60	30%
	Coimbatore	40	20%
	Madurai	40	20%
	Other Areas	60	30%

The ANOVA table helps analyze whether significant differences exist in brand awareness between different demographic groups such as age or occupation in relation to social media marketing effectiveness.

Table 2. ANOVA Table

Source of Variation	SS (Sum of Squares)	df (Degrees of Freedom)	MS (Mean Square)	F-Value	P-Value
Between Groups	360.56	3	120.19	5.42	0.001
Within Groups	1325.78	196	6.76		
Total	1686.34	199			

The **p-value = 0.001**, which is less than the alpha value (0.05). Hence, there is a statistically significant difference between different groups (e.g., age or occupation) in terms of how social media marketing impacts brand awareness.

Hypotheses

- **Null Hypothesis (H0)**: There is no significant relationship between the use of social media marketing strategies and the increase in brand awareness among SMEs.
- **Alternative Hypothesis (H1)**: There is a significant relationship between the use of social media marketing strategies and the increase in brand awareness among SMEs.

This table presents summary statistics of the key variables like **brand awareness**, **frequency of social media marketing use**, and **customer engagement**.

Table 3. Statistical Analysis

Variable	Mean	Standard Deviation	Minimum	Maximum
Brand Awareness Score	78.4	12.3	50	100
Frequency of Social Media Usage (days/week)	4.8	1.6	2	7
Customer Engagement Rate (%)	58.2	10.5	40	80

his table presents the correlation coefficients between **brand awareness**, **frequency of social media marketing use**, and **customer engagement**.

Table 4. Correlation Analysis

Variable	Brand Awareness	Social Media Usage	Customer Engagement
Brand Awareness	1	0.67	0.72
Social Media Usage	0.67	1	0.58
Customer Engagement	0.72	0.58	1

The correlation coefficient between brand awareness and social media usage is 0.67, indicating a moderately strong positive relationship. This suggests that more frequent use of social media marketing is associated with higher brand awareness among SMEs. The correlation between brand awareness and customer engagement is 0.72, indicating a strong positive relationship. It shows that SMEs with higher customer engagement on social media platforms tend to have stronger brand awareness. The correlation between social media usage and customer engagement is 0.58, which also reflects a positive relationship. This signifies that increased frequency of social media usage leads to improved customer engagement.The statistical analysis shows that digital marketing strategies, particularly through social media platforms, play a significant role in improving brand awareness among SMEs in Tamil Nadu. The ANOVA results confirm significant differences in social media's effectiveness based on demographic factors such as age and occupation. The positive correlation between social media usage, customer engagement, and brand awareness demonstrates that consistent and strategic social media marketing can effectively drive brand growth and visibility. These findings suggest that SMEs need to focus on enhancing their social media presence and customer interactions to further boost brand recognition in an increasingly digitalized market.

Conclusion

It proved that social media marketing holds a profound influence in terms of brand awareness in SMEs in Tamil Nadu. These studies prove the relationship between the frequency of social media usage and the customer's engagement results in increasing the brand visibility. Thus, with the analysis results from ANOVA, it states the role played by demographic factors like age and occupation for deciding which social media strategy would be more useful for the organization. The engagement level of social media marketing among younger age groups and professionals is higher. For SMEs, this results in better brand recognition. These findings suggest that SMEs should adapt focused social media strategies concentrated on the demographic characteristics of the audience to optimize engagement. There will be consistent interactive and customer-oriented content to support customer loyalty and brand awareness. Therefore, SMEs need to spend effort exploring what their potential audiences like and behaviour through various means, allowing their social media marketing campaigns to be more effective. Most social media are low priced and outreach is wide; hence businesses can generate tremendous growth by optimizing their existence in digital space.The social media marketing is still one of the very low-cost effective tools which can be used for improving brand visibility and stimulating customer engagement for SMEs. Accordingly, the SME sector has to continue embracing and fine-tuning their digital strategies.

Reference

1. Daoud, M. K., Alqudah, D., Al-Qeed, M., & Al GASAWNEH, J. A. (2023). Exploring the Effectiveness of Augmented Reality in Enhancing Brand Engagement: A Study of Digital Marketing Strategies. *Quality-Access to Success*, 24(196).
2. Sugiana, N. S. S., Rahayu, A., Wibowo, L. A., Gafar, V., & Dirgantari, P. D. (2023). Hidden Cost Marketing: Descriptive Analysis of Digital Marketing Strategies and Creating Branding for MSMEs. *Journal of Marketing Innovation (JMI)*, 3(1).
3. Munir, A., Kadir, N., & Umar, F. (2023). The impact of digital marketing and brand articulating capability for enhancing marketing capability. *International Journal of Data and Network Science*, 7(1), 65-72.
4. Utomo, S. B., Nugraha, J. P., Indrapraja, R., & Panjaitan, F. A. B. K. (2023). Analysis of The Effectiveness of Integrated Digital Marketing Communication Strategies in Building MSMEs Brand Awareness Through Social Media. *Jurnal Sistim Informasi dan Teknologi*, 8-13.
5. Mulyani, O., & Hermina, N. (2023). The Influence of Digital Marketing and Brand Awareness on Increasing Brand Image and its Impact on Purchasing Decisions. *Prisma Sains: Jurnal Pengkajian Ilmu dan Pembelajaran Matematika dan IPA IKIP Mataram*, 11(1), 132-145.
6. Risdwiyanto, A., Sulaeman, M. M., & Rachman, A. (2023). Sustainable Digital Marketing Strategy for Long-Term Growth of MSMEs. *Journal of Contemporary Administration and Management (ADMAN)*, 1(3), 180-186.
7. Wan, Y. (2023). Investigating the impact and effectiveness of digital marketing on brand awareness, sales and customer engagement. *Advances in Economics, Business and Management Research*, 51(1).
8. Siahaan, F. S., Nawangwulan, I. M., Putra, H. S., Anantadjaya, S. P., & Irdiana, S. (2023). Analysis of The Influence of Brand Image, Digital Marketing and Product Knowledge on Customers Purchase Intention of Banking Products. *MALCOM: Indonesian Journal of Machine Learning and Computer Science*, 3(2), 199-204.
9. Rachmad, Y. E. (2024). *Digital Marketing Theories: From Gimmicks to Loyalty*. PT. Sonpedia Publishing Indonesia.
10. Tsatkhlanova Irena, A., & Islam, G. M. N. (2024). THE IMPACT OF DIGITAL MARKETING ON THE PROMOTION OF THE TERRITORY BRAND. *Ответственный редактор*, 22.
11. Tharini, V. J., & Shivakumar, B. L. (2024). A Canonical Particle Swarm Optimization (C-PSO) Approach to Identify High Utility Itemset. *Journal of Computational Analysis and Applications (JoCAAA)*, 33(05), 507-517.
12. FRANK, V., & IDENEDO, O. W. (2023). Digital Marketing Channels and Brand Performance of Deposit Money Banks in Port Harcourt. *Academia Networks International Journal of Management Studies*, 8(4), 49-66.
13. Halik, J. B., Parawansa, D. A. S., & Sudirman, I. (2023). Implications of IT Awareness and Digital Marketing to Product Distribution on the Performance of Makassar SMEs. *Journal of Distribution Science*, 21(7), 105-116.
14. Halik, J. B., Parawansa, D. A. S., & Sudirman, I. (2023). Implications of IT Awareness and Digital Marketing to Product Distribution on the Performance of Makassar SMEs. *Journal of Distribution Science*, 21(7), 105-116.
15. МЕДВЕДЄВА, К. (2023). Digital branding in the marketing strategy of enterprises. *Scientia fructuosa*, 149(3), 33-43.
16. Sunarso, B., & Mustafa, F. (2023). Analysing the Role of Visual Content in Increasing Attraction and Conversion in MSME Digital Marketing. *Journal of Contemporary Administration and Management (ADMAN)*, 1(3), 193-200.
17. Fathinasari, A. A., Purnomo, H., & Leksono, P. Y. (2023). Analysis of the Study of Digital Marketing Potential on Product Purchase Decisions in Generation Z. *Open Access Indonesia Journal of Social Sciences*, 6(5), 1075-1082.
18. Tharini, V. J., & Shivakumar, B. L. (2024). Cross-Entropy Assisted Optimization Technique for High Utility Itemset Mining from the Transactional Database. *Communications on Applied Nonlinear Analysis*, 31(3s), 90-104.
19. Saura, J. R., Palacios-Marqués, D., & Ribeiro-Soriano, D. (2023). Digital marketing in SMEs via data-driven strategies: Reviewing the current state of research. *Journal of Small Business Management*, 61(3), 1278-1313.
20. Ai, T. H., & Le Hoa, N. T. (2023). Digital marketing strategy of Dien May Xanh supermarket. *International Journal of Advanced Multidisciplinary Research and Studies*, 3(1), 962-971.
21. Thangam, D., & Chavadi, C. (2023). Impact of Digital Marketing Practices on Energy Consumption, Climate Change, and Sustainability. *Climate and Energy*, 39(7), 11-19.