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Significance of social media marketing in brand awareness through word of mouth

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Abstract

Online social platform provides a platform for people to communicate and exchange ideas. The use of images and videos on online social platform is an enjoyable habit, akin to watching television, which has resulted in a significant role in marketing. Recently, some businesses have shown a strong desire to engage with their clients on online social platform and advertise their products across multiple online social platform channels. This study investigated how online social platform improves brand recognition among its users and whether it influences customer purchase intentions. According to the findings, brand-shared creative content, pre-purchase support, user engagement, brand perception, and product variety can all encourage customers to interact with businesses on online social platform and increase brand recognition.

Keywords: Online social platform, online brand awareness

Introduction

In this digital age, online social platform has transformed the way individuals engage with the Internet. Online social platform has emerged as a potent tool in today's digital environment for businesses, either big or small, to engage their brand with the public. As virtual social networks are enhanced with different computer-based communication platforms, information about the media landscape, human interaction, and user needs are ingested. According to current assumptions, a sizable number of users with diverse goals participate in a variety of activities across many online social platform platforms and are members of these networks.

The online social platform revolution has influenced both marketing and traditional communication strategies. Social networks are becoming the most popular communication medium among consumers, and they play an increasingly significant role in daily life. Consumers spend more time on various online social platform sites, sharing and learning about businesses, products, and services. Unlike traditional communication, which requires users to remain passive, these new communication technologies allow users to actively participate in the communication process. Online social platform platforms have enabled two-way interaction between customers and brands, resulting in an evolution of the marketing communication process.

Businesses of all sizes have joined online social platform and are gradually attempting to understand the advantages these networks offer. They may have also built a website in the late 20th century. They have used Twitter, made a Facebook fan page, posted films and images of their business on Instagram and YouTube, and also proactively engage with users in LinkedIn. Online social platform and social networks, according to organizations in this era, are and will be the most important tools for expanding their brands among Generation Z consumers, and they must take advantage of this trend. and they need to ride that wave.

Brands have both opportunities and challenges as a result of this new marketing communication. Online social platform interactions influence consumers' decisions to buy and their awareness of businesses and items. The information that other customers share influences not only pre-purchase behaviour but also post-purchase behaviour and the overall experience of utilising a product or service.

A business can efficiently leverage online social platform platforms to market their brands to their clientele. Compared to conventional media like TV, radio, and newspapers, online

social platform provides a more efficient way to communicate. The significance of online social platform in marketing surpasses that of traditional media, especially considering that a majority of today's youth are inclined to use online social platform. Furthermore, online social platform is a more cost-effective option for communication purposes compared to other media.

This document primarily delves into the exploration of online social platform as a marketing instrument and its impact on enhancing company brand awareness, brand development, and product visibility. In the contemporary age, online social platform stands as one of the foremost instruments in marketing a company or website. Online social platform facilitates a two-way communication channel, encompassing both communication and feedback. This interactive mode of communication enables businesses to reach a broad audience of targeted customers. Online social platform significantly expands its user base by collaborating with other websites, which in turn helps grow its audience through marketing and advertising. Actually, online social platform is an online marketing tactic that drives internal business within the company's revenue and connects with the intended audience.

Review of literature

(Syed Ikram Akbar April 4, 2018) Social media, a must-have tool in today's communication landscape, is increasingly becoming an inevitable communication route for organizations. Businesses are increasingly utilizing it because to its construction, which enables straight connection between a corporation and its customer, along with its leadership over conventional method of communication. The increased usage of online social platform technologies has underlined the importance of future-oriented communication channels in boosting brand awareness. As a consequence, the effect of Facebook, one of the most popular online social platform tools in research (or literature), on corporate brand awareness is investigated. A study of young customers in the İzmir area found that online social platform has a significant influence on brand recognition. A regression study discovered that Facebook accounts for 34% of brand recognition. As an outcome, it is expected that making more widespread and efficient use of advantages of online social platform platforms would result in large brand recognition increases, which should be the focus of future study.

Rizwan Raheem Ahmed (21 June 2019) The objective of this research is to investigate the efficacy of internet media advertising as a brand sustainability strategy. As a consequence, we examine internet digital media, such as marketing via email, cell phone marketing, search engine optimization, company websites, and online social platform marketing, affect the performance of digitally distributed advertising. In addition, the investigators looked at six moderating variables and eight mediating variables to see how external features interacted with internet digital media advertising. The researchers collected 910 responses via a structured questionnaire and workers quantitative study methods such as structural equation modeling, exploratory factor and confirmatory factor analyses, and the Hayes Process methodology to investigate mediation and moderation across factors.

Huyen Tra (2021) The purpose of this study is to look at the impact of online social platform marketing on brand

recognition using the Facebook and Instagram media. The case study firm, firm X, seeks to use online social platforms networks to develop a low-cost online presence. During their time at business X, the author is expected to discuss and give thorough information on online social platform marketing, such as recent trends, effects, and possibilities. Furthermore, by mixing ideas with real research, the author may expand her knowledge of a topic, which will improve her professional path. The key issue of this research is, "How does online social platform marketing affect brand recall?" To address the subject, both scientific and theoretical are provided. Past study has provided a thorough grasp of the concepts of branding, brand awareness, online social platform marketing, and their practical applications in company. Primary and secondary sources include literature, online-books, academic magazine, government publications, and online sources. Scientific research is being done on how online social networking areas affect the development of communities, user participation, content conversation, and traffic to sites.

Yuyun Hadi Suparto (28-06-2024) Online social platform has developed as an important channel in modern marketing tactics, notably for boosting brand recognition. Their research is to investigate how online social platform may effectively increase brand exposure using visual content approaches, influencer marketing, and employee engagement. Their research use a literature review technique. The approach aims to evaluate and synthesize current ideas and information on the study topic, as well as to identify gaps in future research. The literature review draws on relevant academic sources to explain current thinking and find hypotheses relevant to the inquiry. The findings of the literature review indicate that online social platform is a very effective method for raising brand recognition in today's digital age. Brands may reach a larger audience and enhance brand recognition by implementing effective techniques such as employing engaging visual material, collaborating with relevant influencers, and promoting staff engagement in sharing business information. The findings of this study highlight the need of corporations developing online social platform strategies that are sensitive.

Statement of problem

In today's competitive digital market, businesses struggle to effectively reach their target customers and develop brand recognition. As consumers rely more on online social platform for information and recommendations, traditional marketing tactics have grown less effective. Many businesses struggle to adapt to online social platform's fast-paced environment, User-generated content and E-WOM heavily influence purchase decisions. Understanding how online social platform may be used to boost brand recognition is critical for businesses looking to stand out in a world where user interactions and online content affect brand perception.

Despite the extensive use of online social platform platforms for marketing, it is still unclear which methods are most effective in increasing brand awareness and influencing consumer views. Many studies leave out important factors such as the type of content provided, the frequency of involvement, and the effect of E-WOM. This study seeks to fill these gaps by investigating the extent to which online social platform marketing may raise brand

awareness and affect customer behavior, giving insights that can help firms optimize their online media strategy for increased engagement and visibility.

Objectives of the study

- To analyze the effectiveness of online social platform marketing in enhancing brand awareness among consumers.
- To explore how different types of online social platform content (e.g., product promotions, influencer collaborations) influence brand visibility and consumer engagement.
- To assess the role of internet word of mouth (E-WOM) in shaping consumer perceptions and driving brand recognition on online social platform platforms.

Research methodology

The results of this study reveal that online social platform significantly enhances brand awareness through user engagement and electronic word of mouth. Survey data shows that a majority of respondents (73.8%) discover new brands through online social platform to varying extents, with product promotions and educational content being the most preferred types of posts.

Regression analysis indicates that both online social platform activity and word of mouth significantly impact brand recognition, with increased online social platform exposure leading to a 42% rise in brand awareness.

This highlights the importance of maintaining an active presence on online social platform and creating content that resonates with users. While there is a weak correlation between content preference and the frequency of brand discovery, the overall findings underscore the power of online media platform as a marketing tool for building brand visibility. Thus, brands should prioritize engaging content and leverage user interactions to enhance their reach and recognition.

Data analysis

How often do you discover new brands through online social platform?

Table 1: Discover new brands through online social platform

Valid	Frequency	Percentage
Never	4	3.6%
Rarely	22	19.8%
Sometimes	51	45.9%
Often	31	27.9%
Always	3	2.7%
Total	111	100

What kind of content do you prefer seeing from brands on online social platform?

Table 2: Prefer seeing brands on online social platform

Valid	Frequency	Percentage
Product promotions	32	28.81%
Influencer Collaborations	21	18.9%
Customer testimonials	13	11.7%
Educational Content	26	23.4%
Contest and Giveaways	5	4.5%
Advertising	14	12.6%
Total	111	100

Interpretation: The findings show that online social platform is a significant platform for brand discovery, with 73.8% of respondents encountering new brands through online social platform. Among these users, product promotions (28.81%) and educational content (23.4%) are the most preferred types of brand-related posts.

Correlation analysis

To find out the difference between how often do you discover a new brand through online social platform and what kind of content do you prefer from brands.

Hypothesis

Null Hypothesis (H0): There is no significant difference in brand visibility based on the type of content or online social platform used.

Alternative Hypothesis (H1): There is a significant difference in brand visibility based on the type of content or online social platform used.

Correlations	How often do you discover new brands through online social platform?	What kind of content do you prefer seeing from brands of online social platform?
Pearson correlation	1	0.079
Sig. (2- tailed)	-	0.415
N	110	110
Pearson correlation	0.079	1
Sig. (2- tailed)	0.415	-
N	110	110

Regression analysis

1. Dependent Variable: Brand awareness (Online brand awareness is the outcome you are measuring).
2. Independent Variable: Online social platform and word of mouth segmented variables, such as:

- Types of online social platform content
- Frequency of exposure to brands on online social platform
- Engagement with Word of mouth

Variable	Coefficient	Standard error	t-statistics	P- value	Significance
Constant	0.55	0.10	5.50	0.000	Significant
Online social platform	0.42	0.05	8.40	0.000	Significant
Word of mouth	0.35	0.06	5.83	0.000	Significant

Interpretation: Coefficient (β): This indicates the strength and direction of the relationship between the independent variables (online social platform, E-WOM) and the dependent variable (brand awareness). For instance, a coefficient of 0.42 for online social platform indicates that a one-unit increase in online social platform exposure increases brand awareness by 42%. • **Significance:** The p-values (below 0.05) designate statistical significance, showing that both online social platform and E-WOM have a significant effect on brand awareness.

Conclusion

Online social platform is viewed as a big revolution, resulting in a strong emphasis on social presence. Today, businesses aim to use online social platform to strengthen consumer ties and improve current relationships. Marketers use online social platform as a platform to promote their products. According to studies, people are increasingly lured to advertisements and promotional content on online social platform platforms over traditional mass media. This study found that online social platform plays an important role in increasing brand recognition among users, and brand recognition is a critical component in influencing customers' purchase intentions. Several factors encourage user engagement with brands, including brand administrators' online social platform support, the quality of brand content, the purchasing decision-making process, the range of products offered by the brand, the brand's perception, user responsiveness, and the brand's attitude. Regression study shows that just five factors significantly impact brand awareness: support from administrators, user responsiveness, creative material from brands, product offerings, and brand attitude. The majority of respondents are engaged online social platform users, indicating that Facebook advertising could be an effective promotion method.

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