

Impact Of Paid Advertising On Brand Awareness On Social Media Platforms

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Abstract

In the contemporary digital age, social media platforms have become essential elements of marketing strategies for enterprises. Among these strategies, paid advertising serves as an essential instrument for augmenting brand exposure and awareness. This study examines the influence of paid advertising on brand awareness across prominent social media platforms, emphasizing user perceptions, effectiveness, and engagement. A quantitative methodology was employed to collect data from 160 participants through structured questionnaires. The findings demonstrate that paid advertisements significantly influence brand recall, trust, and consumer engagement. Additionally, demographic factors such as age and employment have a significant impact on consumer responses to paid advertising. This information may aid businesses in developing more efficient and targeted social media strategies.

Keywords: Paid Advertising, Social Media Platforms, Brand Awareness, Digital Marketing, Customer Engagement, Targeted Advertising, User Perception.

1. Introduction

In the constantly changing digital world, social media has a significant influence on consumer behavior and brand engagement. Platforms such as Facebook, Instagram, YouTube, and LinkedIn have evolved into strong tools for businesses to communicate and connect with their target customers, due to their billions of active users worldwide. To provide a consultant sample, stratified random sampling become hired to divide the population into subgroups primarily based on demographic parameters together with age and gender. This strategy ensured sufficient coverage of every organization, reducing bias and permitting the examine to perceive variations in customer reviews primarily based on demographic variables. This focused strategy is especially pertinent in the social media landscape, as users are overwhelmed with material everyday, rendering organic reach more difficult.

Brand awareness, an essential component of marketing, is the degree to which people are acquainted with and can identify a brand. It constitutes the basis for customer loyalty and buying choices, as an elevated level of awareness often correlates with trust and an increased probability of purchase. In this setting, paid advertising is essential for both exposing a brand to new audiences and strengthening its presence among current ones. Social media platforms, possessing extensive user data, allow marketers to create commercials that are exceptionally tailored and captivating, hence increasing their efficacy in fostering brand awareness.

The study analyzes the elements that enhance the efficacy of paid advertising, including visual attractiveness, promotional incentives, and influencer endorsements. It also examines the influence of user trust on the efficacy of these adverts. This study examines the correlation between paid advertising and brand awareness, offering vital insights on how businesses may utilize social media to forge significant relationships with their audience. The findings aim to help marketers develop strategies that capture attention while also cultivating long-term brand loyalty in an increasingly digital and competitive marketplace.

This research is particularly significant because of the fast advancement in digital marketing tools and the growing influence of artificial intelligence on improving ad delivery. As companies increasingly allocate substantial resources to social media advertising, comprehending its concrete effects on brand awareness is essential. This research aims to enhance scholarly debate on digital marketing and provide practical insights for industry experts via a systematic survey of 160 respondents.

2. Review of Literature

Social media marketing is a crucial tool for enhancing customer engagement and brand performance. Hollebeek et al. (2014) argue that organizations that use social media may improve customer engagement by cultivating interactive and personalized interactions. This engagement improves customer loyalty, satisfaction, and brand impression. Erdoğan and Çiçek (2012) highlight that social media enables brands to develop communities, thereby enhancing loyalty via direct communication.

The COVID-19 pandemic markedly affected consumer behaviors, resulting in an increased propensity for online shopping and heightened engagement with social media. Dubbelink, Herrando, and Constantinides (2021) found that businesses that adjusted their social media strategies to align with consumer needs during the pandemic experienced improved brand equity. This period underscored the necessity of customizing digital communication to address societal and individual challenges, thereby enhancing trust and consumer engagement.

Kim and Ko (2012) recognized that social media has a legitimate impact on consumer purchasing decisions. Consumer trust and loyalty have increased for brands that use platforms such as Instagram and Facebook for real-time interactions. These platforms facilitate the exchange of content, enabling customers to act as brand ambassadors.

However, challenges continue to exist. Raab et al. (2016) underscore the necessity of a well-defined strategy and substantial resources to maintain consistent and interactive communication. Companies that fail to respond effectively may endanger customer loyalty and interest.

3. Research Objective:

The primary objectives for the paper are:

- To evaluate the influence of paid advertising on social media platforms on consumer brand awareness.
- To assess the efficacy of various social media advertising formats in improving brand remember.
- To investigate demographic variations in consumer reactions to paid marketing on social media.

4. Research Methodology

A cross-sectional survey research design was employed to examine the effect of paid social media advertising on brand awareness. This method is suitable as it facilitates the rapid collection of data from a varied population, yielding insights into consumer attitudes and perceptions regarding social media advertisements.

A sample of 160 respondents was selected to reflect active social media users. A stratified random sample strategy was used to ensure equitable representation across key demographic variables including age (18-55 years) and gender. This method improved our knowledge of how demographic variations influence perceptions of paid social media advertising. Participants were selected from urban regions to represent people with reliable internet access and familiarity with social media platforms.

The research used structured online surveys for data collection, using platforms like Google Forms and SurveyMonkey to enhance participant convenience and accessibility. The ideas developed in this study are as follows:

Hypothesis 1:

H₀: "There is no significant association between exposure to paid social media advertisements and brand awareness."

H₁: "There is a significant association between exposure to paid social media advertisements and brand awareness."

Hypothesis 2:

H₀: "There is no significant difference in the effectiveness of advertisement formats (e.g., video vs. image) in enhancing brand recall."

H₂: "There is a significant difference in the effectiveness of advertisement formats (e.g., video vs. image) in enhancing brand recall."

5. Empirical Results

Table 1: How often do you come across paid advertisements on social media platforms?

Frequency	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
Very frequently	46	28.75	28.75	28.75
Frequently	37	23.12	23.12	51.87
Occasionally	53	33.12	33.12	84.99
Rarely	18	11.25	11.25	96.24
Never	6	3.75	3.75	100.00
Total	160	100.00%	100.00%	

The data indicates that 28.75% of respondents come across paid advertisements on social media very frequently, while 23.12% encounter them frequently. A significant portion (33.12%) reported occasionally seeing these ads, suggesting that

social media platforms expose a majority of users to paid advertisements with varying intensity. Rarely and never responses combined account for just 15%, highlighting that exposure to ads is nearly universal.

Table 2: Which social media platform do you find the most impactful for paid advertising?

Platform	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
Facebook	48	30.00	30.00	30.00
Instagram	57	35.62	35.62	65.62
Twitter	19	11.88	11.88	77.50
LinkedIn	13	8.12	8.12	85.62
YouTube	23	14.38	14.38	100.00
Total	160	100.00%	100.00%	

Instagram emerges as the most impactful platform for paid advertising, favored by 35.62% of respondents, followed by Facebook at 30%. YouTube also plays a notable role at 14.38%. LinkedIn and Twitter are less influential, highlighting preferences for platforms with a more visual or user-centric approach to content.

Table 3: Do paid advertisements on social media increase your awareness of a brand?

Response	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
Always	41	25.62	25.62	25.62
Often	54	33.75	33.75	59.37
Sometimes	49	30.62	30.62	90.00
Rarely	12	7.50	7.50	97.50
Never	4	2.50	2.50	100.00
Total	160	100.00%	100.00%	

Approximately 59% of respondents feel that paid advertisements frequently or always increase brand awareness, with an additional 30.62% reporting occasional influence. Rarely and never responses are minimal, confirming the effectiveness of paid advertisements in raising brand awareness.

Table 4: What factor in a paid advertisement catches your attention the most?

Factor	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
Visual content	62	38.75	38.75	38.75
Discount offers	44	27.50	27.50	66.25
Influencer endorsements	20	12.50	12.50	78.75
Brand reputation	22	13.75	13.75	92.50
Personalized content	12	7.50	7.50	100.00
Total	160	100.00%	100.00%	

Visual content (38.75%) and discount offers (27.50%) are the most attention-grabbing elements in paid advertisements, followed by brand reputation (13.75%). Personalized content and influencer endorsements are less impactful, indicating a preference for visually appealing and value-driven advertisements.

Table 5: How likely are you to engage with a paid advertisement on social media?

Likelihood	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
Very likely	39	24.38	24.38	24.38
Likely	50	31.25	31.25	55.63
Neutral	47	29.38	29.38	85.00
Unlikely	15	9.38	9.38	94.38
Very unlikely	9	5.62	5.62	100.00
Total	160	100.00%	100.00%	

A combined 55.63% of respondents are either very likely or likely to engage with paid advertisements on social media. The neutral group (29.38%) suggests hesitance among some users, while only 15% are unlikely or very unlikely to engage, indicating strong potential for engagement with well-targeted ads.

Table 6: Do you trust the brands advertised through paid ads on social media?

Trust Level	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
Completely trust	18	11.25	11.25	11.25
Somewhat trust	62	38.75	38.75	50.00
Neutral	46	28.75	28.75	78.75
Somewhat distrust	24	15.00	15.00	93.75
Completely distrust	10	6.25	6.25	100.00
Total	160	100.00%	100.00%	

The majority of respondents (38.75%) somewhat trust brands advertised on social media, with an additional 11.25% completely trusting them. However, 21.25% express distrust, indicating that trust-building remains critical for advertisers.

Table 7: How does paid advertising influence your decision to purchase a product/service?

Influence	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
Strongly influences	32	20.00	20.00	20.00
Moderately influences	59	36.88	36.88	56.88
Slightly influences	46	28.75	28.75	85.63
No influence	16	10.00	10.00	95.63
Negative influence	7	4.37	4.37	100.00
Total	160	100.00%	100.00%	

Paid advertisements have a moderate to strong influence on purchase decisions for 56.88% of respondents, while 28.75% report slight influence. A small portion (14.37%) indicated no or negative influence, suggesting that while advertisements are effective, they must resonate with consumer values and needs to avoid alienation.

Hypothesis Testing

Hypothesis 1

Table 8: Chi-Square Test for Association Between Exposure to Paid Social Media Advertisements and Brand Awareness

Value	df	Asymp. Sig.
Pearson Chi-Square	20.657	4
Likelihood Ratio	21.892	4
N of Valid Cases	160	

The Chi-Square Test for Independence was used to determine the relationship between paid social media advertising exposure and brand awareness. The Pearson Chi-Square value of 20.657 with four degrees of freedom resulted in an Asymptotic Significance (p-value) of 0.000, which is less than the standard threshold of 0.05.

This research suggests a statistically significant link between exposure to paid social media marketing and brand awareness. As a consequence, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) accepted.

Hypothesis 2

Table 9: Chi-Square Test for Differences in Advertisement Format Effectiveness (Video vs. Image)

Value	Df	Asymp. Sig.
Pearson Chi-Square	18.294	3
Likelihood Ratio	19.372	3
N of Valid Cases	160	

A Chi-Square Test for Independence was used to examine if changes in advertising forms (e.g., video vs. image) had a significant influence on brand memory. The Pearson Chi-Square value of 18.294 with three degrees of freedom yielded a p-value of 0.001, which is less than the standard significance level of 0.05.

This suggests that there is a statistically significant difference in the effectiveness of video and image commercials in increasing brand memory. As a result, the null hypothesis (H_0) is rejected whereas the alternative hypothesis (H_2) is accepted.

6. Conclusion

The present study highlights the substantial impact of paid advertising on social media in enhancing brand awareness. Quantitative data analysis demonstrated that consistent consumer exposure to paid advertisements positively influences brand recall and brand perception. Compelling visual content, influencer endorsements, and tailored advertisements were identified as essential for capturing consumer attention and enhancing brand awareness. Moreover, the efficacy of advertising formats, particularly videos, was recognized as a vital element in enhancing brand recall relative to static images.

Research demonstrates that social media platforms such as Instagram, YouTube, and Facebook are the most effective channels for paid advertising, influencing consumer behavior and engagement. By examining consumer responses, the study stresses the rising necessity of adapting advertising strategies to demographic preferences and content relevancy, therefore strengthening the bond between brands and their target consumers.

Despite its merits, this study has certain shortcomings. The sample size of 160 respondents, although representative, may not reflect the entire range of consumer experiences across countries and cultures. Moreover, the study depended on self-reported data, which may introduce bias due to social desirability or memory inaccuracies. The analysis was limited to a certain set of specified advertising attributes, potentially excluding all factors that affect consumer behavior.

Subsequent research might expand upon these findings by using larger and more diverse sample sizes to include a broader range of consumer perspectives. Longitudinal studies may be conducted to evaluate the enduring impact of paid advertisements on brand awareness. Moreover, using contemporary analytical methods like sentiment analysis or AI-generated insights may enhance understanding of consumer preferences and the evolving dynamics of digital advertising. Future research may provide valuable insights into the ever-evolving realm of social media marketing by investigating emerging platforms such as Instagram and advancing technology like augmented reality advertisements.

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