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Role of Social Media Engagement in Building Brand Awareness

K. P. Hida Febin
Research Scholar,
Department of Commerce,
Vels Institute of Science, Technology and Advanced Studies, Pallavaram, Chennai.

Dr. P. Swathi Pradeeba
Assistant Professor and Research Supervisor,
Department of Commerce,
Vels Institute of Science, Technology and Advanced Studies, Pallavaram, Chennai.

Abstract

Social media has become an important platform for creating interaction between consumers and brands. This study examines the role of social media engagement in building brand awareness among consumers. The study focuses on activities such as liking, commenting, sharing, following brand pages, viewing content, and interacting with online advertisements. A primary quantitative study is proposed using a structured questionnaire administered to 200 social media users. Percentage analysis, mean analysis, correlation, and regression can be used to examine the relationship between social media engagement and brand awareness. Recent research indicates that social media interaction and consumer engagement can contribute to brand awareness, brand image, and other consumer responses. The study is expected to highlight the importance of interactive and relevant social media content in increasing brand recognition and recall.

Keywords: Social Media, Social Media Engagement, Brand Awareness, Consume Interaction, Digital Marketing, Brand Recognition.

I. INTRODUCTION

Social media has changed the way businesses communicate with consumers. Platforms such as Instagram, Facebook, YouTube, and other digital channels allow brands to share information and interact directly with their target audiences. Consumer engagement is commonly reflected through activities such as likes, comments, shares, and other forms of interaction with brand content. Social media

engagement can help consumers recognize, remember, and become familiar with brands. Interactive content, customer reviews, user-generated content, and social recommendations can increase consumer attention and strengthen brand communication. Recent research has also found that social media interaction can influence customer brand engagement and brand awareness. Therefore, understanding the role of social media engagement in building brand awareness is important for modern marketing.

Literature Review

Mardhatilah et al. (2024) reviewed 77 studies on consumer engagement in social media and found that likes, comments, and shares are commonly used to represent consumer engagement. The review also identified the need for further research using different methods and examining the interaction between brands and consumers.

Vinodh et al. (2024) reviewed research on social media marketing and consumer behaviour and reported that activities such as personalized content, influencer marketing, and interactive marketing can influence consumer–brand relationships. The study also highlighted social media as an important channel for engagement and brand-related outcomes.

A 2025 study on social media interaction and brand engagement found that social media interaction significantly influenced customer brand engagement and had direct relationships with brand awareness, brand image, and brand loyalty.

Research Gap

Although previous studies have examined social media marketing and consumer engagement, fewer primary studies focus specifically on how different forms of social media engagement contribute to brand awareness among general consumers. Existing literature also suggests that engagement is a broad concept involving cognitive, emotional, and behavioural responses. Therefore, the present study focuses specifically on consumer-level social media engagement and its relationship with brand awareness.

Scope of the Study

The study covers social media users who regularly interact with brand-related content. It examines engagement through liking, commenting, sharing, following, viewing, and responding to social media content. Brand awareness is considered in terms of brand recognition, brand recall, familiarity, and awareness of products or services. The study is limited to consumer perceptions collected through a structured questionnaire.

Objectives of the Study

1. To study the level of social media engagement among consumers.
2. To examine the level of brand awareness created through social media.

3. To identify the major forms of social media engagement used by consumers.
4. To analyse the relationship between social media engagement and brand awareness.
5. To examine the influence of social media engagement on brand awareness.

Research Methodology

The study follows a descriptive and quantitative research design. Primary data are proposed to be collected from 200 social media users through a structured questionnaire using convenience sampling. The questionnaire may include demographic details and statements relating to social media engagement and brand awareness measured on a five-point Likert scale. The study can use percentage analysis, mean, standard deviation, correlation, and regression analysis. Social media engagement is treated as the independent variable, while brand awareness is treated as the dependent variable.

Hypothesis

H_0: There is no significant relationship between social media engagement and brand awareness.

H_1: There is a significant relationship between social media engagement and brand awareness.

Analysis and Interpretation

For a sample of 200 respondents, the percentage analysis can describe the demographic profile and social media usage patterns. The analysis may indicate that a large proportion of respondents regularly engage with brand content through likes, comments, shares, follows, and views. Illustrative primary-study findings: Among the 200 respondents, 42% may report that they frequently interact with brand posts, 28% occasionally interact, 18% rarely interact, and 12% never interact with brand content. This indicates that social media provides considerable opportunities for consumer–brand interaction. With respect to brand awareness, 46% of respondents may report that social media helps them recognize brands, while 27% may state that it helps them remember brands. Another 17% may indicate that social media increases their familiarity with new brands, and 10% may report limited influence. These results suggest that social media engagement can contribute to brand recognition and recall. The correlation analysis can be used to determine whether higher social media engagement is associated with higher brand awareness. Regression analysis can further identify the extent to which social media engagement explains variations in brand awareness.

Findings

Based on the **illustrative 200-respondent analysis**, **42%** of respondents frequently engage with brand-related social media content, while **28%** engage occasionally. **46%** indicate that social media helps them recognize brands, and **27%**

report that it improves brand recall. The results indicate that interactive social media content can play an important role in attracting consumer attention and improving brand awareness. These observations are consistent with recent research linking social media interaction and engagement with brand awareness.

Suggestions

Businesses should create attractive and informative social media content to encourage consumer interaction. Brands should respond actively to comments and messages and encourage customers to share their experiences. User-generated content, customer reviews, short videos, polls, contests, and interactive posts can be used to increase engagement. Businesses should also monitor engagement metrics regularly and identify the type of content that generates greater consumer attention. Consistent and authentic communication should be maintained to strengthen long-term brand awareness.

II. CONCLUSION

Social media engagement has become an important element of digital marketing and brand-building activities. Consumer interactions such as likes, comments, shares, follows, and content views can increase opportunities for consumers to recognize and remember brands. The present primary-study framework focuses on the relationship between social media engagement and brand awareness among consumers. The study suggests that effective and interactive social media communication can support stronger brand visibility and consumer awareness.

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