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**A Study on Social Mediaconversation to Increase Brand Awareness: Start up organization context- An Empirical Study**

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**Abstract**

The increasing use of social media platforms has transformed the way brands communicate with their target audiences. This research study examines the role of social media conversations in enhancing brand awareness. Through an empirical investigation, the research explores how engagement in online discussions, user-generated content and interactive communication strategies influence consumer perceptions and brand visibility. By analysing conversations across popular social media platforms such as Twitter, Facebook, and Instagram, this study identifies key factors that contribute to a brand's growth in terms of awareness and recognition. Additionally, the study reveals the importance of timely responses, influencer partnerships, and community-building activities in amplifying brand messages. The results offer valuable insights for marketers seeking to improve brand presence and loyalty through digital platforms. This research article highlights the need for

businesses to adopt a strategic approach to social media conversations, not only as a marketing tool but as a means to cultivate deeper relationships with consumers.

**Keywords:** Social Media Marketing, Brand Awareness, Start-Up Organizations, Social Media Strategy

## I. INTRODUCTION

In today's digital age, social media has revolutionized the way brands interact with consumers. Platforms such as Facebook, Instagram, Twitter, LinkedIn, and TikTok serve as dynamic arenas where conversations about brands, products, and services occur on a global scale. These platforms have enabled brands to move beyond traditional advertising and embrace interactive, real-time communication with their audiences. Social media conversations—ranging from comments and likes to shares and mentions—play a critical role in shaping consumer perceptions and driving brand awareness. Brand awareness, a fundamental aspect of marketing, refers to the extent to which consumers recognize and recall a brand. High levels of brand awareness often lead to increased customer trust, loyalty, and purchase decisions. Social media provides a unique opportunity to amplify brand visibility by facilitating organic and paid interactions between brands and their target markets. By participating in meaningful conversations and encouraging user-generated content, brands can create a ripple effect, reaching wider audiences and fostering a sense of community. This study seeks to explore how social media conversations contribute to enhancing brand awareness. It investigates key strategies brands use to engage audiences, the role of influencers and user-generated content, and the impact of social media platforms on brand visibility. By analysing these aspects, this research aims to provide actionable insights for businesses to maximize their presence in the digital landscape and build stronger connections with their customers.

### Review of Literature

**Chung et al. (2020)** identify issues such as negative feedback, misinformation, and lack of control over conversations as potential risks. Studies also stress the need for brands to respond authentically and promptly to maintain a positive reputation and foster trust.

**Lou and Yuan (2019)** indicate that influencers' endorsements can significantly increase brand awareness, particularly when the influencer's content aligns with the brand's values and target audience. Influencers serve as trusted intermediaries, facilitating conversations that resonate with their followers and amplify brand messaging.

**Phua et al. (2017)**, visual platforms like Instagram and TikTok are particularly effective for storytelling and brand recall, while Twitter excels in real-time interactions. This highlights the importance of tailoring content strategies to platform-specific characteristics to maximize impact.

**Pihlaja et al.(2017)** emphasize that UGC fosters trust among consumers and contributes significantly to their recall and recognition of a brand. By encouraging and sharing UGC, brands can expand their reach and create lasting impressions.

**Tsimonis and Dimitriadis (2014)** highlights that brand visibility on social media depends on consistent engagement and active participation in user interactions. Social media conversations, whether organic or paid, serve as conduits for delivering brand messages, thereby creating a stronger connection between brands and their audiences.

**Sashi (2012)** further explains that meaningful engagement on social media facilitates relationship-building, which is essential for establishing emotional connections with consumers. These connections often translate into higher levels of brand loyalty and advocacy.

**(Kietzmann et al. 2011)** This paper addresses the significance of brand and brand recognition of start-ups, as well as attempting to determine the connection between social media marketing and brand equity. In a nutshell, the gap in the literature which motivated this study includes the limited amount of research on the usage of social media marketing for start-ups as a branding strategy

**Kaplan and Haenlein (2010)** describe social media as a critical tool for fostering brand awareness due to its ability to reach vast audiences with minimal cost.

### **Social Media Marketing**

Social Media Marketing (SMM) refers to the use of social media platforms and websites to promote a product or service. In recent years, social media has become an indispensable part of modern marketing strategies, offering businesses a direct and cost-effective way to interact with their target audience, enhance brand visibility, and foster customer relationships. This form of marketing involves creating content that users share and engage with, such as posts, images, videos, stories, and ads, across various social media platforms like Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, and YouTube.

With the rapid adoption of smartphones and internet accessibility, social media has become an integral part of daily life for billions of people worldwide. This shift in consumer behavior has led businesses to realize the vast potential of these platforms for driving business outcomes. Social media marketing is not just about advertising; it's about creating authentic relationships with users, fostering engagement, and encouraging conversation. Social media platforms provide businesses with an unprecedented opportunity to engage directly with their audience in a personal and informal way. The real-time nature of social media allows brands to respond to customer inquiries, comments, and feedback instantly, creating a sense of connectivity and trust.

## **Startups- An Overview**

A start up is a newly established business that aims to bring an innovative product or service to market, often in a fast-paced and competitive environment. Start-up's typically focus on growth, scalability, and innovation, which distinguishes them from traditional businesses that might prioritize stability and gradual growth. These businesses are often associated with technology and disruptive industries, though start-ups can emerge in any sector. Startups usually introduce new and unique ideas, products, or services. The focus on innovation is one of the primary driving factors for their existence. Startups often aim to disrupt existing industries or markets by solving problems more effectively or efficiently.

## **Brand Awareness in the Context of Startups**

Brand awareness refers to the extent to which consumers are able to recognize or recall a brand. In the context of startups, brand awareness plays a critical role in driving customer interest, building credibility, and distinguishing the business from competitors in a crowded marketplace. For startups, creating and increasing brand awareness is essential, especially since they often lack the large marketing budgets that more established companies have. Brand awareness is a vital component of success, as it drives consumer recognition, trust, and sales. Although building brand awareness can be challenging due to limited budgets and resources, utilizing cost-effective strategies such as social media marketing, content creation, and influencer partnerships can significantly help. With persistence, creativity, and a strong brand strategy, startups can overcome the challenges of establishing their presence and gain the visibility they need to thrive in competitive markets.

## **Research Methodology**

### **Objectives of the Study**

- To study the Role of Social Media Conversations in Brand Awareness
- To Identify the Impact of Social Media Platforms on Brand Visibility
- To Understand the Influence of Content Strategy on Brand Awareness
- To Identify Key Metrics for Measuring Brand Awareness Through Social Media
- To Provide Recommendations for Startups to Leverage Social Media for Brand Awareness

## **Research Design**

The research utilizes a mixed-methods approach combining both qualitative and quantitative techniques to gain a comprehensive understanding of the role of social media conversations in brand awareness.

### Quantitative Approach

**Survey:** A structured questionnaire was distributed to active social media users to understand their perceptions of brand engagement and recall. The survey contained questions on social media interaction frequency, response time, user preferences, and brand trust.

### Data Collection

#### Primary Data

**Survey Data:** The survey was administered to individuals aged 18–40, representing a range of social media users. Questions were focused on: The type and frequency of brand interactions on social media.

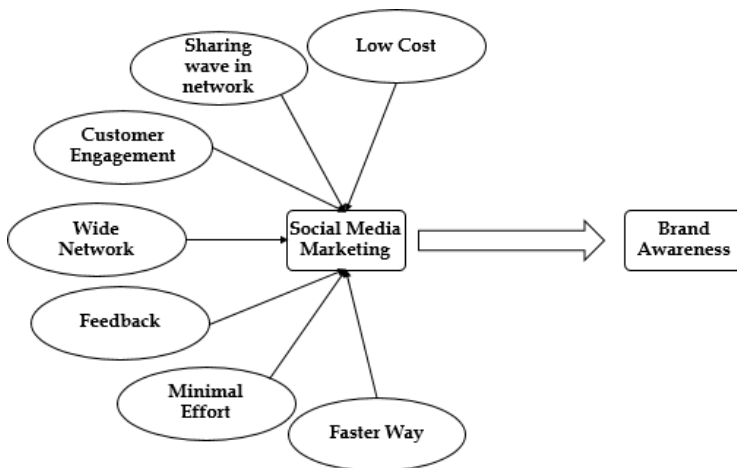
Emotional and cognitive responses to brand engagements (e.g., increased trust, better brand recall).

Platform preferences for engaging with brands.

#### Secondary Data

Social media engagement metrics were gathered using tools like Hootsuite and Sprout Social. These platforms helped track interactions like shares, comments, and post reach over a three-month period for posts from brands engaging with their users.

The following hypothesis is constructed in Figure 1.



**FIGURE 1** Influence of Social Media Marketing Factors on Brand Awareness

### Construct Measurement

The questionnaire elements were adapted from a variety of sources, including literature reviews and journal analysis. The questions were graded on a 5-point Likert scale ranging from strongly disagrees to strongly agree in the Table 1 below.

Table 1 Construct Measurement		
	Classification	Questions
BA1	Brand Awareness	Is a social media strategy beneficial in allowing customers to learn more about the company?
BA2		
BA3		Can you believe that using social media to promote your product makes customers recognize it?
		Is social media assisting the company in educating consumers with its products or services?
CV1	Conversation	Social Media provides a platform to have a conversation regarding products or services.
CV2		Could social media spread a conversation to a wide number of people in a brief period?
CV3		
CV4		Social Media channel is the easiest way to facilitate conversation for promotion.
		Conversation creates more impact on consumers' minds when it's on social media.
		Social Media provides a platform to have a conversation regarding products or services.

### Theoretical Framework

The theoretical framework for the study on social media conversations to increase brand awareness integrates multiple theories to understand how social media interactions contribute to the visibility and recognition of a brand. The conversation block depicts the extent to which a social media user engages in two-way dialogue with other social media users on social media platform (WEBB n.d.). Word-of-mouth (WOM) via social media has become a key driver of brand recommendation among consumers, prompting an increasing number of companies to promote their products and services through social media to stimulate consumer conversations, increase consumer loyalty, and acquire new customers. Conversations about certain start-up goods or services boost customer awareness, resulting in a good value in the customer's perception.

A discussion about the feature or idea may raise awareness of the start-up and its marketing strategy. Even though organizations can't control the conversation but they can create an impact by participating in the discussion. An honest and quick reply may stop the negative conversation and can create a positive impact on the consumer's mind. If the discussion is positive then the organization's reply may help to create brand advocates. These brand advocates can create a ripple effect on social media networks and may increase Brand Awareness.

### **Analysis and Discussions**

This investigation is based mainly on the study of start-up companies to understand and analyze their current social media activities. This study will aid in determining the relationship between the company's social media activity and brand recognition for their products and services, which will eventually aid in addressing the issue of managing marketing channels at a cheap cost. In this analysis, two different testing techniques were applied. First, conduct a literature analysis of publications and books on the topics of social media platforms, startup organization, and branding to include insights on current issues. The second method will be the involvement of start-up companies to understand and analyze their current social media activities. This research will aid in determining the relationship between a company's social media practices and brand equity elements, which will eventually aid in addressing the problem of handling marketing platforms at a low cost. The Google Forms online platform is used to develop and design the standardized questionnaire (Google, n.d.). Google Forms are web-based questionnaires that can be accessed via the internet on a variety of devices, including computers, tablets, and smartphones.

### **Findings of the Study**

The relationship between observed or measured variables (measurement items) and a latent variable (construct) in a definite study is detected by the analysis of the measurement model (Hair et al. 2019). Several measurement items with numerical value were gathered from the research's respondents to measure the latent variables. Therefore, the validity and reliability of the measurement items should be determined.

A partial least square structural equation modelling (PLS-SEM) technique was used to test the proposed model with SmartPLS version 3.0 (Ringle, Wende, and Becker 2015). The suggested hypothesis managed to fit into a statistical model to use PLS-PM in Table 2.

**Table 2 Measurement Model Analysis Results**

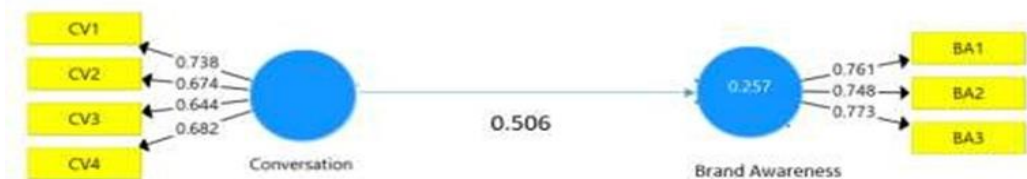
Variables(Latent)	List of Items	Factor Loading	CA	CR	AVG
Brand Awareness	Brand Awareness	BA1	0.761	0.645	0.805
	BA2	0.748			
	BA3	0.773			
Conversation	CV1	0.738	0.623	0.779	0.469
	CV2	0.674			
	CV3	0.644			
	CV4	0.682			

CR: Composite Reliability, CA: Cronbach's Alpha and AVE: Average Variance Extracted  
Cronbach's alpha > 0.60, and composite reliability (CR) > 0.70, indicating construct reliability (Hair et al. 2010). The construct reliability was identified because the latent variables' Cronbach's entire alpha values >0.60 and all of the CR values > 0.70. After that, factor loading and AVE > 0.50 are used to assess convergent validity (Hair et al. 2010). The majority of the factor loading values exceeds 0.70, which is considered sufficient.

### Structural Model Analysis

After the validity of the entire measurement, the model has been verified, the structural model is checked. The structural model analysis is used to test the predictions of the theory. The mentioned hypotheses that demonstrate the meaning of the relationship are accepted or rejected by structural model analysis (Schumacker and Lomax 2004). The measurement model's validity and reliability were verified.

The results of the internal structural model are evaluated at this point. This included looking at the model's predictive value as well as the relationships between the constructs. The key norms are the determination coefficient (R<sup>2</sup>), path coefficient (-value), and T-statistic value, effect size (f<sup>2</sup>), model predictive significance (Q<sup>2</sup>), and goodness-of-fit (GOF) index. These are the main norms for the internal structural model evaluation in Figure 2 (Ango, 2020).



**Figure 2 Structural Model Analysis**



Table 3 Structural Model Analysis Result (Direct Effect)				
DirectPaths	Path coefficients ( $\beta$ )	T Statistics	PValues	Results
H1:Conversation->BrandAwareness	0.506	3.448	0.001*	Significant

The standardized coefficient in the regression analysis and the path coefficients in the PLS were identical. The hypothesis's significance was checked using the  $\beta$  value. For a unit variation in the independent construct, the  $\beta$  denoted the expected variation in the dependent construct (s). The values of each path in the hypothesized model were calculated, with the higher the values, the more significant the impact on the endogenous latent builds.

The significance level of the value had to be checked using the T- statistics test. The relevance of the hypothesis was assessed using the bootstrapping technique. This analysis used a bootstrapping protocol of 1000 subsamples with no major adjustments to evaluate the importance of the path coefficient and T-statistics values in Table 3.

If the t value is beyond the range of -1.96 and +1.96 and the p-value is less than 0.05, the two-tailed test is statistically important (26). As a result, hypotheses were important and well-supported (Byrne 2013). The path coefficients ( $\beta = 0.506$ ) for the variable 'Conversation' suggested that when the Conversation was increased by 1 standard deviation unit, brand awareness increased by 0.506 standard deviation unit. Note: \* $p < 0.01$ , based on two-tailed test;  $t = 1.96$ .

## II. CONCLUSION

Social media marketing has transformed the way businesses engage with their customers, offering new opportunities for brand awareness, customer loyalty, and sales growth. By leveraging the right social media platforms and strategies, businesses can reach and interact with their target audience in ways that were not possible before. In conclusion, social media conversations are a powerful tool for increasing brand awareness, particularly for startups with limited resources. By leveraging social media platforms, businesses can create a strong presence, engage with their audience, and differentiate themselves from competitors. The study has shown that fostering meaningful and authentic conversations on social media not only enhances brand visibility but also builds long-term relationships with customers, leading to sustainable business growth. For startups and businesses aiming to maximize their brand awareness, the findings underscore the importance of consistency in engagement, content creation, and collaboration with influencers, as well as monitoring key metrics to assess and refine social media strategies over time.

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