

EXPLORING THE INFLUENCE OF SOCIAL MEDIA ADVERTISING AND CONTENT MARKETING AWARENESS ON BRAND AWARENESS, IMAGE, ATTITUDE, AND LOYALTY

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DOI: <https://doi.org/10.5281/zenodo.17480340>

Keywords

Content Marketing, Brand Awareness, Social media

Article History

Received: 11 September 2025

Accepted: 17 October 2025

Published: 30 October 2025

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Abstract

The purpose of this research was to analyse the variables that impact brand awareness across social media. The rapid growth of digital platforms has transformed the dynamics of marketing communication, with social media advertising and content marketing emerging as dominant tools for building brand equity. This study explores the influence of social media advertising and content marketing awareness on four key dimensions of brand performance—brand awareness, brand image, brand attitude, and brand loyalty. Drawing upon integrated marketing communication and consumer behaviour theories, the research investigates how consumers' awareness and engagement with online marketing content shape their perceptions and long-term relationships with brands. Data were collected through a structured survey and analysed using statistical techniques to assess both direct and indirect effects among the variables. The findings reveal that social media advertising and content marketing awareness significantly enhance brand awareness and brand image, which in turn positively influence brand attitude and loyalty. The study highlights the strategic importance of creating consistent, value-driven, and interactive content to strengthen brand-consumer connections in the digital landscape. Practical implications are provided for marketers seeking to leverage social media and content marketing as complementary strategies for sustainable brand growth. It is also more difficult for advertisers to produce and raise the brand value as they need to be able to organise messages and attempts to capture consumers across all the current media. Therefore, in the present dynamic business room, advertisers have to accept these contact methods for the branding process. The data were collected by hundreds of respondents in which both male and female are there. The findings of this study reveal that most respondents are in favour of social media marketing due to the easy access to social networking websites. According to the respondents, most social media platforms are considered trustworthy for promoting products and services. Content marketing is also perceived as helpful, as it enables people to easily learn about product features through advertisements.

INTRODUCTION

In today's highly competitive digital marketplace, organizations are increasingly adopting social media advertising and content marketing as vital tools to communicate, engage, and build lasting relationships with consumers. According to (Patil & Seetalad, 2024), the foundation of effective content marketing lies in assisting customers in their search for relevant information and providing high-quality content that guides them toward products or services matching their needs. The primary objective is to positively shape consumers' perceptions of the organization by offering content that is informative, appealing, and easily shareable. Such content not only attracts attention but also strengthens the customer's belief that the organization genuinely understands their preferences and offers solutions that best fit their requirements.

With the rapid rise of social media platforms, the interaction between brands and consumers has evolved from one-way communication to an interactive, relationship-driven process. Consumers today actively engage with brand-generated content, share their experiences through electronic word-of-mouth (eWOM), and influence the opinions of others within their digital communities. This shift has made content marketing and social media advertising central to the development of brand awareness, brand image, brand attitude, and ultimately, brand loyalty (Wasik, Primasari & Setiawan, 2025).

The present study aims to explore the influence of social media advertising and content marketing awareness on key dimensions of brand performance. It investigates how exposure to digital content and consumer engagement on social platforms shape perceptions of brand value and trust. By examining variables such as brand visibility, eWOM, and consumer interaction, the study seeks to provide valuable insights for marketers to design more effective social media strategies. The findings are expected to contribute to a deeper understanding of how digital communication tools can enhance brand equity and strengthen long-term consumer relationships in the ever-evolving online environment.

The motive is to positively affect the point of view towards the organization that provide the contents. These contents are usually fascinating, appealing and engaging, useful, and also easy to share, proposing the customer that the organization remanufacture them and is also the owner of the product or service best suits them. The key difference with other types of advertising is instead of betting everything on paid media, that tends to defeat the so-called owned media. It focuses on the search strategy on search engine by the content inspiring an organic research result. The main assumption about content marketing is the awareness that the customer has less interest in the firm as such and is mainly concerned with his own need and desires. To succeed in catching the attention of such a disinterested public, the organization must offer something that not only catches their attention, but one which assists them entertains them and surprises them. Content marketing interacts without trying to sell anything to users and potential customers. It is put among inbound marketing strategies that do not appear to disrupt the activities of the consumer with the advertising notification. On the other hand, the users who search for content related to this by showing interest in a particular issue.

If content marketing technique is well implemented, the client will consider a content made by a company that will homely address his question exactly and, despite the utility, encourage him to access the company's website in the future thereby searching the promotional funnel. In comparison to what happens on social networks where the content is limited and appears to be built according to the essence of the social platform used, it is easier to use more detailed content on the company blog such as blog posts or infographic filled e-books and more. Essentially, if businesses decide to model their actions on social networks based on that of consumers, they will be on the corporate site. Generally speaking, what divides content marketing from social media marketing is that the former emphasizes on consumer demand, even though it is used to generate brand awareness, such as generating brand interactions and customer loyalty, i.e.

customer service activities (Giuseppe Granata, 2019)

Background:

Content promotion is a method that is of high concern to organizations. The marketing technique of content creation to a reasonably established user objective category is content marketing. (Jofferson and Tanton 2015; Pulizzi 2014). Due to social media, content marketing has spread widely. Social networking is a great way to send messages to an organization. This message is simple to guide to the right focus group to Enhance brand recognition, loyalty to consumers and reputation for brands. Although most businesses do have exposure to social media, it is important to make good use and use all the benefits of social media platforms if the organization needs social media tools. Knowledge is available to everyone, anywhere, thanks to the Internet. Today a business will get the interest of all individuals before commercials are intended to cater to the general public. (Budikova 2014; Juzhou 2009) If you wish to deliver their messages to the exact public, businesses must be where their clients are. It is important to note that consumers are seeking value for money and time. You can use the internet to get what you want; breaks are not tolerated properly. Instead of conventional ads, consumers value stores and storylines. Content marketing is a leading marketing technique in digital marketing engagement, using consumer views to create partnerships by posting and involving content through social media that enrich their daily lives.

The content industry is seen as an alternative to 'consumer interaction and user relations, according to Hillebrand (2014:9). Installing new goods and ads to the consumers instead. In 2008, Agichtein et al. (2008:183) indicated that different social media practices revolve around information and that online networks are now social media emanations. In terms of industry, content is critical knowledge generated by a Website or in an application or another established interactive presentation medium with a vision of communicating¹. Content is the knowledge which the public wants to learn, taught, encountered or

witnessed. Marketing material today is not only useful, it must be. Besides, it is important to produce updated content. It may not be daily material, but it must be well-founded and material of high quality. It must be worthy to offer the receiver incentives that will fulfil his / her interests and the wishes of his / her contact. Also, the key component of content marketing is identifying the target audience, who is expected to receive the message content. In exchange, this ensures that such information needs to be generated and transmitted so that the receiver reaches the service area, which is the key focus of the message. Content marketing is the story of what an organization produces and publishes. "As individuals must win the confidence of others to cope with them so that they can enforce themselves on the market. In their goods and services, the organizations must win the trust of their future customers.

Research question:

What are the factors which influence the customers regarding the features of the product in online shopping?

Research objectives:

To find out the factors which make the differences in a decision of the customer while online shopping which factors change their mind during online shopping

Literature review:

2.1.1 Definitions

The concept of "content" has its origin in the publishing world where words, images and motion graphics have to be fairly fascinating for the target spectators to explore the publishing platform, it can be newspaper, magazine, TV or radio channel. Nevertheless, the notion of content as utilized in B2B digital content marketing is not well known, and even less elucidate. e.g., Handley and Chapman (2011, p. 21) explain content as "anything designed and uploaded to a website: the words, image and some other things that present here". Halvorson and Rach (2012, p. 13) propose that content is "what the user came (to your website) to read, acquire knowledge, perceive or experience".

Wuebben (2012, p. 5) define content as an important component to reveal a brand's story, "It propels your products and brand into the hearts of your anticipation, consumers and others".

The next important step is the consideration of how these notions inform definitions of content marketing. Pulizzi and Barrett (2008, p. 8) proposed one of the first definitions of content marketing: "the creation and distribution of educational and/or compelling content in multiple formats to attract and/or retain customers". Later, Rose and Puli (2011, p. 12) suggested: "content marketing is a strategy focused on the creation of a valuable experience". Others (Halvorson and Rach, 2012; Scott, 2011; Bloomstein, 2012; Odden, 2012) each suggest variations which give the topic a slightly different focus. Silverman (2012, p. 14) concludes that the purpose of content marketing is to "draw in leads and supplement brand credibility", whereas Godin (2007, p. 34) simply remarks that content marketing "is the only marketing left". Odden (2012) suggests that customers are now expecting brands to invest in their relationship with them before they get into a purchase scenario.

Another aspect of being a content marketer, it is suggested, is the need to take on and learn the role of publisher. As Baer (2012) suggests: "all companies now find themselves in two industries: the business they are actually in, and the publishing business". An important characteristic of publishers is that they carefully identify and define target audiences and consider what content is required to meet their needs (Scott, 2011). Content marketing is an approach which helps the business to generate and disseminate relevant content for the sake of grabbing, targeting and affecting the public. There should be such a strategy for generating more profit. This strategy is realistic which explore the different aspects, both online and offline to give the business value. The digital revolution in technologies focuses on increasing digital platforms and encourages in spending plans. Recently there are not many types of research have been done on this topic, although not entirely new, is quite recent as regards its applications to the digital sphere. Still, creating

interesting literature addressed to marketing experts and examples to boost and encourage the community to adopt this strategy to optimize digital marketing efforts. a valuable experience is being focused by content marketing (Giuseppe Granata,2019).

Brand awareness:

It is a marketing tool that helps the consumers to recognize the specific product or services by its name. The key step of establishing brand awareness to advertise a new product or service in replacement of an existing one. The brand awareness shows the qualities of a product which differentiate the product from its competitors in the market.

Importance of brand awareness:

The most successful way to differentiate your content and to ensure that your brand suits your contents is giving the respect it needs. This strategic content marketing degree helps to build brand recognition and improve the image of the company. It's not as complicated as you would imagine, but it does take strategic planning to create brand awareness through content marketing. The main goal of all businesses is to produce sales. This can be done by rising income. For enterprises, the ideal scenario is to draw potential clients and motivate them to shop repetitively. Brand awareness is the idea of how conscious the business, brand and its goods are of consumers and potential customers. In the case of the iPhone, an indication of incredibly high sensitivity can be found. It is said that within only one week of the introduction of the product, 90 % of Americans have learned about the handset. As a product of news stores and, first of all, advertising, it was necessary to do this. In other words, brand recognition means that the brand is renowned, easy to remember and well recognized. To be able to discern between the brand and its products from the Building brand recognition is utterly critical for competition. (2007: Gustafson and Chabot).

Purchase decision:

Purchase decision is customer decision-making in the form of a market purchase of products or

services. To draw buyers, the industry has a vast pool of brands that sell nearly the same goods with different qualities. As today is a technological age, social media provides the ability for marketers and product knowledge to show their goods and save customers time and draw them to the company. Dehghani and Tumer (2015) found brand photos and brand equity as two variables in their Facebook productivity analysis to assess buying intent. As the time and perceptions shift, customer purchasing behaviour, before making a purchase decision, typically inquiries about brand consistency, Consumers, therefore, prefer to look at the ratings of vloggers before making a buying decision to obtain the right commodity for consumption (Daeun Kim, 2017).

Social networking interactive brand networks build customer involvement and trust in signs. This confidence is established by educating and expressing the experience by brand customers, helping potential consumers resolve their product issues and thus contributing to a willingness to acquire. The study showed that eWOM, brand loyalty and social media promotion were the independent variables for the purchasing decision (Hajli, 2014).

Electronic Word of Mouth

Consumers also look at details posted on the internet by other consumers before ordering goods. Electronic Word-of-Mouth (eWOM) refers to any positive or negative statement made by potential, actual, or former customers about a product, service, or brand, which is made available to a large audience through the Internet (such as reviews, comments, social media posts, blogs, or online forums).

Unlike traditional word-of-mouth, which occurs through face-to-face interactions, eWOM spreads

rapidly and widely due to digital connectivity. Consumers actively seek others' experiences and opinions online before making purchase decisions, as they perceive peer-generated content as more credible and authentic than company-generated advertising.

EWOM and brand advocates:

Several surveys have found that the ratings performed on social media by friends and/or consumers put twice as much customer trust in the ad strategy of the company (Ludwig et al. 2013). It has been noted. The eWOM is a customer statement on social networks, which may be either positive or negative. In an online retailing survey, about 73 percent accepted that customer ratings and comments of brands on the product help them address their doubts and inspire them to make online procurements (Mintel, 2015). To improve the word of mouth of brands, brand perspectives on social cultures should be routinely shared and kept up to date by content marketing (CMO MindJet Companies, Lisa Arthur). Blogging is therefore considered in the marketing context to be the most successful method of eWOM (Hsuet.al, 2013). A research study conducted on the web industry claimed that about 73 percent of the respondents believed that user feedback and comment on a product from brands help them address their reservations and inspire them to make online purchases (Mintel, 2015). According to (Mintel, 2015), approximately 21 per cent of Irish consumers have a strong familiarity of products where their peers use online mediums to search for brand alerts and to find out how the products are bought.



Relationship between brand awareness and customer:

Social networking has become a giant way of communicating and engaging with brands and customers. The value of social media should be recognized by marketers as they help to market the brand and promote individual brand recognition (Irfan et al. 2019; York 2015). Marketing content helps brands in providing brand knowledge through social media platforms that increase awareness of brands and shift the

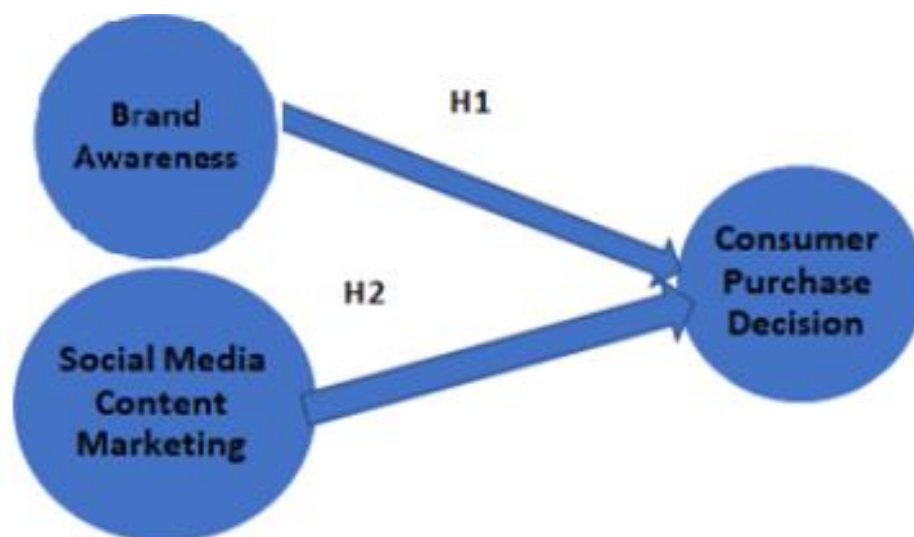
consumer's attitude to their goods (Odden, 2013).

Hypothesis 1:

Brand awareness has a major association with the consumer purchasing decision

Hypothesis 2:

Social media content marketing has closely linked to the user buying choice.



Different techniques of content marketing:

The different techniques of content marketing include blogging, eBooks, social media, infographics, videos, mobile marketing.

Social media:

Social media marketing helps the business to attract consumers through various social media sites. They primarily focus on the formation of content that will help in achieving publicity. In today's world, it is the easiest way to connect a brand to their respective consumers'. They do time to time innovations within the content of social media to provide the best product and services to the consumers. E-commerce helps not only in engaging the people of our own country but also help in engaging the people of another country (Neti, 2011). 2011). Brand awareness can be done through social media marketing through this the owner can share his/her products through websites, for the publicity.

Blogging:

Blogging is the most familiar technique of digital marketing. Blogging should be published regularly to make the interest of regular customers and focuses on providing valuable content to the target customers to get feedback. Blogging can play a vital role in brand awareness. A daily blog can let customers know what changes are taking place in a specific brand. The costumers get the idea of how to use that specific brand.

eBooks:

This technique of content marketing provides a detailed and comprehensive record of information for potential customers on a particular topic and can provide a new source of validity for the organization responsible for creating such content. online marketing, eBooks are considered a primary tool (Sobal, 2017; Kolowich, 2016; McGill, 2017):. For brand awareness, the eBook is very essential because they are providing a free resource for potential customers to use.

Infographics:

This kind of content marketing visually organize data and creating a more persuasive and entertaining medium for information to be

conveyed.in Brand awareness, Infographics are important for a large set of information and data that can help the users to understand.

Videos:

Across social media and other websites, this type of content has a maximum level of involvement. Videos can be used to illustrate various topics, show a product or service and introduce a specific topic to viewers as a content marketing technique (Sobal, 2017; Kolowich, 2016; McGill, 2017):.as others features are important in brand awareness on the same level videos are also important. If a person cannot interact with the customer, so, he/she can make a video and share it on social media so the customer will get awareness.

Mobile marketing:

In this technique, content marketing is done through the mobile device such as a cell phone, smartphone or any other handheld device. Mobile marketing is the medium of promoting different products and services offered by the organizations. Mobile marketing is the element of a multi-channel campaign. Due to the E-commerce mobile services are growing fastly. In Brand awareness mobile marketing play a very crucial role, this can be creating a large range of business opportunities (Nugroho, 2012). The best platform for the direct marketing is mobile marketing.

Podcasts:

In brand awareness, this technique of content marketing helps to describe pre-recorded interviews and recorded radio that helps in debates of various topics that is according to the interest of firms. This technique of advertising will create an audience and set up a specific brand as a base of experience.

Objectives of content marketing:

The content marketing strategy is specific to each company, but it must take into consideration the following elements: content marketing goals, goal assessment, a form of content marketing used, promotional channels content marketing timetable (frequency), as well as measures to assess

marketing content effects. About content marketing goals, the most important are:

It is a marketing tool that helps the consumers to recognize the specific product or services by its name. The key step of establishing brand awareness to advertise a new product or service in replacement of an existing one. The brand awareness shows the qualities of a product which differentiate the product from its competitors in the market.

Research methodology:

This section includes the steps that are followed in a research study which includes the data collection method, google forms, surveys, emails, and online communities.

Data collection methods

There are different types of methods available for data collection but we choose only specific and most common one which attract most of the people. Data collection is a technique to gather qualitative or quantitative data from different people with a different mind-set. They can fill data with full attention or with not, with sincere mind-set or randomly just to fulfil formality. But filling data form from mature age people or young people do not eliminate the issues but to a certain level less than that. Data collection methods are different but we use all with their percentages. Below are some methods through which we collect data and some information about the method either that method is good or bad having advantages and some disadvantages.

Google forms, the most common method in which form is made and the link is provided to the people through which they fill and responses of form is saved at back. Google forms are the most common and easy method used by companies to get feedback from people or clients. One main advantage is that the link is provided to so many people by sharing in a group. Now social media is common and everyone has access to it, through google form it can be done in a quick way advance digital way of collecting and spreading information. Google forms are free of cost and can be made within no time, can be open by a single click. Anyone can make google form. Google form

is a good tool that saves time of so many people any feedback for a company can be filled by so many people in a few minutes. Google forms have few disadvantages, main is that it needs a net to open without internet it can't be open and the other thing is that you need strong privacy to protect otherwise you all data will be lost in no time. The data for this save in spreadsheet then we analyse data from that. We choose this method widely for our data collection because this method is the most common and easy method less time is taken in this.

Survey forms, these are the forms that filled manually, practically you have to go to the people and ask them to fill. It depends on people mood how they fill either they have a good mood or not, having good knowledge or not. One main disadvantage of manual form is that data is not saved or data can be theft and damage at any time. Means this way is a little bit risky. Data could be lost in any incident. Survey forms use much time and good no of staff if you want to fill a questionnaire in a large amount. Survey forms can use only in nearby areas. We use a little, small percent of this method in our research process. because it's difficult to maintain and kept a record of manual papers for a long term, a record of that may get damaged or may not in proper order so that's why we use this to a little extent. These forms survey form manual filling is not so much common method after advancement in technology. Now after the technology has made progress everything turned from paperwork into computerizing work now this is modern era new ways of using technology and implementing in which we focus mainly on comfortable of the customer and their need. Most people now avoid things they though which can't be of use, so modern technology saves their time we can implement to a certain level. Survey forms are not as good as compare to online free forms.

Interviews, data can be gathered by conducting interviews, it can be manual by going from place to place or going in crowded places. In interviews you can fill the paper or record data by manually asking different questions, this method is not preferable because now technology has made too much progress and people don't have extra time to

spend that's why conducting interviews manually cannot be a good decision. Before interview conduction training must be given to staff how to deal with the people, and which basic knowledge you must know before asking questions. It should be kept minimum as possible and precise to the point so that customer doesn't lose its trust and you can achieve what you want. The main disadvantage is that people don't have time and its difficult for staff to handle large no of people. Anyhow, we manage to interview a few people around us. But due to time-wasting, it's not possible to use this on large scale. Everyone is busy in his own life so it is difficult to manage and talk with people for a long time some people in this refuse to talk and that was the most difficult step, They refuse to give information and shows no interest some people fill also with no interest, this effects the conclusion true picture of story can't be determined in this way.

Observation, this method is also common, you can observe people, friends, family members, near ones either they are using advance technology or not, how they get information either through social apps or newspapers, where they spend there most of the time in which activities so observation is the best method and sometimes you can also use little bit assumptions for prediction. Observation is an easy method and mostly use everywhere it depends upon observations and their mind-set. Observations can be done at any time by visiting different types of areas, markets because there no of people in the market using digital way. This observation assumption and experience base, we use this method to some large extent in finding our values

Secondary data collection method, in this method we can gather or import data from another person which have already worked on this project or through open sources like websites, magazines and newspapers. Secondary data collection is used in some cases when data is not available widely, we can take an idea from that how things can work for future and we can improve our method by comparing from a different one. Secondary data collection method can be implemented on small scale but not prefer on a large scale when you are conducting for a different company or different

purpose. A small amount of our data is from websites and research papers we kept this percentage small to get more accurate results, other company data may be according to different requirements scenario maybe change so that's why we collected in a variety different of ways.

Group discussion this method can also use to gather information all employees may gather in a group and contribute for research, it can also be with friends with family members, the main focus is that how our data is and how much is the quantity of data. Group discussion is important in this you can talk with friends and your data is also collected in an easy way and no problem in analysis. We use this method to a good range because mature age people gathered and we discuss this to get more accurate results. This method is more interesting and brainstorming method, people enjoyed in group discussion. Group discussions can be conducted everywhere within no time. And it's the best method in this way you can meet with friends and can talk something informative which will remember for a long time and different valid points conclusion can be gathered in this way. And the main point is that we can talk and do a comparative discussion on the topics which technology is in more use, how things work, how we can tackle gather things in good multiple ways. The main thing is the comparative discussion this will give clarity in our discussion clear image of our topics, we can compare different methods how people get information either from magazine's digital way or from social media or newspapers. Different mind-sets give rise to different views multiple minds are better than one, new ways of thinking and gathering results.

Non-control observation method, this is the method not use commonly but we use it to only our colleagues or to people we know. In this method candidate didn't know what is going on and as a surprise, we ask questions, he didn't know, his knowledge will use in survey form and pictures and videos is taken by all this and then after his permission, we add it to our research. This method is not good because people may have concerns about their privacy issues and people may object on this. But we implement to five to six

people and then after their permission, we add to our data collection method but this method is not preferable people will be not happy in this. In this method, general conduction candidate or anyone expresses his views without any confusion and finds no difficulty because he didn't know what's going on and he expresses his views clear. Not the control observation method is not so much common if we talk about the survey and online forms, most people don't know about this technology and way of conduction. But we after research implement to a small scale so that multiple methods contribute to our research. And different results will come, this brings good variety and unique conclusion in our research. Good research has multiple ways of achieving the same task and we try to bring this colour in our research. Phone calls, this method is also used in data collection we call randomly to people those who are willing to tell or some students. Because students might take good interests in these activities that's why the choice of students is good, however, we talk with other people, some refuse to give knowledge and some explain it happily. Phone calls are not preferable we use it to a small percentage because people are mostly busy and if we call randomly on people, they might feel not good. This method is not used for heavy projects and bigger researches. A phone call to the student or aged people may help in this regard working people avoid these types of things and surveys. Mail, this method is also used in data collection, in this we mail a questionnaire to different people but in this, there is a risk either that persons see a mail or not or they reply you after to much time so this process is time-consuming. Many of them

didn't reply only a small percentage reply. Mail to people is a secure method but it consumes too much time, we use this in our process. The other problem is that people must have an internet connection to fill this form and it takes much time in this, Mail subject must be strong to convince people so they reply you within no time. Better to write something in the description so people fill form sincerely with full concentration not randomly.

Web survey chats, this is a method which is implemented on people who are using those products like feedback forms. In this, we target content writers marketing staffs, technical writers, media persons who are responsible for content and editors of newspaper their response is the best majority of them answered in the best way. Web survey chat is the best method to some extent if we compare with others. If a company is different like a manufacturing company so it will target its main customers who are using their product, those customers can tell in a better way. In a web survey chats, people must tell in things they are facing difficulty or the thing which are good.

Online communities, online communities are well established and connected on social apps we communicate with those people and asked to fill a questionnaire form for use, most of them fill in no time and their response was good. Online communities fill forms immediately and if anyone using one product, he promotes in-group that too. Us was related to content marketing and we gather information from all of them and them response in a good positive way.

Results /analysis:

This section provides details about results presented in tables and descriptive forms.

4.1 demographic

4.1

		gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	53	51.5	51.5	51.5
	male	50	48.5	48.5	100.0
	Total	103	100.0	100.0	

In the above-mentioned table of gender, the data is collected from both male and female and the total number of the respondents are 100. The

percentage of female respondents is 51.5% and the percentage of male respondent's is 48.5%.

4.2

		age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25	88	85.4	85.4	85.4
	25-30	15	14.6	14.6	100.0
	Total	103	100.0	100.0	

In the above table of age, the respondents are of two age groups are discussed. The first age group ranges from 20-25 and the percentage of this age group population is 85.4%. the second age group

ranges from 25-30 the percentage of this age group population is 14.6%.

4.3

Do you get information from the social app?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	9	8.7	8.7	8.7
	SA	41	39.8	39.8	48.5
	A	53	51.5	51.5	100.0
	Total	103	100.0	100.0	

All the responses were taken through the online survey method.

The above data shows the responses given by the respondents. 51.5% of people were agreed while

39.8% has strongly agreed, where 8.7% has given a neutral response.

4.

you are on social media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	8	7.8	7.8	7.8
	N	13	12.6	12.6	20.4
	SA	33	32.0	32.0	52.4
	A	49	47.6	47.6	100.0
	Total	103	100.0	100.0	

The above data shows the responses given by the respondents. 47.6% people were agreed, 32.0% were strongly agreed, where 12.6% are neutral

response and 7.8% were strongly disagreed to this statement.

4.5

banners and posters are good ways of marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	1	1.0	1.0	1.0
	N	19	18.4	18.4	19.4
	SA	37	35.9	35.9	55.3
	A	46	44.7	44.7	100.0
	Total	103	100.0	100.0	

The above data shows the responses given by the respondents. 44.7% people were agreed, 35.9% were strongly agreed, where 18.4% were neutral

response and 1.0% were disagreed to this statement.

4.6

you read banner frequently while roaming in public places

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	1	1.0	1.0	1.0
	D	8	7.8	7.8	8.7
	N	20	19.4	19.4	28.2
	SA	26	25.2	25.2	53.4
	A	48	46.6	46.6	100.0

Total	103	100.0	100.0
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The above data shows the responses given by the respondents. 46.6% people were agreed, 25.2% were strongly agreed, where 19.4% were a neutral

response, 7.8% disagreed and 1.0% were strongly disagreed to this statement.

4.7

social apps are trusted ways of marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	4	3.9	3.9	3.9
	D	10	9.7	9.7	13.6
	N	30	29.1	29.1	42.7
	SA	22	21.4	21.4	64.1
	A	37	35.9	35.9	100.0
	Total	103	100.0	100.0	

The above data shows the responses given by the respondents. 35.9% people were agreed, 21.4% were strongly agreed, where 29.1% were a neutral

response, 9.7% disagreed and 3.9% were strongly disagreed to this statement.

4.8

social apps fast ways of marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	1	1.0	1.0	1.0
	N	7	6.8	6.8	7.8
	SA	52	50.5	50.5	58.3
	A	43	41.7	41.7	100.0
	Total	103	100.0	100.0	

The above data shows the responses given by the respondents. 41.7% of people were agreed, 50.5% were strongly agreed, where 6.8% were

neutral response and 1.0% were disagreed to this statement.

4.9

digital marketing is the best way of content marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	1	1.0	1.0	1.0
	N	9	8.7	8.7	9.7
	SA	42	40.8	40.8	50.5
	A	51	49.5	49.5	100.0
	Total	103	100.0	100.0	

The above data shows the responses given by the respondents. 49.5% of people were agreed, 40.8% were strongly agreed, where 8.7% were

neutral response and 1.0% were disagreed and to this statement.

4.10

online content marketing is a cheap way

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	7	6.8	6.8	6.8
	D	16	15.5	15.5	22.3
	N	21	20.4	20.4	42.7
	SA	20	19.4	19.4	62.1
	A	39	37.9	37.9	100.0
	Total	103	100.0	100.0	

The above data shows the responses given by the respondents. 37.9% people were agreed, 19.4% were strongly agreed, where 20.4% were a neutral

response, 15.5% disagreed and 6.8% were strongly disagreed to this statement.

4.11

the video also contributes to content marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	1	1.0	1.0	1.0
	N	9	8.7	8.7	9.7
	SA	34	33.0	33.0	42.7
	A	59	57.3	57.3	100.0
	Total	103	100.0	100.0	

The above data shows the responses given by the respondents. 57.3% of people were agreed, 33.0% were strongly agreed, where 8.7% were

neutral response and 1.0% were disagreed and to this statement.

4.12

easy wording in content marketing has more chances of getting viral

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	1	1.0	1.0	1.0
	N	12	11.7	11.7	12.6
	SA	42	40.8	40.8	53.4
	A	48	46.6	46.6	100.0
	Total	103	100.0	100.0	

The above data shows the responses given by the respondents. 46.6% of people were agreed,

40.8% were strongly agreed, where 11.7% were neutral response and 1.0% were strongly disagreed and to this statement.

4.13

you are filling this farm with full concentration

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	2	1.9	1.9	1.9
	SA	67	65.0	65.0	67.0
	A	34	33.0	33.0	100.0
	Total	103	100.0	100.0	

The above data shows the responses given by the respondents. 33.0% people were agreed, 65.0%

were strongly agreed and 1.9% were neutral to this statement.

4.14

do you think content marketing helps you in awareness of any specific brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	11	10.7	10.7	10.7
	SA	39	37.9	37.9	48.5
	A	53	51.5	51.5	100.0
	Total	103	100.0	100.0	

The above data shows the responses given by the respondents. 51.5% people were agreed, 37.9%

were strongly agreed and 10.7% were neutral to this statement.

4.15

content marketing is done through social apps?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	20	19.4	19.4	19.4
	SA	25	24.3	24.3	43.7
	A	58	56.3	56.3	100.0
	Total	103	100.0	100.0	

The above data shows the responses given by the respondents. 56.3% people were agreed, 24.3%

were strongly agreed and 19.4% were neutral to this statement.

4.16

Do you read the newspaper daily?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	16	15.5	15.5	15.5
	D	44	42.7	42.7	58.3
	N	29	28.2	28.2	86.4
	SA	2	1.9	1.9	88.3
	A	12	11.7	11.7	100.0
	Total	103	100.0	100.0	

The above data shows the responses given by the respondents. 11.7% people were agreed, 1.9% were strongly agreed, where 28.2% were a neutral

response, 42.7% disagreed and 15.5% were strongly disagreed to this statement.

4.17

Do happy good themes attract you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	7	6.8	6.8	6.8
	SA	50	48.5	48.5	55.3
	A	46	44.7	44.7	100.0
	Total	103	100.0	100.0	

The above data shows the responses given by the respondents. 44.7% people were agreed, 48.5% were strongly agreed and 6.8% were neutral to this statement.

Discussion:

The main aim of this research was to find the impact of content marketing on brand awareness. The data was collected through online questionnaires. For primary data, descriptive statistics were used for the analysis. The type of techniques that have been used in research analysis is mean, median, mode, and standard deviation etc. The data is collected through 100 respondents that are both male and female. The above tests are used to find out the factors that affect brand awareness through content marketing.

In this analysis, half of the respondents were agreed on this factor that they get information from social media. Everything is easy and available

on social media at an inexpensive cost and higher exposure.

According to our findings, there are approximately 7% of people who are non-users of social media. Hence, they get information from other resources whereas 50% of people are getting information through social apps. Most commonly adopted a form of marketing is the use of banners, posters, and other forms of print media. According to our findings, more than 90 of our respondents find banners and posters helpful in gathering information. 46% of our respondents agreed that they focus on banner

advertising while travelling, so it is easy to conclude that banners and posters are the affective media of giving information and advertising.

According to our findings, 35% of our respondents rely on social media and other digital platforms for gathering information and considered it a trustworthy medium. These respondents also agreed that social media is one of the fastest media of information collection.

The social media apps like Facebook, Instagram and other apps are helpful in advertising. Most of our respondents are agreed on this factor that contents are very helpful to know about the products and services. In today's world, many researchers rely upon content marketing i.e. widely used and accepted by more than 90% of the population. It is genially observed that attractive and right themes of advertisement attract a larger audience. According to findings, 48% of the respondents agree with this point.

Conclusion and Recommendations

Conclusion

This study analysis aims to examine the influence of social media on brand awareness. The findings suggest that social media has a positive impact on brand awareness because all three variables studied, brand visibility, electronic word-of-mouth and consumer interaction have a positive impact on brand awareness, and among them, customer involvement has a greater impact. Based on the findings, it can be inferred that the use of social media to create and boost brand awareness is important and should be part of the strategies of marketers. According to the findings of this study, more experiments are expected to test these variables by taking into account more information for improved assessment, such as the effects of brand exposure frequencies. This research may be valuable for contributing to new market recognition studies for business.

Recommendation

Based on the findings of this study, it is recommended that organizations strategically integrate social media into their core marketing plans to strengthen brand awareness and consumer connection. Social media platforms should not be viewed merely as communication tools but as essential elements of brand-building strategies. Since the analysis revealed that customer involvement has the greatest impact on brand awareness, marketers are encouraged to develop more interactive and engaging campaigns. Activities such as live sessions, online contests,

surveys, and user-generated content can enhance audience participation, stimulate interest, and build emotional ties with the brand.

Furthermore, brands should focus on leveraging **electronic word-of-mouth (eWOM)** to build credibility and trust among consumers. Encouraging satisfied customers to share their experiences and responding to negative feedback transparently can significantly improve the brand's online reputation. Consistent and creative content sharing across social platforms is also crucial to maintain visibility and recall in a competitive digital environment. Marketers should invest in social media analytics tools to monitor engagement levels, audience behavior, and content performance, enabling continuous refinement of their strategies for better outcomes.

Future Directions

For future research, several directions can be explored to extend the findings of this study. Longitudinal research could be conducted to examine the long-term effects of social media marketing on brand awareness and loyalty, providing a more comprehensive understanding of sustained consumer engagement. Comparative studies across different social media platforms, such as Facebook, Instagram, TikTok, and LinkedIn may also reveal which platforms yield the most effective results for particular industries. Additionally, future studies should consider examining the impact of brand exposure frequency and timing on consumer perception and recall.

Moreover, future research could investigate the moderating role of demographic and cultural factors, such as age, gender, and regional background, in shaping the relationship between social media marketing and brand awareness. This would offer valuable insights for marketers targeting diverse audience segments. Finally, exploring how social media marketing interacts with other marketing tools—such as traditional advertising, influencer marketing, and content marketing—can help understand their combined impact on overall brand equity. Such future studies will not only broaden the academic understanding of digital marketing effectiveness

but also provide practical guidance for businesses striving to achieve stronger market recognition in the evolving digital landscape.

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