



## THE ROLE OF SOCIAL MEDIA PLATFORMS IN SHAPING BRAND PERCEPTION AND CUSTOMER ENGAGEMENT

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### ABSTRACT

Social media has revolutionized the way brands interact with their audience, offering a direct and dynamic channel for communication. Through platforms like Instagram, Facebook, and Twitter, brands can share their values, post engaging content, and respond to customer feedback in real-time. The study explores the significant impact of social media platforms on brand perception and customer engagement. The research investigates how various strategies; including influencer partnerships, user-generated content, and targeted advertising, contribute to shaping brand image and enhancing customer interaction. The study employed a structured questionnaire to gather data from a diverse group of social media users. The findings were analyzed using percentage analysis, tabulation, and graphical representation to provide a comprehensive understanding of the relationship between social media activities and brand perception. The results highlight the pivotal role of social media in modern marketing, emphasizing the importance of a well-rounded social media strategy for brands aiming to build a strong and positive image in the digital age.

**KEY WORDS:** Social media, brand, customer engagement

### INTRODUCTION

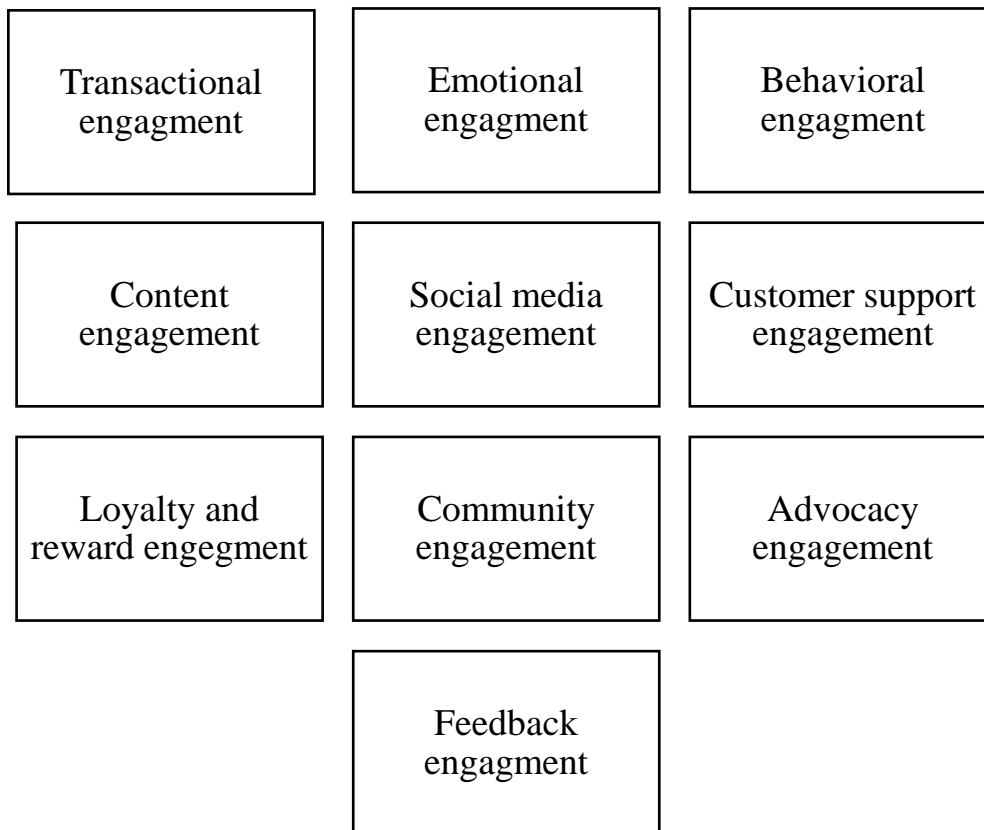
In the digital age, social media platforms have become pivotal in shaping brand awareness and fostering customer engagement. Businesses across various industries are increasingly investing in social media marketing strategies to build their presence, engage with their target audience, and drive consumer behaviour. However, with the proliferation of social media platforms and the evolving nature of interactions, assessing the effectiveness of these strategies remains a compelling challenge. Brand awareness refers to the extent to which consumers recognize and recall a brand. Customer engagement involves between a brand and its customer. Engaged customers are more likely to develop brand loyalty and advocacy. Offers provide unique and powerful opportunities for boosting brand visibility and deepening customer engagement.



## DEFINITION

“Customer engagement is the process through which companies create lasting and meaningful relationships with customers by fostering emotional connections, co-creating value, and encouraging active participation.” – Pansari and Kumar

## TYPES OF CUSTOMER ENGAGEMENT



## SCOPE OF THE STUDY

The study is based on the role of social media platforms in shaping brand perception and customer engagement. To find out how social media influences the customer to purchase the brand products.

## OBJECTIVES OF THE STUDY

- To measure how presence influences the visibility and recognition of a brand.
- To compare the effectiveness of different social media platforms in boosting brand awareness.
- To study the effects of user generated content on brand credibility and customer engagement.



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## **RESEARCH METHODOLOGY**

- Research design – Analytical research design
- Sample design – Simple random sampling technique
- Sample size – 165 Respondents (Social media users)
- Data collection
  1. Primary data – Structured questionnaire
  2. Secondary data – journal and websites

## **DATA AND SAMPLE COLLECTION**

The data collection process for the research was done through the collection of primary data (questionnaire) secondary data (journals and internet). The required data for the work was collected through a structure questionnaire which was circulated to the social media user in Chennai. The data collected was analysed and explained the result.

## **TOOLS OF ANALYSIS**

Analytical techniques are used to obtain the findings and conclusion information in logical sequence from the data collected. The techniques that are used for the study of percentage analysis, Friedman rank test and one way ANOVA.

## **LIMITATIONS OF THE STUDY**

- Time is an important limitation. Due to time constraints only, a limited population is taken for the study.
- Findings based on this study cannot be used in other sector organisations.
- There are chances of misrepresentation responses.
- The biased view of the respondents is another cause of the limitation.

## **REVIEW OF LITERATURE**

1. **Zeqiri et al. (2025)** conducted a study to explore how social media marketing (SMM) influences brand awareness (BA), consumer brand engagement (CBE), and purchase intention in emerging economies. The research involved collecting data from 1,808 social media users across North Macedonia, Albania, Kosovo, Romania, and Ukraine using a self-administered online survey. The study utilized partial least squares structural equation modeling to evaluate the theoretical framework and multi-group analysis to examine variations between countries. The



findings indicated that SMM positively affects brand awareness, brand engagement, and purchase intention. Additionally, the study revealed that country-specific factors moderate the relationship between brand engagement and purchase intention, highlighting differences in how SMM impacts these variables across the studied countries.

2. **Alkhasoneh et al. (2024)** addressed the issue of the relatively low adoption rate of social media by small and medium-sized enterprises (SMEs) despite its global prevalence. This study seeks to identify the factors that influence SMEs' use of social media and evaluate its impact on brand awareness and customer engagement in Jordan. The research employs a quantitative approach, collecting data from 290 SMEs in Jordan through paper-based and online surveys using purposive sampling. The proposed model's validity was confirmed using the partial least squares (PLS) method, specifically with SmartPLS 4 for analysis. The results indicate that the model effectively captures the dynamics of social media usage among SMEs, highlighting key drivers that influence their decision to integrate social media into their operations. The study also emphasizes the crucial role of social media in enhancing brand awareness and fostering customer engagement within the Jordanian business environment.
3. **Ghorbanzadeh et al. (2023)** highlighted the significant role of social media in the growth of the tourism industry, as the internet and social media platforms have become major sources of travel information for potential tourists. Their study focused on the impact of content cues related to tourism information quality on the Instagram page of Elie Gasht firm, specifically examining how these cues enhance destination brand awareness and shape users' perceptions of the destination. A quantitative research design was employed to test the proposed hypotheses. Data were collected from 187 users of Elie Gasht's Instagram page using a convenience sampling method. The study utilized partial least squares structural equation modeling to analyze the structural relationships. The results showed that high-quality information cues positively influence destination brand awareness, which in turn enhances both the affective and cognitive images of the destination. Ultimately, these cues contribute to the formation of a conative image through the affective and cognitive dimensions of the destination image.
4. **Aljarah, Ibrahim, and López (2024)** examined the influence of synthetic advertising—ads created or altered using AI technology—on consumer behavior. This



study is among the first to delve into how consumers perceive synthetic ads, particularly in the context of corporate social responsibility (CSR) campaigns. Two between-subject experimental studies were conducted with coffee shop customers in the USA to understand how awareness of AI-generated CSR ads' falsity affects online brand engagement. In the first study, it was found that awareness of falsity in AI-generated CSR ads has a negative impact on online brand engagement, with perceived sincerity acting as a mediating factor. Furthermore, a higher level of CSR authenticity can reduce the negative effect of awareness of falsity on online brand engagement. However, CSR authenticity does not influence the mediating role of perceived sincerity in the relationship between awareness of falsity and online brand engagement. The second study revealed that the relationship between awareness of falsity and online brand engagement is influenced by brand familiarity. Notably, perceived sincerity only mediates this effect for unfamiliar brands, whereas it does not play a mediating role for familiar brands.

5. **Cheung, Pires, and Rosenberger (2020)** explored how various social media marketing elements—specifically entertainment, customization, interaction, electronic word-of-mouth (eWOM), and trendiness—affect consumer-brand engagement and brand knowledge. The study gathered data from 214 experienced social media users in Hong Kong who had purchased a smartphone, a durable technology product. Using partial least squares structural equation modeling (PLS-SEM), the research analyzed the relationships between these social media marketing elements and consumer-brand engagement and brand knowledge. The findings indicated that interaction, eWOM, and trendiness are the primary factors that directly enhance consumer-brand engagement, subsequently boosting brand awareness and brand knowledge. In contrast, entertainment and customization did not significantly impact consumer-brand engagement.
6. **Hutter et al. (2013)** aimed to investigate how social media activities, particularly those on a car manufacturer's Facebook page, and user interactions with these brand-related activities influence brand perception and consumer purchase decisions. The study was based on an online survey of users from the corporation's Facebook fan page, aligning with the hierarchy of effects theory. The findings revealed that engagement with the fan page positively impacts brand awareness, word-of-mouth (WOM) activities, and purchase intention. However, information overload leading to annoyance with the fan page negatively affects commitment and reduces WOM



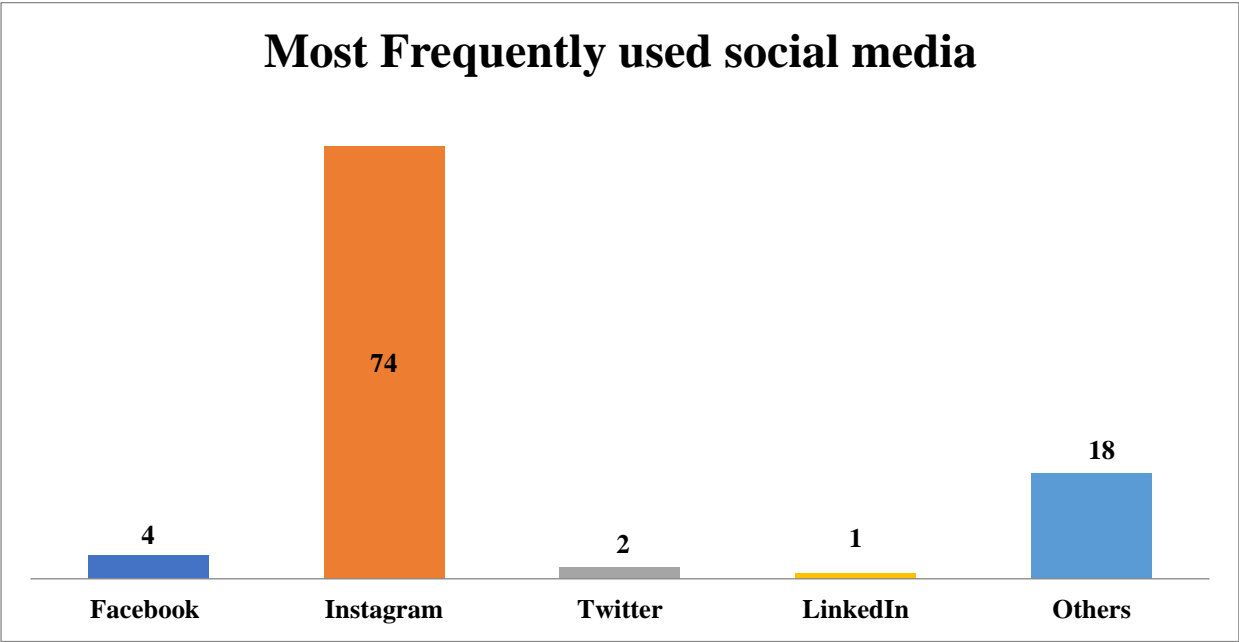
activities. The study, conducted in collaboration with the car brand MINI and analyzed using structural equation modeling with AMOS 18, contributes to the understanding of the value-enhancing potential of social media campaigns. The results highlight that social media activities significantly influence the consumer purchase decision-making process.

#### DATA ANALYSIS- DEMOGRAPHIC PROFILE:

Demographic variable	Gender	Frequency	Percentage
Gender	Male	27	16%
	Female	138	84%
	<b>Total</b>	<b>165</b>	<b>100%</b>
Age group	Below 18 (15-18)	45	27%
	18 to 25	110	67%
	Above 25	10	6%
	<b>Total</b>	<b>165</b>	<b>100%</b>
Educational Qualfication	HSC	32	19.40%
	UG	119	72.20%
	PG	8	4.80%
	Others	6	3.60%
	<b>Total</b>	<b>165</b>	<b>100%</b>
Monthly income (in Rs.)	Below 20,000	97	59%
	20,000 to 30,000	43	26%
	Above 30,000	25	15%
	<b>Total</b>	<b>165</b>	<b>100%</b>
Area of residence	Rural	44	27%
	Urban	105	64%
	Semi-urban	16	10%
	<b>Total</b>	<b>165</b>	<b>100%</b>

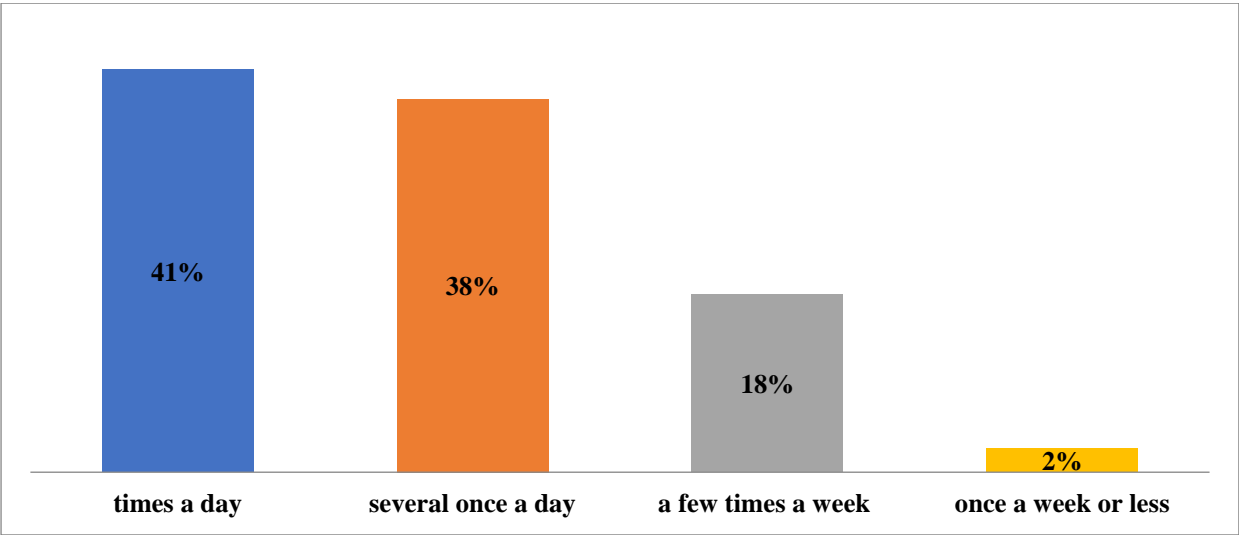


TABLE NO: 1 - FREQUENTLY USED SOCIAL MEDIA PLATFORM



**Inference:** Based on percentage analysis, Instagram emerged as the most frequently used social media platform, preferred by 74% of respondents, followed by other sources at 18%, Facebook at 4%, Twitter at 2%, and LinkedIn at 1%.

CHART NO: 1 – SOCIAL MEDIA USAGE FREQUENCY



**Inference:** 41% of respondents use social media multiple times a day, 38% use it once a day, 18% use it a few times a week, and 2% use it once a week or less.

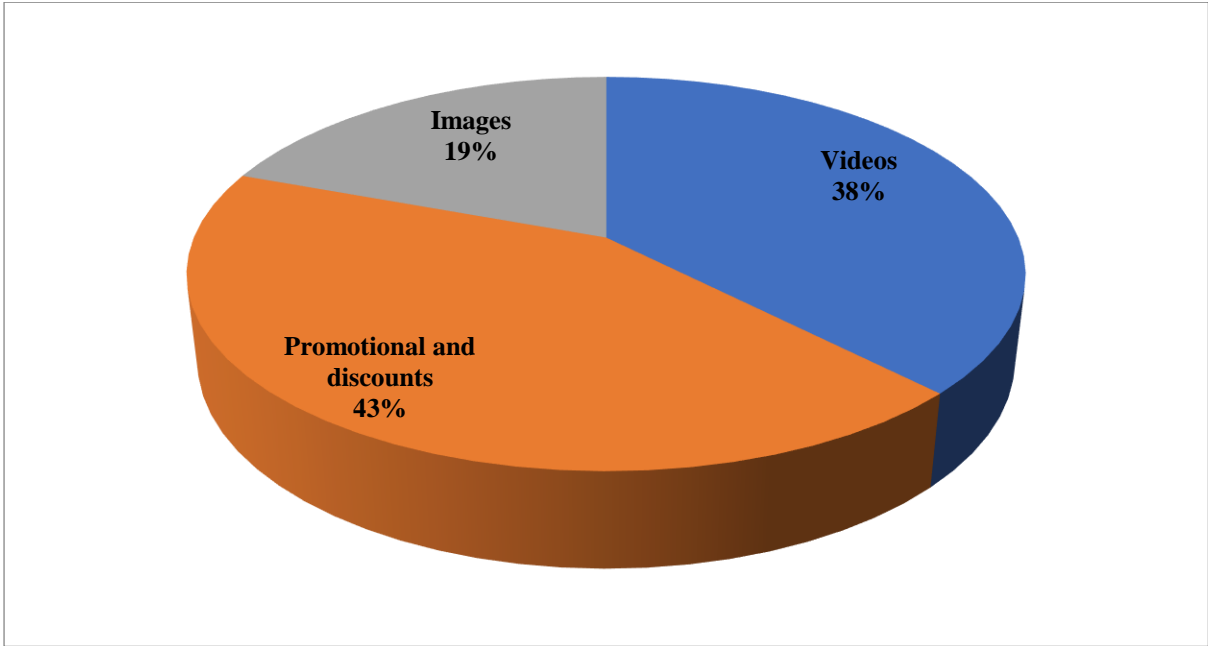


TABLE NO: 2 - DAILY TIME SPENT ON SOCIAL MEDIA

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Less than a hour	27	16
1-2 hours	61	37
2-4 hours	58	35
More than 4 hours	19	12
TOTAL	165	100

**Inference:** Percentage analysis revealed the following distribution of time spent on social media: 16% of respondents spent less than an hour, 37% spent 1-2 hours, 35% spent 2-4 hours, and 12% spent more than 4 hours.

CHART NO: 2



**Inference:** Percentage analysis revealed that 38% of respondents engaged with videos, 43% interacted with promotions and discounts, and 19% engaged with images.

FRIEDMAN RANK TEST -KEY DRIVERS OF BRAND AWARENESS

Key Drivers of Brand Awareness	Mean Rank	Rank
Content quality	2.25	1
Consistency	3.02	2
Targeted advertising	3.81	3





Influencer collaborations	4.58	4
User Generated Contents	5.24	5
Engagement and interactions	5.90	6
Social media algorithm	6.60	7
Hashtag strategy	7.41	8
Cross platform promotion	7.95	9
Analytics and monitoring	8.25	10

**Inference:** Based on the mean ranking, the key drivers of brand awareness were inferred by identifying which factors consistently ranked highest among respondents. The factors with the lowest mean scores are considered the most influential, as they reflect higher prioritization by respondents. Conversely, those with higher mean scores are less significant drivers of brand awareness. Hence, “**Content quality**” with a mean value of **2.25** was ranked as most influencing driver of brand awareness followed by “**Consistency**” with a mean value of **3.02** ranked **2**.

### ONE WAY ANOVA

**H<sub>0</sub>:** *There is no significant variation in the effectiveness of different social media platforms in boosting brand awareness.*

**H<sub>1</sub>:** *There is a significant variation in the effectiveness of different social media platforms in boosting brand awareness.*

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I frequently see content from this brand on my social media	Between Groups	5.320	4	1.330	1.311	.268
	Within Groups	162.293	160	1.014		
	Total	167.612	164			
I feel that the brand's message is clear and consistent across their social media posts	Between Groups	1.510	4	.377	.701	.592
	Within Groups	86.102	160	.538		
	Total	87.612	164			
The brand's social media content helps me understand their products/services better	Between Groups	1.488	4	.372	.450	.773
	Within Groups	132.415	160	.828		
	Total	133.903	164			
The brand's social media content has increased my awareness of their	Between Groups	8.207	4	2.052	1.677	.158
	Within Groups	195.793	160	1.224		



promotions and offerings	Total	204.000	164			
The brand's social media presence makes me more likely to think of them when making a purchase	Between Groups	12.772	4	3.193	1.663	.161
	Within Groups	307.204	160	1.920		
	Total	319.976	164			
I am satisfied with how this brand responds to comments and message on social media	Between Groups	8.287	4	2.072	1.384	.242
	Within Groups	239.507	160	1.497		
	Total	247.794	164			
<b>The brand's social media content encourages me to engage with their posts(e.g. Like, comment, share)</b>	<b>Between Groups</b>	<b>16.221</b>	<b>4</b>	<b>4.055</b>	<b>3.423</b>	<b>.010</b>
	<b>Within Groups</b>	<b>189.573</b>	<b>160</b>	<b>1.185</b>		
	<b>Total</b>	<b>205.794</b>	<b>164</b>			
<b>The brand's social media activities make me feel connected to their community of followers</b>	<b>Between Groups</b>	<b>19.008</b>	<b>4</b>	<b>4.752</b>	<b>4.063</b>	<b>.004</b>
	<b>Within Groups</b>	<b>187.138</b>	<b>160</b>	<b>1.170</b>		
	<b>Total</b>	<b>206.145</b>	<b>164</b>			
The brand's social media content keeps me informed about new products, offers, and updates	Between Groups	13.952	4	3.488	2.385	.054
	Within Groups	234.024	160	1.463		
	Total	247.976	164			
I feel that the brand values customer feedback through their social media interactions	Between Groups	2.739	4	.685	.475	.754
	Within Groups	230.498	160	1.441		
	Total	233.236	164			

#### Inference:

1. Since the **asymptotic values** are less than the table value **0.05**, **H<sub>0</sub>** is rejected and **H<sub>1</sub>** is accepted for the following statements:

- *The brand's social media content encourages me to engage with their posts(e.g. Like, comment, share).*
- *The brand's social media activities make me feel connected to their community of followers*

Hence, there is *a significant variation in the effectiveness of different social media platforms in boosting brand awareness* for the above aspects.

2. Since the asymptotic values are more than the table value **0.05**, **H<sub>0</sub>** is accepted and **H<sub>1</sub>** is rejected for the other statements. Hence, there is *no significant variation in the effectiveness of different social media platforms in boosting brand awareness* for the other aspects.



## FINDINGS

- Features that enable customers to interact directly with brands- *47.9% of the respondents prefer static images.*
- Amount spent on purchasing branded products online- *48% of the respondents spend less than Rs. 500*
- Social media influence on perception of a brand - *68% of the respondents were neutral.*
- Preference of brands to communicate on social media - *41% of the respondents prefer public posts on social media.*

## SUGGESTIONS

- Brands should focus on showcasing their values, beliefs and behind-the-scenes content to build trust with their audience.
- The study can suggest that brands use data analytics and AI to tailor content to the interests and preferences of their target audience. Personalization helps in making customers feel valued, thereby fostering better engagement.
- The rise of interactive formats, such as live videos, polls, Q&As, and quizzes, has proven to boost customer engagement. Customers are more likely to engage with brands that create interactive content. The study could suggest that brands focus on these types of content to encourage participation and engagement.

## CONCLUSION

The study on “**The role of social media platforms in shaping brand perception and customer engagement**” reveals the significant impact that social media has on both how brands are perceived and how effectively they engage with their audience. Social media platforms serve as powerful tools for shaping brand identity, allowing brands to interact with customers in real-time, provide personalized content, and foster a sense of community around their products and services. The findings indicate that consistent, meaningful engagement on social media not only enhances brand visibility but also cultivates consumer trust, loyalty, and advocacy. In conclusion, social media platforms have become indispensable in modern marketing strategies. Brands that actively engage with their audience and create valuable, authentic content can significantly enhance their brand perception and foster deeper customer engagement, ultimately driving long-term brand loyalty and business success.



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