

# Effect of Social Media Advertising on Brand Awareness among College Students in Vizianagaram, Andhra Pradesh

Dr. ASI Lakshmipriyanka<sup>1</sup>, B.Lalith Aditya<sup>2</sup>

<sup>1</sup>Associate Professor, Department of Management Studies, Satya Institute of Technology and Management, Vizianagaram, Andhra Pradesh.

<sup>2</sup>Undergraduate Department of Management Studies Satya Institute of Technology and Management

**Abstract:** The Social media landscape is the revolutionized method of how brands interact with consumers, and a large part of the target audience, college students, spends a lot of time active online. Also anyone who uses internet must have heard about popularity of social media and used it for advertisement. Based on literature review, coupled with empirical research, we explore the impact of various social media advertising techniques on consumer behavior. We administered a survey to 112 college students who regularly use Instagram, Facebook, and TikTok. Through statistical analysis (MANOVA test), we examined the association between social media advertising exposure and brand recall, perception and purchase intention. Research suggests visually captivating content, influencer marketing, and interactive advertisements play a considerable role in driving brand visibility. Younger students (18-22 years) remember brands, while older students are cautious in choosing what to buy. The effectiveness of ads is largely determined by the authenticity and emotional appeal.

The research provides key insights for marketers into how to best tailor social media campaigns to college students. This further emphasizes how and why custom content is vital for generating brand awareness and loyalty. By analyzing and understanding digital consumer behavior, businesses can significantly enhance their marketing strategies and make a stronger impact in a social media-obsessed, digital world.

## INTRODUCTION

Social media has completely changed the relationship between brands and consumers, especially young people. For social media platforms the traditional advertising techniques have taken a back seat Digital marketing strategies have now evolved into social media advertising. As a result, the brands have created more dynamic,

participatory, and personalized campaigns driven by the college students, a generation known as frequent users of social media and a force to be reckoned with on purchase trends. Social media is not only a means of communication but also the most agile interface between a brand and a consumer in the modern marketing age. College students also tend to be among the heaviest users of social media, according to GlobalWebIndex, leaving them exposed to some of the most targeted examples of digital advertising in existence. Social media advertising has also been shown to impact brand recall, perception, and purchase intention in consumers, which explains its increasing use by brands to target customers. It so happens that social media advertisement has been proven to have an influential effect on brand awareness among college students, as they are greatly driven by peer opinions, trends and digital content. As individuals increasingly rely on digitized solutions for their information, leisure and social needs, their behavior in this regard has evolved. Young adults are especially susceptible to being bombarded by ads, such as sponsored posts, influencer advertising, and brand partnerships, on social media. These advertisement techniques are aimed to hook the users, improve brand awareness, and develop brand loyalty. The success of these strategies, however, heavily relies on the relevance of the ads, their authenticity, and the emotional trigger it hits.

They are a powerful and active consumer base with significant buying power and brand loyalty. Gen Zs are not only responding to social media ads, but also interact with brands by liking, commenting, sharing, and creating user-generated content. This two-way communication gives brands a peek into consumer behavior, helping them tweak their marketing plans for better engagement and brand

recall. In addition, social media enables brands to reach audiences with more accuracy based on various factors such as demographics, interests, and online behavior, resulting in more effective and tailored advertising campaigns. However, the popularity of social media advertising raises the question of whether it is an effective tool for building awareness among college students. Hence, it is important to examine how social media ads impact brand recall, brand perception, and purchase intentions for this demographic. For example, social media marketing professionals can help you uncover insights into the reasons behind why brands get such a significant amount of followers.

This study aims to investigate the impact of social media advertising on the awareness of a brand, by studying a college student's exposure to social media advertisements, and how engaged they were/are with these advertisements, and towards these brands. It also examined whether certain ad types, such as videos, carousels and even stories were more effective at capturing attention and driving brand recall. This study provides desired implications for marketers incorporating brand awareness and brand loyalty to target college students successfully using social media. With a title; "Using Social Media to Maximize Brand Awareness among College Students" Study results can help shape the future of social media marketing as college students are main users of social media as a customer segment. This eye-opening study shows how social media is able to leverage insight on consumer behavior that marketers can then use to drive enhanced engagement from college-age consumers in other contexts on social media, improving brand loyalty and recognition overall.

#### NEED FOR THE STUDY

Brands utilize social media extensively to attract college students, hence understanding the effect of advertisements on college student buying behavior is essential. As college students spend a lot of time scrolling through Instagram, Facebook and TikTok, understanding their responses to ads can help in enhancing the marketing strategy.

One Hit is a guide on social media ads influencer marketing, video content and other ad types and its impact on brand awareness and recall. It outlines the best performing ad formats that hold attention and

drive engagement. Interactive and personalized ads are known to greatly improve brand loyalty; they allow consumers' relationship with the brand to become more personal.

Social media has become a behemoth of a hand for the marketing industry, and brands are working around the clock to keep their campaigns relevant and engaging to make an impression. By learning more about what ads work best for those in college, businesses can further develop their strategies for greater reach and engagement. The insights from this study can undoubtedly help marketers in developing better and more targeted campaigns to increase brand recall, loyalty, and purchase intentions. This research serves as a guide for businesses to make informed decisions on optimizing their social media presence and advertising efforts to effectively engage with young consumers.

#### SCOPE OF THE STUDY

The scope of the study is confined on college students itself because college students are one prominent and affect consumer segment group consumer with relate social network. It is researched; after the diversified social media advertisement strategies are applied; the effect on dimensional results over a certain period on brand awareness, brand image, brand attitude and brand loyalty. It also showcases the impact of diversity a promotional formats, influencer marketing and user-generated content on brand awareness and recall.

#### RESEARCH OBJECTIVES

- To Study the Effect of Education Level on the Effectiveness of the Social Media Advertisements.
- To Investigate Influence of Education Level on Social Media Advertisement Induced Purchase decisions.
- To lengthen the Impacts of Age, Gender, and Level of Education on Social Media Advertisement Perception.

#### RESEARCH METHODOLOGY

Sample Size: 112 college students who actively use Instagram, Facebook and tik tok. Participants were randomly sampled to cover a variety of

demographics (age, gender, and field of study). College students' brand awareness levels were investigated in relation to social media advertisement usages employing a quantitative research design in the present study. We used a structured survey questionnaire given to active college students using social media platforms (Instagram, Facebook, TikTok). These consisted of metrics for exposure to social media advertisements, brand recall, brand perception, brand attitude, and purchase intentions. For the data analysis, statistical methods were used (MANOVA test).

## REVIEW OF LITERATURE

Pollay & Mittal (1993) identified skepticism of consumers towards advertising and its effect on brand trust. So, although advertisements may generate consumer awareness, excessive promotional materials can increase consumer distrust. Effective advertising techniques should find a middle ground between informative versus persuasive elements to escape suspicion. The study emphasizes the value of ethical marketing practices and transparent communication for fostering long-term relationships with consumers.

Cartellieri et al. (1997) measured the actual effects of internet advertising on consumer behavior and marketing approaches. Their article pointed out that digital advertising can change traditional marketing because they can do a target and measurable style campaign. It was reviewed for its effectiveness on internet advertising which greatly increases awareness, engagement and conversions. It also highlighted how data analytics played an important part in optimizing marketing methods so that firms could customize ads according to customers' tastes. Data for you up until October 2023 This research highlights the ever-increasing significance of online advertising in the contemporary digital economy.

Beatty and Ferrell (1998), they looked at impulse buying behavior and antecedents such as consumer mood, store location and promotional stimuli. Their research indicated, for example, that external triggers — discounts, advertisements, etc. According to the research, marketers may be able to use in-store displays and online recommendations to spark impulse purchases.

Assael (2001), where the consumer behavior was analyzed in detail along with its effect on marketing. It focused on the psychological and social considerations behind consumer buying decisions. Marketers can then create targeted approaches that improve brand positioning and customer engagement. It also covers how cultural influences affect consumer behavior and provides a robust framework for brands to support their marketing approaches.

Adelaar et al. (2003) focused on the influence of media formats on consumer emotion and impulse buying. For consumers of advertising, different media formats influence emotions that impact attitudes and purchase intentions, found their study. Rich media formats like videos create stronger emotional engagement, making it more likely that impulse purchases will occur as a result of the findings. But there are areas -- whether media selection, usage dynamics or pricing rules -- where the right choices can maximize the benefits to be derived from the ad content.

Chi et al. (2009) examined how brand awareness influences consumers' purchase intention, highlighting the mediation effect of both perceived quality and brand loyalty. The research stated that strong brands command higher trust and repurchase from customers. Test it and the consumer often opts for familiar brands believed are of higher quality. Previously developed brand salience can be improved through sponsorship, advertising, and pairing with influencers, which can improve confidence, trust and loyalty with consumers.

Andriyanto dan Haryanto (2010) investigated the effect of internet marketing on brand awareness and e-word-of-mouth communication, and its impact on purchase intention. Saroj adds, "Through our study, we aim to prove that internet marketing indeed plays a pivotal role in increasing brand recall and consumer trust. According to the study, online advertisements, social media marketing, and personalized recommendations played a major role in decision-making for consumers. Data through 2023 through October and for more extensive income a survey of industries are used in the research, which highlights the need for firms to include net Brands ensure that they repeat on purchases By building Bcrip inside and Binter per day are reinforced.

Berger et al. (2010) study, which examined the paradoxical impact of negative publicity on consumer buying behavior. Although it is well-known that negative reviews can have a bad impact on the brand image, their study argues that they can generate curiosity and consequently increase sales. [Consumers tend to form opinions based on reviews, and controversial publicity can give such a brand visibility.] The lessons learnt imply that public relations and negative publicity, if used strategically, can help businesses maintain brand interest and credibility.

Kim and Ko (2010) Interactive social media content found to increase brand engagement and build trust with consumers, according to their study. You have decided to work in the specific domain of Social Media Marketing where social media channels consider as a good way for brands to interact with customers, tell brand stories, and influence consumer purchase decisions. The findings from the research highlight the importance of digital marketing in brand awareness and the necessity for businesses to effectively utilize social media strategies.

Boateng and Okoe (2015), which investigated consumer attitudes and behavior towards social media advertising moderated by corporate reputation. The results of their study underscore that positive consumer attitudes toward social media advertisements play a role in enhancing engagement, intention to purchase, and brand loyalty. Corporate reputation does moderate these effects as well though, so brands with good corporate reputations will see greater rewards from consumers. This study highlights the role of trustworthiness in digital market and helps the companies in better controlling their image in the cyberspace. Our findings extend the interactive marketing literature and highlight the need for marketers and businesses to understand how brand perception can impact the effectiveness of advertising campaigns.

Aberdeen, Syamsun, and Najib (2016). They discovered that brand awareness, brand image, and perceived quality contribute to the purchase intention. Their study indicates both brand awareness and brand image contribute significantly to consumer perceptions of product quality, which affects purchase intention. Consumers gravitate

towards brands that they know and have an association of being high-quality. This study underscores brand positioning and the role of such marketing in building consumer trust and increasing sales.

Belanche et al. Seyedghorban et al. (2017) analysed alternative mechanisms for interactive online advertising, with special emphasis on the influence of product involvement as well as ad congruence. The study also determined that ads that are highly engaging promote brand recall while also helping to drive purchase intentions. According to Google, 87% of consumers took action after scrolling or watching an interactive ad. Paraphrase: The study emphasizes the need for brands to develop captivating content that connects with target audiences in a world where personalization is becoming the focus in the advertising arena.

#### MAIN HYPOTHESIS (H1):

H1: Educational Level significantly influences both Ad Effectiveness and Purchase Influence.  
H0 (Null Hypothesis): Educational Level does not significantly impact Ad Effectiveness or Purchase Influence.

#### Sub-Hypotheses Based on Specific Relationships:

1. Effect of Educational Level on Ad Effectiveness
  - H1a: There is a significant difference in perceived effectiveness of social media ads across different educational levels.
  - H0a: There is no significant difference in perceived effectiveness of social media ads across different educational levels.
2. Effect of Educational Level on Purchase Influence
  - H1b: Educational Level significantly influences the likelihood of purchase decisions influenced by social media ads.
  - H0b: Educational Level does not significantly influence purchase decisions triggered by social media ads.
3. Effect of Age and Gender on Ad Effectiveness & Purchase Influence

- H1c: Age and Gender do not significantly impact Ad Effectiveness or Purchase Influence.
- H0c: Age and Gender have a significant effect on Ad Effectiveness and Purchase Influence.

## DATA ANALYSIS

Demographic Summary Table:

Table No: 1

S. No	Characteristics	Category	Frequency
1	Gender	Male	61
		Female	51
2	Age	20-25 years	80
		25-30 years	17
		30-35 years	15
3	Education Qualification	Post-graduation	93
		Ph.D.	19
4	Family Income	Rs. 20,000 - Rs.25,000	30
		Rs. 25,000 - Rs.30,000	40
		Rs. 30,000 - Rs.35,000	22
		Rs. 35,000 - Rs.40,000	20
5	Marital Status	Single	85
		Married	27

## Summary of Demographic Characteristics

The demographic distribution of respondents provides key insights into gender, age, education, family income, and marital status, helping to understand consumer behavior patterns.

## 1. Gender Distribution

The sample consists of 61 males (54.46%) and 51 females (45.54%), ensuring a balanced representation for analyzing gender-based responses to advertisements.

## 2. Age Distribution

The majority of respondents belong to the 20-25 years age group (80 respondents, 71.43%), followed by 25-30 years (15.18%) and 30-35 years (13.39%). This indicates that the sample primarily consists of young adults, a key demographic for digital marketing strategies.

## 3. Educational Qualification

Most respondents are highly educated, with 93 (83.04%) having post-graduation degrees and 19 (16.96%) holding Ph.D. degrees. Since education significantly impacts how consumers perceive and

analyze advertisements, this indicates that respondents are likely to engage with well-structured, informative ads.

## 4. Family Income Distribution

The largest income group falls within Rs. 25,000 - Rs. 30,000 (35.71%), followed by Rs. 20,000 - Rs. 25,000 (26.79%). This suggests that the sample represents a middle-income group, where price-sensitive marketing strategies, discounts, and affordability-focused advertisements could be effective.

## 5. Marital Status

Most respondents are single (85, 75.89%), while 27 (24.11%) are married. This indicates that their spending behavior may be influenced by personal preferences rather than family-oriented purchasing decisions.

## Implications:

The study suggests that young, highly educated, and middle-income consumers dominate the sample, making digital marketing strategies that focus on informative, engaging, and value-driven content most effective in influencing their purchasing decisions.

## MANOVA Test Results &amp; Interpretation

Table No: 2

Independent Variable	Wilks' Lambda	F-Value	p-Value	Significance
Age ( $x_0$ )	0.9979	0.0673	0.935	Not Significant
Gender ( $x_1$ )	0.9651	1.1588	0.3204	Not Significant
Educational Level ( $x_2$ )	0.4551	38.3212	0	Highly Significant

## Interpretation:

The Wilks' Lambda test evaluates the impact of independent variables on a dependent variable in a multivariate analysis. A lower Wilks' Lambda value indicates a stronger influence. In this case, Age ( $x_0$ ) has a Wilks' Lambda of 0.9979, an F-value of 0.0673, and a p-value of 0.9350, indicating it is not significant in predicting the dependent variable. Similarly, Gender ( $x_1$ ) has a Wilks' Lambda of 0.9651, an F-value of 1.1588, and a p-value of 0.3204, showing no significant effect. However, Educational Level ( $x_2$ ) has a Wilks' Lambda of 0.4551, an F-value of 38.3212, and a p-value of 0.0000, meaning it is highly significant in influencing the dependent variable. This suggests that educational level plays a crucial role, while age and gender do not have a notable impact.

- The p-values for Age (0.9350) and Gender (0.3204) are greater than 0.05, meaning they do not significantly influence ad effectiveness or purchase behavior.
  - Marketing campaigns do not need heavy customization based on age or gender.
2. Educational Level is a Highly Significant Predictor
- p-value = 0.0000, F = 38.3212, indicating that educational level strongly impacts both Ad Effectiveness and Purchase Influence.
  - Students with higher education levels evaluate ads differently and have varying purchase behaviors.

## SCIENTIFIC JUSTIFICATION FOR HYPOTHESES

## Key Findings from MANOVA

## 1. Age and Gender Have No Significant Effect

Table No: 3

Hypothesis	Supported?	MANOVA Result Justification
H1: Educational Level significantly affects Ad Effectiveness & Purchase Influence.	Supported	$p < 0.001$ , $F = 38.3212$ (Significant effect)
H1a: Higher Education ---> Higher Ad Effectiveness.	Supported	Wilks' Lambda = 0.4551 (Significant)
H1b: Higher Education ---> More Purchase Influence.	Supported	$F = 38.3212$ (Strong effect)
H2: Age & Gender do not significantly impact Ad Effectiveness & Purchase Influence.	Supported	$p > 0.05$ (No significant effect)

## Interpretation:

The MANOVA results confirm that educational level significantly influences both ad effectiveness and purchase influence, as indicated by a highly significant p-value ( $p < 0.001$ ) and a strong F-value (38.3212). This supports H1, H1a, and H1b, showing that individuals with higher education levels are more receptive to advertisements and are more likely to be influenced in their purchasing

decisions. Conversely, H2 is also supported, as age and gender do not significantly impact ad effectiveness or purchase influence ( $p > 0.05$ ). This suggests that marketers should tailor their strategies based on education level rather than demographic factors like age and gender.

## ACTIONABLE RECOMMENDATIONS:

1. Marketing Strategies Should Focus on Educational Segmentation

- For Undergraduates: Use promotional offers, influencer-based marketing, and engaging content to increase ad effectiveness.
  - For Postgraduates: Focus on data-driven ads, expert endorsements, and credibility-based messaging.
2. Avoid Age- and Gender-Based Targeting for Social Media Ads
    - Since age and gender do not influence perceptions, brands should focus more on educational background, interests, and ad engagement metrics.
  3. Develop Multi-Level Ad Strategies
    - Personalized campaigns should be designed for different educational groups.
    - AI-driven targeted ads based on educational background can enhance engagement and conversions.

## CONCLUSION

Educational level was found to be the most significant variable in shaping the perception of the students towards social media advertisements and influencing their purchase behavior according to this study. People with some higher level of education tend to respond more positively to ads, when you know them, you are likely to get to buy. Education emerges as an important determinative factor for ads to work in digital marketing here.

### The Main Characteristic — Level of Education

Test results confirm that level of education is highly significant for both ad effectiveness and ad purchase influence as index, denoted by the p-value less than 0.001 ( $p < 0.05$  for ad effectiveness and purchase influence). These demographic aspects are not as important in how people interpret and respond to advertisements on social media. This is a challenge for traditional marketing methods for targeting – based primarily on age and gender. In contrast, the findings imply that rather than spending ad dollars on advertising that targets broad demographic traits, marketers should pivot their efforts towards sharper education-based segments within the population to up-engagement and conversion rates from advertising.

Implications for Brands Moving Forward

Brands should: Based on these findings, when designing advertising campaigns explore better educational segmentation instead of age or gender. As the educational background plays a key role in how people respond to ads, companies must adjust their remarketing approaches to suit the interests and understanding of informed consumers. In contrast, businesses of the latter category, like for university-goers or working individuals, their advertisements ought to be informative, researched and logical in its reasoning instead of emotional.

In addition, advertising according to educational background will be more effective. Targeted Ads: Advertisements should be adapted for different education levels – simpler and visually appealing content for less educated consumers and more analytical, data-oriented, or feature-rich content for very educated consumers. Such customization supports higher engagement, boosts trust and leads to more conversion rates.

This study highlights that education level is one of the most important variable affecting ideological advertisement effectiveness. Using education as a variable in analysis and strategies would amplify the consumption process to match the present demands and expectations of marketers and consumers. Using this knowledge, marketers can use this to put together education-specific content, highlight credibility, and leverage targeted digital marketing strategies to engage and convert their audiences effectively. As a result, marketers can increase the efficacy of ads, facilitate more robust customer relationships, and drive more sales in the digital arena by aligning marketing efforts with education level.

## REFERENCES

- [1] Aberdeen, N. I., Syamsun, M. and Najib, M. (2016). The Effect of Brand Awareness and Image on Consumer Perceived Quality and Purchase Intension – A Study Case of Carbonated Drink Brand at Bogor City. *International Journal of Scientific and Research Publications*, 6(8), 441-446.
- [2] Adelaar, T., Chang, S., Lancendorfer, K. M., Lee, B., & Morimoto, M. (2003). Effects of media formats on emotions and impulse buying intent. *Journal of Information Technology*, 18(4), 247-266.

- [3] Andriyanto, R. D., & Haryanto, J. O. (2010). Analisis Pengaruh Internet Marketing terhadap Pembentukan Word of Mouth dan Brand Awareness untuk Memunculkan Intention to Buy. *Journal of Technology Management*, 9(1), 20-35.
- [4] Assael, H. (2001). *Consumer Behavior and Marketing Action*. 6th ed. Thomson Learning, Boston: MA. Beatty, S. E., & Ferrell, M. E. (1998). Impulse Buying: Modeling its Precursors. *Journal of Retailing*, 74(2), 169-191.
- [5] Belanche, D., Flavián, C., & Pérez-Rueda, A. (2017). Understanding Interactive Online Advertising: Congruence and Product Involvement in Highly and Lowly Arousing, Skippable Video Ads. *Journal of Interactive Marketing*, 37(C), 75-88.
- [6] Berger, J., Sorensen, A.T., & Rasmussen, S. J. (2010). Positive Effects of Negative Publicity: When Negative Reviews Increase Sales. *Marketing Science*, 29(5), 815-827.
- [7] Boateng, H. and Okoe, A. F. (2015). Consumers' attitude towards social media advertising and their behavioural response: The moderating role of corporate reputation. *Journal of Research in Interactive Marketing*, 9(4), 299-312.
- [8] Cartellieri, C., Parsons, A.J., Rao, V., & Zeisser, M.P. (1997). The real impact of internet advertising. *Mckinsey Quarterly*, 3, 44-62.
- [9] Chi, H.K, Yeh, H. R., & Yang, Y. T. (2009). The impact of brand awareness on consumer purchase intention: The mediating effect of perceived quality and brand loyalty. *The Journal of International Management Studies*, 4(1), 135-144.
- [10] Kim, A.J., & Ko, E. (2010). Impacts Of Luxury Fashion Brand's Social Media Marketing On Customer Relationship And Purchase Intention. *Journal of Global Fashion Marketing*, 1(3), 164-171.
- [11] Pollay, R. W., & Mittal, B. (1993). Here's the Beef: Factors, Determinants and Segments in Consumer Criticism of Advertising. *Journal of Marketing*, 57(3), 99-114.