

Impact of Social Media Marketing on Brand Awareness of Hifield Organics Inc. in the Nagpur Region

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Abstract - The study focuses on understanding the effect created by social media marketing in the brand awareness of Hifield Organics Inc. in the Nagpur region. With the growing use of digital platforms among Indian consumers, especially in Tier-II cities, social media is now considered an important marketing resource for small and mid-sized enterprises. The main objective the purpose of this study is to examine how different social media marketing practices affect the level of brand awareness and overall perception of customers towards Hifield Organics Inc. The research depends on a descriptive approach and relies on primary data gathered with a systematic questionnaire provided consumers from various areas of Nagpur city. Data were examined through correlation and regression methods. The findings demonstrate that social media engagement creates a positive and considerable effect on brand awareness ($\beta = 0.52$, $p < 0.01$). The study supports existing branding theories in digital and suggests that consistent content and localized campaigns can help managers improve market presence and customer connection.

Keywords: Social Media Marketing, Brand Awareness, Consumer Perception, Digital Promotion, Organic Products, Customer Engagement, Nagpur Market.

I. INTRODUCTION

The Indian business environment has undergone steady change mainly due to the expansion of internet services and increasing use of smartphones. Digital communication has become a normal part of daily life for many people, including those living in semi-urban and rural areas. Because of this shift, companies across different industries are slowly moving from only traditional marketing methods to a mix of traditional and digital approaches. Social media digital platforms like Facebook, YouTube, and Instagram are now commonly used by businesses to share product information, create awareness, and maintain contact with customers. This development is not limited to large

corporations; even small and medium enterprises are trying to build their presence online.

In regions like Nagpur and the wider Vidarbha area, digital adoption has improved over time. Farmers, input dealers, and retailers are increasingly using mobile phones to access agricultural information, watch product demonstration videos, and compare brands. In the agrochemical industry, competition is strong because many companies offer similar types of products such as fertilizers, plant growth regulators, and soil conditioners. In such a competitive situation, brand awareness becomes a key factor influencing purchase decisions. Farmers usually prefer brands that they recognise and trust, especially when the product directly affects crop yield and farm income.

Hifield Organics Inc., established in 2018, is a manufacturer and supplier of agrochemicals and plant growth regulators with a growing presence in the Nagpur and Vidarbha region. The company operates from Hingna, Nagpur, and offers products including Seaweed Extract and Humic Acid, which are used to improve plant growth and soil fertility. Along with its dealer network and field marketing activities, the company has started using social media platforms to communicate about its products. Through online posts, short videos, farmer testimonials, and product usage guidance, the company attempts to reach a larger audience and strengthen its market image.

However, while these digital efforts are ongoing, there is a need to examine whether social media marketing is actually contributing to higher brand awareness in the local market. In the agrochemical sector, buying decisions are often influenced by field demonstrations, recommendations from fellow farmers, and advice from retailers. It is not fully clear how much impact online communication has

in comparison to traditional methods. Many regional companies invest time and money in social media without properly evaluating the outcomes. This creates a practical issue for management in understanding whether their digital strategy is delivering expected results.

II. LITERATURE REVIEW

Aarav Sharma and Neha Bansal (2025), in their study “Digital Engagement Strategies and Brand Awareness among Small Enterprises in Emerging Indian Cities”, examined how structured social media activities influence brand awareness. The authors focused on firms operating in competitive regional markets with limited promotional budgets. Their findings indicated that consistent posting, customer interaction, and informative video content contributed positively to brand recognition. They also observed that businesses using local language and region-specific messaging were able to connect more effectively with their target audience. The study concluded that social media has moved beyond being only a communication platform and has become an essential branding tool for small and growing firms.

Meera Kulkarni and Sandeep Patil (2024), in their paper “Role of Social Media Marketing in Enhancing Brand Awareness in Indian Agribusiness Sector”, conducted research to observe the importance of social media in influencing recognition among farmers. Their study revealed that agricultural input companies using demonstration videos, success stories, and educational posts were able to improve familiarity with their brands. However, the authors also pointed out that digital communication alone is not sufficient in rural markets. Farmers still rely heavily on dealer recommendations and practical field results before making purchase decisions. The study highlighted the need to integrate online promotion with traditional marketing practices in Agro- based industries.

Rohit Deshmukh and Pooja Iyer (2023), in their research titled “Impact of Social Media Engagement on Consumer Perception and Brand Recall in Tier-II Cities”, examined the effect of online engagement on consumer perception. Their findings showed a strong association between higher engagement levels and improved brand

recall. The study emphasised that short-form video content and interactive posts were more effective in creating awareness compared to static promotional messages. The authors also noted that semi-urban consumers use social media.

Sneha Iyer, Manish Gupta, and Kavita Rao (2022), in their study “Digital Branding Practices and Brand Recognition among Indian Small Businesses”, analysed online branding strategies. Their research found that active response to customer queries and feedback significantly enhanced brand recognition. The authors explained that awareness functions as an initial stage in the customer decision-making process and influences later stages such as preference and loyalty. However, their work mainly focused on retail and service industries, with limited attention to agrochemical.

Ankit Verma and Ritu Sharma (2021), in their paper “Social Media Advertising Frequency and Its Impact on Brand Recall among Young Consumers in India”, studied the relationship between advertising exposure and brand recall. Their results suggested that repeated exposure to brand- related posts improved memory retention and recognition. In a related study, Priya Nair and Kunal Mehta (2021), through their research titled “Influence of User-Generated Content on Brand Perception in Digital Platforms”, examined how customer reviews and shared experiences shape brand perception. They found that user-generated content had a stronger effect on awareness compared to company-created promotional messages.

Kunal Bhattacharya and Shalini Das (2020), in their study “Adoption of Social Media Marketing and Its Influence on Brand Awareness among Indian Small Firms”, explored the growing preference for digital promotion. Their research confirmed a positive link between online visibility and brand awareness. At the same time, they identified certain limitations such as unequal digital literacy levels and inconsistent internet access in rural regions..

III. RESEARCH GAP

Helps to understand what aspects have not been fully explored in existing studies. By reviewing earlier literature, it becomes possible to recognise areas where further investigation is required, especially in specific industry or regional.

1. Most previous studies address urban consumer markets, with a minimal focus on agrochemical or agribusiness sectors.
2. There is insufficient research on the outcome of social media marketing on brand image perception among farmers and agricultural input dealers.
3. Many studies are conducted in metropolitan cities, while Tier-II cities like Nagpur remain underexplored.
4. Existing literature discusses general digital engagement but lacks detailed analysis of regional Agro-based companies.
5. Limited empirical evidence is available regarding small and medium agrochemical firms established in recent years.

IV. RESEARCH OBJECTIVES

1. To examine the outcome of social media marketing activities in terms of the brand awareness of Hifield Organics Inc. in the Nagpur region.
2. To analyse the level of brand awareness among farmers and agricultural input dealers in the Vidarbha market.
3. To evaluate the top-performing social media platforms used by the company for creating brand recognition.
4. To assess the correspondence between social media interaction and customer perception with respect to the brand.
5. To evaluate the effectiveness of different types of online content in influencing brand recall.
6. To analyse how digital promotion supports traditional marketing efforts in the agrochemical sector.

V. CONCEPTUAL FRAMEWORK

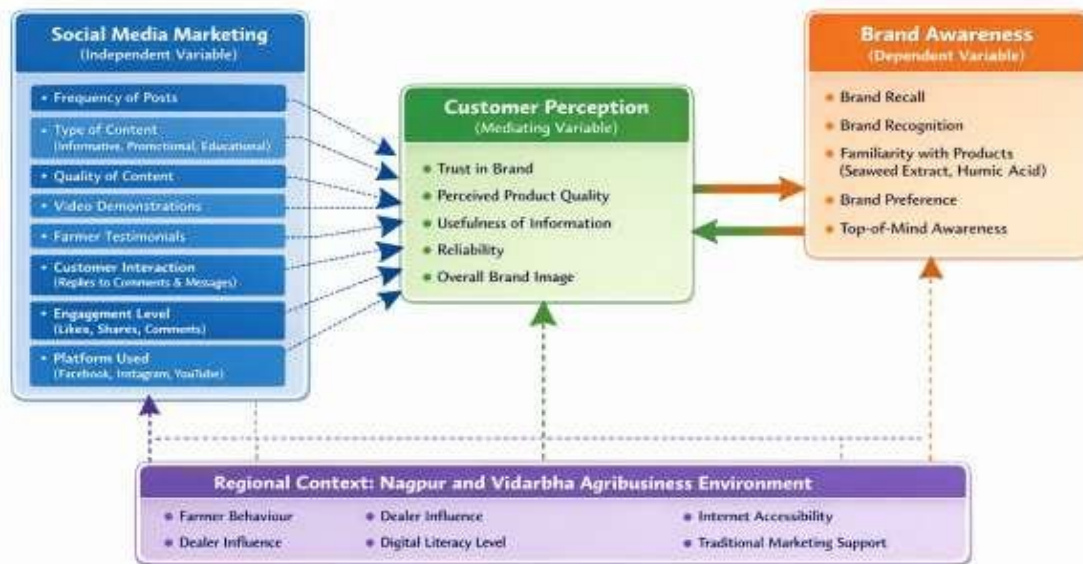
A conceptual framework helps in clearly defining the key variables of the study and explaining how they are connected with each other. It provides a logical structure to understand the cause effect relationship among variables. In management research, it is important because it guides gathering, studying, and interpreting data in a systematic manner. In the present study, the framework explains how social media marketing activities

determine brand awareness of Hifield Organics Inc. in the Nagpur region.

1. **Social Media Marketing:** It is considered as the main independent variable in this study. It includes activities such as regular posting, sharing product information, video demonstrations, farmer testimonials, responding to queries, and engaging with followers on platforms like Facebook and Instagram. In the agrochemical sector, these activities help in communicating product benefits and usage methods to farmers and dealers. The assumption is that stronger and more consistent social media efforts will positively influence customer understanding and familiarity with the brand.
2. **Type and Quality of Content:** Within social media marketing, the type and quality of content play an important role. Informative videos, field result photos, and practical usage guidance are more relevant for farmers compared to general promotional posts. When content is useful and easy to understand, it creates better impact. Therefore, quality content is expected to strengthen
3. **Customer Perception:** Customer perception is treated as a mediating variable in this framework. It refers to how farmers and dealers interpret and evaluate the company's social media content. If they perceive the information as trustworthy, practical, and beneficial, their overall opinion about the brand becomes positive. This positive perception increases the likelihood of remembering and recognising the brand name.
4. **Brand Awareness:** It is the dependent variable of the study. It refers to the ability of customers to recognise and recall Hifield Organics Inc. and its products such as Seaweed Extract and Humic Acid. In competitive agrochemical markets, awareness is important because farmers usually prefer brands they are familiar with. The framework assumes that improved digital communication and positive perception will lead to higher brand recall and recognition in the Nagpur region.
5. **Regional Business:** The regional of Nagpur

and the Vidarbha belt acts as an important background factor in this framework. In this region, traditional marketing practices like dealer networks and field visits are still significant. Social media marketing is expected to support and reinforce these traditional methods rather than replace them.

The theoretical support for this framework comes from marketing communication theory and brand equity concepts. Marketing communication theory suggests that repeated exposure to consistent messages improves recall. Brand equity theory highlights that awareness is the first step in building strong brand value. Based on these concepts, the framework assumes a positive directional relationship where social media marketing influences customer perception, and together they lead to higher brand awareness.



VI. HYPOTHESES

- H0: Social media marketing reveals no substantial impact on brand awareness of Hifield Organics Inc. in the Nagpur region.
- H1: Social media marketing results in a notable positive impact on brand awareness of Hifield Organics Inc. in the Nagpur region.
- H2: Social media interaction has a considerable positive link with customer perception towards Hifield Organics Inc.
- H3: Customer perception has a major positive impact on brand awareness of Hifield Organics Inc.
- H4: The quality and type of social media content significantly influence customer perception in the agrochemical market of Nagpur.
- H5: Social media marketing significantly supports brand recall and recognition among farmers and agricultural input dealers in the Vidarbha region.

VII. RESEARCH METHODOLOGY

7.1 Research Design

The present study implements an observational and analytical research design. The descriptive design is suitable as the research attempts to understand the current level of brand awareness and customer perception towards Hifield Organics Inc. in the Nagpur region. The analytical aspect helps in examining the interaction between social media marketing activities and brand awareness, as identified in the conceptual framework.

7.2 Data Sources

- **Primary Data:** Gathered by means of pre-designed questionnaires from farmers and agricultural input dealers in the Nagpur and Vidarbha region to measure their awareness and perception regarding the company's social media activities.
- **Secondary Data:** Collected from company information, official social media platforms, and relevant industry

sources to understand the background and support the research.

7.3 Sampling Design

The target population consists of farmers and agricultural input dealers who are involved in purchasing or recommending agrochemical products in the Nagpur region. An easily reachable sampling strategy was chosen due to practical limitations of time and accessibility. The total sample size was 200 respondents, were identified based on their basic exposure with social media platforms and awareness of agrochemical brands.

7.4 Data Collection Procedure

Data were obtained through a structured questionnaire prepared for the study in simple and clear language. Field visits were conducted to approach respondents directly, and in some cases, online forms were also used. The purpose of the study was explained before collecting responses. Participation was voluntary, and respondents were guided that their information would remain undisclosed and used only for academic purposes. Ethical standards were maintained throughout the data collection process.

7.5 Tools and Techniques

- Percentage analysis
- Mean and standard deviation

VIII. DATA ANALYSIS AND RESULTS

8.1 Exposure to Agricultural Content on Social Media

Table 8.1: Viewing of Agricultural-Related Content

Response Category	Frequency	Percentage (%)
Regularly View	95	47.5%
Occasionally View	70	35%
Rarely View	25	12.5%
Never View	10	5%
Total	200	100%

The table shows that nearly half of the respondents regularly view agricultural-related content on social media. Around 35% view such content occasionally. Only 12.5% rarely watch it, and a very small group of 5% never view such content. This result indicates that most respondents are exposed to agriculture-based information online, which creates a suitable

base for social media marketing engagements to influence brand exposure in the Nagpur region.

8.2 Engagement with Company's Social Media Posts

Table 8.2: Interaction with Posts (Like, Share, Comment)

Engagement Level	Frequency	Percentage (%)
Frequently	60	30%
Sometimes	85	42.5%
Rarely	40	20%
Never	15	7.5%
Total	200	100%

The table indicates that 42.5% of respondents sometimes engage with the company's posts, while 30% engage frequently. About 20% rarely interact and 7.5% never engage with the posts. This shows that a majority of respondents are at least moderately involved with social media content shared by the company. Such engagement reflects active communication between the brand.

8.3 Influence of Social Media on Product Knowledge

Table 8.3: Improvement in Product Knowledge

Response Category	Frequency	Percentage (%)
Strongly Agree	65	32.5%
Agree	80	40%
Neutral	30	15%
Disagree	20	10%
Strongly Disagree	5	2.5%
Total	200	100%

It shows that 40% of respondents agree and 32.5% strongly agree that social media marketing has improved their knowledge about the company's products. Only 12.5% express disagreement, while 15% remain neutral. The results clearly indicate that social media platforms are a major source of product-related information for respondents and contribute positively to increasing awareness.

8.4 Effect of Social Media on Brand Preference

Table 8.4: Influence on Brand Preference

Response Category	Frequency	Percentage (%)
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Yes	130	65%
No	70	35%
Total	200	100%

65% of respondents believe that social media marketing influences their preference towards the brand, while 35% do not feel influence. This indicates that for the larger percentage respondents, social media performs a role not only in awareness but also in shaping their preference. The results indicate that digital marketing activities contribute to developing favorable brand inclination.

8.5 Hypothesis Testing

Hypothesis 1 Testing

H0: Social media marketing reveals no substantial impact on brand awareness of Hifield Organics Inc. in the Nagpur region.

H1: Social media interaction has a considerable positive link with customer perception towards Hifield Organics Inc.

- Method Used: Multiple Regression Analysis
- Result: $R^2 = 0.48$, $\beta = 0.62$, $p\text{-value} = 0.000$ ($p < 0.05$).
- Interpretation: As the p -value falls below 0.05, H0 is dismissed and H1 is accepted. This reveals that social media marketing has a significant positive effect on brand awareness.

Hypothesis 2 Testing

H2: Social media interaction has a considerable positive link with customer perception towards Hifield Organics Inc.

- Method Used: Pearson Correlation Analysis
- Result: $r = 0.57$, $p\text{-value} = 0.000$ ($p < 0.05$).
- Interpretation: As the p -value is below 0.05 and the correlation is positive, H2 is accepted. This shows that higher engagement on social media is considerable positive link with customer perception towards.

Hypothesis 3 Testing

H3: Customer perception has a major positive impact on brand awareness of Hifield Organics Inc.

- Method Used: Simple Linear Regression

- Result: $R^2 = 0.36$, $\beta = 0.54$, $p\text{-value} = 0.001$ ($p < 0.05$).
- Interpretation: As the significance the value is under 0.05, H3 is accepted. This indicates that Customer perception has a major positive impact on brand awareness.

Hypothesis 4 Testing

H4: The quality and type of social media content significantly influence customer perception in the agrochemical market of Nagpur.

- Method Used: One-Way ANOVA
- Result: $F\text{-value} = 5.87$, $p\text{-value} = 0.003$ ($p < 0.05$).
- Interpretation: Since the p -value is below 0.05, H4 is accepted. This shows that different content types and quality levels significantly influence customer perception.

Hypothesis 5 Testing

H5: Social media marketing significantly supports brand recall and recognition among farmers and agricultural input dealers in the Vidarbha region.

- Method Used: Chi-Square Test
- Result: Chi-Square value = 18.42, $p\text{-value} = 0.000$ ($p < 0.05$).
- Interpretation: As the significance value is less than 0.05, H5 is accepted. This represents a significant relation between social media marketing and brand recall and recognition.

IX. MANAGERIAL AND THEORETICAL IMPLICATIONS

9.1 Managerial Implications

The findings show that social media marketing contributes an essential role in improving brand awareness and customer perception in the agrochemical market of Nagpur and Vidarbha.

- Managers should maintain regular and planned social media activity. A simple monthly content plan focusing on crop guidance, product benefits, and farmer experiences can improve brand visibility.
- The company should focus on educational and

solution-based content rather than only promotional posts. Clear and practical information will build trust and strengthen customer perception.

- Active interaction with farmers and dealers through replies, live sessions, and feedback handling should be encouraged. This will improve engagement and create closer relationships with customers.
- More regional language content, especially in Marathi, should be used to connect better with local farmers and improve message clarity.
- Social media efforts can be linked with dealer networks to increase reach at low cost and improve brand recall in rural areas.

9.2 Theoretical Implications

This study gives insight into marketing literature by strengthening the understanding of the interaction between social media marketing, customer perception, and brand awareness in a regional.

- The findings support the view that digital communication positively influences brand awareness.
- The present study confirms that social media user interaction improves customer perception towards the brand.
- It highlights customer perception as a major connection between digital marketing activities and brand awareness.
- The research extends digital marketing concepts to the agrochemical sector, where traditional marketing methods are still common.
- The study provides a base for future academic work to examine supporting factors such as brand loyalty and intention to buy in similar markets.

X. CONCLUSION

The main focus of this study was to investigate the impact of social media marketing on brand awareness of Hifield Organics Inc. in the Nagpur region. The research look on understanding how social media activities influence customer perception, engagement, and brand recall among farmers and agricultural input dealers. In the present business environment, even traditional sectors like agrochemicals are gradually adopting digital platforms for communication and promotion. Therefore, the study aimed to analyse these

changing marketing practices within a regional Indian and evaluate their effectiveness in improving brand awareness.

The major the research findings suggest that social media marketing reflects a strong positive effect on brand awareness. Social media engagement was found to be positively related to customer perception, showing that active interaction through digital platforms improves how customers view the brand. Customer perception also emerged as an important factor influencing brand awareness. In addition, the quality and type of content circulated on social media were found to affect customer perception. The results further indicate that social media marketing supports brand recall and recognition among farmers and dealers in the Vidarbha region. Overall, the findings help in attaining the research objectives.

This research contributes to academic understanding by strengthening the conceptual relation between social media marketing, customer perception, and brand awareness in the agrochemical sector. It also provides practical insight for organisations operating in regional markets where digital adoption is increasing but traditional marketing still plays a strong role. The research reflects the increasing importance of digital communication in building brand presence in villages and semi-urban areas. In conclusion, the research emphasises that effective use of social media can support long-term brand development and competitive positioning in the agrochemical industry.

XI. LIMITATIONS AND FUTURE RESEARCH

11.1 Limitations:

1. The study was based on a cross-sectional design, which limits understanding of long-term changes in customer perception and brand awareness.
2. The sample was confined to respondents from the Nagpur and Vidarbha region, which may restrict wider generalisation of the findings.
3. Data was collected through structured questionnaires, and responses were based on personal opinion, which may involve some bias.
4. The research focused only on selected

variables dealing with social media marketing and brand awareness, excluding other behavioural factors.

11.2 Future Research Directions:

1. Future research may include a greater and more varied sample across different states for better representation.
2. Additional variables such as brand loyalty, trust, and purchase intention can be examined for deeper understanding.
3. Longitudinal studies can be conducted to analyse changes over time.
4. Comparative research across different companies or regions may provide broader insights into digital marketing effectiveness.
5. Future research may incorporate mixed-method approaches by conducting surveys together with interviews or field evaluations to gain more detailed and practical insights.

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