

## **Relevance of Age in Improving Brand Awareness through Social Media Platforms**

**Saie Parab\***

**Chandrashekhar Kaushik\*\***

### **ABSTRACT**

In this technological world, the concept of creating brand awareness has become extremely crucial for every organization that markets different brands in the market. The traditional marketing process has changed with the introduction of social media marketing. This marketing through the internet is considered a cost-effective technique to increase brand awareness.

According to David Aaker, brand awareness has four major tenets, these are brand recognition, brand recall, top-of-the-mind awareness and brand dominance.

In this paper, an effort is made to determine whether marketing through social media platforms contributes to Brand Awareness through Brand familiarity, Brand recall and Top of the Mind Awareness.

The literature review was done through available secondary data through which a questionnaire structure was formed. Primary data collection was done through the researcher's self-constructed questionnaire. The respondents selected were active users of social media communication channels. Convenience sampling method was used in this survey. A sample size of 164 was studied. Data analysis was done through SPSS Software.

The results show brand recall on social media platform is independent of different age groups, brand familiarity on social media platform is dependent on different age groups and there is no significant difference of the top of mind awareness on brands advertised on social media platform belonging to different age groups.

**Keywords:** *Social media platforms, Brand awareness, Brand Familiarity, Brand Recall, Top of the mind awareness.*

---

\* *Student, MMS-Marketing, Durgadevi Saraf Institute of Management Studies, Mumbai*

\*\* *Associate Professor (Marketing), Durgadevi Saraf Institute of Management Studies, Mumbai*

## INTRODUCTION

Branding enables consumers to identify between similar products and services provided by various businesses in today's competitive market, it is an essential element of competitiveness. The ability of a potential consumer to recognise and recall a brand as a part of a certain product category is known as brand awareness. Consumers' perceptions of brand awareness can range from ambiguity about whether they have ever heard of a product to the certainty that it is the only one of its kind. Creating awareness is expensive and often impossible to support brands with relatively small unit sales and a life measured in years instead of decades.

According to David Aaker in his book “Building Strong Brands” the firms that become skilled at operating outside the normal media channels by using event promotions, sponsorships, publicity, sampling and other attention-getting approaches – will be the most successful in building brand awareness.

Social media is at the core of modern company strategy, and its popularity, cost-cutting initiatives, and rivals' social media activity encourage marketers to engage in social media marketing activities. The impact of social media on consumer behaviour spans a broad range of activities, including educating, sharing ideas and attitudes, gaining awareness and understanding, and visualising post-purchase behaviour without actually purchasing (Tsimonis, 2014). Social media marketing is generally acknowledged to play a considerable role in influencing consumers' perceptions of brands (Keller, 2009). Social media marketing activities are thought to have greater influence than traditional marketing communications (Bruhn, 2012), because consumers use social media channels more frequently to search for products and brands (Mangold, 2009).

Social media marketing is still regarded as a relatively new marketing tool, and the understanding of social media marketing influences on brand awareness and brand image is still limited (Schulze, 2015). A well-known fact is that brand awareness or familiarity, and brand choice is highly

correlated (Axelrod, 1968). Therefore, this study analyses the relevance of age in improving brand awareness through social media marketing. This study searches for the answer to the impact of age on brand awareness through social media platforms. The difference between this study compared to previous ones is that it analyses Brand Familiarity, Brand Recall, Top of the Mind Awareness, Brand Awareness and Social Media Marketing dimensions together. Accordingly, it is foreseen that this study shall bring a new perspective to studies of Brand Awareness through Social Media Marketing.

In this paper, an effort is made to determine whether marketing through social media platforms contributes to Brand Awareness through Brand familiarity, Brand recall and Top of the Mind Awareness.

## **LITERATURE REVIEW**

Social media marketing makes use of social media platforms to persuade customers to visit a certain website, company, brand, product, or individuals (Neher, 2013). Winning brand recognition is one of the company's most important marketing goals. This is so that people may purchase a good or service that is associated with a well-known brand. Social media allows the fastest way to gain recognition and effective branding. In comparison to conventional media, social media has an edge since it may build a brand by reaching consumers faster.

Brand awareness is “the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category” (Aaker, *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, 1991). Brand awareness is defined as the power of qualities such as the name, symbol and logo of a brand that is created in the minds of consumers in order for them to define and remember a brand (Keller K. , 1993). Awareness is measured according to the different ways in which consumers remember a brand ranging from (i) Recognition (brand exposure) (ii) Recall (brand recall) (iii) Top of Mind (the first brand recalled) (iv) Dominant (only brand recalled). (Aaker, *Building Strong Brands*, 1996)When a new line of products is

released, brand recall refers to how quickly consumers think of the brand. Brand recognition is related to customer brand familiarity (Farjam, 2015). Being the most well-known brand in a product category means that you are the first brand that comes to mind. The degree to which a brand has dominated over a certain product category is referred to as its level of dominance (Aaker, Building Strong Brands, 1996).

Brand Recall is the mental reproduction of some target item experienced or learned earlier (Bagozzi, 1983). The extent to which consumers remember advertising and other messages that have been sent about a brand (Prashar, 2012). Brand recall is the customer's ability to recall a brand when some cues related to the brand are given, requiring that consumers correctly generate the brand from memory (Baumann, 2015).

Brand familiarity reflects the extent of a consumer's direct and indirect experience with a brand (Alba, 1987). Consumer brand knowledge structures, or the brand associations that are stored in a consumer's memory, are captured by brand familiarity. Although many advertised products are familiar to consumers, many others are unfamiliar, either because they are new to the marketplace or because consumers have not yet been exposed to the brand (Stewart, 1992). The amount of brand information that a consumer can remember about familiar and unfamiliar brands varies. Consumers associate familiar brands with a range of various types of associations. Customers may have used or tried a familiar brand, they may have family or friends who have used the brand and told them about it, they may have seen previous advertisements or promotional materials for the brand, or they may have learned about the brand's positioning, packaging, and other details from the press. Because they haven't had any of these kinds of experiences with unfamiliar brands, consumers don't have many associations with them.

"Top-of-mind awareness" in marketing refers to a brand or specific product coming to clients' minds first when they think of a certain industry or category. At the market level, top-of-mind awareness is more frequently defined as the "most remembered" or "most recalled" brand names. TOMA has also been defined as "the per cent of respondents who, without

prompting, name a specific brand or product first when asked to list all the advertisements they recall seeing in a general product category over the past 30 days." (Top-of-mind awareness- Wikipedia, 2022)

In recent years, many businesses have seen social media as one of the most effective ways to communicate and empower consumers to create distinctive brand identities and increase consumer-brand communications (So, 2017). Social media activities are crucial for building, consolidating, and sustaining brand recognition since they go beyond just exchanging marketing information with customers (Tiago, 2014) . 85% of businesses use social media primarily for brand awareness (Okugbe, 2022). Because of this, businesses are actively involving consumers in their social media marketing campaigns. Therefore, brand awareness will increase the more actively if businesses use and manage social media (Neff, 2014).

Top of Mind Awareness (TOMA) as the focal point of the study is defined as the state of the mind of the customers that allow them to have a particular brand name on the tip of their tongue and can indicate of being aware of that particular brand. In this connection, TOMA is the primary dimension of 'Brand Awareness' initially built by traditional advertising and some regular reinforcing activities. (Muhammad, 2013)

Based on the literature that profoundly relied upon Brand Awareness and its tenets, the study helps to understand the relationship between different age groups and Brand Recall, Brand Familiarity and Top of the Mind Awareness through Social Media Marketing.

## **OBJECTIVE**

To study if age is an important factor for Brand Recall, Brand Familiarity and Top of the Mind Awareness of brands advertised on social media platforms.

## **HYPOTHESIS**

H1o: Brand Recall on social media platforms is independent of the different age groups.

H1A: Brand Recall on social media platforms is dependent of the different age groups.

H2o: Brand Familiarity on social media platforms is independent of the different age groups.

H2A: Brand Familiarity on social media platforms is dependent of the different age groups.

H3o: There is no significant difference of top of mind awareness on brands advertised on social media platforms belonging to different age groups.

H3A: There is a significant difference of top of mind awareness on brands advertised on social media platforms belonging to different age groups.

## **RESEARCH METHODOLOGY**

In this study, two different sources of data were used. The first source is the secondary data which is a literature review. The second source is the primary data collected through an online questionnaire called the survey method. The researcher has prepared the questionnaire and done pilot testing before sending the questionnaire to the respondents.

The population of this research consists of users located in Mumbai who are active on the social media communication channels such as Facebook, Twitter, YouTube, Instagram and LinkedIn. A sample size of 164 respondents is used in this research. Considering the sample using social media platforms, convenience sampling method has been applied in the research.

The questionnaire technique has been applied in obtaining research data. The Google Forms online platform was used to develop and design the standardized questionnaire. Google Forms are web-based questionnaires that can be accessed via the internet on a variety of devices, including

computers, tablets, and smartphones. The survey consists of a total of nineteen questions out of which three are demographic questions and sixteen are related to brand awareness through social media. Statistical Package for Social Sciences (SPSS) software was used for data analysis.

## LIMITATIONS

The survey was conducted within Mumbai region. The time span of the research was a period of two months (time constraint). This research is also subject to cost constraints.

## DATA ANALYSIS

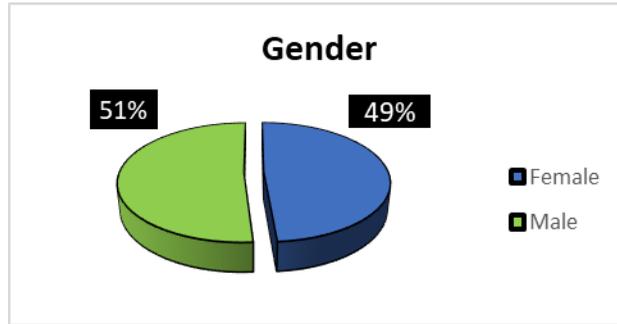
### Demographic Characteristics

*Table 1: Demographic Characteristics*

Demographic Characteristics		Frequency N=164	Percentage (%)
<b>Gender</b>	Male	84	51%
	Female	80	49%
<b>Age</b>	21-30	66	40%
	31-40	40	24%
	41-50	24	15%
	51 & above	34	21%
<b>Occupation</b>	Student	48	29%
	Employed	58	35%
	Business	27	17%
	Unemployed	0	0%
	Other	31	19%

*Source: Researchers' Primary Data*

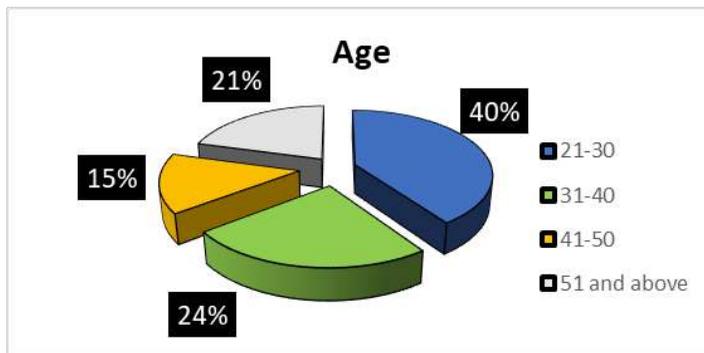
**Figure 1: Percentage of Gender of the Respondents**



*Source: Researchers' Primary Data*

Figure 1 shows that 49% of the respondents were female and 51% of them were male.

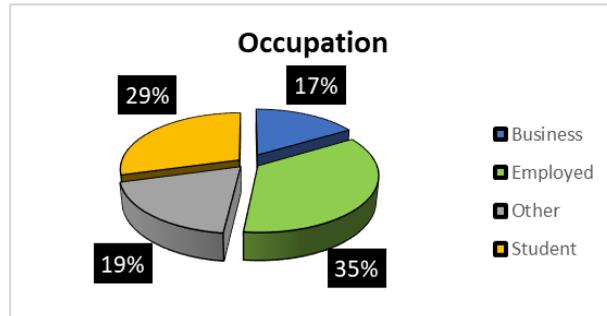
**Figure 2: Percentage of Age of the Respondents**



*Source: Researchers' Primary Data*

Figure 2 mentions that 40% of the respondents belong to the age group of 21-30 years, 24% were aged between 31-40 years, 15% of the respondents were from the age group of 41-50 and 21% of them were aged between 51 years and above.

**Figure 3: Percentage of Occupation of the Respondents**



*Source: Researchers' Primary Data*

Figure 3 presents the occupational background of the respondents where 35% of the respondents were employed, 29% of them were students, 19% were others who might include housewives or retired individuals and 17% were individuals who had their own business. Hence, the majority of the responses were collected from employed individuals.

**Hypothesis 1:**

H1o: Brand Recall on social media platforms is independent of the different age groups.

H1A: Brand Recall on social media platforms is dependent of the different age groups.

**Table 2: Cross tabulation for Brand Recall & Age**

Brand Recall * Age Cross tabulation							
			Age				Total
			21-30	31-40	41-50	51 & above	
Brand Recall	Yes	Count	57	32	22	31	142
		Expected Count	57.1	34.6	20.8	29.4	142.0
		% of Total	34.8%	19.5%	13.4%	18.9%	86.6%
	No	Count	9	8	2	3	22
		Expected Count	8.9	5.4	3.2	4.6	22.0
		% of Total	5.5%	4.9%	1.2%	1.8%	13.4%
Total		Count	66	40	24	34	164
		Expected Count	66.0	40.0	24.0	34.0	164.0
		% of Total	40.2%	24.4%	14.6%	20.7%	100.0%

*Source: Researchers' Primary Data*

Table 2 shows that 86.6% of respondents having a brand recall of the brands advertised through social media platforms. Of which 34.8% are in the 21–30 age group, 19.5% are in the 31–40 age group, 18.9% are in the 51 and above age group and 13.4% are in the 41–50 age group. Whereas, 13.4% of respondents do not have a brand recall through social media platforms. Of which 5.5% are in the 21–30 age group, 4.9% are in the 31–40 age group, 1.8% are in the 51 and above age group and 1.2% are in the 41–50 age group.

**Table 3: Chi-square test for Brand Recall & Age**

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.647 <sup>a</sup>	3	0.449
Likelihood Ratio	2.625	3	0.453
Linear-by-Linear Association	0.777	1	0.378
N of Valid Cases	164		
a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 3.22.			

*Source: Researchers' Primary Data*

It's a universal rule that “if the p-value is less than or equal to 0.05 we reject the null hypothesis and if the p-value is greater than 0.05 we fail to reject the null hypothesis.

According to Table 3, the p-value is 0.449 which is greater than 0.05. This means, we fail to reject the null hypothesis. Therefore, Brand Recall on social media platforms is independent of the different age groups.

**Hypothesis 2:**

H2o: Brand Familiarity on social media platforms is independent of the different age groups.

H2A: Brand Familiarity on social media platforms is dependent of the different age groups.

**Table 4: Cross tabulation for Brand Familiarity & Age**

<b>Brand Familiarity * Age Cross tabulation</b>							
			Age				Total
			21-30	31-40	41-50	51 and above	
Brand Familiarity	Yes	Count	65	32	21	33	151
		Expected Count	60.8	36.8	22.1	31.3	151.0
		% of Total	39.6%	19.5%	12.8%	20.1%	92.1%
	No	Count	1	8	3	1	13
		Expected Count	5.2	3.2	1.9	2.7	13.0
		% of Total	0.6%	4.9%	1.8%	0.6%	7.9%
Total		Count	66	40	24	34	164
		Expected Count	66.0	40.0	24.0	34.0	164.0
		% of Total	40.2%	24.4%	14.6%	20.7%	100.0%

*Source: Researchers' Primary Data*

Table 4 shows that 92.1% of respondents having brand familiarity through social media platforms. Of which 39.6% are in the 21–30 age group, 20.1% are in the 51 and above age group, 19.5% are in the 31–40 age group and 12.8% are in the 41–50 age group. Whereas, 7.91% of respondents do not have brand familiarity through social media platforms. Of which 4.9% are in the 31–40 age group, 1.8% are in the 41–50 age group, 0.6% are in the 21–30 age group, and 0.6% are in the 51 and above age group.

**Table 5: Chi-square test for Brand Familiarity & Age**

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.552 <sup>a</sup>	3	0.004
Likelihood Ratio	13.345	3	0.004
Linear-by-Linear Association	0.231	1	0.631
N of Valid Cases	164		
<b>a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.90.</b>			

*Source: Researchers' Primary Data*

It's a universal rule that "if the p-value is less than or equal to 0.05 we reject the null hypothesis and if the p-value is greater than 0.05 we fail to reject the null hypothesis.

According to Table 5, the p-value is 0.004 which is less than 0.05. This means we reject the null hypothesis. Therefore, Brand Familiarity on social media platforms is dependent of the different age groups.

### **Hypothesis 3**

H3o: There is no significant difference of top of mind awareness on brands advertised on social media platforms belonging to different age groups.

H3A: There is a significant difference of top of mind awareness on brands advertised on social media platforms belonging to different age groups.

**Table 6: ANOVA - TOMA**

<b>ANOVA</b>					
<b>TOMA</b>					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.667	3	1.889	1.709	0.167
Within Groups	176.888	160	1.106		
Total	182.555	163			

*Source: Researchers' Primary Data*

It's a universal rule that "if the p-value is less than or equal to 0.05 we reject the null hypothesis and if the p-value is greater than 0.05 we fail to reject the null hypothesis.

According to Table 6, the p-value is 0.167 which is greater than 0.05. This means we fail to reject the null hypothesis. Therefore, there is no significant difference of top of mind awareness on brands advertised on social media platforms belonging to different age groups.

## **CONCLUSION**

This study shows, brand recall on social media platforms is independent of different age groups, brand familiarity on social media platforms is dependent on different age groups and there is no significant difference of the top of mind awareness on brands advertised on social media platforms belonging to different age groups.

Thus, we can conclude by mentioning, age has no relevance on brand recall on social media platforms, age is relevant for brand familiarity on social media platforms, and age has no relationship, when it comes to top of mind awareness of brands advertised on social media platforms.

## **SUGGESTIONS**

1. The companies should not restrict their social media marketing activities for brand recall to a particular age group but target people of all age groups.
2. The companies should focus their social media marketing activities for the age group of 21-40 years as they demonstrate more brand familiarity as compared to other age groups.
3. Top of the mind awareness has no relation with the age of the social media surfers therefore the company should manage its strategy to enhance their top of the mind awareness among the social media surfers irrespective of their age.

## REFERENCES

- Aaker, D. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: Free Press.
- Aaker, D. (1996). *Building Strong Brands*. New York: The Free Press.
- Alba, J. W. (1987, March 13). Dimensions of Consumer Expertise. *Journal of Consumer Research*, 411-454.
- Axelrod, J. N. (1968). Advertising Measures that Predict Purchase. *Journal of Advertising Research*, 8, 3-17.
- Bagozzi, R. a. (1983). Recall, recognition and recognition measurement of memory for print advertisements. *Marketing Science*, 2(2), 95-134.
- Baumann, C. H. (2015). The role of brand exposure and experience on brand recall—Product durables vis-à-vis FMCG. *Journal of Retailing and Consumer Services*, 23, 21-31.
- Bruhn, M. S. (2012). Are social media replacing traditional media in terms of brand equity creation? *Management Research Review*, 35, 770-790.
- Farjam, S. a. (2015). Reviewing the Concept of Brand Equity and Evaluating Consumer Based Brand Equity (CBBE) Models. *International Journal of Management Science and Business Administration*, 1(8), 14-29.
- Keller, K. (1993). Conceptualizing, Measuring and Managing Customer-Based Brand Equity. *Journal Of Marketing*, 57, 1-22.
- Keller, K. (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*, 15, 139-155.
- Mangold, W. a. (2009). Social media: the new hybrid element of the promotion mix. *Business Horizons*, 52, 357-365.
- Muhammad, M. (2013). Top of the mind awareness of a particular brand as leading consideration of purchasing the product an empirical assessment. *The Journal of Indian Management and Strategy*, 18, 13-20.

- Neff, J. (2014). The world's biggest advertiser P&G shifts focus to sampling.
- Neher, M. B. (2013). *Social Media Marketing: A Strategic Approach*. South Western: Cengage Learning.
- Okugbe, O. (2022, August 16). 31 Practical Ways to Increase Brand Awareness With Social Media. Retrieved from Adoric: <https://adoric.com/blog/brand-awareness-social-media/>
- Prashar, B. D. (2012). Study of brand recall of consumer durables among consumers in Punjab. *International Journal of Research in Commerce, IT and Mgmt.*, 2(7), 84-88.
- Schulze, C. S. (2015). Customizing social media marketing. *MIT Sloan Management Review*, 56, 8-10.
- So, K. K. (2017). Brand Management In The Era Of Social Media: Social Visibility Of Consumption And Customer Brand Identification. *Journal of Travel Research*, 57(6), 1-16.
- Stewart, D. W. (1992, September 21). Speculations on the Future of Advertising Research. *Journal of Advertising*, 1-17.
- Tiago, M. T. (2014). Digital marketing and social media: Why bother? *Business Horizons*, 57(6), 703-708.
- Top-of-mind awareness- Wikipedia. (2022, August 19). Retrieved from Wikipedia: [https://en.wikipedia.org/wiki/Top-of-mind\\_awareness](https://en.wikipedia.org/wiki/Top-of-mind_awareness)
- Tsimonis, G. a. (2014). Brand strategies in social media. *Marketing Intelligence & Planning*, 32(3), 328-344.