

An Empirical Analysis of the Impact of Social Media Marketing on Brand Awareness at Novora_Ads

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Abstract

Social media is now one of the channels that help brands increase visibility and recall among consumers. This study looks at how social media marketing affects brand awareness for Novora Ads, an advertising and marketing brand that depends almost entirely on social media platforms to reach its audience. A descriptive quantitative research design was chosen. Primary data came from 51 media users who saw Novora Ads content. These users answered a questionnaire that covered five dimensions of social media marketing: Entertainment, Interaction, Trendiness, Advertisement Value and Brand Recognition. The data were examined using statistics Cronbachs Alpha reliability analysis, Pearson correlation and multiple regression analysis. The findings indicate that respondents generally had a view of Novora Ads social media presence in all five dimensions. Advertisement Value was the dimension that had a statistically significant relationship, with and predicted, Brand Awareness. The other dimensions—Entertainment, Interaction, Trendiness and Brand Recognition—did not show a significant independent effect. The study suggests that Novora Ads should prioritise the quality and appeal of its advertisement content while still keeping its entertainment, interaction and trend-based content.

Keywords: Social Media Marketing, Brand Awareness, Advertisement Value, Digital Marketing, Novora Ads.

Introduction

Marketing has changed a lot with the rise of media as a main way for businesses and people to talk to each other. Sites like Instagram, Facebook, YouTube and LinkedIn have turned from places to connect with friends into big areas where companies promote themselves. These places help brands get seen get people to interact and influence what people buy. All of this happens for less money than old ways of advertising.

Social media marketing includes making content using paid ads working with people who have a lot of followers talking to the people who follow the brand and using data to target the people. This type of marketing is all about being interactive. People are not just watching. They like posts comment on them share them and even help create the content for the brand. Brand awareness means that people can recognize or remember a brand. This is seen as the important step in the process that a customer goes through before making a decision to buy something.

Novora Ads is a company that does advertising and marketing. It uses media a lot to get in touch with its audience. Its social media work is based on content talking with people who follow it reacting to trends and making ads that look nice. Since Novora Ads does not use big ads figuring out which part of its social media work helps the most with brand awareness is important, for its plans. This research looks at how each part of media marketing affects the brand awareness of Novora Ads.

Problem Statement

Despite growing investment in social media marketing, digital-first brands such as Novora Ads struggle to translate content efforts into measurable, durable brand awareness. Content is typically produced simultaneously across multiple dimensions — entertainment, interaction, trend-based posts, and advertisements — without clear empirical evidence of which dimension actually drives recall. This creates a risk of misallocated marketing budgets: over-investing in dimensions that generate engagement but little recall, and under-investing in dimensions with a stronger evidence-based link to awareness. This study statistically tests and quantifies these relationships using primary survey data from social media users familiar with the brand.

Need for the Study

There is persistent ambiguity, in both practice and literature, over which specific social media marketing dimension contributes most strongly to brand awareness in a given context. Digital-first, resource-constrained brands like Novora Ads cannot afford to invest evenly across all content dimensions, making it commercially important to identify the highest-return dimension for efficient budget and content-production allocation. Most existing empirical work focuses on large, established brands or FMCG and e-commerce contexts, leaving limited brand-specific evidence for smaller, digital-first advertising brands in the Indian market. This study helps address that gap with brand-specific, evidence-based recommendations.

Objectives of the Study

• **Primary Objective**

To empirically analyse the impact of social media marketing activities on the brand awareness of Novora Ads among social media users.

• **Specific Objectives**

- To assess respondents' level of agreement with the Entertainment, Interaction, Trendiness, Advertisement Value, and Brand Recognition dimensions of Novora Ads' social media marketing activities.
- To examine the strength and statistical significance of the relationship between each social media marketing dimension and brand awareness.
- To determine, through multiple regression analysis, which dimension(s) of social media marketing most significantly predict the brand awareness of Novora Ads.

Scope of the Study

The study is confined to examining the relationship between five selected social media marketing dimensions — Entertainment, Interaction, Trendiness, Advertisement Value, and Brand Recognition — and brand awareness, specifically for Novora Ads. It is empirical and quantitative, relying on primary data gathered from social media users with some exposure to Novora Ads' content, covering respondents from varied age, gender, educational, and occupational backgrounds. The study does not extend to comparative analysis against named competing brands or offline marketing channels. Findings are intended to provide brand-specific insights for Novora Ads and directional insights for similar digital-first brands.

Literature Review

- Dabbous & Barakat (2020): Higher-quality social media content significantly strengthens brand awareness, which in turn mediates the relationship between content quality and offline purchase intention.
- Chen et al. (2021): Social media content marketing activities significantly promote brand recognition, which enhances purchase intention toward the promoted brand.
- Yang, Hayat, Al Mamun, Makhbul & Zainol (2022): Using a hybrid SEM–neural network approach, trendiness emerged as the most influential factor in building brand awareness and brand image, ahead of entertainment and customisation.
- Wirga, Dewi, Pasek, Saputra & Dananjaya (2022): Entertainment content had the strongest positive effect on brand image among younger, digitally native audiences, with interaction and trendiness contributing to a smaller degree.

- Nwali & Ntegeeh (2022): Among resource-constrained SMEs, consistent social media marketing usage produced a significant positive impact on brand recognition and overall brand awareness.
- Zeqiri, Koku, Dobre, Milovan, Hasani & Paientko (2025) say that social media marketing consistently and positively raises brand awareness and raises engagement across countries. Still the strength of the link, between media marketing, brand awareness and engagement depends on cultural context and economic context.
- PwC India (2024) and Statista Research (2024) show that social media has surpassed television in ad spend. Most Indian consumers now discover brands mostly through social media not through traditional channels.

Overall, the literature confirms that social media marketing dimensions positively influence brand awareness, while consistently showing that the relative importance of each dimension is context-dependent rather than universal.

Research Gap

Most existing empirical research on this subject focuses on large or established brands, FMCG companies, or e-commerce platforms, and relies on broad national-level survey data. There remains limited brand-specific empirical evidence for small, digital-first advertising and marketing brands operating in the Indian market. This study addresses that gap by generating primary, brand-specific evidence across all five commonly studied social media marketing dimensions for Novora Ads.

Conceptual Framework

Building on the literature reviewed above, this study's conceptual framework treats social media marketing as a multi-dimensional independent construct comprising Entertainment, Interaction, Trendiness, Advertisement Value, and Brand Recognition, with Brand Awareness as the dependent outcome variable. Each dimension is expected to contribute differently, in both strength and statistical significance, to the overall level of brand awareness among consumers. This framework guided the design of the questionnaire and the analysis presented in Section 10.

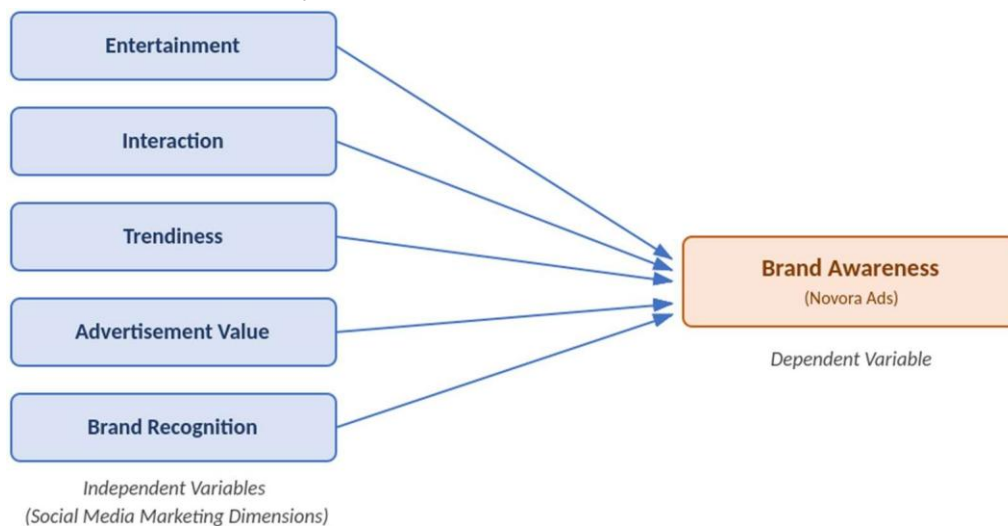


Figure A: Conceptual Framework of the Study

Research Methodology

• Research Design & Approach

A descriptive, quantitative research design was adopted to examine existing perceptions of Novora Ads' social media content without manipulating any variables.

- **Sources of Data**

Data were collected via a structured online questionnaire covering demographic items and five-point Likert-scale statements. Secondary data came from journals, industry reports (including PwC and Statista) and other reputable publications.

- **Sample & Sampling Technique**

51 valid responses were collected from active social media users with exposure to Novora Ads' content, using non-probability convenience sampling based on accessibility and willingness to participate.

- **Statistical Tools**

- Descriptive Statistics — frequencies, percentages, means, and standard deviations.
- Reliability Analysis (Cronbach's Alpha) — internal consistency of the Entertainment, Interaction, and Trendiness constructs.
- Pearson's Correlation — strength and direction of the relationship between each dimension and brand awareness.
- Multiple Regression Analysis — combined and individual predictive influence of all five dimensions on brand awareness.

- **Ethical Considerations**

- Participation was entirely voluntary.
- Respondents were informed of the study's purpose beforehand.
- Confidentiality and anonymity were maintained throughout.
- Data were used solely for academic purposes and analysed objectively.

Data Analysis and Discussion

- **Introduction**

Responses from 51 media users exposed to Novora Ads content were examined using statistics Cronbachs Alpha, Pearson's correlation and multiple regression. These methods helped evaluate five social media marketing dimensions. The goal was to see how these dimensions affect brand awareness, which was measured on a five-point scale. The scale ranges from 1 meaning Disagree or the lowest level, to 5 meaning Strongly Agree or the highest level.

- **Demographic Profile of Respondents**

Table 1: Demographic Profile of Respondents (n = 51)

Demographic / Variable	Category	Percentage
Age	All age groups (18–25, 26–35, 36–45, Above 45)	100%
Gender	All genders (Female & Male)	100%
Education	Postgraduate / Professional Degree	66.7%
Occupation	Employed / Student	56.9%
Social Media Usage	1 hour/day or more	82.4%

The sample was dominated by adults aged 26–35 (39.2%) and 18–25 (29.4%). These age groups together made up than two thirds of respondents. Female respondents (62.7%) outnumbered respondents (37.3%). A majority of respondents held a degree (39.2%) or a postgraduate qualification (27.5%). Respondents were evenly spread across occupations. Among them employed individuals (29.4%) and students (27.5%) formed the groups. Finally 82.4% of respondents used media for at least one hour, per day (see Table 1).

- **Reliability of Multi-Item Constructs**

Each of the three -item constructs had a Cronbachs Alpha value that was above the acceptable level of 0.70. The values for Entertainment and Trendiness were good showing internal consistency while the value for Interaction was acceptable showing that the questionnaire measured each part accurately.

- **Perception of Social Media Marketing Dimensions**

All six constructs recorded mean scores, above the scale midpoint of 3.0 indicating a favourable perception of Novora Ads social media presence. Novora Ads Brand Awareness recorded the mean (4.02) followed by Novora Ads Brand Recognition (3.84) while Novora Ads Entertainment, Novora Ads Interaction, Novora Ads Trendiness and Novora Ads Advertisement Value clustered closely together between 3.75 and 3.78 (Table 2).

Table 2: Descriptive Statistics of Study Constructs (n = 51)

Construct	Mean	Standard deviation
Entertainment	3.77	0.83
Interaction	3.78	0.78
Trendiness	3.75	0.84
Advertisement Value	3.76	0.69
Construct	Mean	Standard deviation
Brand Recognition	3.84	1.01
Brand Awareness	4.02	0.93

- Correlation between Social Media Marketing Dimensions and Brand Awareness**

The strongest link that showed up as significant with Brand Awareness was Advertisement Value ($r = 0.506$, $p = 0.0002$). Brand Recognition also had a link. It was just barely significant ($r = 0.260$, $p = 0.065$). The other dimensions like Entertainment ($r = 0.234$, $p = 0.099$) Interaction ($r = 0.178$, $p = 0.211$) and Trendiness ($r = 0.097$, $p = 0.499$) did not show any connection, at the 5% level (Table 3).

Table 3: Correlation between Social Media Marketing Dimensions and Brand Awareness

Dimension	r	p-value	Significance
Entertainment	0.234	0.099	Not Significant
Interaction	0.178	0.211	Not Significant
Trendiness	0.097	0.499	Not Significant
Advertisement Value	0.506	0.0002	Significant
Brand Recognition	0.260	0.065	Marginal

- Multiple Regression Analysis**

A multiple regression analysis with Brand Awareness as the result and the five dimensions as factors was significant overall ($F = 3.263$, $p = 0.0134$). Together the five factors explained 26.6 percent of the change in Brand Awareness ($R^2 = 0.266$). Only Advertisement Value was a factor on its own ($B = 0.654$, $p = 0.003$). The other dimensions, Entertainment, Interaction, Trendiness and Brand Recognition did not show significance when all were considered together (Table 4).

Table 4: Regression Coefficients ($R^2 = 0.266$, $F = 3.263$, $p = 0.0134$)

Predictor	B	p-value	Result
Entertainment	0.089	0.683	Not Significant
Interaction	0.064	0.846	Not Significant
Trendiness	-0.152	0.540	Not Significant
Advertisement Value	0.654	0.003	Significant
Brand Recognition	0.014	0.917	Not Significant

- Overall Interpretation**

Respondents had a view across all five social media marketing areas but only Advertisement Value had a statistically significant connection and could predict Brand Awareness. Both in simple correlation and in the multiple regression model. Entertainment, Interaction and Trendiness were closely related to each other (r between 0.54 and 0.81) which means they tend to go together in what people think even though none of them has its own separate link, to Brand Awareness.

Discussion

Social media has become central to how Novora Ads builds visibility among its audience, with respondents reporting generally favourable impressions of its entertainment value, interactivity, trend-responsiveness, advertisements, and overall brand recognition. Among these, the perceived usefulness, visual appeal, and attention-grabbing quality of Novora Ads' advertisements stood out as the factor most closely and reliably linked to brand awareness.

Entertainment, interaction, and trend-responsiveness, while positively perceived, did not show an independent statistical link to brand awareness once analysed together with the other dimensions — likely because these three content-related dimensions are themselves closely inter-related, so their individual contribution is difficult to separate statistically. This does not mean these dimensions are

unimportant; rather, it suggests they may support other brand outcomes, such as engagement or loyalty, that lie outside the scope of this study.

These findings align with the reviewed literature in confirming that social media marketing positively influences brand awareness, while adding brand-specific nuance: for Novora Ads, advertisement quality — rather than trendiness or entertainment, as found dominant in some prior studies — is the more decisive driver.

Major Findings

- Respondents had a positive perception of all social media marketing dimensions. Brand Awareness (4.02) and Brand Recognition (3.84) received the highest ratings, while the other dimensions also had favourable scores.
- Advertisement Value had a significant relationship with Brand Awareness ($r = 0.506$, $p = 0.0002$). Brand Recognition showed a weaker relationship, while Entertainment, Interaction, and Trendiness were not significant.
- The regression results showed that Advertisement Value was the strongest predictor of Brand Awareness ($B = 0.654$, $p = 0.003$).
- Entertainment, Interaction, and Trendiness were strongly related to each other, but they did not have an independent effect on Brand Awareness.
- The questionnaire showed good reliability, with Cronbach's Alpha values ranging from 0.785 to 0.867.
- Overall, the findings show that Advertisement Value plays the most important role in improving Brand Awareness for Novora Ads.

Recommendations

- Prioritise the perceived usefulness, visual appeal, and attention-grabbing quality of social media advertisements, since Advertisement Value is the strongest and only statistically significant driver of brand awareness.
- Continue — rather than discontinue — entertainment, interactive, and trend-based content, as these remain favourably perceived and may support engagement and loyalty outcomes not directly measured in this study.
- Conduct periodic A/B testing of advertisement formats, varying visual style, messaging clarity, and information content, to identify which creative elements most strongly reinforce advertisement value.
- Design integrated content that simultaneously delivers entertainment, invites interaction, and reflects current trends, given the strong inter-correlation between these three dimensions.
- Continue prioritising platforms and formats, such as short-form video and interactive posts, that are most heavily used by the 18–35 age group that dominates the respondent base.
- Complement social media efforts with other brand-building channels, since the regression model explains only 26.6% of the variance in brand awareness, indicating other factors such as word-of-mouth and prior brand familiarity also play a role.

Conclusion

This study set out to empirically examine the impact of social media marketing on the brand awareness of Novora Ads across three objectives: assessing respondent perceptions of five social media marketing dimensions, examining the strength and significance of each dimension's relationship with brand awareness, and identifying the dimension that most significantly predicts brand awareness. Using primary data from 51 respondents and descriptive, correlation, and regression analysis, the study found that social media marketing dimensions collectively exert a statistically significant, moderate influence on brand awareness, explaining just over a quarter of its observed variance.

Advertisement Value emerged as the clear and statistically robust driver of brand awareness, both in correlation and regression analysis, while Entertainment, Interaction, Trendiness, and Brand Recognition despite favourable perception scores — did not show statistically significant independent effects. Organisations such as Novora Ads that combine strong advertisement quality with consistent entertainment, interactive, and trend-responsive content are best positioned to build lasting brand awareness. Future research could extend this study with a larger, more diverse sample and additional social media marketing dimensions.

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