SOCIAL MEDIA MARKETING AND BRAND AWARENESS

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EU/IS/2007/MS/65

1257

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2013

ABSTRACT

Despite exponential growth in social media, there is limited research on its potential effect on brand awareness, word of mouth, brand promotion, and consumer purchase intentions. This conceptual paper makes an important contribution to fill the existing gap in the literature and creating the fundamental linkages between consumers' engagement with social media and the effects of the engagement on brand awareness. The importance of this empirical study lies in identify the role played by the engagement with social media marketing in the creation of brand awareness. This study empirically examines the relationship between engagement with social media marketing as the independent variable and brand awareness created through Facebook fan page as the dependent variable in relation to "Mobitel Sri Lanka". While both the variables individually have high level attributes, the Pearson's correlation analysis explores a positively significant linear relationship between engagement with social media marketing and brand awareness created through Facebook fan page. The regression analysis indicates that the engagement with social media marketing for "Mobitel Sri Lanka" is useful to explain the variation in brand awareness created through the Facebook fan page for "Mobitel Sri Lanka".

Key words: engagement with social media marketing, brand awareness, Facebook fan page.

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