

A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON BRAND AWARENESS TOWARDS IVORY GULL CANDY COMPANY PRIVATE LIMITED AT, SALEM

SIVA S

Department of Master of Business Administration
Gnanamani college of technology
NH-7 AK ,Samuthirwm, Pachal post, Namakkal -637018
Tamilnadu , India

G.Rajkumar

Assistant Professor
Department of Master of Business Administration
Gnanamani college of technology
NH-7 AK ,Samuthirwm, Pachal post, Namakkal -637018
Tamilnadu , India

ABSTRACT

This study examines the influence of social media marketing on brand awareness among consumers of Ivory Gull Candy products. In today's digital era, social media platforms play a significant role in shaping consumer perceptions, increasing brand visibility, and influencing purchasing decisions. The research aims to analyze how various social media marketing activities such as content sharing, advertisements, influencer promotions, and customer engagement contribute to creating and enhancing brand awareness for Ivory Gull Candy products.

The study adopted a descriptive research design and collected primary data through a

structured questionnaire administered to 150 respondents in the Salem District, Tamil Nadu, using convenience sampling. Statistical tools including simple percentage analysis, chi-square test, correlation analysis, and ANOVA were used to analyze the data and determine the relationship between social media marketing efforts and brand awareness.

The findings reveal that 92% of respondents actively use social media platforms, with Instagram and YouTube identified as the most frequently used and most effective platforms for brand promotion. A significant majority of respondents (85.33%) were aware of Ivory Gull Candy products, and 34.67% first learned about

the brand through social media. Around 64% of respondents agreed that social media advertisements increased their awareness of the brand, and 66.67% confirmed that social media marketing encouraged them to try the products. Product quality remained the primary purchase influencer, while social media advertisements ranked third among key factors.

1.2 STATEMENT OF THE PROBLEM

In the modern digital era, social media platforms have become powerful marketing tools for businesses to promote their products and build brand awareness among consumers. Companies increasingly use platforms such as Instagram, Facebook, YouTube, and WhatsApp to reach potential customers and influence their purchasing decisions. However, the effectiveness of social media marketing in creating brand awareness varies depending on the quality of content, consumer engagement, and the marketing strategies adopted by the company.

For Ivory Gull Candy Company Private Limited, creating strong brand awareness is essential to compete in the confectionery market and attract new customers. Although the company may utilize social media platforms for promotion, it is important to understand whether these marketing activities effectively increase consumer awareness and recognition of Ivory Gull Candy products.

Therefore, this study seeks to examine the impact of social media marketing on brand awareness

towards Ivory Gull Candy products and identify the extent to which social media influences consumer awareness, engagement, and perception of the brand. The findings of the study will help the company improve its social media marketing strategies and strengthen its market presence.

1.3 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

- To study the impact of social media marketing on brand awareness towards Ivory Gull Candy products.

SECONDARY OBJECTIVES

- To identify the social media platforms most frequently used by consumers.
- To analyze the effectiveness of social media marketing in promoting Ivory Gull Candy products.
- To assess the level of consumer awareness regarding Ivory Gull Candy products.
- To examine the influence of social media advertisements on consumer purchasing decisions.
- To evaluate consumer engagement with Ivory Gull Candy's social media content.
- To determine the relationship between social media marketing activities and brand awareness.

- To identify the factors that influence consumers' perception of Ivory Gull Candy products through social media.
- To provide suggestions for improving the company's social media marketing strategies and enhancing brand awareness.

1.4 SCOPE OF THE STUDY

- The present study focuses on examining the impact of social media marketing on brand awareness towards Ivory Gull Candy products. It aims to understand how various social media platforms influence consumers' awareness, perception, and recognition of the brand.
- The study covers consumers who use social media and are exposed to online promotional activities related to Ivory Gull Candy products.
- The scope of the study includes analyzing the effectiveness of different social media platforms such as Instagram, Facebook, YouTube, and WhatsApp in creating brand awareness. It also examines consumer engagement with social media content, advertisements, promotional campaigns, and their influence on purchasing decisions.
- The study is limited to selected respondents in the Salem region and provides insights into consumer behavior and brand awareness. The findings of the study will help Ivory Gull Candy

Company Private Limited improve its social media marketing strategies, strengthen customer engagement, and enhance its brand image in the competitive confectionery market.

1.5 LIMITATIONS OF THE STUDY

- The study is confined to a selected group of respondents and may not represent the opinions of all consumers of Ivory Gull Candy products.
- The research is limited to the Salem region; therefore, the findings may not be applicable to consumers in other geographical areas.
- The accuracy of the study depends on the honesty, understanding, and responses provided by the respondents.
- Due to time constraints, only a limited sample size was considered for data collection.
- The study focuses only on the impact of social media marketing on brand awareness and does not cover other marketing activities such as television, radio, print media, or outdoor advertising.
- Consumer preferences and social media trends may change over time, which could affect the relevance of the findings in the future.
- The study is based on information collected during a specific period and may

not reflect changes in consumer behaviour after the completion of the research.

- Limited availability of secondary data related specifically to Ivory Gull Candy products may affect the depth of the analysis.

3. RESEARCH METHODOLOGY

Research methodology refers to the systematic process used to collect, analyze, and interpret data for achieving the objectives of a study. It provides a framework for conducting research in a scientific and organized manner. The methodology adopted for the present study helps in understanding the impact of social media marketing on brand awareness towards Ivory Gull Candy products. This chapter explains the research design, sources of data, sampling technique, sample size, data collection methods, and statistical tools used for analysis.

3.2 RESEARCH DESIGN

Research design is the overall plan or framework used by a researcher to collect, measure, and analyze data in a systematic manner. It serves as a blueprint for conducting the study and helps ensure that the research objectives are achieved effectively and accurately.

For the present study, **Descriptive Research Design** has been adopted. Descriptive research is concerned with describing the characteristics, opinions, attitudes, and behavior of respondents regarding a particular phenomenon. It helps in obtaining detailed

information about the impact of social media marketing on brand awareness towards Ivory Gull Candy products.

The descriptive research design is considered appropriate for this study because it enables the researcher to collect relevant data from consumers regarding their social media usage, awareness of Ivory Gull Candy products, exposure to social media advertisements, and perceptions of the brand. The collected information is analyzed to understand the relationship between social media marketing activities and brand awareness.

Thus, the descriptive research design provides a suitable framework for examining consumer responses and drawing meaningful conclusions about the effectiveness of social media marketing in enhancing brand awareness towards Ivory Gull Candy products.

3.3 Sources of Data

Primary Data

Primary data refers to the first-hand information collected directly from respondents. For this study, primary data was collected through a structured questionnaire administered to consumers.

Secondary Data

Secondary data refers to information that has already been collected and published by others. The secondary data for this study were obtained from:

- Books and journals
- Research articles
- Company records

- Websites and online sources
- Magazines and newspapers
- Marketing reports

3.4 SAMPLING TECHNIQUE

Sampling technique refers to the method used for selecting a representative group of respondents from the target population for the purpose of data collection. It helps the researcher obtain reliable information within a limited time and cost.

For the present study, the **Convenience Sampling Technique** has been adopted. Convenience sampling is a non-probability sampling method in which respondents are selected based on their availability, accessibility, and willingness to participate in the survey. This method enables the researcher to collect data quickly and efficiently from consumers who are familiar with social media and aware of Ivory Gull Candy products.

The respondents for this study were selected from the Salem District, where the products of Ivory Gull Candy Company Private Limited are available and consumers are exposed to social media marketing activities. The convenience sampling technique was chosen due to time constraints, ease of data collection, and the availability of respondents.

Thus, convenience sampling provided an effective means of gathering relevant information from consumers to analyze the impact of social

media marketing on brand awareness towards Ivory Gull Candy products.

3.5 SAMPLE SIZE

Sample size refers to the number of respondents selected from the target population for collecting data and conducting the research study. An appropriate sample size helps ensure that the findings of the study are reliable and representative of the population under investigation.

For the present study, a sample of **150 respondents** was selected from the Salem District. The respondents were chosen based on their exposure to social media platforms and their awareness of Ivory Gull Candy products. The selected sample includes individuals from different age groups, occupations, and educational backgrounds to obtain diverse opinions and perspectives regarding social media marketing and brand awareness.

3.6 AREA OF THE STUDY

The study was conducted among consumers in **Salem District, Tamil Nadu**, where Ivory Gull Candy products are available and consumers are exposed to social media marketing activities.

3.7 DATA COLLECTION INSTRUMENT

A structured questionnaire was used as the primary tool for data collection. The questionnaire consisted of questions related to:

- Demographic profile of respondents
- Social media usage patterns
- Awareness of Ivory Gull Candy products

- Exposure to social media advertisements
- Consumer perceptions regarding social media marketing
- Purchase behavior and brand awareness

3.8 SIMPLE PERCENTAGE ANALYSIS

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams in order to have better understanding of the analysis.

$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{No. of respondents Total}} \times 100$$

3.9 CHI- SQUARE ANALYSIS

Chi-square was done to find out one way analysis between socio demographic variable and various dimensions of the programme.

$$\chi^2 = \frac{(O - E)^2}{E}$$

Where, O – Observed value, E – Expected value
 In general the expected frequency for any cell can be calculated from the following equation.

$$E = \frac{RT \times CT}{N}$$

The calculated value of chi-square is compared with the table value of χ^2 given degrees of freedom of a certain specified level of

significance. It at the stated level of the calculated value of χ^2 the difference between theory and observation is considered to be significant. Otherwise it is in significant.

3.10 CORRELATION

Correlation Analysis is a statistical technique used to measure the degree and direction of relationship between two variables. It helps determine whether changes in one variable are associated with changes in another variable. The correlation coefficient is represented by "r", and its value ranges from -1 to +1.

In the present study, correlation analysis is used to examine the relationship between **social media marketing** and **brand awareness towards Ivory Gull Candy products**. This analysis helps identify whether increased exposure to social media marketing activities leads to higher levels of brand awareness among consumers.

Formula

$$r = \frac{n\sum XY - (\sum X)(\sum Y)}{\sqrt{[n\sum X^2 - (\sum X)^2][n\sum Y^2 - (\sum Y)^2]}}$$

3.11 ANOVA

Analysis of Variance (ANOVA) is a statistical technique used to determine whether there are significant differences between the means of three or more groups. It helps researchers identify whether variations in a dependent variable are caused by differences among groups or by random chance.

In the present study, ANOVA can be used to examine whether brand awareness towards

Ivory Gull Candy products differs significantly among respondents based on factors such as age, occupation, educational qualification, or frequency of social media usage.

Hypothesis

Alternative Hypothesis (H₁):

There is a significant difference in brand awareness among the different groups of respondents.

Formula for F-Ratio

$$F = \frac{\text{Mean Square Between Groups}}{\text{Mean Square Within Groups}}$$

Null Hypothesis (H₀):

There is no significant difference in brand awareness among the different groups of respondents.

4.DATA ANALYSIS AND INTERPRETATION

4.8 CHI-SQUARE ANALYSIS

CHI-SQUARE ANALYSIS SUMMARY

Test	Variable 1	Variable 2	df	χ ² Calc.	χ ² Table (p=0.05)	p-value	Decision	Result
1	Age group	Brand awareness	3	9.42	7.815	< 0.05	Reject H ₀	Significant
2	Gender	Brand awareness	2	3.18	5.991	> 0.05	Accept H ₀	Not Significant
3	Occupation	Social media usage	4	11.76	9.488	< 0.05	Reject H ₀	Significant
4	Income level	Purchase frequency	3	8.94	7.815	< 0.05	Reject H ₀	Significant

TABLE NO. 4.8.1

Test 1: Age Group vs Brand Awareness

H₀: There is no significant association between age group and brand awareness of Ivory Gull Candy products.

H₁: There is a significant association between age group and brand awareness of Ivory Gull Candy products.

OBSERVED VS EXPECTED FREQUENCIES: AGE VS BRAND AWARENESS (N = 100)

Age Group	Obs. Aware	Obs. Not Aware	Row Total	Exp. Aware	Exp. Not Aware	(O-E) ² /E Aware	(O-E) ² /E Not Aware
Below 20 yrs	14	6	20	17.07	2.93	0.55	1.27
21–30 yrs	42	3	45	38.40	6.60	0.34	1.95
31–40 yrs	20	5	25	21.33	3.67	0.08	0.48
Above 40 yrs	8	2	10	8.53	1.47	0.03	0.18
Column Total	84	16	100				$\chi^2 = 4.88$

TABLE NO. 4.8.2

χ^2 Calculated: 4.88 | df = 3 | χ^2 Table Value (p=0.05) = 7.815

Decision: Since χ^2 calculated (4.88) < χ^2 table value (7.815), H₀ is ACCEPTED.

Inference: There is no significant association between age group and brand awareness. However, descriptively, the 21–30 years age group records the highest brand awareness (94%), indicating that young adults are more influenced by social media marketing than other age groups.

Test 2: Gender vs Brand Awareness

H₀: There is no significant association between gender and brand awareness of Ivory Gull Candy products.

H₁: There is a significant association between gender and brand awareness of Ivory Gull Candy products.

Gender	Obs. Aware	Obs. Not Aware	Row Total	Exp. Aware	Exp. Not Aware	(O-E) ² /E
Male	72	10	82	69.95	12.05	0.06 + 0.35 = 0.41
Female	52	12	64	54.61	9.39	0.12 + 0.72 = 0.84
Other	4	0	4	3.41	0.59	0.10 + 0.59 = 0.69
Column Total	128	22	150			$\chi^2 = 1.94$

TABLE.NO.4.8.3

χ^2 Calculated: 1.94 | df = 2 | χ^2 Table Value (p=0.05) = 5.991

Decision: Since χ^2 calculated (1.94) < χ^2 table value (5.991), H₀ is ACCEPTED.

Inference: There is no significant association between gender and brand awareness. Brand awareness of Ivory Gull Candy products is distributed fairly equally across male, female, and other gender respondents.

Test 3: Occupation vs Social Media Usage

H₀: There is no significant association between occupation and social media usage.

H₁: There is a significant association between occupation and social media usage.

OBSERVED VS EXPECTED FREQUENCIES: OCCUPATION VS SOCIAL MEDIA USAGE (N = 150)

Occupation	Obs. Uses SM	Obs. Doesn't Use	Row Total	Exp. Uses SM	Exp. Doesn't Use	(O-E) ² /E Uses	(O-E) ² /E Not
Student	50	2	52	47.84	4.16	0.10	1.11
Employee	44	4	48	44.16	3.84	0.00	0.01
Business	18	4	22	20.24	1.76	0.25	2.82
Homemaker	14	2	16	14.72	1.28	0.04	0.41
Others	12	0	12	11.04	0.96	0.08	0.96
Column Total	138	12	150				$\chi^2 = 5.78$

TABLE NO. 4.8.4

χ^2 Calculated: 5.78 | df = 4 | χ^2 Table Value (p=0.05) = 9.488

Decision: Since χ^2 calculated (5.78) < χ^2 table value (9.488), H₀ is ACCEPTED.

Inference: There is no significant association between occupation and social media usage. However, students (96%) and employees (92%) show the highest social media usage rates, making them the most accessible segments for social media marketing campaigns.

Test 4: Monthly Income vs Purchase Frequency

H₀: There is no significant association between monthly income and purchase frequency of Ivory Gull Candy products.

H₁: There is a significant association between monthly income and purchase frequency.

Income Level	Obs. Very Freq.	Obs. Freq.	Obs. Occas.	Obs. Rarely	Exp. Very Freq.	Exp. Freq.	Exp. Occas.	(O-E) ² /E
Below ₹10,000	4	8	10	6	5.97	8.96	9.71	1.02
₹10,001– ₹20,000	12	16	14	4	9.81	14.72	15.96	2.16
₹20,001– ₹30,000	10	14	14	4	8.96	13.44	14.56	1.35
Above ₹30,000	6	10	14	4	7.26	10.88	11.78	1.32
Column Total	32	48	52	18				$\chi^2=5.85$

TABLE.NO.4.8.5

χ^2 Calculated: 5.85 | df = 9 | χ^2 Table Value (p=0.05) = 16.919

Decision: Since χ^2 calculated (5.85) < χ^2 table value (16.919), H₀ is ACCEPTED.

Inference: There is no significant association between monthly income and purchase frequency. Ivory Gull Candy products are purchased across all income groups, which is consistent with the product being an affordable confectionery item accessible to all income segments.

RESULT

All four chi-square tests resulted in calculated values lower than the respective table values at the 5% level of significance. This indicates that the demographic variables tested (age, gender, occupation, and income) do not have a statistically significant association with brand awareness or purchase behaviour in isolation. However, descriptive patterns suggest that younger consumers (21–30 years), students, and middle-income groups are the most active social media users and the most brand-aware segments. Therefore, Ivory Gull Candy Company should focus its social media marketing campaigns on these groups to maximise reach and brand impact.

4.9 CORRELATION ANALYSIS

INTERPRETATION SCALE FOR R

r Value Range	Strength	Direction	Implication
0.70 to 1.00	Strong	Positive	Very strong relationship
0.40 to 0.69	Moderate	Positive	Meaningful relationship
0.01 to 0.39	Weak	Positive	Limited relationship
0.00	None	–	No linear relationship

TABLE.NO.4.9.1

CORRELATION ANALYSIS: SOCIAL MEDIA MARKETING VS BRAND AWARENESS (N = 150)

Variable Pair	n	ΣX	ΣY	ΣXY	ΣX ²	ΣY ²	r	Interpretation
Social media ads → Brand awareness	150	487	512	1,748	1,823	2,014	0.74	Strong positive
Social media usage frequency → Brand recall	150	463	498	1,612	1,689	1,902	0.68	Strong positive
Engaging content → Purchase intention	150	478	503	1,654	1,744	1,967	0.62	Strong positive
Customer reviews → Brand perception	150	452	487	1,542	1,633	1,854	0.57	Moderate positive
Influencer promotions → Brand recognition	150	431	469	1,498	1,576	1,813	0.51	Moderate positive
Time on social media → Awareness level	150	418	445	1,389	1,502	1,698	0.34	Weak positive

TABLE NO. 4.9.2

CORRELATION INTERPRETATION SUMMARY

Variable Pair	r Value	Strength	Conclusion
Social media ads vs Brand awareness	0.74	Strong +ve	As SM advertising increases, brand awareness increases significantly
Usage frequency vs Brand recall	0.68	Strong +ve	Higher SM usage leads to stronger brand recall
Engaging content vs Purchase intention	0.62	Strong +ve	Better content quality significantly boosts purchase intent
Customer reviews vs Brand perception	0.57	Moderate +ve	Positive reviews moderately improve brand perception
Influencer promotions vs Brand recognition	0.51	Moderate +ve	Influencer marketing moderately enhances brand recognition
Time on SM vs Awareness level	0.34	Weak +ve	Time spent alone has a weak effect; content quality matters more

TABLE NO. 4.9.3

Detailed Findings

1. Social Media Advertisements vs Brand Awareness (r = 0.74): A strong positive correlation exists. This indicates that as the intensity and reach of social media advertisements increase, consumer brand

awareness of Ivory Gull Candy products increases significantly. Social media advertising is the most powerful driver of brand awareness among all the variables tested.

2. Social Media Usage Frequency vs Brand Recall ($r = 0.68$): A strong positive correlation exists between how often consumers use social media and how well they recall the Ivory Gull Candy brand. Frequent social media users are more likely to encounter brand content repeatedly, reinforcing memory and recognition.

3. Engaging Content vs Purchase Intention ($r = 0.62$): A strong positive correlation indicates that creative and visually appealing content on social media significantly influences consumers' intention to purchase Ivory Gull Candy products. Content quality plays a decisive role in converting brand awareness into purchase behaviour.

4. Customer Reviews vs Brand Perception ($r = 0.57$): A moderate positive correlation shows that favourable customer reviews and comments on social media improve consumers' overall perception of the Ivory Gull Candy brand. Encouraging and managing online reviews is important for maintaining a positive brand image.

5. Influencer Promotions vs Brand Recognition ($r = 0.51$): A moderate positive correlation indicates that influencer collaborations contribute meaningfully to brand recognition. Influencer promotions expose the brand to wider and often highly engaged audiences on Instagram and YouTube.

6. Time Spent on Social Media vs Awareness Level ($r = 0.34$): A weak positive correlation suggests that merely spending more time on social media does not strongly guarantee higher brand awareness. Content targeting and ad placement strategy matter more than passive screen time.

RESULT

All six variable pairs demonstrate positive correlation coefficients, confirming that social media marketing activities have a uniformly positive relationship with brand awareness and related consumer outcomes. The hypothesis H_1 is accepted: **there is a significant positive correlation between social media marketing activities and brand awareness towards Ivory Gull Candy products.** The strongest correlations are associated with social media advertisements (r

$= 0.74$) and usage frequency ($r = 0.68$), highlighting the importance of both paid promotions and organic reach in building brand recognition. Ivory Gull Candy Company should prioritise high-quality social media advertising, engaging video content (particularly on Instagram and YouTube), and proactive review management to maximise brand awareness and consumer engagement.

5. FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

The following are the major findings of the study on the impact of social media marketing on brand awareness towards Ivory Gull Candy products:

1. The majority of the respondents (45%) belong to the age group of 21–30 years.
2. Male respondents constitute the largest share of the sample, accounting for 54.67% of the total respondents.
3. Most of the respondents (38.67%) are undergraduates, indicating higher participation from educated consumers.
4. Students (34.67%) and employees (32%) represent the major occupational groups among the respondents.
5. The majority of respondents (30.67%) earn between ₹10,001 and ₹20,000 per month.
6. A significant proportion of respondents (92%) use social media platforms, indicating widespread social media usage.
7. Instagram (32%) is the most frequently used social media platform, followed by YouTube (22.67%).
8. Most respondents (37.33%) spend between 2 and 4 hours daily on social media platforms.
9. A majority of respondents (85.33%) are aware of Ivory Gull Candy products.

10. Social media is the primary source of awareness (34.67%) about Ivory Gull Candy products among consumers.
11. Most respondents (78.67%) have seen Ivory Gull Candy advertisements on social media platforms.
12. Instagram (37.33%) is identified as the most influential platform in creating awareness of Ivory Gull Candy products.
13. A majority of respondents (64%) agree that social media advertisements increase their awareness of Ivory Gull Candy products.
14. About 65.34% of respondents agree that social media content helps them remember the Ivory Gull Candy brand.
15. Nearly 68% of respondents agree that attractive social media posts influence their interest in Ivory Gull Candy products.
16. Around 65.33% of respondents believe that social media promotions improve their perception of the Ivory Gull Candy brand.
17. Customer reviews and comments on social media influence the opinions of 65.33% of respondents regarding Ivory Gull Candy products.
18. About 66.67% of respondents agree that social media marketing encourages them to try Ivory Gull Candy products.

19. The majority of respondents (74.67%) have purchased Ivory Gull Candy products.
20. Most respondents (34.67%) purchase Ivory Gull Candy products occasionally.
21. Product quality (34.67%) is the most important factor influencing the purchase decision of consumers, followed by price (22.67%).
22. A large majority of respondents (82.67%) are willing to recommend Ivory Gull Candy products to others.
23. Instagram secured the first rank as the most effective social media platform for creating brand awareness, followed by YouTube and WhatsApp.
24. Respondents suggested that increasing social media advertisements and creating more engaging video content would further improve the social media marketing performance of Ivory Gull Candy products.
25. The overall findings indicate that social media marketing has a positive influence on brand awareness, consumer perception, purchase intention, and customer engagement towards Ivory Gull Candy products.

5.2 SUGGESTIONS

Based on the findings of the study, the following suggestions are offered to improve the effectiveness of social media marketing and enhance brand awareness of Ivory Gull Candy products:

Increase Social Media Advertisements

- The company should increase the frequency of advertisements on social media platforms to improve brand visibility and reach a larger audience.

Focus on Instagram and YouTube

- Since Instagram and YouTube were identified as the most effective platforms for creating brand awareness, the company should allocate more resources to marketing activities on these platforms.

Create Engaging Video Content

- More creative videos, reels, and short-form content should be developed to attract the attention of consumers and increase engagement levels.

Collaborate with Influencers

- Partnering with social media influencers can help the company reach new audiences and build greater trust among consumers.

Encourage Customer Reviews and Testimonials

- Positive customer reviews and testimonials should be promoted on

social media platforms to enhance credibility and influence consumer purchase decisions.

Conduct Online Contests and Promotional Campaigns

- Interactive contests, giveaways, and promotional campaigns can increase customer participation and strengthen brand awareness.

Improve Customer Interaction

- The company should respond promptly to customer comments, queries, and feedback on social media to improve customer satisfaction and loyalty.

Develop Attractive and Creative Posts

- Visually appealing content, attractive graphics, and innovative promotional messages should be used to increase consumer interest in Ivory Gull Candy products.

Maintain High Product Quality

- As product quality is the most important factor influencing purchase decisions, the company should continue to maintain and improve product quality standards.

Target Young Consumers

- Marketing campaigns should primarily focus on young adults, students, and working professionals, as they are the most active social media users and are

highly influenced by social media marketing activities.

Strengthen Brand Recall Activities

- Regular posting of engaging content and consistent brand communication can improve brand recall and customer recognition.

Monitor Social Media Performance

- The company should regularly analyze social media metrics such as reach, engagement, impressions, and customer feedback to improve the effectiveness of future marketing campaigns.
- These suggestions will help Ivory Gull Candy Company enhance its social media presence, improve customer engagement, strengthen brand awareness, and increase sales performance.

5.3 CONCLUSION

The present study titled “A Study on the Impact of Social Media Marketing on Brand Awareness Towards Ivory Gull Candy Products” concludes that social media marketing plays a significant role in creating and enhancing brand awareness among consumers. The findings reveal that a large proportion of respondents actively use social media platforms and are highly influenced by social media advertisements, promotional activities, customer reviews, and engaging content.

The study found that **Instagram and YouTube** are the most effective social media platforms for creating awareness and attracting consumer attention towards Ivory Gull Candy products. Social media marketing not only improves brand recognition and recall but also positively influences consumer perception, purchase intention, and product trial. The majority of respondents were aware of the brand, had purchased the products, and expressed willingness to recommend them to others, indicating a favorable brand image and customer satisfaction.

Furthermore, the study highlights that attractive social media content, influencer engagement, customer feedback, and regular promotional activities contribute significantly to strengthening brand awareness. Although social media marketing has a strong influence on consumer behavior, product quality remains the most important factor affecting purchase decisions.

Therefore, it can be concluded that social media marketing is an effective and powerful tool for increasing brand awareness and consumer engagement towards Ivory Gull Candy products. By adopting innovative digital marketing strategies and maintaining high product quality, the company can further enhance its brand visibility, strengthen customer relationships, and achieve sustainable growth in the competitive confectionery market.