

Impact of Social Media Marketing on Brand Awareness: A Study of Sentiantal Private Limited

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Abstract

In the digital age, social media marketing has become an important way to get people to know about your brand and get them to interact with it. This research examines the influence of social media marketing on brand awareness, specifically concerning Sentiantal Private Limited. The study shows how different social media sites like Facebook, Instagram, and LinkedIn can help make a brand more visible, get more customers to interact with it, and get more people to recognize it.

The research investigates essential elements, including content quality, posting frequency, customer engagement, and electronic word-of-mouth (eWOM), in influencing brand perception. It also looks at how digital strategies that are less expensive than traditional marketing methods can help businesses reach more people. The results show that using social media marketing well can greatly increase brand awareness and make customer relationships stronger. Impact of Social Media Marketing on Brand Awareness: A Study of Sentiantal Private Limited. The research shows that social media marketing is very important for building a strong brand presence and giving companies like Sentiantal Private Limited an edge over their competitors.

Keywords: Social Media, Marketing, Influencing, Brand, Digital Strategies

INTRODUCTION

The internet and digital technologies have grown very quickly in the last few years, changing how businesses talk to their customers. Facebook, Instagram, Twitter, and LinkedIn are just a few of the social media sites that are important for marketing and promoting brands. More and more, businesses are moving away from traditional marketing methods and using digital platforms to better reach their target audience.

Brand awareness is how well people can recognize and remember a brand in different situations. It is an important part of how consumers make decisions and has a big impact on how they buy things. Businesses can build strong brand awareness through social media marketing by giving people a chance to interact with them all the time, sending personalized messages, and posting interesting content.

The company Sentiantal Private Limited uses social media marketing to boost its market presence while developing customer connections and creating an exclusive brand identity which helps them compete in their industry. The company uses content marketing and influencer partnerships with paid advertising to effectively connect with its target audience. This study aims to explore the impact of social media marketing on brand awareness, focusing on how digital platforms contribute to increasing recognition, trust, and customer loyalty. The study demonstrates that businesses must develop modern marketing methods because these methods will help them achieve sustainable growth while maintaining their competitive advantage in today's ever-changing market.

Need for the Study

In the current digital world businesses now depend on social media platforms to build their brands and establish customer relationships. The competitive nature of the market demands that companies such as Sentiantal Private Limited implement successful marketing techniques to improve their brand recognition.

The research investigates how social media marketing affects customer perception and brand awareness and customer engagement. The research identifies social media strategies which provide the highest visibility and audience reach. The research delivers insights about affordable marketing methods which businesses can use instead of their traditional marketing approaches.

The research findings enable the organization to make improved decisions and develop their strategic plans.

Objectives of the study

Let's take a look at how social media marketing boosts brand awareness for Sentiantal private Limited

- Let's take a look at how various social media platforms help brands stand out and get noticed
- To figure out how customer engagement helps in making a brand more known
- To examine how content marketing and online promotions work
- To grasp how online chatter shapes what people think about a product or service
- Offering ideas to boost the company's social media marketing game

Scope of the Study

The research examines primary social media platforms which include Facebook Instagram Twitter and LinkedIn. The study investigates brand visibility and customer engagement together with online interactions. The research investigates digital marketing activities exclusively while it excludes traditional marketing techniques from its scope. The study investigates how customers perceive and respond to the company's social media activities. The research study examines a particular time frame which prevents it from showing any long-term trend developments.

Review of Literature

Dr. K. Purna Chand Co- Founder and CEO Social media has really changed how companies do marketing these days. I mean, its a big deal for getting brands out there and talking to customers. From what Ive read in some studies, platforms like these help a lot with visibility and keeping people engaged.

A few years back, Kaplan and Haenlein talked about social media as these internet apps where users make and share their own stuff. Businesses can use that to connect better with customers, build those relationships. It seems kind of obvious now, but their point was how it lets companies interact in ways they couldn't before.

Dr. P. Bharat Kumar Software Engineering Then their Mangold and Faulds, they said social media fits right into the promotional stuff companies do. Like, direct communication with consumers, shaping what people think about the brand. Ashley and Tuten got into content on social media too, how making it creative and fun boosts awareness and gets more interaction from customers.

I think the strategic side is important, like what Felix, Rauschnabel, and Hinsch wrote about. They pushed for consistent plans in social media marketing to hit goals. Recent work shows electronic word of mouth, reviews online, all that engagement stuff really sways how people see a brand and if they buy.

Dr. R. Srujana Team Lead Overall, these studies make it clear social media is key for brand awareness and engagement, even performance. For a company like Sentiantal Private Limited, this could help in figuring out strategies, but I'm not totally sure how it all ties in perfectly yet. Some parts overlap a bit.

Research Methodology

The research methodology describes the systematic procedure which researchers use to gather and evaluate study data. The study is descriptive in nature because it examines how social media marketing affects brand awareness at Sentiantal Private Limited. The study uses two types of data gathering techniques which include Primary Data and Secondary Data. Primary Data includes customer and social media user data which researchers gather through surveys and questionnaires. Secondary Data includes information which researchers gather from websites and journals and articles and company-related information. The study uses convenience sampling to select participants who will comprise the sample size of 100 respondents which researchers can modify according to their needs. The research study uses a structured questionnaire together with online surveys which include Google Forms and other survey platforms. The research study

employs percentage analysis together with bar charts and pie charts and basic statistical methods for data assessment.

Data Collection Methods

Data collection seems like a key step in any research, you know, to get the info you need for figuring things out later. This study mixes primary and secondary data, which I think covers both fresh stuff and background reading.

For primary data, its basically information gathered straight from people for the first time, like asking them directly. I went with a survey method here, using a questionnaire that targets customers and folks on social media. The questions are mostly closed-ended or multiple choice, touching on how they use social media, if they know about Sentiantal Private Limited, how engaged they feel with the brand, and whether the content works well or not. It feels a bit straightforward, but I am not totally sure if it captures everything.

Distributing it online made sense, so tools like Google Forms helped send it out and pull in responses without too much hassle. That part was easy to set up, at least.

Secondary data is different, its the kind thats already out there, collected by someone else and published somewhere. Sources for this include research journals, articles from company websites or their reports, books, online publications, and some marketing studies that relate. It helps build the theoretical side, sort of filling in gaps, and backs up what comes from the primary stuff. Some people might say secondary is quicker, but it can get messy if the info is outdated, I guess. Overall, combining both seems to make the findings more solid, even if the primary part took longer to organize.

Statistical Methods

In this part, I looked at how to handle the data we got from the survey. Statistical stuff helps make sense of all those responses without it being a mess.

Percentages seem pretty straightforward for showing what part of the group said something. Like, if a bunch of people knew about the brand from social media, you can just turn that into a percentage to compare it easily with other ways. It feels like that makes things clearer, especially when you're trying to see trends.

Then there's tabulation, which is basically putting everything into tables. That organizes a ton of info so it's not all jumbled up. I think it's useful because you can glance at it and spot patterns right away. Bar charts come in for comparing different things side by side. For instance, you could use one to show which social media platforms people prefer the most. It stands out visually, I guess. Pie charts are similar but more for proportions, like slicing up how brand awareness comes from different sources. Percentages fit right in there too, showing the biggest pieces. Simple tools like averages help pull out basic trends, you know, just comparing numbers or finding the middle ground. Sometimes it's not fancy, but it points to patterns that might otherwise get missed. This part gets a bit basic, but I think it covers the main ways to interpret what we collected. Not everything ties up perfectly though.

Limitations of the Study

Each research study comes with its own set of limitations that could impact the findings. The study's got a few drawbacks:

- **Limited Sample Size:** The study's got a small sample size, so it might not paint the whole picture for everyone.
- **Time Constraints:** The study's time frame might not fully show the long-term trends in social media marketing.
- **Reliance on Respondent Opinions:** The data we've gathered comes from people's personal views, which could be a bit skewed or one-sided.
- **Geographical Limitation:** The study might only focus on one area and might not show what's happening worldwide.
- **Limited Variables:** The study zeroes in on social media marketing and brand awareness, but it doesn't take into account stuff like pricing, product quality, or competition.
- **Rapid Changes in Technology:** Social media's always on the move, and that can make our research less relevant as time goes by.

INDUSTRY AND COMPANY PROFILE

The Company specializes in cutting-edge technologies, including Artificial Intelligence (AI) and the Internet of Things (IoT), and is committed to fostering industry-academia collaboration to build a skilled workforce.

The Institution provides quality education and is desirous of equipping its students with industry-relevant skills to enhance their employability.

Both parties recognize the mutual benefits of collaborating to train and recruit students in AI-IoT technologies.

To provide students of the Institution with specialized training in AI-IoT technologies, ensuring they are industry-ready.

To facilitate the recruitment of skilled students from the Institution by the Company, thereby bridging the gap between academic learning and industry requirements.

To strengthen the industry-academia relationship through collaborative efforts.

Roles and Responsibilities of the Company

Training Program:

- The Company shall design and deliver a structured training program focusing on AI-IoT technologies. The curriculum shall cover foundational concepts, hands-on projects, and case studies to provide practical exposure.

Resource Allocation:

- The Company shall provide qualified trainers, learning materials, and any necessary software tools for the training program.

Recruitment:

- The Company shall conduct a fair and transparent recruitment process for eligible students who successfully complete the training program.
- The Company shall provide job offers to select students based on its organizational requirements and evaluation criteria.

Evaluation and Certification:

- The Company shall assess students performance during the training program and issue certificates to those who meet the prescribed standards.

Roles and Responsibilities of the Institution

Student Selection:

- The Institution shall identify and ensure the participation of eligible students based on criteria jointly decided by the Parties.

Logistical Support:

- The Institution shall provide necessary infrastructure, such as classrooms, labs, and internet facilities, to facilitate the smooth delivery of the training program.

Program Coordination:

- The Institution shall designate a point of contact to coordinate with the Company, monitor the program's progress, and address any logistical challenges.

Ensuring Compliance:

- The Institution shall ensure that participating students adhere to the rules, regulations, and timelines established for the training program.

Financial Terms

4.1 The financial obligations, if any, for conducting the training program shall be mutually agreed upon by the Parties and detailed in a separate annexure, if required.

4.2 Any incidental costs incurred during the training program shall be borne by the respective Party responsible for such expenses, unless otherwise agreed in writing.

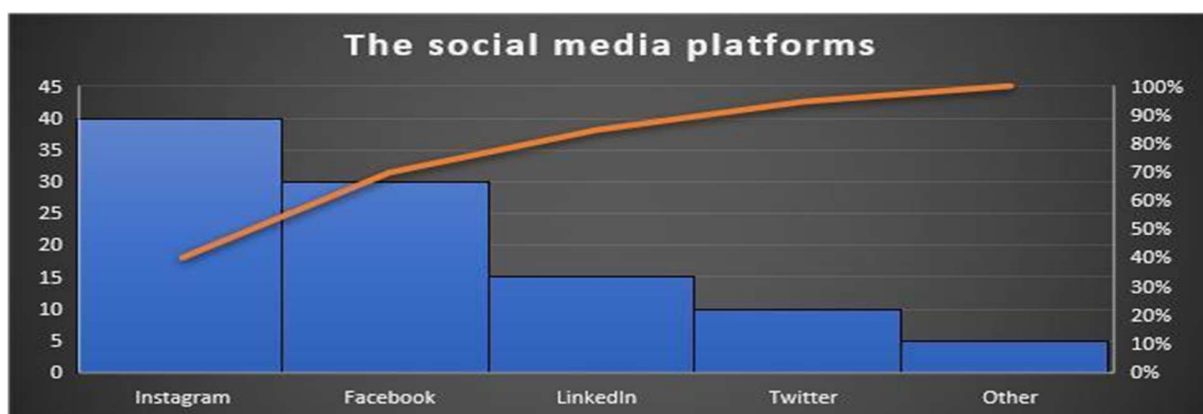
5.1 The Parties agree to maintain the confidentiality of any proprietary information shared during the course of this MoU. Such information shall not be disclosed to any third party without prior written consent from the disclosing Party.

DATA ANALYSIS & INTERPRETATION

Question: Social Media Platforms Used by 100 Respondents

Table- 4.4: table showing the social media platforms used by 100 respondents.

Platform	Number of Respondents	Percentage
Instagram	40	40%
Facebook	30	30%
Twitter	10	10%
LinkedIn	15	15%
Other	5	5%

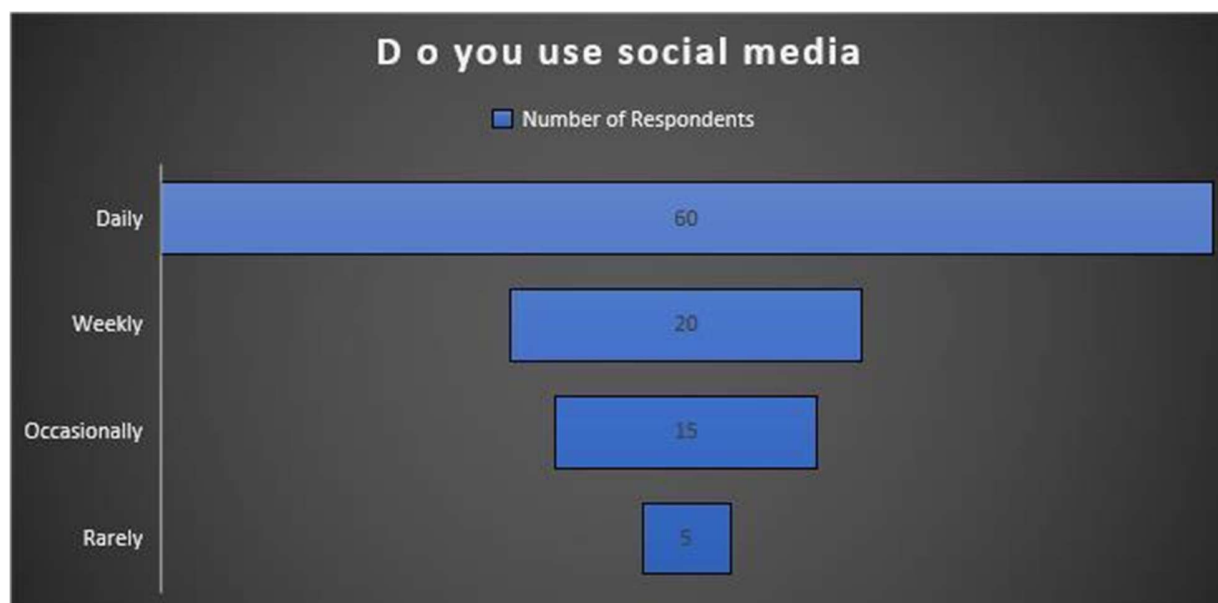


Interpretation: Most people stick with Instagram (40%), then Facebook (30%). That tells you right away—folks gravitate toward visual, interactive platforms for social media. LinkedIn gets about 15%, mostly from professionals, while Twitter (10%) and other platforms (5%) lag behind. So, if Sentiantal Private Limited wants to boost its brand, it makes sense to put most of its marketing energy into Instagram and Facebook. That’s where the audience really hangs out.

Question: How often do you use social media?

Table- 4.5: Table showing the frequency of social media usage for 100 respondents.

Frequency	Number of Respondents	Percentage
Daily	60	60%
Weekly	20	20%
Occasionally	15	15%
Rarely	05	05%

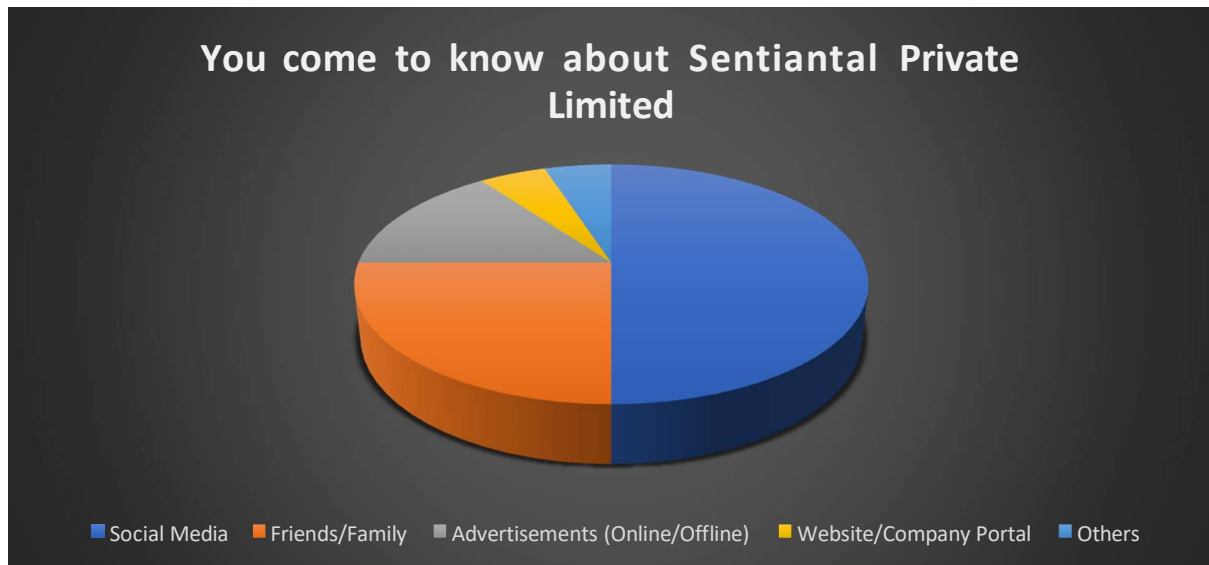


Interpretation: Most people who responded—about 60%—use social media every day. That’s a lot of engagement from Sentiantal Private Limited’s audience. Another 20% hop on social media once a week, while the rest, just 20%, use it only now and then. So, if you’re running social media campaigns, you’re actually reaching a pretty active crowd. The daily users, in particular, are the ones who’ll probably see and interact with your brand more often.

Question: How did you come to know about Sentiantal Private Limited?

Table 4.7: You come to know about Sentiantal Private Limited

Source of Awareness	Number of Respondents	Percentage
Social Media	50	50%
Friends/Family	25	25%
Advertisements (Online/Offline)	15	15%
Website/Company Portal	5	5%
Others	05	05%



Interpretation: Half the people surveyed found out about Sentiantal Private Limited on social media. That just shows how much digital marketing pulls its weight. Friends and family got another quarter of folks on board, so word-of-mouth still matters. Ads played a smaller part—15%. Company websites or other sources barely made a dent, at just 5% each. Clearly, social media campaigns drive brand awareness, so keeping them front and center makes sense.

Findings

Based on the analysis of the social media marketing efforts of Sentiantal Private Limited, the findings are:

Brand Visibility Gained

The use of social media platforms increased the visibility of the brand.

Impact on Brand Awareness

The brand became easier for customers to remember due to regular posting and other initiatives.

Engagement Leads to Brand Awareness

More engagement resulted in increased brand awareness and customer relationship building.

Differences Between Platforms

Instagram and Facebook were found to be more effective than other social media platforms in achieving high engagement rates.

Quality Content Makes a Difference

Content that was aesthetically pleasing and informative gained more engagement from users.

Collaborations Increase Audience Reach

Influencer collaborations have enhanced the reach of the brands to their target audiences.

Consistent Posting Helps Retain Audience

Brands that posted consistently managed to retain their audience effectively.

SUGGESTIONS

- Opt for Good Content Strategy

Create quality visuals, stories, and value-oriented content in order to capture and keep the interest of the audience.

- Maintain High Posting Frequency

Keep posting at regular intervals to maintain engagement and benefit from algorithms.

- Use Influencer Marketing

Form alliances with relevant influencers in order to widen the reach.

- Use Analytics Platforms

Monitor performance through tracking metrics like engagement rate, reach, and impressions to maximize the marketing process.

- Use Targeted Advertising

Advertise via social media channels to reach specific demographics.

- Interact With the Audience

Keep responding to queries and messages posted by customers.

- Explore Other Social Media Platforms

Consider other platforms, such as LinkedIn and YouTube based on target audience.

CONCLUSION

Social Media Marketing has been found to be essential in improving brand awareness among the people about Sentiantal Private Limited. This technique has turned out to be an effective yet economical method of reaching out to more people through engagement and establishing the brand name.

The success of the social media marketing technique depends greatly on the nature of content produced along with interactions. By following a strategic approach, this company can benefit from its social media marketing efforts.

Overall, it can be said that social media marketing is not something that should be ignored but rather a necessity today.

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