

# The Effectiveness of Branding Campaigns on Social Media

Ira Ningrum Resmawa<sup>1</sup>  
Sekolah Tinggi Ilmu Ekonomi YAPAN Surabaya

Siti Masruroh<sup>2</sup>  
Sekolah Tinggi Ilmu Ekonomi YAPAN Surabaya

Sofia Maulida<sup>3</sup>  
Sekolah Tinggi Ilmu Ekonomi Tri Bhakti

Correspondence : Ira Ningrum Resmawa ([iresmawa@stieyapan.ac.id](mailto:iresmawa@stieyapan.ac.id))

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## Abstract

This study aims to evaluate the effectiveness of branding campaigns on social media by identifying the influence of various variables such as content type, content duration, social media platform, interaction, target audience, and budget on Brand Awareness. Using data from 100 respondents involved in branding campaigns on social media, this study applies multiple linear regression methods to analyze the relationship between independent variables and Brand Awareness as the dependent variable. The reliability of the research instrument, as measured by Cronbach's Alpha, reached 0.927, indicating very good internal consistency. The results of the analysis show that content duration and budget have a significant and positive effect on Brand Awareness, with p values of 0.001 and 0.000, respectively. In contrast, the interaction and target audience variables do not show a significant effect, with p values of 0.498 and 0.123, respectively. The regression model used shows an  $R^2$  value of 0.594, indicating that 59.4% of the variation in Brand Awareness can be explained by the variables in the model. The ANOVA test supports the overall significance of the model with F value = 34.680 and  $p = 0.000$ . These findings highlight the importance of duration and budget in social media branding campaigns and provide valuable insights for marketers to design more effective strategies. This study recommends considering increasing the duration and budget allocation in branding campaigns and conducting further research to explore other factors that may affect Brand Awareness.

**Keywords:** Branding, Social Media, Brand Awareness

## Introduction

In today's digital era, social media has emerged as a powerful marketing tool for companies globally, enabling them to effectively reach a broad and segmented audience (Shen Yang, 2023). Platforms such as Facebook, Instagram, Twitter, and YouTube play a vital role in building brands by enhancing brand identity, fostering closer consumer relationships, and increasing brand awareness and loyalty (Yang Zhou, 2023). Social media marketing not only helps in building social proof, targeting ads, and engaging with customers in real time but also influences customer behavior, encouraging them to try new products, make purchases, and become loyal customers (Norleen Rose Servan Aguilar, 2022). By understanding the impact of

social media on consumer behavior and preferences, companies can tailor their strategies to effectively navigate the digital landscape and successfully build long-term trust and credibility with their audiences.

Branding plays a vital role in marketing strategy by creating a distinct and favorable image for a product or service, essential to stand out in a competitive marketplace (Tarannum Jahan, 2024). Social media platforms have become an essential tool for brand promotion, offering interactive features and viral reach that can help companies attract and engage consumers effectively (Samaher Abdullah Barboud, 2024 ). The integration of online and offline platforms in digital branding increases brand awareness, loyalty, and ultimately drives sales by building meaningful connections with customers (V. Khurdei, 2023 ). Leveraging social media for branding campaigns not only grabs the attention of consumers but also allows companies to leave a lasting impact, foster brand loyalty and competitive advantage in a dynamic business landscape (Samaher Abdullah Barboud, 2024 ).

An effective branding campaign on social media is important for companies, but success is not guaranteed, as the campaign may fail to reach the target audience or generate the expected level of engagement. Research highlights the significant impact of advertising campaigns on social media platforms in enhancing brand reputation, driving competition between companies, and influencing consumer attitudes and brand trust (Samaher Abdullah Barboud, 2024 ). Social media advertising offers advantages such as mass coverage, flexibility, and prestige, but also requires an understanding of customer perceptions, purchasing behavior, and product preferences to ensure effectiveness (S. Shanthi, 2024 ). Brands can leverage social media for efficient promotion by focusing on creative promotional techniques, effective customer communication, and prioritizing sustainability to engage consumers and improve sales performance (Wenjun Huang, 2023 ). In addition, social media marketing brings benefits such as increased brand recognition and higher conversion rates, but also poses challenges such as managing accounts and measuring ROI, requiring strategies such as quality content creation

and influencer marketing to be successful (Jean-Eric Pelet, 2024 ). Understanding user reactions to social media ads, including factors such as originality, likability, credibility, and irritation, can guide managers in improving advertising effectiveness and influencing consumer attitudes and purchase intentions (Jingyuan Shi , 2023 ). Understanding the factors that influence the success of such campaigns is paramount. Research highlights the important role of advertising campaigns on social media platforms in enhancing brand reputation, driving competition, and positively impacting consumer attitudes and brand trust (Samaher Abdullah Barboud, 2024 ). Social media advertising offers mass coverage, impact, and flexibility, contributing to product prestige and customer perception (S. Shanthi ,2024). Effective advertising is key to shaping brand identity, perception, and recognition, influencing consumer behavior and fostering brand loyalty (Supriya Rai,2024). Leveraging social media technology, especially through video content, is critical to achieving branding goals and measuring success through metrics such as follower count and engagement rate (Tarannum Jahan,2024). Continuous adaptation and innovation in social media branding strategies is critical to maximizing branding success in an ever-evolving business landscape.

The effectiveness of social media branding campaigns, especially in relation to brand awareness and customer loyalty, has been studied extensively in various contexts. Studies have shown that strategic online engagement significantly increases brand awareness, leading to increased customer engagement and positively impacting the consumer decision journey (Febrihana Meganingsih,2024). In addition, the credibility, informativeness, and entertainment value of social media content play a significant role in influencing brand loyalty towards consumer shopping goods (Harat Rai,2024). Furthermore, leveraging digital marketing channels such as social media, search engine optimization, and content marketing effectively increases brand visibility and recognition, contributing to higher levels of brand awareness compared to traditional marketing approaches (Vyadeshwari N,2024).

Furthermore, the impact of social media marketing on brand loyalty, with the mediating role of customer experience, has been empirically investigated, highlighting a significant direct effect between social media marketing, customer experience, and brand loyalty (Mohamed Wagih,2024). Creative advertising, engaging product campaigns, and credible brand ambassadors have also been found to significantly influence customer loyalty towards a brand, emphasizing the importance of a comprehensive marketing communications strategy (Andina Tazkiya Nurlibna,2024). Various studies provide insights into effective social media branding strategies and platforms. Research shows that video content is the most effective in achieving branding goals, followed by images and graphics (Ariyono Setiawan,2024). Social listening and social search significantly impact consumer behavior and brand engagement, with positive interactions and user-generated content playing a significant role in purchasing decisions and brand loyalty (JoeFRElin C Ines,204).

In addition, social media marketing increases brand equity by enhancing brand awareness, image, loyalty, and overall equity through engaging content and direct consumer interactions (Samaher Abdullah Barboud,2024). Leveraging social media platforms such as social networks for brand marketing strategies is essential, with a focus on a tailored approach, interactive communication, and consistent messaging to maximize campaign impact (David Miller,2024). By understanding these trends and practices, businesses can optimize their branding campaigns on social media platforms effectively. (A.Sukandi,2019)

Social media branding campaigns play a vital role in increasing brand awareness among consumers. Social media influencers have played a significant role in increasing awareness on various topics, including the Covid-19 pandemic, due to their popularity and influence (Aswathi Kanaveedu,2024). Platforms like Facebook offer specific campaign objectives to increase brand awareness, with metrics such as ad recall rate indicating the effectiveness of the ad in increasing brand recognition (Lasha Tchelidze,2023). A study on social media advertising for solar-powered home systems has shown a significant positive impact on brand recognition and

purchase intent, emphasizing the importance of leveraging multiple social media outlets for marketing strategies (Ulrika Candolin,2023). Additionally, a study on a local fashion brand in Indonesia highlighted the positive and significant role of social media marketing in increasing brand awareness and brand image through consumer brand engagement (Charissa Belle Leticia,2024). Overall, leveraging social media for branding campaigns is essential to creating and maintaining brand awareness among target audiences.

Social media branding campaigns significantly impact customer loyalty by driving brand engagement, trust, and emotional connection. Studies have shown that social media marketing activities, such as credibility, informativeness, and interactivity, positively influence brand loyalty (Bharat Rai,2024). In addition, the direct-to-consumer model leverages social media advertising to increase consumer loyalty through perceived functional and emotional value (Weizhe Mu,2024). By leveraging platforms like Instagram for direct messaging and interactive customer engagement, businesses can increase brand loyalty by creating intimate interactions with consumers (Anggriani Tantri Lauwrence,2024). Overall, social media allows brands to build awareness, establish credibility, engage with customers in real time, and create authentic relationships, all of which drive customer behavior toward loyalty (Mohamed Wagih,2024). Different social media platforms have shown effectiveness in branding campaigns based on different factors. Studies show that video content is the most effective type for achieving branding goals, followed by images and graphics (Ariyono Setiawan,2024). Additionally, interactive brand posts on platforms like Facebook, Twitter, and Instagram have been found to receive more responses compared to instructive message content, with each platform having its strengths in terms of message appeal and customer reactions (Sanan Waheed Khan, 2023). Furthermore, a survey-based study highlighted that Instagram is considered a better platform for brand engagement, quality, loyalty, and association, emphasizing its effectiveness in building brand equity for products, especially for emerging startups in India (Suzanne Thomas, 2023). Overall, both Facebook and Twitter have been shown to have a positive impact on brand

equity, with effectiveness varying depending on the type of brand and target audience (Shen Yang, 2023).

## Methods

This study uses a quantitative approach with a survey design to measure the effectiveness of social media branding campaigns on brand awareness and customer loyalty. The quantitative approach was chosen because it allows the collection of data that can be measured and analyzed statistically, thus providing a deeper understanding of the relationship between the variables studied. The population & sample in this study are social media users who follow the official accounts of several well-known brands on social media platforms such as Facebook, Instagram, and Twitter. The sample using a purposive sampling technique will be used to select samples that are relevant to certain criteria, namely active social media users who have interacted with branding campaign content in the last 6 months. The target sample is 100 respondents to ensure sufficient data for statistical analysis .

## Results and Discussion

### Reliability and Validity Test

#### Validity Test

**Table Validity Test**

Variable		Brand Awerness
Content Type	Sig. (2-tailed)	0,000
Content Duration	Sig. (2-tailed)	0,000
Social Media Platform	Sig. (2-tailed)	0,000
Interaction	Sig. (2-tailed)	0,000
Target Audience	Sig. (2-tailed)	0,000
Budget	Sig. (2-tailed)	0,000
Brand Awareness	Sig. (2-tailed)	0,000
Data Processing Results 2024		

### Interpretation :

All listed variables have a p-value (significance) of 0.000. This means that the p-value for all variables is very small and less than the commonly used significance level of 0.05. A p-value of 0.000 indicates that each variable (Content Type, Content Duration, Social Media Platform, Interaction, Target Audience, Budget) has a statistically significant effect on Brand Awareness. In other words, these variables significantly affect Brand Awareness in the tested model. This very small p-value confirms that the results of this test are very significant and not the result of chance. This shows that these variables do contribute to Brand Awareness.

### Reliability test

Reliability test table	
Reliability Statistics	
Cronbach's Alpha	N of Items
0,927	7

### Interpretation

The Cronbach's Alpha value of 0.927 indicates that the research instrument has a very high level of internal consistency. This means that the items in the instrument consistently measure the same construct.

### T-test

T-Test Table					
Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	5,125	1,207		,000
	Duration	,427	,122	,348	,001
	Budgeting	,503	,127	,338	,000
	Engagement	,115	,169	,075	,498
	Audience	,214	,138	,147	,123

a. Dependent Variable: Brand Awareness

Interpretation :

Constant (Konstanta):

B value: 5.125, This is the intercept value of the regression model, which is the Brand Awareness value when all independent variables (Duration, Budgeting, Engagement, Audience) are zero. Std. Error: 1.207, Standard error of the constant coefficient. t: 4.247, The t statistic for a constant indicates how significantly the constant value differs from zero.

### F Test Analysis

Table F Test						
ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	464,996	4	116,249	34,680	,000 <sup>b</sup>
	Residual	318,444	95	3,352		
	Total	783,440	99			
a. Dependent Variable: Brand Awerness						
b. Predictors: (Constant), Audience, Budgeting, Duration, Engagement						

Interpretation :

F (F Statistic): 34.680, The F statistic is the ratio between the mean square of the regression and the mean square of the residuals (116.249 / 3.352). This statistic measures how well the regression model fits overall. A high F value indicates that the regression model explains the variation in the dependent variable better than using the mean alone.



## Coefficien Determinance

Table Coefficien determinan

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,770 <sup>a</sup>	0,594	0,576	1,831
a. Predictors: (Constant), Audience, Budgeting, Duration, Engagement				

Interpretation:

The  $R^2$  value of 0.594 indicates that 59.4% of the variation in the dependent variable can be explained by the independent variables in the model. This means that almost 60% of the variation in the dependent variable can be predicted using the Audience, Budgeting, Duration, and Engagement variables.

The Adjusted  $R^2$  value of 0.576 indicates the coefficient of determination adjusted for the number of independent variables in the model. This value is slightly lower than  $R^2$ , indicating that adjustments were made for the number of variables in the model. A high Adjusted  $R^2$  indicates that the model is still good at explaining variation in the dependent variable, even though adjustments have been made for the independent variables.

## Conclusion

The results of the study indicate that content duration and budget are factors that greatly influence Brand Awareness. Therefore, companies or marketers should consider increasing campaign duration and budget allocation to achieve more effective branding results. Given that the Engagement and Audience variables did not show a significant influence in this study, it is important to conduct further research to understand the context and other factors that may contribute to Brand Awareness. The instruments used in this study proved to be highly reliable, providing confidence that the results obtained are accurate and reliable. This study provides valuable insights into how various elements of a branding campaign influence Brand Awareness and can help marketers in designing more effective branding strategies on social media.

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