

Brand Awareness Social Media And Digital Marketing At Degefyt Pvt Ltd

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ABSTRACT:

Businesses are well known for experimenting several marketing strategies to enhance their brand awareness among their customers, to promote their products and services, to generate sales and leads, to attract new customers, and to retain the regular customers, etc. In recent years, social media has emerged as an interesting opportunity for businesses to use it as an advertising platform for their business promotions, developing a brand awareness, educating masses about their products and their features. Social media networks like Facebook, Instagram, LinkedIn and Twitter have become strategic components of marketing. Social media platforms have proved a boon especially for startups and small business firms having restricted budgets for marketing. Despite easy accessibility of social media platforms, startups fail to maximize their potential in favor of their businesses. The study shows that social media networks can provide a long-term growth to startups, Small and medium business firms.

1.1 INTRODUCTION

Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Billions of people around the world use social media to share information and make connections. On a personal level, social media allows you to communicate with friends and family, learn new things, develop your interests, and be entertained. On a professional level, you can use social media to broaden your knowledge in a particular field and build your professional network by connecting with other professionals in your industry. At the company level, social media allows you to have a conversation with your audience, gain customer feedback, and elevate your brand.

1.2 NEED FOR THE STUDY

This study was based on the acknowledgment of the growing importance of Internet marketing, the important role that social media platforms play in the marketing and sales process, and the access to a large-scale market that is never as open or as complicated. The purpose of this study is to evaluate how effectively small business firms uses the social media platforms as part of their marketing strategy to build and create brand awareness.

1.3 OBJECTIVES OF THE STUDY

- 1) To study the importance of social media , Digital marketing in business's growth.
- 2) To analyze the firm's understanding of social media platforms.
- 3) To analyze how companies engage with their customer to build relationship.
- 4) To Identify the challenges faced in social media marketing by the firms.
- 5) To examine the social media marketing strategy used by the small business firms to create brand awareness.

1.5 SCOPE OF THE STUDY

This research analyses how social media platforms are used to create brand awareness. This study analyses the importance of social media platforms for businesses. This research provides insights on Social media marketing strategies and tools used by the research participants. The goals of businesses in regard to their use of social media marketing. The metrics that participants used to determine the effectiveness of their social media marketing campaigns. The challenges faced by the firms in social media marketing.

1.6 METHODOLOGY

RESEARCH DESIGN

Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set up their studies up for success.

Descriptive Research Design

1.7 LIMITATIONS OF THE STUDY

- 1) The present research was conducted using a small sample size of 100 respondents. Therefore, the sample does not represent the majority of the population
- 2) The data collected Degefy Pvt Ltd is restricted to Telangana region only.
- 3) The duration of the study 45 days, which restricted the ability to observe long-term effects and trends in brand awareness strategies.
- 4) Confidential marketing data and complete analytics from Degefy Pvt. Ltd were not fully accessible, limiting deeper analysis.

2.2 REVIEW OF LITERATURE

1. **Kapoor, N. (2020)** " *Journal of Marketing Trends, Digital Marketing and Its Role in Enhancing Brand Visibility*" This study emphasizes how digital marketing channels like search engines and social media are

reshaping brand visibility. It concludes that businesses engaging users frequently through digital platforms tend to achieve higher brand recall and customer trust.

2. **Gomez, A. (2020)** “*International Journal of Social Media and Interactive Learning Environments. The Power of Social Media in Building Customer Perception*” Gomez analyzes how emotional resonance through interactive content on platforms like Instagram enhances brand perception. Emotional appeal, storytelling, and real-time engagement were found to be crucial in strengthening brand awareness.
3. **Rao, M. (2021)** “*Journal of Content Marketing and Strategy, Value-Based Content Marketing and Its Impact on Brand Loyalty*” This paper finds that consistent, informative content helps businesses establish authority and trust. It connects content frequency and quality with increased brand awareness and long-term consumer retention.

DATA ANALYSIS AND INTERPRETATION

Table 4.1.21: Effectiveness at Implementing SMM Strategies

S. No.	SMM Strategies	No. of Respondents	Percentage
1	Extremely effective	19.89%	19.89%
2	Very effective	30.68%	30.68%
3	Somewhat effective	39.20%	39.20%
4	Not so effective	9.09%	9.09%
5	Not at all effective	1.14%	1.14%
	Total	100	100

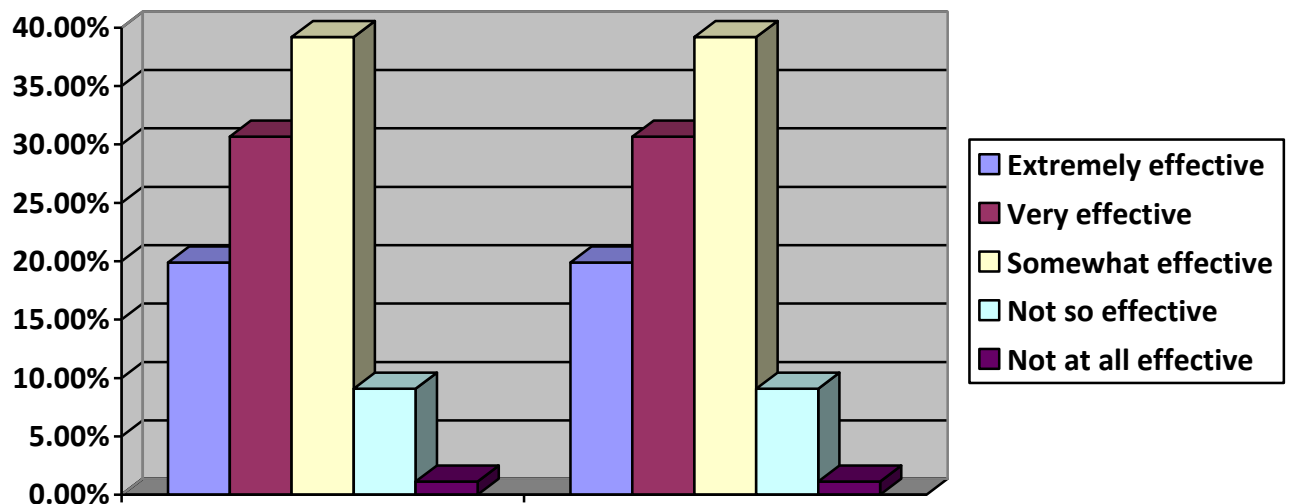


Chart 4.1.21: Effectiveness at Implementing SMM strategies

INTERPRETATION:

From the above table it is interpreted that 19.89% of the business says that they are extremely effective at implementing social media marketing strategies, 30.68% says very effective, 39.20% says somewhat effective, 9.09% says not so effective and, 1.14% says not at all effective.

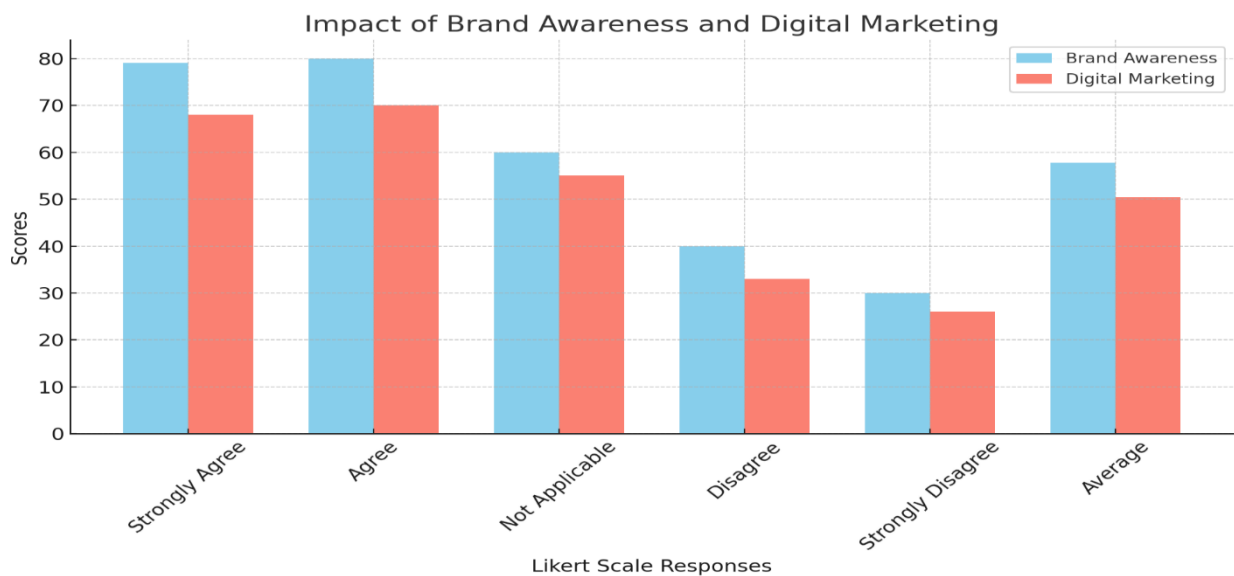
INFERENCE:

Majority (39.20%) of the businesses says that they are Somewhat effective at implementing social media marketing strategies

HYPOTHESIS TESTING:

Impact of Brand Awareness and Digital Marketing

Sl. No.	5 Point Likert Scale	Brand Awareness	Digital Marketing
1	Strongly Agree	79	68
2	Agree	80	70
3	Not Applicable	60	55
4	Disagree	40	33
5	Strongly Disagree	30	26
	Average	57.8	50.4



INTERPRETATION:**Null Hypothesis (H0):**

From the above Analysis the test hypothesis is H0. There is no significant relation between the average Brand Awareness 57.8 and Digital Marketing 50.4 .So there is difference between two variables is 7.4

Hence, the null hypothesis is rejected.

ALTERNATIVE HYPOTHESIS (H1):

From the above Analysis the test hypothesis is H1. There is significant relation between the average Brand Awareness 57.8 and Digital Marketing is 50.4 .So there is difference between two variables is 7.4

Hence, the alternative hypothesis is Accepted.

5.1 FINDINGS

- 1) Most Degefy companies are based in Hyderabad, operate under a B2B model, are less than 5 years old, and have fewer than 25 employees.
- 2) The majority of businesses belong to the business services sector and prefer using LinkedIn for their marketing efforts.
- 3) LinkedIn is the most preferred social media platform, followed by Facebook and YouTube; Twitter, Pinterest, and Snapchat are least preferred.
- 4) Most businesses strongly agree that social media is important for brand awareness, attracting customers, promoting products, and generating leads.
- 5) Businesses also strongly agree that social media helps build customer loyalty, connect with the audience, and increase website traffic.
- 6) Many businesses rely on organic posts, especially images and infographics, and do not use social media management tools.
- 7) Conversions, return on investment (ROI), engagement, and audience growth are considered the most important performance indicators.

5.2 Most businesses face challenges in getting results and feel only somewhat effective in their social media strategies; they also believe the future of marketing will be digital, with TV and social media as key advertising channels.

SUGGESTIONS

- 1) Degefy Pvt Ltd should identify the most effective social media platforms based on where their target audience is most active.

- 2) Prioritizing relationship-building over direct sales can lead to increased long-term sales.
- 3) Businesses with limited time should use social media management tools to schedule and automate content.
- 4) Learning social media analytics is essential for evaluating post and campaign performance.
- 5) Businesses for social media marketing should consult digital marketing agencies.

5.3 CONCLUSION

This research study took an in-depth look at how small business firms use social media marketing as part of their marketing strategy to create and build brand awareness. This study confirms that the presence of a company in the social media is primarily to create brand awareness, to promote through digital marketing product and services, like you- to connect with their target audience and to provide customer service.

The degefy pvt ltd have begun to understand the role and potential of social media marketing, and it seems to have begun to incorporate as a useful and creative tool for business promotion and to achieve various business goals.

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