

IMPACT OF NEW MILLENNIUM MEDIA IN CREATING BRAND AWARENESS & RIPPLE EFFECT OF BRAND AWARENESS

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Abstract

A successful advertising strategy, thereby contributes to the creation and preservation of brand awareness by positively influencing the consumer perspective and the buying intentions. This study intends to examine the role of advertising media in building brand awareness as well as to identify the impact of new millennium media over the traditional advertising media in creating brand awareness and also to highlight the Ripple Effect of brand awareness via social media. Only secondary data were used for this study. Based on the literature reviews, the result of the study revealed that through social media advertising is considered as an effective tool to spread information about brands and its privileges because social medias can influence the consumer's purchase intention and also it have more impact on brand awareness than traditional marketing. Along with the process of building brand awareness, interacting with audience in multiple ways of involvement via social media, the brands ensure not just loyalty, but create a lifelong impact on the customers, a chain reaction of ripple effect.

Keywords:- Advertisement Media, Social Media, Brand Loyalty, Ripple Effect, Brand Awareness.

An advertisement is an important technique to divert customers' attitudes positively (Shareef et al., 2019). Advertisement is a mode of interaction through electronic or printed media (Zhao et al., 2019), attracting potential customers from the market (Khoa & Huynh, 2023), and communicating with the customers

(Kanungo & Dutta, 1966). Celebrities used in advertisement will positively influence customer buying intention (Shanhan et al., 2019).

In the new digital age of internet scenario; the digitalization has led to changes in consumer's perspectives. In 2023, the internet penetration has increased eight per cent year on year (Roy, 2024).

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Thus, the importance of social media in daily interactions has improved and the users now take up more time with the social medias (Blackshaw & Nazzaro, 2006). This provides users to be an active part of the communication process comparing the role in traditional communication (Maria et.al, 2019). Such platforms giving a two-way communication between the consumers and brands (Berthon et al., 1999) and the users have become an essential part of that communication (Constantinides & Fountain, 2008). The customer purchase decisions and awareness of brands are impacted by social media communications (Maria et.al, 2019). Customer's attitudes towards a brand and purchase intention in social media, are depending on the amount of negative and positive online reviews of that brand (Koo et al., 2008). Various platforms are used to build brand awareness through the online communication channels like social media, carried out by the customers by word of mouth (Ellitan,2022). The higher degree of awareness and the positive reviews of social media user interactions will affect consumers' decisions positively (Bashir et al, 2017). Achieving a level of brand recognition is the lofty goal of any company and hence they focus on building awareness within targeted audience.

Hence, this study intends to explore the role of various media advertisements on influencing consumer's brand awareness as well as how it impacts on the customer's buying intention and also highlight the Ripple Effect of brand awareness through social media.

1.2 Statement of the Problem

In the new digital age of internet and social media, the digitalization of everything has led to changes in consumers' perspectives and media habits. In 2023, India has more than 820 million internet users, over more than half of users live in rural India, the internet penetration has increased eight per cent year on year (Roy, 2024). Thus, the role of social media in daily interactions has increased and the users now take up more time with the social medias and they acquire knowledge about the brands, products and services (Blackshaw & Nazzaro, 2006). Focus on a business point of view, the social media advertisement has offered a large variety of new opportunities for the organizations to encourage their brand, products and services in this present scenario. However, it seems still confusing which real advantages of social media advertisement has pick up to businesses and which strategies were used to achieve the organizational goals. So this paper mainly proposed the following three questions:

1. What is the role of advertising media in building brand awareness?
2. What are the impacts of new millennium media over the traditional advertising media in creating brand awareness?
3. What is the Ripple Effect of brand awareness via social media?

1.3 Significance of the Study

Brand awareness is an essential factor in developing consumer buying decisions by showing some merits such as learning, consideration and choice as well as it is

created to sell the product to the ultimate customer (Foroudi, 2019) and it also deals with a customer's ability to recall brand information (Romaniuk et.al,2017). Consumer buying behavior can be predicted by relevant brand awareness in the market (Alalwan, 2018). It is essential for attracting and retaining the potential customers and the existing customers from the market by creating awareness of the brand (Chang & Chang, 2008). The high degree of brand awareness is the competitive edge that keeps a business top of mind for consumers.

Brands with high level of recognition can even become synonymous with their product. In a competitive market, it is important for an advertising to grab the consumer's attention through catchy advertisements and sales promotion techniques. The trend of using newer digital media platforms for strategic advertisement has been emerging day by day. Every organization tries to better use of brand awareness by implementing various strategies to create awareness among customers (Kanungo & Dutta, 1996) for achieving their organizational goals. The literature reviews clearly stated that the organizations consider social media as one among the most crucial channel for advertising. Now, it has a large impact on the business decisions. This study would help to get a clear idea on the impact of new millennium media as compared to that of the traditional media for building brand awareness.

1.4. Scope of the Study

The various new millennium media platforms like social media used by the businesses in India identified only for this

study. Thus it would be useful for having a clear understanding of the impact of new millennium advertising and its benefits offers to the businesses.

1.5 Objectives of the Study

1. To study the role of advertising media in building brand awareness.
2. To identify the impact of new millennium media over the traditional advertising media in creating brand awareness.
3. To examine the Ripple Effect of brand awareness via social media.

1.6 Methodology

Secondary data were used for the study, which was gathered from books, journals, research articles and internet websites.

1.7 Discussions

Advertising Media & its Role in Building Brand Awareness

Advertising media includes various media channels such as broadcasting, digital and print versions through which various modes of advocacy of products and service is executed. Brand awareness is the extent to which audiences are familiar with the brand and their product or services, and the ability to recognize the brand, trusting it, so as to buy the brand-product. The usage of medias for advertisement, it will influence the consumer awareness of the brand, spreads information, educates consumers and also develop brand image (Domazet, 2018).

Media is used for showcasing the promotional content which

communicated in various forms such as textual content, spoken words or verbal content, visual images, or video-content through the medium of TV, radio or online platforms, or outdoor bill boards etc. Basically, they are channels through which companies can advertise their products and services and create a brand awareness in order to reach out and bond with the customers.

Advertising media plays a vital role in business especially in creating brand awareness in the prospective customers. There are many companies who offer products and services directly to the customers; however, it is impossible for every customer to know about every brand. This makes the companies to advertise and use advertising media to reach out to the customers, to increase their brand awareness and brand value.

Advertising in the media is crucial for every brand. Depending upon the customer demographics, advertising budget, targets of the company, advertising objectives etc., companies can choose the type of media they prefer and to design an advertising campaign. This helps to create popularity about the brand, showcase their product and service and build a strong brand image.

Each channel is an intermediary between a brand and its customers. Finding a perfect channel allows brands to present their product successfully, communicate their ideas, and maintain trustful relationships with the customers. Through the proper channel and by making use of a well-planned advertising content, the companies can build brand awareness, and create popularity for their brand.

By showcasing and demonstrating the USP (Unique Selling Proposition) of their products, increase their sales volume and value, and collect clients' personal information that allows them to craft highly relevant and personalized offers.

Impact of New Millennium Media over the Traditional Advertising Media in Creating Brand Awareness

Since the beginning of the 20th century, the media was dominated by print, radio, and later by television, attracting and influencing a broad perspective and imagination of the public, affording them the opportunity to read, listen, and watch the world around them in a way which was unimaginable in the previous centuries. Beginning in 1989, the World Wide Web, and it devised a virtual medium of software laid on top of the internet's networking structure, since then have enabled the public to message, tweet, send and receive emails, share photos and videos; and thereby interact and integrate with millions of users via the social giants such as Twitter, Facebook, Instagram, and the multitude of other platforms. The multitudinous role played out by the advertising media in the various walks of lives can be divulged as cited here, henceforth.

A social media advertisement is an advertorial shared on popular social media sites and it helps to reach the prospective customers directly. It includes ads on the popular social media sites, such as Facebook or Twitter, or it can consist of advertisements in the form of a sponsored post of social media influencers who have millions of followers, by means of their social media accounts especially on the Facebook,

Instagram, or Twitter. The main finding of the study by Flavio and Alvin (2023) was that the utilization of social media marketing strategies in marketing communication through Instagram can effectively enhance brand awareness. Facebook has a significant level of impact on increasing brand awareness (Ozgul & Akbar, 2018). Ads on social media are a better option for a brand's visibility than ads on other websites, since ads on social media such as Facebook, Twitter, and Instagram are excellent for brands to reach straight to their target audience. Moreover, online ads can be interactive, so that people get a chance to engage with the brand's content more immersive.

Social media advertising has more potential to increase a company's brand value than the traditional modes of advertising. The study by Nusolim & Setianingsih (2023), identified that viral marketing and brand awareness have proven to have a positive significant effect on consumers purchase intention. For a brand to personally connect with their audience, they must meet them directly (though it happens virtually) where they frequently visit, i.e., their favourite social media platforms, and have to reach out to them, utilizing the newly opened possibilities of Social media advertising.

Persuasive advertising relies on making an emotional connection with the target audience and bonding with the prospective audience with much more ease than with the aid of informative advertising. Based on the findings of previous studies highlighted that social media advertisement has more impact on brand awareness than traditional advertising (Dulek & Saydan, 2019;

Tritama & Tarigan, 2016; Ozgul & Akbar, 2018; Elaydi, 2018; Lian & Yoong, 2018)). Another study also identified that the marketing communication has an influence to company's brand awareness and also revealed that advertising through social media can give great impact to company's profit (Tritama & Tarigan, 2016). Hence, the social media advertising is one of the most effective and cost-efficient ways to build brand awareness and increase sales volume directly via online.

Social media advertising is a rapidly evolving field with its immense scope for hyper-sharing and the provision of hyper-links. Moreover, online is an interactive and immersive tool that business can use to showcase their brand image, retain the loyal customers by charming them, and use this loyal fan-base to multiply and fortify their customer base. Lured by their loyalty, the brands inadvertently or unconsciously persuade the customers to share the links of the favorite brands to their family and friends. This again highlights the possibility of creating an instant ripple effect by advertising through the most popular social media platforms. The social media advertising is considered as an effective marketing tool to spread information about brands and its privileges.

Ripple Effect of Brand Awareness via Social Media

The journey of a customer with the brand begins with brand awareness but it does not end with brand loyalty. The close attachment created with the minds of customers during the development of a brand, the fact that products and services have a meaning to customers, experience

and satisfaction after use, strong beliefs towards the brand (Goksu, 2010). It moves on unendingly from a loyal customer to other customer like the ripples made on a pond made by a pelting stone. The brand awareness leads to a special interest in the brand, making the customer showing consideration to that particular branded product, and influencing their buying intention. After an evaluation of the product, the customer finally purchases the product and become loyal to the brand forever. The possibility of creating an instant ripple effect by advertising through the most popular social media platforms such as Instagram, Facebook, twitter etc. is there. The impact created by an advertisement through these social medias with millions of followers, will create everlasting or never-ending implications as it gets shared again and again by each loyal customer even through other platforms years later.

This process involved has also been further elaborated more deeply by young in the year 2014. The detailed mental process and the action taken by the customer of the brand from his acquaintance or brand awareness to the final stage when their brand loyalty makes them recommend the brand to others, has been graphically and verbally illustrated in a horizontal perspective for each stage of evolution of brand loyalty.

The figure 1 illustrates that effective brand awareness strategies by companies will set the tone for a customer's involved experience with the brand, gradually even making them loyal brand advocates. This horizontally moving process indicates that brand loyalty-strategies are the most

effective awareness drivers and that it begins with the loyal customer or brand-fans. Many research studies show that 'the most effective purchase drivers on media for branded products' are recommendations from friends, comments and product reviews than personal familiarity with a brand.

Brand awareness creates a community that generates word of mouth publicity to a community such as their friends and family alike in the exact moment when their friends and family need a product. This reveals the power of brand awareness. Positive brand sentiment combined with brand recognition makes a brand to get loyal fans, and fans bring more fans. This is the Ripple Effect of brand awareness, which is truly a gift that keeps on bringing more fans.

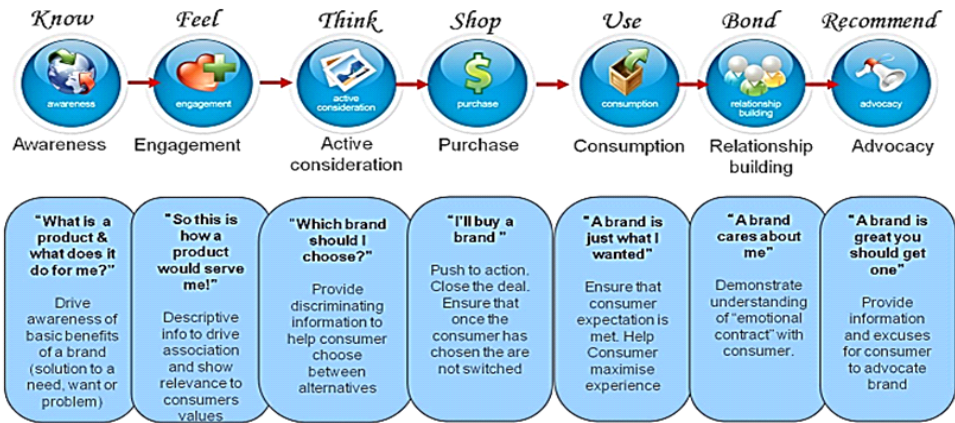
1.8. Major Findings

Advertisements creates or build brand awareness leaving an impact with the audience, defining itself more than a company that sells stuff, makes them introduce the brand to a new friend, benefitting from the social contact, and stay connected forever. Major findings identified are as follows;

- Advertising media plays a vital role in business especially in creating brand awareness in the mind of prospective customers.
- Social media platforms allow users to spend time with more relevant content than traditional advertisements, making social ads more valuable because they are more likely to be seen by potential audience or customers because

Figure 1

Effective brand awareness strategies



Source: (Young, 2014)

companies can select and adopt them through AI technology.

- Based on the literature reviews highlighted that the social media communication increased positive approach towards the brands, affects more commitment and purchase-intention (Hutter et al., 2013), also it influence the sales revenue (Zhu & Zhang, 2010) and purchase intention influenced by social media marketing (Kim & Ko, 2010).
- Macdonald & Sharp (2000) identified that the brand awareness positively influences the consumer decision making.
- Brand awareness creates a community that generates word of mouth publicity to a community such as their friends and family alike in the exact moment when their friends and family need a product. This reveals the power of brand

awareness via social media platforms.

- Social media advertising is considered as an effective marketing tool to spread information about brands and its privileges.

1.9. Recommendations

- For achieving the organizational goals, a business needs to be selecting the best and most apt channel or platform for projecting the brand name and image.
- Brands only get a few seconds to grab someone’s attention and tell a quick story in a social media platform. By using the chance effectively to reinforce their purpose through meaningful taglines a company or brand can sum up their brand ethos to establish the brand image with new audiences.
- The organizations should collaborate with other brands as a brand

awareness strategy. The study by Sarayani et.al, (2021), suggested that the stakeholders who interested in empowering SMEs for properly implementing strategies to enhance brand awareness while utilizing digital platforms such as social media and websites.

- Another study by Jamali and Khan (2018) recommended that the firm should build and use the social media platforms to query of the consumer and also launch time to time social media campaign. Social media advertising is the favorite tool nowadays, so, every business houses should effectively utilize these platforms to enhance brand awareness, attract and lure new customers, and to build a stronger customer base.
- A social media content creator should make waves with the target audience by creating awareness of brand by posting consistently.

1.10. Conclusion

Brand awareness doesn't happen overnight, or doesn't occur through a simple advertisement campaign. Strong brand awareness is a result of multiple and simultaneous efforts that extend beyond trying to gain the buying customers by raising awareness of a brand, or by running a few product advertisements on the social media. The consumer needs to be focused on the brand beyond a product made by any brand, because the brand awareness by

the ad impacts beyond making a sale. The advertorials by distinctive ways establish a solid foundation of brand awareness by making a lasting impact with the audience building even loyalty to the brand. Eventually, through brand loyalty the brand determines its customers who promote them loyally.

Research has also shown that more than 50 per cent of the brand reputation and fame comes from online sociability. Being social through the social media leads to a greater awareness and simply being popular. By narrating stories, social media ads build brand awareness since storytelling has an incredible power as marketing tool and tactic. Crafting a narrative around a brand by weaving it like a narrative or real life-stories makes it more endearing and precious. Original treatment in ad-stories makes it appear more authentic, life-like, more impactful, and can boost awareness by the construction of a strong brand image. This also leads to a type of word-of-mouth marketing by the fans of the brand, which is the most effective way to establish trust and familiarity among new customers. Brand awareness is more about creating bonds as an impact than just sales. Hence, interacting with audience in multiple ways of involvement, by interactive advertisements via social media, the brands ensure not just loyalty, but create a lifelong impact on the customers, a chain reaction of ripple effect, along with the process of establishing and building brand awareness.

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