

Abstract

This research explores the influence of social media advertising on brand awareness, focusing on how consumer interactions with social media ads shape their perceptions of brands. As social media platforms continue to be central to modern advertising strategies, understanding the role these platforms play in enhancing brand visibility and recognition is crucial for marketers. This study employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to analyze how social media ads impact consumer brand awareness and engagement.

The first phase of the study uses surveys to collect data from consumers who regularly engage with social media ads. The survey examines the effectiveness of various ad formats, including video ads, sponsored posts, and influencer collaborations, in increasing brand recall and recognition. It also investigates how factors like ad frequency, creativity, and targeting influence consumer perceptions and awareness of brands. The study aims to identify key elements that make social media advertising effective in boosting brand visibility.

In the second phase, qualitative interviews with consumers and social media marketing experts provide deeper insights into the emotional and cognitive processes behind consumer interactions with social media ads. These interviews explore how ads influence consumer attitudes toward brands and whether increased brand awareness translates into higher purchase intentions. The findings offer valuable guidance for marketers seeking to optimize their social media advertising strategies and maximize brand exposure on digital platforms.