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EDITORIAL

It is heartening to see that the ninth issue of the VICHAARA AN INTERNATIONAL JOURNAL OF MANAGEMENT has been brought out successfully. An educational journal is a platform where knowledge gets amplified and disseminated; research results and innovations are documented and unique experiences are shared for enhancement of knowledge. The design architecture of Vichaara is made in such a way that it becomes a comprehensive document to reflect the different dimensions of Management discipline. Business Research forms the core part wherein original, empirical based research papers are included. This issue comprises articles on recent issues in business world from different disciplines. These articles show a methodological way of conducting a research and presenting their findings. Findings on technology influence, cultural changes in the organizations, behavioural changes among the consumers and their expectations have been presented with relevant facts. We invite scholarly articles and research papers and write ups on robust cases. Suggestions and views from readers and scholars are solicited for the qualitative improvement of the Journal.

A STUDY ON ENHANCING BRAND AWARENESS THROUGH META ADS: AN EMPIRICAL STUDY ON THE EFFECTIVENESS OF FACEBOOK AND INSTAGRAM ADVERTISING

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Abstract

This study investigates the impact of meta ads, encompassing facebook and instagram advertising, on brand awareness in social media marketing. Drawing upon the rapid digitalization of promotional strategies, the research explores how meta ads contribute to brand visibility, customer engagement, and recall across diverse industry sectors. A descriptive research design was employed, utilizing primary data from 107 social media marketers across retail, manufacturing, service, and other sectors. Data were analyzed using frequency analysis, correlation, and chi-square tests via spss. Findings reveal a weak yet statistically significant relationship between meta ads and customer engagement ($r = 0.192$, $p = 0.048$) as well as brand recall ($r = 0.202$, $p = 0.037$), while the correlation with brand visibility remains statistically insignificant ($r = 0.125$, $p = 0.201$). Instagram emerged as the dominant platform for advertising campaigns, with customer engagement (42.1%) and sales improvement (26.2%) identified as primary benefits. Key challenges include budget constraints (51.4%) and lack of expertise (29.9%). The study concludes that strategic utilization of meta ads—integrating creative content, audience targeting, and performance analytics—can enhance engagement and recall, thereby strengthening long-term brand equity. Managerial implications and recommendations for optimizing meta advertising campaigns are discussed.

Keywords

Meta Ads; Social Media Marketing; Brand Awareness; Customer Engagement; Digital Advertising; Brand Recall.

Introduction

In the contemporary digital ecosystem, social media advertising has evolved into a cornerstone of marketing communication strategies. The proliferation of digital technologies and the exponential growth of social media platforms have redefined how brands engage with consumers, shifting focus from traditional outreach to highly targeted, data-driven campaigns. Among the leading platforms facilitating this shift is **meta**, the parent company of facebook and instagram, which collectively offers one of the most sophisticated advertising ecosystems for businesses of varying scales.

Brand awareness, which reflects the extent to which consumers recognize and recall a brand, has become a critical determinant of competitive advantage in digital markets (keller, 2013). As consumer attention spans shorten and brand clutter intensifies, the ability to establish a distinct and memorable presence in the online marketplace has assumed strategic importance (ashley & tuten, 2015). Meta ads, encompassing multiple formats such as carousel ads, video campaigns, sponsored stories, and interactive reels, present a compelling opportunity to cultivate brand salience through targeted exposure, engaging content, and measurable performance analytics (schivinski, 2015).

The advertising ecosystem has undergone a paradigm shift with the increasing availability of real-time consumer data, algorithm-driven ad delivery, and artificial intelligence-based targeting (kannan & li, 2017). These developments have empowered firms—especially micro, small, and medium enterprises (msmes)—to optimize promotional campaigns at relatively low costs while maximizing reach and engagement (refaat, 2023). Social media marketing, as a subset of digital marketing, leverages these advancements to enhance brand-customer interaction, foster loyalty, and stimulate purchase intentions (hutter & hautz, 2013).

Background of the study

The indian digital advertising market has grown exponentially, driven by increased internet penetration, affordable mobile data, and rising consumer engagement with social platforms. According to industry reports, digital advertising in india is projected to grow at a compound annual growth rate (cagr) of over 14% between 2023 and 2028, with social media platforms accounting for a substantial share of this growth (digital marketing institute, 2022).

Among these, meta's advertising solutions are preferred for their integrated business suite, hyper-personalized targeting, and cost-effective campaign structures (mehdi & kalim, 2023).

Despite these advantages, the effective utilization of meta ads varies significantly across industries. While retail and service-oriented enterprises have reported relatively higher returns on ad investment due to direct consumer interactions, manufacturing sectors and other traditional businesses often face challenges in achieving similar outcomes (marinova & zaharieva, 2022). Furthermore, constraints related to advertising budgets, content creation capabilities, and platform expertise limit the ability of many businesses to fully leverage meta ads for sustained brand building (durmaz, 2022).

Research objectives

The study aims to:

1. Analyze the relationship between meta ads and brand visibility, customer engagement, and recall.
2. Evaluate variations in advertising performance across industry sectors.
3. Identify the most preferred meta advertising platforms.
4. Examine the perceived benefits and challenges associated with meta ads.
5. Propose strategies for enhancing the effectiveness of meta advertising campaigns in building brand awareness.

Review of literature

Social media marketing (smm) has transformed the way brands engage with consumers by leveraging interactive platforms to build awareness, foster engagement, and drive purchase intentions. Meta ads, delivered through facebook and instagram, are increasingly recognized as pivotal tools in this transformation due to their advanced targeting capabilities, cost efficiency, and real-time performance analytics (digital marketing institute, 2022). The following section synthesizes existing research on social media advertising and its influence on brand awareness, engagement, and recall.

Brand awareness in the digital era

Brand awareness represents the extent to which consumers can identify or recall a brand under different conditions (keller, 2013). In the digital context, awareness extends beyond mere recognition to encompass emotional connection and familiarity with brand values (jacob & mathew, 2024). Ashley and tuten (2015) emphasize that creative strategies—storytelling, visual design, and interactivity—are essential in social media campaigns to build strong brand recall and long-term loyalty. Studies have shown that meta ads, by offering multiple ad formats such as carousel posts, video ads, and interactive reels, enhance visual appeal and improve recall rates (ahmad & musa, 2019; nguyen & simkin, 2017). Moreover, algorithm-driven personalization ensures that ads are delivered to the most relevant audience segments, thereby strengthening brand salience (kannan & li, 2017).

Meta ads and customer engagement

Customer engagement, defined as the degree of consumer interaction and participation with brand content (hollebeek et al., 2014), is a critical determinant of digital marketing success. Hutter and hautz (2013) found that user interactions, including likes, shares, and comments, significantly impact both awareness and purchase intention. Schivinski (2015) demonstrated that consistent brand communication via facebook enhances engagement and positively influences brand equity dimensions, including loyalty and perceived quality.

Recent studies highlight that instagram, with its emphasis on visual storytelling and influencer collaborations, often outperforms facebook in driving engagement (fp simbolon, 2021; mehdi & kalim, 2023). Additionally, real-time engagement features such as polls, live sessions, and personalized responses foster deeper emotional connections and promote brand advocacy (sharma & mahendru, 2022).

Industry-specific advertising outcomes

Advertising effectiveness varies significantly across industries. Marinova and zaharieva (2022) note that retail and service sectors benefit most from meta ads due to direct consumer interactions, dynamic content formats, and product-focused campaigns. Conversely, manufacturing firms often experience lower ad performance due to limited consumer-facing activities and weaker visual appeal in digital formats (yadav, 2014).

Further, research by misra and goel (2024) highlights the growing importance of content marketing strategies in enhancing advertising outcomes. High-quality, engaging, and personalized content—whether in retail or service contexts—has been shown to increase brand recall and foster repeat customer interactions.

2.4 challenges in optimizing meta ads

Despite their potential, meta ads present several operational challenges. Budget constraints remain a primary concern for msme (durmaz, 2022), with many unable to allocate sufficient resources for sustained advertising campaigns. Lack of expertise in ad creation, targeting, and performance measurement further restricts optimal outcomes (bhatt & jhamb, 2020). Additionally, ad fatigue—where audiences become desensitized to repetitive content—can reduce engagement and diminish return on investment (y. Suryana & r. Hidayat, 2023).

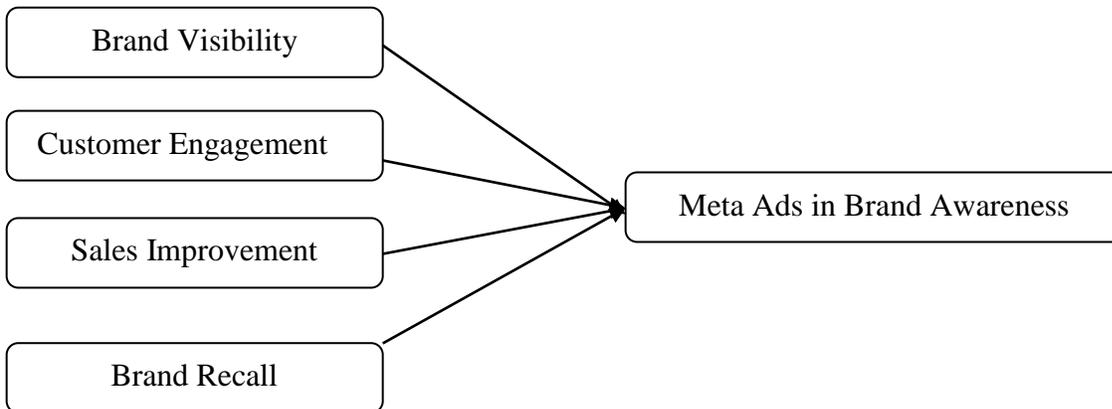
2.5 research gaps

While existing literature demonstrates the positive relationship between social media advertising and brand awareness, empirical studies examining the differential impact of meta ads on visibility, engagement, and recall across industries remain limited. Moreover, there is insufficient evidence on how platform preference (facebook vs. Instagram) shapes advertising effectiveness. This study addresses these gaps by analyzing primary data to establish correlations between meta ads and key brand outcomes, while also identifying benefits, challenges, and strategic implications.

3. Research methodology

Research methodology is the process used to collect information, data and analyze them in order to interpret data in a research project. It defines how the research is conducted, ensuring the results are valid, reliable, and meaningful.

CONCEPTUAL FRAMEWORK



Research design

Research design serves as the structural framework of a research study and is a crucial component of the entire research process. It involves the logical and systematic planning necessary to guide a research project effectively. The design transforms a research question into a structured, testable study. It is also referred to as the blueprint of a research study, a research design addresses four key aspects: what questions are to be studied, which data are relevant, what methods will be used to collect the data, and how the results will be analysed.

3.2.1 descriptive research design

Descriptive research design is a scientific method which involves observing and describing the behavior of a subject without influencing it in any way. Descriptive research design is a valid method for researching specific subjects and as a precursor to more quantitative studies. While there are some valid concerns about the statistical validity, as long as the limitations are understood by the researcher, this type of study is an invaluable scientific tool.

3.3 sampling design

3.3.1 sampling technique

Snowball sampling method was used to collect the pertinent data from the respondents.

3.3.2 snowball sampling

Snowball sampling is a non-probability sampling technique where existing participants help recruit future participants from among their acquaintances. It is often used when the target population is hard to reach or not easily identifiable. The sample group grows like a "snowball" as referrals increase. This method is useful in qualitative research.

Sample size

Questionnaire was employed to collect the primary data, from the 107 respondents among the social media marketing.

Data collection instruments

The data was collected through questionnaire they are used both primary as well as secondary data.

Primary data

It is first-hand information, which is being collected by the researcher or assistant is called primary data. In this study, the primary data was collected through questionnaire.

Secondary data

Besides the primary data, the secondary data was also collected for the study. Research article were referred for this purpose to facilitate proper understanding of the study.

measurement scale and tools

The questionnaire was the main tool for collecting the data. Hence, it has been taken to construct the questionnaire in a systematic way by converting adequate and relevant questions to ensure in achievement of the research objectives.

Data preparation and description

Data preparation is the process of collecting, cleaning and consoling data into one file or data table, primarily for in analysis. Data collection from 107 responds from social media marketers. The collected data entered in analyzed using in spss software the data analyzed using statistical tools like frequency analysis, chi -square, correlation, cross table.

Relationship between meta ads and brand visibility

Null hypothesis ho: there is no significant relationship between the use of meta ads and brand visibility among social media marketing.

Alternative hypothesis h1: there is a significant relationship between the use of meta ads and brand visibility among social media marketing.

Table 1		
Relationship between Meta Ads and Brand visibility		
		Brand visibility
Meta ad	Pearson Correlation	0.125
	Sig. (2-tailed)	0.201
	N	107

From the above table, it can be inferred that the relationship between meta ads and brand visibility shows a weak positive correlation (0.125), but the result is not statistically significant ($p = 0.201$), meaning the effect of meta ads on brand visibility may be minimal or due to chance. Hence the null hypothesis is accepted which means there is no relationship between meta ads and brand visibility.

Relationship between meta ads and customer engagement

Null hypothesis h_0 : there is no significant relationship between the use of meta ads and customer engagement among social media marketing.

Alternative hypothesis h_1 : there is a significant relationship between the use of meta ads and customer engagement among social media marketing.

Table 2		
Relationship between Meta Ads and customer engagement		
		Customer engagement
Meta ad	Pearson Correlation	.192*
	Sig. (2-tailed)	0.048
	N	107

From the above table, it can be inferred that the alternative hypothesis is accepted since there is a positive but a weak and significant relationship between meta ads and customer engagement (correlation of 0.192, $p = 0.048$). This suggests that meta ads have a slight impact on customer engagement.

Table 4.1.3 relationship between meta ads and recall

Null hypothesis H_0 : there is no significant relationship between the use of meta ads and recall among social media marketing.

Alternative hypothesis H_1 : there is a significant relationship between the use of meta ads and recall among social media marketing.

Table 3		
Relationship between Meta Ads and recall		
		recall
Meta ad	Pearson Correlation	.202*
	Sig. (2-tailed)	0.037
	N	107
*. Correlation is significant at the 0.05 level (2-tailed).		

From the above table, it can be inferred that the alternative hypothesis is accepted since there is a positive but a weak and significant relationship between meta ads and customer engagement (correlation of 0.192, $p = 0.048$). This suggests that meta ads have a slight impact on customer engagement.

Difference Between Industry and Metric Used

		Metric				Total
		impressions	click through rate	engagement	conversions	
Industry	Retail	13	15	11	3	42
	Service	15	4	9	4	32
	manufacturing	8	3	6	2	19
	Others	5	2	6	1	14
Total		41	24	32	10	107

From The Above Table, It Can Be Inferred That There Is A Difference Between Industry And Metric Being Used. The Table Illustrates The Distribution Of Key Digital Marketing Metrics Impressions, Click-Through Rate (CTR), Engagement, And Conversions Across Various Industries: Retail, Service, Manufacturing, And Others. Retail Leads In Total Metrics (42), Notably Dominating Impressions (13) And CTR (15), Indicating Strong Visibility And User Interest. The Service Industry Follows With 32, Showing Balanced Performance, Particularly In Impressions (15) And Conversions (4), Suggesting Effective Reach And Action. Manufacturing Lags With 19, And “Others” Trail At 14, Both Reflecting Lower Performance Across All Metrics. Overall, Retail And Service Industries Show Higher Digital Marketing Effectiveness Compared To Manufacturing And Other Sectors.

LEVEL OF PLATFORMS

	Frequency	Percent
Facebook	10	9.3
Instagram	51	47.7
Both	46	43.0
Total	107	100.0

From the above table, it can be inferred as majority of the respondents prefer instagram for running meta ads, with 47.7% using it exclusively. Another 43.0% use both facebook and instagram, showing a strong inclination toward a combined strategy. Only 9.3% rely solely on facebook. This indicates a clear preference for instagram, either alone or alongside facebook, while facebook alone is the least preferred option.

Level of benefits observed in meta ads

Table 6		
	Frequency	Percent
higher visibility	24	22.4
customer engagement	45	42.1
more website traffic	10	9.3
sales improvement	28	26.2
Total	107	100.0

From the table 4 it is inferred that 42.1% of social media marketing primarily use meta ads for customer engagement, while 26.2% focus on sales improvement and 22.4% on increasing visibility. Only 9.3% aim to drive website traffic, showing that social media marketing place more value on direct interaction and conversions rather than simply increasing site visits.

LEVEL OF CHALLENGES OBSERVED IN META ADS

	Frequency	Percent
Budget	55	51.4
Constraints		
Lack Expertise	32	29.9
Ad Fatigue	16	15
Low Performance	4	3.7
Total	107	100

From the table, it is inferred that the main challenges social media marketing face with meta ads are budget constraints (51.4%) and lack of expertise (29.9%). Ad fatigue (15%) is also a concern, while low performance (3.7%) is the least observed issue. This suggests that financial limitations and skill gaps are the primary obstacles, while performance concerns are less common.

Finding, conclusion and recommendations

5.1 findings

regarding the role of meta ads in building brand awareness:

relationship between meta ads and brand outcomes

Meta ads show a weak and statistically insignificant correlation with brand visibility ($r = 0.125$, $p = 0.201$), indicating minimal or no real impact. There is a weak but significant positive correlation between meta ads and both customer engagement ($r = 0.192$, $p = 0.048$) and brand recall ($r = 0.202$, $p = 0.037$), suggesting a slight yet meaningful influence on engaging customers and enhancing brand memory.

differences across industry types

Retail industry leads in meta ad performance, showing the highest impressions and click-through rates, indicating strong reach and customer interest. Service industry shows balanced results, while manufacturing and other sectors lag in both usage and outcomes of meta ads.

preferred meta platforms

A large majority (47.7%) of social media marketing prefer using instagram alone, while 43% use both facebook and instagram, highlighting a trend toward combined or instagram-focused strategies. Facebook alone is the least used platform, chosen by only 9.3% of respondents.

PERCEIVED BENEFITS OF META ADS

The most observed benefit is customer engagement (42.1%), followed by sales improvement (26.2%) and higher visibility (22.4%). Website traffic is the least prioritized outcome (9.3%), indicating that social media marketing are more interested in interaction and conversions. Dr.A.V. Hariharan et al (2025) found growing acceptance of AI-driven financial tools, especially among younger and newer investors, while human expertise remains important. It highlights the need for hybrid models that combine AI's efficiency with human oversight to address concerns about privacy and transparency while meeting modern investors' expectations for speed and accuracy. Mr. R. Tamilselvan et al.(2025) suggest that digital marketers can boost lead generation by optimizing CPM and CPC, adopting mobile-first video strategies, and using data-driven methods to fine-tune campaigns. Short, emotionally engaging videos with clear calls-to-action tend to deliver the best results.

CHALLENGES FACED

Budget constraints (51.4%) and lack of expertise (29.9%) are the most common challenges in running meta ads. Ad fatigue (15%) and low performance (3.7%) are less frequently reported, suggesting that content freshness and ad design are secondary concerns

RECOMMENDATIONS

Since customer engagement and brand recall showed a positive correlation with meta ads, social media marketing should focus on creating visually appealing and interactive content to maximize engagement and memory retention. With Instagram being the most preferred platform (47.7%), social media marketing should utilize its features like reels, stories, and influencer collaborations to further boost visibility and customer interaction. Given the weak relationship with brand visibility, social media marketing should use performance metrics like impressions, ctr, and conversions to refine their targeting and content strategies continuously. Social media marketing should take advantage of meta's advanced targeting options (location, interests, behaviors) to reach the right audience, especially in semi-urban and urban areas where effectiveness was higher.

A / b testing for ad effectiveness

Running a/b tests can help social media marketing identify which ad formats, creatives, and platforms work best for different social media marketing types and objectives.

CONCLUSION

This project has provided an in-depth understanding of how brand awareness are influenced through meta ads (primarily through platforms like facebook and instagram) for social media marketing. In today's digital age, small enterprises are increasingly turning to social media platforms to compete with larger brands and connect with their target audience more efficiently and affordably. Through a combination of primary data collection and secondary research, the project explored key aspects such as brand visibility, customer engagement, brand recall, and the various benefits and challenges social media marketing face when using meta ads. It was found that while meta ads may not always lead to significant increases in visibility, they do contribute positively to customer engagement and memory of the brand, both of which are critical components of brand awareness. Furthermore, the project highlighted industry-specific trends, preferred platforms (with instagram leading), and commonly faced obstacles like budget limitations and lack of expertise. These insights are valuable for social media marketing seeking to improve their digital marketing efforts. In conclusion, meta ads represent a powerful yet underutilized tool among social media marketing. With the right strategy, content, and performance tracking, they can help social media marketing build strong brand connections, expand their digital reach, and lay the foundation for sustainable growth in the competitive market landscape.

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