



Social Media Advertising and Brand Awareness

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Abstract

Social media advertising has become a central way for organizations to introduce brands, sustain visibility and prompt consumers to seek further information. This article examines how advertising exposure, creative format, platform choice and interaction relate to brand awareness, drawing on an internship study conducted with reference to Life Technologies. The source report describes a structured online questionnaire covering social media use, advertising perceptions and post-exposure actions. Its result tables indicate strong use of Instagram, a preference for video advertisements, and frequent movement from advertising exposure to product search and brand website visits. At the same time, many attitude responses are neutral, suggesting that visibility does not automatically become durable recall or trust. The findings support a practical view of social advertising as a sequence: exposure must earn attention, communicate a distinct brand cue, invite useful interaction and reinforce memory over time. Interpretation is limited by a material inconsistency in the source: the methodology states a sample of 50, whereas the frequency tables generally total 104 responses. Results are presented as descriptive table patterns, not population estimates or verified causal effects. The article concludes with recommendations for content planning, responsible targeting, platform-specific creative, measurement and stronger research reporting.

Keywords: social media advertising; brand awareness; brand recall; consumer engagement; digital marketing; Instagram; Life Technologies

1. Introduction

A brand cannot be considered by a consumer who has never encountered it or cannot remember it at the moment of choice. Brand awareness captures this basic condition. It includes recognition, when a person identifies a brand after seeing a cue, and recall, when the person retrieves the brand from memory without being shown it. Awareness does not guarantee preference or purchase, but it makes a brand more likely to enter the set of options a consumer considers.

Social media has changed how organizations build familiarity. A company can publish a product demonstration, answer a question, share a customer story or place a paid advertisement in a feed where an audience already spends time. The same platform may carry entertainment, news, recommendations and shopping links. This makes social media useful for discovery, but it also creates competition for attention. A consumer may scroll past an advertisement, see it repeatedly without remembering its sponsor, or engage with a creator while overlooking the brand behind the message.



Advertising on social platforms combines audience selection, interactive formats and measurable delivery. Marketers can tailor messages by audience characteristics and interests, test creative variations, and observe views, comments, shares, clicks and visits. These measures provide useful feedback, but each captures a different step. An impression indicates delivery, not attention; a click indicates action, not necessarily trust; and a purchase may result from influences beyond a single advertisement.

This article reframes an MBA internship report on social media advertising and brand awareness as a research article. It draws on a consumer questionnaire and places the reported results in the context of Life Technologies, described in the source as a health, wellness and lifestyle organization using Instagram, Facebook, YouTube and WhatsApp for communication and promotion. The central argument is that social advertising can support awareness when it pairs relevant reach with memorable creative and consistent brand cues, while this survey's evidence remains exploratory and must be read carefully.

2. Conceptual background and prior research

2.1 From exposure to awareness

Awareness develops through repeated encounters, but repetition alone is not enough. Consumers need to notice a message and connect it to the correct brand. Distinctive names, colours, packaging, logos, sound cues and recurring visual styles can help create that connection. When an advertisement communicates a relevant benefit or story, the consumer has a reason to process it rather than treat it as background. A useful campaign therefore balances broad exposure with meaningful attention.

Social platforms enable different forms of exposure. Sponsored posts appear alongside organic content; stories and short videos communicate quickly; longer videos can demonstrate a product; and creator partnerships introduce a brand through a familiar voice. Reviews and user-generated content add peer perspectives. These formats are not interchangeable. A short video may create a vivid first impression, while a detailed post or website can answer questions that arise after discovery. Awareness is more likely to deepen when formats work together and carry consistent brand identifiers.

2.2 Engagement, credibility and consumer response

Engagement gives consumers a way to react publicly or privately. Likes, comments, shares, saves, direct messages and link visits can extend a campaign beyond its paid audience and offer clues about what people find useful. Yet engagement is not an awareness measure by itself. A humorous video may generate views because of entertainment value while leaving viewers unable to name the advertiser. Many comments can also reflect controversy rather than positive familiarity.

Credibility shapes whether exposure becomes a favourable impression. Influencers and creators can provide access to established communities, but the match between creator, audience and product matters. Clear disclosure, credible product information and authentic presentation help protect trust. In health and wellness categories, claims require particular restraint: promotional content should be accurate, substantiated and distinguishable from personal testimony. Testimonials should not imply typical outcomes when evidence does not support them.

2.3 Personalization and measurement

Personalized delivery may improve relevance by showing different messages to different audience groups. Highly repetitive or intrusive targeting can instead make consumers uncomfortable. Marketers should use audience data transparently, respect privacy requirements, and ensure personalization improves the information offered rather than merely increasing frequency. Campaigns are stronger when they provide a clear value, such as an explanation, comparison, demonstration or answer to a common question.

Research cited in the source report emphasizes social media's changing role in marketing, the importance of creative branded content and systematic research methods. Appel and colleagues discuss the future of social media in marketing, while Ashley and Tuten examine creative strategies in branded social content. These perspectives reinforce a practical distinction: platforms provide a distribution environment, but a brand must still design content that is relevant and recognizable. The current survey contributes a small descriptive view of how respondents report noticing and responding to such content.



3. Study objectives and research questions

The original project set out to assess whether social media advertising can increase brand awareness and to identify platform and content characteristics that may shape the effect. The article expresses these objectives as five exploratory questions:

- How do respondents describe their social media use and exposure to advertisements?
- Which platforms and advertising formats do respondents identify as prominent or attractive?
- How do respondents perceive the relationship between advertising, brand recognition, recall, image and trust?
- What actions do respondents report taking after seeing a social media advertisement?
- What practical steps could Life Technologies take to improve awareness while maintaining credibility and relevance?

These are exploratory questions. The source report does not provide complete, verified inferential output to claim that one variable causes another. Descriptive associations and reported actions are therefore treated as indicators for future measurement rather than proof of causal impact.

4. Methodology

4.1 Design and instrument

The source describes a descriptive, cross-sectional survey administered through Google Forms. The questionnaire contained 25 questions covering respondent characteristics, social media habits, advertising exposure, perceptions of brand awareness and actions after exposure. Perception statements used a five-point Likert scale from strongly disagree to strongly agree. Behavioural items asked whether respondents had searched for a product, visited a brand website or followed a brand after seeing an advertisement. One open-ended item invited suggestions for improving digital advertising.

The report supplemented survey responses with secondary materials, including books, journal articles, published research and online sources. Percentage analysis was described as the principal summary method. The report also mentions chi-square and correlation analysis, but the available result material does not provide complete, auditable inferential statistics. No significance tests or causal conclusions are reproduced here.

4.2 Sample and data-quality qualification

A critical inconsistency affects interpretation. The methodology states that 50 respondents were selected through convenience sampling. In contrast, most frequency tables list counts and percentages that sum to approximately 104 responses. For example, the age table reports 98 respondents aged 18–25 at 94.2%, and the occupation table reports 91 students at 87.5%; both percentages correspond to a denominator near 104. The source does not explain whether the sample-size statement is outdated, whether the tables include later data collection, or whether records were duplicated.

To preserve the evidence without concealing the issue, this article reports tabulated counts and percentages as printed and refers to the table base as approximately 104 when the totals support that reading. The discrepancy remains unresolved and should be checked against the original Google Forms export before formal submission, publication or strategic decisions. Convenience sampling, online distribution and the strongly youth/student-heavy profile also limit generalization beyond the participants represented in the tables.

4.3 Analysis approach

Findings are grouped into three stages: the opportunity for exposure (platform use, time spent and advertisement encounters); the formation of awareness (attention, discovery, memory, creative formats, personalization and trust); and actions that may follow exposure (searching, website visits and following a brand). This organization makes the consumer pathway visible without implying that each stage was experimentally tested. Neutral responses are treated as uncertainty or lack of a strong opinion, not as evidence of success.



5. Findings

5.1 Respondent profile and platform context

The tabulated sample is heavily concentrated among young adults. Respondents aged 18–25 account for 98 records (94.2%), while the other age categories account for a small share. Students represent 91 records (87.5%). The gender table is more balanced, listing 54 women (51.9%) and 49 men (47.1%), with one non-response. These characteristics matter because the results are likely to reflect the media habits and advertising perceptions of a predominantly young student population rather than a broad cross-section of consumers.

Instagram dominates reported platform use: 74 responses (71.2%) identify it as the platform used most. LinkedIn accounts for 12.5% and YouTube for 10.6%. Instagram is also the leading choice for effective advertisements at 53.8%, followed by YouTube at 21.2% and LinkedIn at 17.3%. The difference between use and perceived advertising effectiveness suggests that familiarity and advertising appeal are related but not identical. Instagram merits attention in this dataset, while YouTube and LinkedIn may serve different needs such as demonstrations or professional communication.

Survey indicator	Leading response	Reported share
Most-used social platform	Instagram (74 responses)	71.2%
Platform with most effective ads	Instagram (56 responses)	53.8%
Most attractive ad format	Video ads (43 responses)	41.3%
Daily social media use	1–2 hours / 2–4 hours (33 each)	31.7% each
Advertisement exposure	Sometimes (41 responses)	39.4%

5.2 Exposure and attention

Daily platform use is substantial. The two largest categories are one to two hours and two to four hours per day, each with 33 responses (31.7%). Another 20.2% report more than four hours. This creates repeated opportunities for brands to appear in a feed, although time online does not indicate how much attention advertisements receive.

Exposure is frequent but not uniformly intense. The largest group, 39.4%, says that it sometimes encounters social media advertisements; 25.0% say rarely, 16.3% often and 10.6% always. On how often they click advertisements, 47.1% choose sometimes, 30.8% rarely and 12.5% never. Only a small share choose often or always. Delivery and response must therefore be tracked separately. A campaign may be seen without prompting a click, and a click is only one possible sign of interest.

On a statement about noticing advertisements while using social media, 36.5% agree or strongly agree, 43.3% are neutral and 18.3% disagree or strongly disagree. The large neutral group suggests that advertisements may blend into the feed or respondents may be unsure about their exposure. For awareness work, the question is not simply whether an advertisement was served, but whether it was noticed and correctly associated with the brand.

5.3 Content, memory and brand perceptions

Video advertisements are the most attractive format, selected by 41.3% of respondents. Story advertisements follow at 26.9%, and influencer advertisements at 15.4%. The Likert item comparing the memorability of video and image advertisements receives 40.4% combined agreement, 46.2% neutral responses and 10.5% combined disagreement. The direction is positive, but neutral responses caution against treating video as universally more memorable. Video should be tested against the campaign objective, audience and creative execution rather than adopted by default.

Respondents show modestly positive perceptions of advertisements as a route to discovery and recall. For the statement that social media advertisements help discover new brands, 40.4% agree or strongly agree, while 43.3% are neutral. On whether frequent advertising helps them remember brands, 42.3% agree or strongly agree and 44.2% are neutral. Positive responses outweigh negative ones, but many participants do not express a firm view. Frequency may support recall, yet the survey does not establish an optimal frequency or confirm that repeated impressions improve memory for every brand.



Creative advertising, influencer promotion, attractive visuals and personalization receive a mixture of interest and uncertainty. For each, combined agreement ranges from about 30% to 38%, while neutral answers account for about half of responses. Regular advertising does not create automatic trust: 21.2% agree or strongly agree that they trust brands that advertise regularly, 19.2% disagree or strongly disagree, and 54.8% are neutral. Familiarity and credibility should be managed separately. Repetition may keep a name visible; reliable information, service quality and transparent communication are needed to earn trust.

Brand perception and image items produce the highest neutral shares, at 56.7% and 52.9%. About 27% to 31% agree or strongly agree that social media advertising affects brand perception or improves company image, depending on the item. The survey therefore offers stronger evidence of exposure and information-seeking than of a clear change in brand attitude. Initial recognition may be achievable before a measurable shift in image or preference.

5.4 Actions after advertising exposure

The clearest reported behavioural signals are information-seeking actions. Seventy-three respondents (70.2%) say they have searched for a product after seeing its social media advertisement. Sixty-one (58.7%) report visiting a brand website after seeing an advertisement. Social media can therefore act as an entry point into a deeper consideration process. The source does not link each action to a specific campaign or verify whether website visits resulted in purchases.

Following a brand is less common. Forty-seven respondents (45.2%) say they followed a brand after seeing an advertisement, compared with 54 who did not (51.9%). This may reflect the greater commitment associated with following, the availability of other ways to obtain information, or the broad wording of the question. Campaigns should offer a continuing reason to follow, such as useful guidance, service updates or engaging recurring content, rather than relying on the advertisement alone.

Reported action after ad exposure	Yes	No / other
Searched for a product	73 (70.2%)	28 (26.9%); 3 no response
Visited a brand website	61 (58.7%)	41 (39.4%); 2 no response
Followed a brand	47 (45.2%)	54 (51.9%); 3 no response

6. Discussion

Taken together, the results support a qualified conclusion: social media advertising is a plausible channel for increasing brand visibility and prompting further information search, but the survey does not show a uniform or automatic increase in brand awareness. Instagram is strongest in this respondent group, and video is the most selected format. Yet neutral answers dominate many statements about recall, creativity, trust, personalization and brand image. The practical challenge is to convert repeated exposure into distinct memory and a credible impression.

The difference between the high share who searched for a product and the more modest share who followed a brand is instructive. Consumers may use an advertisement as a cue to investigate a need without wanting an ongoing relationship with the advertiser. Awareness campaigns can include next steps suited to different levels of interest: a simple product explanation for discovery, a detailed information page for evaluation, and a useful follow option for people who want continuing contact.

The results also point to the limits of format-led optimization. Video is the leading preference, but many respondents are neutral on whether it is more memorable than images. A video may attract attention but fail to identify the brand, while a static image may carry a distinctive logo or benefit more efficiently. Testing should compare creative variants using both attention measures and memory checks, such as asking participants to identify the brand after a delay. Platform analytics explain delivery and engagement; short surveys or brand-lift studies can better assess recall and recognition.

The respondent profile and denominator inconsistency mean that findings should guide questions for the next study rather than be treated as a market forecast. The sample is concentrated among young students and was recruited through convenience sampling. The figures may describe a useful audience segment, but they cannot establish how



older consumers, working adults or people outside the online survey network respond. Data reconciliation is a prerequisite for stronger statistical claims.

7. Recommendations for Life Technologies

7.1 Build a coherent content system

Life Technologies should use a small number of recurring content themes that make its identity and product value easy to recognize. Themes might include product education, practical wellness information, customer questions, product demonstrations and service updates. Each post should carry consistent brand identifiers and a specific audience benefit. A content calendar can coordinate these themes across Instagram, YouTube, Facebook and WhatsApp without publishing identical material everywhere.

7.2 Use video with a clear brand cue

Short video merits testing because it is the most attractive format in the survey. The opening seconds should make the subject and brand clear, captions should support sound-off viewing, and the call to action should fit the viewer's stage of interest. Longer demonstrations can be hosted on YouTube or a product page, with short clips directing viewers to the fuller explanation. Creative should prioritize accurate product information over unsupported health claims or dramatic promises.

7.3 Match platform to purpose

Instagram can serve discovery and visual storytelling for the audience represented in the survey. YouTube can carry demonstrations and explanatory material, while WhatsApp can support direct customer questions and service communication. LinkedIn may be useful for professional, partnership or employer-facing communication. Platform choice should be based on audience and task, then reviewed against campaign outcomes rather than assumed from overall popularity.

7.4 Make influencer and customer content credible

Creator partnerships should be selected for audience relevance, subject competence and responsible communication. The organization should disclose paid relationships, review factual product claims and avoid scripts that remove a creator's authentic voice. Customer testimonials can provide social proof when used with permission and presented accurately. In health and wellness, content should distinguish personal experience from evidence about typical product effects.

7.5 Balance personalization with trust

Audience targeting can improve relevance, but the brand should avoid excessive repetition and unexplained use of personal data. Segment messages around legitimate interests, provide a transparent reason for an offer, and monitor negative feedback and ad fatigue. Frequency limits and creative rotation can reduce irritation. A campaign should make product details easy to find and provide a clear way to contact the organization.

7.6 Measure the full path, not just impressions

A practical measurement plan should connect delivery, attention, memory and action. Reach and impressions describe distribution; completed video views and engagement indicate interaction; aided and unaided recall checks indicate awareness; branded searches and website sessions show information-seeking; qualified leads or sales measure later outcomes. Compare results by audience, platform and creative, with a defined campaign period and baseline. This distinguishes visibility, recall and conversion rather than treating metrics as equivalent.

8. Limitations and future research

Several limitations constrain the conclusions. First, the source gives two sample bases: 50 in the methodology and approximately 104 in the frequency tables. Until the original response export is checked, even descriptive percentages require a data-integrity qualification. Second, convenience sampling and online distribution limit representativeness. Third, the respondent group is concentrated among people aged 18–25 and students. Fourth, self-reported answers may be affected by memory and interpretation. Fifth, a cross-sectional survey does not establish temporal order or



causality. Finally, the article does not have campaign-level spending, reach, exposure logs or verified conversion data for Life Technologies.

A follow-up study should reconcile the sample base, document survey dates and recruitment channels, define the population and use a larger, more diverse sample. The questionnaire should distinguish aided recognition from unaided recall, specify a reference period for behavioural questions and separate exposure frequency from perceived repetition. Researchers could compare pre- and post-campaign measures or use a controlled campaign test. Linking survey responses to anonymized platform analytics may reveal whether creative engagement corresponds to brand memory. Interviews or focus groups could explain why respondents remain neutral or decline to follow a brand.

9. Conclusion

Social media advertising offers organizations a flexible way to reach consumers, introduce products and invite further investigation. In the survey tables examined here, Instagram is the leading platform, video is the most attractive format, and many respondents report searching for products or visiting brand websites after seeing advertisements. At the same time, neutral responses are common on memory, trust and brand image, and a majority do not report following a brand after exposure. Visibility and action are evident themes; durable awareness and trust require careful measurement.

For Life Technologies, the findings support a strategy built around relevant content, recognizable brand cues, responsible targeting, platform-specific creative and accessible product information. Consistent advertising can create opportunities for memory, but it should be paired with usefulness and credibility. Campaigns should distinguish reach from recall, engagement from trust and clicks from meaningful outcomes.

The conclusions remain exploratory because the original report contains a mismatch between its stated sample size and the response totals in its tables. Once the underlying data are verified, follow-up analysis can test whether these patterns hold across a more varied consumer group. The survey nevertheless provides a practical starting point: social media can help a brand become easier to find, while becoming easier to remember depends on what consumers see, how clearly they identify the brand and whether the experience gives them a reason to return.

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