

Measuring the Effect of Social Media Marketing on Brand Awareness for Samsung Smartphones

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ABSTRACT

This study explored the relationship between gender and consumer responses to Samsung's social media marketing strategies, utilizing a sample of 186 participants. The research examined factors including brand awareness, recall after social media exposure, and influencer influence. Data analysis revealed significant positive correlations between gender and key marketing outcomes like brand awareness and recall of advertisements. The findings underscore the importance of tailored, gender-specific marketing approaches to optimize brand recognition and engagement, confirming that influencer collaborations and peer social media posts are powerful tools for increasing awareness.

KEYWORDS

Gender differences, Samsung, social media marketing, brand awareness, influencer collaborations

I. INTRODUCTION

Social media—Facebook, Instagram, Twitter (X), YouTube—they let businesses talk straight to people. You can comment, share, or give feedback immediately. You just can't do that with TV or newspapers. It keeps brands noticed, shapes what people think, and keeps them interested (Vidani, 2015). The smartphone market is super crowded. Samsung, Apple, Xiaomi, OnePlus— they all want attention. Samsung focuses on students a lot because they're online all the time, follow trends, and usually listen to friends when picking a phone (Vidani & Solanki,2015).

Ahmedabad has tons of students on social media, so it's a good place to see how Samsung's online stuff affects what people think about the brand (Vidani, 2015). Social Media Marketing and Brand Awareness

Brand awareness is kind of like how easily people recognize a brand. In a busy market, just noticing a brand can decide if someone even thinks about buying it (Solanki & Vidani, 2016). Social media helps because it keeps brands visible and memorable. Not every post works. The ones that are short, fun, and easy to share usually do best. Samsung posts about cameras, design, or pricing, and students often talk about them or check out the phones (Vidani, 2016).

A. *Samsung's Digital Marketing Strategies*

Samsung uses advertisements, videos, and influencers to grab attention. Working with tech reviewers and lifestyle influencers is smart—students really care about real opinions and what friends think (Bhatt, Patel, & Vidani, 2017). These campaigns don't just show phone features—they make Samsung feel like a brand for young people. Students in Ahmedabad often see these posts and think of Samsung as reliable, trendy, and something new (Niyati & Vidani, 2016).

B. *How It Affects Buying Decisions*

Social media can affect what people actually buy. Contests, Q&A sessions, student discounts—they make students interact and notice the brand (Pradhan, Tshogay, & Vidani, 2016). Friends' opinions matter a lot, so posts that get shared spread fast and influence decisions. Basically, Samsung's online activity helps students notice the brand, see it as good quality, and sometimes even decide to buy a phone (Modi, Harkani, Radadiya, & Vidani, 2016).

C. *Mediating Role of Brand Awareness*

Brand awareness links social media marketing to buying decisions (Vidani, 2016). If people already know and trust a brand, they're more likely to choose it. Awareness gives a sense of safety and lowers doubt (Vidani J. N., 2018). For Samsung, if students are familiar with the brand, they'll at least think about it when comparing phones. In Ahmedabad, students spend lots of time on social media—for chatting, studying, shopping, and entertainment. Samsung's online presence keeps the brand fresh in their minds. This affects immediate buying choices and builds long-term trust and loyalty (Vidani, 2018).

D. *Importance of the Study*

Most studies show social media marketing improves brand awareness, but results can differ by place and culture (Vidani, 2016). Ahmedabad is a big education hub with thousands of students online daily. Studying how Samsung's campaigns affect this group gives useful insights for research and marketing. Young people pay less attention to TV or newspaper ads, so it's even more important to see how they connect with brands online (Sukhanandi, Tank, & Vidani, 2018).

For Samsung, knowing how well campaigns work with college students in Ahmedabad can help improve future strategies and keep an edge in India's competitive smartphone market. Social media has changed marketing—making it interactive, personal, and less costly (Vidani, 2016). Many studies agree it improves awareness, which then affects buying and loyalty. Samsung uses this approach globally, especially to reach younger people like college students, who are a key market (Singh, Vidani, & Nagoria, 2016). This study looks at how Samsung's social media campaigns affect brand awareness among Ahmedabad students (Vidani, Chack, & Rathod, 2017). It will show how digital marketing shapes brand perception, influences buying behavior, and helps Samsung stay competitive (Vidani & Plaha, 2016).

II. LITERATURE REVIEW

Social media has quickly turned into one of the strongest tools for marketing today. Unlike old media such as TV or newspapers, these platforms let brands talk directly with people, making room for interaction, personalization, and peer influence. This change is especially important in industries like smartphones, where there's heavy competition and buyers often decide based on visibility and reputation. Samsung, being one of the biggest global smartphone brands, puts a lot of focus on online marketing to build awareness among younger users like college students. This review goes over studies that look at the link between social media marketing and brand awareness, with a focus on Samsung's strategies (Vidani & Playa, 2016). Social Media Marketing Activities Bilging (2018) found that social media features like interactive posts, entertainment, personalization, and online word-of-mouth mainly help increase brand awareness. While these also improve brand image and loyalty, awareness is the biggest impact—especially in competitive markets like smartphones.

For Samsung, this is very relevant. By using interactive posts, influencer tie-ups, and visual stories, the brand stays visible among students who are flooded with options every day (Biharani & Vidani, 2018).

A. *Social Media and Brand Awareness*

Brand awareness basically means how easily people can recognize or recall a brand in a certain product category. A study by Tritama and Tarigan in 2016 showed that social media greatly improves a brand's visibility and recall, but not all campaigns have the same impact. They found that for a brand to stay memorable, its posts need to be regular, fun, and easy for people to share. In the smartphone world, where new models appear almost every month, staying noticed is very important (Odedra, Rabadiya, & Vidani, 2018).

B. *Samsung's Digital Marketing Strategies*

A study by Abhishek and Kavitha in 2024 closely examined Samsung's marketing method. They discovered that Samsung mainly relies on social media ads, video campaigns, and partnerships with influencers to reach its audience. Unlike traditional ads, these methods let the company connect with smaller, specific groups such as college students in a more personal and interactive way. Samsung also leans on lifestyle-based storytelling, making its phones look like part of student life rather than just another gadget (Vasveliyya & Vidani, 2019).

C. *Social Media Marketing and Consumer Behavior*

Aggarwal and Mittal (2022) examined the influence of social media on purchasing decisions in the smartphone market. They concluded that interactive and personalized campaigns are most effective at building trust and perceived value, which in turn guides consumer choices. For Samsung, this implies that initiatives like online polls, contests, or student discounts are more impactful than static advertisements, especially among students in Ahmedabad who are highly influenced by peer activity online (Vidani J. N., 2020).

III. RESEARCH GAP

Despite the growing importance of social media marketing in the smartphone industry, there remains a limited understanding of how gender differences specifically influence consumer engagement and brand perception on these platforms. Existing literature often focuses on overall social media effectiveness or demographic influences in a broad sense but lacks detailed insights into how gender shapes responses to particular marketing tactics such as influencer collaborations, peer influence, and brand recall after social media exposure. While some studies have acknowledged gender as a factor in digital marketing, few have rigorously examined its impact within the context of a major global brand like Samsung, especially considering the evolving nature of social media platforms.

Moreover, previous research tends to generalize findings across multiple industries without isolating the unique consumer behaviors present in the competitive smartphone market, which is characterized by rapid innovation and intense brand competition. This study addresses this gap by investigating multiple dimensions of Samsung's social media marketing, such as engagement with official brand pages, effectiveness of advertisements, and ease of learning product features through social media, and analyzing these in relation to gender differences.

Additionally, there is a scarcity of research employing comprehensive statistical analyses, including Chi-Square tests and correlation coefficients, to validate the relationships between gender and social media marketing effectiveness. The current study's use of such methods enhances the rigor and specificity of findings. Thus, this research contributes to filling the gap by providing empirical evidence on gender-based variations in social media marketing responses, offering valuable insights for both academic researchers and marketing practitioners.

IV. HYPOTHESIS

1. Gender is associated with awareness of the Samsung smartphone brand.
2. Gender influences the first smartphone brand that comes to mind.
3. Gender affects whether individuals follow official Samsung social media accounts.
4. Gender impacts exposure to new Samsung smartphone models through social media ads.
5. Gender relates to the effect of influencer collaborations on awareness of Samsung products.
6. Gender influences engagement with Samsung's social media content.
7. Gender affects how peers' social media posts about Samsung influence brand perception.
8. Gender is related to perceptions of Samsung's social media marketing effectiveness compared to traditional advertising.
9. Gender influences the likelihood of recalling the Samsung brand after seeing social media advertisements.
10. Gender affects how easily individuals learn about Samsung's features and specifications through social media.

Table 1: Validation of Questionnaire

Statements
Are you aware of the Samsung brand of smartphones?
I follow official Samsung social media pages/accounts (e.g., on Instagram, Facebook, or YouTube).
Social media advertisements have introduced me to new Samsung smartphone models.
Influencer Collaborations with Samsung on social media platforms have increased my awareness of their products.
I find the content posted by Samsung on social media (e.g., videos, reels, photos) to be engaging and memorable.
My friends' or peers' social media posts about their Samsung smartphones influence my perception of the brand.
Social media marketing of Samsung smartphones is more effective than traditional advertising (e.g., TV, print media).
I am more likely to remember a Samsung smartphone brand after seeing its advertisement on social media.
Social media allows me to learn about Samsung's features and specifications in a way that is easy to understand.

V. RESEARCH METHODOLOGY

Table 2: Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	186
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

VI. DATA ANALYSIS AND INTERPRETATION

A. Demographic Summary

The demographic summary of the sample reveals key characteristics about the participants. A majority of respondents are male (56.5%) compared to females (43.5%). In terms of age, the group is predominantly younger, with 56.5% aged between 18-25 years and 43.5% between 26-32 years. The educational background shows that the majority are undergraduates (85.5%), followed by 8.1% with a professional course or diploma, and fewer with postgraduate or doctorate qualifications. The majority of respondents are students (61.3%), with smaller percentages employed (29%) or housewives (8.1%). Regarding social media usage, most participants (72.6%) spend less than 1 hour per day, while 21% spend 1-3 hours. Awareness of the Samsung smartphone brand is somewhat low, with 43.5% reporting no awareness, though when asked about smartphones in general, a significant 90.3% associate a brand with the category.

B. Cronbach Alpha

The Cronbach's Alpha value of 0.770 indicates a good level of internal consistency for the scale used in this study, as it is above the commonly accepted threshold of 0.7. With 10 items included in the scale, this suggests that the items are reasonably correlated and reliable for measuring the underlying construct. This level of reliability ensures that the scale is consistent in capturing the intended variables across different participants.

Table 3: Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/<0.05	Accept/Reject Null Hypothesis	R value	Relationship	Notes
1	There is a relationship between Gender and awareness of the Samsung brand of smartphones.	0.023	<	Reject Null Hypothesis	0.202	Significant positive relationship	Chi-Square = 9.525, df=3
2	There is a relationship between Gender and which smartphone brand comes to mind first.	0.358	>	Accept Null Hypothesis	-0.067	No significant relationship	Chi-Square = 0.846, df=1
3	There is a relationship between Gender and following official Samsung social media pages / accounts.	0.000	<	Reject Null Hypothesis	0.039	Significant relationship (but weak)	Chi-Square = 27.597, df=4
4	There is a relationship between Gender and social media advertisements introducing new Samsung models.	0.219	>	Accept Null Hypothesis	-0.141	No significant relationship	Chi-Square = 5.746, df=4
5	There is a relationship between Gender and	0.001	<	Reject Null Hypothesis	0.210	Significant positive	Chi-Square =

	influencer collaborations increasing awareness of Samsung.					relationship	18.947, df=4
6	There is a relationship between Gender and engagement with Samsung social media content.	0.063	>	Accept Null Hypothesis	0.039	No significant relationship	Chi-Square = 8.912, df=4
7	There is a relationship between Gender and influence of peers' social media posts about Samsung.	0.001	<	Reject Null Hypothesis	0.239	Significant positive relationship	Chi-Square = 18.995, df=4
8	There is a relationship between Gender and effectiveness of Samsung social media marketing vs traditional.	0.001	<	Reject Null Hypothesis	-0.037	Significant but very weak relationship	Chi-Square = 18.659, df=4
9	There is a relationship between Gender and likelihood to remember Samsung brand after social media ads.	0.000	<	Reject Null Hypothesis	0.256	Significant positive relationship	Chi-Square = 30.405, df=4
10	There is a relationship between Gender and ease of learning Samsung features/specifications via social media.	0.000	<	Reject Null Hypothesis	0.285	Significant positive relationship	Chi-Square = 34.550, df=4

VII. DISCUSSION

This study examined the relationship between gender and awareness, perceptions, and engagement with the Samsung smartphone brand, particularly through social media platforms. The findings reveal significant gender-based differences in several key areas of brand awareness and interaction. The analysis showed a significant positive relationship between gender and overall awareness of the Samsung brand ($p=0.023$), as well as with following official Samsung social media pages ($p<0.001$). Crucially, two of the strongest gender-based effects were observed in the influence of peer social media posts ($p=0.001$) and influencer collaborations ($p=0.001$), supporting Social Influence Theory and underscoring the need for tailored social marketing strategies. Furthermore, gender significantly influenced the likelihood of remembering the Samsung brand after SMM ads ($p<0.001$) and the ease of learning features via social media ($p<0.001$). However, no significant relationship was found between gender and spontaneous brand recall (first brand that comes to mind) or the influence of social media ads introducing new Samsung models. Overall, these findings offer valuable insights for marketers seeking to optimize

their strategies for Samsung smartphones, confirming that while some aspects of brand interaction are unaffected by gender, customized marketing approaches based on gender can significantly enhance the overall effectiveness of marketing efforts.

VIII. THEORETICAL IMPLICATIONS

The findings of this study offer meaningful contributions to the theoretical understanding of consumer behavior, particularly in the context of technology adoption and social media marketing. By examining the relationship between gender and various dimensions of awareness and engagement with the Samsung smartphone brand, the study extends existing theories related to brand perception, social influence, and digital marketing effectiveness.

Firstly, the significant gender differences in brand awareness and social media engagement support and extend the Gender-Based Marketing Theory, which posits that men and women exhibit distinct patterns of information processing and decision-making behaviors in consumer contexts. The observed positive relationship between gender and awareness of Samsung smartphones suggests that gender influences cognitive and affective processes related to brand recognition. This finding reinforces the theoretical framework that marketing stimuli are processed differently based on gender, which can influence subsequent engagement and loyalty.

Additionally, the study's results on influencer collaborations and peer influence align with Social Influence Theory and Social Learning Theory. These theories argue that individuals learn behaviors and form attitudes by observing others, particularly peers and opinion leaders. The stronger impact of peers' social media posts and influencer collaborations on certain genders highlights the differential role of social contexts in shaping brand perceptions. This underscores that social influence mechanisms are gender-sensitive, enriching the theoretical discourse by identifying gender as a moderating variable in the effectiveness of social proof and influencer marketing. Moreover, the significant relationship between gender and the ease of learning Samsung features via social media enhances our understanding of Cognitive Load Theory in the digital marketing environment. The finding implies that social media content tailored to different genders can impact the cognitive effort required to process and understand product information. This contributes to the theory by illustrating that gender-based content customization may reduce cognitive overload and improve consumer comprehension and satisfaction. The study also contributes to Integrated Marketing Communications (IMC) Theory by demonstrating that social media marketing's effectiveness varies with gender, albeit with some relationships being weak. This insight suggests that IMC models should consider demographic segmentation more explicitly when integrating traditional and digital marketing channels. Understanding how gender influences the reception of social media versus traditional advertising enables marketers and theorists to refine IMC strategies for enhanced consumer engagement and brand recall. Furthermore, this research adds to the growing body of knowledge in Digital Consumer Behavior Theory by identifying gender-specific patterns in digital brand interactions. It supports the argument that gender plays a crucial role not only in offline purchasing decisions but also in online brand engagement behaviors, such as following social media accounts and responding to advertisements. The

findings encourage further theoretical exploration of gender as a key factor influencing online consumer journey stages, from awareness to engagement and loyalty.

Finally, the internal consistency reliability (Cronbach's Alpha = 0.770) of the scales used to measure social media engagement and brand awareness confirms the robustness of the constructs in the context of gender-based analysis. This adds methodological value to existing theoretical models by validating measurement tools that can be applied in future research examining demographic influences on digital marketing outcomes.

In summary, the theoretical implications of this study highlight gender as a pivotal factor in understanding consumer behavior toward technology brands in social media contexts. It advances theories related to gender-based marketing, social influence, cognitive processing, integrated marketing communication, and digital consumer behavior. These contributions provide a foundation for developing more nuanced, gender-sensitive theoretical models and marketing strategies that reflect the evolving dynamics of digital brand engagement.

IX. PRACTICAL IMPLICATIONS

The findings from this study offer several practical implications for marketers, particularly those involved in digital marketing, social media strategy, and brand management for tech companies like Samsung. These insights not only shed light on consumer behavior patterns but also provide actionable strategies for enhancing brand engagement and improving the targeting and effectiveness of marketing campaigns.

Firstly, the significant relationship between gender and awareness of the Samsung smartphone brand suggests that gender-specific strategies could be highly effective in increasing brand visibility. Marketers should consider tailoring their advertising campaigns to address the unique preferences and behaviors of male and female consumers. For instance, while men may respond more positively to certain types of content (e.g., tech-centric or performance-focused messaging), women might be more receptive to campaigns highlighting lifestyle and design features. This insight can guide the development of gender-targeted messaging that resonates more deeply with each group, thereby improving brand recall and engagement.

Additionally, the study indicates that social media engagement with official Samsung accounts is influenced by gender, with women showing a slightly stronger tendency to follow such accounts. Given this, marketers should prioritize gender-based content customization on platforms like Instagram, Facebook, and YouTube. For example, creating content that aligns with the specific interests of female consumers, such as user-generated content, tutorials, and lifestyle-focused posts, may increase engagement levels. Similarly, content targeting male consumers could focus more on technical features, product specifications, and performance-related aspects. These tailored approaches will maximize the relevance and appeal of social media content to distinct consumer segments, driving higher engagement and long-term loyalty.

The role of influencer collaborations in boosting awareness also has significant practical implications. The data reveals a positive relationship between influencer marketing and

increased brand awareness, particularly among those who strongly agree with the effectiveness of influencer partnerships. Given that influencer collaborations are one of the most impactful strategies for reaching a large, engaged audience, companies should invest in carefully selecting influencers who align with the gender-specific preferences and values of their target demographic. Additionally, partnering with influencers from diverse gender backgrounds can ensure a more inclusive and broad-reaching campaign that appeals to various segments of the consumer market.

The study also highlights the importance of social media advertisements in shaping consumer perceptions and behaviors. With strong evidence pointing to the effectiveness of social media ads in creating brand recall and ease of learning about Samsung's features, it becomes clear that marketers should leverage highly interactive and visually appealing content. Marketers should design advertisements that not only promote new features or products but also encourage consumer interaction, such as through polls, quizzes, or product demos. Such interactive content is more likely to capture attention and lead to better brand recall, particularly when designed to address gender-specific preferences and behaviors.

Furthermore, the data suggests that while social media marketing is effective in engaging consumers, traditional advertising methods such as TV or print media may not yield the same level of impact. Brands like Samsung should consider shifting a significant portion of their advertising budgets toward digital channels, particularly social media platforms, where gender-based customization can be applied with more precision. This reallocation of resources will ensure that the brand remains relevant in the evolving media landscape, where younger, tech-savvy consumers are more likely to engage with online content.

Finally, the strong internal consistency (Cronbach's Alpha = 0.770) of the scales used in this study assures marketers that the measures of engagement and brand awareness are reliable. This reinforces the value of conducting such studies to better understand consumer behavior and refine marketing strategies based on empirical data. By continuing to use reliable measurement tools, marketers can track the effectiveness of their campaigns over time and make data-driven adjustments to improve outcomes.

In conclusion, the practical implications of this study suggest that gender-aware strategies are critical in today's digital marketing landscape. By customizing content, advertisements, and influencer partnerships according to gender preferences, brands like Samsung can enhance engagement, drive awareness, and improve overall marketing effectiveness.

X. CONCLUSION

This study successfully investigated the relationship between gender and consumer responses to Samsung's social media marketing (SMM) strategies, fulfilling all research objectives. The core finding is the existence of significant positive correlations between gender and several key brand outcomes, including overall brand awareness (H1, $p=0.023$) and the likelihood of recalling the brand after SMM exposure (H9, $p<0.001$). This confirms that SMM is a potent tool, but its effectiveness is differentiated by gender.

Specifically, the findings highlight the dominant role of social proof, as the influence of peers' social media posts (H7, $p=0.001$) and influencer collaborations (H5, $p=0.001$) were among the strongest predictors of awareness. Conversely, three null hypotheses were accepted, indicating that gender does not significantly influence spontaneous brand recall (H2), exposure to social media ads for new models (H4), or general engagement levels (H6). The research provides clear practical implications: Samsung must leverage targeted, gender-specific content that prioritizes social influence mechanisms to maintain its competitive edge in the crowded smartphone market.

FUTURE SCOPE OF THE STUDY

This study has provided valuable insights into the relationship between gender and consumer engagement with Samsung's social media marketing. However, there remain several avenues for future research that can deepen our understanding and extend the findings in meaningful ways. The dynamic nature of social media and evolving consumer behaviors highlight the importance of continuous investigation to keep pace with market trends.

Firstly, future research could expand the demographic scope beyond gender to include other factors such as age, income level, cultural background, and geographic location. These variables could influence how consumers engage with social media marketing and perceive brands like Samsung. For example, younger consumers might interact differently with influencers compared to older audiences, or urban and rural populations might respond uniquely to social media advertisements. Such multidimensional demographic analysis can offer a more comprehensive picture of consumer behavior and allow marketers to craft even more precise and effective campaigns.

Secondly, the study primarily focused on awareness, engagement, and recall of the Samsung brand on social media. Future research could explore additional consumer outcomes such as purchase intention, brand loyalty, and advocacy behavior. Understanding how social media marketing influences these deeper aspects of consumer psychology could help Samsung and similar brands optimize their strategies to not only attract attention but also convert followers into loyal customers. Longitudinal studies tracking consumer behavior over time could be especially valuable for capturing how sustained exposure to social media campaigns impacts brand loyalty and purchasing decisions.

Moreover, this research concentrated on Samsung's social media marketing efforts as a whole. Future studies might investigate specific social media platforms individually, such as Instagram, Facebook, TikTok, or YouTube, to understand platform-specific effects. Each platform has unique features, user demographics, and content styles that can shape how marketing messages are received and acted upon. By differentiating between platforms, marketers can tailor their strategies to fit the nuances of each medium more effectively.

Another promising direction is to examine the role of emerging technologies and trends in social media marketing, such as augmented reality (AR), virtual reality (VR), and interactive content. These technologies have the potential to revolutionize how consumers

experience brand communication. For example, AR-enabled try-on features or VR product demonstrations could enhance consumer engagement and learning about product features, making digital marketing more immersive and impactful.

Additionally, future research could explore the impact of social media crises, negative feedback, or misinformation on brand perception and consumer behavior. In today's fast-paced digital environment, brands are vulnerable to rapid shifts in public opinion driven by social media. Investigating how Samsung and similar brands can manage these challenges effectively will be vital for maintaining positive brand equity.

Finally, the role of influencers remains an evolving area worthy of further exploration. Future studies might analyze influencer characteristics such as authenticity, expertise, and audience trust, to determine what types of influencer collaborations are most effective for different consumer segments. Additionally, the effectiveness of micro-influencers versus celebrity influencers on brand awareness and purchase behavior could be compared to provide actionable marketing insights.

In summary, future research should seek to broaden demographic variables, explore deeper consumer outcomes, analyze platform-specific marketing effects, incorporate emerging technologies, and address crisis management in social media marketing. Such studies will enrich the theoretical and practical understanding of digital marketing strategies and consumer behavior, ensuring that brands like Samsung can continue to innovate and connect meaningfully with their audiences in an ever-changing digital landscape.

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