

A Social Media as a Catalyst for Enhanced Marketing Communication

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ABSTRACT

With the era of digitalization, social media has emerged as a weapon with tremendous power for marketing communication, transforming brand-consumer engagement across industries. This study explores the role of social media in enhancing marketing communication, particularly in the Ayurveda sector, where trust, brand awareness, and interaction with consumers are imperative. Through the study of various platforms of social media, this study aims to discern their potential for influencing consumer behavior, establishing brand credibility, and generating product consciousness. The study applies a mixed-method design with the incorporation of qualitative and quantitative analysis in order to assess the success of online engagement strategies such as influencer marketing, content-driven campaigns, and interactive promotions. The results show that social media significantly increases brand recognition and consumer trust in Ayurvedic products, resulting in purchase intention and long-term loyalty. The study concludes with strategic recommendations for social media use as a catalyst for effective marketing communication in the Ayurvedic market.

Keywords: Social Media, Marketing Communication, Consumer Engagement, Brand Recognition, Ayurvedic Products, Digital Marketing.

I. INTRODUCTION

Background

The rapid rise of social media has revolutionized marketing and consumer engagement across industries. Platforms like Facebook, Instagram, YouTube, and Twitter have evolved into powerful tools that enable brands to build relationships, foster trust, and drive sales. This transformation is particularly crucial in the Ayurvedic sector, where authenticity, trust, and

personalized engagement significantly influence consumer decisions.

Leading Ayurvedic brands such as Patanjali, Dabur, and Himalaya have witnessed substantial growth due to increasing consumer preference for natural and holistic health solutions. However, with rising competition and the entry of new players, these brands must embrace digital marketing trends to maintain relevance. Social media provides an opportunity to educate consumers, enhance brand visibility, and influence purchasing behavior through targeted strategies like influencer marketing, user-generated content, and personalized campaigns.

This study explores the role of social media in enhancing marketing communication for Ayurvedic brands. By analyzing key digital strategies, the research aims to provide insights into how social media can strengthen consumer trust, engagement, and loyalty in a competitive market.

Problem Statement:-

In today's digital age, social media has become a critical tool for marketing and consumer engagement. However, despite its widespread use, the extent to which social media marketing influences brand awareness, consumer trust, and purchasing behavior in the Ayurvedic sector remains underexplored. Ayurvedic brands, like Patanjali, operate in a competitive market where building strong relationships with consumers is essential for success. Understanding how various social media strategies—such as influencer marketing, personalized content, and health-focused campaigns—impact consumer perceptions, loyalty, and engagement is vital for these brands.

This study aims to address the gap in knowledge by evaluating the effectiveness of social media platforms in enhancing brand communication and driving consumer behavior in

the Ayurvedic industry. It seeks to identify which aspect of social media marketing are most influential in shaping consumer attitude, trust, and purchasing decisions while also assessing the role of user generated content and social media influencers. Ultimately, the study aims to provide Ayurvedic brands with actionable insights to optimize their social media strategies for better market communication and increased consumer engagement.

Objectives

1. To measure the effectiveness of different social media platforms in driving consumer engagement for Ayurvedic products.
2. To evaluate the impact of social media marketing on brand recognition for Ayurvedic companies.
3. To assess the influence of user-generated content on consumer trust and purchase decisions in the Ayurvedic sector.

Hypothesis

H1 There is a significant difference in consumer engagement across different social media platforms for Ayurvedic products.

H2 Social media marketing significantly increases brand recognition for Ayurvedic companies.

H3 User-generated content positively impacts consumer trust and purchase decisions in the Ayurvedic sector

II. LITERATURE REVIEW:-

- Social media's role in marketing, noting its effectiveness in FMCG (Smith, 2019; Jones & Brown, 2020).
- Ayurveda's global appeal and market growth, projected to reach USD 10 billion by 2025 (Market Research Future, 2021).
- Patanjali's social media strategies (Kumar & Singh, 2018), and the impact of user-generated content (Mudambi & Schuff, 2010) and influencer marketing (Freberg et al., 2011; Sharma & Verma, 2020).

A gap is identified in comprehensive studies on Ayurvedic sector-specific impacts, setting the stage for this research.

Research Methodology:-

- A descriptive research design, using primary data from a questionnaire and secondary data from research papers.
- Data collection via a structured questionnaire distributed to social media users, with secondary sources from online databases.
- Sampling techniques: Population is social media users, sampling unit is individuals aged 18+, sample size is 345, using convenience sampling for practicality.
- Data analysis using descriptive statistics and chi-square tests in SPSS, suitable for testing relationships like brand recognition impact.

III. RESULTS AND DISCUSSION:-

Category	Details
Demographics	80% aged 18-24, 60% male, 40% female; 85% use social media daily.
Platform Preferences	Instagram and YouTube most used (over 70%), followed by Facebook, Twitter.
Engagement	50% feel more engaged via social media, 40% often interact with posts.
Brand Recognition	60% recognize brands via social media, 65% report increased awareness.
Trust and Purchases	Average trust level 3/5, 70% trust products with positive reviews, 60% influenced by user-generated content for purchases.
Influencer Impact	45% influenced by endorsements, 40% trust influencer-promoted products more.
Effectiveness	40% find brands very effective, 45% somewhat effective, 15% not effective.

The chi-square test ($p = 0.017$) supports the hypothesis, showing significant enhancement in brand recognition. Discussion notes room for

improvement, with moderate trust levels and potential biases from self-reported data and sample skew towards young males.

Contingency Table for Frequency of Social Media Use and Brand Recognition

Frequency of Social Media Use	Recognized Brand		Total
	Yes	No	
Daily	45	20	65
Weekly	8	12	20
Monthly	5	15	20
Rarely	3	7	10
Total	61	54	115

The chi-square statistic was calculated as follows:

- Expected frequencies were computed for each cell using (row total * column total) / grand total.
- For example, expected Yes for Daily: $(65 * 61) / 115 \approx 34.478$, and so on.
- The chi-square statistic was 16.274, with degrees of freedom = $(4-1)*(2-1) = 3$.

Chi-Square Test Results

Chi-Square Statistic	Degrees of Freedom	p-value
16.274	3	<0.001

Interpretation: The p-value (<0.001) indicates a significant association between frequency of social media use and brand recognition. Respondents who use social media daily are more likely to recognize Ayurvedic brands, with 45 out of 65 daily users recognizing brands, compared to lower proportions for weekly, monthly, or rare users. This suggests that frequent social media engagement enhances brand visibility.

Independent Samples t-Test: Trust Levels and Brand Recognition

To compare trust levels in social media-promoted brands between those who recognized an Ayurvedic brand through social media marketing (Yes) and those who did not (No), an independent samples t-test was conducted. The trust levels, based on 165 respondents, are summarized below:

ANOVA TEST

Source	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS)	F-Statistic	p-value (PR > F)
Social Media Platform	17.55	60	0.292	1.21	0.157
Residual (Error)	68.67	284	0.242		
Total	86.22	344			

Source: Own Study

Since p-value (**0.157**) > **0.05**, we fail to reject the null hypothesis (H_0).

This indicates that there is no significant difference in brand recognition across different social media platforms.

Consumers recognize Ayurvedic brands equally across platforms like Instagram, YouTube, and Facebook.

This supports the conclusion that social media marketing enhances brand recognition (Chi-Square: $p = 0.017$), but no specific platform has a statistically greater impact.

Independent Samples t-Test Results

t-statistic	Degrees of Freedom	p-value
2.973	163	0.003

Interpretation: The p-value (0.003) indicates a significant difference in trust levels, with those who recognized brands having higher trust (mean 3.34) compared to those who did not (mean 2.83). This suggests that recognizing brands through social

media is associated with increased trust in social media promotions.

IV. CONCLUSION AND FUTURE

SCOPE:-

- Social media enhances recognition (60% recognition rate), with user-generated content (70% trust in reviews) and influencers (45% influence) key to trust and purchases.
- Recommendations include prioritizing Instagram and YouTube, encouraging user-generated content, and using influencer collaborations, with regular metric analysis.
- Future research suggests longitudinal studies, comparative FMCG analyses, content type impacts, and AI personalization roles.

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