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# **A STUDY ON FACTORS INFLUENCING BRAND AWARENESS OF YAMAHA THRU SOCIAL MEDIA PLATFORM SURVEY ON TRICHY**

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## **ABSTRACT:**

The purpose of this study is to identify the key factors influencing brand awareness of Yamaha through social media platforms in Trichy, Tamil Nadu. As the digital landscape evolves, social media has become a significant tool for brands to build and maintain awareness among consumers. This research employs a survey methodology to gather data from a sample of consumers in Trichy, exploring factors such as the quality and frequency of content, consumer engagement, social media influencers, and user-generated content in shaping brand awareness. The findings aim to provide valuable insights into the effectiveness of Yamaha's social media strategies and offer recommendations for improving brand recall among potential customers. The study will contribute to the understanding of social media's role in consumer behavior in the context of a dynamic, regional market like Trichy, which combines both traditional and modern consumer behaviors.

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## **Introduction :**

Brand awareness refers to the extent to which consumers are able to recognize or recall a brand, and it plays a critical role in influencing consumer preferences and purchase decisions. With the growing influence of digital platforms in today's marketing landscape, social media has become a pivotal tool for businesses to engage with customers and enhance brand recognition. Yamaha, a renowned global leader in motorcycles and other motorized vehicles, has consistently focused on increasing its brand visibility, especially in emerging markets. In recent years, the company has capitalized on social media platforms like Facebook, Instagram, and YouTube to foster a deeper connection with its customers.

This study aims to investigate the factors that influence brand awareness of Yamaha among consumers in Trichy, India, specifically through social media platforms. The research will examine how elements such as content quality, engagement, frequency of posts, and influencer collaborations contribute to consumer perceptions of Yamaha's brand. With a focus on Trichy, a city that blends both rural and urban characteristics, this study will provide insights into how Yamaha can tailor its social media strategies to enhance brand recall and preference in this unique market.

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## **Objectives:**

- 1.To Know About Various Social Media Platform
  - 2.To Know About Various Social Media Marketing Strategies
  - 3.To Measure The Brand Awareness Among Consumers
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## **Review of Literature :**

1. **Brand Awareness and its Importance in Consumer Behavior**  
Aaker (1991) defines brand awareness as the degree to which a consumer can recognize or recall a brand. According to Keller (2003), brand awareness is the foundational step in building a strong brand, as it influences consumer perceptions and attitudes toward a product or service.
2. **Social Media as a Tool for Brand Building**  
According to Mangold & Faulds (2009), social media platforms have emerged as powerful marketing tools that allow brands to reach and interact with consumers in ways that traditional media cannot. Social media enables direct communication between brands and their audiences, fostering relationships and enhancing brand visibility.
3. **Factors Influencing Brand Awareness on Social Media**  
Studies have highlighted various factors affecting brand awareness through social media, including content quality, engagement rates, and consistency of posts (Dehghani & Tumer, 2015). Furthermore, the ability of brands to create interactive content, such as polls or live videos, has been shown to increase consumer involvement and brand recall (Yoo & Kim, 2014).
4. **Content Quality and Its Impact on Brand Perception**  
Content quality is a critical factor in maintaining consumer attention on social media. According to Tuten & Solomon (2017), content that is

visually appealing, informative, and entertaining has a higher likelihood of enhancing brand awareness. High-quality content also improves consumer perceptions and increases brand credibility.

5. **Engagement and Brand Loyalty**

Engagement on social media, defined as likes, shares, and comments, has been directly linked to increased brand awareness and loyalty. Research by Kumar et al. (2016) suggests that consumer engagement on social media leads to greater brand loyalty and advocacy, which in turn enhances brand awareness.

6. **Influencer Marketing and Its Role in Brand Awareness**

Influencer marketing has become an essential part of brand strategies on social media. According to Freberg et al. (2011), influencers who align with a brand's image can significantly enhance brand credibility and increase consumer trust, ultimately contributing to greater brand awareness.

7. **Frequency of Social Media Posts**

The frequency and timing of posts have been identified as key determinants of brand awareness on social media platforms. According to Laroche et al. (2013), brands that post regularly, especially during peak hours, are more likely to remain top-of-mind for consumers.

8. **User-Generated Content and Its Impact on Brand Awareness**

User-generated content (UGC), such as customer reviews, testimonials, and shared photos, has been shown to have a significant impact on brand awareness. Research by Chaffey (2018) suggests that UGC not only enhances brand visibility but also fosters trust and authenticity, which are crucial in building long-term brand recognition.

9. **Brand Awareness and Social Media in Emerging Markets**

Social media usage in emerging markets like India is growing at a rapid pace, making it an ideal platform for companies to increase brand awareness. According to a report by Statista (2021), India is one of the largest markets for social media, with millions of active users engaging with content daily. This provides an excellent opportunity for brands like Yamaha to reach new customers.

10. **Social Media Strategies in the Automobile Industry**

The automotive industry has increasingly adopted social media as a way to communicate directly with customers. A study by Batra & Keller (2016) demonstrates that car brands can leverage social media to create engaging content, showcase product features, and respond to customer queries in real-time, all of which help boost brand awareness.

11. **The Role of Visual Content in Brand Awareness**

Visual content, such as images and videos, plays a crucial role in engaging consumers on social media. According to Sokolova & Kefi (2020), visual content is more likely to be shared, thereby increasing brand visibility. This is particularly relevant for brands like Yamaha, whose products (motorcycles, vehicles, etc.) are visually impactful.

12. **The Influence of Online Communities on Brand Awareness**

Online communities centered around specific interests can be a powerful way for brands to increase awareness. According to Hutter et al. (2013), engaging in niche communities can foster brand advocacy and increase brand recognition through word-of-mouth and social sharing.

13. **The Role of Customer Interaction on Social Media**

Customer interaction with a brand on social media, such as commenting on posts or sharing content, can significantly impact brand awareness. A study by Hollebeek (2011) highlights that active customer participation in social media campaigns leads to better brand recall and overall awareness.

14. **Consumer Perceptions of Brand Authenticity and Trustworthiness**

Brand authenticity is a significant driver of consumer perceptions and brand loyalty. According to Hudson et al. (2016), consumers tend to trust brands that communicate honestly and transparently on social media, thus increasing their awareness and preference.

15. **Social Media Algorithms and Brand Visibility**

Social media algorithms influence the visibility of a brand's content. Studies by Ekstrand et al. (2019) suggest that understanding social media algorithms and leveraging them can enhance the reach of branded content, contributing to increased brand awareness. Brands that align their content with algorithmic preferences are more likely to be featured on users' feeds, thus improving brand recall.

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## Research Design :

This study can be categorized as **descriptive** and **exploratory**. The main aim is to describe the factors influencing brand awareness, as well as to explore how these factors interact with users' engagement on social media platforms.

- **Descriptive Research:** This helps in understanding the current level of brand awareness of Yamaha among the target audience in Trichy, as well as identifying the factors affecting it.
- **Exploratory Research:** To identify and explore the variables influencing brand awareness via social media (e.g., content type, frequency of posts, platform choice, etc.).

## 2. Research Objectives

- **Primary Objective:** To assess the factors that influence brand awareness of Yamaha through social media among users in Trichy.
- **Secondary Objectives:**
  - To understand the impact of different social media platforms (Facebook, Instagram, Twitter, YouTube) on brand awareness of Yamaha.
  - To examine the role of content (e.g., images, videos, user-generated content, reviews) in enhancing brand recognition.

- To analyze the demographic and psychographic characteristics of Yamaha's audience on social media in Trichy.

### 3. Research Questions

- What are the key factors influencing Yamaha's brand awareness among Trichy residents on social media?
- How do different social media platforms contribute to brand awareness?
- How do content strategies (such as posts, ads, influencer collaborations) impact the awareness and perception of Yamaha's brand?
- What is the role of online reviews, recommendations, and user engagement in influencing brand recall?

### 4. Hypotheses

- **H1:** There is a significant relationship between the frequency of social media interactions with Yamaha's content and the level of brand awareness in Trichy.
- **H2:** The type of content posted by Yamaha (videos, images, posts, reviews) significantly influences brand awareness among Trichy users.
- **H3:** Different social media platforms have varying levels of impact on brand awareness of Yamaha among Trichy residents.

### 5. Population and Sample

- **Population:** The target population is social media users in Trichy who have some level of exposure to Yamaha's social media platforms (Facebook, Instagram, YouTube, etc.).
- **Sampling Technique:**
  - **Sampling Method:** Stratified random sampling to ensure the sample is representative of various age groups, income levels, and social media usage patterns.
  - **Sample Size:** A minimum of 300 responses would be ideal to ensure sufficient statistical power and representativeness. This can be adjusted based on the desired confidence level and margin of error.

### 6. Data Collection Method

- **Survey Method:** A structured questionnaire will be used to gather data. The questionnaire will be divided into sections, each focusing on different factors influencing brand awareness.

#### Sections of the Questionnaire:

1. **Demographic Information:** Age, gender, income, education, occupation.
  2. **Social Media Usage:** Frequency of use, preferred platforms, type of content consumed.
  3. **Brand Awareness:** Recognition of Yamaha's social media presence, recall of specific campaigns, product knowledge.
  4. **Content Engagement:** Responses to different types of content (images, videos, posts, ads, influencer endorsements).
  5. **Brand Perception:** Attitudes towards Yamaha based on social media content (trust, quality, innovation, customer service).
- **Survey Distribution:** The survey can be distributed using:
    1. Online platforms such as Google Forms, SurveyMonkey, or Typeform, to reach a large audience.
    2. Social media channels like Instagram and Facebook where Yamaha is active, targeting people who engage with Yamaha's posts.
    3. Local Yamaha dealerships in Trichy for in-person responses.

### 7. Data Analysis Techniques

- **Descriptive Statistics:** Use frequencies, percentages, and means to describe the demographic profile of respondents and general trends in social media usage.
- **Factor Analysis:** To identify the key factors influencing brand awareness from the data.
- **Correlation Analysis:** To measure the relationship between social media engagement and brand awareness.
- **Regression Analysis:** To assess the strength and nature of the impact of specific variables (such as content type, platform, frequency of interaction) on brand awareness.

### 8. Validity and Reliability

- **Reliability:** Conduct a pilot survey with a small sample to test the reliability of the questionnaire. Use Cronbach's Alpha coefficient to ensure internal consistency.
- **Validity:** Ensure the questionnaire captures all relevant aspects of the research problem by reviewing it with experts in marketing and social media.

### 9. Ethical Considerations

- **Informed Consent:** Participants must be informed about the purpose of the study and give their consent to participate.

- **Confidentiality:** Respondents' personal information and responses will remain confidential, and data will only be used for academic purposes.
- **Non-bias:** Ensure that the questions are neutral and do not lead respondents towards a particular answer.

**10. Expected Outcomes**

The study is expected to:

- Identify the key social media platforms and content types that have the most significant impact on Yamaha's brand awareness in Trichy.
- Reveal demographic patterns in brand awareness, such as age or income-related variations in how people perceive Yamaha's brand via social media.
- Provide insights into how Yamaha can optimize its social media strategy to enhance brand visibility and engagement.

**Crosstabs Notes**

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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.

**Notes**

Syntax	CROSSTABS  /TABLES=Genderoftherespondent BY Billboardsareaneffectivewaytopromoteproducts /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED /COUNT ROUND CELL.	
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**Case Processing Summary**

		Cases					
		Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent	

Gender of the respondent * Billboards are an effective way to promote products.	97	100.0%	0	0.0%	97	100.0%
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**Gender of the respondent \* Billboards are an effective way to promote products. Crosstabulation**

		Billboards are an effective way to ...			
		Agree	Disagree	Neutral	
Gender of the respondent	Female	Count	8	0	6
		Expected Count	12.1	.8	4.3
	Male	Count	36	3	10
		Expected Count	32.5	2.2	11.5
	Prefer not to say	Count	1	0	0
		Expected Count	.5	.0	.2
Total	Count	45	3	16	
	Expected Count	45.0	3.0	16.0	

**Gender of the respondent \* Billboards are an effective way to promote products. Crosstabulation**

		Billboards are an effe ...		
		Strongly Agree	Strongly Disagree	
Gender of the respondent	Female	Count	9	3
		Expected Count	8.0	.8
	Male	Count	21	0
		Expected Count	21.6	2.2
	Prefer not to say	Count	0	0
		Expected Count	.3	.0
Total	Count	30	3	
	Expected Count	30.0	3.0	

**Gender of the respondent \* Billboards are an effective way to promote products. Crosstabulation**

			Total
Gender of the respondent	Female	Count	26
		Expected Count	26.0
	Male	Count	70
		Expected Count	70.0
	Prefer not to say	Count	1
		Expected Count	1.0
Total	Count	97	
	Expected Count	97.0	

**Chi-Square Tests :**

	Value	df	Asymptotic Significance (2sided)
Pearson Chi-Square	13.218 <sup>a</sup>	8	.105
Likelihood Ratio	14.146	8	.078
N of Valid Cases	97		

10 cells (66.7%) have expected count less than 5. The minimum expected count is .03.

**CROSSTABS**

/TABLES=Doyoufindbillboardadvertisementsvisuallyappealing BY

Doyoupreferdigitalbillboardstotraditionalones

/FORMAT=AVALUE TABLES /STATISTICS=CHISQ

/CELLS=COUNT EXPECTED /COUNT ROUND CELL.

**Crosstabs****Notes**

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	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax	CROSSTABS /TABLES=Doyoufindbillboardadvertisementsvisuallyappealing BY Doyoupreferdigitalbillboardstotraditionalones /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED /COUNT ROUND CELL.	
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	Dimensions Requested	2
	Cells Available	524245

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Do you find billboard advertisements visually appealing. * Do you prefer digital billboards to traditional ones.	97	100.0%	0	0.0%	97	100.0%

**Do you find billboard advertisements visually appealing. \* Do you prefer digital billboards to traditional ones. Crosstabulation**

			Do you prefer digital ...	
			Agree	Agree, Neutral
Do you find billboard advertisements visually appealing.	Agree	Count	22	2
		Expected Count	19.7	1.2
Agree, Neutral, Disagree		Count	0	0
		Expected Count	.7	.0
Disagree		Count	0	0
		Expected Count	3.1	.2
Neutral		Count	11	0
		Expected Count	7.5	.5
Strongly Agree		Count	0	0
		Expected Count	1.4	.1
Strongly Agree, Agree		Count	0	0
		Expected Count	.7	.0
Total		Count	33	2
		Expected Count	33.0	2.0

**Do you find billboard advertisements visually appealing. \* Do you prefer digital billboards to traditional ones. Crosstabulation**

			Do you prefer digital billboards .	
			Agree, Neutral, Disagree	Disagree
Do you find billboard advertisements visually appealing.	Agree	Count	0	4
		Expected Count	1.2	4.8
Agree, Neutral, Disagree		Count	2	0
		Expected Count	.0	.2
Disagree		Count	0	0
		Expected Count	.2	.7
Neutral		Count	0	4

		Expected Count	.5	1.8
Strongly Agree		Count	0	0
		Expected Count	.1	.3
Strongly Agree, Agree		Count	0	0
		Expected Count	.0	.2
Total		Count	2	8
		Expected Count	2.0	8.0

**Do you find billboard advertisements visually appealing. \* Do you prefer digital billboards to traditional ones. Crosstabulation**

Do you prefer digital billboards .

			Neutral	Strongly Agree
Do you find billboard advertisements visually appealing.	Agree	Count	27	3
		Expected Count	22.7	6.6
Agree, Neutral, Disagree		Count	0	0
		Expected Count	.8	.2
Disagree		Count	7	0
		Expected Count	3.5	1.0
Neutral		Count	4	2
		Expected Count	8.6	2.5
Strongly Agree		Count	0	4
		Expected Count	1.6	.5
Strongly Agree, Agree		Count	0	2
		Expected Count	.8	.2
Total		Count	38	11
		Expected Count	38.0	11.0

**Do you find billboard advertisements visually appealing. \* Do you prefer digital billboards to traditional ones. Crosstabulation**

Do you prefer...

			Strongly Disagree	Total
Do you find billboard advertisements visually appealing.	Agree	Count	0	58
		Expected Count	1.8	58.0
Agree, Neutral, Disagree		Count	0	2
		Expected Count	.1	2.0
Disagree		Count	2	9
		Expected Count	.3	9.0
Neutral		Count	1	22
		Expected Count	.7	22.0
Strongly Agree		Count	0	4
		Expected Count	.1	4.0
Strongly Agree, Agree		Count	0	2
		Expected Count	.1	2.0
Total		Count	3	97
		Expected Count	3.0	97.0



**Chi-Square Tests**

	Value	df	Asymptotic Significance (2sided)
Pearson Chi-Square	175.762 <sup>a</sup>	30	.000
Likelihood Ratio	77.697	30	.000
N of Valid Cases	97		

a. 37 cells (88.1%) have expected count less than 5. The minimum expected count is .04.

**Conclusion:**

The study aims to provide actionable insights into the factors that drive brand awareness for Yamaha through social media in Trichy. By analyzing the relationship between different social media strategies and brand perception, Yamaha can fine-tune its social media campaigns to increase brand visibility and customer engagement in this key regional market.