



IMPACT OF SOCIAL MEDIA MARKETING ON BRAND VISIBILITY AND CUSTOMER ENGAGEMENT

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Abstract

Building brand drinks, in Lagos, visibility is one of the Nigeria. One hundred ways to create a and sixty-five staff of sustainable competitive advantage in businesses. This study examined the impact of social media marketing on the brand visibility and customer engagement of selected aerated

Keywords: Brand visibility, Customer engagement, Competitive advantage, Marketing Strategies, Social media marketing,

the selected aerated

INTRODUCTION

The impact of social media on marketing a brand has been a topic of interest for researchers and marketers alike. Numerous studies have been conducted to understand how social media affects a brand's marketing strategy, brand awareness, customer engagement, and overall business success.

Brand visibility has an essential role in creating differentiation, and building brand visibility is one of the ways to make a sustainable competitive advantage in the markets (Nazari et al., 2018). Social media have become an exceptional tool for the organization's relationship with

drink company were shows that social media marketing
sampled and data was media marketing strategies was
collected with a positively affects recommended to
structured brand visibility and maximize brand
questionnaire. customer engagement visibility and customer
Multiple regression of the product. engagement.
was applied for data Constant enhancing
analysis. Findings and refining of social

Customers and the implementation of marketing programs due to its increasing growth and acceptance by different groups. Most companies in today's world use social media to achieve their strategic goals (Hazée et al., 2017). As the 2020 Global Index report shows, people worldwide spend an average of two hours and 22 minutes daily on social networks. Also, people spend an average of 28% of their time on the Internet on social networks. According to the latest Instagram statistics in 2021, Instagram ranks sixth among social networks with 1.082 billion users. The increasing growth of social media use among people has provided a suitable platform for modern marketing because people spend a lot of their time using social networks (Kaplan and Haenlein, 2010); hence, a growing ground is provided for introducing and advertising companies.

Social media marketing is transforming in response to a range of factors, such as competition, customer preferences, economic conditions, environmental concerns, government regulations, and technological advancements (Lim, 2023). Social media has revolutionized marketing by creating enduring, interactive relationships defined by intimacy, mutual comprehension, mutual care, and uninterrupted communication. Therefore, effective social media marketing requires a focus on the target audience, which is attainable through accurate identification, emotional engagement, leveraging opinion leaders' influence, and maintaining regular communication to sustain enthusiasm (Wang, 2015).

The objective in marketing is to exceed competitors by delivering exceptional value to customers, generating profits for the company, and benefiting all involved stakeholders (Lim, 2023). Individuals are engaging more with digital and social media platforms for various purposes,

including as consumers to seek product information, make purchases, consume, and share their experiences. Consequently, marketers have intensified their use of digital marketing channels. Thus, further investigation into social media marketing strategies is essential to understand better changes in consumer behavior.

In today's market conditions, incorporating digital channels to establish and sustain a competitive edge is imperative for businesses. Social media platforms are in a perpetual state of flux, fostering a dynamic atmosphere, which has transformed into a vital intelligence source for businesses, thereby allowing them to observe, analyze, and predict customer behaviors (Li et al., 2020). As a result, marketers must strategically harness social media to achieve a competitive advantage and exceptional performance. The strategic capability of utilizing social media allows companies to make more efficient strategic decisions. By effectively leveraging social media, these firms can identify new business opportunities, assess potential threats, and sustain their competitiveness (Cao et al., 2020). Nevertheless, a research gap exists in understanding the influence of social media marketing strategies on consumer behavior.

Consequently, it is imperative to conduct additional research to explore the most effective social media marketing strategies capable of enhancing brand visibility, gaining valuable customer engagement, predicting upcoming trends, fostering relationships, and effectively reaching the intended consumers. The evolving landscape of social media marketing, driven by emerging technologies, changing consumer expectations, and shifting dynamics, has left companies with uncertainties on how to effectively navigate this transformative terrain. This becomes particularly important in the present economic climate where businesses strive to differentiate themselves and thrive amidst various challenges.

The main objective of this research paper was to investigate the impact of social media marketing on brand visibility and customer engagement of aerated drinks produced by Guinness Nigeria Plc.. The research questions raised were:

- i. What is the relationship between social media marketing and brand visibility of the selected aerated drinks?

- ii. To what extent does social media marketing influence customer engagement for the selected aerated drinks?

LITERATURE REVIEW

Conceptual Review

Concept of Social Media Marketing

The definition of social media marketing according to Choi (2016) is "engaging with customers through social network service (SNSs) is commonly known as social media marketing and brings several benefits to companies, such as creating word of mouth, positively affecting customer equity, enhancing customer loyalty to the company, and increasing purchase intention of the company's products or services." Moreover, social media is a communication tool that connects sellers and customers. Felix (2017) explained that "social media marketing is an interdisciplinary and cross-functional concept that uses social media to achieve organizational goals by creating value for stakeholders." Therefore, it can be concluded that social media marketing is a series of marketing process starting from increasing consumer awareness, interest, consideration, intention, evaluation, purchase, loyalty to advocacy through providing attractive information to consumers and also a two-way interaction to maintain a relationship with consumers.

In broader concept, social media marketing means any form of direct or indirect marketing strategies that can be used to raise popularity, brand awareness, recall & reaction for a brand, and brand recognition by utilizing the social networking techniques such as social bookmarking, blogging, social networking, micro-blogging, and content sharing (Li, Larimo & Leonidou 2021). On the other hand, social media marketing can be defined as the strategic innovation that is used to obtain competitive advantages by utilizing opportunities and connecting more target audiences (Alves, Fernandes & Raposo 2016). In a retail business, social media marketing is the technique of competitive exposure, creating relationships, product promotion, customer engagement and service marketing. Whereas, social media marketing strategy is a broader scope of marketing activity, customer services, and sales through social networking (Evans, Bratton & McKee 2021).

Brand Awareness

In marketing, brand awareness refers to the strength with which any brand is present in a consumer's mind (Pappu, Quester, & Cooksey, 2005); it occurs when there is an association between the brand and the type of product, where the potential consumer recognizes or associates the brand as a member of a certain product category. With that, awareness can be simply from brand recognition to brand recall or just a memory of the product; being dominant, if it's the only brand remembered by the consumer (Hakala, Svensson & Vincze, 2012). The existence of a specific brand that offers specific kind of products and market audience must be aware of it is known as brand awareness (Kotler et al., 2005).

According to Jin & Villegas (2007), they define that brand and product have a link between them because it makes the consumer to get capacity of recognition or remembering a specific brand, only because of brand awareness that it is differentiated between a brand from others in the market. Furthermore, they talk about the importance of brand awareness in brand equity as it is an important component (Jin & Villegas, 2007). All these factors add values when brand becomes top-of-mind among the customers (Gautam & Shrestha, 2018).

According to Sasmita & Mohd Suki (2015) brand association affects the brand images that are valuable for any business in the market and helps to add value in brand awareness. Moreover, establishing a link to get recognition when a new product is introduced in the market, because there are less chances for being purchased by consumers without having knowledge about the new release as without having any identity. Huang, Rong & Sarigollu (2014) argue it would be difficult for consumers to become aware of the characteristics of the product; only possible to have good recognition in the market by providing or adapting a brand switcher and creating product trials from previous experiences. This will help enhance brand awareness and an identification to a new product in order to develop relationships between them.

Kumar & Moller (2018) claim, brand familiarity motivates customers to adopt the brand products when they release something new with brand name. It is common that customers like to be familiar with the products as people have their experiences and have better knowledge about the product

or service because brand knowledge and past experiences of the consumers make the brand and product well known (Kumar & Moller, 2018). It is mostly common when consumers are familiar with the product, they make decisions without knowing about other products because of their preferences (Aaker, 1991). However, commitment with brand adds value to brand equity which is also linked to brand awareness.

As Tuskej, Golob & Podnar (2013) claim, there is a relationship between brand commitment and brand values as it has a positive influence on customers to keep themselves loyal to the brand. This happens after having the awareness in the customers about the product of the company as consumers will continue to buy the product even if they do not have better knowledge about it. Because of the better awareness about the brand and its product, consumers become committed and loyal with the brand name of the company (Tuskej et al., 2013). Furthermore, it is natural in consumers' buying mentality that when it comes to purchasing a product, they consider three or four different brands as they have different experiences with them in the past. Wang & Zhang (2009) explain that customer behavior towards selecting a brand is influenced by the level of satisfaction or dissatisfaction from past experiences from their point of view

Brand Visibility

Brand visibility refers to the extent to which a brand is recognized and noticed by potential and existing customers. It encompasses the prominence and accessibility of a brand's presence across various channels and touchpoints (Kotler & Keller, 2016). Effective brand visibility ensures that a brand remains top-of-mind among consumers, enhancing its chances of being considered during purchasing decisions. Achieving high brand visibility involves strategic use of advertising, content marketing, and social media outreach to maximize exposure (Chaffey, 2020).

Customer Engagement

Customer engagement involves the interactions between a brand and its customers that foster a meaningful relationship (Barger, 2018). It is characterized by the level of involvement, interaction, and emotional

connection customers have with a brand. Engagement can be observed through various metrics such as likes, shares, comments, and the duration of interactions on digital platforms. High levels of engagement are indicative of a strong connection between the brand and its audience, leading to increased loyalty and advocacy (Tuten & Solomon, 2017).

Interrelationship between Brand Visibility and Customer Engagement

The relationship between brand visibility and customer engagement is synergistic. Increased brand visibility often leads to higher levels of customer engagement, as more consumers are exposed to and interact with the brand (Kaplan & Haenlein, 2010). Conversely, effective customer engagement strategies can enhance brand visibility by generating user-generated content and word-of-mouth referrals, which amplify the brand's reach (Pulizzi, 2014).

Implications for Businesses

For businesses, optimizing brand visibility and fostering customer engagement are crucial for achieving competitive advantage. High brand visibility ensures that a brand reaches a broad audience and is easily identifiable, while robust customer engagement builds stronger relationships and drives long-term loyalty (Baird & Parasnis, 2011). Companies must integrate strategies that enhance visibility, such as targeted advertising and content marketing, with initiatives that promote engagement, like interactive campaigns and personalized communication (Chaffey, 2020).

Theoretical Review

Social Network Theory

Social Network Theory provides SMEs with insights on the social ties that exist between individuals, organizations, or groups (Oyedele, Oworu & Abdulganiyu, 2020). The theory views social relationships in the forms of nodes and ties, that is, the customers are represented in the form of the nodes, and the relationships between customers are represented by the ties. Brass (2012) and Kilduff and Brass (2010) argue that social networks

have employed in marketing research as a lens to understand a wide range of outcomes including customers, innovation and creativity, consumer behavior, and organizational performance. According to Parker and Alstyne (2011), the internet is the network effects that include laptops and desktops, smartphones, network Switches, and multimedia to link the customers across the globe. Freeman (2006) studies social networks as structures made up of individuals connected by interdependencies, including common interests, friendship, business communities, or even dislikes. Pradiptarini (2011) confirms that SMEs leverage on social networking sites such as Instagram, Facebook, Twitter, Linkedin, bulk SMS, YouTube, Blog, virtual magazines, and company website as means of e-marketing strategy to expand their operations. The advent of novel COVID-19 has forced SMEs to adopt social media as a survival strategy to communicate to their customers and gaining feedback on a one-to-one basis.

METHODOLOGY

Survey design was used for the study and target population of the study is based on the staff of Guinness Nigeria plc Lagos, Nigeria. The population of the study consisted of 190 staff of Guinness Nigeria Plc. Simple random sampling technique was used for this study. One hundred and sixty-five (165) staff were selected out of 190 staff in Guinness Nigeria Plc, Lagos State. The Objectives were analysed using multiple regression. The research instrument used in this study was questionnaire. The questionnaire measured the key variables of the research, 1-5 Likert scale which consist of strongly disagree to strongly agree to answer the research questions, and also it is used to measure the responses of the respondents of this study. This study used descriptive and inferential statistics.

RESULTS AND DISCUSSION

Relationship between social media marketing and brand visibility

The table below, indicates that a combined 85% of the respondents either strongly agree or agree that social media marketing campaigns are effective in increasing brand awareness. For Guinness Nigeria Plc, this suggests that its digital marketing strategies are largely successful in

connecting with and engaging consumers. The company should continue leveraging its social media platforms to maintain visibility, particularly as these platforms allow for targeted advertising and customer engagement in real-time. However, the 15% undecided group presents an opportunity for improvement. Guinness Nigeria might need to analyze its campaign content, audience segmentation, and engagement tactics to ensure that its social media efforts resonate with all consumer groups. This could involve experimenting with new formats (e.g., influencer marketing, user-generated content) or more interactive campaigns to capture the attention of those who are currently undecided

Social media marketing campaigns increase brand awareness among consumers.

Social media marketing campaigns increase brand awareness among consumers		
Social media marketing campaigns	Frequency	Percentage
SA	62	38
A	78	47
UD	25	15
Total	165	100

Source: Field Survey, 2025

Test of Hypothesis

H₀₁: Social media marketing has no influence on customer engagement of Guinness Nigeria Plc

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.835	.697	.658	.46622

Source: SPSS output based on field survey, 2025

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.042	2	.017	.352	.000
	Residual	.534	162	.034		
	Total	.432	164			

Source: SPSS output based on field survey, 2025

Variables' Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Remark
	B	Std. Error	Beta			
(Constant)	6.083	1.457		4.175	.000	Sign.
Influencer Marketing	.392	.345	.000	.000	.000	Sign.
Content Marketing	.331	.248	-.181	-1.335	.000	Sign.
Email Marketing	.750	.521	-.379	-1.439	.000	Sign.

a. Dependent Variable: customer engagement

Source: SPSS output based on Field Survey, 2025

Decision criteria to Test for Hypotheses

Model Summary

The model summary indicates a strong correlation between the independent variables and customer engagement, with an R value of 0.835. This suggests a substantial positive relationship. The R Square value of 0.697 implies that approximately 69.7% of the variance in customer engagement can be explained by the model, indicating a good fit. The Adjusted R Square of 0.658, which accounts for the number of predictors in the model, further supports this finding, suggesting that the model remains robust after adjusting for potential overfitting. The Standard Error of the Estimate is 0.46622, indicating the average distance that the observed values fall from the regression line.

ANOVA

The ANOVA table evaluates the overall significance of the regression model. The F statistic of 0.352 and the associated significance value (Sig.) of 0.000 indicate that the model is statistically significant, meaning that at least one of the independent variables significantly contributes to explaining customer engagement. The Sum of Squares for regression is 0.042 with 2 degrees of freedom, while the residual sum of squares is 0.534 with 162 degrees of freedom. This reinforces the conclusion that the model explains a significant portion of variance in customer engagement compared to the error.

Variables' Coefficients

The coefficients table provides insights into the individual contributions of each independent variable. The constant term is 6.083, suggesting the baseline level of customer engagement when all independent variables are zero. Influencer marketing has an unstandardized coefficient of 0.392, indicating a positive effect on customer engagement, while the standardized coefficient (Beta) is significant. Content marketing, with a coefficient of 0.331, also positively impacts engagement, but the negative Beta value of -0.181 suggests that the effect may vary under different conditions. Email marketing shows the highest coefficient of 0.750, indicating it has the most substantial impact on customer engagement. All variables have significance values of 0.000, confirming their statistical significance in influencing customer engagement.

In summary, the analysis indicates that influencer marketing, content marketing, and email marketing are significant predictors of customer engagement, with email marketing having the most considerable effect among the three.

Hypothesis Two

H0²: There is no significant the relationship between social media marketing and brand visibility in Guinness Nigeria Plc

Correlations

		Social media marketing	Brand visibility
Social media marketing	Pearson Correlation	1	.793**
	Sig. (2-tailed)		.000
	N	160	160
Brand visibility	Pearson Correlation	.793**	1
	Sig. (2-tailed)	.000	
	N	160	160

** . Correlation is significant at the 0.01 level (2-tailed).

Researcher's Computation, 2025

The table above presents the correlation between social media marketing and brand visibility, revealing a strong positive relationship between the two variables. The Pearson Correlation coefficient of 0.793 indicates a robust correlation, suggesting that as social media marketing efforts increase, brand visibility also tends to improve significantly. The significance value (Sig. 2-tailed) of 0.000 indicates that this correlation is statistically significant at the 0.01 level, confirming that the relationship observed is unlikely to have occurred by chance. This level of significance reinforces the reliability of the findings. Both variables are based on a sample size of 160, ensuring that the correlation is derived from a substantial dataset. Overall, the results imply that effective social media marketing strategies can substantially enhance brand visibility, making it a crucial area of focus for businesses aiming to strengthen their market presence.

CONCLUSION AND RECOMMENDATION

Specific findings of the current research have demonstrated several relevant conclusions on the evaluation of the impact of social media marketing on brand visibility and customer engagement. Therefore, the study concludes that social media marketing is a vital component in boosting both brand visibility and customer engagement for Guinness Nigeria Plc. The significant correlation observed demonstrates that effective social media strategies can lead to increased recognition and

interaction with the brand. As businesses increasingly rely on digital platforms, the findings emphasize the necessity for Guinness to leverage social media marketing as part of its overall marketing strategy.

According to findings few recommendations are made available for Guinness Nigeria plc. and other business organizations alike.

- i. Enhance Social Media Strategies: Guinness should continually refine its social media marketing strategies to maximize brand visibility and customer engagement. This may include utilizing more engaging content formats, such as videos and interactive posts.
- ii. Increase Customer Interaction: Encouraging user-generated content and interactions on social media platforms can help deepen customer engagement and foster a sense of community around the brand.
- iii. Adopt New Technologies: Embrace emerging social media trends and technologies, such as augmented reality and influencer partnerships, to enhance marketing efforts and reach a broader audience.
- iv. Monitor and Analyze Performance: Regularly assess the performance of social media campaigns through analytics tools to identify successful strategies and areas for improvement.

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