



## A STUDY ON THE ROLE OF SOCIAL MEDIA PLATFORMS IN BUILDING BRAND IMAGE AND CREATING AWARENESS WITH REFERENCE TO SIRA ENGINEERING PRIVATE LIMITED

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### Abstract:

In the digital era, social media platforms have transformed from simple networking tools into dynamic marketing channels that enable companies to build brand image, create awareness, and foster customer engagement. This study examines the role of social media in enhancing brand image and creating awareness for Sira Engineering Pvt. Ltd., a Coimbatore-based manufacturer of uPVC doors, windows, and GI steel products. The research explores how effectively the company utilizes various social media platforms to connect with its audience, promote its products, and influence consumer perceptions. Using a descriptive research design and quantitative analysis of 50 survey responses, the study concludes that while social media has positively influenced brand image and awareness, greater consistency, creativity, and interactivity in content could further improve customer engagement and trust.

**Key Words:** Social Media Marketing; Brand Image; Customer Awareness; Digital Engagement; Online Branding; Upvc Products; Sira Engineering Pvt. Ltd.; Marketing Strategy; Customer Perception; Social Media Analytics; Digital Marketing In India; Brand Trust; Audience Interaction.

### Introduction:

Social media has redefined the marketing landscape, becoming an indispensable communication and branding tool for businesses worldwide. Platforms such as Facebook, Instagram, LinkedIn, YouTube, and Twitter allow companies to reach global audiences at minimal cost while encouraging two-way interaction. For small and medium enterprises (SMEs) like Sira Engineering Pvt. Ltd., social media represents a strategic opportunity to enhance visibility, communicate value propositions, and establish brand credibility among customers.

This study focuses on evaluating the effectiveness of social media platforms in promoting the products of Sira Engineering Pvt. Ltd. It aims to measure customer perceptions, engagement levels, and the impact of digital presence on brand image and product awareness.

### Objectives of the Study:

The study was conducted with the following objectives:

- To examine the extent of social media usage by Sira Engineering Pvt. Ltd. for branding and promotion.
- To assess the effectiveness of various social media platforms in creating awareness about uPVC products.
- To identify strategies for improving social media utilization to enhance brand visibility and market reach.

### Research Methodology:

The study adopted a descriptive research design to analyze customer perceptions and engagement patterns related to Sira Engineering's social media marketing. Data was collected through a structured questionnaire distributed among 50 respondents, including working professionals, business owners, and self-employed individuals. Convenience sampling was used, and the data were analyzed using descriptive statistics, Chi-square tests, and correlation analysis to evaluate relationships between variables.

### Data Analysis and Interpretation:

Table1: Gender of Respondents

Gender	Frequency	Percentage
Male	29	58%
Female	21	42%
Total	50	100%

### Interpretation:

The sample consists of 50 respondents, out of which 58% are male and 42% are female. This indicates a slight male majority in the study population. However, the proportion of female respondents is also substantial, ensuring a balanced representation of perspectives from both genders. This balance enhances the reliability of the findings since both male and female opinions on social media engagement and brand perception are adequately captured.

Table 2: Occupation of Respondents

Occupation	Frequency	Percentage
Working Professional	17	34%
Business Owner	10	20%
Self-Employed	17	34%
Others	6	12%
Total	50	100%

**Interpretation:**

The majority of respondents (68%) are working professionals or self-employed individuals, representing a digitally active and economically aware audience. Business owners constitute 20% of the respondents, while 12% belong to other occupational categories. This occupational distribution indicates that most participants are either directly involved in business decision-making or are active users of social media for professional purposes. Therefore, their opinions on branding and awareness through digital platforms are relevant and credible.

Table 3: Summary of Key Responses

Parameter	Agree / Strongly Agree	Neutral	Disagree
Active Promotion on Social Media	72%	24%	4%
Consistent Presence	54%	34%	12%
Regular Updates	44%	40%	16%
Clear Feature Explanation	62%	28%	10%
Discover New Products	72%	22%	6%
Trust in Product Authenticity	58%	32%	10%
Brand Image Enhancement	56%	38%	6%
Engaging Content	72%	22%	6%
Customer Interaction	52%	46%	2%

**Interpretation:**

The responses show strong agreement across most parameters, confirming the effectiveness of Sira Engineering's social media presence. High scores for Active Promotion (72%), Engaging Content (72%), and Product Discovery (72%) indicate that social media effectively attracts attention and informs customers. Moderate results for Regular Updates (44%) and Consistent Presence (54%) suggest the need for more frequent and uniform posting. Overall, while awareness is strong, engagement can be improved through more interactive and consistent campaigns.

Table 4: Chi-Square Test Results

Hypothesis	p-Value	Result
Relationship between Social Media Usage and Engagement	0.892	Not Significant (Accept H <sub>0</sub> )

**Interpretation:**

The Chi-square test result shows a p-value of 0.892, which is greater than the significance level (0.05). Therefore, the null hypothesis (H<sub>0</sub>) is accepted. This indicates that there is no statistically significant relationship between social media usage and customer engagement in this study. In other words, even though respondents actively use social media, their engagement with the company's posts does not significantly vary based on usage frequency alone. This finding implies that factors such as content quality, relevance, and presentation may influence engagement more strongly than the general level of social media usage.

Table 5: Correlation Analysis Results

Variables	Correlation(r)	p-Value	Result
Interaction & Satisfaction	0.157	0.118	Weak Positive, Not Significant

**Interpretation:**

The correlation coefficient (r = 0.157) indicates a weak positive relationship between interaction and satisfaction. However, since the p-value (0.118) exceeds 0.05, the relationship is not statistically significant. This means that while there is a slight tendency for increased interaction to lead to higher satisfaction, the association is weak and inconclusive. It suggests that customer satisfaction may depend on additional factors such as product quality, response speed, and perceived value of content, rather than interaction frequency alone.

**Findings:**

- 72% of respondents agreed that Sira actively promotes its products through social media, indicating strong visibility and outreach.
- 62% believe that the company's posts clearly explain the features and benefits of its products.
- 72% of respondents discovered new products or services from the company through social media, showing effective awareness creation.
- 56% agree that the company's social media presence enhances its brand image.
- The Chi-square test results show no significant relationship between social media usage and engagement (p = 0.892), and correlation analysis revealed a weak positive relationship between interaction and satisfaction (r = 0.157).

**Suggestions:**

- Increase posting frequency and maintain consistent updates across all major platforms.
- Enhance visual appeal by incorporating professional graphics, product videos, and customer testimonials.
- Introduce interactive campaigns such as contests, polls, and Q&A sessions to improve engagement.
- Use targeted advertisements to reach specific audiences such as architects, builders, and homeowners.

- Regularly track engagement metrics to refine content strategies and optimize performance.

**Conclusion:**

The study concludes that social media marketing significantly contributes to brand awareness and image enhancement for Sira Engineering Pvt. Ltd. Customers perceive the company's social media presence as trustworthy and informative, leading to positive brand associations. However, the company can further strengthen its digital presence by posting more consistently, improving content creativity, and increasing interaction with customers. With strategic and data-driven social media utilization, Sira Engineering can build stronger customer relationships and improve its competitive position in the market.

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