

Impact of Social Media Marketing on Brand Awareness in Nepal

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Abstract

This study examines the impact of social media marketing on brand awareness in Nepal. Brand awareness is selected as a dependent variable. The selected independent variables are engagement rate, entertainment, interaction, trendiness, customization, e-WOM, and use of influencers. The study is based on primary data with 143 respondents. To achieve the purpose of the study, a structured questionnaire is prepared. The correlation coefficients and regression models are estimated to test the significance and importance of engagement rate, entertainment, interaction, trendiness, customization, e-WOM, and use of influencers on brand awareness in the context of Nepal.

The results showed that engagement rate has a positive impact on brand awareness. It implies that increase in engagement rate leads to increase in the awareness of the brand. The result also revealed that entertainment has a positive impact on brand awareness. It implies increase in entertainment in social media marketing leads to increase in awareness of the brand. Moreover, interaction has a positive impact on brand awareness indicating that better interaction leads to increase in brand awareness. Furthermore, trendiness has a positive impact on brand awareness. It indicates that increase in trendiness leads to increase in brand awareness. Similarly, the result also showed that customization has a positive impact on brand awareness. It indicates that better customization leads to increase in brand awareness. Likewise, the result also showed that e-WOM has a positive impact on brand awareness. It indicates that increase in positive electronic word of mouth leads to increase in brand awareness. Further, the result also showed that use of influencers has a positive impact on brand awareness. It indicates that use of popular influencers leads to increase in awareness of the brand.

Keywords: brand awareness, engagement rate, entertainment, interaction, trendiness, customization, e-WOM, use of influencers

1. Introduction

Brand awareness is defined as a combination of two or more elements of the name, symbol, brand element to recognize the product or service of the company to differentiate it from competing products or imitators. According to Bilgin (2018), brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category. According to Kotler and Keller (2012), brand awareness is the ability of customers to know,

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recognize, and remember a brand (Anggraheni and Haryanto, 2023). Brand awareness is one of the most important factors determining the brand strength and as a consequence leading to its competitive advantage (Switala *et al.*, 2018). According to Romaniuk *et al.* (2017), brand awareness is a capacity of a given customer to recognize or recall that a given brand belongs to a particular category of products. Moreover, Switala *et al.* (2018) explained that brand awareness is strongly related to the power with which the presence and traces of a brand in customers' minds result in their capacity to recognize (identify) the brand under various market conditions. Brand recognition is responsible for communicating the product's features until a brand name is established (Tong and Hawley, 2009). Consumers' ability to recognize or remember a brand's name is known as "recall" (Melati and Febianty, 2016). In other words, brand awareness is about the consumer remembering the name of a brand, especially during the buying process (Keller, 1993). According to Huang and Sarigollu (2012), brand awareness is essential during the decision-making process, as during this process, consumers use awareness to remember a particular brand. Keller (1993) emphasized three elements of brand awareness during the consumer decision-making. Firstly, consumers must bear in mind a certain brand when choosing a product from a certain category. Secondly, brand awareness influences the shape and power of brand associations in the brand image. Therefore, crucial factors towards attaining this objective are social media activities that can increase brand awareness and can be used by companies to inform and remind consumers of their brands, products, or services and convince them to purchase them (Rrustemi and Baca, 2021). Engagement rate has always played an important role in building brand awareness. Engagement Rate represents the interaction and participation of individuals within the social media environment. This includes reacting to content such as liking, commenting, and sharing (Barger *et al.*, 2016). Consumer online engagement represents the interaction and participation of individuals within the social media environment. This includes reacting to content such as liking, commenting, and sharing (Barger *et al.*, 2016). According to Dabbous and Barakat (2020), the higher the consumer online engagement the more time or attention an individual or prospect gives to a brand on the web or across multiple channels. Moreover, this engagement creates deep connections with customers which drive purchase decisions, interaction, and participation over time (Sashi, 2012). The brand awareness is an outcome of customer engagement within the social media context (Dabbous and Barakat, 2020).

Entertaining social media content enhances brand awareness among

customers. It includes posts aimed at amusing the audience, creating smiles through humor (Gaber and Wright, 2014). This content is often liked and shared, showcasing a different facet of the brand, leading to increased engagement. According to Bilgin (2018), entertainment is a key factor in attracting and retaining followers, offering valuable opportunities for brand awareness. Entertainment provides relaxation, emotional release, and an escape from routine (Muntinga *et al.*, 2011). Therefore, companies should aim for exciting messages to delight customers and stimulate their imagination (Nguyen and Nguyen, 2020). Liu and Arnett (2000) found that when consumers enjoy the entertaining elements available on social-media brand pages, the excitement is useful in establishing a positive experience-related link in their minds and, hence, they are more likely to recognize the brand (Keller, 2009). Hence, SMM with entertainment is expected to strengthen consumers' brand awareness and it can be regarded as inputs in building strong, favorable and unique brand associations in consumers' memory.

Interaction is the extent to which social media platforms offer an opportunity to get information both ways. Posting information that matches their target social media users can encourages discussion and improves relationships between consumers and brands (Cheung *et al.*, 2020). Social media has radically changed the way companies interact with their customers. Social media has created more favorable and appropriate conditions to interact and communicate with customers (Gallaughier and Ransbotham, 2010). Social media has a large user base and encourages interaction between users in various ways, such as exchanging likes, comments, events, tagging, sending messages, and chatting online (Ma and Chan, 2014). In addition, interactive activities and messages available on social networking sites can be more effective in reaching consumers than traditional media, such as print, TV and radio (Bowen, 2015). Trendiness refers to the extent to which a brand communicates the latest, up-to-date, and trendy (i.e., 'hot topics') information about the brand (Naaman *et al.*, 2011). Consumers increasingly search and obtain product-related information through social-media platforms, because it is perceived as more useful and up to date than traditional channels (Ashley and Tuten, 2015). Consumers will feel the motivation to get trending information about a brand within social media platforms, which encourages them to keep up with the latest developments about brands by seeking knowledge of relevant trends (Gallaughier and Ransbotham, 2010). Likewise, Keller (2009) found that when consumers are exposed to the trendiness messages about brands, their ability to recall and recognize the brand will be stronger. Indeed, when brand pages provide up-to-date information, the brand can satisfy

consumers' expectations of the brand in this regard and, hence, the brand is perceived as a leading brand, which contributes to an increase in brand trust (Gallaugh and Ransbotham, 2010). Additionally, Schivinski and Dabrowski (2016) found that trendiness has a positive impact on consumers' perceived value on the benefits and attributes of the brand and, hence, helping build a strong and positive brand attitude. Customization is a great way to engage customers and increase their behavioral intention. Brands can use social media to offer customers personalized experiences, such as customizing menu items or offering discounts for loyal customers. This will make customers feel valued and more likely to return. Additionally, brands can use social media to entertain their followers by creating content that is fun and engaging (Bushara *et al.*, 2023). Customization is a marketing and messaging service to make consumers personally feel satisfied, making the service customizable and easy to find information to create value for certain consumers (Cheung *et al.*, 2020). According to Ko and Megehee (2012), when brand pages provide customized information to consumers according to their preferences, and satisfying consumers' expectation from the brand page, this can enhance the perceived value of the brand pages and, hence, build consumers' trust in the brand (Dehghani and Tumer, 2015).

Electronic word of mouth (e-WOM) aims for communications made by prospective users or who have used brands, products using social media. EWOM will see the extent to which consumers disseminate and upload information on social media platforms. This is done to convey information about the brand by uploading content to their blog and sharing opinions with others (Cheung *et al.*, 2020). One of the major ways to increase brand awareness is by utilizing e-WOM (Keller, 2013). Lopez and Sicilia (2014) stated that e-WOM plays a vital role in marketing as sources of information more trusted, credible, and persuasive. Moreover, Akbar and Ozgul (2018) found that social media enhances the social integration and emotional connection and integration into social routines of customers that ultimately increase brand awareness of consumers. Companies also use social media as their main channel of communication with consumers. In addition, companies use influencers to advertise their goods and services (Negi and Pabalkar, 2020). According to Pratt (2018), the viral spread and widespread use of social platforms by consumers has prejudiced the emergence of influencers on social media, thus inducing the shaping of people's attitudes. Hence, influencers have become a sensation nowadays, which means that they can influence consumer behavior through social media. According to Andreani *et al.* (2021), there is an impact influence on brand awareness among generation

Z in Surabaya context. Ali and Alqudah (2022) found that influencer marketing directly influenced overall brand equity, brand awareness and customer brand engagement partially mediate the relationship between influencer marketing and overall brand equity.

In the context of Nepal, Jaishi (2023) stated that social media is one of the most powerful online networking tools integrated into a part of social and economic life. Furthermore, Thakur (2016) discovered that the use of social media is skyrocketing, not only in high-income countries, but also in low and middle-income countries like Nepal. According to Kharel (2018), online shopping has allowed consumers to buy from any part of the world which has been a part of globalization. Nowadays social media has been playing a dominant role in marketing communication process. With the advancement of information technology, print and electronic media has been moving to social media (Neupane, 2019). Review accuracy is a critical predictor of online purchase intention in Nepal as reviews provide them with the correct information for purchase. Nepalese online shoppers even believe that online review has few errors and were accurate (Mishra, 2021). Social media has been a part of life for every people who have access to the internet. Social media provide a new landscape for brand marketing communication, where consumers take a more active role as marketers, and brands are social currency (Vaidya, 2020).

The above discussion shows that the empirical evidence varies greatly across the studies concerning the factors that influence brand awareness. Though there are above mentioned empirical evidence in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The main purpose of the study is to analyze the impact of social media marketing on brand awareness in Nepal. Specifically, it examines the impact of engagement rate, entertainment, interaction, trendiness, customization, e-WOM and use of influencers on brand awareness in the context of Nepal.

The remainder of this study is organized as follows. Section two describes the sample, data and methodology. Section three presents the empirical results, and the final section draws the conclusion.

2. Methodological aspects

The study is based on primary data. The data were gathered from 143 respondents through a questionnaire. The respondents' views were collected

on engagement rate, entertainment, interaction, trendiness, customization, e-WOM and use of influencers. The study used descriptive and casual comparative research design.

The model

The model estimated in this study assumes that brand awareness in Nepal depends on consumer purchase decisions. The dependent variables selected for the study are brand awareness. Similarly, the selected independent variables are engagement rate, entertainment, interaction, trendiness, customization, e-WOM and use of influencers. Therefore, the model takes the following form:

$$BA = \beta_0 + \beta_1 ER + \beta_2 E + \beta_3 I + \beta_4 T + \beta_5 C + \beta_6 EW + \beta_7 IF + \epsilon$$

Where,

BA = Brand awareness

ER = Engagement rate

E = Entertainment

I = Interaction

T = Trendiness

C = Customization

EW = Electronic word of mouth

IF = Use of Influencers

Engagement rate was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I often engage with a brand’s social media content (e.g., liking, commenting, sharing)”, “I am more likely to purchase a product from a brand that has high engagement on social media” and so on. The reliability of the items was measured by computing Cronbach’s alpha ($\alpha = 0.753$).

Entertainment was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I find the social media contents provided by my favorite brands to be entertaining”, “I am more likely to follow brand because of the entertaining content they provide on social media” and so on. The reliability of the items was measured by computing Cronbach’s alpha ($\alpha = 0.717$).

Interaction was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I actively interact with posts from brands on social media”, “I appreciate it when brands respond to my comments or messages on social media” and so on. The reliability of the items was measured by computing Cronbach’s alpha ($\alpha = 0.853$).

Trendiness was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I believe brands effectively keeps up with current social media trends and challenges”, “I associate brands with popular trends and challenges on social media” and so on. The reliability of the items was measured by computing Cronbach’s alpha ($\alpha = 0.807$).

Customization was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I find the content from my favorite brands on social media to be personalized”, “I believe brands understands and provides to my preferences on social media” and so on. The reliability of the items was measured by computing Cronbach’s alpha ($\alpha = 0.776$).

e-WOM was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Positive comments or reviews about brands on social media influence my perception of the brand”, “I often seek out feedback or reviews about brands from social media before making a decision” and so on. The reliability of the items was measured by computing Cronbach’s alpha ($\alpha = 0.868$).

Use of influencers was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I tend to remember products more if they have been endorsed by my favorite influencers”, “I feel a stronger connection to a brand when products I like are promoted by an influencer I admire or can relate to” and so on. The reliability of the items was measured by computing Cronbach’s alpha ($\alpha = 0.880$).

Brand awareness was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I tend to

prefer products only from well-known brands”, “I can easily recall a specific product or service offered by brands” and so on. The reliability of the items was measured by computing Cronbach’s alpha ($\alpha = 0.725$).

The following section describes the independent variables used in this study along with hypothesis formulation.

Engagement rate

Engagement rate is a fundamental metric used in social media marketing to measure the performance of a piece of content on a social media platform, such as Instagram and Facebook. According to Jaakonmaki *et al.* (2017), the engagement rate is an indicator that measures the amount responses and interactions received by posting a content on social media. Additionally, Hughes *et al.* (2019) explained that interaction can be measured by the number of likes and comments that influencers get from followers when making paid posts from a brand to market the brand’s products or services on Instagram. If the influencer can create interesting content for the product, it is likely that followers will respond to the content so that the engagement rate will be high. Moreover, Vanitha and Subramanian (2020) found that there is positive relationship between brand awareness and customer engagement. The people are getting brand awareness they are automatically engaged with the same brand till they get bad experience. Based on it, the study develops the following hypothesis:

H₁: There is a positive relationship between engagement rate and brand awareness.

Entertainment

Entertainment is the ability of an advertisement to fulfill the viewer’s desire for entertainment, aesthetic pleasure, and emotional release (Genadi and Furkan, 2020). According to Dessart *et al.* (2015), through entertainment, brands can build and strengthen a sense of closeness of consumers to persuade them in buying. Moreover, Seo and Park (2018) described that entertainment is an important component to encourage behavior which creates positive feelings or emotions of followers on social media towards the brand. Even if the reasons for using social media are different, individuals have empathy for content that steals their attention in the form of funny and fun content. According to Rimadias *et al.* (2021), there is a positive and significant influence of entertainment on brand awareness. The finding supports previous research discovering that consumer brand engagement encourages some information related to the brand among consumers, strengthens the

interaction between consumers and brands by attracting their attention, and allows consumers to keep the brand in mind. Likewise, Seo and Park (2018) revealed that entertainment have a significant effect on consumers' brand awareness, brand image and brand loyalty. Based on this, the study develops the following hypothesis:

H₂: There is a positive relationship between entertainment and brand awareness.

Interaction

Interaction is the extent to which social media platforms offer an opportunity to get information both ways. Posting information that matches their target social media users can encourages discussion and improves relationships between consumers and brands (Cheung *et al.*, 2020). Furthermore, Muntinga *et al.* (2011) found that interaction occurs when social-media users contribute their ideas to meet, interact and discuss with like-minded others about specific products or brands on social-media platforms. Previous studies have found that interaction in social media is a motivating factor for consumers to create user-generated content and exchange ideas with others (Fischer and Reuber, 2011), with such interaction also being influential in strengthening consumers' attitude toward brands as well as their purchase intentions (Hajli, 2015). According to Rimadiaz *et al.* (2021), interaction has a positive impact on brand awareness. This is in line with the previous research that interaction is found to have positive impact by increasing customer satisfaction and being active on social media to develop further in consumer brand engagement. Based on this, the study develops the following hypothesis:

H₃: There is a positive relationship between interaction and brand awareness.

Trendiness

Trendiness refers to social media providing the latest news, and hot discussion topics is also a core product search channel. Accodring to Gallagher and Ransbotham (2010), consumers will feel the motivation to get trending information about a brand within social media platforms, which encourages them to keep up with the latest developments about brands by seeking knowledge of relevant trends. Trendy information can help consumers attract attention, evoke positive consumer feelings, and drive loyalty intentions (Liu *et al.*, 2021). Moreover, Laroche *et al.* (2013) explained that using social-media brand communication, marketers can provide consumers with the latest information about trending and hot discussion topics, thus

reducing consumers' information-search efforts. Likewise, Ko and Megehee (2012) found that social-media brand pages with trendiness information are effective in attracting consumers' attention and are deemed to be important in strengthening consumers' ability in recognizing the brand. Based on this, the study develops the following hypothesis:

H₄: There is a positive relationship between trendiness and brand awareness.

Customization

Customization is a marketing and messaging service to make consumers personally feel satisfied, making the service customizable and easy to find information to create value for certain consumers (Cheung *et al.*, 2020). Godey *et al.* (2016) discovered that customization in social media refers to the extent to which services are customized to satisfy consumers' personal preferences, such that the customized services and customized information search for consumers are easy to use. According to Martin and Todorov (2010), the effort of customization is influential in reaching the intended audience, building trust in consumers' minds, and strengthening consumers' purchase intentions. Marketers use social media as a platform to provide customized brand-related information to consumers that fit consumers' needs (Rohm *et al.*, 2013). Likewise, Kim and Ko (2012) found that customized SMM can be influential in building brand awareness as well as strong and positive brand attitude in consumers' minds. Based on this, the study develops the following hypothesis:

H₅: There is a positive relationship between customization and brand awareness.

Electronic word of mouth

EWOM on social-media platforms is influential in affecting consumers' evaluation of products because of its perceived trustworthiness, consumers increasingly generate and share brand-related information in the form of EWOM to other social-media users, including their friends, peers, and the public without constraints (Jalilvand and Samiei, 2012). According to Kudeshia and Kumar (2017), when consumers act as brand ambassadors to spread positive EWOM on social-media platforms, it is beneficial in building consumers' positive perception toward brands and strengthen their purchase intention. Moreover, Ansari *et al.* (2019) found that negative e-WOM can also less desirable brand-related outcomes, including weakened brand trust, detrimental effects on brand attitude and brand equity dilution. Likewise, Rimadias *et al.* (2021) fund that e-WOM has a positive and significant

influence on brand awareness. The result is in line with the preceding research finding that electronic word of mouth on social media platforms and users help create a positive brand experience and beneficial emotions for the brand to strengthen consumer brand engagement. Based on this, the study develops the following hypothesis:

H₆: There is a positive relationship between electronic word of mouth and brand awareness.

Use of influencers

Influencers are consumers who communicate product information and have an impact on other consumers through social media (Keller and Fay, 2016). According to De Veirman *et al.* (2017), social media influencers are social media users who have built a substantial network of followers by posting textual and visual narrations of their everyday lives and who hold influence over a group of viewers. Moreover, Haenlein *et al.* (2020) discovered that influencer marketing can be successful, if done right. Influencers are closely related to social media. Influencers need the exposure provided by social media platforms to gain notoriety, and those platforms have their appeal through content posted by influencers who are active on them. Today, the role of influencers is very strong in communicating brands on the internet and social media era. Although there is no homogeneous definition of influencer marketing, basically the effect contributed by influential communicators is to create awareness of a product on social media and in this way create consumption trends emerged (Evans *et al.*, 2017). Based on this, the study develops the following hypothesis:

H₇: There is a positive relationship between use of influencers and brand awareness.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with means and standard deviations have been computed and the results are presented in Table 1.

Table 1

Kendall's Tau correlation coefficients matrix

This table presents Kendall's Tau correlation coefficients between dependent variable and independent variables. The correlation coefficients are based on 143 observations. The dependent variable is BA (Brand awareness). The independent variables are ER (Engagement

rate), E (Entertainment), I (Interaction), T (Trendiness), C (Customization), EW (Electronic word of mouth) and IN (Use of influencers).

Variables	Mean	SD	BA	ER	E	I	T	C	EW	IN
BA	3.509	0.748	1							
ER	3.509	0.536	0.469**	1						
E	3.617	0.852	0.411**	0.231**	1					
I	3.751	0.741	0.366**	0.282**	0.411**	1				
T	3.390	0.546	0.370**	0.322**	0.287**	0.464**	1			
C	3.729	0.842	0.376**	0.170**	0.410**	0.359**	0.346**	1		
EW	3.666	0.836	0.253**	0.166**	0.323**	0.361**	0.305**	0.279**	1	
IN	3.607	0.717	0.339**	0.251**	0.218**	0.330**	0.331**	0.181**	0.292**	1

Note: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels respectively.

Table 1 shows that engagement rate is positively correlated to brand awareness. It implies that increase in engagement rate leads to increase in brand awareness. The result also reveals that entertainment is positively correlated to brand awareness. It implies that increase in entertainment in social media marketing leads to increase in awareness of the brand. Moreover, interaction is positively correlated to brand awareness indicating that better interaction in social media marketing leads to increase in brand awareness. Likewise, the result also shows that trendiness is positively correlated to brand awareness. It indicates that increase in trendiness leads to increase in brand awareness. Furthermore, customization is positively correlated to brand awareness indicating that better customization leads to increase in awareness of the brand. Similarly, the result also shows that electronic word of mouth is positively correlated to brand awareness. It indicates that increase in positive electronic word of mouth leads to increase in brand awareness. Further, the result also shows that use of influencers is positively correlated to brand awareness. It indicates that use of popular influencers leads to increase in awareness of the brand.

Regression analysis

Having analyzed the Kendall’s Tau correlation coefficients matrix, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it presents the regression results of engagement rate, entertainment, interaction, trendiness, customization, e-WOM and use of influencers on brand awareness in context of Nepal.

Table 2

Estimated regression results of engagement rate, entertainment, interaction, trendiness, customization, e-WOM and use of influencers on brand awareness

The results are based on 143 observations using a linear regression model. The model is $BA = \beta_0 + \beta_1 ER + \beta_2 E + \beta_3 I + \beta_4 T + \beta_5 C + \beta_6 EW + \beta_7 IN + e$, where the dependent variable is BA (Brand awareness). The independent variables are ER (Engagement Rate), E (Entertainment), I (Interaction), T (Trendiness), C (Customization), EW (Electronic word of mouth) and IN (Use of influencers).

Model	Intercept	Regression coefficients of							Adj. R_bar ²	SEE	F-value
		ER	E	I	T	C	EW	IN			
1	1.880 (7.568)	0.492 (7.109)**							0.259	0.617	50.544
2	1.937 (5.181)		0.476 (4.521)**						0.120	0.672	20.435
3	2.317 (9.722)			0.357 (5.557)**					0.174	0.652	30.885
4	1.808 (6.686)				0.479 (6.778)**				0.240	0.625	45.939
5	1.404 (4.242)					0.651 (6.755)**			0.240	0.625	45.628
6	2.515 (9.767)						0.293 (4.349)**		0.112	0.676	18.917
7	2.023 (8.631)							0.432 (6.933)**	0.249	0.621	48.061
8	1.633 (4.694)	0.443 (5.227)	0.120 (1.011)						0.259	0.617	25.787
9	1.436 (3.976)	0.329 (3.159)	0.140 (1.188)	0.145 (1.853)					0.271	0.612	18.634
10	1.153 (3.162)	0.273 (2.646)	0.106 (0.922)	0.028 (0.325)	0.272 (2.919)				0.309	0.596	16.862
11	0.835 (2.178)	0.231 (2.254)	0.032 (0.271)	0.039 (0.456)	0.180 (1.830)	0.306 (2.613)			0.337	0.584	15.340
12	0.898 (2.318)	0.260 (2.464)	0.010 (0.088)	0.072 (0.799)	0.196 (1.969)	0.332 (2.782)	-0.095 (-1.129)		0.338	0.584	13.021
13	0.723 (1.918)	0.250 (2.457)	0.016 (0.137)	0.019 (0.217)	0.131 (1.339)	0.265 (2.268)	-0.095 (-1.176)	0.233 (3.351)	0.385	0.563	13.612

Notes:

- Figures in parenthesis are t-values.
- The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
- Brand awareness is a dependent variable.

The regression results show that the beta coefficients for engagement rate are positive with brand awareness. It indicates that engagement rate has a positive impact on brand awareness. This finding is similar to the findings of Shojae and Azman (2013). Likewise, the beta coefficients for entertainment are positive with brand awareness. It indicates that entertainment has a positive impact on brand awareness. This finding is consistent with the

findings of Arli (2017). Moreover, the beta coefficients for interaction are positive with brand awareness. It indicates that interaction has positive impact on brand awareness. This finding is similar to the findings of Jamali *et al.* (2018). Furthermore, the beta coefficients for trendiness are positive with brand awareness. It indicates that trendiness has a positive impact on brand awareness. This finding is consistent with the findings of Schivinski and Dabrowski (2016). Similarly, the beta coefficients for customization are positive with brand awareness. It indicates that customization has a positive impact on brand awareness. This finding is consistent with the findings of Ahmed *et al.* (2019). Likewise, the beta coefficients for e-WOM are positive with brand awareness. It indicates that e-WOM has a positive impact on brand awareness. This finding is consistent with the findings of Alam and Khan (2015). Moreover, the beta coefficients for use of influencers are positive with brand awareness. It indicates that use of influencers has a positive impact on brand awareness. This finding is similar to the findings of Lou and Yuan (2019).

4. Summary and conclusion

Brand awareness is important because it helps marketers to familiarize customers with a brand or product through promotions, advertising, social media, and more. By understanding how consumers get aware about the product, they can fill in the gap in the market and identify the factors that can influence brand awareness. The companies should focus on increasing their brand awareness to help customers be familiar with the brand. Companies should also initiate different programs for their brands and improve their brand presence. Additionally, companies should produce goods that satisfy customers' needs. Companies should also consider influencers as a major brand promotion tool as it attracts customers toward purchasing certain brands.

This study attempts to analyze the impact of social media marketing on brand awareness in Nepal. The study is based on primary data with 143 respondents.

The major conclusion of the study is that engagement rate, entertainment, interaction, trendiness, customization, e-WOM and use of influencers have positive impact on brand awareness in Nepal. Higher engagement rates indicate that users are actively interacting with the brand's content, leading to increased brand recall and recognition. Content that is entertaining and engaging captures users' attention and makes them more receptive to the brand's message. This positive association with the brand leads to increased

brand awareness. Aligning with current trends and popular topics increases the brand's visibility and keeps it relevant in the eyes of potential customers. This can dramatically improve brand awareness, especially among younger audiences. The study also conclude that engagement rate followed by interaction and customization are the most influencing factor that explains the changes in brand awareness in Nepal.

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