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Role of Social Media Marketing in Brand Building and Customer Engagement at Srishti Innovative, Trivandrum

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Abstract

Social media marketing has emerged as a powerful tool for brand building and customer engagement in the digital era. This study examines the role of social media marketing at Srishti Innovative, a technology services company headquartered in Trivandrum, India. Specifically, the study investigates: (1) the association between social media platforms used and customer engagement patterns, and (2) customers' perception towards the company's brand. Data were collected from 150 customers using a structured questionnaire. Chi-square test and One-sample t-test were employed for statistical analysis. The Chi-square test revealed no significant association between the social media platforms used and customer engagement variables ($p > 0.05$), indicating that engagement quality is platform independent. The One-sample t-test demonstrated that customers hold a significantly positive brand perception across all dimensions brand awareness, trustworthiness, quality, brand experience, customer reviews, and brand promises with all values exceeding the neutral threshold ($p < 0.05$). The findings suggest that consistent and quality-driven social media content, irrespective of platform choice, contributes to a favourable brand image.

Keywords: Brand Building, Brand Perception, Customer Engagement, Chi-square Test, Social Media Marketing, Srishti Innovative.

Introduction

Social media marketing has emerged as one of the most powerful instruments for modern businesses, fundamentally reshaping the way brands communicate with their audiences and build lasting relationships. Platforms such as Facebook, Instagram, LinkedIn, Twitter, and YouTube have redefined the marketing paradigm, shifting organizations from one-way communication models to dynamic, interactive engagements with customers. For companies operating in the information technology and digital services space, social media marketing holds even greater significance, as these firms

must establish credibility and trust in an environment where services are intangible and customer decisions are heavily influenced by online information and peer reviews.

Brand building is an ongoing process involving the systematic development of awareness, recognition, trust, and loyalty among customers. In the digital space, the perception of a brand is profoundly shaped by social media activity. Consistent content, strong visual identity, storytelling, and interactive engagement help organizations differentiate themselves from competitors. Social media marketing enables brands to communicate with large and diverse audiences at relatively low cost, creating conditions that are conducive to building brand awareness and visibility. When customers continuously interact with brand content, brand recall improves and a strong brand image is reinforced.

Customer engagement is closely linked to brand building. Engaged customers tend to develop stronger emotional bonds with their preferred brands. Social media platforms offer numerous avenues for engagement through likes, comments, shares, reviews, polls, and interactive content allowing customers to actively participate in shaping a brand's online persona. Higher engagement is associated with greater trust, interest, and satisfaction, all of which are vital to successful brand building.

Srishti Innovative is a technology company headquartered in Trivandrum, India, specializing in web and mobile application development, enterprise solutions, cloud services, and related digital offerings. For an organization of this nature, social media marketing serves as a critical mechanism for demonstrating technical expertise, sharing success stories, and maintaining communication with existing and potential customers. The present study investigates the role of social media marketing in enhancing brand building and customer engagement at Srishti Innovative, with particular attention to customer perception, engagement patterns, loyalty, and the challenges faced by the organization in leveraging social media effectively.

Literature Review

Yunanto, Sugiati, and Ariyanti (2025) investigated the effects of social media marketing campaigns on brand loyalty and found that effective interaction and communication significantly increase brand awareness among customers. Their study established that customer engagement acts as the central mediating factor connecting social media marketing activities to brand loyalty.

Akanji (2025) demonstrated that brands can improve their visibility by maintaining a consistent and active presence on social media platforms, and that effective communication on these platforms enhances customer engagement, which is a critical driver of brand awareness and recognition.

Jiayi He (2025) examined the role of diverse social media marketing strategies in shaping consumer brand perception and concluded that an effective social media activity plan is instrumental in building positive brand perception, which ultimately contributes to brand development.

Jha et al. (2025) highlighted that interactive and customer-centered social media marketing activities are essential for improving both customer engagement and the overall brand experience. Improved customer experiences were found to promote emotional attachment and brand confidence, both of which are vital to business growth.

Wijayanto et al. (2025) explored the impact of various social media marketing strategies on customer engagement. Their research found that interactive and promotional content effectively encourages customer engagement, and that higher engagement levels correspond to greater trust and stronger purchase intentions.

Zahra (2025) discussed the influence of social media marketing on consumer brand engagement and knowledge, noting that trendiness, word-of-mouth, and customization are key components that enhance customer engagement and deepen brand understanding.

Verma, Dewangan, and Agrawal (2025) evaluated the impact of social media marketing on both customer engagement and customer loyalty, concluding that meaningful communication and interaction on social media build engagement, which in turn reinforces loyalty.

Dr. B. Anjan Kumar (2025) found that social media marketing enhances customer engagement through mechanisms such as liking, commenting, and sharing, and that businesses leveraging social media strategically are able to create strong, sustainable customer relationships and competitive advantages.

Jeswani (2023) elaborated on the centrality of social media marketing in modern brand building, demonstrating that consistent engagement fosters brand image and customer loyalty, making social media an indispensable component of long-term brand development.

Research Methodology

The study adopts a descriptive research design to analyse customer and employee perceptions. Primary data were collected from 150 customers of Srishti Innovative using structured questionnaires with a five-point Likert scale. Secondary data were drawn from the company's official website, research journals, books, and online resources. The sample of 150 customers was determined using Yamane's formula, and respondents were selected based on their social media activity and awareness of the company. The study was conducted over three months, from January 2026 to April 2026.

Objectives of the Study

- To examine the major social media platforms utilized by the company and assess customer interaction and engagement patterns on these platforms.
- To examine the customers' perception towards the company's brand.

Statistical Tools

The following statistical tools were applied to analyse the collected data: Chi-square test to examine the association between social media platforms and engagement patterns; One-sample t-test to compare customer brand perception scores against a neutral value.

Chi-Square Test: Association between Social Media Platforms and Customer Engagement

The Chi-square test was conducted to examine whether there is a significant association between the social media platforms used by customers and five engagement variables: frequency of usage, time spent, response rate, content preference, and visual appeal. The platform-wise distribution of respondents shows that Instagram is the most widely used platform (71 respondents), followed by WhatsApp (34), LinkedIn (22), Facebook (11), Gmail (6), and X/Twitter (6).

H_0 : There is no significant association between social media platforms used and customer engagement patterns.

Table 1 Chi-Square Test – Social Media Platform and Frequency

Social media platform	Level of frequency			Total	Chi-square value	P value
	Low	Moderate	High			
Instagram	29 (32.2) [40.9]	23 (23.67) [32.4]	19 (15.15) [26.8]	71	40.460	0.450
Facebook	8 (4.99) [72.7]	3 (3.67) [27.3]	0 (2.35) [0.0]	11		
LinkedIn	8 (9.97) [36.4]	12 (7.33) [54.5]	2 (4.69) [9.1]	22		
X	3 (2.72) [50]	2 (2) [33.3]	1 (1.28) [16.7]	6		
Whatsapp	15 (15.41) [44.1]	15 (15.41) [44.1]	9 (7.25) [26.5]	34		
Gmail	5 (2.72) [83.3]	0 (2) [0.0]	1 (1.28) [16.7]	6		
Total	68	50	32	150		

Source: Primary Survey

Table 2 Chi-Square Test – Social Media Platform and Time spent

Social media platform	Level of time spent			Total	Chi-square value	P value
	Low	Moderate	High			
Instagram	17 (16.09) [23.94]	38 (39.76) [53.52]	16 (15.15) [22.54]	71	34.526	0.715
Facebook	0 (2.49) [0.00]	9 (6.16) [81.82]	2 (2.35) [18.15]	11		
LinkedIn	4 (4.49) [18.18]	14 (12.32) [63.64]	4 (4.69) [18.18]	22		
X	0 (1.36) [0.00]	4 (3.36) [66.67]	2 (1.28) [33.33]	6		
Whatsapp	13 (7.71) [38.24]	14 (19.04) [41.18]	7 (7.25) [20.59]	34		
Gmail	0 (1.36) [0.00]	5 (3.36) [83.33]	1 (1.28) [16.67]	6		
Total	34	84	32	150		

Source: Primary Survey

Table 3 Chi-Square Test – Social Media Platform and Response rate

Social media platform	Level of response rate			Total	Chi-square value	P value
	Low	Moderate	High			
Instagram	15 (13.73) [21.13]	31 (32.19) [43.66]	25 (25.09) [35.21]	71	39.397	0.497
Facebook	0 (2.13) [0.00]	5 (4.99) [45.45]	6 (3.89) [54.55]	11		
LinkedIn	3 (4.25) [13.64]	12 (9.97) [54.55]	7 (7.77) [31.82]	22		
X	0 (1.16) [0.00]	6 (2.72) [100.0]	0 (2.12) [0.00]	6		
Whatsapp	10 (6.57) [29.41]	11 (15.41) [32.35]	13 (12.01) [38.24]	34		
Gmail	1 (1.16) [16.67]	3 (2.72) [50.00]	2 (2.12) [33.33]	6		
Total	29	68	53	150		

Source: Primary Survey

Table 4 Chi-Square Test – Social Media Platform and Content preference

Social media platform	Level of content preference			Total	Chi-square value	P value
	Low	Moderate	High			
Instagram	20 (19.88) [28.17]	34 (33.61) [47.89]	17 (17.51) [23.94]	71	27.608	0.931
Facebook	3 (3.08) [27.27]	6 (5.21) [54.55]	2 (2.71) [18.18]	11		
LinkedIn	6 (6.16) [27.27]	10 (10.41) [45.45]	6 (5.43) [27.27]	22		
X	3 (1.68) [50.00]	1 (2.84) [16.67]	2 (1.48) [33.33]	6		
Whatsapp	9 (9.52) [26.67]	17 (16.09) [50.00]	8 (8.39) [23.53]	34		
Gmail	1 (1.68) [16.67]	3 (2.84) [50.00]	2 (1.48) [33.33]	6		
Total	42	71	37	150		

Source: Primary Survey

Table 5 Chi-Square Test – Social Media Platform and Visual appeal

Social media platform	Level of visual appeal			Total	Chi-square value	P value
	Low	Moderate	High			
Instagram	18 (20.83) [25.35]	30 (28.87) [42.25]	23 (21.30) [32.39]	71	50.684	0.120
Facebook	3 (3.23) [27.27]	6 (4.47) [54.55]	2 (3.30) [18.18]	11		
LinkedIn	8 (6.45) [36.36]	7 (8.94) [31.82]	7 (6.61) [31.82]	22		
X	0 (1.76) [0.00]	4 (2.44) [66.67]	2 (1.80) [33.33]	6		
Whatsapp	14 (9.97) [41.18]	10 (13.82) [29.41]	10 (10.21) [29.41]	34		
Gmail	1 (1.76) [16.67]	4 (2.44) [66.67]	10 (10.21) [29.41]	6		
Total	44	61	45	150		

Source: Primary Survey

The chi-square test was conducted to examine whether there is a significant association between social media platforms used and various engagement dimensions including frequency of usage, time spent, response rate, content preference, and visual appeal. The results show that the p-values for all engagement dimensions are greater than 0.05 (Frequency = 0.450, Time Spent = 0.715, Response Rate = 0.497, Content Preference = 0.931, Visual Appeal = 0.120). Since all p-values exceed the 5 percent significance level, the null hypothesis (H_0) is accepted. It is therefore concluded that there is no significant association between the social media platform used and the selected engagement patterns. This indicates that user engagement in terms of frequency, time spent, response rate, content preference, and visual appeal does not significantly differ across platforms. The quality and relevance of content, rather than the platform itself, appear to be the primary determinants of customer engagement.

One-Sample t-Test: Customer Perception towards Brand

The One-sample t-test was applied to examine customers' perception of the company's brand, comparing mean perception scores against a neutral test value of 3 (on a five-point Likert scale). Six brand perception dimensions were assessed: brand awareness, trustworthiness, high quality, brand experience, customer reviews, and brand promises

H_0 : There is no significant difference between the mean perception score of customers towards the company’s brand and the neutral value.

Table 6 One-Sample t-Test – Customer Brand Perception (Test Value = 3)

Variable	t	df	Sig. (2-tailed)	Mean Difference	Lower 95% CI	Upper 95% CI
Brand Awareness	12.336	149	.000	1.033	.87	1.20
Trustworthy	8.890	149	.000	.740	.58	.90
High Quality	6.764	149	.000	.607	.43	.78
Brand Experience	4.301	149	.000	.413	.22	.60
Customer Reviews	5.380	149	.000	.513	.32	.70
Promises	5.737	149	.000	.560	.37	.75

Source: Primary Survey

The one-sample t-test was conducted with a neutral test value of 3 to assess customers’ perception of the company’s brand across six dimensions: brand awareness, trustworthiness, high quality, brand experience, customer reviews, and promises. The results show that all six variables yield a significance value (Sig. 2-tailed) of 0.000, which is less than 0.05, indicating statistical significance across all dimensions. Since the p-value is less than 0.05, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. The positive mean differences for all variables confirm that the average perception scores are significantly above the neutral value (3). This demonstrates that customers perceive the brand of Srishti Innovative as trustworthy, high quality, and capable of delivering a positive overall brand experience, underscoring the effectiveness of the company’s social media marketing in shaping favourable brand perceptions.

Findings

- The Chi-square test confirms that there is no significant association between the choice of social media platform and customer engagement patterns across all five variables examined ($p > 0.05$). This indicates that customer engagement is platform-agnostic and is driven more by content quality and relevance than by the platform itself.
- Instagram is the most frequently used social media platform among respondents (71 out of 150), followed by WhatsApp and LinkedIn, indicating that visual and professional platforms dominate customer interaction.
- The One-sample t-test demonstrates that customers hold a significantly positive perception of the brand across all six dimensions: brand awareness, trustworthiness, quality, brand experience, customer reviews, and brand promises ($p < 0.05$).
- Brand awareness recorded the highest mean difference above the neutral value (1.033), underscoring the effectiveness of social media in raising brand recognition.
- The company’s customer base is predominantly young (over 80% below 30 years), highly educated (over 80% graduates or postgraduates), and largely urban, reflecting a digitally literate audience well-suited to social media engagement

Suggestion

- Since engagement patterns are not platform-dependent, the company should concentrate on improving content quality, creativity, and consistency across all platforms rather than focusing

exclusively on any single channel.

- The strongly positive brand perception should be sustained and amplified by regularly sharing success stories, client testimonials, and project showcases on social media platforms.
- Given the youth-driven customer base, the company should leverage short-form video content, interactive posts, and real-time engagement strategies suited to younger digital audiences.
- To extend reach beyond urban segments, targeted content strategies tailored for rural and semi-urban audiences should be developed, particularly on WhatsApp and regional language platforms.
- Investment in skilled social media professionals and analytics tools will enable the company to measure campaign effectiveness, adapt to algorithm changes, and address negative feedback promptly.

Conclusion

This study investigated the role of social media marketing in brand building and customer engagement at Srishti Innovative, Trivandrum, with a specific focus on two objectives. The Chi-square analysis revealed that customer engagement patterns do not significantly vary based on the social media platform used, implying that content quality and relevance supersede platform selection as determinants of engagement effectiveness. The One-sample t-test confirmed that customers perceive the company's brand significantly positively across all dimensions, with brand awareness receiving the highest endorsement. Collectively, these findings affirm that Srishti Innovative's social media marketing strategy has been effective in creating a credible and trustworthy brand image. Future efforts should focus on maintaining content excellence, widening demographic reach, and deploying data-driven strategies to sustain and deepen customer engagement in an increasingly competitive digital marketplace.

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