

OPEN ACCESS

Volume: 13

Special Issue: 1

Month: May

Year: 2026

P-ISSN: 2321-4643

E-ISSN: 2581-9402

Citation:

Ashikha, RA, and M Adlin. "Role of Social Media Marketing in Building Event Brand Awareness: Rhythm of Kumari vs Rhythm of Kumari 2.0 at Prince Group of Companies, Monday Market." *Shanlax International Journal of Management*, vol. 13, no. S1, 2026, pp. 97–13.

DOI:

<https://doi.org/10.34293/management.v13iS1-i4-may.11061>

# Role of Social Media Marketing in Building Event Brand Awareness: Rhythm of Kumari vs Rhythm of Kumari 2.0 at Prince Group of Companies, Monday Market

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## Abstract

*This study examines the role of social media marketing in building event brand awareness with reference to the music concert events Rhythm of Kumari and Rhythm of Kumari 2.0 organized by Prince Group of Companies. The research focuses on how digital platforms such as Instagram, Facebook, YouTube, and WhatsApp contribute to increasing audience engagement, visibility, and event recognition. Primary data were collected from 250 respondents using a structured questionnaire, and the data were analyzed using statistical tools such as the Kruskal–Wallis test and Spearman's correlation. The findings highlight that engaging digital content, consistent social media presence, and targeted promotions significantly enhance audience interest and brand recall. The study concludes that strategic social media marketing plays a crucial role in transforming events into recognizable and trusted entertainment brands.*

**Keywords:** Audience Engagement, Brand Awareness, Event Promotion, Social Media Marketing, Content Engagement.

## Background of the Study

The rapid growth of digital technology has significantly changed the way organizations promote events and connect with audiences. Social media platforms such as Instagram, Facebook, YouTube, and WhatsApp have become powerful tools for marketing and communication in the modern era. Unlike traditional marketing methods, social media allows event organizers to interact directly with audiences, share updates instantly, and create excitement before, during, and after an event. In the entertainment and event management industry, building strong brand awareness is essential for attracting participants and maintaining long-term audience interest. Music concerts and live events particularly depend on audience engagement,

visual storytelling, and online promotions to reach a wider audience. Through creative content such as reels, posters, and promotional videos, event organizers can build curiosity and emotional connection with followers. Social media also helps in increasing visibility and strengthening the credibility of event brands. Rhythm of Kumari, a large-scale music concert in Kanyakumari district, demonstrates how digital promotion can influence audience perception and participation. The success of the first edition created anticipation for Rhythm of Kumari 2.0 and encouraged the use of more advanced social media strategies. Therefore, studying the role of social media marketing in building event brand awareness has become important in understanding how digital platforms influence audience engagement and event success.

### **Literature Review**

Hasnah Rimiyati & Maritza Salma Anisa (2025). “The Influence of Social Media Marketing, eWOM and Advertising Effectiveness on Purchase Intent Through Brand Awareness”.

This study examines how social media marketing, electronic word-of-mouth, and advertising effectiveness influence consumer purchase intention through brand awareness. The findings indicate that social media engagement and positive online reviews help improve brand visibility and credibility. The research concludes that strong brand awareness significantly increases consumers’ willingness to purchase products.

Haryantini (2025). “The Influence of Social Media Marketing on Brand Awareness and Purchase Decisions of Millennial Consumers”. This research analyzes the effect of social media marketing on brand awareness and purchasing decisions among millennial consumers. The study highlights that interactive content and influencer promotions play an important role in increasing brand recognition. It concludes that effective social media strategies positively influence millennials’ buying decisions.

Zunnoorain Khan, Gulbahar, & Attiya (2025). “Exploring the Influence of Social Media Advertising and Content Marketing Awareness on Brand Awareness, Image, Attitude, and Loyalty”. The study explores how social media advertising and content marketing contribute to brand awareness and customer loyalty. The results show that engaging digital content improves brand image and strengthens consumer attitudes toward brands. It concludes that combining advertising with content marketing helps businesses build stronger brand recognition.

Hongyu Wang (2025). “Impact of Content Marketing on Purchase Intention and Brand Loyalty among Generation Z”. This research focuses on the influence of content marketing on purchase intention and brand loyalty among Generation Z consumers. The study finds that informative and engaging digital content increases trust and emotional connection with brands. It concludes that effective content marketing encourages repeat purchases and long-term brand loyalty.

Arti Atmoj Anap (2024). “The Impact of Social Media Marketing on Brand Awareness and Consumer Buying Behaviors”. *Revista Electrónica de Veterinaria*, This study examines the relationship between social media marketing, brand awareness, and consumer buying behavior. The findings show that advertisements, promotions, and influencer marketing on social media increase brand recognition among consumers. The research concludes that higher brand awareness positively influences consumers’ purchase decisions.

### **Research Methodology**

This study adopts a descriptive research design to examine the role of social media marketing in building event brand awareness. Primary data were collected from 250 respondents using a structured questionnaire and selected through convenience sampling. The collected primary data were analyzed using SPSS with statistical tools such as the Kruskal–Wallis test and Spearman’s

rank correlation. Secondary data were obtained from social media platform insights including Instagram, Facebook, and YouTube. These data were analyzed and compared using Power BI to understand differences in reach, engagement, and promotional performance across the platforms.

### Objectives

- To understand the role of social media marketing in building event brand awareness.
- To analyze the effectiveness of social media content in creating event brand awareness.
- To examine the influence of social media promotions on audience interest and participation in events.

### Findings and Analysis

#### Demographic Profile of Respondents

- Gender Distribution

The gender distribution shows that 63.3% of respondents are male and 36.7% are female. This indicates a higher representation of male respondents, suggesting that males are comparatively more engaged in the study context and digital content interaction.

- Age Group Distribution

The majority of respondents belong to the 18–25 age group (47.4%), followed by 26–35 years (28.7%) and 36–45 years (21.5%), while only 2.4% are above 45 years. This clearly indicates that younger individuals dominate the the sample, highlighting that social media platforms are primarily driven by youth engagement.

- Occupation Distribution

The occupational profile shows that students (42.6%) form the largest group, followed by employees (38.2%), business individuals (17.9%), and a small proportion of home makers (0.8%) and physiotherapists (0.4%). This suggests that the sample is largely composed of young, active, and economically engaged individuals who are more exposed to digital platforms.

- Social Media Platform Preference

The data indicates that Instagram (52.2%) is the most preferred platform, followed by Facebook (26.3%) and YouTube (21.5%). This highlights Instagram’s dominance as the primary platform for content consumption and engagement among respondents.

- Social Media Usage Frequency

Regarding usage frequency, 52.2% of respondents use social media daily, while 21.5% use it occasionally, 16.7% weekly, and 9.6% rarely. This shows that a majority of respondents are highly active users, which increases the potential effectiveness of digital marketing campaigns.

**Table 4.1 Demographic Profile of Respondents**

S.no	Respondents	Frequency	Percentage
<b>Gender</b>			
1	Male	159	63.3
2	Female	92	36.7
	Total	251	100
<b>Age</b>			
1	18 - 25	119	47.4
2	26 - 35	72	28.7
3	36 - 45	54	21.5

4	Above 45	6	2.4
	Total	251	100
Occupation			
1	Student	107	42.6
2	Employee	96	38.2
3	Business	45	17.9
4	Home Maker	2	0.8
5	Physiotherapist	1	0.4
	Total	251	100
Social Media Platform			
1	Instagram	131	52.2
2	Facebook	66	26.3
3	Youtube	54	21.5
	Total	251	100
Social Media Usage			
1	Daily	131	52.2
2	Weekly	42	16.7
3	Occasionally	54	21.5
4	Rarely	24	9.6
	Total	251	100

**Source:** Primary Survey

## **Role of Social Media Marketing in Building Brand Awareness**

### **Quick Awareness**

The majority of respondents agreed with this statement, indicating that social media enables fast and wide dissemination of event-related information. Platforms like Instagram and Facebook provide instant updates, helping audiences become aware of events quickly. This shows that social media plays a key role in the initial stage of awareness creation.

### **Event Discovery**

A significant number of respondents agreed that they discovered the event through social media. This indicates that social media acts as a primary source of event discovery. Although some respondents were neutral, the overall response confirms its strong influence in introducing events to audiences.

### **Knowledge Enhancement**

Most respondents agreed that social media improves their knowledge about event details such as date, venue, and performers. This shows that social media not only creates awareness but also enhances audience understanding of the event.

### **Brand Awareness Tool**

A strong majority agreed with this statement, proving that social media is highly effective in building event brand awareness. Continuous promotions and engaging content help audiences recognize and remember the event brand.

## **Frequent Exposure**

Most respondents agreed that repeated exposure to social media content increases awareness. Regular posts, ads, and promotions improve brand recall and familiarity among audiences.

## **Effectiveness of Social Media Content in Creating Event Brand Awareness**

### **Visual Appeal**

A majority of respondents agreed that the event's social media content was visually attractive. This indicates that well-designed creatives, posters, and reels play a crucial role in capturing audience attention. Visually appealing content helps create a positive first impression and enhances brand recognition.

### **Content Engagement**

Most respondents agreed that the content was engaging and interesting. However, a noticeable portion remained neutral, suggesting that while the content is effective, there is still scope to improve interaction and engagement levels. Engaging content helps retain audience interest and strengthens brand connection.

### **Information Clarity**

A significant number of respondents agreed that the content clearly communicated important event details such as date, venue, and artist information. This shows that social media content is effective in delivering key messages, which is essential for building awareness and trust.

### **Easy Understanding**

Most respondents agreed that the content was easy to understand and remember. This indicates that the message delivery is simple and user-friendly, which helps in improving brand recall. However, some neutral responses suggest that memorability can be further enhanced.

### **Creative Impact**

A strong majority agreed that creative content improves event awareness. This highlights the importance of innovation, unique ideas, and interactive formats in attracting audience attention. Creative content plays a vital role in differentiating the event and strengthening brand awareness.

## **Influence of Social Media Promotions on Audience Interest and Participation**

### **Interest Creation**

A significant majority of respondents agreed that social media promotions increased their interest in attending the event. This indicates that promotional content such as posts, ads, and reels effectively captures audience attention and generates curiosity.

It shows that social media plays a strong role in stimulating initial interest among audiences.

### **Attendance Likelihood**

Most respondents agreed that they are more likely to attend events promoted through social media. This suggests that digital promotions not only create awareness but also influence audience decisions. Social media acts as a persuasive tool that encourages actual participation.

### Promotional Motivation

A majority of respondents agreed that promotional strategies such as discounts, countdown posts, and influencer marketing motivate them to participate in events. This highlights the importance of creative and strategic promotional techniques in increasing audience involvement and excitement.

### Sharing Behaviour

Many respondents agreed that social media encourages them to share event promotions with others. This indicates the presence of electronic word-of-mouth (e-WOM), where a u d i e n c e s actively pread information within their networks, thereby increasing reach and visibility.

### Decision Influence

A strong majority agreed that social media promotions influence their final decision to attend events. This shows that social media is not only informative but also highly influential in shaping audience behavior and participation decisions.

### Comparison of Digital Marketing Strategies (Rhythm of Kumari vs Rhythm of Kumari 2.0) Event Awareness

A majority of respondents indicated that they are aware of both versions of the event. This shows that the event has achieved a good level of brand visibility across editions. It also provides a strong base for comparing the effectiveness of digital marketing strategies between the two events.

### Promotion Effectiveness

#### Most respondents agreed that Rhythm of Kumari

2.0 had better social media promotion compared to the earlier event. This suggests that improved promotional strategies, including better planning and execution, contributed to higher reach and visibility.

### Content Engagement

A significant number of respondents agreed that the content of Rhythm of Kumari 2.0 was more engaging. This indicates that the use of reels, videos, and creative formats in the second edition improved audience interaction and attention.

### Strategy Improvement

Most respondents observed noticeable improvements in digital marketing strategies in Rhythm of Kumari 2.0. This reflects better use of analytics, targeted promotions, and content planning, showing a shift from basic promotion to a more structured approach.

### Brand Awareness Growth

A strong majority agreed that Rhythm of Kumari 2.0 created stronger brand awareness than the first event. This confirms that enhanced digital marketing strategies resulted in improved brand recognition and recall among audiences.

**Table 4.2 Awareness on Social Media Marketing**

Opinion of Respondents		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Quick Awareness	Frequency	15	70	82	17	13	251
	Percentage	7.5%	34.8%	42.8%	8.5%	6.5%	100%

Event Discovery	Frequency	60	69	45	18	9	251
	Percentage	29.9%	33.3%	22.4%	9%	4.5%	100%
Knowledge Enhancement	Frequency	48	68	67	12	6	251
	Percentage	29.9%	33.3%	22.4%	9%	4.5%	100%
Brand Awareness Tool	Frequency	39	81	63	13	5	251
	Percentage	19.4%	40.3%	31.3%	6.5%	2.5%	100%
Frequent Exposure	Frequency	55	77	58	6	5	251
	Percentage	27%	38.3%	28.9%	3%	2.5%	100%
Visual Appeal	Frequency	48	61	69	14	9	251
	Percentage	23.9%	30.3%	34.3%	7%	4.5%	100%
Content Engagement	Frequency	50	72	59	15	5	251
	Percentage	24.9%	35.8%	29.4%	7.5%	2.5%	100%
Information Clarity	Frequency	57	84	45	12	3	251
	Percentage	28.4%	41.8%	22.4%	6%	1.3%	100%
Easy Understanding	Frequency	55	72	61	7	6	251
	Percentage	27.4%	35.8%	30.3%	3.5%	3%	100%
Creative Impact	Frequency	55	72	51	18	5	251
	Percentage	27.4%	35.8%	25.4%	9%	2.5%	100%
Interest Creation	Frequency	59	63	57	16	6	251
	Percentage	29.4%	31.3%	28.4%	8%	3%	100%
Attendance Likelihood	Frequency	44	83	55	14	5	251
		21.9%	41.3%	27.4%	7%	2.5%	100%
Promotional Motivation	Frequency	56	78	52	9	6	251
	Percentage	27.9%	38.8%	25.9%	4.5%	3%	100%
Sharing Behaviour	Frequency	64	67	50	14	6	251
	Percentage	31.8%	33.3%	24.9%	7%	3%	100%
Decision Influence	Frequency	61	56	64	13	7	251
	Percentage	30.3%	27.9%	31.8%	6.5%	3.5%	100%
Event Awareness	Frequency	37	64	66	26	8	251
		18.4%	31.8%	32.8%	12.9%	4%	100%
Promotion Effectiveness	Frequency	48	75	61	12	5	251
	Percentage	23.9%	37.3%	30.3%	6%	2.5%	100%
Content Engagement	Frequency	49	77	58	13	4	251
	Percentage	24.9%	38.3%	28.9%	6.5%	2%	100%

Strategy Improvement	Frequency	51	81	56	9	4	251
	Improvement	25.4%	40.3%	27.9%	4.5%	2%	100%
Brand Awareness Growth	Frequency	40	68	72	13	8	251
	Brand Awareness Growth	19.9%	33.8%	35.8%	6.5%	4%	100%

**Source:** Primary Survey

### Inferential Analysis

#### Kruskal-Wallis Test

The Kruskal–Wallis test is a non-parametric alternative to the one-way ANOVA, used to compare three or more independent groups. It ranks the data instead of using raw values, so it does not require a normal distribution. The test checks whether all groups come from the same population. A significant result indicates that at least one group differs from the others.

#### Hypothesis Statement I

##### Test Used: Kruskal-Wallis Test

Null Hypothesis ( $H_0$ ): There is no significant difference between the mean rank of age groups with respect to the perception of social media marketing effectiveness in building event brand awareness.

Alternative Hypothesis ( $H_1$ ): There is a significant difference between the mean rank of age groups with respect to the perception of social media marketing effectiveness in building event brand awareness.

Descriptive Statistics that perception varies across age groups, with respondents aged above 45 having the highest mean rank, followed by the 36–45 and 26–35 age groups, while the 18–25 group has the lowest mean rank. This implies that older respondents perceive social media marketing as more effective in creating event brand awareness compared to younger respondents. The findings suggest that age significantly influences perception, with effectiveness increasing as age increases.

#### Hypothesis Statement II

Null Hypothesis ( $H_0$ ): There is no significant difference between the mean rank of occupation categories with respect to audience interest and participation influenced by social media promotions.

Alternative Hypothesis ( $H_1$ ): There is a significant difference between the mean rank of occupation categories with respect to audience interest and participation influenced by social media promotions.

### Descriptive Statistics

	N	Mean	Std. Deviation	Mini	Max
Brand awareness	251	11.4781	3.03620	5.00	25.00
Age Group	251	1.79	.862	1	4

## Kruskal-wallis Test Ranks

	Age Group	N	Mean Rank
Brand awareness	18-25	119	104.19
	26-35	72	136.43
	36-45	54	150.74
	Above 45	6	174.75
	Total	251	

## Test Statistics

	Brand awareness
Chi-square	22.446
Df	3
Asymp.sig.	.000

- a. Kruskal Wallis Test
- b. Grouping Variable: Age group

The Kruskal-Wallis test indicates that there is a statistically significant difference among age groups regarding the perception of social media marketing effectiveness in building event brand awareness, as the p-value (0.000) is less than the 1% level of significance (0.01). Therefore, the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_1$ ) is accepted. Further, the mean rank analysis shows. The Kruskal-Wallis test results indicate that there is no statistically significant difference among occupation categories with respect to audience interest and participation influenced by social media promotions, as the p-value (0.957) is greater than the 5% level of significance (0.05). Therefore, the null hypothesis ( $H_0$ ) is accepted and the alternative hypothesis ( $H_1$ ) is rejected. Further, the mean rank values across different occupation groups are relatively similar, indicating consistency in responses. This implies that respondents from various occupational backgrounds exhibit similar levels of interest and participation influenced by social media promotions. The findings suggest that occupation does not have a significant impact on audience response towards social media promotional activities.

## Hypothesis Statement III

Null Hypothesis ( $H_0$ ): There is no significant difference between the mean rank of social media platform preferences with respect to awareness of Rhythm of Kumari and Rhythm of Kumari 2.0.

Alternative Hypothesis ( $H_1$ ): There is a significant difference between the mean rank of social media platform preferences with respect to awareness of Rhythm of Kumari and Rhythm of Kumari 2.0.

## Descriptive Statistics

	N	Mean	Std.Dev	Min	Max
Promotion	251	11.3865	2.89241	5.00	19.00
Occupation	251	1.78	.792	1	5

### Kruskal-wallis Test

	Occupation	N	Mean Rank
Strategy	Student	107	127.50
	Employee	96	124.30
	Business	45	126.40
	Home maker	2	142.75
	Physiotherapy	1	78.0
	Total	251	

### Ranks

#### Test Statistics

	Promotion
Chi-square	.653
Df	4
Asymp.sig.	.957

a. Kruskal Wallis Test

b. Grouping Variable: occupation

The Kruskal-Wallis test results indicate that there is no statistically significant difference among occupation categories with respect to audience interest and participation influenced by social media promotions, as the p-value (0.957) is greater than the 5% level of significance (0.05). Therefore, the null hypothesis ( $H_0$ ) is accepted and the alternative hypothesis ( $H_1$ ) is rejected. Further, the mean rank values across different occupation groups are relatively similar, indicating consistency in responses. This implies that respondents from various occupational backgrounds exhibit similar levels of interest and participation influenced by social media promotions. The findings suggest that occupation does not have a significant impact on audience response towards social media promotional activities.

### Hypothesis Statement III

**Null Hypothesis ( $H_0$ ):** There is no significant difference between the mean rank of social media platform preferences with respect to awareness of Rhythm of Kumari and Rhythm of Kumari 2.0.

**Alternative Hypothesis ( $H_1$ ):** There is a significant difference between the mean rank of social media platform preferences with respect to awareness of Rhythm of Kumari and Rhythm of Kumari 2.0.

### Descriptive Statistics

	Mean	Std.Dev	Min	Max
Strategy	11.582	3.168	5.00	22.00
Which social media platform do you use most the frequently	1.69	.803	1	3

### Kruskal-wallis Test

	Which social media platform do you use most the frequently	N	Mean Rank
Strategy	Instagram	131	121.03
	Facebook	66	127.64
	YouTube	54	136.06
	Total	251	

### Test Statistics

	Strategy
Chi-square	1.710
Df	2
Asymp.sig.	.425

a. Kruskal Wallis Test

b. Grouping Variable: Which social media platform do you use most the frequently

The Kruskal-Wallis test results indicate that there is no statistically significant difference among social media platform preferences with respect to awareness of Rhythm of Kumari and Rhythm of Kumari 2.0, as the p-value (0.425) is greater than the 5% level of significance (0.05). Therefore, the null hypothesis ( $H_0$ ) is accepted and the alternative hypothesis ( $H_1$ ) is rejected.

Further, the mean rank values of different platforms such as Instagram, Facebook, and YouTube are relatively close, indicating uniformity in responses. This implies that respondents using different social media platforms exhibit similar levels of awareness regarding the events. The findings suggest that all platforms contribute almost equally in creating event awareness, with no single platform having a significantly greater impact.

### Spearman's Correlation

Spearman's Correlation analysis is used to measure the strength and direction of the relationship between two ranked variables in the study. It helps in understanding whether variables move in a positive or negative direction. This method is suitable for analyzing non-parametric data related to social media engagement and campaign effectiveness.

### Hypothesis Statement IV

**Null Hypothesis ( $H_0$ ):** There is no significant relationship between social media content effectiveness (engagement, creativity) and event brand awareness.

**Alternative Hypothesis ( $H_1$ ):** There is a significant positive relationship between social media content effectiveness (engagement, creativity) and event brand awareness.

### Correlations

			Brand awareness	Content
Spearsman's rho	Brand awareness	Correlation Coefficient	1.00	.566
		Sig. (2-tailed)		.000
		N	251	251

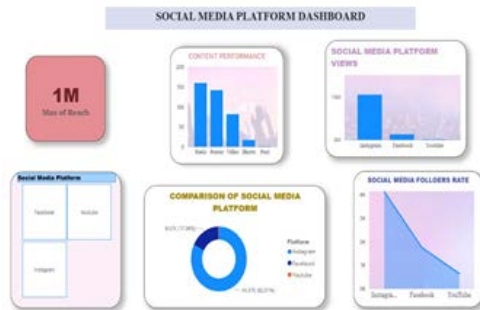
Spearsman’s rho	Content	Correlation Coefficient	.566	1.000
		Sig. (2-tailed)	.000	
		N	251	251

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

The Spearman’s correlation analysis indicates a positive relationship between social media content effectiveness (engagement and creativity) and event brand awareness, as the correlation coefficient ( $r = 0.566$ ) is positive. Since the p-value (0.000) is less than the 5% level of significance (0.05), the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_1$ ) is accepted. This implies that there is a statistically significant relationship between content effectiveness and brand awareness. The strength of the correlation is moderate, indicating that as the effectiveness of social media content increases, event brand awareness also increases to a considerable extent. The findings highlight that engaging and creative content plays an important role in enhancing brand awareness among the audience.

**Social Media Platform Dashboard - Power Bi Analysis (Secondary Data)**

The social media platform dashboard presents the analysis of secondary data using Power BI, focusing on social media platforms such as Instagram, Facebook, and YouTube. The dashboard visualizes key performance metrics including reach, content performance, platform-wise views, and follower growth. The objective is to understand how different platforms contribute to event brand awareness and audience engagement.

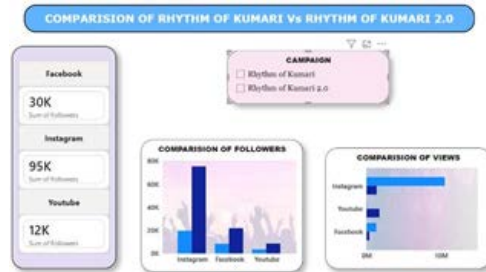


**Output 5.1 Power BI Dashboard**

The Power BI dashboard indicates that Instagram has the highest performance among all platforms, contributing the largest share of views (approximately 82.31%) and the highest follower growth rate. Facebook shows moderate performance with a smaller share of engagement, while YouTube has the lowest contribution across all metrics. The content performance analysis reveals that reels generate the highest engagement, followed by posters and videos, whereas shorts and static posts show comparatively lower interaction. The maximum reach recorded is 1 million, highlighting the strong impact of social media campaigns. Overall, the dashboard demonstrates that visually engaging and short-form content performs better and significantly boosts audience reach and awareness.

## Campaign Performance Dashboard - Power Bi Analysis (Secondary Data)

The Power BI dashboard provides a comprehensive analysis of campaign performance based on secondary data, focusing on key metrics such as views and follower growth rate across social media platforms during the promotional phase of Rhythm of Kumari and Rhythm of Kumari 2.0. The insights highlight audience reach, content visibility, and overall campaign effectiveness.



**Output 5.4 Power BI Dashboard- Comparisons**

The comparative Power BI dashboard analysis clearly indicates that Rhythm of Kumari 2.0 outperformed the original campaign in both views and follower growth. The improvement is mainly due to enhanced content strategy, increased use of short-form video formats, and better timing of promotional activities. Overall, the second campaign demonstrates stronger digital reach, higher audience engagement, and improved conversion efficiency across social media platforms.

### Findings of the Study

- 63.3% of respondents are male and 36.7% are female, with the majority belonging to the 18–25 age group, indicating that the study is dominated by a young audience segment.
- 47.4% of respondents fall under the 18–25 age group, followed by 28.7% in 26–35, showing that younger individuals are the primary users of social media and event-related content.
- 42.6% of respondents are students and 38.2% are employees, indicating that social media engagement and event awareness are largely driven by students and working professionals.
- Instagram is the most preferred platform (52.2%), followed by Facebook (26.3%) and YouTube (21.5%), highlighting Instagram as the dominant platform for event promotion.
- 52.2% of respondents use social media daily, while only 9.6% use it rarely, indicating high overall engagement with digital platforms.
- Younger respondents (18–25) show the highest daily social media usage, confirming that youth are the most active digital audience for event promotions.
- Students and employees are the most frequent social media users, while business respondents show comparatively moderate usage patterns.
- 69.3% of respondents agree that social media helps in creating event awareness, indicating its strong role in spreading event-related information.
- 54.5% of respondents agree that social media is a major source of event discovery, though 30.3% remain neutral, suggesting the presence of alternative information sources.
- 60.5% of respondents agree that social media enhances their knowledge about event details, indicating its effectiveness in information delivery.
- 64.1% of respondents agree that social media is an effective tool for building event brand awareness, showing strong positive perception.
- 68.6% agree that frequent exposure to social media improves event awareness, highlighting the importance of consistent digital presence.

- 69.8% of respondents find social media content visually attractive, indicating the effectiveness of creative design and presentation.
- 56.2% of respondents find event content engaging, while 31.9% remain neutral, suggesting scope for improving engagement strategies.
- 62.6% agree that event content clearly communicates important information, showing effective communication through digital content.
- 59% of respondents find content easy to understand and remember, indicating moderate effectiveness in content retention.
- 67.7% agree that creative social media content improves event awareness, emphasizing the importance of creativity in digital marketing.
- 72.5% of respondents state that social media promotions increase their interest in attending events, showing strong influence on audience interest.
- 56.9% of respondents are likely to attend events promoted on social media, indicating a moderate conversion from awareness to participation.
- 66.1% agree that promotional activities motivate them to participate in events, highlighting the effectiveness of marketing strategies.
- 58.5% of respondents are influenced to share event promotions, indicating moderate user-generated promotion behavior.
- 65% agree that social media promotions influence their decision to attend events, showing its impact on final decision-making.
- 70.1% of respondents are aware of both Rhythm of Kumari and Rhythm of Kumari 2.0, indicating strong reach and visibility of the events.
- 61.7% of respondents believe that Rhythm of Kumari 2.0 had better social media promotion compared to the previous event.
- 61% agree that Rhythm of Kumari 2.0 content was more engaging than the earlier event, indicating improvement in content strategy.
- 58.5% of respondents recognize improvements in digital marketing strategies in Rhythm of Kumari 2.0, though some remain neutral.
- 59.8% agree that Rhythm of Kumari 2.0 created stronger brand awareness compared to the previous event.
- There is no significant difference among age groups regarding perception of social media marketing effectiveness, indicating consistent views across age categories.
- There is no significant difference among occupation groups regarding audience interest and participation influenced by social media promotions.
- There is no significant difference among social media platforms regarding awareness of the events, indicating that all platforms contribute similarly.
- There is a significant positive relationship between social media content effectiveness (engagement and creativity) and event brand awareness.
- The Power BI analysis shows that Instagram contributes the highest share of views (82.31%), making it the most dominant platform for event promotion.
- Facebook demonstrates moderate performance in terms of engagement and reach, while YouTube shows comparatively minimal contribution.
- Reels generate the highest content engagement, followed by posters and videos, indicating that short-form and visually appealing content is more effective.
- The maximum reach recorded through social media campaigns is approximately 1 million, highlighting the strong impact of digital marketing efforts.
- The follower growth rate is highest on Instagram, followed by Facebook and YouTube,

indicating stronger audience retention and expansion on Instagram.

- The Power BI findings support primary data results, confirming that Instagram and creative content strategies significantly influence event brand awareness.

### **Suggestions of the Study**

- The organization can focus more on Instagram-based marketing strategies, as it is the most preferred platform among respondents, especially younger audiences.
- The company can increase the frequency of social media postings to maintain consistent audience engagement and improve event awareness.
- As a notable percentage of respondents remain neutral about content engagement, the organization can enhance creativity through high-quality reels, videos, and interactive content.
- The company can improve content clarity by ensuring that all important event details such as date, venue, and artists are clearly communicated in every post.
- The organization can utilize influencer marketing and collaborations to further increase reach and attract new audiences.
- Since some respondents are hesitant to attend events despite awareness, the company can introduce early bird offers, discounts, and exclusive benefits to encourage participation.
- The company can strengthen audience interaction by using polls, Q&A sessions, and live videos to create a more engaging digital experience.
- As social sharing behavior is moderate, the organization can introduce share-based campaigns, contests, and referral incentives to encourage users to promote event content.
- The company can target different age groups with customized content strategies to improve engagement across all segments.
- The organization can enhance storytelling techniques by using behind-the-scenes content, artist highlights, and audience reactions to build emotional connection.
- Since some respondents remain neutral about improvements in Rhythm of Kumari 2.0, the company can ensure clearer differentiation and stronger branding in future promotions.
- The company can focus on improving content memorability by using consistent themes, slogans, and visual identity across all platforms.
- The organization can expand promotions across multiple platforms like YouTube and Facebook to ensure wider reach beyond Instagram users.
- The company can regularly analyze social media insights and audience feedback to continuously refine digital marketing strategies.
- The organization can continue investing in creative and data-driven social media marketing, as it has a strong positive impact on event brand awareness and audience engagement.
- The organization can prioritize Instagram-focused campaigns, as it contributes the highest share of views and follower growth according to Power BI analysis.
- The company can invest more in reels and short-form video content, as they generate the highest engagement and audience interaction.
- As Facebook shows moderate performance, the organization can optimize content strategies specifically for Facebook to improve engagement levels.
- The company can strengthen YouTube marketing by creating more engaging video content to increase its currently low impact.
- The organization can continuously track performance using tools like Power BI to make data-driven marketing decisions.

## Conclusion

The study on the role of social media marketing in building event brand awareness with reference to Rhythm of Kumari and Rhythm of Kumari 2.0 at Prince Group of Companies revealed that factors such as platform preference, content creativity, visual appeal, frequency of exposure, and promotional strategies significantly influence audience awareness and engagement. The findings indicate that social media, particularly Instagram, plays a dominant role in creating event visibility, attracting audience interest, and enhancing brand recall. While a majority of respondents show a positive perception towards social media marketing, a notable portion remains neutral in areas such as content engagement, memorability, and event participation, indicating scope for further improvement. The study also highlights that Rhythm of Kumari 2.0 demonstrated noticeable improvements in digital marketing strategies compared to the earlier event, especially in terms of content engagement and overall brand awareness. The Power BI analysis of secondary data further supports these findings, showing that Instagram contributes the highest share of views and follower growth, while reels and short-form content generate the highest engagement. Although Facebook provides moderate support and YouTube shows relatively lower impact, the overall reach achieved through social media campaigns is significantly high. These results confirm a strong positive relationship between social media content effectiveness and event brand awareness. Therefore, continuous focus on creative content, platform-specific strategies, and data-driven marketing approaches is essential to further enhance audience engagement, increase participation, and ensure the long-term success of event marketing initiatives at Prince Group of Companies.

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### **Website**

1. <https://www.princegroupofcompanies.com>

### **Web Links**

1. <https://www.hubspot.com/marketing-statistics>
2. <https://sproutsocial.com/insights/social-media-marketing-strategy/>
3. <https://www.hootsuite.com/resources/social-media-marketing>
4. <https://www.statista.com/topics/1164/social-networks/>