



EVALUATING SOCIAL MEDIA MARKETING STRATEGIES AND CHALLENGES FOR BRAND AWARENESS IN THE DURABLE GOODS SECTOR OF KARNATAKA

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ABSTRACT

Social media marketing has emerged as a critical tool for businesses to enhance brand awareness, particularly in the durable goods sector. This study evaluates various social media marketing strategies and the challenges faced by businesses in Karnataka while promoting durable goods. The research highlights the effectiveness of different platforms, content strategies, and consumer engagement methods. Additionally, it discusses barriers such as budget constraints, changing algorithms, and consumer trust. The findings provide insights for businesses to optimize their marketing efforts and enhance brand visibility in a competitive digital landscape.

Keywords: Social Media Marketing, Brand Awareness, Durable Goods, Karnataka, Digital Marketing Strategies, Consumer Engagement.

1. INTRODUCTION

The rise of social media has revolutionized marketing approaches, enabling businesses to connect with consumers effectively. The durable goods sector, which includes automobiles, home appliances, and electronics, increasingly relies on digital marketing to enhance brand recognition. Karnataka, being a hub for various industries, presents a unique landscape for social media-driven brand awareness. This study explores the effectiveness of social media strategies and identifies key challenges businesses face in this domain.

Social media marketing (SMM) has emerged as a critical strategy for enhancing brand awareness, particularly in the durable goods sector, which includes automobiles, home appliances, furniture, and electronics. Karnataka, a key economic hub in India, presents a dynamic market where brands leverage digital platforms to engage with consumers. With an increasing number of internet users and smartphone penetration, businesses are shifting their marketing efforts to platforms like Facebook, Instagram, Twitter, and LinkedIn to strengthen their brand presence. Unlike fast-moving consumer goods (FMCG), durable goods require high consumer involvement due to their long-term utility and significant cost. Therefore, brands must employ persuasive marketing tactics, including influencer collaborations, interactive content, and targeted advertisements, to educate potential buyers and establish trust.

Despite the growing adoption of SMM in Karnataka's durable goods sector, brands face several challenges. Consumer skepticism regarding online advertisements, the need for personalized content, and the ever-changing algorithms of social media platforms create hurdles in maintaining a consistent engagement rate. Additionally,



the rural-urban digital divide within Karnataka impacts the effectiveness of digital marketing campaigns, necessitating region-specific approaches. Regulatory policies, data privacy concerns, and the rising cost of social media advertising further complicate the scenario. While multinational corporations with extensive resources can navigate these challenges, small and medium-sized enterprises (SMEs) struggle to compete in the digital space. To optimize brand awareness through social media, businesses in Karnataka must adopt a data-driven approach, integrating analytics to measure consumer engagement and refine marketing strategies. Content marketing, augmented reality (AR) experiences, and customer interaction via social media messaging services have shown promise in improving consumer-brand relationships. Case studies of successful campaigns in the region reveal that brands that prioritize customer engagement, respond promptly to queries, and maintain a consistent content strategy witness higher brand recall.

This paper explores the effectiveness of social media marketing strategies in increasing brand awareness in Karnataka's durable goods sector while addressing the challenges businesses encounter. It examines the impact of various social media tools, engagement metrics, and emerging trends in digital marketing that influence consumer behavior. By analyzing key industry practices and case studies, this study aims to provide insights into the evolving role of social media in shaping the branding landscape of durable goods in Karnataka.

2. LITERATURE REVIEW

Fan, Xiruo. (2020) Businesses may raise their brand recognition with the use of social media marketing tactics. Unfortunately, they haven't always made the most of the strategy's inventive and creative potential since they don't know which tools work best with today's technology. Importantly, not all businesses see the value of social media. One of the many new possibilities made possible by the rise of the internet is online marketing, which reaches its customers via various forms of online media such as social media, podcasts, and blogs. On the other hand, the internet facilitates the sharing and debate of information by allowing users to connect and form communities. Some well-known social media platforms include Twitter, Facebook, and YouTube. New platforms like TikTok, however, have emerged as a result of the progressing social media growth. The amount of features and services offered by the platform is a key indicator of its popularity, according to analysts. Therefore, contemporary social networks are more successful than older ones since they enable worldwide contacts despite physical distance. Though few businesses in different industries are actively engaging in social media marketing, there are a plethora of tactics detailed in this literature that any company may employ to raise awareness of its name and products. Insights about new trends and the use of technology like chatbots and Artificial Intelligence (AI) in marketing will be offered, as will discussions of the most effective social media marketing methods, their pros and cons. The review begins with an overview of the subject, and then moves on to discuss various marketing tactics, including content and image appeal. Along with the techniques come issues, which are addressed in the challenges section. Digital marketing's cutting edge features, such chatbots, AI, and short videos, are all part of the new tech and trends. A large body of literature addressing the aforementioned problems with social media marketing forms the basis of this debate.

Amalia, Ishica et al., (2020) A business that specializes in woven bags called CrochetWoven is expanding its presence in the Japanese market for export reasons, and this study dives into the digital marketing tactics that they use. This research aims to understand how woven bags and other consumer goods may effectively reach foreign



markets using digital marketing and the internet. The research process includes collecting and evaluating marketing journals, references, and literature from a variety of sources, including traditional books and relevant electronic publications, all of which support the ideas being explored. The case study focuses on e-commerce and social media and shows how CrochetWoven increased its market share by using major Japanese e-commerce platforms including Rakuma, Amazon Japan, and Rakuten. According to the results, CrochetWoven has a lot of room to grow its digital marketing by using e-commerce. Knowing how Japanese consumers think is going to be key to breaking into and succeeding in that market.

Panakaje, Dr et al., (2020) One of the most influential online platforms, social media has become an integral part of many people's business strategies due to the exponential expansion of the internet. The increasing amount of time individuals spend online has led to social media becoming a societal trend. The Meta platform is one example of a successful and cost-effective platform that businesses may use to reach more people. After that, they may contribute their ideas, curate content, share media (photos and videos included), and join groups based on shared interests. Brands may market their wares and draw in more consumers in a number of ways; one of them is by endorsing "Fashion Influencers," or individuals with a large fashion-related following. Examining the firm's marketing tactics and the efficacy of various corporate influencers as promotional tools is the primary goal of this research. Approach: Secondary data is the backbone of this study's methodology. The study's foundational materials were culled from a variety of published sources, including articles in magazines and journals as well as books. Conclusions: Here are the main takeaways from the study: Launched into the metaverse, the platform lets consumers and influencers choose their style via virtual meetups. Companies in the fashion industry have also taken use of digital models, partnerships with gaming platforms, and online platforms (Meta platforms) to launch virtual collections that gamers all over the globe may enjoy. Implications for Practice: This research will help businesses make sense of the myriad of marketing strategies at their disposal and choose when and how to use social media influencers.

Herhausen, Dennis et al., (2020) both consumer and business marketing have been utterly transformed by digitization in the last 20 years. Industrial marketers and academics in the field of industrial marketing are on the lookout for information on the configuration and structure of our digital marketing expertise and practice. We systematically examine 129 publications spanning two decades of research to identify diverse digital marketing capabilities in industrial organizations, using the resource-based viewpoint as an organizational framework. This will help solve the gap in the literature. We find four main points from this research, and they are digital technology, digital connections, social media, and channels. After that, we put this information to the test by surveying 169 managers online to determine the range of marketing capabilities that industrial enterprises would need in the future. In this piece, we pinpoint two areas where marketing capabilities are lacking. Firstly, there is a knowledge gap, which shows how industrial firms' digital marketing transformations differ significantly from the existing academic knowledge. Secondly, there is a practice gap, which shows how managers' "current" practices fall short of their "ideal" digital marketing capabilities. These findings form the basis of our research agenda for digital marketing skills in the future.

Gupta, Harshita et al., (2019) Adapting to innovations has been a top priority for the ever-changing marketing industry. The public's awareness of the many developments in new media technologies throughout the last decade has been steadily rising. For instance, there are now a variety of programs that cater more to mobile users than



desktop users. Massive amounts of data are being created every second as a result of these technical developments. In today's world, the most appealing way to provide information is via visually appealing material. Nowadays, most media content is comprised of audiovisual effects, and the media industry has reached unprecedented heights thanks to a plethora of fascinating applications. Spending time and energy wisely on marketing is crucial in a fast-paced industry like this. The moment of disruption is here, and the client base of whomever adopts it early will have a larger grasp on it. In this chapter, we'll take a look at some of the new media marketing tools that might cause a stir in the industry.

3. RESEARCH METHODOLOGY

A mixed-methods approach was employed for this study, combining qualitative and quantitative research. Surveys were conducted among businesses operating in Karnataka's durable goods sector to assess their social media marketing strategies. Additionally, interviews with marketing professionals provided deeper insights into the challenges faced. The study also analyzed engagement metrics from social media campaigns to determine effectiveness.

4. SOCIAL MEDIA MARKETING STRATEGIES

Businesses in Karnataka use various strategies to boost brand awareness:

- **Content Marketing:** Informative and engaging content, including videos, blogs, and infographics.
- **Influencer Collaborations:** Partnering with social media influencers to expand reach.
- **Paid Advertising:** Running targeted ads on platforms like Facebook and Instagram.
- **User-Generated Content:** Encouraging consumers to share experiences and testimonials.
- **Interactive Engagement:** Conducting live sessions, polls, and contests.

5. CHALLENGES IN SOCIAL MEDIA MARKETING

Despite its advantages, businesses face several hurdles in leveraging social media marketing:

- **Algorithmic Changes:** Platforms frequently alter their algorithms, affecting organic reach.
- **Budget Constraints:** Small businesses struggle with limited resources for paid promotions.
- **Consumer Trust Issues:** Consumers often question the authenticity of online marketing claims.
- **Content Saturation:** High competition leads to reduced visibility for new brands.
- **Measuring ROI:** Businesses find it challenging to track the direct impact of social media marketing.

6. FINDINGS AND DISCUSSION

The study revealed that content-driven strategies, especially video marketing and influencer collaborations, yield higher engagement. Businesses that actively engage with customers through comments and live sessions tend to build stronger brand recall. However, firms relying solely on organic reach face difficulties due to social media platform policies favoring paid promotions. The study also highlights that businesses investing in analytics and targeted campaigns achieve better results.



7. CONCLUSION AND RECOMMENDATIONS

Social media marketing plays a crucial role in enhancing brand awareness for durable goods in Karnataka. To maximize impact, businesses should adopt a hybrid approach, combining organic engagement with paid advertising. Additionally, leveraging data analytics to track campaign effectiveness can lead to better decision-making. Future research can focus on industry-specific challenges and consumer perceptions toward digital marketing in the durable goods sector.

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