

Brand awareness: The influence of social media during the covid-19 pandemic

ABSTRACT

In today's society, social media is unavoidable, especially as we enter the 'new normal'. As the pandemic alters our use of social media, it becomes an even more valuable medium of communication for brands and consumers alike. The present global pandemic, with its imposed lockdowns, has caused millions of us to turn to the internet to socialize. Social media has become an everyday aspect of our lives, and not simply when we are trying to maintain social distance. Now, social media itself has become the new normal. Marketers have taken notice of this emerging social phenomenon. There is a change in consumer behavior as well as a change in marketing tools. As a result, the purpose of this research is to gain a better knowledge of the influence and usefulness of social media as a digital marketing tool on brand awareness during Covid-19 pandemic. Thus, a study was conducted on 100 respondents using an online questionnaire instrument (Google Form) in Kota Kinabalu, Sabah. The findings demonstrate that social media marketing was effective at brand awareness during COVID-19. Marketers must rethink how they analyze and target the current consumer. It is vital to take advantage of the opportunity to explore and research the new normal following the COVID-19 pandemic, as doing so will improve the future of marketing, technology, and communication. The research on brand efficacy in marketing during COVID-19 offers fresh insight that is essential to developing a sales plan following COVID-19 since doing so will advance marketing, technology, and communication in the future.