



A STUDY ON USERS' AWARENESS OF TWITTER, INSTAGRAM AND ITS IMPACT ON DIGITAL MARKETING

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Cite This Article: M. Jayaprakasam & S. Uma Maheshwari, "A Study on Users' Awareness of Twitter, Instagram and Its Impact on Digital Marketing", *International Journal of Interdisciplinary Research in Arts and Humanities*, Volume 11, Issue 2, July - December, Page Number 46-49, 2026.

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Type of Review: Peer Reviewed as per |C|O|P|E| Guidance.

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DOI: <https://doi.org/10.5281/zenodo.21997736>

Abstract:

The rapid growth of social media has transformed digital marketing by providing businesses with effective platforms to communicate with customers and promote their products and services. Among the various social media platforms, Twitter and Instagram have become popular tools for creating brand awareness, increasing customer engagement, and supporting marketing activities. This study aims to examine the level of users' awareness of Twitter and Instagram as digital marketing platforms and to analyse its impact on digital marketing effectiveness. The study was conducted among 200 Twitter and Instagram users in Coimbatore District, Tamil Nadu, using the convenience sampling method. The collected data were analysed using simple percentage analysis, mean score and ranking method, and the Chi-square test. The findings indicate that users have a good level of awareness of Twitter and Instagram and that demographic factors such as age, educational qualification, occupation, and monthly income significantly influence users' awareness. The study also reveals that users' awareness positively contributes to digital marketing effectiveness by increasing engagement with online advertisements, brand promotions, and marketing campaigns.

Key Words: Twitter, Instagram, Users' Awareness, Digital Marketing, Social Media Marketing, Brand Awareness, Customer Engagement

Introduction:

The widespread adoption of the internet and advancements in information and communication technology have significantly transformed the way businesses communicate with consumers. The emergence of social media platforms has revolutionized digital marketing by providing organizations with innovative channels to promote products and services, interact with customers, and build long-term relationships. Social media has become an integral component of marketing strategies because of its ability to reach large audiences quickly, facilitate two-way communication, and influence consumer perceptions and purchasing behaviour.

Among the various social media platforms, Twitter and Instagram have gained considerable importance due to their unique features and widespread popularity. Twitter enables users to share real-time updates, participate in discussions through hashtags, and engage with brands through concise and interactive content. Instagram, with its emphasis on visual communication, allows users to share photographs, videos, stories, and reels, making it an effective platform for creative advertising, brand promotion, and customer engagement. These platforms have become valuable marketing tools for businesses seeking to enhance brand visibility, attract potential customers, and maintain a competitive advantage in the digital marketplace.

The increasing number of social media users has encouraged businesses of all sizes to integrate Twitter and Instagram into their marketing activities. Companies use these platforms to launch promotional campaigns, introduce new products, provide customer support, collaborate with influencers, and gather customer feedback. The interactive nature of these platforms enables businesses to establish direct communication with consumers, thereby strengthening brand loyalty and improving customer satisfaction. As a result, digital marketing has evolved from traditional online advertising to a more customer-centric approach that emphasizes engagement, personalization, and relationship building.

Users' awareness of Twitter and Instagram plays a significant role in determining the effectiveness of digital marketing efforts. Awareness refers to the extent to which users understand the features, functions, promotional content, advertising formats, privacy settings, and communication tools available on these platforms. Users with higher levels of awareness are more likely to recognize marketing messages, interact with branded content, participate in promotional activities, and make informed purchasing decisions. In contrast, limited awareness may reduce user participation and affect the success of digital marketing campaigns.

The rapid growth of mobile technology, affordable internet access, and increasing digital literacy have further accelerated the use of Twitter and Instagram across different age groups and demographic segments. Businesses are continuously adopting innovative marketing techniques, including influencer marketing, live streaming, user-generated content, and targeted advertisements, to enhance customer engagement and maximize marketing outcomes. The effectiveness of these strategies largely depends on users' familiarity with and awareness of social media platforms, making the study of user awareness an important area of research in the field of digital marketing.

Review of Literature:

Bryła, Chatterjee, and Ciabiada-Bryła (2022) conducted a systematic literature review on the impact of social media marketing on consumer engagement. The review found that social media platforms positively influence consumer awareness,

engagement, trust, and purchase behaviour. The study also reported that interactive content and active user participation significantly enhance the effectiveness of digital marketing campaigns.

Prasetya et al. (2024) conducted a comprehensive systematic review of social media marketing by analysing studies published between 2020 and 2025. The review concluded that user engagement, platform-specific strategies, personalized content, and influencer marketing significantly improve digital marketing performance. The authors also emphasized that businesses should increase users' awareness of platform features to maximize marketing effectiveness.

Rachmand and Dwita (2025) conducted a systematic literature review on social media marketing and brand awareness using Scopus-indexed publications. The study found that social media marketing positively influences brand awareness through interactive communication, digital content, influencer activities, and customer engagement. The review also highlighted the growing importance of Instagram and Twitter in enhancing organizational digital marketing performance and recommended further empirical studies on users' awareness of social media platforms.

Aldlimi, Priporas, and Chang (2025) systematically reviewed research on influencer marketing engagement. The study reported that user interaction, credibility of influencers, content relevance, and platform awareness significantly affect customer engagement and digital marketing success. The authors concluded that organizations should adopt user-centric social media strategies to improve digital marketing outcomes.

Need for the Study:

- To understand the level of users' awareness of Twitter and Instagram as digital marketing platforms.
- To examine the importance of users' awareness in improving digital marketing effectiveness.
- To identify the role of Twitter and Instagram in enhancing brand communication and customer engagement.
- To assess how users' awareness influences their interaction with digital marketing content on Twitter and Instagram.
- To provide insights for businesses to develop effective digital marketing strategies through Twitter and Instagram.

Objectives of the Study:

- To examine the level of users' awareness of Twitter and Instagram as digital marketing platforms.
- To analyse the impact of users' awareness of Twitter and Instagram on digital marketing effectiveness.

Research Methodology:

- **Area of the Study:** The study was conducted in Coimbatore District, Tamil Nadu, as the district has a large and diverse population of social media users actively using Twitter and Instagram.
- **Sample Size:** A total of 200 users of Twitter and Instagram were selected for the study.
- **Sampling Method:** Convenience sampling method was adopted to collect data from respondents who were active users of Twitter and Instagram and were willing to participate in the study.
- **Data Collection Method:** Primary data was collected using a structured questionnaire comprising close-ended questions. Secondary data was collected from journals, research articles, books, reports, and websites related to social media and digital marketing.
- **Tools for Analysis:** The collected data was analyzed using simple percentage analysis, mean score and ranking method, and Chi-square test.

Limitations of the Study:

- The study is limited to 200 Twitter and Instagram users in Coimbatore District; therefore, the findings cannot be generalized to users in other regions.
- The study is based on the responses provided by the respondents, which may be influenced by personal opinions and perceptions.
- The study focuses only on Twitter and Instagram and does not include other social media platforms such as Facebook, LinkedIn, YouTube, or Snapchat.
- The use of convenience sampling may not fully represent the entire population of Twitter and Instagram users in the study area.

Analysis and Interpretation:

Table 1: Demographic Profile of the Respondents (N = 200)

Demographic Factors	Categories	No. of Users	Percentage (%)
Gender	Male	110	55.0
	Female	90	45.0
Age Group	Below 20 years	30	15.0
	21-30 years	85	42.5
	31-40 years	45	22.5
	41-50 years	25	12.5
	Above 50 years	15	7.5
Educational Qualification	Higher Secondary	25	12.5
	Undergraduate	80	40.0
	Postgraduate	70	35.0
	Others (Diploma / Professional / Doctorate)	25	12.5
Occupation	Student	55	27.5
	Private Employee	65	32.5
	Government Employee	25	12.5
	Self-employed / Business	35	17.5
	Homemaker / Others	20	10.0

Monthly Income	Below ₹20,000	55	27.5
	₹20,001-₹40,000	65	32.5
	₹40,001-₹60,000	40	20.0
	Above ₹60,000	40	20.0
Place of Residence	Rural	80	40.0
	Urban	120	60.0
Frequency of Using Twitter	Daily	65	32.5
	Weekly	55	27.5
	Monthly	35	17.5
	Rarely	45	22.5
Frequency of Using Instagram	Daily	120	60.0
	Weekly	40	20.0
	Monthly	20	10.0
	Rarely	20	10.0

Table No. 1 presents the demographic profile of the 200 respondents. The results show that a majority of the respondents (55.0%) are male, while 45.0% are female. Regarding age, most respondents (42.5%) belong to the 21-30 years age group, followed by 31-40 years (22.5%), below 20 years (15.0%), 41-50 years (12.5%), and above 50 years (7.5%). In terms of educational qualification, 40.0% are undergraduates, 35.0% are postgraduates, 12.5% have completed higher secondary education, and 12.5% possess other qualifications such as diploma, professional courses, or doctorate.

With respect to occupation, 32.5% are private employees, followed by students (27.5%), self-employed/business respondents (17.5%), government employees (12.5%), and homemakers/others (10.0%). The monthly income distribution indicates that 32.5% earn between ₹20,001 and ₹40,000, 27.5% earn below ₹20,000, while 20.0% each earn ₹40,001 - ₹60,000 and above ₹60,000. A majority of the respondents (60.0%) reside in urban areas, whereas 40.0% belong to rural areas.

Regarding social media usage, 32.5% of the respondents use Twitter daily, 27.5% use it weekly, 22.5% use it rarely, and 17.5% use it monthly. In contrast, Instagram usage is considerably higher, with 60.0% of the respondents using it daily, followed by 20.0% weekly, and 10.0% each using it monthly and rarely. The findings indicate that Instagram is used more frequently than Twitter among the respondents, suggesting its greater potential as a digital marketing platform.

Table 2: Relationship between Demographic Factors and Users' Awareness of Twitter and Instagram as Digital Marketing Platforms

Demographic Factors	Chi-Square Value	Sig. Value
Gender	2.184	0.139
Age Group	8.562	0.036*
Educational Qualification	11.274	0.010*
Occupation	9.843	0.020*
Monthly Income	6.427	0.040*
Place of Residence	3.125	0.077

* Significant at the 5% level ($p < 0.05$).

The above table shows the relationship between demographic factors and users' awareness of Twitter and Instagram as digital marketing platforms using the Chi-square test. The results indicate that gender ($\chi^2 = 2.184$, $p = 0.139$) and place of residence ($\chi^2 = 3.125$, $p = 0.077$) do not have a statistically significant relationship with users' awareness, as their significance values are greater than 0.05.

In contrast, age group ($\chi^2 = 8.562$, $p = 0.036$), educational qualification ($\chi^2 = 11.274$, $p = 0.010$), occupation ($\chi^2 = 9.843$, $p = 0.020$), and monthly income ($\chi^2 = 6.427$, $p = 0.040$) exhibit statistically significant relationships with users' awareness of Twitter and Instagram as digital marketing platforms, as their significance values are less than 0.05.

The findings suggest that users' awareness of Twitter and Instagram varies according to age, educational qualification, occupation, and monthly income, whereas gender and place of residence do not significantly influence the level of awareness.

Table 3: Impact of Users' Awareness of Twitter and Instagram on Digital Marketing Effectiveness

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean Score	Rank
Awareness of Twitter and Instagram helps users identify brand promotions effectively.	85	70	22	15	8	4.05	2
Users' awareness increases engagement with digital advertisements on Twitter and Instagram.	90	68	20	14	8	4.09	1
Awareness of platform features enhances trust in online marketing campaigns.	78	72	25	16	9	3.97	3
Awareness encourages users to interact with promotional posts, reels, and stories.	75	70	28	17	10	3.92	4
Awareness influences users' online purchasing decisions through social media marketing.	72	68	30	18	12	3.85	5
Awareness improves users' ability to identify genuine advertisements and promotional content.	70	65	32	20	13	3.80	6
Awareness increases brand recall and recognition through digital marketing campaigns.	68	64	34	21	13	3.77	7

Awareness enhances users' willingness to follow or subscribe to brand pages on Twitter and Instagram.	65	62	36	22	15	3.70	8
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The table presents the impact of users' awareness of Twitter and Instagram on digital marketing effectiveness. The findings reveal that users' awareness increases engagement with digital advertisements on Twitter and Instagram, which ranks first with the highest mean score (4.09). This is followed by awareness helping users identify brand promotions effectively (4.05) and awareness enhancing trust in online marketing campaigns (3.97), indicating that awareness plays a significant role in improving the effectiveness of digital marketing.

The analysis further shows that users agree that awareness encourages interaction with promotional posts, reels, and stories and positively influences online purchasing decisions. Respondents also acknowledge that awareness improves their ability to identify genuine advertisements and enhances brand recall through digital marketing campaigns. However, awareness in encouraging users to follow or subscribe to brand pages receives the lowest mean score (3.70), suggesting that although awareness positively influences digital marketing effectiveness, its impact on long-term brand engagement is comparatively lower. Overall, the findings indicate that users' awareness of Twitter and Instagram contributes positively to the effectiveness of digital marketing initiatives.

Suggestions for the Study:

- Businesses should create informative and engaging content on Twitter and Instagram to improve users' awareness of digital marketing activities.
- Organizations should make effective use of platform features such as reels, stories, hashtags, live sessions, and sponsored posts to increase user engagement.
- Digital marketers should provide authentic, relevant, and personalized content to build users' trust and encourage interaction with promotional campaigns.
- Companies should collaborate with credible influencers whose content aligns with their brand values to enhance the reach and effectiveness of digital marketing.
- Businesses should educate users about advanced platform features, including business accounts, analytics, shopping tools, and privacy settings, through awareness campaigns.

Conclusion:

The study examined users' awareness of Twitter and Instagram as digital marketing platforms and analyzed its impact on digital marketing effectiveness. The findings indicate that users possess a satisfactory level of awareness regarding the key features and marketing functions of both platforms. The study also reveals that demographic factors such as age, educational qualification, occupation, and monthly income significantly influence users' awareness, whereas gender and place of residence do not show a significant relationship. The analysis further demonstrates that users' awareness has a positive and significant impact on digital marketing effectiveness. Greater awareness encourages users to engage with digital advertisements, recognize brand promotions, and interact with marketing content, thereby enhancing the overall effectiveness of digital marketing campaigns. The study highlights the growing importance of Twitter and Instagram as valuable digital marketing platforms and emphasizes the need for businesses to develop innovative, user-centric, and transparent marketing strategies that improve customer engagement and strengthen brand performance in the digital environment.

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