

**IMPACT OF SOCIAL MEDIA MARKETING DIMENSIONS ON
BRAND AWARENESS IN HIGHER EDUCATION INDUSTRY**

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Abstract

In recent years, social media has emerged as one of the most distinctive technologies. In the end, this usage explains why companies apparently use Facebook and Instagram social media marketing as a key form of mainstream marketing communication for brand outreach. Even though Education Industry in have begun to do business online and use social media, they still view it as a communication tool rather than a strategic one and are unaware of its true value in building brand awareness. This study examines the effects of social media marketing strategies on building brand recognition in the Sri Lankan Education Industry.

Deductive reasoning was used to assess this study, along with quantitative research using primary data from online surveys and secondary data from journals and online publications. Using SPSS software, the data was gathered, examined, and the conclusions on the correlation between the SMM aspects and brand awareness were presented. According to the hypothesis, all five SMM characteristics—entertainment, personalization, interaction, word-of-mouth, and trendiness— influence the spread of brand awareness. The study ends with suggestions for additional research that would widen its goals and help education industry increase their brand outreach in the internet market.

Keywords – Brand awareness, Social Media Marketing, Education Industry in Sri Lanka