Impact of Moment Marketing Towards Brand Awareness: Youngster's Perception

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Abstract

During the era of social media and digital advertising, businesses have used Moment Marketing as their strategic approach. Companies operate by entering existing breakout trends with strong public attention. The industry has adopted moment marketing as its independent marketing strategy. Moment marketing refers to a company's proactive response to a customer's reaction to an ad campaign, a brand post, a recent brand association, or any other current event. The approach utilizes suitable messages during opportune moments, thus making them appear utterly spontaneous. The low-cost method of moment marketing serves as an effective technique to promote viral content through various platforms. The practice of instant marketing facilitates greater client participation through two-way communication channels. The research examines how moment marketing affects how customers become aware of brand names. The brand awareness of customers is influenced by product understanding, pricing, moment awareness, post clarity, post timing, post online platform, emotional user involvement, and virility of the post. The research will establish how different aspects of moment marketing affect Brand awareness.

Keywords: Brand Recall, Creating Awareness, Enhancing Knowledge, Moment Marketing, Social Media Marketing. Uplifting Buying Behaviour.

Introduction

Modern corporations employ moment marketing strategies because of current social media advertising trends. Companies succeed in gaining momentum by joining trending and popular topics that already attracted numerous people. The market industry has implemented moment marketing as its distinct promotional method. The term moment marketing describes how companies respond to customer responses toward their advertising initiatives and brand interactions with recent products or trending events. The approach functions by delivering pertinent messages precisely when they generate an authentic reaction distribution of viral content through moment marketing functions as an economic strategy. The process of instant marketing enhances both client interaction and two-way dialogue between business and consumers.

Marketing is changing in today's world with the new media marketing strategies. Almost every company is now using social media to promote itself and is looking for new methods to engage with its customers. It's becoming more difficult and more expensive for brands to attract the attention of consumers. People now have many content options on digital media, and they can even skip commercials. Consumers rarely like direct advertising, and they don't want to watch them if they aren't relevant to them. For the solution of this problem, moment marketing plays a vital role. Moment marketing is a trendy technique to connect with the audience these days. Moment marketing is a marketing strategy in which the current and trendy moment is emphasized in commercial+ls. Brands use trending themes to promote their products. Because people are continually linked via digital media, it's simple to spot and forward the most recent content, whether it's a meme, a viral video, a social media post, or a tweet. As a result, it has become simple to float advertisements with the right message at the right moment to the right person.

Viral marketing represents the fundamental aspect of moment marketing because it enhances message visibility through motivated user-driven sharing of content with others, according to Ralph & Wilson (2005). A statement from TVTY, the world's first Moment Marketing Company, declares that "Moment marketing allows businesses to mold their digital advertising per relevant offline occurrences in real-time." Digital advertising demands that businesses focus on moments because they represent fundamental factors toward achieving their objectives. The key to audience conversion in digital marketing depends on displaying suitable advertisements at proper moment intervals.

Micro-Moments

Micro-moments caught the interest of people who were most likely to follow our marketing campaigns. Users are in a semi-urgent need state at micro-moments, such as 'I want to know' or 'I want to buy.' Micro-moments are very particular moments in time when something occurs that influences customer behavior. When someone is searching for anything on the Internet, such as purchasing a product, booking tickets, or looking for local restaurants, the marketer will have a micro-moment to sell their brand or product. According to the study, a third of businesses (34%) are already exploiting micro-moments within events to activate real-time ads. Travel and automotive are at the forefront of this strategy, yet just half of companies are leveraging microseconds. The Consumer Goods industry is lagging, with no respondents using the micro-moment method. TVTY (2016).

Macro Moments

Macro moments are a wide phrase for something likely to affect the target audience's behavior (for example, a festival, a weather occurrence, a sporting event, a television ad campaign, or an awards ceremony). At the macro level, consumer journeys and touch points are vital, but purchase decisions are made unconsciously in the micro-moment experience. When it comes to Moment marketing execution, there are three simple procedures to follow. a) Identify any hot events b) Create one intriguing online social post related to the product/services and the event c) Allow customers to serve as catalysts by sharing and making the post viral. Nowadays, users like material that is quick, informative, and direct, which moment marketing serves. Through moment marketing, marketers can easily trigger the minds of customers by making the right moves at the right time. Many brands have successfully implemented the moment marketing strategy,such as Amul, Pizza Hut, Domino, Netflix, Facebook, Zomato, and Fevicol. Also, there are so many Government bodies that are using moment marketing on their social media pages to educate the public in terms of traffic, Clean India, Insurance, and Drug paddling.

Viral Marketing

Viral marketing is a marketing technique that promotes a product by using existing social networks. It is basically a tactic in which the customers share product information with others in their social networks, spreading it from one person to another.It is a method that generates curiosity among potential consumers in order to enhance potential sales, brand exposure, and product awareness. The basic goal is to spread the word from person to person as soon as possible while reaching a large audience. The users are the

main participants, as they contribute material across various web channels (Biswas & Shah, 2020). The dissemination of information by word-of-mouth is at the base of viral marketing, but current technology has expanded the viral effect to include various Internet-based platforms.

Viral marketing is a marketing method that involves the use of electronic or social media to achieve a marketing goal that is carried out through a chain of communication processes or replicates itself. According to Puriwat&Tripopsakul (2021), Viral marketing is one of the most important and successful marketing tactics. The rise in popularity of digital technology and social media has made viral marketing initiatives more significant because they can now reach specific audiences more quickly and at a lower cost. Because it depends so heavily on the adaptability of digital resources, such as smartphones and the Internet, viral marketing differs from conventional word-of-mouth marketing. Viral marketing efforts may reach a wider audience and require less financial investment, and they are more advantageous for businesses than traditional above-the-line media.

Word of Mouth Marketing

Free promotional techniques fall under word-of-mouth marketing, which integrates customer personal experiences, product reviews, and feedback. The term "word-of-mouth advertising" corresponds to WOM marketing, which includes buzz, viral, blog, emotive, and social media marketing approaches. Historically, word-of-mouth marketing has spread among people through personal recommendations. Word-of-mouth marketing in today's world consists of planned promotional methods as well as natural expressions of customer satisfaction with products and services. A single recommendation has a significant influence on our current interconnected world, leading businesses to implement word-of-mouth marketing (WOMM) or word-of-mouth advertising methods. Social exposure of online companies can benefit from special social media marketing campaigns, while various established practices help word of mouth develop naturally. Nielsen (2012) demonstrates that recommendations from

friends and family receive trust from 92% of people above any other type of advertising. Research studies conducted by academics demonstrate that WOMM delivers effective results in converting customers.

Meme Marketing

Meme marketing is the process of promoting a product or service using memes, which are viral pieces of user-generated material such as images, articles, and video or audio clips. This most recent kind of viral marketing is gaining popularity. Due to the penetration of social media into everyday life, it has gained importance in recent years. Meme marketing is a subcategory of viral marketing, which is the technique of achieving marketing objectives through outlets such as word of mouth and social media networks. It is the process of employing people to promote a company or product by providing news or material that is interesting, engaging, and spreads quickly.

Review of Literature

Sinha & Modak (2019) reveal that boosting moment marketing drives people to purchase faster consumer goods, thus escalating sales numbers. The buying decisions of customers evolve based on moment marketing strategies. The purchase intention of customers depends on seven factors: product knowledge, pricing, moment awareness, post clarity, the timing of the post, the online platform of the post, emotions, and users' engagement (Biswas & Shah 2020). TVTY (2016) indicates that brands encounter mounting obstacles to reaching customers because acquiring customer attention now requires more resources and effort. Online marketers use moment marketing by implementing sophisticated advertising approaches. The extent to which the post becomes popular plays a minor role in determining the desired purchase action. The primary factor that drives purchasing decisions stems from momentary awareness because this experience will trigger the buying intention. A customer's buying intention gets activated when they gain product understanding and clear communication on images and messages combined with commercial relevance to present times (Biswas & Shah 2020).

The rise in advertising costs forces marketers to use different ways to manage the situation. Instant marketing has gained rising popularity after this recent surge in interest. Research findings show that marketing campaign executions reached 81 percent of marketers throughout the previous year, particularly affecting the business, financial, and retail sectors. According to TVTY (2016), customer reactions stem from advertising messages transmitted during specific periods to products or brands. Biswas & Shah (2020). The selection of TV channels based on the current period enables better performance of sponsored search advertisements. The average person demonstrates heightened search engine results page engagement for both organic and sponsored results because TV advertising creates better online search traffic patterns. According to Sinha & Modak (2019), Consumer Buying Behavior and Moment Marketing have been proven to have a positive association. Increasing moment marketing encourages people to acquire fast-moving consumer items, which can lead to increased sales. RTM (Real-time marketing) is a successful method for increasing sharing behavior. If so, what moment- and content-related factors contribute to its success? The findings provide an important contribution in many ways. To begin with, RTM-enabled brands generate more shares than those that do not. A second contribution is the identification of moment-related features as RTM performance factors. When marketing messages are combined with unexpected events, the evidence shows that RTM is even more effective. Third, the current study will focus on the implications of moment-related features as well as the mechanisms that support them, and fourth, the significance and distinctiveness of the material affect the number of shares (Willemsen et al., 2018).

According to TVTY (2016), 96 percent of digital marketing managers think that advertising expenses have increased in the last year, and 93 percent believe it is now more difficult to capture the same level of audience attention. Consumers have a better experience, and companies get significant business outcomes when they win micro-moments. Micro-moments, human-centered behaviors and expectations, and linked technology will automatically sustain a new level of meaningful customer connection for enterprising marketers (Enache1 & Morozan, 2017).

Brands that are willing to learn, adapt, and practice will gain relevance and loyalty. Connecting and adding value to each micro-moment is all it takes (Brian Solis, 2016). First, to Determine what happens in critical micro-moments: Why, where, and how individuals look for information, Gain a better understanding of their motivations for doing so, Look for new trends using search insights, Identify the search's context, the moment it occurs, and the behaviors and expectations that characterize it, Conduct a review of your present media initiatives. Are the right people in the right locations with the right knowledge in the appropriate circumstances? To Understand how information is displayed at any given time and which content formats would be perfect (and optimized) for quick discovery and consumption on the correct device at the right time, every time. Utilize technology, content, and interaction to meet or exceed customer expectations. To Create a single perspective of the consumer that includes all of the moments that you'll need to guide them through their journey. To Encourage teams to experiment with new methods and ideas and commit to being fully and consistently present at the moment.

According to study results, Sinha & Modak (2019) established that moment marketing has positive effects on consumer buying patterns. Companies that implement moment marketing strategies can modify buying preferences, which results in higher sales outcomes. The cost structure of moment marketing stands substantially lower than all other marketing methods. Transformation to contextual marketing based on moments will be necessary for marketers to reach their target audience. Research by Wasike (2020) examined how social media networks, together with meme-based communications, helped vaccine promotion activities alongside COVID-19 misinformation campaigns during the entire epidemic period. People form opinions about meme marketing based on arbitrary factors independent of their social networks or meme consumption habits. Although their age and personal meme understanding can be predicted accurately yet, these variables lack practical use in marketing. The meme concept has expanded too widely because there exists no regulatory body, and any popular content can develop into a meme after achieving widespread acknowledgment and

exposure. It proves hard for businesses to identify what items can develop into memes or become targets of memetic exploitation. (Ngo, 2021). According to Wasike (2020), memes have the same effects on users as other social media content. Although memes appear to be universal and rapidly transmitted in current communication platforms, researchers have identified discernible patterns in this type of communication.

Viral marketing has established itself as the dominant marketing trend of this decade. Major and minor brands now use YouTube to launch viral videos while they present product information through MySpace and enlist digital ambassadors to preach their messages through person-to-person (WOM) communication. A buzz-creation process via the Internet requires marketing messages that perform similarly to traditional offline and mass media promotions. Detailed research about the desired audience constitutes an essential requirement for marketers. The success of modern marketing requires an absolute understanding of the target audience through the identification of their interests and motivations, reactions, and posting behavior (Anistal&Anistal, 2014). Word-of-mouth marketing campaigns, along with a viral approach, can be unpredictable methods. Through non-terminal internet channels, a well-placed and creative controversial campaign possesses the potential to create enduring public attention for many years.

According to Anistal&Anistal (2014), Astute managers who understand the fundamental physics of viral marketing may execute viral marketing initiatives. Successful viral marketing initiatives are regularly launched by creating consumer-pleasing content and dispersing it on topical online social channels. Haryanto etal. (2021) showed in a study that Social media has a positive and large impact on purchasing decisions, whereas viral marketing has a partly positive and significant impact. Simultaneously, the elements of social media and viral marketing have a favorable and substantial influence on TikTok application buying choices.

Rationale

Moment Marketing has quickly become an effective technique for businesses looking to advertise or promote their products and services. It has been observed that Moment Marketing is gaining popularity, and it has affected the Consumer Market. More research in the Indian context is needed as a concern for Moment marketing. Understanding consumer behavior, preferences, and reactions to real-time events is critical in moment marketing. This research can explore how customers connect with moment marketing campaigns, what drives their interest, and how different demographics respond to such initiatives. This study will help to know the impact of various factors of moment marketing that affect consumer perception towards brands.

Objectives

- To explore the factors affecting Moment Marketing for Brand Awareness among Youth.
- To study the effect of Gender and education on Moment Marketing for Brand Awareness among Youth.

Research Method

The study used an exploratory, investigative framework to analyze youth demographic influence on Brand Awareness through moment marketing while studying various signs of consumer perception changes from this marketing strategy. This research includes 105 subjects selected as the research sample. The research data originated from people who use social media in Ujjain Indore and Dewas, among other cities in Madhya Pradesh.The researcher obtained primary data through a self-designed questionnaire to conduct the study. The respondents used 'Likert Scale' with a five-point range that included "Strongly Disagree" at one and "Strongly Agree" at 5.

Statistical Package for Social Science (SPSS) served as the instrument used to analyze the obtained data. The variable reduction occurred through the factor analysis method using principal component analysis with varimax transformation. The effect between the independent variables and the dependent variable was evaluated through Z-test statistical analysis.

Results and Discussion

The investigation seeks to determine all factors that influence moment marketing efforts toward youth brand

awareness. The research utilized Principal Component Analysis (PCA) as its factor analysis method. Any data fit for factor analysis assessment relies on the results of Bartlett" sphericity test. The obtained significance value of 0.000 indicates that data does not generate an identity matrix so that it can be applied in factor analysis. The data's reliability is demonstrated by its Cronbach's Alpha Value of 0.875.

The KMO measured the adequacy of the sample, and the reading was 0.825, as shown in the Table below, which was considered fairly acceptable for factor analysis. For the factor extraction, only the factors with Eigenvalues greater than one were considered. The statement whose factor load was more than 0.4 was considered for Factor Analysis.

The 14 variables are grouped under four derived factors depending upon the Eigenvalue of each factor. The factor Load was rotated by varimax rotation, as shown in the Table below. The highest factor loading criterion was used to select the constituent factor. Four factors identified by the present study explain 64.486 % of the variance, as shown in the Table given below.

Table 1: Showing KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.825
Bartlett's Test of Sphericity	Approx. Chi-Square	575.291
	Df	91
	Sig.	.000

Table 2: Showing Rotated Component Matrix

Rotated Component Matrix				
	Component			
	1	2	3	4
VAR00002	**.745**	.303	-.015	.271
VAR00001	**.704**	.229	.200	.243
VAR00003	**.676**	.120	.356	-.037
VAR00011	**.594**	.076	.064	.155
VAR00008	.135	**.825**	.080	.177
VAR00009	.373	**.722**	-.094	-.065
VAR00006	.072	**.688**	.334	.226
VAR00005	.072	**.547**	.338	.374
VAR00007	.291	**.530**	.308	.064
VAR00010	.056	.162	**.823**	.111
VAR00013	.417	.091	**.607**	.257
VAR00004	.539	.327	**.593**	-.101
VAR00014	.135	.123	.185	**.836**
VAR00012	.246	.167	.007	**.806**

Table 3: Showing Total Variance

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	5.434	38.817	38.817	5.434	38.817	38.817	2.658	18.989	18.989
2	1.306	9.328	48.145	1.306	9.328	48.145	2.606	18.611	37.600
3	1.213	8.666	56.811	1.213	8.666	56.811	1.939	13.851	51.451
4	1.075	7.675	64.486	1.075	7.675	64.486	1.825	13.035	64.486
5	.873	6.234	70.720						
6	.766	5.471	76.191						
7	.633	4.524	80.714						
8	.607	4.336	85.050						
9	.544	3.886	88.937						
10	.394	2.817	91.753						
11	.364	2.597	94.350						
12	.323	2.310	96.660						
13	.248	1.773	98.433						
14	.219	1.567	100.000						

Table 4: Showing Identified Factors

FACTORS	NAME OF THE FACTORS	ITEMS	FACTOR LOAD
F1	Creating Awareness	• I became aware of the trending topics through Moment Marketing. • I like to consume content through Moment Marketing. • I became aware of the • Brands/Products through Moment Marketing. • I see the post and take no further action if the trend is not of interest to me.	2.719
F2	Enhancing Knowledge	• I get affected by the brand on the basis of the topic or news they are using. • I feel an emotional connection with a brand that does social services and shares a public message. • If I like the Moment or Trend, I get motivated to research that moment. • If I like the content/Post/Trend, I get motivated to research that product. • Moment makes me excited toresearch about the brands doing Moment marketing.	3.312
F3	Brand Recall	• I can remember the product/brand a few weeks after the moment. • I am more likely to remember a brand advertised through momentmarketing rather than other commercial formats. • I noticed brands/Products appearthrough Moment Marketing.	2.023
F4	Uplifting Buying behavior	• Advertisements related to a trending topic make me want to buy the products of that brand. • The more trending the post is, the more motivated I get to buy the product/service.	1.642

- Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

- Rotation converged in 6 iterations.

There are four factors identified after conducting factor analysis that impact moment marketing among the youth. The four factors were given appropriate names based on the variables. Factor loads and names of the factors are shown in the above Table (Table 4).

Factor 1. Creating Awareness: This factor was constituted of 4 items having a load of 2.719, which are shown in Table 4. As per the study, creating awareness was found to be an important factor. Moment marketing is performed to increase brand awareness as well as for the moments, trends, and events for the audiences. Supporting the findings of this study, Biswas and Shah (2020) demonstrated that the most essential factor is awareness of the present time, which may be called the primary influencer. Product understanding, image and message clarity, and the advertisements' appropriateness to the moment all played a role in triggering a customer's buying intention. According to Marketing360, a student-driven platform from IBS Mumbai, Moment Marketing is a cost-effective method of increasing brand awareness. Brands have a better chance of growing awareness if they share material relevant to their business on current themes or events.

Factor 2. Enhancing Knowledge: This factor constituted five items with a load of 3.312, which are shown in Table 4. Enhancing knowledge is found to be an important factor in moment marketing. Moment marketing plays a role in improving the audience's understanding of the products, brands, trends, and moments. TVTY (2016) found that people's interest in instant marketing has exploded. Wasike (2022) examined the credibility and persuasiveness of COVID-19-related Internet memes. The credibility of a meme and an authoritative source increased its persuasiveness, which meant that users (particularly youths) were more likely to enjoy it, remark on it, and share it with others. Miglani (2021) found that Consumer behavior is influenced by viral marketing, and Viral marketing alters people's perceptions of marketing in general. Customers expect to find information about their favorite cosmetics items on social media in some form after seeing them advertised.

Factor 3. Brand Recall: This factor was constituted of 3 items having a load of 2.023, which are shown in Table 4. According to Marketing 360, a student-driven platform from IBS Mumbai, Moment Marketing contributes to increased brand recall. If the company creates relevant material regarding popular subjects or current events, there is a good possibility that the audience will find it in their search and remember the brand's presence. Gajbe (2022) demonstrated that Moment marketing is extremely useful for promoting a product and increasing the value of a company's brand. Moment marketing capitalizes on a continuing trending occurrence, increasing recall. Ferguson (2008) discovered that word-of-mouth and viral marketing strategies are not always guaranteed to be successful. However, with non-terminal new channels such as the Internet, a well-timed, clever, and provocative campaign can ignite a media firestorm. Bilgin (2018) stated that social media marketing activities are an effective aspect of raising brand recall.

Factor 4. Uplifting Buying behavior: This factor constituted two items with a load of 1.642, which are shown in Table 4. Uplifting buying behavior is a fourth factor that affects the buying behavior of customers through moment marketing. Zhang et al. (2023) demonstrated that the five dimensions of brand play a positive influence on customer purchasing behavior, with product image having the highest impact, Brand recognition, and company image coming in second and third, respectively. The next two most important factors are corporate image and brand awareness, with brand culture being the least important. Biswas & Shah (2020) and Sinha & Modak (2019) also found in their study that moment marketing has a positive effect on purchase intention. Sawaftah et al. (2020) reveal that viral marketing also influences the intention of customers to purchase.

Hypotheses

H_{01}: There is no significant difference between the perception of males and females regarding the impact of Creating awareness on moment marketing.

H_{02}: There is no significant difference between the perception of males and females regarding the impact of Enhancing knowledge on moment marketing.

H_{03}: There is no significant difference between the perception of males and females regarding the impact of Brand Recall on moment marketing.

H_{04}: There is no significant difference between the perception of males and females regarding the impact of Uplifting Buying behavior on moment marketing.

H_{05}: There is no significant difference between the perception of Undergraduates and postgraduates regarding the impact of Creating awareness on moment marketing.

H_{06}: There is no significant difference between the perception of Undergraduates and postgraduates regarding

the impact of Enhancing knowledge on moment marketing.

H_{07}: There is no significant difference between the perception of Undergraduates and postgraduates regarding the impact of Brand Recall on moment marketing.

H_{08}: There is no significant difference between the perception of Undergraduates and postgraduates regarding the impact of Uplifting Buying behavior on moment marketing.

Hypothesis Testing-

The Z-test results serve as the basis for the presented findings to evaluate how independent variablesaffect the dependent variable. The Z-test results can be found in Table 5 and Table 6.

Table 5: Showing Z–test for Gender on factors affecting moment marketing

Motivational Factor	Male Sample		Female Sample		Calculated Value(Z)	Critical Value	S/NS
	Mean	Stand Dev	Mean	Stand Dev			
Creating Awareness	14.36	3.998	15.36	2.390	1.58	1.96	NS
Enhancing Knowledge	17.74	4.699	18.87	2.878	1.51	1.96	NS
Brand Recall	10.55	2.798	11.06	2.297	1.029	1.96	NS
Uplifting Buying behavior	6.81	1.905	7.38	1.859	1.55	1.96	NNS
Note: NS- Not Significant, S - Significant							

Table 6: Showing Z – -test for Educational Qualification
(Undergraduates and postgraduates) onfactors affecting moment marketing

Motivational Factor	UG Sample		PG Sample		Calculated Value(Z)	Critical Value	S/NS
	Mean	Stand Dev	Mean	Stand Dev			
Creating Awareness	14.86	3.494	14.76	3.351	0.14	1.96	NS
Enhancing Knowledge	17.71	3.911	18.55	4.031	1.07	1.96	NS
Brand Recall	10.55	2.676	10.95	2.527	0.765	1.96	NS
Uplifting Buying behavior	7.04	1.976	7.08	1.853	0.10	1.96	NS
Note: NS- Not Significant, S - Significant							

The Z test outcomes presented in Tables 5 and 6 evaluate the relationship between Gender and Educational qualification data and four performance indicators, including Creating Awareness, Enhancing Knowledge, Brand Recall, and Uplifting Buying behavior. The research tested if four factors influence moment marketing brand awareness through a significant effect across Gender and Educational background. Table 5 divides the total sample into male and female groups, while Table 6 separates the participants as undergraduate and postgraduate students. All z scores present in Tables 5 and 6 remain below 1.96. The result indicates that these factors do not show a significant effect. The research findings support the acceptance of all null hypotheses H01, H02, H03, H04, H05, H06, H07 and H08.

Hence,on the basis of gender and educational qualification, there is no significant impact of Creating Awareness, Enhancing Knowledge, Brand Recall, and Uplifting Buying behavior on moment marketing. According to Wasike (2022), younger individuals perceive online and social media stimuli differently than older people. This variable assessed the effect of age on meme credibility and persuasiveness perceptions. Sawaftah et al. (2019) studied the fact that age moderates the association between viral marketing and customer purchase intention. The majority of the males and postgraduate students aged 26-31 years were more likely to be persuaded by viral marketing. Silva (2018) discovered in a study that there are no significant differences between the different age groups, academic qualifications, and frequency of Facebook usage, but there are substantial variances between the various age groups when it comes to brand attitude.

Conclusion and Implications

The research set its main goal to study elements that affect Brand Awareness in Moment Marketing as well as their influence on Youth segments split by education levels and sex. The study analyzes four major factors behind moment marketing effectiveness, namely creating awareness and enhancing knowledge, brand recall, and uplifting buying behavior. The study results show that knowledge improvement plays a major role in boosting moment marketing effectiveness. The strategy achieves higher

knowledge gain because it provides updates on contemporary events. The fourth aspect of Uplifting Buying behavior demonstrates that moment marketing affects customer buying behavior to a lesser extent. The promotional event benefits greatly from Moment Marketing capabilities in generating brand awareness and brand recall effects. The study data demonstrates that Gender, together with educational qualifications, do not affect how moment marketing functions. Social media marketing is replacing traditional marketing approaches in the digital age. It is becoming increasingly difficult to attract young people in direct marketing and catch their attention in any commercial. That is why firms are shifting to indirect marketing and creative advertising approaches, like moment marketing. This research will assist marketers in using this strategy more effectively to attract young people and increase their interest in their businesses. This study will also help researchers in exploring marketing phenomena in this digital era.

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