**ROLE OF SOCIAL MEDIA ON BRAND AWARENESS IN PRIVATE UNIVERSITIES**

***Social media is considered to be a powerful platform for communication***. ***This platform is very effective and strong***

***network among the people***. ***This platform is not only used for communication but also used to share and exchange***

***knowledge and information among the people***. ***This study aims at investigating the role of social media on the brand***

***awareness of private universities in Bangladesh***. ***Social media was investigated in context of different factors interaction,***

***trendiness, relevant content, consistency, and accessible in multiple devices***. ***The population for this study was students of***

***different private universities***. ***A self***-***administered questionnaire survey of 476 students using convenience sampling***

***approach was employed to collect data***. ***Quantitative research approach namely factor analysis and multiple regression***

***method were used in the study***. ***The data were analyzed in SPSS 22***. ***The findings reveal social media as significant tool in***

***raising brand awareness among students since all of the social media factors were found to be significant predictors of***

***brand awareness***. ***Among all the factors, accessible in multiple device is found to have the largest role while consistency***

***has the lowest role***. ***Implications of the research were delineated and limitations and future research scope were***

***presented***.