



**ST. MARY'S UNIVERSITY**  
**SCHOOL OF GRADUATE STUDIES**

**THE EFFECT OF SOCIAL MEDIA MARKETING ON BRAND  
AWARENESS: THE CASE OF KIDAME BEER, ADDIS ABABA**

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**ADDIS ABABA, ETHIOPIA**

## Declaration

I, Tamrat Lemma, declare that the thesis entitled “THE EFFECT OF SOCIAL MEDIA MARKETING ON BRAND AWARENESS: THE CASE OF KIDAME BEER, ADDIS ABABA” is my original work. I have carried out the present study independently with the guidance and support of the research advisor, Ephrem Assefa (Ph.D). Any other contributors or sources used for the study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other Institution.

Submitted by;

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Approved by:

This Thesis has been submitted for examination with my approval

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Name of Advisor;

Signature

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Date

## **Approval Sheet**

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**BY: TAMRAT LEMMA**

### **APPROVED BY BOARD OF EXAMINERS**

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## Abstract

*The major aim of this study was to examine the effect of social media marketing on brand awareness in the case of Habesha Brewery, Kidame Beer, Addis Ababa. In line with this, social media marketing variables such as social media online communities, engagement, content sharing, accessibility and credibility were investigated to find out their effect on brand awareness of Kidame beer. This study applied mixed research approach. This study adopted an explanatory research design describing every causal link in the research problem between independent (social media marketing) and dependent (brand awareness) variables. Convenience sampling method was used to choose samples based on easy accessibility in a sample or to pick Kidame beer consumers because they would be in the appropriate position at the proper moment. The sample size determination were done considering a 95% confidence interval, and a 5% sampling error,  $p=.5$  (maximum variability within the population) which was 384 respondents. Based on the correlational analysis, brand Awareness is positively and significantly related with the five dimensions of the independent variables such as online communities ( $r = .968$ ), Sharing of Contents( $r = .645$ ), Credibility ( $r = .787$ ), Accessibility( $r = .693$ ), and Interaction( $r = .810$ ) with  $p$  value  $< 0.05$ . The regression result showed that the independent variables namely; Interaction, Sharing of Contents, Accessibility, Credibility, and Online Communities explain 95.3% variability of Brand Awareness of Kidame beer. Accordingly, Sharing of Contents does not significantly predict Brand Awareness ( $p$  value  $> 0.05$ ). The remaining four independent variables namely Online Communities, Credibility, Accessibility, and Interaction have been found to predict the dependent variable ( $P$  value  $< 0.05$ ). From the above regression table, it can be understood that online communities ( $B=0.849$ ,  $p<0.05$ ) has a strong positive effect on brand awareness followed by interaction ( $B=0.120$ ,  $p<0.05$ ), credibility ( $B=0.101$ ,  $p<0.05$ ) and accessibility ( $B=0.043$ ,  $p<0.05$ ). This study suggests, Kidame Beer marketing team to take into account integrating and creating social media websites of its own, which are a real invitation for them to develop partnerships and therefore promote their services.*

**Key words:** Brand Awareness, credibility, accessibility, content sharing

# **CHAPTER ONE**

## **1. INTRODUCTION**

### **1.1 Background of the Study**

A brand is a fairly wide topic that may encompass things such as logo, publishing, mental illustration, and crisis management. The original name-brand stems from the practice of branding cattle by hot iron to designate one farmer's animals (Clow & Baack, 2014). Nowadays, almost everything has a brand; a company, a country, city, politician, an artist, and so on. Marketing and advertising a brand is a form of sales (Sounio, 2010). Over the years, the brand concept has evolved since the economic climate has also evolved. While a brand was recognized several years ago as a logo or trademark, the emphasis now is on both intangible and mental qualities (Novitsky, 2007). A brand is not what you say it is, it's what they say it is (Walker, 2014). The main goal of any branding activity is to be able to create trust and loyalty which often leads to the possibility of charging a higher price for the product. A brand is built to create action (Goward, 2015). Marks should supply customers with the physical and immaterial, functional and hedonistic, visible and invisible components of their enterprises under feasible business circumstances (Kapferer J.-N. , 1998).

A continuous process of active business, publicity, service, and other public relations achieve brand recognition. Therefore, the real brand awareness process is frequently referred to as branding (Sounio, 2010). The goal is to get the brand known with a favourable image to as many people as possible. Unfortunately, the amount of money you have in creating a brand is also associated with it.

According to Keller (2008), brand awareness is recognized by the brand and the brand's performance recall. The major aims of both of these are to develop a strong brand image, with a long-term connection that signals brand resonance, in partnership. In the field of brand equity, brand recognition is defined as the capacity of the consumer to verify earlier information for the brand when supplied as a sign of brand reclamation is the capacity of the customer, given the product group, to retrieve the brand from the memory. Brand awareness is the first and essential aspect of the complete brand knowledge system in the minds of customers, demonstrating their

capacity to recognize the brand under diverse conditions: the probability of having a brand name and its simplicity of use (Keller L. K., 2008).

Brand awareness outlined earlier is crucial to the success of all companies in a competitive environment and is the first and vital step in developing a strong brand stock. The concept is regarded as an indication of success from inside as well-established brand recognition. The awareness about the brand is not just about knowing the brand or if it was known to the customer, but also about what it stands for and its traits as well as its physical qualities like logo, brand name, quality, performance, place of origin, pricing, etc (De Pelsmacker, P Geuens, M. & Van Den, J, 2013).

Brand awareness is also used to assess the efficiency and efficacy of marketing. The more popular a brand becomes easy to remember in consumers' minds. The effectiveness and success of a brand may be determined by the strength of the brand. Only an integrated promotional and advertising mix can produce a well-established brand recognition. If organizations employ integrated communication tools for marketing, they will probably achieve their aim and develop a strong brand.

Social media is a phenomenon that has brought a great deal of attention to the networking landscape both of organizations and individuals. However, the knowledge of the phrase is relatively little when it comes to offering an obvious description of what social media is. Managers and academic academics appear to diverge from the interchangeable Web 2.0 and User Generated Concept in how social media are (Kaplan, A. M., & Haenlein, M, 2009).

Since the advent of social media, the marketing funnel has been dramatically transformed from a simple to a highly complicated form (Haven et al., 2007). Improving the level of brand awareness is one of the marketers' challenges. To achieve the different levels of brand awareness, recognition, recall, top of the mind, and dominance, brands need to make a strong association with customers. Based on the existing research, the online communities, their interaction, the sharing contents, accessibility, and credibility are the factors to be used for evaluating the impact of social media on brand awareness.

Social media marketing has tremendous potential for brewery factories to benefit from which will transform the company's brand image. Additionally, social media marketing strategy, despite the uncertainties about the future, will be an important part of the brewery factory's overall marketing strategy. It is clear from the extant literature in brand management that the significance of online marketing has been recognized in building brand image. Therefore, online marketing as a marketing communication program is used to develop brand image (Keller, 2003). This has marketing effects that are uniquely attributable to a brand (Keller, 2001).

Online marketing can function as a basis for social media marketing. Both theoretical literature and other studies have laid a logical basis for the role of social media marketing for brand awareness. One of the most valuable aspects of social media, and specifically concerning the role of social media, is its ability to provide a clear, detailed picture of what the people saying about it and what they are telling to others (Evans, 2008). As a result, this study aims to investigate the effect of social media marketing in building brand awareness with a specific focus on Kidame Beer.

## **1.2 Background of the organization**

Habesha brewery is a new entrant to the market. The company was founded in 2014 by 8,000 Ethiopian shareholders collaborating with Swinkels family brewers. The company started production in July 2015, 20 days after commencing production with 700 hectoliters of production capacity and 300 KM radius of distribution. The factory founds in Debre Birhan and the head quarter founds in Addis Ababa. The company was founded with a vision of reaching and connecting every Ethiopians. With this vision in mind, the company strives to build and run an efficient business which will provide the most sought after beverage brands for Ethiopians. The company has five corporate core values which are leadership, excellence in execution, quality, transparency and happiness. Currently the company expands its production capacity into 1.2 million hectoliters. Within a short time the company becomes successful and starts competing with the existing giant companies in the market. Currently the brewery has two portfolios of Products, Habesha beer and Negus malt. Habesha Beer is an alcoholic beer product with 5% alcohol, core values of the product are sharing, unity and togetherness, originality and authenticity, quality, celebration of legacy and tradition. Habesha is well known by its catchy advertisements which have traditional and authentic feel and look.

Habesha brewery was established by visionary Ethiopians desperate to create something big of their own. So for the brewery is not only a place where the finest malt meets the purest water of Debre Berhan, but it's also a constant reminder of what unity can do to build a better Ethiopia. Habesha Beer started distribution on July 11, 2015, 20 days after commencing production, with a limited market in Debre Birhan, Addis Ababa and Adama. In terms of share capital distribution, Habesha Beer has 8,800 shareholders including idirs, equbs, and Ethiopians in the Diaspora, with shares of 4,000 Br to 5,000,000 Br. Habesha was planning an initial production capacity of 300,000hl (hectoliters), which it later increased to 650,000hl when Bavaria joined. The company is located in Debre Birhan town, 120Km north of Addis Ababa, where it started construction in September 2013 on a 7.5ha plot of land.

### **1.3 Statement of the Problem**

The food and beverage industry globally is using social media as the main means of communicating with their customers and brand awareness building and the age of social media has given a completely new meaning to brand management. They post events, and programs, and even they collect feedback from their guests about their experience, as it is very cost-effective. However, in Ethiopia, this practice is not more than just opening a social media account with a single brand name and there is a lack of well-researched content on this topic. The food and beverage industry tends to be very customer-centric and also one that prides itself by reaching out to its customers and providing a personalized experience. In traditional marketing, more emphasis is given to print media, radio, and television to create awareness and convince buyers to purchase a product. The downside of traditional marketing is the high cost and it is one-way communication. However, social media encourages customer engagement, and it being on the Web, promotes two-way traffic. It allows for a faster response and a low-cost investment than typically achieved with traditional marketing.

Social media is relatively young and the objective for corporations to invest and participate in social media platforms is to offer an alternative mode of communication and also it helps to cultivate long-term relationships with their customers; promotional campaigns and new information can be pushed through social media channels. To stay competitive in the digital world, the company has to be engaged or be involved with their intended audience by

participating in online discussions, podcasts, Really Simple Syndication (RSS) feeds, and service review commentary while increasing awareness and building relationships with both new and loyal customers.

Social media is an emerging trend among marketers as well as academicians due to its potential to influence marketing elements and brand awareness. It is being used for branding purposes extensively. Nevertheless, this field of research is in its introduction stage, researchers are opting to conduct studies in the particular field. On the other hand, brand awareness, brand personality, and brand association as a result of internet-based communications are taking place on social media platforms. It is of equal importance and very much responsible for branding. Social media communication and brand awareness complement each other. Many studies are showing the relationship between social media and brand awareness with its dimensions such as Kingsnorth (2016), Jayasuriya, (2018) and Palmer and Lewis, (2009).

According to Internet World Statistics report of June/2017, the number of Facebook users in Ethiopia is over 4 million with a 4.3% penetration rate (Internet World statistic, 2017). However, too few beer factories have social media marketing strategic plans for managing their company brand and shaping brand awareness based on the pre-assessment of the researcher. Despite the role of social media marketing, it is detected that there is limited research in the Ethiopian context, and that strength for the beer factories are not being committed to social media marketing activities.

There is an absence of clear, comprehensive, rigorous, and empirically based studies on the effect of social media marketing in the context Ethiopian beer factories that provide an important analysis and recommendations to use social media as a main cost-effective means of building brand awareness.

A study yields important findings and a strong link that suggests social media can draw in more clients since those who use it are drawn to the advertisements that are posted. It can be seen that there is a strong relationship between the social media and brand as it attracts more customers to the company (Tritama and Tarigan, 2016)

Most of the studies conducted so far examined the effects of social media and its effects on sales (such as; Kingsnorth (2016), Jayasuriya, (2018) and Palmer and Lewis, (2009)). Due to the laws implemented to ban advertisement alcoholic production cable televisions, it has become one of the main tools to advertise one's beer or alcohol related products on social media platforms. This study tried to narrow the gap by investigating the effects of social media on brand awareness in a case in Habesha brewery. More specifically, it investigated how brand is affected by the social media adverts, how does the contents of the product impacts the brand awareness, how does social media access affect the brand awareness and the credibility of social media and its effect on brand awareness.

Since most if the population of the country is youth and the use of internet is increasing with the attractive internet packages introduced by the network provider (Ethio- Telecom) and the social media influence on the global level, it has been a basic advertising tool to create brand awareness by social media. Thus, the study was designed to identify the effect of social media marketing on brand awareness in a case in Habesha brewery of its recently introduced product, Kidame Beer.

## **1.4 Research Question**

1. What is the effect of online communities in social media on the brand awareness of Kidame beer?
2. To what extent social media ad engagement/interaction with followers affect Kidame beer brand awareness?
3. How does sharing the content of the product on social media influence the brand awareness of Kidame beer?
4. To what extent social media accessibility affect the brand awareness of Kidame beer consumers?
5. What is the effect of social media credibility on the brand awareness of Kidame beer consumers?

## **1.5 Research Objectives**

### **1.4.1 General objective**

The general objective of this research examined the effect of social media marketing on brand awareness in the case of Habesha Brewery, Kidame Beer, Addis Ababa.

### **1.4.2 Specific objective**

1. To determine the effect of online communities on social media on the brand awareness of Kidame beer consumers
2. To examine the effect of social media ad engagement on Kidame beer brand awareness
3. To test the effect of social media content sharing on the brand awareness of Kidame beer consumers.
4. To investigate the effect of social media accessibility on the brand awareness of Kidame beer consumers.
5. To determine the effect of social media credibility on the brand awareness of Kidame beer consumers.

## **1.6 Significance of the Study**

This study examined the effect of social media marketing in creating brand awareness, which in fact will enrich the existing knowledge in the area. Further, the study will have a practical significance to be used as a reference by other researchers who will be interested to carry out further studies in the area or to shed light for further studies.

The study will also contribute a great deal of significance for managers as well as marketing managenrs of Kidame of Habesha brewery specifically as well brewery industry in general to update their knowledge of the effect of social media marketing on brand awareness and the major contributing factors such as; online communities, social media ad engagement, content of the product, social media accessibility and social media credibility to assist them in times of making marketing decision.



Besides, the study will contribute to the academic literature by investigating the effect of social media marketing on brand awareness. The result and recommendation of the study will be of immense benefit to the marketing and sales team of Habesha brewery, as it will provide a guide on how social media marketing will affect brand awareness.

## **1.7 Scope of the Study**

### **1.7.1 Conceptual scope**

Conceptually, this study was delimited to investigate the effect of social media marketing on brand awareness. In this study, the popular and most used social media marketing channels like Facebook, Instagram, LinkedIn, TikTok, and Twitter were used. The rationale behind this is that social media has positioned itself at the core of digital marketing. And it's not just core to marketing, but essential for lead generation and sales too (WSI, 2015). Therefore, the result of the study was delimited to investigating how social media marketing affects brand awareness, which is the first stage and one part of brand building. However, this study will not assess the impact of social media marketing on other aspects like service quality, customer buying intention, and customer satisfaction.

### **1.6.1. Geographical scope**

For this study, survey was conducted on beer consumers who live in Addis Ababa and others regional cities of the country with internet access. All participants was recruited on their willingness to participate and whether they are responsible for the beverage shopping of their household or with the help of another member of their household.

### **1.6.2. Methodological scope**

The study used quantitative and qualitative research approaches and both primary and secondary data were gathered to meet the research objectives. The survey research method was used to collect the needed information. The data were analysed using descriptive and inferential statistics.

### **1.6.3. Unit of observation/analysis**

In order to test the effect of social media marketing on brand awareness, pertinent data were gathered from Kidame and Habesha beer consumers. Therefore, in this study, individuals are the unit of analysis.

### **1.6.4. Limitations of the study**

Regarding the sample size of the respondent, the research may only incorporate a limited number of customers who live in Addis Ababa and outside, with internet access. When it comes to an online survey it is known that the respondent rate of response tends will be lower. This will elongate data collection time and the accuracy of data to be collected.

Beyond the above-mentioned limitations, the study may not incorporate social media marketing tools like google plus, email, and YouTube. The rationale behind this is that the first two are not well known and used among the internet users in Ethiopia and the third one is mostly used for entertainment purposes, from the customer's point of view.

## **1.8 Organization of the Study**

The study is organized into five chapters. The first chapter presents the introduction of the study. Chapter two discusses literature review regarding the research area, both empirical and the theoretical review, conceptual framework of the study and research hypotheses. The third chapter outlines the research methodology including the research approach and design; data sources and data collection methods, population, sample size and sampling techniques; reliability and validity of data collection instruments; and ethical considerations. The research results were presented in chapter four. The last chapter draws conclusions and implications and winds up the report by highlighting future research areas.

## **1.9 Definition of Terms**

- **Brand:** The brand is intended to be a combination of intangible as well as tangible features aimed to generate identification and recognition and to develop the reputation of a product, service, person, or organization (Etzel, 2004).

- **Branding:** The constant process by which customers are expected to create a good perception of a certain product is called branding. Branding offers a distinctive identity that enhances the trade process on either side. It makes it simple for both parties to purchase and sell (Brassington & Pettitt, 2006).
- **Brand awareness:** The business dictionary defines brand awareness as the capacity to properly combine a product and brand with potential buyers. Brand awareness indicates that the company's brand and its goods or services have a sense of customer awareness (Ahmed et al., 2014).
- **Social media:** Social media is a web-based service that enables people to construct public or semi-public profiles, transmit the users' links, and browse those links and those established by others on the system (Boyd, Danah M, & Ellison, N. B, 2007).
- **Social media marketing:** the process of promoting websites, products, and services using online social media platforms. It entails marketing-related activities such as blogging, photo sharing, and internet posting (Jayasuriya, 2018).

## **CHAPTER TWO**

### **2. LITERATURE REVIEW**

#### **2.1. Theoretical Review**

This chapter reviews literature in relation to the effectiveness of social media for brand awareness. The first part discusses the concept of marketing, the four P's (Products, Price, place, and promotion) by refereeing to different sources.

The literature then discusses what social media is, how it relates to product life cycles, branding, and marketing, and how it is used in Ethiopia. This includes Facebook, Twitter, LinkedIn, and TikTok. The usefulness of social media as a marketing tool will also be covered, along with the four components of marketing mix and a focus on social media advertising.

##### **2.1.1. The concept of Marketing**

Marketing is the practice of discovering, producing, and distributing value to a target market while making a profit. Marketing helps people realize their unmet needs and desires. The size of the recognized market and the likelihood of profit are defined, measured, and quantified. It identifies the market categories that the business can best serve, and it designs and markets the proper goods and services to those groups (Philip Kotler, 1999).

Different authors define marketing differently and its definition is changing from time to time. Some of them see as one business functions like human resource, finance, and accounting. Others see it as a process of conception of ideas, planning, executing of a product, and selling activities. The American Marketing Association (AMA) also revises the marketing definition twice in 1985 and 2005. In 1985, it defines as a process of achieving companies' goals through an exchange of ideas, goods, and services by giving satisfaction to customers. It includes planning and executing a price, promotion, and distribution.

However, in 2005, AMA revises its definition by giving stress to long-term relationships and giving value to customers. According to AMA definition, marketing is a process of achieving a company's goal by delivering value to customers through building long-term relationships. It is

benefiting the stakeholders by managing the relationship with customers or achieving a goal by meeting people and satisfying their needs (AMA cited in Ferrell and Hartline, 2011).

Traditionally, marketers use the four P's i.e. product, price, promotion, and place as input for their planning activities. The four P's, it is also known as marketing elements or marketing mix or integrated marketing are used to differentiate one company's product from the other. It is usually reflected by the company's differentiation strategy.

## **1. Product:**

A product is a collection of basic characteristics assembled in an identifiable form. Each product is identified by a well-known descriptive or generic name. A product is a collection of tangible and intangible characteristics, such as design, color, packaging, price, quality, and brand, as well as the seller's service and reputation. A product can be a physical item, a service, or an idea. When customers purchase a product, they are purchasing much more than a set of attributes. They are purchasing need fulfilment in the form of a product (Etzel, 2004).

Kotler (2000) defined a product as anything that can be offered to a market in order to satisfy a want or a need. Physical goods and service experiences, events, people's places, properties, organization, information, and ideas are examples of products. The customer will evaluate the offering based on three fundamental factors: product feature and quality, service mix, and price appropriateness. As a result, marketers must carefully consider the level at which each product's features, benefits, and qualities are set. According to Kotler and Armstrong (2010), products are important to both customers and the marketers who serve them. Products are the primary source of growth for businesses. They provide customers with solutions and variety in their lives.

As William (1996), product is a collection of tangible and intangible attributes that include all of the peripheral factors that may contribute to consumer satisfaction. The product is at the center of all marketing activities; marketing cannot even be imagined without one. Good products are essential for market success. They also agree that the product is the engine that drives the rest of the marketing programs and fills societal needs. It represents a collection of consumer and societal expectations. It can be tangible or intangible. The tangible products can be differentiated by color, size, shape, form, components, and so on. The intangible products are services such as

financial institutions, movies, and other consulting services. Products include goods, services, information, ideas, computer software products, etc. Bennett (2010, p.45) argues products are the center of any marketing activity. Changing the product type, size, color, specification changes every other marketing mix, especially price and promotion expense. Product differentiation is the most important ingredient for a company's success. However, because of the advancement of information sharing technologies, industries are matured and many companies find themselves in very few competitive product differentiation advantages.

## **2. Price:**

According to Surbhi (2014), price is the sum of money paid by the buyer to the seller in exchange for any good or service; that is, the amount charged by the willing seller for a commodity which includes cost and the profit margin. Ahmed et al., (2014) define price as the amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service.

Eskender et al., (2014) described price as one of the four revenue-generating elements of the marketing mix. Price is the only component of the marketing mix that generates revenue; the other components generate costs. Prices are probably the simplest aspect of the marketing program to change; product features, channels, and even communications take longer. Price also communicates to the market the intended value positioning of the company's product or brand. A well-designed and well-marketed product can command a higher price and generate significant profits. However, new economic realities have caused many consumers to pinch pennies, and as a result, many businesses have had to carefully review their pricing strategies.

Furthermore Broda S. & John R., (2008) described pricing as the sum or amount of money at which a product is valued, or the value which a seller sets on his goods in market. It is affected by total cost, suitable price police and payment period

As stated by Hurley R. & Hult (1998), pricing strategy is a plan that a company may have for setting prices when introducing a new product, expanding a regular product into a new distribution channel or geographical area, or bidding on new contract work. It is also a method for determining relative price levels while taking into account influential factors and thus

achieving specific business objectives in a given situation. It is the only marketing element in which companies get revenue. Thus, deciding the price can make a company profitable or bankrupt. However, deciding the price of the product is complex. Countries have not only their territories but also have an independent tax system, customs laws, finance laws, and other legal laws that contribute to price decisions (Kotabe and Helsen, 2008, p.407). On the other hand, because of the interactivity, simplicity, and universality features of social media, customers compare the price of the product independent of territories. Customers accept no or little increment from similar products. They also need a similar price from other countries.

### **3. Place/Distribution:**

It is a means of making companies' products available to the customers. Its objective is to make products available at the right time with minimum cost. Nowadays, products can be available to customers both virtually on the internet and physically in shops. On internet distribution, the company usually sells its product directly to its customers. However, in physical distribution companies usually, sell its product to a third party.

### **4. Promotion:**

It includes advertisement, public relations, packaging, personal selling, displays, press releases, and web design. It is an integrated marketing communication to persuade, inform, and remind customers (Ferrell and Hartline, 2011).

#### **2.1.2. Integrated Marketing Communication**

Integrated marketing communications (IMC) is the guiding principle organizations follow to communicate with their target markets. Integrated marketing communications attempts to coordinate and control the various elements of the promotional mix i.e. advertising, personal selling, public relations, publicity, direct marketing, and sales promotion to produce a unified customer-focused message and, therefore, achieve various organizational objectives (Boon e & Kurtz, 2007, pp. . 488).

Marketers were previously focusing on promoting their product/service through traditional mediums like TV, Radio, Newspapers, however, now the future of marketers appears to be digital as technology has become an important part of daily lives (Pall & McGrath, 2009).

Marketing communication channels are the means for companies to notify, remind, and convince customers about their brands, products, or services (Kotler & Keller, 2009), but choosing efficient means to carry the message is difficult. The advent of the Internet has created new avenues for finding customers; especially using social media channels to find and maintain customers are the new challenge of marketers.

### **2.1.3. The concept of social media**

Social media is a web-based service that enables people to construct public or semi-public profiles, transmit the users' links, and browse those links and those established by others on the system (Boyd, Danah M, & Ellison, N. B, 2007). Social media, like newspapers, television, and movies, is different from industrial or conventional media. These are relatively cheap and available to everybody (even private persons) in comparison with industrial media to publish or access information often demand considerable information resources. Social media includes blogs, picture-sharing, vlogs, wall-posting, e-mail, instant messaging, multi-purpose, IP voice-to-name.

### **2.1.4. Social Media and Marketing**

According to Weber, social online marketing involves an entirely new style of communication in an electronic environment with an audience. Marketers should be aggregators for consumer communities instead of continuing as broadcasters. It's not about selling messages to an increasingly disinterested public. Instead, social networks that individuals desire to be part of should be included, organized, and encouraged when marketing to social web marketers. Marketers should talk to them instead of talking to customers (Weber, 2009).

There are two methods to add consumers: to provide interesting material on your website and to create retail settings that consumers wish to visit and to get out and participate in the public arena (Weber, 2009).



Marketing to the social web is not only for the largest multinational corporations; it may be easier and more effective, argues Weber (2009), for a relatively small or medium-sized company to take maximum advantage of the social media.

With the introduction of the social web, the method the segmentation also changes drastically. Demographics such as gender, age, education, and money have become less significant, and what matters depends on what individuals do, what they feel, what they do and what they do, and what their interests are concerned. The marketer's objective is to discover groups of clients that may be reached and impacted by marketing (Weber, 2009).

From the early days of newsgroups and chat rooms online communities have changed dramatically. Cisco has, for example, developed a client community that enables clients to provide technical assistance information using web-based communities. Following Cisco's online technical support capability, the consumers began competing to answer issues posed by other users. This method helps to create a community of like-minded people who will trust and react to other group recommendations (Harris & Rae, 2010).

Harris and Rae argue that companies acknowledge the potential to build brand-development online social networks like Facebook and Myspace in the UK and that this has been an extremely recent trend in the UK (which the data derives from) and that it is difficult to conclude how companies are successful in using partnerships at this stage (Harris & Rae, 2010).

#### **2.1.5. Social media and product life cycle**

Weber indicates that the social web may play a role in product creation, market launch, and market acceptance throughout the life cycle. It illustrates by claiming that blogs and wikis (a wiki is a site where any number of interconnected web pages may be created and edited using a web browser, either using a simplified labelling language or WYSIWYG text editor. Wikis are typically powered by wiki software and are often used to create collaborative websites, to power community websites, for personal note-taking, in corporate intranets, and knowledge management systems and communities can be used during the development phase on various product features.

During the launch of the market, podcasts and webinars (an interactive, web-based seminar) can be utilized to educate potential buyers on the advantages and uses of the new product. And, when the product begins to sell, the social web is leveraged to solve problems, solve problems, provide customer assistance, and generate this buzz with vital words of mouth (Weber, 2009).

#### **2.1.6. Social Media and Branding**

Brand equity is a live element in an era in which social networks have become a major media canal and should not be taken as a brand recall, but as dynamic metrics, such as consumer word-of-phrase. Weber likes brand equity as a conventional manner of seeing brand equity in brand memory.

A good brand should be founded on a conversation with its consumers and prospects – the more conversation there is, the more the brand becomes stronger. The Social Web makes it possible for organizations to conduct such dialogs more efficiently and less costly than before (Weber 2009).

Weber's (2009) view of how a marketing tool should be employed for the blog is that the message can't be controlled by this method of communication. But you may give your views on a certain subject and therefore you may participate in the discourse. For several purposes, blogs can be employed.

For tiny start-ups, a blog is a means for a manager in the company to talk about the industry, talk about the market, create credibility and start search engines. Not only assists the consumers, but it contributes to media and PR efforts because journalists and writers always go into the blogs to quote and interview individuals. Blogging is used as a reference (Weber 2009).

If you are a manager and want to improve your profile and your company profile, a blog is a terrific approach to acquire speeches, contributions, and quotations in mainstream media. This provides credibility and can ultimately result in the attention of new consumers who can buy other brands, products, or services but can feel better at your disposal. A manager can also choose to blog to acquire an impression of what is happening in the field and get in touch with your consumers (Weber, 2009).

### **2.1.7. Popular Social Media Channels by Marketers**

There are other social networking sites in the modern digital environment, such as Facebook, YouTube, LinkedIn, Instagram, Tik Tok, and Twitter, which are also used for corporate use globally.

#### **1. Facebook**

Facebook created by Mark Zuckerberg in February 2004 is the most popular social networking website in the world and has a total of 2.27 billion members according to a Statista study (2018), of which 294 million people come from India. Marketers may create their profile or page for their consumers on this popular website, through which they may submit comments, queries, or information about the product. On their Facebook profile, marketers may publish photos and videos of items that help sell their items internationally.

#### **2. Twitter**

It was created by Jack Dorsey in March 2006 and was the most popular social networking website after Facebook. According to Statista, more than 326 million social media users are active. Users can connect or engage via "tweets," whereas messages can only send information in 140 characters. With the assistance of this social media platform, e-commerce enterprises may deliver information to the client, offer goods and services for money (McIntyre DA. 2009).

#### **3. YouTube**

YouTube was started by Steve Chen, Chad Hurley, and Jawed Karim, three former employees of PayPal, in February 2005. Later, in November 2006, it was bought by Google Inc. YouTube has more than 1.8 billion viewers a month as the most popular social networking platform focused on video. All users may upload, rate, share, and comment on videos. With the option of reviewing or commenting on the video, companies may reply to consumer remarks immediately and please their consumers, leading to customer loyalty.

#### **4. Instagram**

In 2010, Instagram was established by Kevin Systrom and today is owned by Facebook as a website for visual social networking. Out of them, 71 million are active users from India, according to a statistical report (2018). This social network is a successful commercial platform that allows users to filter and modify internet movies and photographs with many intriguing features. Instagram has an average post commitment rate of 3.31 percent compared to Twitter at 0.07 percent.

#### **5. LinkedIn**

LinkedIn is a corporate and employment social network website. LinkedIn's primary objective is to provide a professional digital platform networking. It works by companies who post jobs on the site and job seekers who publish their resumés for their respective positions of interest (Russell and Stutz, 2014). Membership in the LinkedIn ([www.linkedin.com](http://www.linkedin.com)) online community has grown exponentially (Gerard, 2011). Founded in 2003, LinkedIn has over 467 million members. Fortune 500 companies represent close to 106 million active users, making it a very broad platform (LinkedIn, 2017). One must be at least 18 years of age to be a member or registered member of LinkedIn. Registered employers and job seekers have the opportunity, which may be a genuine world of professional contacts, to build connections with other users. In addition to building job profiles, some students also build LinkedIn profiles for their university applications.

Internet saturation is quite high in Ireland, according to Internet World Stats. In 2012, nearly 3.5 million Internet users were estimated at 80 percent. This demonstrates that the Internet is used by the majority of people. This also covers online sites, like LinkedIn. Emerging data have analyzed the use of social media for Irish consumers, showing that 24% of Irish people live on LinkedIn.(Jencius & Rainey, 2009).

#### **6. Tik Tok**

TikTok is one of the social media's most popular applications. In Asia, the USA, and throughout the world, this app is the world's leading destination to produce short-form mobile videos. The app was founded by musically. It appeared. TikTok was founded in September 2016 and is

managed by Byte Dance, commonly known as Douyin in China (Lauren Hallanan, 2018). This media app is accessible in over 150 marketplaces and 75 languages (Mehvish Mushtaq, 2018).

#### **2.1.8. Social Media Marketing in Ethiopia**

Many figures suggest that social media in Ethiopia are increasingly being used. Studies have shown that Ethiopia's Internet users play a key part in their everyday lives. Ethiopia has the 30th largest viewership in the world. Twitter and YouTube usage in Ethiopia is also strong, with 31.82 percent and 15 percent, respectively of Ethiopian Internet users (Stats, 2021). While figures on social media penetration are exceptional, the ramifications must be considered more closely. Some researchers encourage companies to improve their social media strategy and to link their brands online. In addition, several companies recognized the importance of social media marketing and took efforts early to adopt it. Social media marketing operations, as an integrated marketing medium, increase capital effectively by bringing new values to their clients rather than traditional marketing media. It was therefore established that the social media platforms of the company provide individuals a range of alternatives for interacting and communicating with other people.

#### **2.1.9. Dimensions of social media marketing**

The major dimensions of social media marketing discussed in the subsequent section include; online communities, interaction, sharing of contents, accessibility and credibility.

##### **2.1.9.1. Online Communities**

As a consequence of the advance of Internet access and communication technologies in and around organizations, computer-supported communication has increased dramatically. It has spawned empirical interest in a variety of communication platforms such as email exchange, discussion forums, Twitter, and yammer. These platforms are characterized to a varying degree as constituting a virtual social space next to, or interwoven with, face-to-face social interaction. These new platforms develop into key assets for the support of organizational processes. In large corporations, computer-supported communication is employed to foster knowledge communities or to support dialogic interaction in strategic change. While the variety of online communication

platforms increases, online communities are still frequented by the majority of Internet users (Brian S. Butler & Wang, 2011).

The archetype of online communities is the online discussion community embodied by text-based communication between individuals (Rheingold, 2000). Communities have also been stimulated by companies as marketing and innovation tools, as is documented in the well-studied case of open source software communities (O'Mahony, 2007; Shah, 2006) or the idea competition company InnoCentive (Jeppesen & Lakhani, 2010). Online communities also increasingly serve as a basis for knowledge development and innovation in professions and large organizations (Agterberg, van den Hooff, Huysman, & Soekijad, 2010; Jeppesen & Lakhani, 2010; Shah & Tripsas, 2007; Wasko & Faraj, 2005).

#### **2.1.9.2. Interaction (interactivity)**

For the technological factors, the interactivity of the technology and trust in technology were examined. Technologies are perceived to possess attributes that affect the decision to adopt and how they will be implemented. Previous studies have found that the design and implementation of the computing systems consider the successful interaction between a human and a computer as a key factor (Lee & Kozar 2012). Among the various design characteristics, interactivity stands out as a key and distinguishing factor that impacts users' response to new technologies including websites (Agarwal & Venkatesh 2002; Jiang & Benbasat 2007). Social media is considered interactive media. It enables two-way communication rather than one-directional transmissions or distributions of information to an audience (Mayfield 2008). E-business sites have rushed to integrate these social networking features into their websites, enabling enhanced interactive communications between consumers or between consumers and organizations (Lee & Kozar 2012). Adding social networking features also augments site credibility. Therefore, considering the interactive nature of social media, this study investigates the influence of interactivity on the usage of social media in organizations

Shopper marketing is a new concept that has emerged, creating a new touchpoint for the interactions between businesses and consumers. Shopper marketing is "the planning and execution of all marketing activities that influence a shopper along, and beyond, the entire path of purchase, from the point at which the motivation to shop first emerges through purchase,

consumption, repurchase, and recommendation” (Shankar et al. 2011, 29). Perceived fit is an important factor for retailers to consider for shopper marketing; perceived fit is the amount of similarity between an extension product category and existing products affiliated with the brand (DeIVecchio and Smith as cited in Cha 2009).

#### **2.1.9.3. Sharing of Contents**

Magrino and Sorrell (2014) studied the use of blogs in combination with other social media platforms (Facebook and Twitter) in a business and technical writing college classroom. They found that students benefited greatly from the collaborative and engaging tools that allowed for greater student interaction, student-to-teacher communication, and distribution of course material. Furthermore, in his focus group of 53 high school students, Crook (2012) found that the participants were concerned with the lack of audience in schools and that social media provided an increased audience for them. According to McLoughlin and Lee (2007, 2008, 2010), this interaction encourages information sharing, student-generated content and discussions around this content, and improved social rapport. With an interactive audience, students can make the choices about when to reply and with what, how they want to use hashtags to categorize their multimodal texts, and they can create new communication environments (Robbins and Singer, 2014) of which they are largely in charge.

#### **2.1.10. Accessibility**

The construct system usage continues to be developed and tested by IS researchers (Gelderman 1998; Goodhue& Thompson 1995; Guimaraes & Igbaria 1997). Based on DeLone and McLean's IS success model, to investigate the usage of social media in organizations, the informed effective use of social media was considered, as this was an important indication of technology success, which in turn has an impact on organizations (DeLone& McLean 2003). The growth of various information technologies is providing various informational benefits to organizations. Mirani and Lederer (1998), in their study divided the Informational benefits into information access, information quality, and information flexibility. One of the most important impacts of social media usage is the improvement in information accessibility; the organizations can get information about their potential customers from the conversations on social media sites. Similarly, they can also obtain information about their competitors and the industry directly and

easily via social media (Parveen, et al. 2015). Even though social media provides an improvement in informational accessibility, studies investigating this relationship are very limited. Therefore this study attempts to examine the relationship between social media usage and its impact on information accessibility.

#### **2.1.11. Credibility**

Trust is one of the important factors that were investigated by previous researchers. According to McKnight and Chervany (2002), institutional trust is the subjective belief with which organizational members collectively assess that favorable conditions are in place, and that is conducive to the transaction success. Mcknight et al. (1998) described two types of institution-based trust – situational normality and structural assurance. Situational normality refers to the belief that success is anticipated because the situation is normal. Whereas Structural assurances refer to a belief that favorable outcomes are likely because of contextual structures, such as contracts, regulations, and guarantees. In the social media context, the organizations post a lot of information about their organization, products, services, and other promotional activities. So there might be a need for structural assurance in social media to use it and reach a large audience. Therefore the impact of trust (structural assurance) on social media usage is examined in this study.

***Table 2.1: Definitions of study variables***

<b>Research Variable Name</b>	<b>Research Variable Type</b>	<b>Definition</b>
<b>Online Communities</b>	Independent Variable	Any corporation or corporation may use social media to establish a community linked to its products/company.
<b>Interaction</b>	Independent Variable	A Facebook or Twitter account may rapidly and simultaneously tell all its followers about a certain topic.
<b>Sharing of Contents</b>	Independent Variable	This aspect concerns the amount of exchange,



		dissemination, and acceptance of material inside social media environments by individuals.
<b>Accessibility</b>	Independent Variable	Social media is freely accessible and charges for the use are little or nil.
<b>Credibility</b>	Independent Variable	The aim is fully to communicate a message clearly to the people, develop credibility for what you say or do, emotionally connect with your target audience, build motivation for the buyer and generate loyal clients.
<b>Brand Awareness</b>	Dependent Variable	The strength and the capacity of consumers to recognize brands under varied settings reflect the trace of a brand in consumer memory.

Source: (ElAydi, 2018)

#### **2.1.12. The concept of Brand Awareness**

The recall value of a brand is measured by brand awareness. Brand recognition or recall can be used to gauge brand awareness. When consumers are presented with the product category and their demands, brand recall measures their capacity to recall the brand. The category or some other kind of inquiry acting as a prompt. The degree to which customers can confirm prior exposure to a brand is measured by brand recognition. (P.Cohen, 2003)

Aaker (1996) asserts that recognition can be crucial for niche or new brands. Recall and top-of-mind are more sensitive and significant for well-known brands. The measurement of brand recall can be improved in part by using brand knowledge and brand opinion. The initiatives of Y&R and Total Research employ comparable metrics. Brand awareness, according to Aaker, must come before brand associations. To create a set of associations, a consumer needs to first be aware of the brand there.

### **2.1.13. An overview of brand and brand management**

Why does this study make branding interesting? Brands and branding are a wide range of concepts. A brand was used from the start to denote cattle ownership (Bertilsson, 2009). In the modern age, brands worked to identify and distinguish a producer from another, with the capacity to track a good back to the producer and to make him accountable for the quality of it. (Bertilsson, 2009), but they are today ascribed with almost divine characteristics serving as a strategic business asset essential for firms to develop if they are to compete successfully (Bertilsson, 2009). It leads to the conclusion that it makes sense to concentrate on the branding sector inside marketing when considering how social media influences marketing in a larger perspective.

However, branding itself is a wide range of concepts, dimensions, and different definitions, as discussed before. This study, therefore, found it important to give an overview of major marketer concepts and to determine which branding concepts to focus on based on this research. In addition to branding and branding, brand strategy, brand equity, and brand awareness are the topics that will be examined in this part and the management of the brand portfolio.

The American Marketing Association formulated the traditional definition of brand name used in the literature on brands in 1960, identifying a brand as a type of "distinguishing name and/or symbol (for example, the logo, trademark or packages) designed to identify and differentiate the products or services of a single seller or seller groups (Aaker, 1991; Bengtsson, 1996).

A central concept in classical brand management presented by (de Chernatony, 1998) is that "as a result of augmenting the core offering with consumer-relevant added values, consumers will be prepared to pay a price premium".

The brand also contains a collection of perceptions that separate the product from the competitors (Aaker D., 1996). The strength of the brand depends on how consistent, favorable, and customer views are. To strengthen the brand strength, managers must mold this collection of views such that the target public is positive about the brand (Aaker, 1996).

"This is based on a characterization of the characteristics of the target customers, long-term support for a brand marketing. It incorporates an awareness of your preferences and brand expectations" (<http://www.businessdictionary.com>. Retrieved 100424).

Prophet.com identifies the following aspects in a branding strategy: branding, managing your brand portfolio, creating and identifying your brand, and considering potential brand expansions branding branded consulting services (<http://www.prophet.com>)

Kapferer describes branding strategy as a phrase for the decision-making process: the number of brand levels to be applied; one, two, or even three and the function of the company in communicating on product value; whether it be missing, present in a strong way or not. He examines also the relative weight of these brands as part of the globalization of architecture, and the graphical arrangement of their cohabitation in all papers and packings and goods but also in industrial facilities and sales and managers' offices and business cards (Kapferer, 2008).

#### **2.1.14. The concept of brand awareness**

Brand awareness is the degree to which current and future customers are aware of one's company and its offerings. Creating successful brand awareness entails having a well-known and recognizable brand. To set a product apart from similar items and rivals, brand recognition is essential (Tara Gustafson and Brian chabot, 2007).

#### **2.1.15. Branding In Fast Moving Consumer Goods Sector**

A brand can be recognized by a variety of larger, press-issueable, and representable signs. It can also be a person's name, a word, a shape, a letter, a number, the shape of the product, or some unique shapes on the box that serve to distinguish a product or service from another in a certain situation. A name, concept, term, symbol, layout, image, or mix of these that serves to define, introduce, distinguish, and differentiate the goods and services of a seller or selling group is referred to as a brand (Slamolu, 2000).

The fast-moving consumer goods industry may use branding as a new competitive advantage to build on the success of the sector during the past 20 years. Branding consequently, methods

could assist maximize the return on investment for new by assisting in reducing the inevitable rise of generics in the market, products future (Schilling, Isabelle ; Moss, Giles, 2003).

The brand rationale in FMCG is significantly more comprehensive and organized. A brand is thought of as a collection of concrete and intangible advantages that buyers record in their minds. These advantages were selected after a careful examination of the market, consumers, competitors, and other environmental factors. This analysis makes it possible to pinpoint the ideal target market and create a distinctive brand identity. In order to gain a competitive edge in the market, this identity will set the brand apart from rivals. . (Schilling, Isabelle; Moss, Giles, 2003)

#### **2.1.16. Theories or models of brand awareness**

There are various theories about brand management methods, however the ones that also instruct ways to work better are covered below:

##### **a. Theory of Brand Loyalty**

The theory of brand loyalty formulated by Erick, (2006) describes how customers' psychology and a company's brand interact. This idea states that emotional connection, brand appraisal, and behavioral component all play a role in a customer's good brand behavior. The first factor has to do with how emotionally connected a customer is to a brand. Specifically, how much he enjoys or detests a thing. If this is favorable, he will always be disposed to purchase this product and never even consider looking at those made by other companies.

##### **b. The theory of branding**

This theory developed by Simon and Jacob (2007) offers direction on certain significant typical elements of brand management, such as; establishing a relationship with your very first customers, giving your brand a name that can accurately represent your company's standards, educating the public about it, trying to meet their needs, and then continuing to grow and strive for the top without compromising on any aspect of brand development.

### **c. The Value-based brand Theory**

According to this notion, the goal of value-based brands is to increase long-term customer value. The value that a brand provides to customers is what determines its level of success. According to the value-based brand philosophy, the consumer is the most creative way to outwit rivals. It claims that a company's customers are its only source of life (William Oakley, 2013).

#### **2.1.17. Brand strategy**

The foundation of long-term brand plans, brand strategies are created with the objectives of calculating financial worth, legal protection, building brand loyalty, positioning, and well-known brand effect. In the context of business-integrated institution strategies, brand strategies are developed in the direction of all brands. Brand initiatives should be backed up by other marketing techniques in order to succeed. Businesses that want to use their brand as a key marketing variable should address policy problems like using their national brand internationally, using their producer brand, etc (Krdar, 2001).

A branding strategy, also known as a brand development strategy, is a long-term plan to accomplish a number of long-term objectives that ultimately lead to consumers recognizing and favoring your brand. The brand's objective, its promises to its customers, and how these are communicated are all included in a good branding strategy.(Krdar, 2001).

There are four fundamental brand strategies for the selection of brand managers for their products (ITO, 2006):

- New Branding
- Line Extension
- Multiple Branding
- Brand Extension

#### **2.1.18. Measuring brand awareness**

According to Aaker (1991), brand awareness is the ability of a potential buyer to recognize or remember that a brand belongs to a specific product category. Macdonald and Sharp (2000)

described, brand awareness plays a vital role in consumer decision-making by influencing which brands enter the consideration set, which of these brands are used as common sense, and the perception of quality. During the decision-making process, the consumer recalls from long-term memory the products and brands of which they are aware.

As stated by Aaker & Joachimsthaler (2000), brand awareness is regularly an unrecognized asset in businesses. However, it has been discovered that brand awareness influences customer perceptions. It is critical for businesses to assess where they stand in the minds of their customers and how widespread their brand awareness is among consumers. People prefer to buy well-known brands. Customers are also willing to attribute various positive attitudes to familiar products or services.

Keller (1993) identified three major reasons why brand awareness is important in customer decision making: it increases the likelihood that the brand will be a member of the consumer's consideration set, it can influence decisions about a brand in the consideration set, and it influences the formation and strength of brand associations in the brand image.

According to Rossiter and Percy (1987), brand awareness measures the accessibility of the brand in memory. Brand awareness can be measured through brand recall or brand recognition. Brand recall reflects the ability of consumers to retrieve the brand from memory when given the product category, the needs fulfilled by the category, or some other types of probe as a cue. Consumers' ability to confirm prior exposure to a brand is reflected in brand recognition. It is critical to measure not only the depth of recall (the percentage of people who are familiar with the brand), but also the breadth of recall (the cues that lead to brand recall). As a result, it is critical to consider the cue that will be used in the recall question. Consider who, when, where, and how the brand will be purchased or used. Typical cues include:

- Subcategories (beverages, soft drinks, colas, diet colas, etc.)
- Consumption occasions or goals (beverages that you would consider purchasing for a romantic date, events, etc).
- Places (available in a supermarket, kiosk, in a bar, etc).
- People (drink alone, in a group, etc).

### **2.1.19. Theoretical foundation of the study**

Social media is defined as any Internet-based application that adheres to Web 2.0 principles and allows for the creation and exchange of user-generated content while simultaneously encouraging participant involvement and cooperation (Kaplan & Haenlein, 2010). Additionally, applications consist of blogs and microblogs (such as Twitter), social media platforms (like MySpace) and social networking sites (like Facebook), virtual environments (like Second Life), collaborative projects (like Wikipedia), content-community websites (like YouTube, Flickr), and websites dedicated to e.g., internet discussion boards; (Chan & Guillet, 2011; Mangold & Faulds, 2009).

## **2.2. Empirical Review**

Studies have been conducted in relation to social media marketing and branding. Hana Othman ElAydi (2018) examined the effect of social media marketing on brand awareness through facebook: An Individual-Based Perspective of Mobile Services Sector in Egypt. The purpose of this study is to investigate the impact of social media marketing activities on Facebook on brand awareness keeping into consideration the moderating effect of demographics, namely; age and gender. The research showed that social media marketing firms use mainly about six dimensions as an instrument for their marketing activities: Online Communities, Interaction, Sharing of Content, Accessibility, and credibility. Also, this research is testing the demographics moderation role in the relationship between social media marketing activities on Facebook and consumer based brand awareness. Moreover, practical importance of this research is described in the fact that managers may use the results to improve their marketing activities related to social networks specially their Facebook fan pages to have better brand awareness of their brands. Besides, firms may start to integrate social media marketing into their marketing strategies, improving communication and interaction with their customers and increase their brand awareness circle. A sample of the study totaled 402 customers; the researcher tested the hypothesis using the correlation analysis, regression analysis using SPSS and structure equation model using AMOS. The research provides evidence of the relationship between social media marketing activities on Facebook and brand awareness of mobile service providers in Egypt.

Mangold and Faulds (2009) claim that social media makes it possible for businesses to communicate with their clients as well as for clients to interact with one another. Beyond traditional strategies, brand loyalty is increased through communications between businesses and their customers (Jackson, 2011; Kaplan & Haenlein, 2010), which allow for the promotion of goods and services as well as the creation of online communities of brand devotees (Kaplan & Haenlein, 2010). Additionally, consumer discussions offer businesses fresh ways to boost brand identification, recall, and awareness (Gunelius, 2011).

Researchers like Castronovo and Huang (2012) assert that marketing strategies involving promotions, public relations, product and customer management, and marketing communications should start exploring and leveraging social media, not only because there is a growing interest among consumers in Internet usage, but also because consumers consider information shared on social media as more reliable than information issued directly by firms (Constantinides et al., 2010).

Social media has a big impact on how well-known a company's products are in the community. It is based on the findings of a correlation bivariate analysis, which showed that social media had a significant impact on any independent variables (Brand awareness of a company's products in the public), with values of significance 2-tailed at each independent variable less than or equal to 0.05, which indicates a significant impact (H B Tritama and R E Tarigan, 2016). The scholars obtain significant results and has a strong correlation suggesting that social media can attract more customers since social media users are interested in the advertisement displayed (H B Tritama and R E Tarigan, 2016).

On other hand, Upeksha. A. S. Yapa (2017) investigated the impact of social media on brand awareness with special reference to Facebook use in fast moving consumer goods in Sri Lanka. The study sample was made of 200 people, both male and female, who reside in the Colombo district, use Facebook and have already liked at least one fast moving consumer goods brand. A standardized online survey was conducted via Google Docs by employing the convenience sampling technique to collect data. The researcher has analysed data concerning User Generated Communication and Firm Generated Communication which are main two components of social media marketing as the independent variables and brand awareness as the dependent variable to look at the correlation between these factors. The findings of the study indicate that user



generated communication and firm generated communication have a positive correlation and impact with brand awareness. Hence, the conclusion has given as social media efforts positively influence brand awareness in FMCG industry. Thereby, the study has suggested to build platforms to enhance consumer's engagement on creating user generate contents for their brands, create and increase more brand related and unrelated communication, combining traditional media with social media, achieving company target audience through Content/Adds/Apps to be more cost effective, have excellent brand management and good customer base.

Fasika Genzebe (2018) assessed the important social media marketing plays in building a brand image; the instance of capital hotels and spas, Addis Ababa, Ethiopia. The research demonstrates the effects of social media marketing on the awareness of the products of the firm. This has consequences for the marketing strategy of the organization, particularly promotion through advertising on social media. This study shows that marketing elements in social media impact the image of the brand. This shows that the social media marketing communications of a company play an essential part in the sale of items of the firm. The researcher suggests that internet banners and publicity have a major impact on image improvement. Moreover, the outcome of the correlation calculation suggests that banners and ads closely correspond to the 0.517 brand image. It has over 0.500, which implies a significant effect. This study indicates not only a strong Guilford association between brand awareness and brand image of two variables.

Social media evaluation research on marketing strategy: Ethiopia the view of Facebook users shows that a positive brand image, memory, and connections are vital to an organization's growth and prosperity. Consumers must feel like they are; they must also be respected. A powerful brand may allow companies to dominate the market, target the ideal consumer and provide the proper image. Building a strong, clearlydefined brand can allow firms to meet their needs and enable social networks to grasp their message and reach the appropriate individuals. It also means that the brand-oriented hotels need to be present in Ethiopia's social networks. As we live in a fast-speed world, it has merely been made quicker by social media. In just 5 years, the old media took decades to produce. They saw how everything changed.

Several studies have been conducted in relation to adoption and use of social media marketing by companies (e.g. Braojos-Gomez, Benitez-Amado, &Llorens-Montes, 2015; He, Zha, & Li, 2013;

Hsu, 2012; Jussila, Kärkkäinen, & Aramo-Immonen, 2014; Michaelidou, Siamagka, & Christodoulides, 2011; Phan, Thomas, & Heine, 2011; Rodriguez, Peterson, & Krishnan, 2012; Siamagka, Christodoulides, Michaelidou, & Valvi, 2015; Tsimonis & Dimitriadis, 2014). This category of research centres on executive, decision-making, management, and the perception of companies regarding their businesses' usage of social media marketing. This category comprises research on the motivations or drivers of enterprises to promote social media. Two prominent examples of this kind of study are Lorenzo-Romero, Constantinides, and Alarcón-del-Amo (2013) and Tsimonis and Dimitriadis (2014). Lorenzo-Romero et al. (2013) explain that for most small retailers, the major reason for using social media is the perceived utility of social media for customer service and network services, whereas, for medium-sized shops, customer support and branding are the key reasons for the brand building of major enterprises. Tsimonis and Dimitriadis (2014) The expansion, popularity, and virality of social media, presence of rivals in social media, and pressure to decrease costs have been the main motivators for companies to be active in social media.

The research in this cluster, the social media platform, focuses on the use of and features of social media places and apps. A key subject in this research is how online brands might impact consumers' behavior or marketing outcomes using social media apps. Articles in this cluster include Brogi et al. (2013), Dholakia and Durham (2010), Laroche, Habibi, Richard, and Sankaranarayanan (2012), Kang, Tang, and Fiore (2014), and Wirtz et al. (2013). Other studies, such as Zaglia (2013), Exploring how social networks transform brand communities. Hsu (2012) examines one social networking site and its Facebook functions as part of the company's commercialization plan. Finally, Podobnik (2013) sets critical measures for performance based on the quantity and fan involvement of fans on the Facebook brand page.

These studies focus on the effect of network relationships, and the influence exerted on users by social media. From this perspective, Wang, Yu, and Wei (2012) assess the effect of social media peer communication, while Heinonen (2011) studies users' information processing and social connection activities, and Khong, Onyemeh, and Chong (2013) focus on network effect and customer orientation empowerment. Another stream of studies in this cluster relates to the identification and impact of online social media key influencers, market mavens, and opinion leaders (Booth & Matic, 2011; Freberg, Graham, McGaughey, & Freberg, 2011; Li and Du,

2014). Social media content experience, this group comprises studies that focus on how brand-generated content for marketing communication influences consumer behaviour. For example, Chu, Kamal, and Kim (2013) examine social media users' beliefs, attitudes, and behavioural responses toward social media advertising of luxury brands, and Hautz, Füller, Hutter, and Thürndl (2014) compare agency-generated videos and user-generated videos, and their impact on consumer behavior.

The brand equity thesis of David A. Aaker is the basis for several studies. Brand equity, based on its definition, is the assets and liabilities of a brand that may raise or reduce the value of products or services (European Institute for Brand Management, 2009). Brand equity may increase the efficiency of the marketing and decrease costs by altering the perceptions of the customer towards a brand. Brand equity comprises four elements: brand awareness, branding, brand loyalty, and quality (Aaker & Joachimsthaler, 2000). This research will make use of the initial parts of Aaker's brand equity which focus on customer brand equity, or from a commercial point of view.

Flagler (2011) investigated the role of media commercialization on brand awareness. Based on the research findings, the researcher suggests that "media commercialization should be gradually performed in a company's marketing plans rather than as a substitute. He said that the incorporation of social media marketing with other marketing techniques will increase company outcomes.

(Chen Y. , 2011) the objective was the effect of internet word of mouth on the customer's attitude towards a brand . The study revealed that there were significant proofs of the effects of internet word of mouth on the customer's attitude towards a product or brand. In addition (Chen, 2011) numerous researchers have lately paid attention to and investigated the impact of social media on customer decision-making, product sales, and sales predictions. The influence of social media marketing on the company's existing marketing plan is not simply this, but also.

Chu (2011) in his study he elaborated that the participation and participation of groups in online advertising demands a high degree of information, and this is because users openly disclose their connections to Facebook groups; when they share their ads with their friends, products and brands are automatically promoted.

In Chu's (2011) word, "Facebook groups give means through which customers want autonomy in a product group, as do the transmission into their social connections of viral information about companies." Chu (2011) also found that members of the Facebook group have a more advantageous approach to publicity and social media. For the promotional efforts and communications users with favorable images are more likely to join the Facebook group of the distributor or a brand.

Several writers have suggested that social media marketing is one of the finest techniques of connection between the firm and clients. Companies may utilize social media to reach receptively consumers. Social media also has an enormous range of online mouthpiece platforms including business-sponsored discussion boards, blogs, consumer-to-consumer email, chat rooms, product, and service consumer rating websites, moblogs, Internet discussion boards, and social media websites. They also have an informative overview (Mangold & Faulds, 2009).

However, the gap in the study is the issue that social media can genuinely impact customer knowledge about brands. The earlier research largely examined corporations' contact with customers. Make social media ads genuinely important for customers or not. Does the marketing of social media affect customer awareness or not (Edelman, 2010 in (Hutter, Hautz, & Dennhardt, 2013).

### **2.3. Research or knowledge gap**

In the previous studies made, the researcher could not find studies made specifically on the beer industries after the companies are pushed to use social media as their main platform to advertise the products. In trying to investigate the effects of social media on brand awareness, the law imposed on the industry not to advertise on mainstream media needs more investigation on the effect it has with the brand awareness.

## 2.4. Conceptual Framework of the Study

Based on a rigorous theoretical and empirical review the following conceptual framework has been developed to guide the research study. The underneath conceptual framework portrays the effect of social media marketing tools and independent variables (online communities, interactivity, sharing o contents and accessibility) on brand awareness (dependent variable). To draw the relationship between social media marketing and brand awareness, the researcher used stimulus-response model of consumer behaviour. The theory states that the marketing stimuli including social media tools will help to build consumer awareness about the product and hence influence their buying behaviour.

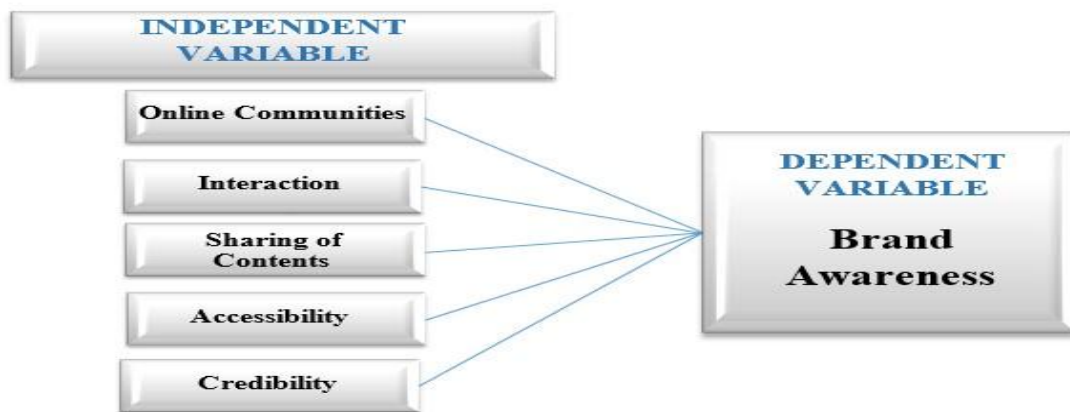


Figure 2.1: Conceptual Framework of the study adapted from (ElAydi, 2018)

## 2.5. Research hypothesis

Social media marketing is marketing strategies that successful businesses are using in order to be a part of a network of consumers online. Also, it could be defined as employing the Social Media as instruments of communication, direct sales, customer gain, and customer retaining. In 2008 D.E.I. made a study that delivers some important statistics: social media users have visited social media platforms to obtain information are 70%; also 49% of these customers have taken a decision of purchase established on the information they found through the social media sites; likewise, 60% described using social media platforms to exchange information with others online; and finally, 45% of users who searched for information over social media sites interacted

with word-of-mouth. The report concludes that businesses not using social media as part of their online marketing strategy are losing an opportunity to influence and reach customers. From literature review as well as author's intuition, the following hypothesis is developed:

### **1. The effect of online communities on brand awareness**

- **H1:** *Online Communities has a significant positive effect on brand awareness of the company's products.*

Francisco J. Martínez-López (2021) has demonstrated the significance of involvement in understanding both online brand community participation and results in terms of the brand's strategic elements. To develop members' brand loyalty and their readiness to co-create and advocate the brand, engagement is a crucial factor. Contrarily, taking part in the online brand community doesn't seem to help these brands attain their goals. This finding not only highlights the significance of participation in online brand community but also clarifies two ideas that might occasionally be confused in brand community literature. Identification of the user with the community is another important factor in online brand community management, along with engagement. The success of any organization depends on its members feeling like they belong to the group.

### **2. The effect of interaction on brand awareness**

- **H2:** *Interaction has a significant positive effect on brand awareness of the company's products*

Nur Syakirah Ahmad et al., (2015) have found that in recent times firms have included social media as a part of their marketing strategy and are aiming to create awareness and promote their brands to the customers via social media. Social media content marketing has a major role in branding strategies that help the firms to increase their brand health score. Moreover, It has become important in recent times that companies must have an online presence and they need to observe what's happening in the social media. World wide web and social media are making the world more convenient for all the participants without any language, cultural or economic barriers. Cultural differences in terms of trust are very less or sometimes non- existent. (Dr.Klaus Nicholas Schmidt, Ms Kamakshi S. Iyer. 2015) .

Efthymios Constantinides (2014) outlined present status of social media and explained the two major roles it plays as a part of marketing strategy and using them as different marketing tools, however he proposed two possible marketing strategies. The first one is as a source of customer voice and marketing intelligence, and the second one as a direct marketing channel. Also when (Christos Giannakis- Bompolis , Christina Boutsouki 2014) have attempted to find the level of customer engagement on social media found that when companies active participation on social media the level of customer satisfaction has increased.

Ruohan Li, Ayoung Suh (2015) examined the factors that influence individual's perceived information credibility on social media and found that interactivity, medium dependency and argument strength are main determinants of information credibility. However, in an attempt to study the role of social media content marketing in marketing strategies (Nur Syakirah Ahmad et.al 2015) has known that it can increase the brand health score which can be an indicator to measure brand awareness.

Zulkifli Abd. Latiff and Nur Ayuni Safira Safiee (2015) in their study focused on branding of home-based businesses that were setup on Instagram and their findings depict that Instagram is current best platform for aspiring business owners before venturing into offline and the platform provides expected profits even. Moreover, Cerchia Alina Elena (2015) analyzed how social media supports the development of customer relationship management and the analysis emphasized that an organization with a social CRM is able to build better relationship with their customers and gain trust also information shared by customers online would help them in product development.

### **3. The effect of content sharing on brand awareness**

- ***H3: Sharing of Contents has a significant positive effect on Brand Awareness of the company's products***

Zhibin Lin, and Mauro Jose De Oliveirastudy (2014) provide strong evidence that consumer innovativeness has both direct effect and indirect effect on experience sharing in online social media through self-perception of knowledge. The evidence indicates that consumer voluntary experience sharing is driven out of intrinsic motive of self enhancement (Packard & Wooten, 2013; Wasko & Faraj, 2005).

The study results also indicate that two major constructs in the Technology Acceptance Model (Davis, 1989) ‘perceived ease of use’ and ‘perceived usefulness’ of online check-in service predict experience sharing in online consumption communities, with ‘perceived usefulness’ performs a full mediation role, yet the relationships are somewhat weak. Prior studies have not yet drawn on Technology Acceptance Model in predicting experience sharing. The weak evidence may indicate that the performance of online check-in service has met or but not so much exceeded customer expectations (Oliver, 1980), as both extremely good (Brown et al., 2005; Hennig-Thurau et al., 2002) and extremely poor performance (Keaveney, 1995; Rice & Love, 1987) are expected to trigger online word of mouth.

Third, contrary to expectations, the results suggest that higher levels of consumption trust did not lead to higher levels of experience sharing in online consumption communities. A possible explanation may be similar to that of the weak effects of two constructs of ‘perceived ease of use’ and ‘perceived usefulness’, i.e. frequent flyers may take the reliability and security of the online check-in system for granted, which did not trigger their desire to share this ‘mediocre’ experience with others.

#### **4. The effect of accessibility on brand awareness**

- ***H4: Accessibility has a significant positive effect on Brand Awareness of the company’s products***

An empirical study of Starbucks Coffee in Taiwan Tu et al. (2012) indicated that organizational branding directly affects customer satisfaction. In addition, the study found that the level of customer satisfaction adequately influences customer loyalty which was supported by the findings of (Eakuru and Mat 2008; analyzed and discuss the strategic positioning of associations that can be established between a corporate brand and entities in its surrounding network such as brands, product categories, persons, places and institutions.

According to Zhang (2020), building a strong brand within consumers’ minds depicts creation of a positive brand evaluation, a strong brand image, an accessible brand attitude which essentially is well known as awareness. Brand awareness is also referred to as brand knowledge and is defined as whether and when consumers know a product (Keller, 2001). Brand knowledge has been explained further by The Brand Knowledge Pyramid (Keller, 2001). According to The



Brand Knowledge Pyramid, brand awareness refers to the extent to which consumers are aware of the existence of a brand and the product lines are associated with the brand. Brand awareness measures the accessibility of the brand in memory and is measured through brand recall/brand recognition. Brand recall reflects the ability of consumers to retrieve the brand from their memory given the product category; recall is measured both in depth (%) and width -cues that lead to brand recall- (Keller, 2003).

## **5. The effect of credibility on brand awareness**

- ***H5:** Credibility has a significant positive effect on Brand Awareness of the company's products*

Ahmad, Ahmad and Nadeem (2014) demonstrated how brand awareness and credibility impact brand loyalty. The outcome demonstrates that building brand loyalty requires both brand credibility and brand awareness. Building brand loyalty is mostly dependent on brand awareness and legitimacy, which is crucial for both consumers and marketers. Brand loyalty can differentiate a company from the competition and provide a long-term competitive advantage. The creation or reinforcement of a brand's personality through brand credibility and brand recognition increases brand value or equity, which may then be tapped into through brand extension. The relationship between manufacturers and customers is strengthened and prolonged by brand credibility.

## **CHAPTER THREE**

### **3. RESEARCH METHODOLOGY**

This chapter focuses on the research methodology that will be used, and justify the reason as to why certain methods will be chosen over the others. An in-depth discussion of the research approach and design; data sources and data collection methods; population, sample size and sampling techniques; reliability and validity of data collection instruments; method of data analysis, and ethical considerations will be outlined in this section.

#### **3.1. Research approach and design**

##### **3.1.1. Research approach**

Based on the type of data to be employed, the researcher applied mixed approaches (i.e., a combination of quantitative and qualitative research approaches). The researcher employed investigations that quantify the results utilizing a statistical summary or analysis. Methods such as survey would be favoured by quantitative researchers to examine assertions or statements which determine the effect of independent variables on a dependent one. In addition to questionnaire survey, interview and document review were carried out to gather qualitative data to meet the research objectives.

##### **3.1.2. Research design**

An objective and a cause should be set for any information to be passed out, which is why the investigation is triple; experimental, describing and explanatory, how research problems are structured is the distinction (Saunders, Lewis, & Thornhill, 2007).

An explanatory study is to determine where and how two factors of an event or phenomena relate to each other (Kumar 2011: 11 and Saunders et al. 2007, 134). This kind of study aims to explain why some stuff comes out the way it does.

This study adopted an explanatory research design describing every causal link in the research problem between independent (social media marketing) and dependent (brand awareness)

variables. Given that this study plans to assess the effect of independent factors on the dependent variable, this design were appropriate and helpful to examine the connection and to draw conclusions from the results.

## 3.2. Population, Sample size and sampling procedure

### 3.2.1. Population

People, products, firms, markets that are of interest to the research are called population. To be precise, a population must be defined in terms of elements, units, and time. The elements that make up the population are called the sampling units (Dillon, 1993). In this study, the target population constitute those Habesha beer consumers in Addis Ababa. The target population in this study is not clearly known as the total number of users is indeed very impossible to know as it is continuous, sophisticated, and grows every day.

### 3.2.2. Sample size

Since the total number of Kidame beer consumers is not clearly known, the researchers will determine sample size appropriate for infinite or large population. Accordingly, the student researcher will employ the Corbetta (2003) formula in the determination of sample size by considering a 95% confidence interval, and a 5% sampling error,  $p=.5$  (maximum variability within the population).

$$n_0 = \frac{Z^2 pq}{e^2}, \text{ where}$$

$n_0$ -Sample size

$Z$  – z value at specified confidence interval, e.g.  $z=1.96$  at 95% CI

$p$  – Degree of variability (0.5)

$q = 1-p$  (0.5)

$e$  – Desired level of precision ( $\pm 5\%$ )

$$n_0 = \frac{Z^2 pq}{e^2} = \frac{(1.96)^2 (0.5) (0.5)}{(0.05)^2} = 384.16 \approx 384 \text{ respondents}$$

Convenience sampling method was used to choose samples based on easy accessibility in a sample or to pick Kidame beer consumers because they would be in the appropriate position at the proper moment. Convenience sampling is defined as a method adopted by researchers where they collect market research data from a conveniently available pool of respondents. It is the most commonly used sampling technique as it is incredibly prompt, uncomplicated, and economical. In many cases, members are readily approachable to be a part of the sample.

In conducting a study, it is not possible, practical, and sometimes expensive to gather data by considering the entire population. Therefore, smaller chunks of a unit sample are chosen to represent the relevant attributes of the whole of the units (Graziano, 1997).

### **3.3. Data Sources & Data collection method**

For this thesis, both primary data and secondary data were used. Secondary data were collected secondary source regarding social media marketing, branding, and brand awareness. The main advantage of secondary data is it is less costly and takes less time to analyse. Primary data were collected using structured questionnaire. The questionnaire included closed-ended questions that allow the researcher to know the opinion of customers about the social media marketing activities of Habesha brewery. According to Kothari (2004), primary data is collected afresh and for the first time, and this happens to be original. This will help to examine the impact played by social media marketing in creating brand awareness. Questionnaire is helpful to deepen the knowledge about the company's social media activity, procedures, and plans.

### **3.4. Reliability and Validity of data collection instrument**

Reliability estimates the consistency of the measurement or more simply, the degree to which an instrument measures the same way each time it is used under the same conditions with the same subjects. Reliability is essentially about consistency. That is, if we measure something many times and the result is always same, then we can say that our measurement instrument is reliable (John et al., 2010).

In order to test the internal consistency of variables in the research instrument Cronbach alpha coefficient will be calculated. Cronbach-alpha is widely used in educational research when

instrument for gathering data have items that are scored on a range of values, i.e. different items have different scoring points or attitude scales in which the item responses are in continuum (OLUWATAYO, 2012). This coefficient varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory level of internal consistency (MALHOTRA & BIRKS, 2003). This coefficient will be calculated for all items under each variable and the results showed an acceptable level of reliability.

Validity is how the strength of our conclusions, inferences or propositions are. It involves the degree to which we are measuring what we are supposed to, more simply, the accuracy of our measurement (John et al, 2010). The questionnaire items were adopted from previous researches (Sharma, K. & Das, S. 2017) & (Ali, S.; Magati, A.; Dosari, M.; Mandil, F., 2018) and rephrased to suit the study.

Table 3.1: The reliability of data collection instruments

Variables	N of items	Cronbach alpha	Name of the scholar/s who developed the scale, year)
Social media marketing			
• Online communities	7	0.954	ElAydi, H. (2018)
• Interactivity	6	0.956	ElAydi, H. (2018)
• Sharing of contents	3	0.948	ElAydi, H. (2018)
• Accessibility	7	0.981	ElAydi, H. (2018)
• Credibility	7	0.954	ElAydi, H. (2018)
Brand awareness	5	0.959	ElAydi, H. (2018)

### 3.5. Methods of data analysis

The data gathered through questionnaire were entered and processed through the Statistical Package for the Social Sciences (SPSS version 26) software. Descriptive analysis was used to organize and summarize the demographic data of the respondents which include age, gender, educational level, and marital status. On the other hand, correlation analysis was used to see if there is any relationship between the independent and the dependent variable. In addition, linear regression analysis was used to know the extent of effect of the independent variable on the dependent variable.

### **3.6. Ethical considerations**

The data gathered will be used solely to understand the effect of social media marketing on brand awareness. Furthermore, the researcher is solely responsible for conducting the whole research process and shall abide by all the policies regarding the organization as well as the college. There will not be transferrable for any means in person or organization. The research will be done according to the guidelines, rules, and regulations of the college. The four stages of ethics in doing research are followed by the way of a good design, modes of data collection, analysis of data, and proper dissemination. Prior objectives and motive of the research will be intimated. There shall be no misinterpretation or misuse of the data collected from the organization.

## **CHAPTER FOUR**

### **4. RESULTS AND DISCUSSION**

#### **4.1. Introduction**

In this chapter, the collected data has been analyzed and interpreted. The chapter consists of introduction, respondents' demographic characteristics; the effect of Social media marketing on brand awareness in the case of Kidame beer, Addis Ababa., Ethiopia. Items of the questionnaire on service quality were Likert scaled using five points ranging between 1=Strongly Agree to 5=Strongly Disagree. In addition, some demographic descriptions of the respondents are collected. Following the demographic description of items, the researcher also presents individual dimensions of the study variables (Online Communities, Sharing of Contents, Credibility, Accessibility, Interaction and Brand Awareness) using mean and standard deviation to measure the central tendency of the practice of these variables in the studied organization.

384 questionnaire were distributed while 357 were recollected. Accordingly, the response rate of the questionnaire was 92.9% which can be evaluated as good level of response rate.

#### **4.2. Demographic Characteristics of Respondents**

Regarding the demographic variables of the respondents, their age, gender, educational background, occupation, and level of income were used for the description purpose of the research participants. Accordingly, regarding the age composition of the respondents, 51.5% and 28.0% of them were in the age group 18-30 years and 31-40 years, while the lowest concentration of the respondents 11.8% and 8.7% fall in the age ranges 41-50 Years and 51 and above years respectively. This indicates the presence of relatively young adults who are the customers of Kidame Beer.

Regarding the sex of the respondents, the majority of them 64.7% were males while the remaining 35.3% were female respondents from the customers of Kidame beer. This reflects the composition of customers of the beer which clearly showing the dominance of males in the study area. This sex compositions is also evident the lower number of female customers which can be related to the cultural orientation female customer.

Concerning the level of education of the respondents, there were only 3.9% of participants who only attended diploma and below. More than half of the respondents 59.9% were first degree holders while the remaining 36.1% of the respondents were Master's Degree and above holders. This result clearly showed the educational level of the respondents as well educated and well trained which will give them enough foundation to understand and reflect their opinion on the product as well as both theoretical and experiential wise as well as its effect of social media marketing on Kidame beer's brand awareness.

In terms of occupation type, 40.3% of the respondents were government employees while 38.7% of them were self-employed respondents working in various business sectors. The remaining 17.1% of them work at private employment while the remaining tiny percentage of the total respondents 3.9% work in both national and international non-governmental organizations (NGOs) with various roles and responsibilities.

Lastly, regarding the income level of the respondents, the highest majority of them fall in the income range of 15,001-20,000 birr and 20,000 birr and above containing 42.3% of respondents each. Additionally, 2.2%, 3.6% and 9.5% of the respondents fall in the income range of Less than 5000 birr, 5,001- 10,000 birr as well as 10,001-15,000 birr. As it can be clearly indicated above, the majority of the respondents are high income earners.

**Table 4.1 Demographic Characteristics**

Characteristics		Frequency	Percentage
Age	18-30 Years	184	51.5%
	31-40 Years	100	28.0%
	41-50 Years	42	11.8%
	51 and above	31	8.7%
Gender	Male	231	64.7%
	Female	126	35.3%
Educational background	Diploma and below	14	3.9%
	First Degree	214	59.9%
	Master's Degree and above	129	36.1%



Occupation	Government employee	144	40.3%
	Private employee	61	17.1%
	NGO employee	14	3.9%
	Self-employee	138	38.7%
	Other	-	-
Level of income	Less than 5000 birr	8	2.2%
	5,001- 10,000 birr	13	3.6%
	10,001-15,000 birr	34	9.5%
	15,001-20,000 birr	151	42.3%
	20,000 birr and above	151	42.3%
<b>Total</b>		<b>357</b>	<b>100%</b>

### 4.3. Measurement scales

*Table 4.2 Reliability results*

Sub scales	Number of items	Cronbach's Alpha
<b>Online Communities</b>	7	.904
<b>Sharing of Contents</b>	3	.859
<b>Credibility</b>	7	.799
<b>Accessibility</b>	7	.725
<b>Interaction</b>	6	.788
<b>Brand Awareness</b>	6	.790

Source: Own Survey 2022

As it is indicated on the above table, Cronbach's coefficient alpha was calculated for each field of the questionnaire and the entire questionnaire. The values of Cronbach's Alpha showed that all of the results are more than acceptable, which fall in the range between 0.7 and 0.95. The resulting range is considered high as the result ensures the reliability of each field of the questionnaire. Therefore, based on the test, the results for the items are reliable and acceptable.

## **4.4. Descriptive Statistics**

This section represents the respondent's perception on the independent and dependent variables. Research participants were asked to indicate the extent to which they agreed and disagree to statements relating to the variables under the study of five-point Likert scale (5= strongly agree to 1= strongly disagree).

A mean of 3.0 is considered to measure neutrality on the test of variables. Standard deviation was used to indicate variation from the mean. A low standard deviation indicate that points tend to be very close to the mean, whereas high standard deviation indicates that the data is spread over a large range of values.

Descriptive statistics in the form of mean and standard deviation were presented to illustrate the level of agreement of the respondents with their implications of the company. The responses of the respondents for the variables indicated below were measured on five point Likert scale with: 1= strongly disagree, 2= disagree, 3 = neutral, 4= agree and 5= strongly agree. However, while making interpretation of the results of mean the scales were reassigned as follows to make the interpretation easy and clear.

This formula is adapted from (Vichea, 2005), with 5 point scales, the interval for breaking the range in measuring each variable id calculated by  $5-1/5= 0.8$ . It means items with scores fall between the ranges of: 4.20 – 5.00 are considered as strongly agreed; 3.40 – 4.09 as agreed: 2.60 – 3.39 as Neutral; 1.08 – 2.59 as disagree and 1.00 – 1.79 strongly disagree.

Survey results are also presented along with the results of other related researches. Data from questionnaires were processed by SPSS program in terms of frequency, mean, and standard deviation (Descriptive statistics).

### **4.4.1. Descriptive statistics for Online Communities**

As it was discussed in the literature review part of this study, an online community, also called an internet community or web community, is a community whose members interact with each other primarily via the Internet. Members of the community usually share common interests. For many, online communities may feel like home, consisting of a "family of invisible friends".

Additionally, these "friends" can be connected through gaming communities and gaming companies. Those who wish to be a part of an online community usually have to become a member via a specific site and thereby gain access to specific content or links.

The following section also presents the major online communities with the description statistical tools such as mean and standard deviation depicted in the following table.

**Table 4.3. Summary of online communities**

<b>Items</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
I like to buy a product from the ads on social media.	357	1	5	3.97	.977
Social media helps me to remember new products.	357	2	5	4.06	.898
I know a lot of new products from social media.	357	2	5	3.85	.946
Social media can attract more customers to the company's products.	357	2	5	4.13	.749
Social media is good to be used as a marketing tool for company products.	357	1	5	3.86	.848
I feel confident in my ability to use the internet to locate reliable sources.	357	2	5	3.88	.919
Social media is a good candidate to be recommended for beer usage.	357	1	5	3.45	1.034
<b>Grand mean</b>				<b>3.89</b>	<b>0.91</b>

Based on the results of the descriptive statistics displayed for each items in the above table, the majority of the items fall in the agreement range (mean > 3.39). This implies customer's usually like to buy a product from the ads on social media, Social media helps them to remember new products, they know a lot of new products from social media. The results also showed social media can attract more customers to the company's products, good to be used as a marketing tool

and it is a good candidate to be recommended for beer usage. However, it is dependent on the customers' ability to use the internet to locate reliable sources.

#### 4.4.2. Descriptive statistics for Sharing of Contents

To break it down, content sharing essentially refers to the strategic distribution of content across relevant social media platforms. With content sharing, intention matters. The goal for many is to build engagement and referral traffic. It's basically the holy grail of marketing. The platforms can be just about anything too. Facebook, Twitter, LinkedIn, and Instagram are all fair game along with countless others. While it's used in multiple different capacities today, content sharing has its roots in psychology. Our marketing landscape is customer-centric meaning everything tends to revolve around the consumer.

The subsequent section also presents the sharing of contents with the description statistical tools such as mean and standard deviation depicted in the following table.

**Table 4.4. Summary of sharing of contents**

<b>Items</b>	<b>N</b>	<b>Min</b>	<b>Max</b>	<b>Mean</b>	<b>Std. Deviation</b>
The message of social media advertising is easily understandable.	357	1	5	2.60	.985
The extent of the company's social media advertising message is related to my particular need.	357	1	5	3.59	1.063
The social media advertising of the Kidame Beer is clear and complete.	357	1	5	3.59	.916
<b>Grand mean</b>				<b>3.26</b>	<b>0.988</b>

Constructed on the outcomes of the descriptive statistics displayed for each items in the above table, the two items measuring sharing content fall in the agreement range (mean > 3.39). This result infers the extent of the company's social media advertising message is related to customers particular need, as well as the social media advertising of the Kidame Beer is clear and complete.

### 4.4.3. Credibility

In the Social Web scenario, where large amounts of User Generated Content diffuse through Social Media, the risk of running into misinformation is not negligible. For this reason, assessing and mining the credibility of both sources of information and information itself constitute nowadays a fundamental issue. Credibility, also referred as believability, is a quality perceived by individuals, who are not always able to discern with their cognitive capacities genuine information from the fake one. For this reason, in the recent years several approaches have been proposed to automatically assess credibility in Social Media. Most of them are based on data-driven models, i.e., they employ machine-learning techniques to identify misinformation, but recently also model-driven approaches are emerging, as well as graph-based approaches focusing on credibility propagation. Since multiple social applications have been developed for different aims and in different contexts, several solutions have been considered to address the issue of credibility assessment in Social Media. The upcoming section below also presents the creditability with the description statistical tools such as mean and standard deviation depicted in the following table.

**Table 4.5. Summary of Credibility**

Items	N	Min	Max	Mean	Std. D
The Social media ads message is credible, it influences me to remember the product.	357	2	5	3.65	.971
When the advertising of Kidame beer is produced by individuals who are credible, it enhances its credibility.	357	2	5	3.72	1.057
I believe that Social media advertisements of Kidame beer are not exaggerated.	357	2	5	3.68	.882
Social media ads can be considered as an honest information source.	357	1	5	3.76	1.050
I think that the information on social media is credible.	357	2	5	3.63	1.027
I think that the information on social media is accurate	357	2	5	3.69	.862
I think that the information on social media is influential	357	1	5	3.42	.934
<b>Grand mean</b>				<b>3.65</b>	<b>0.969</b>

Based on the results of the descriptive statistics displayed for each items in the above table, the majority of the items fall in the agreement range (mean > 3.39). This suggests the social media ads message is credible, it influences me to remember the product, when the advertising of Kidame beer is produced by individuals who are credible, and it enhances its credibility. Additionally, customers also believe that Social media advertisements of Kidame beer are not exaggerated, it can be considered as an honest information source. Most of the customers believe that the information on social media is credible, accurate and influential.

#### **4.4.4. Accessibility**

Accessibility, at its core, is all about people. People access content and services in very different ways, because people are very different. Some rely on assistive technology to use social media, which is exactly who social media accessibility is intended for. The upcoming section below also presents the accessibility issues with the description statistical tools such as mean and standard deviation depicted in the following table.

**Table 4.6. Summary of Accessibility**

<b>Items</b>	<b>N</b>	<b>Min</b>	<b>Max</b>	<b>Mean</b>	<b>Std. D</b>
The social media advertising of the Kidame Beer is reachable.	357	2	5	3.91	.929
Font size is readable and spacing is appropriate	357	2	5	3.89	.787
Content is brief, concise and helps certain functionality	357	1	5	3.62	.925
Consistency and existence of the back button on every screen	357	2	5	3.73	.827
Keyboard buttons are thick enough for fat fingers	357	2	5	3.79	.933
Adequately described animation in a text form when possible	357	1	5	3.91	.993
Clear language used in icons for easy accessibility	357	2	5	3.87	1.035
<b>Grand mean</b>				<b>3.82</b>	<b>0.92</b>

Based on the magnitudes of the descriptive statistics displayed for each items in the above table, the majority of the items fall in the agreement range (mean > 3.39). This implies customers believe that social media advertising of the Kidame Beer is accessible in various formats containing readable, brief, and concise and helps certain functionality. It also exhibited consistency, good layout keyboard buttons, and usage of adequately described animation as well as utilization of clear language used in icons for easy accessibility.

#### 4.4.5. Interaction

The Social Interaction measures the effectiveness of your social media campaigns at fostering positive engagement. Interaction: A communication between an audience member and your brand's social profile. This may take the form of platform specific interactions such as Mentions on Twitter, Likes on Facebook, or +1's on Google+.

The following section also presents the major interaction issues of the selected participants with the description statistical tools such as mean and standard deviation depicted in the following table.

**Table 4.7. Summary of Interaction**

Items	N	Min	Max	Mean	Std.D
A social media can notify all its followers of specific subject quickly and simultaneously.	357	2	5	4.38	.686
Some features of the Kidame beer brand come to my mind quickly	357	2	5	4.24	.827
Social media marketing of Kidame beer is seen frequently	357	1	5	4.03	1.027
Social media ad which uses music to transmit the message influence me more	357	1	5	2.29	1.142
Colors used reflect good contrast	357	1	5	3.82	1.069
Colors used does not affect readability	357	2	5	4.27	.764
<b>Grand mean</b>				<b>3.84</b>	<b>0.92</b>

Founded upon the scales of the descriptive statistics exhibited for each items in the above table, the majority of the items fall in the agreement range (mean > 3.39). This indicates a social media can notify all its followers of specific subject quickly and simultaneously, some features of the Kidame beer brand come to customers' mind quickly, Social media marketing of Kidame beer is seen frequently, it also uses ad which uses music to transmit the message influence me more. The colors used for these social media ads reflect good contrast as well as it does not affect readability.

**Table 4.8. Brand mean and standard deviation**

Variable	Grand mean	Standard deviation
Online Communities	3.88	.58555
Sharing of Contents	3.26	.73088
Credibility	3.64	.77622
Accessibility	3.82	.71338
Interaction	3.84	.59340
Brand Awareness	3.96	.64805

The above table shows that the value one variable (Sharing of Contents) only fall in the neutral range while all the remaining variable fall in the agreement range. This indicates the presence of high level on

## 4.5. Correlation analysis

According to Saunders et al. (2009), a correlation analysis used to identify the direction and relationship between the variables. Correlation coefficient enables to quantify the strength of the linear relationship between two variables. Based on this, correlation analysis was made for independent variables and the dependent variable as follow.

The correlation coefficient is measured on a scale that varies from + 1 through 0 to – 1. Complete correlation between two variables is expressed by either + 1 or -1. When one variable increases as the other increases the correlation is positive; when one decreases as the other



increases it is negative. Complete absence of correlation is represented by 0. In orders to label the strength of the association, for absolute values of  $r$ , 0-0.19 is regarded as very weak, 0.2-0.39 as weak, 0.40-0.59 as moderate, 0.6-0.79 as strong and 0.8-1 as very strong correlation, but these are rather arbitrary limits, and the context of the results should be considered (Saunders et al, 2009).

**Table 4.9. Correlation Matrix**

		1	2	3	4	5	6
Brand Awareness	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	357					
Online Communities	Pearson Correlation	.968 <sup>*</sup>	1				
	Sig. (2-tailed)	.000					
	N	357	357				
Sharing of Contents	Pearson Correlation	.645 <sup>*</sup>	.644 <sup>**</sup>	1			
	Sig. (2-tailed)	.000	.000				
	N	357	357	357			
Credibility	Pearson Correlation	.787 <sup>*</sup>	.743 <sup>**</sup>	.620 <sup>**</sup>	1		
	Sig. (2-tailed)	.000	.000	.000			
	N	357	357	357	357		
Accessibility	Pearson Correlation	.693 <sup>*</sup>	.650 <sup>**</sup>	.552 <sup>**</sup>	.756 <sup>**</sup>	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	357	357	357	357	357	
Interaction	Pearson Correlation	.810 <sup>*</sup>	.790 <sup>**</sup>	.546 <sup>**</sup>	.604 <sup>**</sup>	.559 <sup>**</sup>	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	357	357	357	357	357	357

<sup>\*\*</sup>. Correlation is significant at the 0.01 level (2-tailed).

Based on the correlation results presented above, Brand Awareness is positively and significantly related with the five dimensions of the independent variables such as online communities ( $r$

=.968), Sharing of Contents( $r = .645$ ), Credibility ( $r = .787$ ), Accessibility( $r = .693$ ), and Interaction( $r = .810$ ) with  $p$  value  $< 0.05$ .

This result clearly implies that the social media efforts of Kidame Beer such as Online Communities, Sharing of Contents, Credibility, Accessibility and Interaction have direct and strong relationship with customers brand awareness.

## **4.6. Regression results**

Regression analysis is a statistical measurement used for estimating the relationships among variables. It enables to determine the strength of the relationship between variables and the predictive power of the independent variables on the dependent variable. In short, regression helps a researcher understand to what extent the change of the value of the dependent variable causes the change in the value of the independent variables, while other independent variables are held unchanged. Regression analysis is a way of statistically sorting out the variables that have indeed an impact. While there are many types of regression analysis, at their core they all examine the influence of one or more independent variables on a dependent variable. The following part also presents the regression analysis of regression.

### **1. Linearity Test**

The linearity of associations between the dependent and independent variables can be tested by looking at the P-P plot for the model. The closer the dots lie to the diagonal line, the closer to normal the residuals are distributed. As depicted in the below graph, the visual inspections of the p-p plot revealed that there exist linear relationship between the dependent and independent variables.

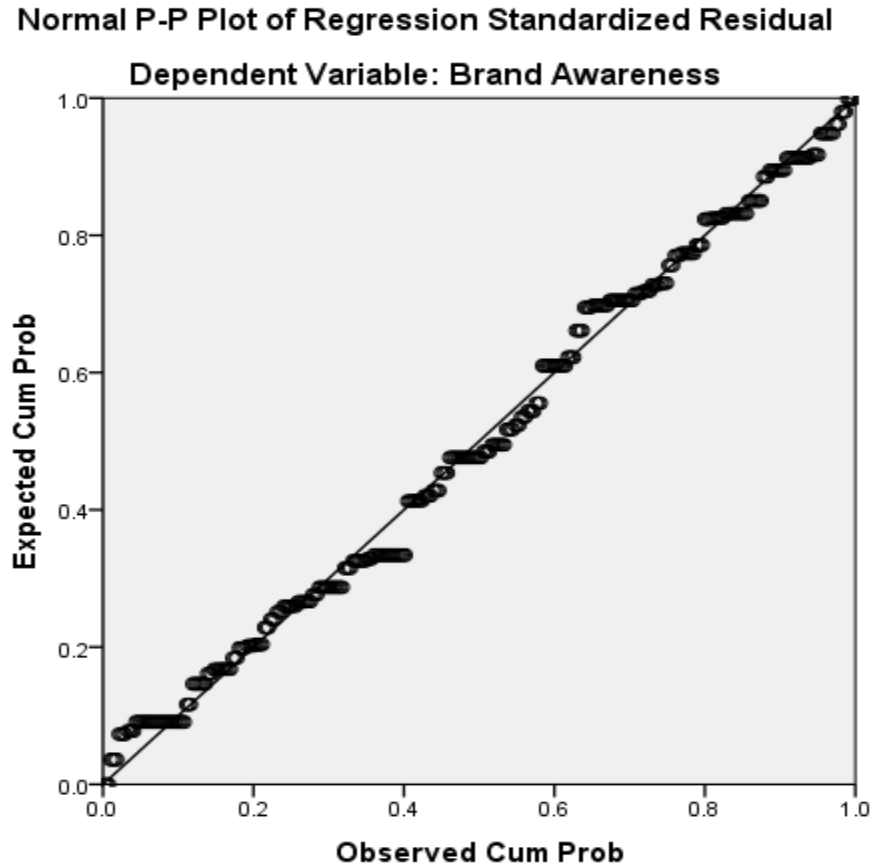


Fig 1: P-P Plot of Regression Standardized Residual

## 2. Homoscedasticity Test

The assumption of homoscedasticity refers to equal variance of errors across all levels of the independent variables (Osborne & Waters, 2002). This implies it requires even distribution of residual terms or homogeneity of error terms throughout the data. Homoscedasticity can be checked by visual examination of a plot of the standardized residuals by the regression standardized predicted value (Osborne & Waters, 2002). If the error terms are distributed randomly with no certain pattern, the problem is not detrimental for analysis. The scatterplot in Fig 2 shows that the standardized residuals in this research are distributed evenly which shows that no violation of homoscedasticity.

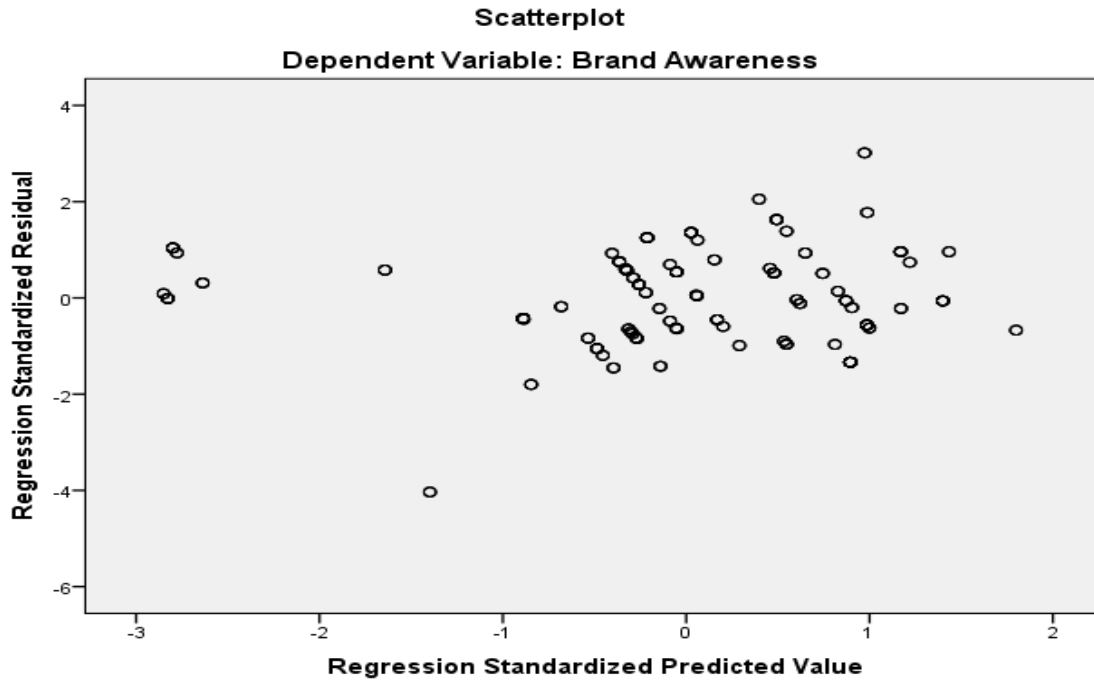


Fig 2: Scatterplot of standardized residuals

### 3. Auto Correlation (Durbin Watson Test)

Autocorrelation or independence of errors refers to the assumption that errors are independent of one another, implying that subjects are responding independently Stevens (2009). Durbin-Watson statistic can be used to test the assumption that our residuals are independent (or uncorrelated). This statistic varies from 0 to 4. For this assumption to be met, the Durbin-Watson value needs to be close to 2 (Field, 2006). Values below 1 and above 3 are problematic and causes for concern. To check this assumption we need to look at the Model Summary box presented below.

**Table 4.10: Durbin Watson statistics**

<b>Model Summary</b>		
Model	Std. Error of the Estimate	Durbin-Watson
1	.14193	1.980
a. Predictors: (Constant), Interaction, Sharing of Contents, Accessibility, Credibility, Online Communities		
b. Dependent Variable: Brand Awareness		

Table 4.10 above reveals that errors are responding independently, and autocorrelation is not a concern with Durbin-Watson value of 1.980. Therefore, it is possible to say the auto-correlation test has been met.

#### **4. Normality Test**

Multiple regressions require the independent variables to be normally distributed. This means that errors are normally distributed, and that a plot of the values of the residuals will approximate a normal curve (Keith, 2006).

Frequency distribution comes in many different shapes and sizes. Therefore, it is quite important, to have some general description for common types of distributions. In an ideal world our data would be distributed symmetrically around the center of all scores. As such, if we draw a vertical line through the center of the distribution then it should look the same on both sides. This is known as a normal distribution and is characterized by bell-shaped curve. This shape basically implies that the majority of scores lie around the center of the distribution (Field, 2006). The normal distribution graph was shown on Fig 3 below and revealed that the assumption of normality of has been met.

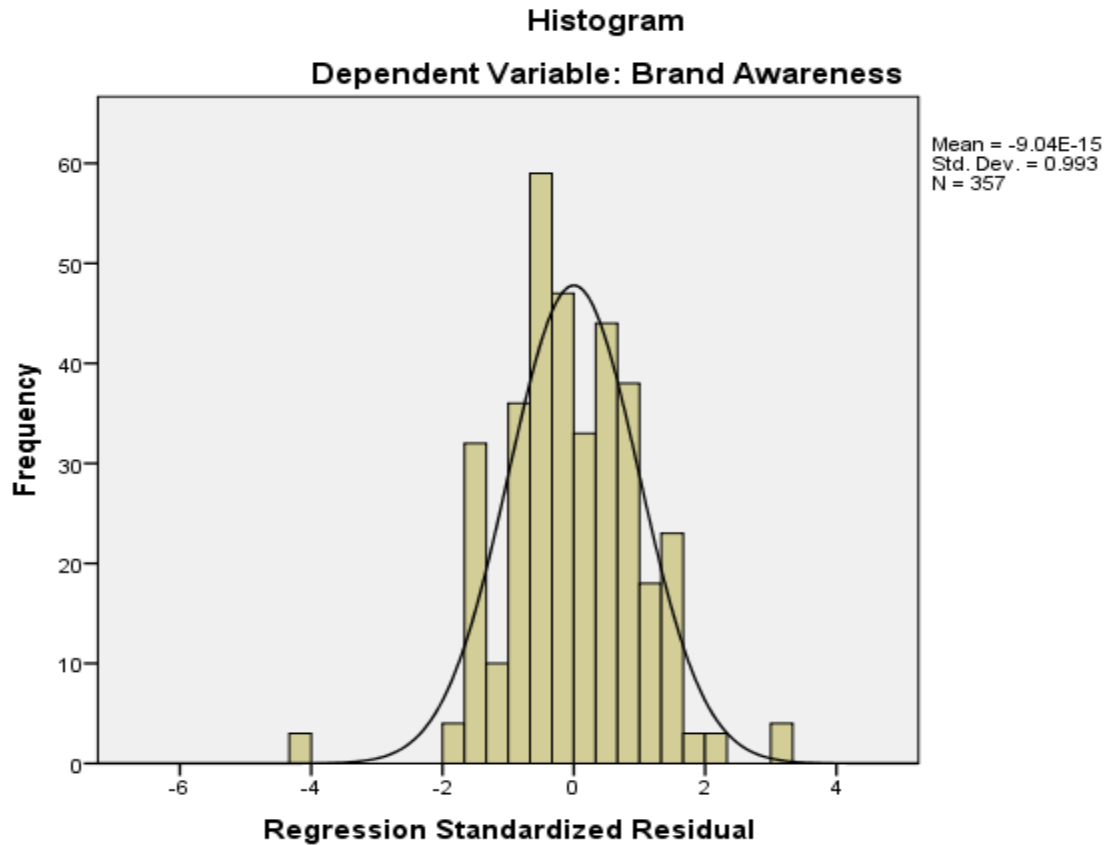


Fig 3: Normality Test

### 5. Multi-collinearity Test

Multi-collinearity exists whenever an independent variable is highly correlated with one or more of the other independent variables in a multiple regression equation. It is a problem because of it under mines the statically significance of an independent variable. For this study result of multi-collinearity test of the dependent variables was display in the following table.

**Tables 4.11: Multi-collinearity test of the Independent Variable**

Model		Collinearity Statistics	
		Tolerance	VIF
1	Online Communities	.248	4.038
	Sharing of Contents	.533	1.877
	Credibility	.308	3.248
	Accessibility	.405	2.471
	Interaction	.370	2.700
a. Dependent Variable: Brand Awareness			

The variation inflation factor (VIF) is a measure of the reciprocal of the complement of the inter-correlation among the independent variables. The decision rule is a variable whose VIF value is greater than 10 indicates the possible existence of the multicollinearity problem. Tolerance (TOL) is a statistic used to show the variability of the specified independent variable that is not explained by another independent variable in the model. It is also used by many researchers to check on the degree of Collinearity. The decision rule for tolerance is a variable whose TOL value is less than 0.1 shows the possible existence of a multi-collinearity problem (Gujarati, 2004).

From the above table, all VIF variables less than 10 and all tolerance (T) is greater than 0.1, therefore, this study has no multi-collinearity problem.

**Table 4.12 Model Summary**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.976	.953	.952	.14193
a. Predictors: (Constant), Interaction, Sharing of Contents, Accessibility, Credibility, Online Communities				
b. Dependent Variable: Brand Awareness				

Based on the model summary of the predictor variables presented above (Interaction, Sharing of Contents, Accessibility, Credibility, Online Communities), their correlation coefficient with the dependent variable (Brand Awareness) is .976 which indicates the presence of high correlation between the dependent and the independent variables as a whole.

The model also explicitly shows the independent variables (namely; Interaction, Sharing of Contents, Accessibility, Credibility, and Online Communities) explain 95.3% variability on the dependent variable (Brand Awareness) since R square value is .953. This result assures that the level of social media marketing of Kidame beer is significantly and positively creating a higher level of brand awareness from the part of the customers.

**Table 4.13 ANOVA Results**

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	142.438	5	28.488	1414.278	.000
	Residual	7.070	351	.020		
	Total	149.508	356			
a. Dependent Variable: Brand Awareness						
b. Predictors: (Constant), Interaction, Sharing of Contents, Accessibility, Credibility, Online Communities						

The ANOVA table above indicates the existence of a significant regression model which predict the dependent variable based on the models independent variable (F statistics =1414.278, P value <0.01).



**Table 4.14 Coefficients**

<b>Coefficients</b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.304	.054		-5.609	.000
	Online Communities	.849	.026	.767	32.884	.000
	Sharing of Contents	-.010	.014	-.011	-.703	.483
	Credibility	.101	.017	.121	5.780	.000
	Accessibility	.043	.017	.048	2.615	.009
	Interaction	.120	.021	.110	5.782	.000
a. Dependent Variable: Brand Awareness						

Based on the coefficient table the following regression formula (model) is constructed in an effort to predict brand awareness of Kidame Beer based on the independent variables studied. Accordingly, Sharing of Contents does not significantly predict Brand Awareness (p value >0.05). The remaining four independent variables namely Online Communities, Credibility, Accessibility, and Interaction have been found to predict the dependent variable (P value <0.05). From the above regression table, it can be understood that online communities (B=0.849, p<0.05) has a strong positive effect on brand awareness followed by interaction (B=0.120, p<0.05), credibility (B=0.101, p<0.05) and accessibility (B=0.043, p<0.05). Thus, a one unit increase in an organization's effort to create online communities whose members interact with each other primarily via the internet lead to a 0.849 unit increase in consumer brand awareness about Kidame Beer.

Based on the correlation coefficient table, the following regression equation were constructed to predict the dependent variable.

$$\text{Brand Awareness} = -.304 + 0.849 \text{ Online Communities} + 0.101 \text{ Credibility} + 0.043 \text{ Accessibility} + 0.120 \text{ Interaction}$$

## 4.7. Discussion

In this section, the major results of the study is discussed with the empirical literatures reviewed earlier. The result showed that brand Awareness is positively and significantly related with the five dimensions of the independent variables such as online communities ( $r = .968$ ), sharing of contents ( $r = .645$ ), credibility ( $r = .787$ ), accessibility ( $r = .693$ ), and interaction ( $r = .810$ ) with  $p$  value  $< 0.05$ .

Various scholars have studied the relationship between brand awareness and various aspects of social media marketing. These aspects are discussed in the subsequent section. This study has found that sharing of contents does not significantly predict brand awareness about Kidame Beer ( $p$  value  $> 0.05$ ). Contrary to this finding, Zhibin Lin, and Mauro Jose De Oliveirastudy (2014) provide strong evidence that consumer innovativeness has both direct effect and indirect effect on experience sharing in online social media through self-perception of knowledge. The evidence indicates that consumer voluntary experience sharing is driven out of intrinsic motive of self enhancement (Packard & Wooten, 2013; Wasko & Faraj, 2005). The study results also indicate that two major constructs in the Technology Acceptance Model (Davis, 1989) 'perceived ease of use' and 'perceived usefulness' of online check-in service predict experience sharing in online consumption communities, with 'perceived usefulness' performs a full mediation role, yet the relationships are somewhat weak. Prior studies have not yet drawn on Technology Acceptance Model in predicting experience sharing. The weak evidence may indicate that the performance of online check-in service has met or but not so much exceeded customer expectations (Oliver, 1980), as both extremely good (Brown et al., 2005; Hennig-Thurau et al., 2002) and extremely poor performance (Keaveney, 1995; Rice & Love, 1987) are expected to trigger online word of mouth.

Regarding online communities, this study has found that it has a strong positive effect on brand awareness about Kidame Beer ( $B=0.849$ ,  $p<0.05$ ). Consistent with this finding, Martínez-López (2021) has demonstrated the significance of involvement in understanding both online brand community participation and results in terms of the brand's strategic elements. To develop members' brand loyalty and their readiness to co-create and advocate the brand, engagement is a crucial factor. Contrarily, taking part in the online brand community doesn't seem to help these

brands attain their goals. This finding not only highlights the significance of participation in online brand community but also clarifies two ideas that might occasionally be confused in brand community literature. Identification of the user with the community is another important factor in online brand community management, along with engagement. The success of any organization depends on its members feeling like they belong to the group.

Additionally, Nur Syakirah Ahmad et al., (2015) have found that in recent times firms have included social media as a part of their marketing strategy and are aiming to create awareness and promote their brands to the customers via social media. Social media content marketing has a major role in branding strategies that help the firms to increase their brand health score. Moreover, it has become important in recent times that companies must have an online presence and they need to observe what's happening in the social media. World wide web and social media are making the world more convenient for all the participants without any language, cultural or economic barriers. Cultural differences in terms of trust are very less or sometimes non- existent. (Dr.Klaus Nicholas Schmidt, Ms Kamakshi S. Iyer. 2015). Efthymios Constantinides (2014) outlined present status of social media and explained the two major roles it plays as a part of marketing strategy and using them as different marketing tools, however he proposed two possible marketing strategies. The first one is as a source of customer voice and marketing intelligence, and the second one as a direct marketing channel. Also when (Christos Giannakis- Bompolis , Christina Boutsouki 2014) have attempted to find the level of customer engagement on social media found that when companies active participation on social media the level of customer satisfaction has increased.

This study has found the presence of interaction has a strong positive effect on brand awareness about Kidame Beer ( $B=0.120$ ,  $p<0.05$ ). This result is supported by Suh (2015) who examined the factors that influence individual's perceived information credibility on social media and found that interactivity, medium dependency and argument strength are main determinants of information credibility. However, in an attempt to study the role of social media content marketing in marketing strategies (Nur Syakirah Ahmad et.al 2015) has known that it can increase the brand health score which can be an indicator to measure brand awareness. Zulkifli Abd. Latiff and Nur Ayuni Safira Safiee (2015) in their study focused on branding of home-based businesses that were setup on Instagram and their findings depict that Instagram is current

best platform for aspiring business owners before venturing into offline and the platform provides expected profits even. Moreover, Cerchia Alina Elena (2015) analyzed how social media supports the development of customer relationship management and the analysis emphasized that an organization with a social CRM is able to build better relationship with their customers and gain trust also information shared by customers online would help them in product development.

This study has found the presence of accessibility has a strong positive effect on brand awareness about Kidame Beer ( $B=0.043$ ,  $p<0.05$ ). This result is reinforced by an empirical study of Starbucks Coffee in Taiwan Tu et al. (2012) which indicated that organizational branding directly affects customer satisfaction. In addition, the study found that the level of customer satisfaction adequately influences customer loyalty which was supported by the findings of (Eakuru and Mat 2008; analyzed and discuss the strategic positioning of associations that can be established between a corporate brand and entities in its surrounding network such as brands, product categories, persons, places and institutions.

In addition, according to Zhang (2020), building a strong brand within consumers' minds depicts creation of a positive brand evaluation, a strong brand image, and an accessible brand attitude which essentially is well known as awareness. Brand awareness is also referred to as brand knowledge and is defined as whether and when consumers know a product (Keller, 2001). Brand knowledge has been explained further by The Brand Knowledge Pyramid (Keller, 2001). According to The Brand Knowledge Pyramid, brand awareness refers to the extent to which consumers are aware of the existence of a brand and the product lines are associated with the brand. Brand awareness measures the accessibility of the brand in memory and is measured through brand recall/brand recognition. Brand recall reflects the ability of consumers to retrieve the brand from their memory given the product category; recall is measured both in depth (%) and width -cues that lead to brand recall- (Keller, 2003).

Lastly, this study has found that Kidame Beer credibility has a positive effect on its brand awareness by the customers ( $B=0.101$ ,  $p<0.05$ ). This result is confirmed by Ahmad, Ahmad and Nadeem (2014) who demonstrated how brand awareness and credibility impact brand awareness. The outcome demonstrates that building brand awareness requires higher level of brand credibility. Building brand loyalty is mostly dependent on brand awareness and legitimacy,

which is crucial for both consumers and marketers. Brand loyalty can differentiate a company from the competition and provide a long-term competitive advantage. The creation or reinforcement of a brand's personality through brand credibility and brand recognition increases brand value or equity, which may then be tapped into through brand extension. The relationship between manufacturers and customers is strengthened and prolonged by brand credibility.

## **CHAPTER FIVE**

### **5. CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1. Conclusions**

The main objective of this research was to examine the effect of social media marketing on brand awareness in the case of Kidame Beer, Addis Ababa. Accordingly, the descriptive result showed that customers of Kidame beer usually like to buy a product from the ads on social media, Social media helps them to remember new products, and they know a lot of new products from social media. The results also showed social media can attract more customers to the company's products, good to be used as a marketing tool and it is a good candidate to be recommended for beer usage. However, it is dependent on the customers' ability to use the internet to locate reliable sources.

The extent of the company's social media advertising message is related to customers' particular need, as well as the social media advertising of the Kidame Beer is clear and complete. The social media ads message is credible, it influences me to remember the product, when the advertising of Kidame beer is produced by individuals who are credible, and it enhances its credibility. Additionally, customers also believe that Social media advertisements of Kidame beer are not exaggerated, it can be considered as an honest information source. Most of the customers believe that the information on social media is credible, accurate and influential.

Customers believe that social media advertising of the Kidame Beer is accessible in various formats containing readable, brief, and concise and helps certain functionality. It also exhibited consistency, good layout keyboard buttons, and usage of adequately described animation as well as utilization of clear language used in icons for easy accessibility. Asocial media can notify all its followers of specific subject quickly and simultaneously, some features of the Kidame beer brand come to customers' mind quickly, Social media marketing of Kidame beer is seen frequently, it also uses ad which uses music to transmit the message influence me more. The colors used for these social media ads reflect good contrast as well as it does not affect readability.

The correlational results showed that Brand Awareness is positively and significantly related with the five dimensions of the independent variables such as online communities ( $r = .968$ ), Sharing of Contents ( $r = .645$ ), Credibility ( $r = .787$ ), Accessibility ( $r = .693$ ), and Interaction ( $r = .810$ ) with  $p$  value  $< 0.05$ . The social media efforts of Kidame Beer such as Online Communities, Sharing of Contents, Credibility, Accessibility and Interaction have direct and strong relationship with customers brand awareness

The result of coefficient of determination ( $R^2$ ) indicated that Interaction, Sharing of Contents, Accessibility, Credibility, and Online Communities explained 95.3% variability on the dependent variable (Brand Awareness). This result assures that the level of social media marketing of Kidame beer is significantly and positively creating a higher level of brand awareness from the part of the customers. Moreover, the result of regression analysis revealed that the four independent variables namely Online Communities, Credibility, Accessibility, and Interaction have been found to predict positively the dependent variable ( $P$  value  $< 0.05$ ). However, contrary to what is expected, haring of contents didn't cause a statistically significant effect on brand awareness.

## **5.2. Recommendation**

Up on the major findings of this study, the subsequent suggestions were forwarded for concerned stakeholders.

- ❖ Regarding the usage of social media for marketing purpose, frequency of users visit as well as trust of the platform should be assessed before deploying a form of advertisement on this platforms.
- ❖ According to the results of this study, it is suggested that managers of organizations to work towards in collaborating their effort for effective social network activities, recruit members and allocate a partition of the company to social media marketing activities which will eventually uplift the company's brand awareness.
- ❖ The marketing team of the brewery should focus on in motivating customers in such a way that presenting in this partition should gain membership of various groups and get information about their opinion on the brand of the company, which enables managers to satisfy customers through reacting based on their opinions. Joining

these groups, the staff of the company informs people of the brand features and its applications, innovations, complementary products, etc. and recommends this brand to customer to increase face to face advertising.

- ❖ A variety of websites with different features and specialized chat rooms for exchange ideas among the users should be created in cyberspace. To make brand viable in customers' mind, attractive and effective advertising should be provided in different social media
- ❖ It is also suggested that managers of organizations provide content relevant to product's introduction, application and consumption approaches and complementary products induction. In this regard, they can filter info delivered by social media about brand productions.
- ❖ Assurance of reliability and other credibility issues have a paramount importance when utilizing social media platforms. In this age of over information age, there are various fake outlets which try to counter fit the original information or advertisement released on social media platforms.
- ❖ Furthermore, Kidame Beer also need to take into account integrating and creating social media websites of its own, which are a real invitation for them to develop partnerships and therefore promote their services.



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H B Tritama and R E Tarigan, “The Effect of Social Media to the Brand Awareness of a Product of a Company”,2016

**Appendix I: Questionnaire Sample**  
**ST. MARY'S UNIVERSITY, SCHOOL OF GRADUATE STUDIES**  
**DEPARTMENT OF MARKETING MANAGEMENT**

**Dear survey participants,**

My name is Tamrat Lemma. I am a student at St. Mar's University pursuing master's degree in Marketing Management. I am currently doing a research regarding The Effect of Social media marketing on Brand Awareness: The Case of Kidame Beer. I kindly request you to spend 20 minutes from your precious time by filling up this questionnaire. Your feedback will be kept confidential, and your answers are highly valuable. The questionnaire has two sections. Section I is about the general profile of survey respondents. Section II reflects the buying behavior of consumers with regards to Kidame beer. There is no need to include your name while filling up the questioner. The information requested from you is being collected solely for this research purpose and it will be anonymous. So please respond honestly. If you have any question regarding the questionnaire, please contact me with the following address.

Name: Tamrat Lemma,

Tel: +251-911-827156,

E-mail: tamratlemma@gmail.com

Thank you.

**I. Section One: Consumers Profile (Please encircle on one of the choices below.)**

**1) Your Age (Years)**

- |            |                 |
|------------|-----------------|
| a. 21 – 24 | c. 35-44        |
| b. 25 – 34 | d. 45 and above |

**2) Your Gender**

- a. Male  
b. Female

**3) Your Educational Qualification**

- |                       |                              |
|-----------------------|------------------------------|
| a. Grade 12 and below | d. Bachelor degree           |
| b. TVET.              | b) Master's degree and above |
| c. Diploma            |                              |



**4) Your Occupation**

- a. Government employee
- b. Private employee
- c. NGO employee
- d. Self-employee
- e. Other

**5) Your level of income:**

- a) Less than 5000 birr
- b) 5,001- 10,000 birr
- c) 10,001-15,000 birr
- d) 15,001-20,000 birr
- e) 20,000 birr and above

**II. Section Two: General Knowledge of consumers' purchase intention**

**Please rank the social media beer advertisement that most influence your purchase intention as 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, etc**

<b>Name of the beer</b>	<b>Rank</b>
Habesha beer	
Kidame beer	
St. George beer	
Meta beer	
Walia beer	
Others, Please specify .....	

### III. Section three: social media marketing and brand awareness

This section is composed of Likert scale items used to measure your perception towards social media marketing practices and brand awareness. Please state your level of agreement or disagreement by ticking the (X) mark in each box for each given statement using five points Likert scale

**Rating Scale:** 1=Strongly Disagree (SD); 2= Disagree (DA); 3=Neutral (N); 4= Agree (A); 5=Strongly Agree (SA).

No	Online Communities	Responses				
		1	2	3	4	5
1	I like to buy a product from the ads on social media.					
2	Social media helps me to remember new products.					
3	I know a lot of new products from social media.					
4	Social media can attract more customers to the company's products.					
5	Social media is good to be used as a marketing tool for company products.					
6	I feel confident in my ability to use the internet to locate reliable sources.					
7	Social media is a good candidate to be recommended for beer usage.					
<b>Sharing of Contents</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
8	The message of social media advertising is easily understandable.					
9	The extent of the company's social media advertising message is related to my particular need.					
10	The social media advertising of the Kidame Beer is clear and complete.					
<b>Credibility</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
11	The Social media ads message is credible, it influences me to remember the product.					
12	When the advertising of Kidame beer is produced by individuals who are credible, it enhances its credibility.					
13	I believe that Social media advertisements of Kidame beer are not exaggerated.					
14	Social media ads can be considered as an honest information source.					

15	I think that the information on social media is credible.					
16	I think that the information on social media is accurate					
17	I think that the information on social media is influential					
<b>Accessibility</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
18	The social media advertising of the Kidame Beer is reachable.					
19	Font size is readable and spacing is appropriate					
20	Content is brief, concise and helps certain functionality					
21	Consistency and existence of the back button on every screen					
22	Keyboard buttons are thick enough for fat fingers					
23	Adequately described animation in a text form when possible					
24	Clear language used in icons for easy accessibility					
<b>Interaction</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
25	A social media can notify all its followers of specific subject quickly and simultaneously.					
26	Some features of the Kidame beer brand come to my mind quickly					
27	Social media marketing of Kidame beer is seen frequently					
28	Social media ad which uses music to transmit the message influence me more					
29	Colors used reflect good contrast					
30	Colors used does not affect readability					
<b>Brand Awareness</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
31	I can have many connections or association between experience in my life and Kidame beer brand					
32	My brand awareness for Kidame beer is influenced by its interaction on various advertisement platforms					
33	My brand awareness for Kidame beer is influenced by my prior information or knowledge about the beer					
34	My brand awareness for Kidame beer is influenced by what I					

	heard from people about the beer					
35	My brand awareness for Kidame beer is influenced by the quality of the beer					
36	I usually trust this brand because of the advertisement with numerous outlets					

**Thank You for Your Kind Cooperation**