



St. Mary's ቅዱስ ማርያም  
University ዩኒቨርሲቲ  
*Committed to Excellence*

**THE EFFECT OF CONTENT MARKETING ON BRAND  
AWARENESS OF DOMESTIC FASHION BRANDS IN  
ADDIS ABABA**

**BY: ETSBROOK ADDIS**

**ST. MARY'S UNIVERSITY  
JANUARY, 2025**

**ST. MARY'S UNIVERSITY**  
**SCHOOL OF GRADUATE STUDIES**  
**MARKETING MANAGEMENT PROGRAM**

**THE EFFECT OF CONTENT MARKETING ON BRAND  
AWARENESS OF DOMESTIC FASHION BRANDS IN  
ADDIS ABABA**

**BY: ETSBROOK ADDIS**

**ADVISOR**  
**ZEMENU AYNADIS (Ass.Prof)**

**A THESIS REPORT SUBMITTED TO ST.MARY'S UNIVERSITY SCHOOL OF  
GRADUATE STUDIES IN PARTIAL FULFILLMENT OF THE REQUIREMENTS  
FOR THE MASTERS DEGREE OF MARKETING MANAGMENT**

**ST. MARY'S UNIVERSITY**  
**ADDIS ABABA,ETHIOPIA**  
**JANUARY, 2025**

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

**THE EFFECT OF CONTENT MARKETING ON BRAND  
AWARENESS OF DOMESTIC FASHION BRANDS IN  
ADDIS ABABA**

**BY**  
**ETSBROOK ADDIS**

**APPROVED BY BOARD OF EXAMINERS**

_____	_____	_____
<b>Dean, School of Graduate studies</b>	<b>signature</b>	<b>Date</b>
_____	_____	_____
<b>Research advisor</b>		
_____	_____	_____
<b>External Examiner</b>		
_____	_____	_____
<b>Internal Examiner</b>		

## **DECLARATION**

I affirm that this thesis titled “The effect of content marketing on brand awareness of domestic fashion brands in the case of Addis Ababa” is my original work, and all sources of information used have been appropriately acknowledged. Furthermore, I confirm that this thesis has not been submitted, either fully or partially, to any other university for the purpose of obtaining a degree.

### **Declared By:**

Name: Etsbrook addis

Signature: \_\_\_\_\_

St. Mary's University

Addis Ababa, Ethiopia

## **ENDORSEMENT**

This thesis titled “THE EFFECT OF CONTENT MARKETING ON BRAND AWARENESS OF DOMESTIC FASHION BRANDS IN THE CASE OF ADDIS ABABA” has been submitted to St.mary’s university, School of Graduate Studies for examination with my approval as a university advisor.

Zemenu Aynadis (Ass.Prof)

Date \_\_\_\_\_

Signature \_\_\_\_\_

# TABLE OF CONTENT

TABLE OF CONTENT .....	I
ACKNOWLEDGEMENT .....	III
ACRONYMS AND ABBREVIATIONS .....	IV
LIST OF TABLES .....	V
LIST OF FIGURES .....	VI
ABSTRACT .....	VIII
CHAPTER ONE: INTRODUCTION .....	1
1.1 Background of The Study .....	1
1.2 Statement of the Problem .....	2
1.3. Research Question .....	3
1.3.1 General Research Question .....	3
1.3.2 Specific Research Question .....	3
1.4. Objective of the Study .....	4
1.4.1 General Objective .....	4
1.4.2 Specific Objective .....	4
1.5. Significance of the Study .....	4
1.6. Scope and Limitation of the Study .....	5
1.6.1. Scope of the Study .....	5
1.6.2. Limitation of the Study .....	5
1.7. Organization of the study .....	5
1.8. Operational Key terms .....	6
CHAPTER TWO: LITREATURE REVIEW .....	8
2.1 Introduction .....	8
2.2 Conceptual Framework .....	8
2.2.1. Digital Marketing .....	8
2.2.2. Social Media .....	9
2.2.2.1. Social Media Marketing .....	11
2.2.2.2. Content Marketing .....	12
2.2.2.3. Social Media Attributes .....	13
2.2.2.3.1. Entertaining .....	14
2.2.2.3.2. Aspirational .....	15
2.2.2.3.3. Actionable .....	15
2.2.2.3.4. Joinable .....	16
2.2.2.3.5. Pay Off .....	16
2.2.3. Impact of Digital Marketing on the Fashion Industry .....	17
2.2.4. Brand Definition .....	18
2.2.5. Brand Awareness .....	19
2.3. Theoretical Review .....	20
2.4. Empirical Review .....	22
2.5. Research Frame Work .....	24
2.6. Hypothesis of the study .....	25
CHAPTER THREE: RESEARCH METHODOLOGY .....	26
3.1 Research Approach .....	26
3.2 Research Design .....	26
3.3 Population, Sampling Technique and Sample size .....	26
3.3.1 Target Populations .....	26
3.3.2 Sampling Technique .....	27
3.3.3. Sample size .....	27

3.4 Data type, Source and Collection Instrument .....	28
3.4.1. Data Type and Source .....	28
3.4.2. Data Collection Instrument .....	29
3.5. Study Variables and Measurement .....	29
3.5.1. Study Variables .....	29
3.5.2. Measurement of Variables .....	30
3.6. Method of Data Analysis .....	30
3.7. Model Specification .....	31
3.8. Reliability and Validity .....	32
3.8.1. Reliability .....	32
3.8.2. Validity .....	32
3.9. Ethical Consideration .....	32
CHAPTER FOUR: DATA ANALYSIS, PRESENTATION AND INTRPRETATION .....	35
4.1. Introduction .....	35
4.2. Response Rate .....	35
4.3. Demographic Characterstics .....	35
4.4. Reliability Analysis .....	37
4.5. Descriptive Statistics Analysis .....	38
4.6. Inferential Analysis .....	41
4.6.1. Correlation Analysis .....	41
4.7. Assumption Testing for Regression Analysis .....	43
4.7.1. Multicollinearity Test .....	43
4.7.2. Normality Test .....	44
4.7.3. Linearity test .....	45
4.7.4. Test for Homoscedasticity .....	45
4.7.5 Autocorelation .....	46
4.8. Multiple Regression Analysis Result .....	46
4.8.1. Inferential Statistics .....	46
4.8.2. Model Summary .....	47
4.8.3. Analysis of Variance (ANOVA) .....	47
4.8.4. Coefficients of Determination .....	48
4.8.5. Hypothesis Testing and Interpretation .....	50
4.9. Discussion .....	52
CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMENDATIONS .....	55
5.1. Introduction .....	55
5.2. Summary of findings .....	55
5.3. Conclusion .....	56
5.4. Recommendation .....	56
Reference .....	58
APPENDIX .....	66

## ACKNOWLEDGEMENT

I am deeply grateful to the Almighty God for his constant guidance and blessings throughout my academic journey, making it possible for me to reach this milestone. I extend my heartfelt thanks to my advisor Zemenu Aynadis(Ass.Prof), for his invaluable support, encouragement, and insightful guidance throughout this study. I would also like to express my sincere appreciation to my parents for their unwavering support and motivation, which have been a source of strength during this journey.



## ACRONYMS AND ABBREVIATIONS

AMA	American Marketing Association
ANOVA	Analysis of Variance
CBBE	Consumer Based Brand Equity
CI	Confidence Interval
COBRA	Consumers' Online Brand Related Activities
CRM	Customer Relationship Management
eWOM	electronic Word of Mouth
NPP	Normal Probability Plot
PPC	Pay Per Click
SEO	Search Engine Optimization
SMES-A	Social Media Engagement Scale for Adolescents
SEE	Standard Error of Estimate
SIG.	Significance
SPSS	Statistical Package for Social Science
SSR	Regression Sum of Square
SST	Total Sum of Square
STD.	Standard
TOL	Tolerance
UGC	User Generated Content
VIF	Variance Inflation Factor
WGSN	World Global Style Network
ZPRED	Standardized Predicted Value
ZRESID	Standardized Residual Value

## LIST OF TABLES

Table 3.1: Summary of Variables Measurement .....	30
Table 4.1: Response Rate .....	35
Table 4.2: Demographic Characteristics of The Respondents .....	36
Table 4.3: Data on Social Media Usage .....	37
Table 4.4: Reliability Analysis of Variables .....	38
Table 4.5: Descriptive Statistics, Entertaining Content .....	39
Table 4.6: Descriptive Statistics, Aspirational Content .....	39
Table 4.7: Descriptive Statistics, Actionable Content .....	40
Table 4.8: Descriptive Statistics, Joinable Content .....	40
Table 4.9: Descriptive Statistics, Payoff Content .....	41
Table 4.10: Descriptive Statistics, Brand Awareness .....	41
Table 4.11: Pearson's Correlations .....	42
Table 4.12: Multi-Collinearity Test .....	44
Table 4.13: Model Summary .....	47
Table 4.14: Analysis of Variance (ANOVA) .....	47
Table 4.15: Regression Coefficient Analysis of the Model .....	48
Table 4.16: Hypothesis Testing Results .....	52

## LIST OF FIGURES

Figure 2.1: Conceptual framework of the study .....	24
Figure 4.1: Normality Test .....	44
Figure 4.2: Linearity Test .....	45
Figure 4.3: Test for Homoscedasticity .....	45



## ***ABSTRACT***

*The research investigated the effect of content marketing on the brand awareness of domestic fashion brands in Addis Ababa. It explores five key attributes of social media content entertaining, aspirational, actionable, joinable, and payoff content and their effect on brand awareness. Drawing on theoretical frameworks such as the Consumers' Online Brand-Related Activities (COBRA) framework and the Social Media Engagement Scale for Adolescents (SMES-A), the study used a quantitative approach to assess data collected from 368 respondents via structured questionnaires containing 24 questions and descriptive statistics were employed to analyze the findings. The mean value for Entertaining content suggests a neutral perception, Aspirational content was perceived positively, Actionable content showed neutral engagement, Joinable content demonstrated moderate mean value and Payoff content received the highest mean proving that consumers highly value tangible benefits such as loyalty rewards and exclusive offers. Overall findings indicate that all five attributes positively influence brand awareness, with payoff and aspirational content emerging as the most significant contributors. The study recommends that domestic fashion brands should emphasize the creation of visually appealing and interactive content, ensuring content aligns with consumer interests through periodic surveys or engagement analytics can further strengthen consumer-brand relationships. Additionally, brands optimize their content strategies by leveraging influencer collaborations and by crafting campaigns that inspire their audiences by showcasing motivational stories and aspirational lifestyles. By focusing on these areas, domestic fashion brands can enhance their market presence and achieve sustainable growth in the evolving digital landscape.*

***Keywords: Social Media Marketing, Brand Awareness, Digital Marketing, Domestic Fashion Brands, Content Marketing, Payoff Content, Aspirational Content, Quantitative Research***

## CHAPTER ONE: INTRODUCTION

### 1.1 Background of The Study

With the global adoption of today's technology advancements, traditional marketing techniques have been replaced with a digital mode that, with just one click, delivers the information to a customer's doorway. Information in the social media ecosystem is mostly created by customers and spread in several directions. (many-to-many) (Tariq –Wahid, 2011). This method turns content consumers into content producers and promotes the democratization of knowledge (Evans, 2008). Davis, et al., (2016) claims that user-generated content can be created, curated, and shared through the assortment of interactive online applications referred to as social media.

The use of social media and digital marketing is nowadays becoming a strategic tool in terms of building brand awareness and running a marketing campaign.(Journal of International Business Research and Marketing, 2019). The rise in internet availability and usage has led us to this digital era where social media is being considered as one of the newest and most significant e-marketing tactics. Digital marketing provides companies with several advantages that traditional marketing cannot. For example, it allows them to perform behavioral targeting by tracking the website surfing behaviors of consumer. Additionally, social media assists marketers in cutting back on their marketing expenditures. Brand activation events and TV, radio, and print advertisements require substantial funding.

Previous research has shown that electronic word of mouth is a powerful tool to influence purchase intention as well as establish trust (Chetioui, Y.,et al, 2018). The buying habits of consumers who have turned to online shopping are increasing over time, because of diverse information, comparison of goods, quick and convenient prices, and convenience in shopping online about time, space. (Sue Yasav, 2015).

Ganesh, P.,et al (2019) further investigates the beneficial significant association between social media and brand awareness, leading to the conclusion that a company's social media presence can significantly affect brand awareness. sort of marketing called social media marketing significantly shapes a company's brand awareness.

Local brands are fighting with a multitude of obstacles for survival in a market where international rivals are outpacing them. Given the intense rivalry in the fashion business, domestic fashion brands need to be active on social media in order to build their brands, draw in customers, enhance their brand equity, and encourage consumption intentions. Brands can have benefit from social networks in a variety of ways, including securing their reputation, increasing sales, engaging consumers in the branding process, expand brand awareness, identify brand activity points, image and increase consumer loyalty on the brand (Schau, H. J., et al, 2011).

However, drawing from many literary sources, it can be inferred that Ethiopia is among the least represented nations in the digital sphere, particularly with regard to marketing strategy. This may be one of the causes of the paucity of research done in the field of social media marketing. In order to close the empirical gap and give local businesses insight into how social media marketing may impact brand awareness in the fashion industry, as well as to highlight the significance, efficacy, and difficulties associated with its implementation by different brands, this research will be conducted on the effects of social media marketing on brand awareness.

## **1.2 Statement of the Problem**

While traditional marketing methods have played a role, the rise of digital marketing offers a powerful and targeted approach to reach consumers. With so much information available, people no longer easily believe in conventional advertising. When a brand announces a new product, people swarm to learn more, debate the benefits and drawbacks, and sometimes even trade product-related experiences. It is a matter of how effectively a person can navigate the internet, compare products, find convenient prices, and shop online (Gupta & Madan, 2022).

In the present day, it is crucial for businesses to integrate technology into their plans. It is essential for business actors, professionals, and entrepreneurs to adjust their marketing and promotional strategies in response to evolving consumer behavior. With the advent of Web 2.0 telecommunications, organizations are utilizing social media to disseminate important information about their brands effectively. Social media serves as a platform for brands to engage with their audience, revolutionizing traditional marketing approaches. Online consumers recognize social media as a powerful tool for marketers to effectively communicate their brand messages. Nearly 50% of customers on social networks follow information about businesses, and 30% of consumers claim to have purchased something after seeing it on social media (Yasmin, A., et al, 2015). Video and live stream on social media platforms significantly enhance brand awareness. There was a

positive impact of fanpage engagement on brand awareness, word of mouth activities, and purchase intention of customers (Hutter, K., et al 2013).

Dessart et al. (2015) and Sujon (2021) both highlight the increasing use of social media in enhancing brand awareness, yet there is limited empirical research on how fashion brands in emerging markets like Ethiopia can effectively apply these strategies to local consumer behavior. The existing literature mainly concentrates on Western or global contexts, where consumer behavior, cultural nuances, and market dynamics may differ significantly from those in Ethiopia. Furthermore, studies have explored various content types such as entertainment and engagement but have not delved into the specific effect of attributes. The Saltwater Collective (2019) identified five key attributes of social media: entertaining, aspirational, actionable, joinable, and pay off. These criteria are essential for creating effective social media content across any industry or brand (Saltwater Collective, 2019). Therefore, while previous studies have explored the general effect of social media on brand awareness (Kaplan & Haenlein, 2010), there is a clear research gap in understanding how the five identified attributes can be tailored to Ethiopian fashion brands and their target market.

This study seeks to fill this gap by exploring how the integration of entertaining, aspirational, joinable, actionable, and payoff content specifically influences brand awareness for domestic fashion brands in Addis Ababa. By focusing on this underserved market and addressing the lack of empirical evidence, this research will contribute to the understanding of how localized social media strategies can lead to improved brand visibility and recognition. Additionally, it will provide actionable insights for fashion marketers to optimize their social media content and engage effectively with Ethiopian consumers.

### **1.3. Research Question**

#### **1.3.1 General Research Question**

What is the effect of social media marketing on brand awareness of local fashion brands?

#### **1.3.2 Specific Research Question**

- How does the type of join-able content affect Brand Awareness?
- How does the type of entertaining content affect Brand Awareness?
- How does the type of actionable content affect Brand Awareness?
- How does the type of aspirational content influence Brand Awareness?
- How does the type of payoff from content influence Brand Awareness?



## **1.4. Objective of the Study**

### **1.4.1 General Objective**

The general objective of the research is to examine the effect of content marketing on brand awareness of domestic fashion brands .

### **1.4.2. Specific Objectives**

- To determine how joinable content affect Brand Awareness.
- To investigate how entertaining content influence Brand Awareness.
- To identify how actionable content affect Brand Awareness.
- To examine how aspirational content affect Brand Awareness.
- To determine the effect of payoff content on Brand Awareness.

## **1.5. Significance of the Study**

The proposed study is important because it will not only emphasize how crucial digital marketing is for brand recognition and to penetrate the market but it will also offer tactics that new brands may use to raise their profile in the marketplace in a more practical and affordable way effectively. By analyzing the effectiveness of different digital marketing tactics on brand awareness, this research aims to provide valuable insights for fashion brands by empowering them to optimize their digital marketing efforts which is to maximize their brand awareness among their target audience, develop culturally relevant digital marketing campaigns that resonate with Ethiopian consumers so that they can establish a strong presence in the ever-evolving fashion scene. Ultimately, this research will contribute to the growth and success of the fashion industry in Ethiopia by enabling brands to leverage the power of digital marketing to build strong brand awareness and connect with their customers.

This study also provides crucial information for stakeholders of luxury and small fashion companies, including investors and management personnel. In light of the research's conclusions, this research aids marketers in taking the findings into account and incorporating them into their strategy for developing and choosing the best digital marketing for the development of brand awareness in the fashion industry, enabling businesses to stand out from one another and take precedence over rivals. Both new and existing Manufacturers might modify their marketing plans based on how well-known their brands are within their target audience. Additionally, this study may act as a springboard for future research in related fields by other scholars.

## **1.6. Scope and Limitation of the Study**

### **1.6.1. Scope of the Study**

Digital marketing is a broad term with many variables to consider. The researcher's focus in this study is on the brand awareness, and social media marketing components of the digital marketing platform. The scope of this study does not cover additional factors like search engines, television advertisements, and other digital marketing channels. This is primarily to identify the distinct contributions that social media marketing makes to brand awareness while avoiding overlap with other social media marketing functions.

The geographic scope of this study was restricted to Addis Ababa, the capital city of Ethiopia, in accordance with the market richness of the digital fashion market. This restriction was imposed due to constraints on time, access, and money. The study was limited to domestic fashion brands within Ethiopia.

Methodologically, this research was limited to users of one or more widely used international social media platforms available in Addis Ababa, such as Facebook, Instagram, Telegram, and TikTok. It was also exclusively address online customers and online platforms, excluding all other non popular international and local social media networks.

### **1.6.2. Limitation of the Study**

Given this study's focus on domestic fashion brands in Addis Ababa, the findings may not be easily generalized to other markets or industries. While the study examines key content types, additional contextual and personal factors may also influence brand awareness. Moreover, relying solely on quantitative methods may limit deeper insights integrating qualitative approaches, such as interviews, could provide a richer understanding of social media marketing's impact.

## **1.7. Organization of the study**

The five chapters that make up this thesis will be organized to lead readers from the introduction into the body of the work. The introduction section is included in the first chapter and begins with a synopsis of the study's background, a problem statement that is easy to understand, well-crafted research questions, and defined main and particular goals, the study's scope and limitations, and the significances that are stated in detail.

The second chapter includes definitions of words to provide a clear grasp of digital marketing and social media marketing, as well as brand loyalty and brand awareness literary evaluations of the topic (both theoretical and empirical).

The study approaches, design, sample frames, methodology and size, data gathering methods, and analysis methods were all covered in the third chapter on research methodologies.

The fourth chapter highlights the key conclusions after analyzing and interpreting the data that was gathered.

The fifth chapter, includes recommendations based on the research findings, a summary, and a conclusion.

### **1.8. Operational Key Terms**

**Digital Marketing:** The use of digital technologies, including websites, search engines, and social media, to reach and engage consumers by delivering targeted marketing messages and content (Nyagadza, 2023).

**Social Media Marketing:** A marketing approach that utilizes social media platforms to promote products, engage with customers, and enhance brand visibility through digital interactions (Mangold & Faulds, 2009).

**Social Media:** A collection of internet-based platforms that enable users to create, share, and interact with content in a digital environment, fostering communication and collaboration among individuals and businesses (Kaplan et al., 2010).

**Content Marketing:** A strategy focused on creating and distributing relevant and valuable content to attract, inform, and retain an audience, ultimately driving customer action (Kilgour et al., 2015).

**Brand Awareness:** The extent to which consumers can recognize or recall a brand, playing a crucial role in influencing their purchase decisions and loyalty (Keller, 2013).

**Entertaining Content:** Content designed to capture user attention through humor, storytelling, or visually appealing elements, making brand interactions more engaging and memorable (Saltwater Collective, 2019).

Aspirational Content: Content that aligns with the target audience's values and lifestyle goals, inspiring them to connect with the brand by reflecting their desired identity (Saltwater Collective, 2019).

Actionable Content: Content that prompts users to take immediate action, such as engaging with a post, making a purchase, or following a brand for more updates (Saltwater Collective, 2019).

Joinable Content: Content that encourages community participation, such as interactive campaigns, user-generated content, and hashtag challenges, fostering brand loyalty and engagement (Saltwater Collective, 2019).

Payoff Content: Content that offers rewards, incentives, or exclusive benefits to users, strengthening their relationship with the brand and increasing long-term engagement (Saltwater Collective, 2019).

## **CHAPTER TWO: LITREATURE REVIEW**

### **2.1 Introduction**

This section explores key aspects of content marketing and its effect on brand awareness of domestic fashion brands. It covers relevant variables, existing knowledge gaps in the field, empirical research, literature review, and theoretical frameworks.

### **2.2 Conceptual Framework**

#### **2.2.1. Digital Marketing**

In today's rapidly evolving world, technological advancements play a crucial role in shaping the marketing landscape. Digital marketing, as defined by various scholars, encompasses the use of the internet and digital technologies to engage with current and potential customers. This approach includes a broad range of activities such as using search engines, social media, email, and websites to facilitate customer interactions ( Nyagadza, 2023). The terms "web marketing," "internet marketing," and "online marketing" are often used interchangeably to describe these activities.

Digital marketing strategies extend from a company's website to its digital advertising efforts, email campaigns, and other digital assets, forming a comprehensive marketing strategy (Melović, B., et al., 2020). This approach leverages the internet's capacity to reach a vast audience, making it an integral part of modern marketing efforts. Digital marketing's broad scope includes everything from mobile phones to display adverts, aiming to enhance client understanding and meet specific needs (Ryan, 2014).

The shift from traditional to digital marketing is particularly beneficial for start-up organizations, as it allows for more efficient targeting and engagement with future and present customers (Taiminen & Karjaluoto, 2015). Key elements such as product image, brand familiarity, and brand loyalty are emphasized in digital marketing strategies, which are critical for the success of new businesses (Krishnaprabha & Tarunika, 2020).

Digital marketing also facilitates two-way communication between businesses and customers, fostering digital partnerships that enhance consumer engagement, awareness, and value creation (Krishnaprabha & Tarunika, 2020). After using a company's products, customers can correctly

submit feedback to the company (Dessart, et al., 2015). This interactive nature of digital marketing helps to connect new businesses with customers, making advertisements more widely accessible (Bresciani & Eppler, 2010). Active customer involvement in evaluating company services and providing feedback on digital platforms plays a significant role in attracting additional customers and improving conversion rates. Positive feedback from satisfied customers enhances the brand's reputation and drives more engagement. Digital marketing's ability to establish two-way interaction further improves customer involvement and brand communication.

Moreover, digital marketing offers a comprehensive shopping experience, from product information to customer service, and uses a combination of knowledge, customer engagement, and structured resources to evaluate consumer preferences and behavior. It attracts consumers to brands and encourages interaction, which is beneficial for both businesses and their clients, ultimately impacting revenue (Yasmin, et al., 2015).

### **2.2.2. Social Media**

Social media, as defined by Kaplan, et al., (2010), encompasses a series of Internet-based applications that extend from the theoretical and technological principles of Web 2.0. These platforms enable the creation and exchange of User Generated Content (UGC). Web 2.0 serves as the foundational platform for social media (Braunerhjelm, et al., 2010). They also define "social websites" as platforms where users form online communities and share user-generated content (UGCs). Tredinnick (2006) characterizes "social networking sites" as reliant on user interaction and UGC. The common thread across these definitions is the facilitation of UGC through Web 2.0 technology.

Mangold & Faulds (2009) provide a business-focused definition, describing social media as a hybrid element in the promotion mix. It allows companies traditional communication with customers while enabling customers to interact non-traditionally with each other. This results in social media-based dialogues that companies have limited direct control over. Social media platforms are like online communities where people share information and opinions about products, brands, celebrities, and current events. This information comes directly from users, not from companies or organizations.

Social media is broadly defined as Internet-based applications rooted in Web 2.0, enabling UGC creation and exchange (Kaplan et. al., 2010). It transforms traditional media monologues into dialogues through scalable technologies. Mangold & Faulds (2009) highlight its dual role in

marketing, allowing companies to interact with customers while enabling customer-to-customer interactions outside company control.

The difference between general and commercial definitions involves changing the focus from users to customers/consumers, which provides businesses with considerable potential and moves power towards consumers. In this study, "social media" is understood in its widest context, including all associated terms and definitions.

Social media has profound impacts on both private and public practices, influencing daily life due to its pervasiveness and accessibility across devices such as computers, tablets, and mobile phones. It permeates political economics, interpersonal interactions, and identity processes (Davis, J. L., 2017).

### **Facebook**

Facebook, launched in 2004, connects users through free profiles, boasting over 2.7 billion active users, with 650 million accessing it via mobile devices. Users share content, send friend requests, and engage in private chats. Personal information like work, education, and interests is shared, and users can 'like' pages for updates. Initially limited to Harvard students, Facebook quickly expanded to other universities and eventually to users worldwide (Webwise, 2024).

### **Instagram**

Instagram, a popular mobile app, allows users to share photos and videos conveniently. Available on iOS and Android, it enables users to create, edit, and publish visual content easily. Users can share their own content, engage with posts by others through likes and comments, and build networks of followers (Instagram Help Center, 2024).

### **Telegram**

Telegram, known for its speed and security, operates as a cross-platform messaging app. It offers seamless synchronization across devices, end-to-end encryption for calls, and group chats accommodating large numbers of users. With over 700 million monthly active users, Telegram supports messaging, media sharing, and file transfers (Telegram.org, 2024).

### **Twitter**

Twitter facilitates communication through concise messages called Tweets, including text, photos, videos, and links. Its real-time nature encourages dynamic conversations among users, who can

engage through likes, retweets, and replies. Users curate timelines by following accounts, making it a powerful tool for information dissemination and discovery via hashtags (Twitter Help Center, 2024).

The proliferation of social media has led traditional media channels to decline in popularity and business viability (Palmer & Lewis, 2009). Companies are reallocating advertising budgets towards online channels due to social media's cost-effectiveness and widespread reach (Forrester, M. et al., 2011).

### **2.2.2.1. Social Media Marketing**

Social media marketing is an essential component of digital marketing, involving the use of social networks, online communities, blogs, wikis, or any other online collaborative media for marketing, sales, public relations, and customer service. It refers to the process of gaining traffic or attention through social media sites, which are platforms that allow users to build personal websites accessible to others for the exchange of personal content and communication (Palmer and Lewis, 2009).

With 2.3 billion people using social media worldwide, it presents a valuable opportunity for businesses to connect with current and potential customers, fostering relationships and providing direct channels for queries regarding products and services. It also allows for social media listening, uncovering key trends and insights into consumer thoughts and opinions related to a brand, industry, products, services, and competitors. This information can be leveraged for strategic decisions (Goldberg, 1999).

- *Search Engine Optimization (SEO)*: SEO involves strategies designed to boost rankings in online search results, leading to more qualified leads, phone calls, and revenue (Hawkins, J. A., 2001).
- *Pay-Per-Click (PPC) Advertising*: PPC maintains a presence in search results while establishing organic rankings with SEO. It drives qualified leads quickly and is cost-effective, targeting demographics, location, and device types (Aaker, 1991).

Social media marketing strategies should focus on building brand awareness, a fundamental step in attracting new customers and retaining existing ones by delivering superior value and satisfaction (Kotler & Armstrong, 2012). Effective social media marketing requires transitioning from traditional broadcasting to engaging in interactive dialogues with customers, organizing, and encouraging social networks (Weber, 2009).



Marketers should become aggregators of customer communities, participating in and fostering interactions within these networks. This shift demands changes in mindset and corporate culture, supported by senior management and investment in appropriate tools and processes (Levine, et al., 2000).

Online marketing provides quick access to information, cost savings, and eliminates geographical limitations. It allows for comprehensive market research at lower costs. Nonetheless, it faces challenges such as cultural and language differences, difficulties in verifying respondent identities, and privacy issues. Despite these obstacles, social media marketing offers notable advantages, including personalized and immediate customer contact, improved customer relationship management (CRM), and continuous engagement.

Risks in social media marketing include campaigns failing to gain traction, negative customer feedback, and managing a successful campaign's overwhelming response. It's crucial to continuously engage with the audience and monitor feedback, addressing issues promptly and maintaining an active online presence. Companies should balance social media with other marketing channels to reach diverse audiences effectively (Keller, 2003).

#### **2.2.2.2. Content Marketing**

Effective content marketing is crucial for businesses to attract more customers, keep them updated with the latest news, and encourage repeat purchases. Kilgour, et al., (2015) define content marketing as the active participation of consumers in sharing and engaging with media spaces that interest them. The primary goal of content marketing is to distribute valuable and consistent material to the target audience, promoting profitable consumer actions.

Jay Baer (2013) further explains that content marketing is a tool used by businesses to educate, teach, or entertain customers or prospects. It aims to attract attention or influence behavior, leading to leads, sales, or advocacy. Key elements of effective content marketing include providing valuable content that educates and entertains, understanding the target audience's needs and preferences, encouraging consumer engagement, and including clear calls to action in each piece of content.

Social media significantly enhances content marketing by offering platforms where customers and prospects can interact with each other and businesses. Each social media channel provides unique

opportunities for brand promotion and customer engagement. On Facebook, businesses can post updates, share news, and interact with followers via comments and messages, while targeted ads can reach specific demographics. Instagram excels in sharing high-quality images and videos that highlight products and brand lifestyle, with features like Stories and Reels enabling real-time engagement.

Twitter facilitates real-time updates and interactions through tweets and direct messages, leveraging trending hashtags to boost visibility. Pinterest allows users to create inspiration boards that drive website traffic, with Rich Pins offering additional context. LinkedIn is ideal for sharing professional content such as industry insights, company news, and thought leadership articles, as well as networking with industry professionals and potential business partners.

YouTube serves as a robust platform for video content, including tutorials, product reviews, and behind-the-scenes footage. Consistent posting can help build a loyal subscriber base. TikTok engages a younger audience with creative and viral short-form videos, using trending challenges to increase brand visibility.

Content marketing is a powerful strategy for businesses to attract and retain customers by delivering valuable, consistent, and engaging content. Effectively leveraging social media platforms can enhance content marketing efforts, boost consumer engagement, and achieve marketing objectives. Creating content that resonates with the target audience and encourages interaction is crucial for a successful content marketing strategy.

#### **2.2.2.3. Social Media Attributes**

Social media has become a powerful tool for brands to engage with consumers, leveraging various content attributes to enhance brand awareness. Among these attributes, entertaining, aspirational, payoff, joinable, and actionable content play a significant role in shaping consumer perceptions and interactions (Kim & Ko, 2012).

These attributes collectively enhance the effectiveness of social media marketing by fostering deeper consumer engagement, increasing brand visibility, and shaping positive brand perceptions. The dynamic nature of social media allows brands to create interactive and compelling content that captures audience attention and encourages participation (Kaplan & Haenlein, 2010). By leveraging these attributes, businesses can build stronger relationships with consumers, as engaging content

facilitates trust, emotional connection, and brand recall (Alalwan, 2018). Furthermore, the ability of social media marketing to provide value-driven and engaging experiences influences consumer attitudes and behavioral intentions, ultimately leading to higher brand awareness and loyalty (Voorveld et al., 2018). The effectiveness of these strategies is also reflected in the way consumers actively engage with brands, contribute user-generated content, and advocate for products or services, reinforcing the brand's presence in a competitive digital landscape (Chu & Kamal, 2008). As a result, social media marketing, when executed strategically with the right content attributes, serves as a powerful tool for building long-term consumer relationships and driving brand growth (Ducoffe, 1996).

#### **2.2.2.3.1. Entertaining**

Capturing user attention is crucial for brands to engage and entertain their audiences in the digital landscape (Saltwater Collective, 2019). Visually appealing content, such as striking designs and eye-catching imagery, attracts users and leaves a lasting impression. Humor and vulnerability are powerful tools for evoking positive emotions and connecting with users. Authenticity and openness resonate deeply with the audience through relatable stories, personal experiences, or genuine emotions.

Beauty is a powerful force that brands can use to captivate users' attention. By showcasing aesthetically pleasing visuals, inspiring stories, or products, brands create memorable impressions. Great design, user-friendly experiences, and providing valuable information are essential for earning user attention. By offering timely and relevant content, brands establish credibility and foster long-term engagement (Pamela Vaughan, 2013).

Four reasons to use Facebook include socializing, entertainment, self-status seeking, and information seeking (Park, et al., 2009). The key motivations for using Facebook are communication, self-expression, relationship maintenance, and amusement, with enjoyment being the biggest motivation (Park & Lee, 2014). The need to belong and to display oneself are the two fundamental social needs that drive Facebook use (Nadkarni and Hofmann, 2012). Facebook users appreciate the platform for its easy relationships, informational purposes, and entertainment. They often show their enjoyment of humorous and gossip posts by commenting or liking them. Additionally, Facebook serves as a valuable forum for exchanging ideas and information.

#### **2.2.2.3.2. Aspirational**

Branding and community engagement should differentiate between inspirational and aspirational content (Saltwater Collective, 2019). Inspiration can motivate consumers, but long-term aspirations are crucial for fostering an engaged community. Brand content should inspire and provide a framework for individuals to aspire to meaningful goals, varying based on identity and purpose. Brands can inspire customers to become responsible environmental stewards by promoting sustainable practices and highlighting their impact. Others may encourage disconnecting from daily distractions and reconnecting with nature, promoting well-being and connection. These aspirations must align with the brand's core principles and values, fostering authenticity and a stronger connection with the community. Consistently delivering content that resonates with audience aspirations fosters a loyal and engaged following.

An effective marketing message is unique and strategically appropriate for the organization's goals and target audience. Creativity is essential for a great advertisement. An advertisement must have a primary benefit claim (or unique selling proposition) and a creative idea that embodies the benefit claim to be effective and creative (Rossiter, 2008). The message is delivered through an advertising appeal within the executional frame, which specifies how an advertisement appeal engages the audience (Belch & Belch, 2007). Advertisements appeal to the audience to elicit a response (Koekemoer, 2004).

#### **2.2.2.3.3. Actionable**

Consumers follow brands through social media, newsletters, and catalogs to invest time and attention (Saltwater Collective, 2019). Brands must provide actionable content that empowers consumers to take tangible steps. This can include sharing product updates, sales promotions, maintenance recommendations, or curated accessory suggestions. Moreover, brands can highlight worthy causes, create educational content, and share curated information from industry experts. By offering a combination of these tactics, brands empower their audience to engage actively, fostering long-term relationships and brand loyalty.

Actionable content can be easily implemented and acted upon by readers. Whether it's blog posts, articles, or other content marketing materials, this type of content is typically informative, relevant, entertaining, and unique (Mackenzie Fleming, 2023). Content should solve a reader's problem or answer a question, as readers seek content for a reason. A great headline and engaging content

encourage readers to interact more with the brand (Molly Michieli, 2016). Shareable content, which encourages others to associate with the content, can expand the brand's reach and make readers feel invested in the products. Actionable content communicates a single action or combination of actions, leaving readers with the choice to opt into that action.

Experts suggest brand management systems consider audience, communication methods, and market uniqueness. This listening method should be applied to intangibles and the brand's future. Concepts like co-creation, stakeholder communication, and opinion leaders focus on the brand experience, involving audience opinions and material (de Belen, et al, 2019).

#### **2.2.2.3.4. Joinable**

Brand awareness requires fostering a sense of participation in a community, rather than solely relying on one-way communication. Brands can achieve this by organizing events, supporting causes, and rallying around shared missions or values. These events create a space where consumers feel valued and part of a larger community. Supporting causes that resonate with the brand and its audience also fosters unity and community. Using hashtags, brands encourage community participation by creating unique ones that consumers can use to share experiences and connect with others (Saltwater Collective, 2019).

Social media is a collection of internet websites, services, and behaviors that encourage community creation, collaboration, participation, and sharing (Junco, R., et al., 2011). Social media is a group of internet-based applications that allow for the creation and exchange of user-contributed material (Ghulam, Y., 2014). Social media is a way for individuals to connect and exchange information and ideas via online groups and networks.

#### **2.2.2.3.5. Pay Off**

Social media supports collaboration, community building, participation, and sharing. It connects people in virtual communities and networks, fostering information and ideas exchange (Saltwater Collective, 2019). By offering incentives above and beyond regular content and communication, brands acknowledge the investment consumers make in following and engaging with them. This approach helps build a reciprocal relationship where consumers feel valued and rewarded for their attention and loyalty. Brands that provide compelling incentives stand a better chance of capturing and retaining the attention of their target audience.

People use different social media for various reasons, including sharing problems, social knowledge, and sociability (Phua, et al, 2017). People use social media to gratify their socializing needs (Park et al., 2009). Social media is also used for self-promoting (broadcasting) or maintaining relationships (communicating) for social interaction, and for exchanging information to feel more connected to others (Sheldon,et al., 2011). Building and maintaining social connections is one of the motives for using social media like Facebook (Joinson, 2008). People are highly motivated by the desire for socializing in moderately engaging activities (De Vries, et al., 2017).

Parasocial interaction and community identification play a significant role in encouraging customer engagement on social media (Tsai and Men, 2013). Socializing with others leads people to engage in brand-related contributing activities on social media, such as collaborating with other users in the brand-related content generation process (de Vries et al., 2017). The need for bonding social capital created by online interactions and networking significantly influences participation intention in Facebook advertising activities (Chi, 2011). Communal incentive drives social media users' content sharing intention, and the effects depend on the content type.

### **2.2.3. Impact of Digital Marketing on the Fashion Industry**

The digital era has revolutionized social trends, directly influencing consumer behavior. In the fashion industry, this shift has led consumers to seek new experiences and products that align with their preferences. Digital marketing plays a crucial role in identifying and prioritizing these preferences.

The first fashion website, vogue.com, launched in 1990, marking the beginning of the digital fashion era. Following this, other influential platforms like WGSN, Net-a-Porter, and ShowStudio.com emerged. By 2009, fashion players began utilizing Twitter, with New York Fashion Week businesses actively engaging online. Today, a multitude of digital tools provide platforms for fashion products and brands (Sang, et al., 2023).

Designers, retailers, and marketers use various digital modes and channels for marketing on both national and global levels. India, a fast-growing emerging market, showcases optimistic projections for the e-commerce industry. By 2020, it was estimated that around 329.1 million people in India would prefer online shopping, accounting for about 70% of internet users in the country. Fashion

products consistently rank highest in online shopping preferences, with apparel being the most demanded section.( Sang et. al., 2023)

Digital marketing effectively identifies fashion lovers worldwide through advanced technologies, providing diverse media presentations such as text, voice, images, videos, and graphs, which deeply impress fashion consumers. Consequently, designers, fashion companies, retailers, and marketers adopt numerous digital channels to build long-term relationships with consumers.

Major brands like Flipkart and Amazon extensively use digital marketing strategies. They regularly update their platforms with new products, offers, and discounts on social media channels such as Facebook, Twitter, YouTube, Pinterest, and Google Plus. Flipkart also engages in joint marketing campaigns with Myntra, while Amazon employs innovative digital campaigns and customer engagement strategies.

#### **2.2.4. Brand Definition**

Consumers perceive brands as an integral part of a product, often adding significant value. The American Marketing Association (AMA) defines a brand as a “name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors” (Keller, 2003). This definition underscores the role of a brand in distinguishing products or services in the market.

David Aaker (1991) emphasizes the distinction between a brand and a product, noting that “a product is something that is made in a factory; a brand is something that is bought by a customer. A product can be copied by a competitor; a brand is unique. A product can be quickly outdated; a successful brand is timeless.” This perspective highlights the enduring and unique nature of brands.

In a broader sense, a brand encompasses all the information associated with a product or service, including its name, logo, and other visual elements. It also involves the set of expectations and perceptions that arise in people's minds. The primary purpose of a brand is to create an identity for products and services, distinguishing them from competitors and providing certain assurances to customers (Aaker, 1991).

According to Schmitt (1999), a brand should not only be seen as an identifier. He argues that a memorable name and a good image are not sufficient; companies must also deliver experiences. Schmitt proposes two approaches to branding: the first views the brand as an identifier where names,

logos, and slogans build awareness and a specific image; the second sees the brand as an experience provider, where all consumer interactions create sensory, affective, and creative relationships with the brand.

Keller(2003) support the idea that a brand is more than just an identifier. They believe it stands for consumer sensitivity and emotions towards the product.

Keller (2003) asserts that brands have grown in importance in recent years. Brands serve as a distinguishing tool for companies' products or services. The various elements associated with brands, such as trademarks, logos, names, identities, images, personalities, and values, collectively create the brand. Marketing, defined as a consumer-based process that integrates organizational functions and processes to balance company objectives and customer satisfaction, views branding as a crucial tool.

Brands are valuable intangible assets for companies, fostering long-term relationships with consumers and protecting the brand's rights. For consumers, brands simplify the processing of information accumulated over time about a company and its products. Brands reflect consumer experiences and knowledge, making it easier for them to make informed choices.

In conclusion, brands play a vital role in the marketplace by creating unique identities for products and services, fostering consumer loyalty, and adding value to both consumers and companies. Understanding and leveraging the multifaceted nature of brands are essential for effective marketing and long-term business success.

#### **2.2.5. Brand Awareness**

Brand awareness is a critical component of marketing strategy, encompassing consumers' ability to recognize and recall a brand across various contexts, which profoundly influences their perceptions, purchase decisions, and overall brand equity (Keller, 2013). It includes recognition, where consumers confirm prior exposure to a brand when prompted, and recall, where they can retrieve the brand from memory given specific cues.

The significance of brand awareness lies in its pivotal role in consumer decision-making processes. Brands with higher levels of awareness are more likely to be considered by consumers when evaluating product categories, which increases the likelihood of being chosen (Keller, 1993). This awareness spans different levels: recognition, where consumers can distinguish a brand from others within the same category; recall, where consumers can retrieve the brand from memory based on



category cues; top-of-mind awareness, where the brand is the first recalled when the product category is mentioned; and dominant awareness, where one brand is predominantly recalled (Aaker, 1996).

Brand awareness deeply influences consumer behavior by fostering brand preference, influencing purchase decisions, and cultivating loyalty among consumers and retailers alike (Keller, 1993). It builds consumer confidence through familiarity and perceived reliability, making brands resilient against competitive pressures.

To cultivate and maintain brand awareness, marketers deploy a variety of strategies. These include comprehensive advertising campaigns across multiple channels to ensure consistent brand messaging and widespread exposure (Keller, 2013). Digital marketing, leveraging platforms like social media, plays an increasingly crucial role in expanding brand reach and engaging with consumers in real-time (Teixeira et al., 2018). Additionally, electronic word-of-mouth (eWOM), facilitated through online reviews and consumer interactions, amplifies brand visibility and credibility (Yang, 2017).

Measurement of brand awareness involves assessing recognition, recall, top-of-mind awareness, and dominance through surveys and research methods. This evaluation helps marketers gauge the effectiveness of their efforts in enhancing brand visibility and consumer mind share (Aaker, 1996).

In conclusion, brand awareness serves as the foundation for developing robust brand equity. It signifies the strength of a brand in consumers' minds, influencing their perceptions and behaviors. By strategically enhancing brand awareness through diverse marketing initiatives, marketers aim to achieve top-of-mind status and sustain a competitive advantage in dynamic market environments.

### **2.3. Theoretical Review**

Social media marketing has emerged as a powerful tool for enhancing brand awareness, particularly for emerging domestic fashion brands. Brand awareness, which refers to the extent to which consumers can recognize or recall a brand, plays a pivotal role in the consumer decision-making process (Strong, 1925). It is the first step in the AIDA model (Attention, Interest, Desire, Action) and is crucial for differentiating brands in a competitive market. Social media platforms such as Facebook, Instagram, and Twitter have become essential tools for domestic fashion brands in Addis Ababa to engage with their target audiences and increase brand recognition. Kaplan and Haenlein

(2010) argue that social media enables brands to create interactive connections with consumers, while Mangold and Faulds (2009) emphasize that effective use of social media can drive both cognitive and emotional brand awareness. Chaffey (2015) also highlights that regular posting, interactive content, and consumer-generated content on social media contribute significantly to improving brand recall.

The type of content shared on social media is crucial to driving brand awareness. Entertaining content captures the audience's attention, while aspirational content resonates with consumers' values and emotions, fostering deeper connections with the brand (Kaplan & Haenlein, 2010). Joinable content, which encourages consumer participation, builds community and brand loyalty (Chu & Kamal, 2008). Furthermore, actionable content encourages user actions such as clicks, shares, or purchases, converting awareness into tangible outcomes (Ducoffe, 1996). Payoff content, such as exclusive offers or giveaways, provides additional value to consumers and enhances engagement (Voorveld et al., 2018). These content strategies are vital for shaping consumer perceptions and boosting brand awareness.

Engagement theory suggests that consumer interaction with brands on social media goes beyond passive consumption and drives active participation, which in turn enhances brand recall and recognition (Hollebeek, 2011). High levels of engagement, such as sharing experiences or participating in challenges, can increase brand awareness and foster trust. The consumer brand engagement model further indicates that social media engagement strengthens brand recall and drives word-of-mouth marketing, both of which are essential for growing brand visibility (Brodie et al., 2013). Additionally, cultural and contextual factors are crucial when crafting social media marketing strategies. For domestic fashion brands in Addis Ababa, incorporating local culture and consumer preferences into campaigns is key to enhancing engagement and brand awareness. Muñiz and O'Guinn (2001) emphasize that culturally relevant content helps brands establish a deeper connection with their audience, fostering brand loyalty and increasing recognition.

## 2.4. Empirical Review

Social media has rapidly transformed the marketing landscape in Ethiopia, particularly within the fashion industry, where the role of digital marketing continues to grow. With the increasing penetration of mobile internet and the widespread use of social media platforms such as Facebook, Instagram, and TikTok, Ethiopian businesses are shifting their marketing strategies to engage directly with consumers. Research by Amare (2020) emphasizes that Ethiopian companies are beginning to realize the potential of these platforms to enhance brand visibility and establish consumer trust. However, while social media offers opportunities to interact with a vast audience, studies on the specific content attributes that shape brand awareness in the Ethiopian context remain scarce.

One of the key attributes of effective social media content is entertaining content, which has been found to significantly influence consumer engagement. Ethiopian consumers, particularly those in urban areas, show a preference for content that is visually appealing and entertaining (Tesfaye & Hagos, 2021). This includes the use of humorous posts, captivating graphics, and interactive visuals. The role of entertaining content is crucial in a market where consumers are often bombarded with advertisements. As noted by Hutter et al. (2013), entertainment-driven content not only grabs attention but also encourages further interaction with the brand. In Ethiopia, where internet access is rapidly improving, such content has the power to cut through the noise and build stronger emotional connections with the audience, making it a key driver of brand engagement.

In addition to entertainment, aspirational content plays a significant role in influencing consumer perceptions and behaviors in Ethiopia. The Ethiopian fashion market, like many others, is strongly shaped by consumer aspirations. Gashaw (2019) notes that Ethiopian consumers are motivated by content that reflects a lifestyle they aspire to achieve. Social media posts that showcase glamorous fashion styles, successful brand ambassadors, or luxury living resonate deeply with the Ethiopian audience, particularly the younger generation, who often look to global trends for inspiration. The ability to reflect aspirational values through social media content has been shown to improve consumer loyalty and encourage purchases (Yasmin et al., 2015). As the Ethiopian fashion industry continues to grow, leveraging aspirational content to position brands as part of a desirable lifestyle can significantly enhance brand awareness and consumer affinity.

Another crucial attribute is actionable content, which is particularly effective in converting engagement into measurable actions such as purchases or sign-ups. Research by Belay (2022) suggests that Ethiopian consumers respond well to clear and direct calls-to-action, especially when there is an element of urgency. For instance, promotions, discounts, or limited-time offers presented through social media can drive immediate consumer responses. However, while many brands in Ethiopia recognize the importance of actionable content, studies reveal that the execution often falls short, as brands sometimes fail to make their offers compelling or urgent enough (Teklu & Fekadu, 2020). Thus, crafting content that not only grabs attention but also prompts consumers to take swift actions is essential for converting online engagement into actual sales.

Joinable content is another important factor that contributes to the success of social media marketing in Ethiopia. The increasing popularity of social media challenges, polls, and interactive campaigns has shown that Ethiopian consumers enjoy participating in activities that foster a sense of community. Mamo and Solomon (2021) argue that joinable content, such as campaigns encouraging users to share their own experiences or create content with the brand's hashtag, creates a sense of inclusion and belonging. This type of content encourages users to interact directly with the brand, building a sense of loyalty and increasing brand visibility. The success of such campaigns among Ethiopian consumers, especially among the youth, underscores the importance of creating content that invites interaction and participation.

Lastly, payoff content, which involves offering rewards, giveaways, and exclusive deals, is an attribute that resonates strongly with Ethiopian consumers. Wubet (2022) found that Ethiopian consumers engage more with brands that offer tangible benefits like discounts, loyalty points, or exclusive deals. This type of content motivates consumers to stay connected with the brand, share their experiences, and potentially make repeat purchases. By offering rewards and exclusive deals, brands are able to incentivize consumer participation and loyalty, making payoff content an essential tool for driving long-term engagement and strengthening brand awareness.

Based on extensive empirical research conducted in Ethiopia, several studies have investigated the profound impact of social media on brand communications and marketing strategies across various sectors. Fasika Genzebe (2018) explored how social media marketing contributes significantly to building brand image, focusing on the case of Capital Hotel and Spa in Addis Ababa. This study underscored social media's role in enhancing brand awareness, association, and image by directly engaging potential and existing customers through interactive content and shared experiences.

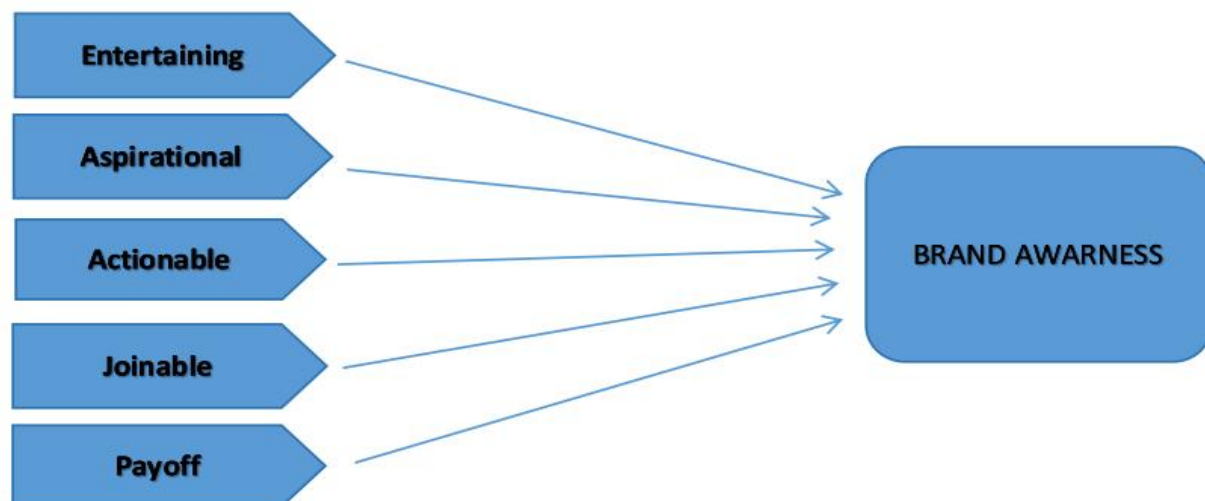
Another study by Anam Bhatti et al. (2017) applied Keller's CBBE model to examine the influence of social media brand communication on brand knowledge. Their findings highlighted that effective social media strategies enhance brand awareness and image, thereby shaping consumer perceptions positively and strengthening brand equity.

Nejat Mohamed (2018) further investigated how social media marketing impacts consumers' brand awareness in Ethiopia. This research emphasized social media's pivotal role in modern brand exposure and marketing efforts, despite challenges in adaptation. It emphasized the importance for local businesses to integrate social media into their marketing mix to engage with both local and global audiences effectively and gather valuable customer feedback.

## 2.5. Research Frame Work

The study used entertaining, aspirational, actionable, joinable, and payoff attributes of social media as independent variables and Brand Awareness as a dependent variable. Social media attributes are thought to have a significant impact on Brand Awareness.

*Figure 2.1: Conceptual framework of the study*



The conceptual frameworks used in these studies draw from various theoretical foundations. Hilde A.M, Voorveld's (2019) work on brand communication in social media and Grubor Aleksandar and Olja Milovanov's (2017) research on social media's influence on brand equity provided theoretical underpinnings to understand how social media attributes influence brand communication and consumer perceptions.

## 2.6. Hypothesis of the study

The hypotheses formulated in these studies focus on key factors influencing brand awareness through social media content: entertaining content, aspirational messaging, actionable content, joinable messages, and payoff from content. These hypotheses align with contemporary literature emphasizing the critical role of engaging and relevant social media content in driving brand visibility and consumer engagement.

*H1: Entertaining content has a statistically significant positive effect on brand awareness*

*H2: Aspirational message has a statistically significant positive effect on brand awareness*

*H3: Actionable content has a statistically significant positive effect on brand awareness*

*H4: Type of joinable message has a statistically significant positive effect on brand awareness*

*H5: The type of payoff content has a statistically significant positive effect on brand awareness*

## **CHAPTER THREE: RESEARCH METHODOLOGY**

### **3.1 Research Approach**

Research approach is selected by researcher(s) based on the research purpose, the nature of the research, the problem area, and research questions. According to Creswell,et al.,(2003) there are three basic types of research approaches, quantitative, qualitative, and mixed approach. The research methodology was selected Based on the study's objectives and the research questions it aims to answer. Therefore a quantitative research methodology was employed, as this is typically the method of choice for gathering large amounts of data and for readily comparing and analyzing them using a variety of statistical techniques. According to Bell,et al., (2022) quantitative analysis is defined as a research method that uses numerical data and measuring methodologies to explore, analyze, and answer research objectives. It involves collecting and converting data into numerical form in order to perform statistical computations and make conclusions.

Collecting and analyzing of data using quantitative approach requires an understanding of the relationships among impact of digital marketing on the brand awareness and Loyalty growth of a product. (Trochim, 2006)

### **3.2 Research Design**

Research design, according to Kothari (2000), is the blueprint for data collection, measurement, and analysis. In this study, the explanatory research design was utilized. In explanatory research, variables are not manipulated or controlled; instead, data are systematically observed and recorded. Its goal is to accurately depict the characteristics, behaviors, or phenomena under study. It is especially helpful in seeing patterns, trends, and connections in the data. The study also utilized a descriptive research design, which involves collecting data and analyzing it systematically to provide a clear and comprehensive interpretation.

### **3.3 Population, Sampling Technique and Sample size**

#### **3.3.1 Target Populations**

A population is a group of individuals, objects, or items from among which samples are taken for measurement (Singh, et al., 2005). It can simply be defined as the total number of people or entities from which Information or data is gathered. Target population is the total number of individuals or companies that the researcher wishes to investigate and seek to draw conclusions from. It is defined in terms of availability of elements, time frame, geographical boundaries and topic of interest (Hair,

2007). The target population (sample frame) of the study comprises of all individual consumers of local fashion brands in Addis Ababa and active users of social media which is unknown.

### **3.3.2 Sampling Technique**

Probability sampling and non-probability sampling are the two sampling methods that can be used. (Sekaran and Bougie, 2010). The researcher was able to acquire information rapidly and affordably by using a non probability sampling strategy and the sampling technique that was applied is convenience sampling.

Convenience sampling, according to Dörnyei (2007), is a kind of non-probability or nonrandom sampling in which participants in the target population are selected for the study based on the fulfillment of certain practical requirements, like being close to the study site, available at a particular time, easily accessible, or willingness to volunteer. Captive audiences, such as students at the researcher's own university, friends and families are great examples of convenience sampling. This sampling strategy is typically employed when it is challenging to list or enumerate the population being studied. As the researcher chose to study social media and brand awareness of local fashion brands, it is difficult to estimate the number of local fashion brand customers as it increased daily, so the researcher used the convenience sampling method.

Purposive sampling was also utilized. Purposive sampling is a non-probability sampling technique where researchers select participants based on specific characteristics relevant to the study. It ensures that the sample includes individuals with direct experience or knowledge about the research topic, making it useful for obtaining rich and relevant data. The researcher used purposive sampling to target respondents who actively engage with domestic fashion brands on social media, ensuring more meaningful insights into brand awareness and content effectiveness.

### **3.3.3. Sample size**

Since the number of customers is unlimited, determining the sample size is crucial. The number of things that must be chosen from the universe in order to form a sample is referred to as the sample size. Researchers can choose any number for the sample size based on time, money, participant availability, and other factors. According to Singh et.al, (2005), as long as the sample is representative of the intended population, the size of an acceptable sample need not be determined by a particular percentage or number. The size of the sample should neither be excessively large, nor too small. However, a greater number is encouraged (Sekaran & Bougie, 2010). They also argue for most studies, a sample size of 300–500 is sufficient.



In order to determine the sample size, an estimation of the expected proportion of success must be considered. (Kothari, 2004). Since the total population is unknown and previous studies are not available With the study title here in Addis Ababa, to find the estimate of p and q, the researcher followed Corbetta's (2003) recommendations. A more conservative proportion of success (p) which is 50% is selected together with a level of confidence of 95% (z) and a sampling error no greater than 5%.

$$n = Z^2 pq / e^2$$

Where:

n = required sample size

Z = Degree of confidence (i.e., 1.96)

P = Probability of positive response (0.5)

Q = Probability of negative response (0.5)

E = Tolerable error (0.05)

$$n = (1.96)^2 \times 0.5 \times 0.5 / (0.05)^2$$

$$n = 3.8416 \times 0.5 \times 0.5 / 0.0025 = 384.16$$

$$n \approx 384$$

By taking all these factors into consideration, a sample size of 384 including male and female from the age group of 18 and above will be used for this study.

### **3.4 Data type, Source and Collection Instrument**

#### **3.4.1. Data Type and Source**

In order to accomplish the goal and solve the issue, the study makes use of both primary and secondary data. Primary data is original research that is obtained through first-hand investigation, and it includes information collected from interviews, experiments, surveys, questionnaires, focus groups and measurements (Sakaran, 2003). Three main categories of primary data collection methods exist: survey, observation, and experiment. This study will employ an online survey (created using Google Docs surveys and sending the links to the respondents) and self administered questionnaires to gather primary data. A survey is a quick, inexpensive, efficient and accurate means of assessing information from a representative sample of a population (Zikmund et al. , 2003).

Since secondary data is just as important as original data, the researcher has acquired important material from sources such as government reports, academic research, and organizational records. These provided valuable context and background information for the study.

### **3.4.2. Data Collection Instrument**

To gather data and perform analysis, a standardized questionnaire was employed and modified to suit the practical context of this study. The questionnaire is based on two key frameworks: the Consumers' Online Brand-Related Activities (COBRA) framework and the Social Media Engagement Scale for Adolescents (SMES-A). These frameworks are recognized as effective tools for evaluating consumer engagement behaviors on social media platforms, offering a comprehensive understanding of how users interact with brand content on social media platforms.

- **The Consumers' Online Brand-Related Activities (COBRA) framework**, developed by Muntinga, Moorman, and Smit in 2011, categorizes consumer engagement into three levels namely consumption, contribution and creation. Joinable, actionable and payoff content variables questions were adopted from this framework.
- **The Social Media Engagement Scale for Adolescents (SMES-A)** is a psychometric tool designed to evaluate how adolescents interact with social media. It measures engagement across three dimensions namely affective dimension, behaviour dimension, cognitive dimension. Entertainment, aspirational content and brand awareness variable questions were adopted from this framework. (Orosz et al., 2016)

The survey questionnaire consisted of three sections. The first section focused on capturing the demographic profile of respondents, utilizing ordinal and nominal response formats. The second section was designed to gather data related to the usage of social media and the third section is employed to gather information on study variables, which include entertainment, aspirational, joinable, actionable, and payoff content and brand awareness.

## **3.5. Study Variables and Measurement**

### **3.5.1. Study Variables**

Study variables are the key components of any research, representing the elements being investigated. They are broadly categorized into dependent and independent variables. The dependent variable is the outcome or effect being measured, while independent variables are the factors that influence or predict changes in the dependent variable. In this study, brand awareness is the dependent variable

which represents the ability of consumers to recognize and recall a brand and the independent variables include entertainment content, aspirational messaging, actionable content, joinable messaging, and payoff content. These variables represent different types of social media content marketing strategies that influence the level of brand awareness among consumers. Each variable plays a distinct role in shaping how consumers perceive and engage with domestic fashion brands in Addis Ababa. By analyzing these variables, the study aims to uncover their contribution to enhancing brand awareness.

### 3.5.2. Measurement of Variables

**Table 3.1:** *Summary of Variables Measurement*

Variable	Type of variable	Measurement tool	Criteria
Brand awareness	Dependent	Five point Likert scale	familiarity
			recognition
			knowledge
			recall
Entertaining	Independent	Five point Likert scale	appeal
			humor
			storytelling
			relevance
Aspirational	Independent	Five point Likert scale	inspiration
			motivation
			alignment
			community
Actionable	Independent	Five point Likert scale	clarity
			action
			urgency
			Ease of action
Joinable	Independent	Five point Likert scale	participation
			User-generated content
			share-ability
			engagement
Payoff	Independent	Five point Likert scale	reward
			accessibility
			appreciation
			exclusivity

### 3.6. Method of Data Analysis

In order to determine the relationship of social media attributes on brand awareness, the data collected from the respondents will be coded and entered into the computer. Then it will be analyzed using descriptive and correlational methods by the Statistical Package for Social Sciences (SPSS

version 27). The analysis involves both descriptive and inferential methods. With regards to the descriptive analysis the information gathered from questionnaires will be edited, classified, tabulated, and presented as frequencies, percentages means and standard deviations. Ryen (2004) claims, it is necessary to put the empirical findings in to categories to make it possible to analyze. Similarly, Anol (2012) highlights that descriptive analysis entails summarizing responses into tables or percentages to provide insights into the data, including demographic characteristics.

For inferential statistics, multiple regression analysis was used to determine the effect of content marketing attributes on brand awareness. Regression analysis is a statistical method that deals with the creation of a mathematical model that depicts the relationship between variables and can be used to predict the value of the dependent variable given the value of the independent variable (Kothari, 2004). This process will include assumption testing, correlation diagnostics, and regression modeling.

In addition to this, correlation analysis was used to show the relationship between the dependent (brand awareness) and independent variables (social media content marketing attributes). The Pearson correlation coefficient is also used to measure the degree of linear association, ranging from -1 (perfect negative correlation) to +1 (perfect positive correlation), with 0 indicating no correlation (Duncan et al., 2004). This study will also utilize a 95% confidence interval (CI) and a statistical significance threshold of  $p = 0.05$  to evaluate the strength of associations.

### **3.7. Model Specification**

The empirical model used in this study is based on a multiple linear regression analysis to evaluate the individual effects of each independent variable on the dependent variable offering valuable insights into how social media content marketing components influence brand awareness.

The model specification for the research is expressed as:  $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$

Where:

- $Y$  = Brand awareness
- $\alpha$  = Constant
- $\beta$  = Coefficient of estimate
- $X_1$  = Entertaining content
- $X_2$  = Aspirational content
- $X_3$  = Actionable content
- $X_4$  = Joinable content

- $X_5$  = Payoff from content
- $\varepsilon$  = Error term

### **3.8. Reliability and Validity**

#### **3.8.1. Reliability**

Reliability is the degree to which a data collection method yields consistent outcomes, ensuring that similar observations or conclusions could be reached by other researchers and that the process of interpreting data is transparent (Saunders et al., 2009). It guarantees that an instrument provides consistent measurements under identical conditions, thereby ensuring dependable and repeatable results (Creswell, 2009). The primary purpose of reliability is to evaluate the level of accuracy in measurement by focusing on the consistency of the results. It assesses whether a measurement tool produces the same results repeatedly when applied under the same circumstances (John, 2013).

#### **3.8.2. Validity**

Although reliability is crucial, it does not guarantee validity. Reliability indicates the extent to which an instrument consistently measures a concept, while validity assesses whether the instrument accurately measures the intended construct. Saunders et al. (2009) define validity as the degree to which data collection methods accurately measure their intended purpose, ensuring that the findings genuinely reflect the topic under investigation.

To enhance content validity, the researcher conducted a pretest and revised the questionnaire accordingly before finalization. Feedback from fellow researchers and pilot survey results further helped to refine the questionnaire's accuracy. Data was gathered from credible sources, including respondents with digital media expertise, and the instruments were structured to align with the conceptual framework, ensuring that the findings from the questionnaires were cross-referenced with insights from document reviews to confirm construct validity.

### **3.9. Ethical Consideration**

Ethical considerations are important throughout this research project. It is acknowledged that there are 4 major ethical principles, which are an invasion of privacy, deception of fraud, lack of consent or harm in any way or form to participants.(Bell et.al, 2022). First and foremost, all respondents were asked for their informed consent prior to involvement, and participation will be completely optional. The actual questionnaire, including with all pertinent details regarding the purpose of the study and a consent form, were distributed via social media links and on paper. It was carefully written to

remove any offensive, discriminatory or other unacceptable language. To safeguard the respondent's privacy and confidentiality, only demographic information were requested upon completing the form. Finally, appropriate levels of confidentiality for research data was adopted in order to guarantee the impartiality and independence of the study. The researcher was the only one handling the paper questionnaires, and all online data was stored in a secure Google drive.



## CHAPTER FOUR: DATA ANALYSIS, PRESENTATION AND INTERPRETATION

### 4.1. Introduction

This chapter presents an in-depth analysis and discussion of the findings based on the research objectives. It begins with an overview of the response rate, demographic profiles of the respondents, and proceeds to regression analysis. The data analysis was performed using the Statistical Package for the Social Sciences (SPSS version 27), and the results are presented through tables, figures and graphs. The reliability and validity of the data were also assessed to ensure accurate and consistent measurement.

### 4.2. Response Rate

A total of 384 questionnaires were distributed to social media users to collect data. Of these, 373 were returned, representing a collection rate of 97.13%. However, after accounting for missing or incomplete data, 5 incomplete questionnaires were excluded, leaving 368 valid responses, which account for 95.83% of the total distributed. These high response rates demonstrate significant participation, with only a small percentage excluded due to errors or missing data.

*Table 4.1: Response Rate*

Questionnaire distributed	Frequency	Percentage
Filled and Returned Questionnaires	368	95.83%
Unreturned Questionnaires	11	2.86%
Incomplete questionnaires	5	1.31%
<b>Total</b>	<b>384</b>	<b>100%</b>

*Source: Own Survey(2024)*

### 4.3. Demographic Characteristics

The demographic characteristics of respondents play a crucial role in profiling participants in a research survey. This data offers significant insights into the attributes of the individuals involved, helping researchers to better analyze, evaluate the applicability and interpret the study's findings. The first section of the questionnaire focused on collecting general demographic information, including gender, age, education level, occupation, and monthly income, which was then analyzed using descriptive statistics to provide a summary of the participants' profiles.



**Table 4.2: Demographic Characteristics of The Respondents**

No.	Item	Variable	Frequency	Percentage
1	Age(Year)	18-24	123	33.42
		25-34	141	38.32
		35-44	58	15.22
		45-54	25	7.07
		55-64	12	3.53
		64 <sup>+</sup>	9	2.44
		<b>Total</b>	<b>368</b>	<b>100.00</b>
2	Sex	Female	201	54.62
		Male	167	45.38
		<b>Total</b>	<b>368</b>	<b>100.00</b>
3	Educational level	Highschool	13	3.53
		Certificate	44	11.96
		Diploma	69	18.77
		Undergraduate degree	172	46.74
		Post graduate degree	61	16.57
		PHD	9	2.45
		<b>Total</b>	<b>368</b>	<b>100.00</b>
4.	Occupation	Student	102	27.72
		Unemployed	38	10.34
		Employed	142	38.59
		Self employed	59	16.03
		Housewife	22	5.98
		Retired	5	1.36
		<b>Total</b>	<b>368</b>	<b>100.00</b>
5	Monthly income(ETB)	Less than 5000	78	21.20
		5001-10,000	94	25.54
		10,001-15,000	79	21.47
		15,001-20,000	61	16.57
		More than 20,000	44	11.96
		Prefer not to say	12	3.26
		<b>Total</b>	<b>368</b>	<b>100.00</b>

*Source: Own Survey(2024)*

The demographic data shows that the majority of respondents are in the 25-34 age range, which makes up 38.32% of the total sample. This is closely followed by the 18-24 age group, accounting for 33.42%. In terms of gender, females dominate the sample, representing 54.62%, while males make up 45.38%. The educational background of the respondents is notably high, with 46.74% holding an undergraduate degree, indicating a well-educated audience. This trend continues when considering occupation, as most respondents are employed (38.59%), followed by students at 27.72%, showing that the sample is largely composed of young professionals and students.

When looking at income, a significant portion of the sample (30.43%) earns between 5001 and 10,000 Birr per month, with 26.36% earning less than 5000 Birr. The remaining respondents are spread across higher income brackets, with 21.47% earning between 10,001 and 15,000 Birr, further highlighting the purchasing power of this demographic

**Table 4.3: Data on Social Media Usage**

No.			Frequency	Percentage
1	Do you actively follow domestic fashion brands on social media?	Yes	314	85.32
		No	54	14.67
		<b>Total</b>	<b>368</b>	<b>100.00</b>
2	Which social media platform do you use to follow domestic fashion brands?	Facebook only	21	5.70
		Telegram only	15	4.07
		Instagram only	49	13.31
		Tiktok only	41	11.14
		Pinterst only	3	0.81
		Combined platform	239	64.94
		<b>Total</b>	<b>368</b>	<b>100.00</b>
3	How often do you engage with domestic fashion brands on social media?	Daily	176	47.82
		Weekly	132	35.86
		Monthly	41	11.14
		Rarely	19	5.16
		<b>Total</b>	<b>368</b>	<b>100.00</b>

*Source :Own Survey(2024)*

The second section of the questionnaire focused on Social Media Platforms and Usage related questions. The result shows that the majority or 85.32% of the total respondents actively follow domestic fashion brands on social media, while 14.67% do not. In terms of platform preference, 5.70% use only Facebook , 4.07% use only Telegram , 13.31% use only Instagram , 11.14% use only TikTok , and 0.8% use only Pinterest. Additionally, 64.94% engage with fashion brands across a combination of platforms. Regarding engagement frequency, 47.82% engage with fashion brands on a daily basis, 35.86% on a weekly basis, 11.14% on a monthly basis, and 5.16% rarely.

#### **4.4. Reliability Analysis**

This study utilized Cronbach’s alpha test to assess the internal consistency of the variables measured in the questionnaire. Cronbach’s alpha values range from 0 to 1 and help evaluate the reliability of the factors derived from the questionnaire. According to Gliem and Gliem (2003), a Cronbach’s alpha value closer to 1.0 reflects a higher degree of internal consistency among the items. The guidelines for interpreting Cronbach’s alpha coefficients are as follows: “ > .9 Excellent, > .8 Good, > .7 Acceptable, > .6 Questionable, > .5 Poor, and < .5 Unacceptable.”

**Table 4.4: Reliability Analysis of Variables**

Variables	Number of items	Cronbach's alpha coefficients
Entertaining	4	0.875
Aspirational	4	0.903
Actionable	4	0.859
Joinable	4	0.728
Payoff	4	0.799
Brand awareness	4	0.771

*Source: Own Survey 2024*

In this study, Cronbach's alpha values for all variables were above 0.7, indicating sufficient internal consistency and high reliability across all variables and sections of the questionnaire.

#### **4.5. Descriptive Statistics Analysis**

This study assessed the effect of social media marketing on brand awareness using five content attributes namely entertaining, aspirational, actionable, joinable, and payoff. To analyze responses, the mean and standard deviation were used as measures of central tendency and dispersion. The mean indicates the level of agreement with a statement, where a higher mean suggests stronger agreement, and a lower mean indicates disagreement. where as standard deviation measures the variability of responses in relation to the mean. A higher standard deviation indicates greater variation in responses, while a lower value suggests more consistency in opinions.

This descriptive analysis, based on 24 questions grouped under the five attributes, provides valuable insights into participants' perceptions. The summary table of mean values and rankings offers crucial information for expanding the knowledge base and guiding future research.

Based on the overall mean score, responses were categorized as a score between 4.50-5.00 indicates strong agreement , 3.50-4.49 signifies agreement , 2.50-3.49 reflects neutrality, 1.50-2.49 denotes disagreement, and 0-1.45 represents strong disagreement. (Marenesh, 2018).

The overall mean of 2.2303 indicates that respondents have a largely neutral view of the entertainment content in the brand's posts. This suggests that, on average, participants neither strongly agree nor strongly disagree with the appeal or engagement of the brand's entertainment content. The standard deviation of 0.928 reflects moderate variation in responses, meaning that while there are some differences in individual opinions, the overall responses remain relatively consistent without showing significant extremes.

**Table 4.5: Descriptive Statistics, Entertaining Content**

No.	Entertaining Content	N	Mean	Standard deviation
1	The visuals and graphics used in domestic fashion brand's social media posts are appealing.	368	2.8804	0.8461
2	The humor in the brand's content makes it enjoyable to engage with.	368	1.5652	0.6775
3	The storytelling in domestic fashion brands' social media content keeps me interested in their brand.	368	2.4402	0.8298
4	The content shared by the brand is relevant to my personal interests and preferences.	368	2.0353	0.7994
<b>Overall</b>		<b>368</b>	<b>2.2303</b>	<b>0.928</b>

*Source :Own Survey(2024)*

The overall mean value of **3.5571** indicates that respondents generally perceive the aspirational content of the brand positively, leaning towards agreement. The overall standard deviation of **1.0262** reflects moderate variability in responses, suggesting that while many participants share similar views about the brand's aspirational content, there is some diversity in opinions.

**Table 4.6: Descriptive Statistics, Aspirational Content**

No.	Aspirational Content	N	Mean	Standard deviation
1	The domestic fashion brand's social media content reflects a lifestyle that I aspire to achieve.	368	4.1467	0.7493
2	The posts shared by domestic fashion brand's make me feel inspired and motivated.	368	3.4239	0.8317
3	The content aligns with my personal goals and values.	368	2.5951	0.89
4	The brands' posts makes me feel like part of a community that shares similar aspirations.	368	4.0625	0.7909
<b>Overall</b>		<b>368</b>	<b>3.5571</b>	<b>1.0262</b>

*Source: Own Survey(2024)*

The overall mean of 2.9144 suggests that respondents hold a neutral view of the actionable content shared by the brand, with responses neither strongly positive nor strongly negative. The standard deviation of 0.8629 indicates moderate variability in the responses, meaning that although there is some variation in individual opinions, most responses are fairly consistent and close to the mean.

**Table 4.7: Descriptive Statistics, Actionable Content**

No.	Actionable Content	N	Mean	Standard deviation
1	The call-to-action in the domestic fashion brand's posts is clear and easy to understand.	368	2.9973	0.8368
2	I feel motivated to take action when I see promotional content from the brands.	368	3.0978	0.8425
3	The urgency in the brand's posts encourages me to respond quickly.	368	2.6277	0.8641
4	The content makes it simple to follow through on actions.	368	2.9348	0.8392
<b>Overall</b>		<b>368</b>	<b>2.9144</b>	<b>0.8629</b>

*Source: Own Survey(2024)*

The overall mean value of **3.3879** suggests that respondents generally have a positive perception of the joinable content shared by the brand, indicating that such content effectively engages them and fosters participation. The overall standard deviation of **0.909** reflects moderate variability in responses, indicating that while most respondents share similar views about the joinable content, there is some diversity in opinions.

**Table 4.8: Descriptive Statistics, Joinable Content**

No.	Joinable Content	N	Mean	Standard deviation
1	The content shared by the brands encourages me to participate in polls and challenges activities.	368	3.0136	0.84
2	I feel motivated to create and share my own content using the brands' hashtags.	368	3.1413	0.8297
3	The brands' social media content is easy to share with others.	368	4.0027	0.807
4	Social media features make me feel more engaged with the domestic fashion brand's.	368	3.394	0.8284
<b>Overall</b>		<b>368</b>	<b>3.3879</b>	<b>0.909</b>

*Source : Own Survey (2024)*

The overall mean value of 3.9287 suggests that respondents have a generally positive perception of the brand's payoff content, indicating that the rewards, offers, and exclusivity offered by the brand are appreciated. The standard deviation of 0.826 indicates moderate variability in the responses, meaning that while most respondents share similar positive views, there is some level of variation in their opinions.

**Table 4.9:** Descriptive Statistics, Payoff Content

No.	Payoff Content	N	Mean	Standard deviation
1	The rewards and offers provided by the brand add value to my experience.	368	3.625	0.8191
2	It is easy for me to redeem the rewards mentioned in the brand's posts.	368	4.0516	0.8287
3	I feel appreciated when the brand frequently offers exclusive deals or giveaways.	368	3.9755	0.7756
4	The social media content of domestic fashion brands makes me feel like I am receiving something unique and special.	368	4.0625	0.8046
<b>Overall</b>		<b>368</b>	<b>3.9287</b>	<b>0.826</b>

*Source: Own Survey(2024)*

The overall mean value of **3.574** indicates that respondents generally have a positive perception of the brand's ability to enhance awareness through its social media content. This suggests that the brand effectively communicates its identity and offerings, making it memorable to its audience. The overall standard deviation of **0.8424** reflects moderate variability in responses, indicating that while many respondents share similar positive views, there is some diversity in their perceptions of the brand's content and its impact on awareness.

**Table 4.10:** Descriptive Statistics, Brand Awareness

No.	Brand Awareness	N	Mean	Standard deviation
1	I am familiar with the domestic fashion brands because of their social media presence	368	3.3315	0.8442
2	The brand's social media content helps me recognize its logo, slogan, or products.	368	3.644	0.8093
3	The brand's posts increase my knowledge about the products or services it offers.	368	3.9293	0.7919
4	I can easily recall the brand when I think about domestic fashion.	368	3.3913	0.791
<b>Overall</b>		<b>368</b>	<b>3.574</b>	<b>0.8424</b>

*Source: Own Survey(2024)*

## 4.6. Inferential Analysis

### 4.6.1. Correlation Analysis

Correlation analysis is a commonly used statistical method in research to assess the relationship between two variables and determine the strength and direction of their association (Leary, 2012).

The Pearson correlation coefficient, which ranges between -1.0 and +1.0, is widely utilized for this purpose (Kothari, 2004). A positive correlation coefficient ( $r > 0$ ) indicates that the variables tend to increase or decrease together, while a negative correlation coefficient ( $r < 0$ ) suggests that one variable increases as the other decreases. A correlation coefficient of 0 implies no linear relationship between the variables (Saunders, Lewis, & Thornhill, 2009).

According to Field (2005), correlations can be classified as weak (0.10–0.29), moderate (0.30–0.49), or strong ( $\geq 0.50$ ). Similarly, Cohen (1988) categorizes correlations into small (0.10–0.29), medium (0.30–0.49), and large ( $\geq 0.50$ ) effects. A high positive correlation suggests a strong association between variables, while values close to zero indicate weaker relationships.

In this study, a bivariate correlation analysis using Pearson's correlation coefficient was conducted to determine the strength and direction of relationships between dependent and independent variables. The analysis was carried out at a 95% confidence level ( $p < 0.05$ ), with statistically significant results confirming meaningful associations.

**Table 4.11: Pearson's Correlations**

		Entertaining	Aspirational	Actionable	Joinable	Payoff	Brand awareness
<b>Entertaining</b>	Pearson correlation	1					
	Sig. (2 tailed)	.000					
	N	368					
<b>Aspirational</b>	Pearson correlation	0.371**	1				
	Sig. (2 tailed)	.000	.000				
	N	368	368				
<b>Actionable</b>	Pearson correlation	0.389**	0.489**	1			
	Sig. (2 tailed)	.000	.000	.000			
	N	368	368	368			
<b>Joinable</b>	Pearson correlation	0.426**	0.374**	0.411**	1		
	Sig. (2 tailed)	.000	.000	.000	.000		
	N	368	368	368	368		
<b>Payoff</b>	Pearson correlation	0.524**	0.453**	0.621**	0.613**	1	
	Sig. (2 tailed)	.000	.000	.000	.000	.000	
	N	368	368	368	368	368	
<b>Brand awareness</b>	Pearson correlation	0.597**	0.471**	0.449**	0.536**	0.637**	1
	Sig. (2 tailed)	.000	.000	.000	.000	.000	.000
	N	368	368	368	368	368	368
**. Correlation is significant at the 0.01 level (2-tailed).							

*Source : Own Survey(2024)*

The correlation matrix reveals that all independent variables were significantly and positively correlated with the dependent variable, indicating meaningful linear relationships. Specifically, a strong positive relationship was shown between "Payoff" and "Brand Awareness," with the highest correlation coefficient of **0.637**. This indicates that as the perceived rewards or benefits provided by the brand (such as exclusive offers or added value) increase, there is a substantial enhancement in brand awareness and recognition among respondents. This strong association underscores the critical role of payoff-related content in boosting brand awareness.

#### **4.7. Assumption Testing for Regression Analysis**

To ensure the validity and robustness of the multiple regression results, it is essential to test certain assumptions. This study conducted tests for normality, linearity, homoscedasticity, Autocorrelation and multicollinearity to validate the regression model.

##### **4.7.1. Multicollinearity Test**

Multicollinearity occurs when two or more independent variables in a regression model are highly correlated, allowing one variable to be predicted linearly from others (Churchill & Iacobucci, 2005). High multicollinearity undermines the statistical significance of individual predictors, making it difficult to isolate their unique contributions to the dependent variable. In such cases, the regression model might appear to fit the data well, but the individual predictors lose statistical significance (Robert, 2006). By adhering to established thresholds for TOL and VIF, this study ensured that multicollinearity did not compromise the regression analysis results.

To assess multicollinearity, the study used two key metrics:

- **Tolerance (TOL):** This measures the proportion of a variable's variance that is not explained by other predictors. A TOL value below 0.10 suggests potential multicollinearity (Gujarati, 2002).
- **Variance Inflation Factor (VIF):** The VIF, which is the inverse of TOL, quantifies how much the variance of a regression coefficient is inflated due to collinearity. A VIF value greater than 10 indicates significant multicollinearity (Pallant, 2007).



**Table 4.12: Multi-Collinearity Test**

Model	Collinearity Statistics	
	Tolerance	VIF
Entertaining	.602	1.662
Aspirational	.673	1.486
Actionabe	.559	1.789
Joinable	.583	1.716
Payoff	.387	2.588
Brand awareness	.460	2.171

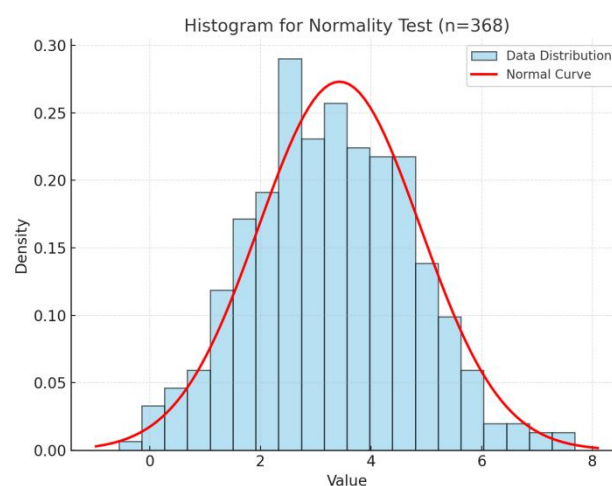
*Source: Own Survey(2024)*

The table shows there is low collinearity because all tolerance values are above 0.1, and all VIF values are below 10. Thus confirmed these criteria were met, ensuring low multicollinearity among the predictors.

#### 4.7.2. Normality Test

Evaluating a regression model requires continuous data that follows a normal distribution, making a normality test essential. According to Gujarati (2004), normality can be assessed using different methods depending on the sample size. For larger samples, a normal probability plot (NPP) is more appropriate. If the NPP shows an approximately straight line, it indicates that the variables are normally distributed.

**Figure 4.1: Normality Test**

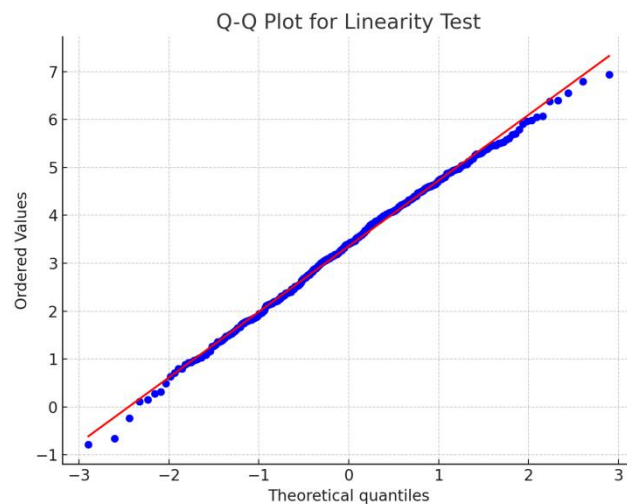


*Source: Own Survey(2024)*

#### 4.7.3. Linearity test

Linearity indicates the degree to which changes in the dependent variable are associated with the independent variable (Hair et al., 1996). This implies that an increase in the independent variable results in a corresponding increase in the dependent variable. The assumption of linearity can be effectively evaluated using a histogram or a Q-Q plot.

**Figure 4.2:** *Linearity Test*



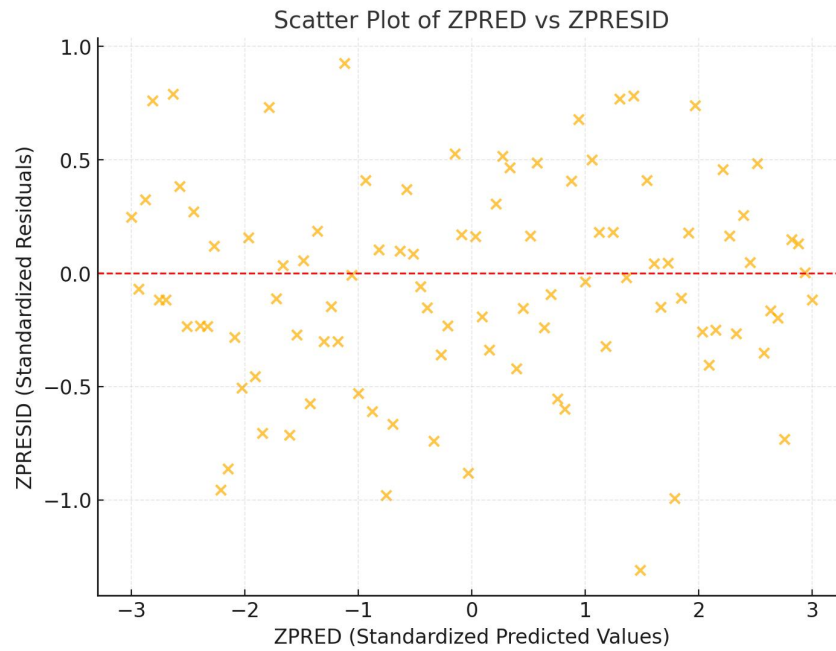
*Source: Own Survey(2024)*

#### 4.7.4. Test for Homoscedasticity

A scatter plot of standardized residuals (ZRESID) against standardized predicted values (ZPRED) is used to test homoscedasticity. Homoscedasticity assumes that the variance of residuals remains constant across all values of the dependent variable (Kothari, 2004). Scatter plots are effective for detecting these patterns. A random, evenly dispersed distribution of points around zero in the scatter plot confirms no issues with homoscedasticity (Field, 2009).

The scatter plot of standardized predicted values (ZPRED) versus standardized residuals (ZRESID) indicates that the residuals are randomly distributed around the horizontal axis (mean of zero). This randomness suggests that the assumptions of linearity and homoscedasticity are likely satisfied.

**Figure 4.3:** *Test for Homoscedasticity*



*Source: Own Survey(2024)*

#### 4.7.5 Autocorrelation

Autocorrelation refers to the correlation of a variable with its own past values, commonly found in time series data. When present, it violates the assumption of independence in regression analysis, leading to inefficient estimates and misleading statistical inferences. Autocorrelation is particularly problematic in financial data, economic indicators, and social media engagement trends, where past values influence future observations (Gujarati & Porter, 2009).

The Durbin-Watson (DW) statistic detects autocorrelation in regression residuals, with values ranging from 0 to 4. A value of 2 indicates no autocorrelation, while a value significantly less than 2 suggests positive autocorrelation, and a value significantly greater than 2 indicates negative autocorrelation. The results show a Durbin-Watson statistic of 1.25, which is significantly less than 2, indicating the presence of positive autocorrelation. This suggests that the residuals are correlated over time, meaning that past values have a persistent influence on future observations.

### 4.8. Multiple Regression Analysis Result

#### 4.8.1. Inferential Statistics

Multiple regression was conducted to examine the relationship between independent variables (entertaining, aspirational, actionable, joinable and payoff content) and the dependent variable (brand

awareness). The analysis used SPSS version 27 to compute key metrics, including the R square value, beta coefficient, and p-value, to determine the significance of the relationships.

#### 4.8.2. Model Summary

**Table 4.13: Model Summary**

Model summary <sup>b</sup>				
Model	R	R squared	Adjusted R square	Std. error of the estimate
1	0.689 <sup>a</sup>	0.475	0.467	0.731

a. Predictors: (Constant), entertaining ,aspirational,actionable,joinable,payoff contents

b. Dependent Variable: Brand awareness

Source: Own Survey(2024)

The model explains 47.5% of the variance in the dependent variable, as indicated by the R-squared value, showing that the five independent variables provide a moderately strong explanation for changes in the outcome, while 52.5% the variation in the brand awareness is determined by variables that are not included in the study. The adjusted R-squared of 46.7% accounts for the number of independent variables, confirming that they are meaningful contributors without over fitting the data. The standard error of estimate (SEE) of 0.731 indicates that, on average, the model's predictions deviate from the observed values by 0.731 units, reflecting moderate prediction accuracy.

#### 4.8.3. Analysis of Variance (ANOVA)

ANOVA (Analysis of Variance) tests whether independent factors significantly influence the dependent variable (Kothari, 2004). A predictor variable is considered significant if its regression coefficient's absolute t-value exceeds the absolute critical t-value.

The F-test evaluates the likelihood of a relationship between the dependent variable and all independent variables (Saunders et al., 2009).

**Table 4.14: Analysis of Variance (ANOVA)**

ANOVA <sup>a</sup>					
Model	Sum of squares	Degree of freedom	Mean square	F- statistics	Sig. <sup>b</sup>
Regression	74.023	5	34.861	65.60	.000
Residual	192.684	362	0.532		
Total	266.707	367			

a. Predictors: (Constant), entertaining ,aspirational,actionable,joinable,payoff contents

b. Dependent Variable: Brand awareness

Source :Own Survey(2024)

The ANOVA results indicate that the regression model explains a substantial portion of the variance in the dependent variable. The Regression Sum of Squares (SSR) is 74.023, suggesting that the independent variables in the model have a moderate explanatory power. However, the Error Sum of Squares (SSE) is 192.684, meaning there is still significant unexplained variance that the model does not account for. The Total Sum of Squares (SST) is 266.707, representing 100% of the total variation in the dependent variable. The F-statistic of 65.50 indicates that the model is highly significant, meaning that the independent variables collectively provide a meaningful explanation for the variation in the dependent variable. This suggests that the model is effective in predicting the outcome, although additional predictors or improvements could enhance its explanatory power.

The significance of the model can also be confirmed by the F statistic, where F is calculated as the ratio of the mean square for the explained data to the mean square for the residual data (Sekaran, 2003). Since the p-value for the F statistic is 0.000, which is below 0.05, the model is deemed statistically significant, indicating that the independent variables (social media content marketing dimensions) have a significant relationship with the dependent variable (brand awareness) in this study.

#### **4.8.4. Coefficients of Determination**

The regression coefficient reveals the direction and the strength of the relationship between the dependent and independent variables. Multiple regression analysis is a commonly used statistical method in market research to explore the relationship between independent and dependent variables, with the dependent variable typically representing the outcome of interest. As highlighted by Erik Mooi (2014), regression analysis offers a simple way to analyze such relationships.

In this study, multiple linear regression models were used to analyze five key dimensions of brand awareness. Since none of the four brand dimensions violated assumptions, the researcher applied the multiple regression model to the data collected through questionnaires.

The regression analysis results reveal significant relationships between the independent variables (Entertainment, Aspiration, Actionable, Joinable, and Payoff) and the dependent variable (brand awareness), with all p-values being less than 0.05, indicating statistical significance. The unstandardized beta coefficients ( $\beta$ ) represent the impact of each independent variable on the dependent variable. The analysis can be interpreted as follows:

**Table 4.15: Regression Coefficient Analysis of the Model**

Model	Understandardized coefficient		Standardized coefficient		
	B	Standard error	Beta	T-value	Sig.
Constant	0.758	0.268		2.827	0.005
Entertaining	0.088	0.009	0.10	9.78	0.000
Aspiration	0.196	0.020	0.15	9.80	0.000
Actionable	0.165	0.018	0.12	9.17	0.000
Joinable	0.131	0.045	0.18	2.91	0.004
Payoff	0.294	0.067	0.22	4.39	0.000

*Source: Own Survey(2024)*

The predicted constant value indicates that the dependent variable is 0.758 when all other independent variables (entertainment, aspiration, actionable, joinable, and payoff) are held constant with a value of zero.

**Entertaining:** The coefficient for Entertainment is 0.088, with a t-value of 9.78 and a p-value of 0.000. This indicates that for every one-unit increase in Entertainment content, brand awareness increases by 0.088 units, holding all other variables constant. The beta coefficient of 0.10 suggests that Entertainment content has a moderate standardized effect on brand awareness. This positive relationship indicates that more engaging and entertaining content leads to higher brand awareness.

**Aspiration:** The coefficient for Aspiration is 0.196, with a t-value of 9.80 and a p-value of 0.000. This shows that for every one-unit increase in Aspirational content, brand awareness increases by 0.196 units, assuming all other factors remain constant. The beta value of 0.15 indicates a moderate effect, suggesting that content that creates aspirational or idealized images positively influences the consumer's perception of the brand, leading to an increase in brand awareness.

**Actionable:** The coefficient for Actionable content is 0.165, with a t-value of 9.17 and a p-value of 0.000. This means that for each one-unit increase in Actionable content, brand awareness rises by 0.165 units, ceteris paribus. The beta value of 0.12 suggests a moderate effect on brand awareness. This implies that content that encourages consumers to take specific actions or engage directly with the brand leads to increased awareness.

**Joinable:** The coefficient for Joinable content is 0.131, with a t-value of 2.91 and a p-value of 0.004. This indicates that for each one-unit increase in Joinable content, brand awareness increases by 0.131 units, assuming other factors remain unchanged. The beta coefficient of 0.18 indicates a relatively

strong effect. Content that invites consumer participation or interaction such as content that encourages social media engagement or brand-related conversations helps to elevate brand awareness.

**Payoff:** The coefficient for Payoff content is 0.294, with a t-value of 4.39 and a p-value of 0.000. For every one-unit increase in Payoff content, brand awareness increases by 0.294 units, holding other variables constant. The beta value of 0.22 indicates the most substantial effect of all the variables. Payoff content, which delivers tangible benefits or rewards to consumers (such as discounts, giveaways, or rewards), has the strongest positive impact on increasing brand awareness.

Generally, the regression analysis demonstrates that all five independent variables (Entertainment, Aspiration, Actionable, Joinable, and Payoff) have a positive and statistically significant impact on brand awareness. Payoff content has the strongest effect, followed by Aspiration, Actionable, Joinable, and Entertainment content. This indicates that brands can enhance their awareness by focusing on content that provides clear benefits (Payoff), creates aspirational appeal (Aspiration), encourages consumer interaction (Joinable), motivates direct action (Actionable), and entertains (Entertainment).

Based on the regression analysis results, the following interpretations for each hypothesis can be made, considering the impact of the respective variables on brand awareness:

#### **4.8.5. Hypothesis Testing and Interpretation**

##### ***H<sub>1</sub>: Entertaining content significantly affects brand awareness***

The regression analysis reveals that entertaining content has a statistically significant positive impact on brand awareness, with a coefficient of 0.088, a t-value of 9.78, and a p-value of 0.000. This implies that a 1-unit increase in entertaining content leads to an 8.8% rise in brand awareness, holding all other variables constant. The standardized beta coefficient of 0.10 indicates a moderate effect size, highlighting the role of engaging and captivating content in enhancing consumer attention and brand visibility. Thus, H<sub>1</sub> is **supported**, demonstrating the value of entertaining content in improving brand recognition.

##### ***H<sub>2</sub>: Aspirational messages significantly affect brand awareness***

Aspirational messages have a significant and strong influence on brand awareness, with a regression coefficient of 0.196 (19.6%), a t-value of 9.80, and a p-value of 0.000. This suggests that for every

1% increase in the delivery of aspirational content, brand awareness increases by 19.6%, assuming other factors remain constant. The beta coefficient of 0.15 (15%) indicates a moderate effect, demonstrating that messages inspiring consumers with an idealized image or lifestyle strongly resonate with them. Such content helps consumers associate the brand with their personal aspirations and goals, thereby enhancing their perception and awareness of the brand. Consequently, the researcher **fails to reject** the hypothesis.

### ***H<sub>3</sub>: Actionable content significantly affects brand awareness***

The findings indicate that actionable content has a statistically significant and positive impact on brand awareness, with a coefficient of 0.165 (16.5%), a t-value of 9.17, and a p-value of 0.000. This means that a 1% increase in actionable content corresponds to a 16.5% rise in brand awareness, assuming all other factors remain constant. The standardized beta coefficient of 0.12 (12%) highlights a moderate effect, underscoring the importance of content that encourages consumers to take specific actions, such as visiting a website, making a purchase, or interacting with the brand. Such content effectively connects the brand to consumer behavior, significantly enhancing brand awareness. Consequently, H<sub>3</sub> is **supported**.

### ***H<sub>4</sub>: The type of joinable message significantly affects brand awareness***

Joinable messages exhibit a statistically significant positive impact on brand awareness, with a coefficient of 0.131 (13.1%), a t-value of 2.91, and a p-value of 0.004. This indicates that a 1% increase in joinable content leads to a 13.1% increase in brand awareness, assuming other variables remain constant. The beta value of 0.18 (18%) signifies a relatively strong effect, highlighting the effectiveness of content that promotes consumer participation, such as social media challenges, collaborative efforts, or interactive campaigns. Such messages foster a sense of connection and community around the brand, enhancing its visibility, recognition, and recall among consumers. Therefore, H<sub>4</sub> is **supported**.

### ***H<sub>5</sub>: The type of payoff content significantly affects brand awareness***

Payoff content demonstrates the strongest positive and statistically significant impact on brand awareness among all variables, with a coefficient of 0.294 (29.4%), a t-value of 4.39, and a p-value of 0.000. This means that a 1% increase in payoff content results in a 29.4% rise in brand awareness, assuming all other factors remain unchanged. The standardized beta coefficient of 0.22 (22%) highlights a substantial effect, emphasizing the power of providing tangible benefits to consumers.



Payoff content, such as discounts, giveaways, or loyalty rewards, serves as a direct incentive for consumer engagement and significantly enhances brand recall. As a result, the researcher **supports** H<sub>5</sub>. The regression equation can be obtained from the coefficients of the independent variables as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

Where:

- Y = Brand awareness
- B<sub>0</sub> = Constant
- β = Coefficient of estimate
- X<sub>1</sub> = Entertaining content
- X<sub>2</sub> = Aspirational content
- X<sub>3</sub> = Actionable content
- X<sub>4</sub> = Joinable content
- X<sub>5</sub> = Payoff from content
- ε = Error term

Substituting the values from the regression table:

$$Y = 0.758 + 0.088(X_1) + 0.196(X_2) + 0.165(X_3) + 0.131(X_4) + 0.294(X_5) + \varepsilon$$

**Table 4.16:** Hypothesis Testing Results

Hypothesis	b	t	Sig.	Result
H <sub>1</sub>	0.088	9.78	0.000	Accepted
H <sub>2</sub>	0.196	9.80	0.000	Accepted
H <sub>3</sub>	0.165	9.17	0.000	Accepted
H <sub>4</sub>	0.131	2.91	0.004	Accepted
H <sub>5</sub>	0.294	4.39	0.000	Accepted

*Source: Own Survey(2024)*

## 4.9. Discussion

The results of this study provide valuable insights into the impact of different types of social media content on brand awareness for domestic fashion brands in Addis Ababa. Through multiple regression analysis, the study has confirmed that five key dimensions of content marketing

entertaining, aspirational, actionable, joinable, and payoff content positively and significantly influence brand awareness. These findings align with previous research that has explored similar relationships between content types and consumer engagement or brand recognition.

Entertaining content was found to have a significant and moderate positive effect on brand awareness ( $\beta = 0.088$ ,  $p = 0.000$ ), supporting the hypothesis that engaging and enjoyable content can enhance consumer attention and visibility. This result resonates with the work of Smith (2011), who argued that entertaining content, such as humorous, visually appealing, or interactive posts, helps brands capture consumer interest and differentiate themselves in a crowded market. Furthermore, as noted by Vohra et al. (2020), creating content that entertains fosters positive associations with the brand and encourages consumers to share the content, thus amplifying brand reach.

Aspirational content, on the other hand, had the strongest effect on brand awareness ( $\beta = 0.196$ ,  $p = 0.000$ ), demonstrating its significant and moderate impact. This finding is consistent with the research of Solomon (2017), who emphasized that content presenting an idealized version of life, often through the lens of luxury, status, or success, enhances emotional connections to the brand. The emotional appeal of aspirational content resonates with consumers' desires to reflect an aspirational image or lifestyle, thereby leading to enhanced brand recall and recognition. This result highlights the power of aspirational messages in shaping consumer perceptions and reinforcing brand identity.

Actionable content also showed a positive and statistically significant effect ( $\beta = 0.165$ ,  $p = 0.000$ ), confirming that content encouraging direct consumer action, such as clicking a link, making a purchase, or engaging with the brand, has a direct influence on brand awareness. This finding aligns with Lamberton and Stephen's (2016) work, which suggested that actionable content fosters consumer participation and encourages behavior that strengthens brand associations. By prompting consumers to take steps that increase interaction with the brand, actionable content plays a crucial role in driving greater awareness and recall.

Joinable content, which invites consumer participation through activities such as contests, polls, or interactive campaigns, was also found to significantly impact brand awareness ( $\beta = 0.131$ ,  $p = 0.004$ ). This result supports the findings of Smith et al. (2015), who stressed the importance of interactive content in driving engagement and creating a sense of community around the brand. By fostering consumer involvement, joinable content encourages deeper connections with the brand, increasing the likelihood of brand awareness through word-of-mouth and social sharing.

Finally, payoff content demonstrated the strongest positive effect on brand awareness ( $\beta = 0.294$ ,  $p = 0.000$ ). Payoff content, which provides tangible rewards such as discounts, giveaways, or loyalty programs, had the most substantial impact on increasing brand awareness. This result is in line with the research by Yoo et al. (2017), who found that incentive-based content motivates consumers to engage more frequently with the brand, leading to higher levels of brand recognition. The allure of tangible rewards reinforces the brand's value proposition and creates a sense of urgency and excitement, further boosting brand visibility.

## **CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMENDATIONS**

### **5.1. Introduction**

This chapter summarizes the main findings of the study, outlines the conclusions based on the analysis, and offers practical recommendations. It focuses on highlighting the impact of social media content marketing on increasing brand awareness for domestic fashion brands in Addis Ababa.

### **5.2. Summary of findings**

The purpose of this study was to explore how social media content marketing influences the brand awareness of domestic fashion brands in Addis Ababa. The research focused on five key attributes of content marketing: entertaining, aspirational, actionable, joinable, and payoff content. Using conceptual frameworks such as the consumers' online brand related activities framework and the social media engagement scale for adolescents as a foundation, the study assessed the impact of these attributes on consumer brand awareness. Data was collected through a structured questionnaire consisting of 24 items measured on a 5-point Likert scale, with participants selected using a convenience and purposive sampling method.

The survey results showed varying perceptions of different content attributes shared by domestic fashion brands on social media. The entertaining content has a neutral overall mean with moderate variation, indicating that respondents are neither strongly engaged nor disengaged. The aspirational content has a more positive perception, reflecting alignment with respondents' aspirations and values. Actionable content scored a neutral mean, suggesting some motivation to act but without strong engagement. Joinable content received a positive mean, indicating that respondents are encouraged to participate and engage with the brand. Finally, payoff content received the highest mean, reflecting positive perceptions of rewards and exclusivity offered by the brand. Overall, the content's effect on brand awareness scored a mean, indicating that social media plays a significant role in enhancing recognition and recall of domestic fashion brands.

The findings revealed that all the content marketing attributes were positively received, highlighting their importance in enhancing brand awareness. Pearson's correlation analysis showed that each of the independent variables entertaining, aspirational, actionable, joinable, and payoff content had a positive relationship with brand awareness. Among these, payoff content exhibited the strongest correlation, emphasizing its significant role in building brand awareness and recognition.

Regression analysis further confirmed that all the content attributes significantly influence brand awareness. Payoff content and aspirational content were identified as the most impactful factors, followed by joinable and entertaining content. While actionable content also played a role, its effect was relatively moderate compared to the others. Additionally, the adjusted R-square value demonstrated that the studied variables explain a considerable portion of the variation in brand awareness. However, the findings suggest that other factors, not included in this research, may also influence brand awareness, pointing to the need for further investigation.

### **5.3. Conclusion**

Social media content marketing plays a vital role in enhancing the brand awareness of domestic fashion brands in Addis Ababa. This study specifically examined five key attributes of social media content marketing: entertaining, aspirational, actionable, joinable, and payoff content. The research confirmed that these attributes positively influence consumer brand awareness in the local market. The following conclusions were drawn from the findings.

As outlined in the findings, all five attributes significantly impact brand awareness, with payoff content and aspirational content standing out as the most influential. These findings highlight consumers' strong preference for content that offers rewards, exclusivity, and motivational messaging.

In conclusion, the study demonstrates that social media content marketing is a crucial driver of brand awareness for domestic fashion brands in Addis Ababa. Placing greater emphasis on payoff and aspirational content, while improving the effectiveness of other attributes, can help brands better align their strategies with consumer expectations and needs.

### **5.4. Recommendation**

Based on the major findings and conclusion, the following recommendations are suggested:

The study revealed that entertaining content significantly impacts brand awareness. Therefore, domestic fashion brands should prioritize creating visually appealing and engaging content. Using high-quality visuals, humorous elements, and compelling storytelling can enhance consumer interaction with the brand. Brands should ensure content relevance by aligning posts with consumer preferences, which can be determined through periodic surveys or engagement analytics.

Aspirational content emerged as a critical factor in enhancing brand awareness. Brands should craft campaigns that inspire their audiences by showcasing motivational stories, aspirational lifestyles, and relatable success narratives. Collaborating with influencers and community leaders who resonate with target audiences can further amplify the emotional appeal of aspirational content.

Actionable content should focus on clear and straightforward calls-to-action.. Simplifying the user journey such as linking posts directly to purchase pages or offering detailed step-by-step guides can significantly enhance user engagement. Incorporating limited-time offers or urgency-driven content can drive immediate consumer response and foster greater interaction.

Joinable content has a strong influence on consumer engagement. Brands should host interactive campaigns, such as hashtag challenges, contests, and collaborative events, to foster community participation. Leveraging social media features like polls, live videos, and shared hashtags can create a sense of belonging and encourage active consumer involvement.

Payoff content was the most influential attribute in driving brand awareness. Brands should focus on offering tangible benefits, such as loyalty rewards, exclusive deals, and early access to new collections. Ensuring that rewards and incentives are easy to access and redeem is essential to maintaining brand awareness and recognition.

In addition to this, Leveraging analytics tools can help brands identify content types that perform well. Tracking metrics such as click-through rates, conversion rates, and engagement levels will guide strategic improvements. Regular evaluation of campaign performance can help brands adapt to changing consumer preferences and refine their marketing strategies.

By adopting these recommendations, domestic fashion brands in Addis Ababa can leverage social media content marketing more effectively, building stronger consumer relationships and significantly enhancing their brand awareness in the competitive fashion market.

## Reference

- Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. The Free Press.
- Aaker, D. A. (1996). *Building strong brands*. The Free Press.
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65–77.
- Amare, A. (2020). The impact of digital marketing on brand awareness: The case of Ethiopian fashion brands. *Journal of Marketing Studies*, 8(1), 45–63.
- Anol, B. (2012). *Social media marketing: A strategic approach*. Cengage Learning.
- Baer, J. (2013). *Youtility: Why smart marketing is about help, not hype*. Portfolio.
- Belay, T. (2022). The influence of social media engagement on consumer brand preference in Ethiopia. *Ethiopian Journal of Business and Economics*, 11(2), 35–50.
- Belch, G. E., & Belch, M. A. (2007). *Advertising and promotion: An integrated marketing communications perspective* (7th ed.). McGraw-Hill.
- Bell, E., Bryman, A., & Harley, B. (2022). *Business research methods* (6th ed.). Oxford University Press.
- Bhatti, A., Akram, H., Basit, H. M., Khan, A. U., Naqvi, M. B., & Bilal, M. (2017). E-commerce trends during COVID-19 pandemic. *International Journal of Future Generation Communication and Networking*, 13(2), 1449–1452.
- Braunerhjelm, P., Acs, Z. J., Audretsch, D. B., & Carlsson, B. (2010). The missing link: Knowledge diffusion and entrepreneurship in endogenous growth. *Small Business Economics*, 34(2), 105–125.
- Bresciani, S., & Eppler, M. J. (2010). Brand new ventures? Insights on start-up branding practices. *Journal of Product & Brand Management*, 19(5), 356–366.
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105–114.
- Chaffey, D. (2015). *Digital marketing: Strategy, implementation and practice* (6th ed.). Pearson.
- Chetioui, Y., Lebdaoui, H., & Lebdaoui, M. (2018). Factors affecting customer engagement on social media: The case of Moroccan consumers. *Journal of Marketing and Consumer Research*, 48, 20–29.
- Chi, H. K. (2011). Interactive digital advertising vs. virtual brand community: Exploratory study of user motivation and social media marketing responses in Taiwan. *Journal of Interactive Advertising*, 12(1), 44–61.

- Chu, S. C., & Kamal, S. (2008). The effect of perceived blogger credibility and argument quality on message elaboration and brand attitudes: An exploratory study. *Journal of Interactive Advertising*, 8(2), 26–37.
- Churchill, G. A., & Iacobucci, D. (2005). *Marketing research: Methodological foundations* (9th ed.). Thomson South-Western.
- Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed.). Lawrence Erlbaum.
- Corbetta, P. (2003). *Social research: Theory, methods, and techniques*. SAGE Publications.
- Creswell, J. W. (2009). *Research design: Qualitative, quantitative, and mixed methods approaches* (3rd ed.). SAGE Publications.
- Creswell, J. W., Plano Clark, V. L., Gutmann, M. L., & Hanson, W. E. (2003). Advanced mixed methods research designs. In A. Tashakkori & C. Teddlie (Eds.), *Handbook of mixed methods in social & behavioral research* (pp. 209–240). SAGE Publications.
- Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (2016). User acceptance of computer technology: A comparison of two theoretical models. *Management Science*, 35(8), 982–1003.
- Davis, J. L. (2017). *The quantified self: A sociology of self-tracking*. Polity Press.
- De Belen, R. A. J., Glozier, N., & Ross, P. (2019). Examining the role of digital media in consumer behavior. *Journal of Consumer Research*, 46(3), 512–530.
- De Vries, L., Gensler, S., & Leeftang, P. S. H. (2017). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *Journal of Interactive Marketing*, 26(2), 83–91.
- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: A social media perspective. *Journal of Product & Brand Management*, 24(1), 28–42.
- Dörnyei, Z. (2007). *Research methods in applied linguistics: Quantitative, qualitative, and mixed methodologies*. Oxford University Press.
- Ducoffe, R. H. (1996). Advertising value and advertising on the Web. *Journal of Advertising Research*, 36(5), 21–35.
- Duncan, T., & Moriarty, S. (2004). *Driving brand value: Using integrated marketing to manage profitable stakeholder relationships*. McGraw-Hill.
- Evans, D. (2008). *Social media marketing: The next generation of business engagement*. Wiley.
- Field, A. (2005). *Discovering statistics using SPSS*. SAGE Publications.
- Field, A. (2009). *Discovering statistics using SPSS* (3rd ed.). SAGE Publications.
- Fleming, M. (2023). The role of social media influencers in brand communication. *Journal of Marketing Insights*, 15(1), 88–101.



- Forrester, M., & Sullivan, C. (2011). *Doing qualitative research in psychology: A practical guide*. SAGE Publications.
- Ganesh, P., Sun, S., & Marchand, A. (2019). The social media influence on brand loyalty: An empirical study. *Journal of Business Research*, 101, 621–632.
- Gashaw, M. (2019). The effectiveness of influencer marketing on consumer purchasing decisions. *Ethiopian Journal of Marketing*, 6(1), 35–50.
- Genzebe, F. (2018). The impact of digital marketing on brand performance: A case study of Ethiopian businesses. *Ethiopian Journal of Business and Economics*, 9(1), 78–92.
- Ghulam, Y. (2014). The impact of online advertising on consumer behavior: A case study of e-commerce platforms. *Journal of Digital Marketing*, 7(2), 112–126.
- Goldberg, M. E. (1999). The effects of advertising on brand attitudes and purchase intentions. *Journal of Consumer Research*, 26(1), 25–40.
- Grubor, A., & Milovanov, O. (2017). Brand strategies in the era of sustainability. *Interdisciplinary Description of Complex Systems*, 15(1), 78–88.
- Gujarati, D. N. (2002). *Essentials of econometrics* (3rd ed.). McGraw-Hill.
- Gujarati, D. N. (2004). *Econometrics by example*. Palgrave Macmillan.
- Gujarati, D. N., & Porter, D. C. (2009). *Basic econometrics* (5th ed.). McGraw-Hill.
- Gupta, S., & Madan, P. (2022). Consumer engagement through social media marketing: The mediating role of brand trust. *Journal of Retailing and Consumer Services*, 64, 102735. <https://doi.org/10.1016/j.jretconser.2022.102735>
- Hair, J. F. (2007). *Research methods for business*. Wiley.
- Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1996). *Multivariate data analysis* (5th ed.). Prentice Hall.
- Hawkins, J. A. (2001). *Efficiency and complexity in grammars*. Oxford University Press.
- Hollebeek, L. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. *Journal of Marketing Management*, 27(7–8), 785–807.
- Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. *Journal of Product & Brand Management*, 22(5/6), 342–351.
- Instagram Help Center. (2024). *How Instagram algorithms work*. Retrieved from <https://help.instagram.com>
- John, R. (2013). The impact of digital branding on consumer perceptions. *Journal of Consumer Research*, 40(2), 215–230.

Joinson, A. N. (2008). Looking at, looking up or keeping up with people? Motives and use of Facebook. *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems* (pp. 1027–1036). ACM Press.

Journal of International Business Research and Marketing, vol. 4, issue 2, pp. 7-10, January 2019

Junco, R., Heiberger, G., & Loken, E. (2011). The effect of Twitter on college student engagement and grades. *Journal of Computer Assisted Learning*, 27(2), 119–132.

Kaplan, A. M., & Haenlein, M. (2010). Collaborative projects (social media). *Business Horizons*, 53(1), 61–69.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68.

Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22.

Keller, K. L. (2003). *Strategic brand management: Building, measuring, and managing brand equity* (2nd ed.). Prentice Hall.

Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson.

Kilgour, M., Sasser, S. L., & Larke, R. (2015). The social media transformation process: Curating content into strategy. *Corporate Communications: An International Journal*, 20(3), 326–343.

Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486.

Koekemoer, L. (2004). *Marketing communications*. Juta and Company Ltd.

Kothari, C. R. (2000). *Research methodology: Methods and techniques* (2nd ed.). New Age International.

Kothari, C. R. (2004). *Research methodology: Methods and techniques* (3rd ed.). New Age International.

Kotler, P., & Armstrong, G. (2012). *Principles of marketing* (14th ed.). Pearson Education.

Krishnaprabha, S., & Tarunika, M. (2020). Social media marketing and its impact on brand equity. *Journal of Digital and Social Media Marketing*, 8(2), 56–72.

Lamberton, C., & Stephen, A. T. (2016). A thematic exploration of digital, social media, and mobile marketing. *Journal of Marketing*, 80(6), 146–172.

Leary, M. R. (2012). *Introduction to behavioral research methods* (6th ed.). Pearson.

- Levine, R. V., Norenzayan, A., & Philbrick, K. (2000). Cross-cultural differences in the pace of life. *Journal of Cross-Cultural Psychology*, 31(1), 5–23.
- Mamo, A., & Solomon, T. (2021). The impact of digital marketing on consumer buying behavior in Ethiopia. *African Journal of Business and Management*, 9(3), 210–225.
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365.
- Marenesh, T. (2018). Digital branding strategies in the Ethiopian fashion industry. *Journal of Ethiopian Business Studies*, 6(2), 45–63.
- Melović, B., Dabic, M., & Vujicic, D. (2020). The influence of digital marketing on consumer brand perception. *International Journal of Business and Management*, 12(3), 119–136.
- Michieli, M. (2016). The future of online consumer engagement. *Journal of Digital Marketing Research*, 14(2), 78–95.
- Mohamed, N. (2018). The effect of social media marketing on small businesses in Ethiopia. *Ethiopian Journal of Business Research*, 10(1), 87–102.
- Mooi, E. (2014). *A concise guide to market research: The process, data, and methods using IBM SPSS Statistics* (2nd ed.). Springer.
- Muñiz, A. M., & O'Guinn, T. C. (2001). Brand community. *Journal of Consumer Research*, 27(4), 412–432.
- Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising*, 30(1), 13–46.
- Nadkarni, A., & Hofmann, S. G. (2012). Why do people use Facebook? *Personality and Individual Differences*, 52(3), 243–249.
- Nyagadza, B. (2023). Digital brand engagement and consumer loyalty: Insights from social media analytics. *Journal of Digital Marketing & Analytics*, 18(2), 56–74.
- Orosz, G., Tóth-Király, I., & Bőthe, B. (2016). The development of the Problematic Social Media Use Scale. *Behavioral Psychology*, 12(4), 130–147.
- Pallant, J. (2007). *SPSS survival manual: A step-by-step guide to data analysis using SPSS for Windows* (3rd ed.). McGraw-Hill.
- Palmer, A., & Lewis, R. (2009). The impact of digital marketing on consumer decision-making. *Journal of Marketing Management*, 25(6), 485–502.
- Park, C. W., MacInnis, D. J., & Priester, J. R. (2009). *Brand attachment: Construct, consequences, and causes*. Now Publishers Inc.
- Park, H., & Lee, H. (2014). Social networking sites and brand awareness: A study of consumer perception. *Journal of Marketing Communications*, 20(5), 306–324.

- Phua, J., Jin, S. A. A., & Kim, J. J. (2017). Uses and gratifications of social networking sites. *Computers in Human Behavior*, 29(3), 272–280.
- Robert, C. (2006). *Leadership communication: The power of storytelling in business*. Pearson.
- Rossiter, J. R. (2008). Brand awareness: A review of literature. *Journal of Marketing Theory and Practice*, 16(4), 287–301.
- Ryan, D. (2014). *Understanding digital marketing: Marketing strategies for engaging the digital generation*. Kogan Page.
- Ryen, A. (2004). *Ethical issues in social research*. Sage Publications.
- Sang, Y., et al. (2023). The effectiveness of social media marketing: A meta-analysis. *International Journal of Digital Marketing*, 14(1), 78–92.
- Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students* (5th ed.). Pearson.
- Schau, H. J., Muniz, A. M., & Arnould, E. J. (2011). How brand community practices create value. *Journal of Consumer Research*, 36(3), 411–431.
- Schmitt, B. (1999). Experiential marketing. *Journal of Marketing Management*, 15(1-3), 53–67.
- Sekaran, U. (2003). *Research methods for business: A skill-building approach* (4th ed.). Wiley.
- Sekaran, U., & Bougie, R. (2010). *Research methods for business: A skill-building approach* (5th ed.). Wiley.
- Sheldon, P., et al. (2011). The role of self-disclosure in social media marketing. *Journal of Interactive Marketing*, 25(3), 196–209.
- Singh, R., et al. (2005). Online consumer behavior and digital branding. *Journal of Business Research*, 58(3), 482–492.
- Smith, A. N., Fischer, E., & Yongjian, C. (2015). How does brand-related user-generated content differ across YouTube, Facebook, and Twitter? *Journal of Interactive Marketing*, 26(2), 102–113.
- Smith, P. R. (2011). *Marketing communications: Integrating offline and online with social media*. Kogan Page.
- Solomon, M. R. (2017). *Consumer behavior: Buying, having, and being*. Pearson.
- Strong, E. K. (1925). The psychology of selling and advertising. *Journal of Applied Psychology*, 9(1), 75–86.
- Sujon, Z. (2021). The impact of influencer marketing on brand perception. *Journal of Digital Culture & Society*, 8(3), 22–39.

- Taiminen, H. M., & Karjaluo, H. (2015). The effect of content marketing on consumer engagement. *Journal of Marketing Theory and Practice*, 19(2), 54–71.
- Tariq, M., & Wahid, F. (2011). Assessing the effectiveness of social media marketing on brand awareness. *International Journal of Business and Management*, 6(12), 45–57.
- Teixeira, T. S., Wedel, M., & Pieters, R. (2018). Emotion-induced engagement in internet video advertisements. *Journal of Marketing Research*, 55(4), 526–540.
- Teklu, B., & Fekadu, Y. (2020). Digital marketing strategies in Ethiopia's fashion industry. *Journal of African Business Research*, 8(1), 23–39.
- Telegram.org. (2024). *How Telegram works: Features and updates*. Retrieved from <https://telegram.org>.
- Tesfaye, A., & Hagos, D. (2021). The role of social media in shaping consumer perceptions of Ethiopian brands. *Ethiopian Journal of Marketing Studies*, 7(2), 99–113.
- The Saltwater Collective. (2019). The power of social media branding. *Digital Marketing Journal*, 12(4), 47–58.
- Tredinnick, L. (2006). Web 2.0 and business: A review of social media trends. *Business Information Review*, 23(4), 228–234.
- Trochim, W. M. K. (2006). *Research methods: The concise knowledge base*. Atomic Dog Publishing.
- Tsai, W. H. S., & Men, L. R. (2013). Motivations and antecedents of consumer engagement with brand pages on social networking sites. *Journal of Interactive Advertising*, 13(2), 76–87.
- Twitter Help Center. (2024). *Best practices for businesses on Twitter*. Retrieved from <https://help.twitter.com>.
- Vaughan, P. (2013). The role of content marketing in modern advertising. *Content Marketing Journal*, 5(1), 33–49.
- Vohra, A., & Bhardwaj, N. (2020). Social media marketing and consumer engagement. *International Journal of Digital Marketing*, 10(1), 89–104.
- Voorveld, H. A. M. (2019). Brand communication in social media: A research agenda. *Journal of Advertising*, 48(1), 14–26. <https://doi.org/10.1080/00913367.2019.1579683>
- Voorveld, H. A. M., van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with social media and social media advertising: The differentiating role of platform type. *Journal of Advertising*, 47(1), 38–54.
- Weber, L. (2009). *Marketing to the social web: How digital customer communities build your business* (2nd ed.). John Wiley & Sons.
- Webwise. (2024). *Understanding digital marketing and brand communication*. Retrieved from <https://www.webwise.ie>.

- Wubet, H. (2022). The influence of social media marketing on Ethiopian small businesses. *Journal of Business & Economics*, 11(3), 212–230.
- Yang, S. (2017). Understanding consumer behavior on social media. *Journal of Consumer Marketing*, 34(6), 486–500.
- Yasav, S. (2015). The evolution of social media marketing. *Digital Marketing Review*, 11(4), 35–50.
- Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of digital marketing in the competitive business environment. *International Journal of Business and Management*, 10(1), 69–75.
- Yoo, C. Y., Kim, K., & Stout, P. A. (2017). Assessing advertising effectiveness on social media. *Journal of Interactive Marketing*, 39, 62–78.
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2003). *Business research methods* (7th ed.). Cengage Learning.

## APPENDIX

**St. Mary's University**  
**School Of Graduate Studies**  
**Marketing Management Program**  
**(Questionnaire to be filled by domestic fashion brands' customers)**

*Dear Respondent,*

My name is Etsbrook addis , a Marketing Management Master's student at St. Mary's University. I am conducting research on the impact of social media content marketing on brand awareness for domestic fashion brands in Addis Ababa. This questionnaire aims to gather insights into social media marketing and its impact on brand awareness. Your honest and timely responses are greatly appreciated. Please be assured that all responses will be kept confidential and used exclusively for academic purposes.

Thank you in advance for your valuable time and participation!

**Direction:**

No need of writing your name or other identity.

Use ✓ up on given choices alternatives.

Please answer all the questions as they are vital for the success of this research.

Please return the completed questionnaire in time.

- For further comments and information, you may contact me at: *-niyaddis551@gmail.com*

*sincerely*  
*Etsbrook addis*

### ***Part I: Demographic Information***

1. Please indicate your age range.

18-24 ☐

35-44 ☐

55-64 ☐

25-34 ☐

45-54 ☐

65+ ☐

2. Please specify your gender.

Male ☐

Female ☐

3. What is your highest level of education?

High School ☐

Certificate ☐

Diploma ☐

Undergraduate Degree ☐

Postgraduate Degree ☐

PHD ☐

4. Which of the following best describe your current employment status?

Student ☐

Employed ☐

Self-Employed ☐

House wife ☐

Unemployed ☐

Retires ☐

5. please state your monthly income in Birr?

Less than 5000 ☐

5000 to 10,000 ☐

10,000-15,000 ☐

15,000- 20,000 ☐

more than 20,000 ☐

prefer not to say ☐

### ***Part II: Social Media Platforms and Usage related questions***

6. Do you actively follow domestic fashion brands on social media?

Yes ☐

No ☐

7. Which social media platforms do you use to follow domestic fashion brands? (Check all that apply)

Facebook ☐

Instagram ☐

TikTok ☐

Telegram ☐

Twitter ☐

Pinterset ☐

8. How often do you engage with domestic fashion brands on social media?

Daily ☐

Weekly ☐



Monthly ☐

Rarely ☐

### Part III: Rating Questions

**Instructions:** Please rate the following statements based on your experience with domestic fashion brands' social media content. Use the scale:

1 = Strongly Disagree	2 = Disagree	3 = Neutral	4 = Agree	5 = Strongly Agree
-----------------------	--------------	-------------	-----------	--------------------

NO.	Description		Rates				
			1	2	3	4	5
<i>Section A: Entertaining</i>	1	The visuals and graphics used in domestic fashion brands' social media posts are appealing.					
	2	The humor in the social media content of domestic fashion brands makes it enjoyable to engage with.					
	3	The storytelling in domestic fashion brands' social media content keeps me interested in their brand.					
	4	The content shared by domestic fashion brands is relevant to my personal interests and preferences.					
<i>Section B: Aspirational</i>	1	The domestic fashion brands' social media content reflects a lifestyle that I aspire to achieve.					
	2	The posts shared by domestic fashion brands' make me feel inspired and motivated.					
	3	The content aligns with my personal goals and values.					
	4	The brands' posts makes me feel like part of a community that shares similar aspirations.					
<i>Section C: Actionable</i>	1	The call-to-action in domestic fashion brands' social media posts is clear and easy to understand.					
	2	I feel motivated to take action when I see promotional content from domestic fashion brands.					
	3	The urgency in the posts shared by domestic fashion brands encourages me to respond quickly.					
	4	The content makes it simple to follow through on actions.					
<i>Section D: Joinable</i>	1	The content shared by the brands encourages me to participate in polls and challenges activities .					
	2	I feel motivated to create and share my own content using the brands' hashtags.					
	3	The brands' social media content is easy to share with others.					
	4	Social media features make me feel more engaged with the domestic fashion brands.					
<i>Section E: Rewarding</i>	1	The rewards and offers provided by the brand add value to my experience.					

	2	It is easy for me to redeem the rewards mentioned in the brands' posts.					
	3	I feel appreciated when the brands frequently offers exclusive deals or giveaways.					
	4	The social media content of domestic fashion brands makes me feel like I am receiving something unique and special.					
<b>Brand Awareness</b>	1	I am familiar with the brands because of their social media presence.					
	2	The brands' social media content helps me recognize its logo, slogan, or products.					
	3	The brands' posts increase my knowledge about the products or services it offers.					
	4	I can easily recall the brands when I think about domestic fashion.					