



**ADDIS ABABA UNIVERSITY
FACULTY OF BUSINESS AND
ECONOMICS
MASTERS OF SCIENCE IN INTERNATIONAL BUSINESS
THE EFFECT OF SOCIAL MEDIA MARKETING ON BRAND
AWARENESS IN THE CASE OF TAZMA HOSPITAL**

**BY: SEMY KEDIR
ADVISOR: DESALEGN A. (PhD)**

**JUNE, 2025
ADDIS ABABA, ETHIOPIA**

5

**ADDIS ABABA UNIVERSITY
FACULTY OF BUSINESS AND ECONOMICS
MASTER OF SCIENCE IN INTERNATIONAL BUSINESS**

**THE EFFECT OF SOCIAL MEDIA MARKETING ON
BRAND AWARENESS IN THE CASE OF TAZMA
HOSPITAL**

**BY: SEMY KEDIR
ADVISOR: DESALEGN A. (PhD)**

JUNE, 2025
ADDIS ABABA, ETHIOPIA □

5

DECLARATION

This is to declare that the thesis entitled “The effect of social media marketing on brand awareness in the case of TazmaHospital, is submitted in the partial fulfillment of the requirements for Master of science in International Business, Faculty of Business and Economics, is a record of original work carried out by me and has never been submitted to any other institution to get any other degree or certificates. The assistance and help I received during the course of this investigation have been acknowledged.

SemyKedir Date _____ signature _____

□

5

**ADDIS ABABA UNIVERSITY
FACULTY OF BUSINESS AND
ECONOMICS**

Thesis approval

I hereby certify that I have read and evaluated the Thesis entitled "The effect of social media marketing on brand awareness in the case of Tazma Hospital" prepared by Semy Kedir. This work complies with the university's regulation and meets the accepted standards for originality and quality.

Zelalem G. Tsahik

Internal Examiner

Date

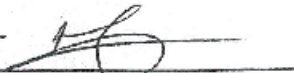


Signature

H. H. H. H.

External Examiner

Date



Signature

Abera Negesse

Name of Department's Head

Date



Signature

5

ACKNOWLEDGMENTS

I want to express the profound gratitude I have for Dessalegn A. (PhD). As my advisor, you have helped me overcome numerous challenges. Your technical competence, intelligent input, and ongoing support have all contributed to the accomplishment of this thesis. I value the time and effort you've invested in guiding and helping me on every step.

Your willingness to share your knowledge and provide helpful criticism has significantly increased the quality of my study. I've learnt a lot from you, and I appreciate the opportunity to work with such a knowledgeable professional. This research would not have been possible without your guidance and cooperation. I appreciate your commitment and the great mentor you are.

Thank you

Table of Contents

LIST OF TABLES	iv
LIST OF Figures	v
LIST OF ABBREVIATIONS/ACRONYMS	vi
ABSTRACT	vii
CHAPTER ONE: INTRODUCTION	8
1.1. Background of the study	8
1.2. Statement of the problem	9
1.4.1. General Objectives of the study	10
1.4.2. Specific objectives	10
1.5. The scope of the study	11
1.6. Significance of the study	11
1.8. Organizations of the study	12
CHAPTER TWO:	13
REVIEW OF THE RELATED LITREATURE	13
2.12. The study's conceptual framework	37
CHAPTER THREE: RESEARCH METHODOLOGY AND DESIGN	38
3.1. Research Approach	38
3.3 Data Type and Sources	38
3.4. Target Population and sample size	38
3.4.1 Target Population	38
3.4.2 Sample Size	38
3.4.3. Sampling Technique	39
3.5.1. Procedure of Data Collection	39
3.6.1. Descriptive Analysis	40
3.6.2. Pearson correlation Analysis	40
3.7. Validity and Reliability Test	41
3.7.1. Validity	41
3.7.2. Pilot Test	41

<u>3.7.3. Reliability</u>	41	
<u>3.8. Ethical considerations</u>	42	
<u>CHAPTER FOUR: DATA PRESENTATION, ANALYSIS, AND INTERPRETATION</u>	42	
<u>4.1. Introduction</u>	43	
<u>4.2. Survey Response Rate</u>	43	
<u>4.3. Demographic Profile of Respondent</u>	44	
<u>4.3.1. Gender</u>	44	
<u>4.3.2. Age</u>	45	
<u>4.4. Descriptive Analysis</u>	46	
<u>4.5. Inferential Analysis</u>	51	
<u>4.5.1 Correlation Analysis</u>	51	
<u>4.6. The Relationship between the studying variables</u>	52	
<u>4.7.3. Normality Test</u>	55	
<u>4.8. Multiple Regressions Results</u>	59	
<u>4.9. Multiple Linear Regression Equation Interpretation</u>	61	
<u>CHAPTER FIVE</u>	64	
<u>SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATIONS</u>	64	
<u>5.1. Introduction</u>	64	
<u>5.2. Summary of findings</u>	64	
<u>5.3. Conclusion</u>	66	
<u>5.4. Recommendation</u>	67	
<u>References</u>	68	
<u>Platform Usage Diversity</u>	80	
<u>Brand Awareness Items</u>	80	

LIST OF TABLES

<u>Table 4.1 Response Rate of Respondents</u>	47
<u>Table 4.2 Reliability Statistics</u>	47

Table 4.3. Gender	49
Table 4.4 Age	50	
Table 4.5 Descriptive Statistics on Content Quality	50	
Table 4.6 Descriptive Statistics of Frequency of Social Media Posts		51
Table 4.7 Descriptive Statistics of Interactivity/Engagement Level		52
Table 4.8 Descriptive Statistics of Platform Usage Diversity		53
Table 4.9 Descriptive Statistics of Brand Awareness	54	
Table 4.10 Correlations Table	55	
Table 4.11 Coefficients^a	57	
Table 4.12 Model Summary^b Table	57	
Table 4.13 Model Summary^b Table	62	
Table 4.14 ANOVA^a	62	
Table 4.15 Coefficients^a	63	

LIST OF Figures

Figure 1 Conceptual framework of the study	40
Figure 2 Histogram, Normality test Source:-Own survey result, 2021	59
Figure 3 Normality P-P plot Source: - Own survey result, 2025	60
Figure 4 P-Plot Tests	61

LIST OF ABBREVIATIONS/ACRONYMS

MGC: Marketer-generated content
SPSS: Statistical Package for Social science
UGC: User-generated content
CQ: Content quality
IEL: Interactivity/Engagement Level
PUD: Platform usage diversity
FSMP: Frequency of social media post
BA: Brand awareness

ABSTRACT

The study aimed to investigate “the effect of social media on brand awareness in the case of Tazma hospital”. The study employed a mixed research design to articulate both quantitative and qualitative data appropriate for the study. A total of 243 respondent’s responses were used to generate findings for this study. Simple random sampling and stratified sampling were employed in this study. Both primary and secondary source of data was used in the study. The study sought to explore the effect of social media on brand awareness in the context of Tazma Hospital. A mixed research design was used to integrate quantitative and qualitative data relevant to the study’s objectives. Datas were gathered from 243 respondents using simple random sampling procedure. Primary and secondary data sources were used to ensure a thorough understanding of the subject. The data showed that all four factors content quality, frequency of social media posts, interactivity/engagement level, and platform usage diversity have a favorable impact on brand awareness. Descriptive statistics revealed that respondents rated Tazma Hospital’s social media performance highly, particularly in terms of content quality (mean = 4.56) and engagement (mean = 4.61), implying that the hospital’s clear, professional, and interactive content plays an important role in shaping public perception. Correlation analysis revealed that content quality ($r = 0.576$, $p < 0.01$) had the strongest relationship with brand awareness, followed by post frequency ($r = 0.362$, $p < 0.01$), engagement ($r = 0.239$, $p < 0.01$), and platform diversity ($r = 0.164$, $p < 0.05$). The multiple regression analysis found that only content quality ($\beta = 0.538$, $p = 0.000$) and posting frequency ($\beta = 0.319$, $p = 0.000$) had significant positive effects on brand awareness. The whole model was statistically significant ($F = 40.503$, $p < 0.001$), with an Adjusted R^2 of 0.395, indicating that the four variables explained around 40.5% of the variance in brand awareness. While conceptually meaningful, engagement level

and platform diversity had a negative and statistically inconsequential impact. To increase brand awareness, Tazma Hospital should prioritize developing high-quality, clear, and relevant material, as well as posting consistently through an organized content calendar. The hospital should concentrate its efforts on a few major platforms where its target audience is most active, rather than spreading them over multiple channels. .

Keywords: Brand, Branding, Brand awareness, Social media

□

vii

CHAPTER ONE: INTRODUCTION

1.1. Background of the study

In today's digital world we live in, brand awareness is one of the most crucial variables in evaluating a hospital's ability to capture the attention of patients. In this setting, hospitals must develop significant brand equity to differentiate themselves from competitors. Social media has proved to be an efficient tool for growing brand exposure. According to one study, social media marketing can increase brand awareness and familiarity, which influences patient visit intent (Azhari & Fahmi, 2021).

Social media has changed how companies build, sustain, and enhance brand awareness, offering innovative methods that were previously unavailable. It provides a range of interactive features that support real time communication with consumers. Tools like Instagram's live streaming and stories, along with TikTok's short video formats, enable brands to connect directly with audiences, fostering deeper and more personal relationships (Beatriz, 2023). Engaging and relevant content can now be distributed instantly to vast audiences, significantly boosting visibility (Sari et al., 2023).

This digital landscape creates major opportunities for brands to enhance their appeal and reach. Additionally, social media gives advanced analytics, allowing businesses to monitor and evaluate the performance of their campaigns in real time (Winata & Riofita, 2024). Metrics such as user engagement, demographic data, and content performance provide critical insights that can inform and improve marketing strategies (Saefudin et al., 2023). With this information, businesses may make more strategic, well informed choices and adapt their methods to be more productive. (Sugiana & Musty, 2023).

Moreover, social media plays a key role in enabling precise audience targeting through paid advertisements. Platforms like Facebook and Instagram offer detailed targeting features that let marketers reach specific consumer segments based on criteria such as age, location, interests, and online behavior (Erwin et al., 2023). This precision enhances campaign efficiency and ensures messages are delivered to the most relevant audiences. Social media also allows for viral content dissemination, expanding a brand's visibility exponentially when users share engaging material (Tandijaya & Samuel, 2021; Sandari & Riofita, 2024).

As a result, social media has evolved beyond a promotional channel; it now shapes how brands engage with consumers and define their identity (Manurung & Anom, 2023). Overall, it is a vital component of modern marketing, offering powerful tools for increasing brand recognition and reaching wider audiences. By leveraging these features, businesses can craft more dynamic, relevant, and adaptive marketing strategies aligned with evolving consumer trends. This research is intended to serve as a meaningful resource for both academics and marketing professionals seeking to understand and harness the strategic potential of social media. Ultimately, it aims to deepen insights into effective brand building through digital platforms, contributing to the advancement of future marketing practices.

1.2. Statement of the problem

The use of social media has transformed brand management. In Ethiopia, the practice of posting events and programs, as well as collecting feedback from guests, is cost-effective. However, this practice is limited to registering a social media account with a single brand name and lacks well-researched material. The private hospital services prioritize client satisfaction and offers tailored experiences. The traditional methods of marketing, such as print, radio, and television, are heavily used to reach clients. The disadvantages of traditional marketing include expensive costs and one-way communication. Social media fosters client involvement and facilitates two-way traffic due to its web-based nature. Corporations invest in social media platforms to provide alternative communication channels, establish long-term connections with clients, and push promotional campaigns and fresh information.

Social media is a growing trend among marketers and academics due to its high effect on marketing and brand recognition. It is widely utilized for branding purposes. Despite being in its early stages, academics are choosing to perform studies in this particular subject.

Brand recognition, personality, and association are being driven by internet based communication on social media platforms.

Social media communication and brand awareness work hand in hand, supporting and enhancing one another. Numerous studies demonstrate the link between social media and brand awareness across various dimensions.

Even though, social media's effect on brand recognition is researched in depth in the commercial sector, still there are scanty works in the health sectors of Ethiopia. Some few research works were conducted on the related issue in the health sector. In spite of that, there is a significant gap in understanding how social media strategies affect the brand awareness of hospitals among the local population and evidence suggests that many hospitals struggle to effectively communicate their brand values and services through social media, leading to underutilization of these platforms for building trust and recognition. For instance a research done by Behailu Gebremariam, (2023) showed how social media is a power full tool for promoting healthy life styles and managing chronic diseases. Research indicates that consumers often turn to social media for health information, making it imperative for hospitals to develop robust online identities. However, studies show that there is a discrepancy between hospital marketing efforts and patient engagement levels on social media platforms. These disconnect raises critical questions about the effectiveness of current strategies in fostering brand awareness. Furthermore, the unique cultural and social dynamics of Ethiopia may influence how contents on social media is perceived and interacted with potential patients. Another study conducted related to the effect of social media use on health professionals and healthcare services, shows that social media is a useful tool for spreading healthcare news and cultivating professional growth(MelakuB.,et al,2021). From this investigation, I understand that there is a lack of thorough and empirically supported research on the function of social media marketing on brand awareness in the health service mainly in the case of private hospitals. This research attempts to close this gap by investigating how social media influences brand awareness within Ethiopian private hospitals, ultimately guiding hospitals in optimizing their marketing strategies. Thus, this research aims to identify the effect of social media marketing on brand awareness in the case of Tazma Hospital. As per this, this study aims to answer the next research questions.

1.3. Research Questions

- What impact does the quality of content have on brand awareness?
- How does the frequency of posts on social media affect brand awareness?
- What is the relationship between brand awareness and engagement level?
- What effect does a diversified platform usage have on brand awareness?

1.4. Objectives of the study

1.4.1. General Objectives of the study

The general objective of the study is to examine the effect of social media marketing on brand awareness in the case of Tazma Hospital.

1.4.2. Specific objectives

- To analyze the effect of Content Quality on Brand Awareness.
- To evaluate the effect of Frequency of Social Media posts on Brand Awareness.
- To investigate the effect of Engagement level on Brand Awareness.
- To investigate the effect of Platform Usage Diversity on Brand Awareness.

1.5. Thescope of the study

This study's scope includes factors such as geography, subject matter, and methodology. This study focuses on the effect of social media on brand recognition, particularly in the setting of private hospitals. It seeks to investigate how many aspects, including online community involvement, content quality, and participation in online communities, influence potential patient's perceptions and identification of these healthcare facilities.

Geographically, the study centers on private hospital in Addis Ababa. The study's technique is

quantitative, with surveys and questionnaires utilized to gather information from patients and users of private hospital social media networks. Statistical analyses was undertaken to determine the relationships between the independent variables and brand awareness, providing empirical evidence to support the study's findings. This strategy will enable a complete evaluation of how social media promotes brand recognition in the healthcare industry.

The study used a quantitative research methodology and explanatory research design is used in this study because it allows for the examination of the correlations between independent and dependent variables, along with social media's effect on brand awareness. Quantitative methods will include surveys sent to a larger number of customers.

1.6. Significance of the study

This research is significant because it has the ability to help us better understand how social media promotes brand awareness among private hospitals, which is critical for their competitive positioning in an increasingly digital environment. The findings will be important for hospitals for creating effective social media methods to boost patient engagement, trust, and recognition, ultimately leading to increased patient acquisition and retention. Future researchers will benefit from the empirical data and analytical framework developed in this study, paving the way for additional investigation into social media's involvement in healthcare marketing. Furthermore, stakeholders such as hospital administrators and marketing experts, will receive actionable recommendations to assist them make smarter choices and allocate resources.

Knowing the fundamentals of social media interaction allows stakeholders to better align their communication efforts with patient expectations, creating a stronger connection with their target audience and improving overall brand reputation in the healthcare sector. Finally, the research results and findings will be used as a source for future researchers.

1.7. Definitions of Operational Terms

Brand: is a combination of intangible and tangible traits aimed at identifying and recognizing products, services, and developing a reputation for a company, person, or organization. Branding is a long-term strategy that involves several acts such as communication, marketing, and product production. (Sammut-Bonnici, 2015).

Branding: According to Kotler & Keller (2006) refers to the dominance of a specific brand over services and products.

Brand awareness: is recognizing a brand, company, or product is crucial for businesses since it provides customers with information on where to fulfill their needs. Thus, the firm's primary goal of making a profit is unlikely to be accomplished. (Swayne & Dodds, 2011)

Social media: is a web-based service that allows users to create public or semi-public profiles, share links, and view those of others (Boyd, DanahM, & Ellison, N.B, 2007).

1.8. Organizations of the study

This research is organized into five chapters. The first chapter includes the background, problem statement, research aims, research questions, significance, and scope of the study. The second chapter looks at the conceptual and theoretical frameworks for social media and brand awareness. The third chapter describes the research methodology and designs. The fourth chapter focuses on the examination of the study's results and their interpretations. The last chapter presents a summary of major findings, conclusions, and recommendations.

CHAPTER TWO:

REVIEW OF THE RELATED LITREATURE

2. Conceptual and Theoretical Review

2.1. Theoretical Reviews

This chapter comprises the theoretical frameworks of the study along with the concepts related to social media marketing and its effect on brand awareness.

2.1.1. Social Media

According to Weber (2007), Social media is a digital platform where people with shared interests come together to share ideas, express opinions, as well as engage in conversations and businesses use these digital communication platforms. Social media influences customer's intentions to trust and buy, as well as facilitate the exchange of information and experiences amongst users (Lu and Hsiao, 2010, Hajli, 2013).

A lot of businesses want their customers to share their purchases on social media with only a few clicks. (Soetal, 2017). This allows them to communicate with other users online. Businesses use social media as a channel for directly marketing products to consumers. According to Mersey et al. (2010), social media is fostering a sense of intimacy and stretching the limits of time and location in business-to-consumer interactions. Businesses can use social media to present their customers ads and promotions that don't cost a lot of money as well as to get feedback from them about their products and brands (Hanna et al., 2011).

According to Tsimonis and Dimitriadis (2014), social media is crucial to modern corporate strategy. Marketers are encouraged to adopt social media marketing because of its widespread popularity, cost-effectiveness, and the active presence of competitors on these platforms. "Social media refers to online platforms that enable individuals, groups, and organizations to connect, communicate, collaborate, and form communities by allowing them to create, co-create, edit, share, and interact with user-generated content that is readily accessible." (Sloan and Quan-Haase,2017).

Furthermore, this content can be shared on a variety of social media platforms in the form of blogs, forums, images, videos, and so on. In recent decades, social media networks have become one of the most significant developments in communication.(Kaplan and Haenlein, 2010). They promote and facilitate community engagement, helping to build trust and a shared sense of belonging among members (Leimeister, Sidiras, & Krcmar, 2006). It offers users innovative methods to build and maintain social networks, form connections, share information, generate and modify content, and even engage in social movements. (Lorenzo-Romero, Constantinides, & Alarcón del-Amo, 2011).

Communication within social media communities can occur through various formats such as text, images, music, videos, and other types of content (Ryan & Jones, 2009). According to Fuchs (2008), key characteristics of "virtual communities" on social platforms include continuous voluntary engagement among members, shared interests and topics, the existence of both formal and informal norms, a global reach, and the rapid development of relationships.

Social media has become a vital tool for both individuals and businesses, as it facilitates the creation of new connections and helps maintain existing ones (Boyd & Ellison, 2007). These platforms have transformed into interactive channels that allow businesses to build direct and personalized relationships with customers, overcoming limitations of time and place. Moreover, social media supports various stages of customer engagement—ranging from information sharing and promotions to presales, customization, transactions, and post-purchase support (Kim & Ko, 2012). Because communication on these platforms is two-way, businesses can use social media marketing tools to interact with customers more directly, effectively, and efficiently (Sashi, 2012).

Social media can only contribute effectively to a company's marketing efforts if marketing activities are well-structured, thoughtfully developed, and strategically implemented. Kim and Ko (2012) identified one of the most recognized frameworks for social media marketing,

categorizing activities for luxury brands into trendiness, entertainment, interactivity, personalization, and word-of-mouth promotion. Building on this, Koivulehto (2017) added purchase intention as another key factor.

In the airline industry, Seo and Park (2018) highlighted that social media marketing involves elements such as perceived risk, trendiness, entertainment, interactivity, and customization. Similarly, Sano (2014) found that in the insurance sector, key components include engagement, trendiness, personalization, and perceived risk. Jo (2013) described marketing activities on social media as encompassing advertising, information sharing, and event promotion through social networks. Meanwhile, Yadav and Rahman (2017) categorized social media marketing into five main areas: interaction, trendiness, information dissemination, personalization, and word-of-mouth communication. According to this study, social media marketing activities include trendiness, entertainment, interaction, advertising, and personalization. One platform that enables users to produce and share content with one another is social media. It is a collection of applications developed using web 2.0 technology (Whiting & Williams, 2013). Social media is being used by consumers with both hands (Patino et al., 2012).

At first, marketers had limited venues to engage with consumers and establish enduring connections (Vanauken, 2014). Social media can be considered an online platform for communication. Anyone with access to the internet can do it, as it allows anyone to create, share, and publish their thoughts and experiences. Images, text, audio, and video can all be used to convey their thoughts and experiences (Halpin, 2013). Social media is an autonomous feature that satisfies customers' instincts by enabling them to connect and disconnect as they see fit (Patino et al., 2012).

According to Phillips (2013), social media is thought to be the most significant development since the industrial revolution. People highlight the content that grabs their attention and makes them laugh, even if their motivations for utilizing social media are different (Manthiou et al., 2013). In this regard, companies should promote the like and sharing of a lot of people and be able to take advantage of it by offering entertaining shares (Schivinski and Dabrowski, 2015).

Social media is rapidly becoming the most recent and contemporary source of information for consumers because of the simultaneous, real-time sharing of information (Hamid et al., 2016). Compared to traditional mass communication techniques, social media facilitates collaboration, material sharing, and customer engagement for businesses (Wang, 2012). By using social media as an interactive communication tool between businesses and customers, it is possible to collect in real time the needs and demands of customers as well as their opinions and recommendations regarding the brand and product (Vukasovic, 2013). Another component of trendiness in social media marketing initiatives is giving customers the most recent information about products (Godey et al., 2016).

The term "advertising" refers to the promotional and marketing activities companies conduct on social media to increase sales and grow their customer base. Studies examining the impact of social media advertising on consumer perceptions and awareness (Duffett, 2017; Alalwan et al., 2017) have shown that advertising is a vital element of social media marketing strategies (Mangold & Faulds, 2009). Personalization also plays a key role, involving efforts to enhance customer satisfaction through direct interactions between businesses and individual consumers (Ding & Keh, 2016; Seo & Park, 2018). Social media platforms enable brands to express their uniqueness and the value of their products through peer-to-peer communication.

2.1.2. Social Media Usage

Thanks to its widespread popularity and low cost, social media is increasingly being integrated into business marketing strategies as consumer usage continues to grow. Companies use these platforms to engage with customers (Jansen, Zhang, Sobel & Chowdury, 2009), build their brand, enhance visibility, and monitor their reputation through customer interactions (Harris & Rae, 2009). Additionally, social media serves as a valuable tool for brand management (Christodoulides, 2009). Beyond marketing, social media offers various business applications. Companies can gather insights from users' everyday online activities and behaviors, enabling them to analyze behavioral trends through actions like tweets, friend requests, likes, and follows (Hogan, 2008).

In this context, social media offers businesses a faster, more direct, and cost-effective way to reach customers compared to traditional marketing methods. As highlighted by Kaplan and Haenlein (2010), these platforms are not only valuable for large corporations but also serve as essential tools for SMEs, government bodies, and both profit and non-profit organizations. However, while businesses can track certain aspects of customer interaction through analytics provided by social media platforms or specialized software, the overall strategic or tactical impact remains somewhat uncertain. That said, online advertising isn't without its challenges. Social media platforms often need strong oversight to protect user privacy and data security.

Without proper safeguards, these issues can damage a platform's trustworthiness, appeal, and the overall quality of its content (Otto & Simon, 2008). Still, Öztamur and Karakadılar (2014) highlight how crucial online advertising has become—particularly for small and medium-sized businesses. They emphasize that companies need to show up where their customers are, which increasingly means being active on social media. As these platforms continue to grow in popularity, it's more important than ever for businesses to craft thoughtful, well-organized strategies to make the most of their social media presence. Companies play a vital role in the evolving landscape of user-generated content, as consumers frequently use social media to share opinions and enthusiasm about their favorite brands' products and services (Hennig-Thurau et al., 2010; Chan & Ngai, 2011). Although the direct influence of social media marketing on business performance is still not fully understood, it is widely regarded as a key component of future marketing efforts (Harris & Rae, 2009). According to Lindgreen, Palmer, and Vanhamme (2004), network-based, electronic, and interactive marketing are expected to grow steadily in the coming years.

According to Öztamur and Karakadılar (2014), social media marketing has changed how businesses draw in and retain new clients. Some of its qualities include providing the public with information in an atmosphere that is visually appealing. Focusing on the customer is a crucial component of social media marketing; the promotional campaign and the recipients of it must engage.

Moreover, social media marketing represents a major and positive transformation in the way consumers search for and purchase products or services. Unlike traditional advertising or promotional campaigns, social media empowers consumers to make decisions on their own terms, often guided by trusted networks and peer influence to form their perceptions of brands (Paquette, 2013). Katona et al. (2011) emphasize that businesses must maintain a strong, professional presence on major platforms such as Facebook, Instagram, and Twitter. Moreover, social media marketing represents a major and positive transformation in the way consumers search for and purchase products or services. Unlike traditional advertising or promotional campaigns, social media empowers consumers to make decisions on their own terms, often guided by trusted networks and peer influence to form their perceptions of brands (Paquette, 2013). Katona et al. (2011) emphasize that businesses must maintain a strong, professional presence on major platforms such as Facebook, Instagram, and Twitter. The goal is not just to sell, but also to increase visibility and create a community of people that are emotionally linked to the brand (Iankova, Davies, Archer-Brown, Marder, & Yau, 2019).

Lorenzo-Romero et al. (2011) further explain that the core objective of social media for businesses is to transform unknown users into followers, followers into loyal customers, and ultimately, customers into passionate brand advocates. In this light, social media platforms are proving to be powerful marketing tools. Many popular networks promote the fact that creating a business account is completely free, requiring no initial investment. Still, it's important to note that companies also have the option to invest in paid advertising on these platforms to further boost their reach and impact. Lorenzo-Romero et al. (2011) further explain that the core objective of social media for businesses is to transform unknown users into followers, followers into loyal customers, and ultimately, customers into passionate brand advocates. In this light, social media platforms are proving to be powerful marketing tools. Many popular networks promote the fact that creating a business account is completely free, requiring no initial investment. Still, it's important to note that companies also have the option to invest in paid advertising on these platforms to further boost their reach and impact.

2.1.3. Social Media Marketing

People are increasingly spending more of their time online, especially on social media platforms such as Instagram, LinkedIn, and Facebook (Davidsson & Findahl, 2016). Studies show that companies are now investing more in digital marketing than in traditional advertising methods (Baines & Fill, 2014). According to Baines & Fill (2014), social media marketing serves as a digital channel for executing various marketing activities. In today's tech-driven world, businesses have less control over how their brand is perceived, as consumers now play an active role in shaping brand image. With the ability to easily comment, share, and generate content, users influence public perception. Social media has introduced greater transparency, revealing both the strengths and weaknesses of a brand—positive or negative content can spread rapidly and even go viral through user engagement.

2.1.4. Social Media Marketing Activities

According to Kim and Ko (2012), social media marketing involves offering a range of services through social platforms to promote a company's products, services, and brand identity. These digital communication channels play a dual role, shaped by users' online behavior, corporate adoption, and advancements in mobile technology. First, they reflect how consumers influence brands, products, and even other customers (Sigala & Demostanis, 2009; Chen et al., 2011).

Second, they serve as strategic tools for executing marketing efforts. As Weber (2007) explains, social media acts as an online space where people with shared interests gather to exchange ideas and opinions.

The amount of information available online also plays a crucial role in influencing consumer buying decisions. Because consumers often explore more brands than they initially intend to, having access to detailed product information becomes vital. This wealth of information enables consumers to make more subjective and personalized choices. In this context, "quantity of information" refers to both the number of options and the depth of data available for each one (Seo & Park, 2018). Thus, social media becomes an effective tool for shaping, communicating, and driving marketing efforts within a company.

Kim and Ko (2012) outline five core elements in the social media strategies used by luxury brands: entertainment, interaction, trend orientation, personalization, and word-of-mouth (WOM). Their study explores how various luxury companies implement these strategies through social media. Similarly, Seo and Park (2018) identify five components in the aviation sector's social media marketing: risk, entertainment, interaction, orientation, and customization. In the insurance industry, Sano (2014) highlights engagement, guidance, personalization, and risk as the main features. Meanwhile, Yadav and Rahman (2017) categorize social media marketing activities into five dimensions: word-of-mouth, interaction, guidance, information sharing, and customization.

2.2 Social media networks

Various social media platforms continue to attract and engage users of all ages, interests, and geographic locations, becoming an everyday life for many. In the U.S., for instance, seven out of ten Facebook users—and about six in ten Instagram and Snapchat users—access these platforms at least once a day (Pew Research Center, 2021). According to Evans (2012, p. 168), each platform holds unique influence; Facebook is commonly used for personal connections, while LinkedIn serves more professional purposes. Today, it's common for people to spend much of their time scrolling through Facebook, viewing images on Pinterest or Instagram, or watching videos on YouTube.

In 2020, the average person spent about 2 hours and 25 minutes per day on social media, a significant rise influenced by the COVID-19 pandemic (Hootsuite & We Are Social, 2021). Naturally, marketers are eager to capitalize on this trend by connecting with their audiences and riding the wave of widespread social media engagement (Kotler & Armstrong, 2018). Social platforms offer businesses a powerful way to boost their online visibility and connect with their target audiences (Kotler & Armstrong, 2018). Companies can either join existing networks or build their own digital communities.

However, engaging on existing social platforms is generally easier but comes with its own challenges. For one, it's often difficult to measure success, as many brands are still learning how to use these platforms effectively. Additionally, businesses have limited control over these environments, where negative feedback can spread quickly (Kotler & Armstrong, 2018). To navigate this, marketers are encouraged to move beyond traditional one-way communication and instead participate more actively in conversations—treating customers more like friends than just buyers. Leading brands like Coca-Cola, Nike, and Dunkin' Donuts have built strong online communities across platforms like Facebook, Instagram, Twitter, and others. The appeal of social media marketing lies in its cost-effectiveness and strong potential for driving brand growth (The Influencer Marketing Hub, 2021).

Facebook

Launched in 2004 by Mark Zuckerberg, Facebook has grown into the world's largest social networking platform, with 2.8 billion monthly active users (see Figure 4). It serves as a powerful tool for businesses looking to connect with a broad audience of potential customers. A major factor in Facebook's success is its accessibility across various mobile apps and its mobile-friendly website (Statista, 2021). Facebook's mission—"giving people the power to share"—highlights its role as a virtual space where users can connect with friends, share photos and memories, and even recommend favorite brands (Kotler & Armstrong, 2018). The platform also allows users to follow celebrities, interact with brand pages, and engage with content in real time (The Influencer Marketing Hub, 2021).

Interestingly, 85% of TikTok users between the ages of 16 and 64 also use Facebook, while over

95% of Instagram users are active on YouTube (We Are Social, 2021). This overlap in audiences presents a strategic advantage for marketers. Instead of spreading resources across every platform, businesses can focus on just one or two leading platforms and still reach the majority of social media users. Many companies, therefore, concentrate their efforts on the most relevant platforms for their target audience, which helps improve brand performance while also reducing costs and potential risks.

According to Hootsuite (2021), 66% of Facebook users visit a business page at least once a week. In 2020, 18.3% of users made a purchase directly through the platform (Cooper, 2021). These insights can help marketers make informed decisions about where to establish their online presence and how to optimize their social media strategies for better results

Instagram

As of January 2021, Instagram ranked as the fifth most popular social media platform in the world, with over 1.2 billion monthly active users (Statista, 2021; see Figure 4). Owned by Facebook since 2012, Instagram is a mobile-first platform designed for sharing photos and videos (Forsey, 2021). Its rise in popularity has been fueled by the explosion in smartphone use and growing access to the internet. By 2018, nearly 99.2 million people in the U.S. were using social media exclusively through their mobile devices (Tankovska, 2021; Statista, 2021).

Instagram's culture of creativity and connection has even started fun trends like the ongoing hashtag battle between #TeamDog and #TeamCat—where #TeamDog has racked up 44 million posts, compared to 33 million for #TeamCat. These viral trends highlight the platform's power to engage users in a fun, visual way.

Instagram is more than just a place for sharing photos—it's a powerful marketing tool for building brand presence in a visually engaging and authentic way (Sanchez, 2018). Users flock to the platform for inspiration, entertainment, and genuine connection—with each other and with brands. Its image-driven design makes it especially effective for businesses wanting to make a strong impression. According to Hootsuite (2021), 200 million Instagram users view a brand profile every day.

On average, business account posts see an engagement rate of 0.96%. Even more compelling, 81% of users say they research products or services on Instagram before making a purchase decision (Hootsuite, 2021). As Katie Keating, a social content strategist at IBM, puts it, Instagram is a fantastic platform for small businesses and nonprofits. It's ideal for storytelling, raising brand awareness, and building meaningful relationships with your audience—something that's essential for any organization hoping to grow and thrive.

2.3. Types of content on social media

It's important to recognize the different types of content shared on social media. Generally, social media content falls into two main categories: marketer-generated content and user-generated content. Both play a vital role in building and enhancing brand awareness (Jelyta, 2015).

2.3.1. Content Marketing

Marketer-generated content (MGC) refers to content that is created and controlled directly by a brand to enhance its communication on social media platforms (Schivinski & Dabrowski, 2016). Nearly 90% of brands now use social media to promote their products or services (El Aydi, 2018). This type of content includes brand-created posts such as text updates, images, videos, and promotional materials that inform customers about products or services. You'll commonly find this content on company blogs, brand websites, or official social media accounts like Facebook pages (Jelyta, 2015).

Martínez-Navarro and Bigné (2017) emphasize that social media is a valuable tool for marketers to connect with consumers. Facebook fan pages, in particular, serve as a hub for brand communication due to several advantages. For one, social media platforms offer broad accessibility, allowing users to engage with content regardless of their location or time zone—making it one of the most effective ways to attract new customers and boost brand visibility. Additionally, frequent and relevant posting helps businesses increase customer engagement.

Loyal followers who see content that aligns with their interests may even be prompted to make immediate purchases (Bigné & Martínez-Navarro, 2017).

MGC is especially effective with existing customers who are already familiar with and loyal to the brand. These individuals actively seek out more information and are more likely to engage with brand-created content (Jelyta, 2015).

According to the Content Marketing Institute, content marketing involves the creation and distribution of useful, relevant, and consistent content aimed at attracting a specific audience and encouraging profitable customer actions. Rather than focusing solely on the brand, the goal is to help customers solve problems and make informed decisions (Templeman, 2015).

2.3.2. Content Marketing Tactics

Content may take many forms, including blogs, videos, case studies, infographics, e-books, images, expert reviews, and more. Common content marketing strategies used by B2C (business-to-consumer) companies include blog posts, website articles, online journals, and social media platforms. Among these, video content is considered the most powerful tool for educating customers about a brand (North America Report, 2014).

2.3.3. User-Generated Content

User-generated content (UGC) refers to content created by individuals rather than organizations (Scott, 2015). This content is often shared voluntarily by users in the form of blog posts, wikis, tweets, images, videos, audio files, or testimonials, often promoting the brands they support on social media (Rodgers & Thorson, 2017). According to the OECD (2006), to qualify as UGC, the content must: a) be published online, b) show a certain level of creativity, and c) be created as a personal initiative rather than through professional means.

Research shows that consumer-generated content often has a stronger influence on brand perception than content created by the brand itself (Goh, Heng, & Lin, 2013). For instance, a report by Data words Group (2020) found that 85% of consumers find visual UGC more persuasive than brand-generated posts, and nearly 60% say that peer recommendations influence their buying decisions. A great example is Lush Fresh Handmade Cosmetics, which incorporates customer photos into its content strategy, encouraging more followers to share their own—creating a ripple effect of organic promotion.

Today's consumers expect consistent and visually engaging brand experiences, starting from the awareness and consideration stages (Datawords Group, 2020). As such, user-generated content should be seen as a key element in boosting brand visibility on social media. For the company in focus, visual UGC plays a vital role in its social media marketing strategy. The brand regularly shares customer-submitted photos and product reviews to foster a trustworthy and engaging online community. To protect creators' rights, all Facebook and Instagram posts credit the original authors. Additionally, content should be relevant and consistent with the brand's niche—for example, posting plant-themed content to engage plant lovers worldwide.

This study aims to determine whether visual UGC provides greater value than traditional brand-generated posts. Huotari et al. (2015) argue that UGC is a more effective way to connect with audiences, as it encourages users to participate, express themselves, and contribute to the brand's story. UGC also helps build strong online communities, enhancing brand credibility (Holliman & Rowley, 2014). Young consumers, in particular, tend to actively share their opinions about products and services online (Hsu et al., 2013). Positive user reviews and social media word-of-mouth can attract new customers, while also strengthening loyalty among existing ones—potentially turning them into long-term brand advocates (Hur et al., 2011).

2.4. Key Social Media Metrics

According to Solomon and Tuten (2018), marketers rely on specific metrics to evaluate and compare how well their strategies are performing in relation to their goals. These metrics help determine whether a marketing approach is effective. Without them, it becomes difficult to measure the success or shortcomings of any campaign. In social media marketing, three main types of metrics are commonly used: activity metrics, interaction metrics, and return metrics.

Activity metrics measure the actions taken by marketers and the level of effort invested in social media activities. These insights help marketers analyze how their strategies performed and how they can be refined for future campaigns. Activity metrics include both quantitative data—such as content type distribution and posting frequency—and qualitative feedback. They can also help distinguish between the outcomes of paid promotions and organic brand engagement (Solomon & Tuten, 2018).

Interaction metrics focus on how audiences respond to social media content. These indicators

reveal the ways users engage with a brand, form connections, and continue to interact. Quantitative measures include follower counts, likes, comments, and shares. On the other hand, qualitative indicators like engagement quality, brand mentions (buzz), and user referrals offer deeper insights into relationship-building and customer loyalty (Solomon & Tuten, 2018).

Return metrics are tied to performance outcomes and measure the tangible impact of marketing efforts. These include metrics like return on investment (ROI), average revenue per new customer, and the value of earned media. Such data helps marketers understand how their efforts contribute to the brand's overall success and financial return (Solomon & Tuten, 2018).

2.5. Brand

Kotler and Keller (2005, p. 549) define a brand as a name, term, symbol, sign, design, or a combination of these elements that identifies the maker or seller of a product or service. This definition highlights that branding serves to distinguish a company's offerings from those of its competitors and reflects the intangible qualities that contribute to a company's reputation in the market (Kotler et al., 2005).

Moreover, a brand is different from a product or service. While products and services are tangible items or experiences that can be adapted over time based on trends, market demand, or customer preferences, a brand represents the lasting impression and identity associated with a company (Kotler et al., 2005). As Doyle and Stern (2006) note, a brand holds unique value not only for the customer but also for the business, separate from the physical product itself.

From a consumer's point of view, brand value is significant since it aids in their consideration of a particular brand and might be intangible as it fluctuates based on an individual's degree of happiness. Both emotional and functional brand experiences contribute to the development of goodwill toward the brand, which is crucial in influencing consumers' decisions and purchase behavior (Doyle & Stern, 2006).

2.5.1. Brand Awareness

Based on Pappu, Quester, and Cooksey (2005), recognition of a brand in marketing refers to how strongly a brand is presented in a customer's mind. It happens when a potential customer can associate a brand with a specific product category, either through recognition or recall. This awareness can vary from simply recognizing the brand to fully remembering it when thinking of a product, and in some cases, the brand may be the only one that comes to mind (Hakala, Svensson, & Vincze, 2012). Aaker (1992) points out that while many businesses acknowledge the importance of brand awareness, not all view it as a direct contributor to brand value.

Numerous scholars have explored the concept, particularly its structure and how it's measured. Two major perspectives are often emphasized: using brand awareness as a marketing strategy (Miller & Berry, 1998) and its influence on consumer behavior (Ratneshwar & Shocker, 1991). Kotler et al. (2005) describe it as the recognition that a particular brand offers a specific type of product and must be known by the intended market.

Jin and Villegas (2007) describe brand awareness as the consumer's ability to recall or recognize a brand, which helps distinguish it from competitors. They stress its role in brand equity, noting that awareness is essential in shaping consumer attitudes and purchasing intentions (Aaker, 1991). Aaker also outlines several contributing factors to brand awareness, such as building new relationships, establishing trust, and encouraging customer commitment to the brand. When a brand becomes top-of-mind for consumers, these factors significantly increase its value (Gautam & Shrestha, 2018).

Overall, brand awareness is about how well consumers know, accept, and remember a brand (Percy & Rossiter, 1992; Perreault et al., 2013). Aaker (1991) defines it as a potential buyer's ability to recognize or recall that a brand belongs to a particular product category. Keller (2009) adds that brand awareness reflects a consumer's ability to recall or identify a brand across different situations.

Brand awareness also simplifies the buying process consumers spend less time making decisions and feel more confident when purchasing brands they are familiar with (Verbeke et al., 2005). Aaker (1996) outlines four levels of brand awareness: brand dominance, top-of-mind awareness, brand recognition, and brand recall. Brand recall occurs when a brand is the first to come to mind in a specific product category, while brand recognition involves identifying a brand when it is presented (Farjam & Hongyi, 2015). Brand dominance occurs when the brand becomes so strongly associated with the product category that it essentially replaces it in the consumer's

mind.

Brand awareness is vital to marketing because it influences consumer decisions. It includes recognition, recall, and how memorable a brand is (Barreda et al., 2015). Additionally, it can impact other aspects of branding such as brand image, loyalty, and equity. As MacInnis et al. (1999) suggest, when developing a brand, it's essential to ensure that potential customers can easily recall and recognize it.

Brand awareness is the level of consumer knowledge about a company and its goods. To attract potential clients, giving the public the best information possible about a company's name and goods is essential. Social media is a powerful instrument for influencing consumers' recurring buying behavior, therefore raising awareness of a brand through it is crucial to growing market shares for firms. In order to maintain target audiences's interest in brand activities through post updates (pictures, videos, or articles), businesses should use various types of methods. But still, the contents must be impressive and inspiring to read.

These days, businesses are experimenting with various techniques to communicate with their existing and new clients; one such tool is "Hashtags." Businesses can use hashtags to showcase their concepts and ideas. In addition, businesses that target their potential audience could use hashtags that are trending to boost views as well as the recognition of the brand (Daeun Kim, 2017). One of the elements Karamian, Nadoushan M.A., and Nadoushan A.A. (2015) employed to assess brand recognition was social media marketing. Celebrity endorsements are one way to help a business become more well-known in the industry. A celebrity's credibility may be measured in several ways, such as their familiarity, knowledge, and dependability, all of which have a favorable impact on brand awareness.

As public figures, celebrities can serve as a conduit between consumers and a brand (Kim, Choeb, Petrick J., 2018). There are several ways that customers interact with brands, and among them is social media marketing. Active customers interact with the business and increase the number of views on its pages, which raises the recognition of the brand (Hutter et al., 2018). Increasing brand recognition is one of the main responsibilities of marketers. The purpose of businesses' online social media pages or accounts is to draw in, interact with, and eventually convert their target audience into customers. By encouraging virtual interaction, providing incentives, and improving their information system, brands can raise their level of brand awareness (Barreda et al., 2015).

Establishing relationships with consumers and gaining their trust in the company's offerings is how recognition of brand is developed. Every firm develops its own content marketing strategy to gauge its social media presence. These metrics include search traffic, blog shares, brand mentions, and social media reach (Hines, 2017).

2.5.2. Achieving Brand Awareness

All businesses strive to boost their market recognition. When a company introduces a new product, it is critical to raise consumer knowledge of the product and its relationship to the brand (Kumar and Moller, 2018). There are several techniques, however Aaker (1991) identified a number of aspects that can assist a brand in reaching its highest level of awareness: Having distinctive slogans that transmit the brand and its image to consumers is critical for improving brand awareness because it provides them with a rapid and clear picture of the brand anytime they encounter it or read about it (Till, Baack, & Waterman, 2011).

Product distinction from the brand class is critical, according to Aaker (1991), because communication and product features may become similar. To avoid this, a product must be different enough to stick in the customer's mind and keep them from forgetting the brand. Furthermore, brand associations boost brand value since they help potential buyers comprehend the differences and significance of a company's image (Till et al. 2011).

The ability to memorize the brand's visible design helps potential buyers remember or retain the brand because logos establish a relationship between the brand and its product, which is important to build and sustain brand awareness (MacInnis, Shapiro, & Mani, 1991). As one of the most crucial methods of rising a brand's profile in the consumer market, marketing campaigns that involve commercials and promotions are the most effective and practical ways to increase and improve brand recognition (Jalleh, Donovan, Giles Corti & Holman, 2002).

Organizations can boost customer exposure by raising brand awareness through promotional strategies, as advertising has a beneficial effect on brand equity value (Osman & Subhani, 2010). Event sponsorship is another excellent strategy for producing, building, growing, and maintaining brand recognition; it is a rapid and efficient way to create awareness in certain regions (Jalleh et al. 2002). According to Kim (2010), event sponsorship is critical for building brand equity.

Since there are numerous items manufactured under the same brand name and a large variety of products available to consumers, Stegemann (2006) asserts that this is a helpful strategy for increasing brand awareness in the market by linking the same brand with different product lines. According to Stegemann (2006), these modifications to brand extension aid in the brand's quick market expansion and competitive advantage in the consumer market. A brand's ability to establish and convey its image in the eyes of consumers is greatly aided by distinctive and distinctive packaging (Till et al. 2011).

If a consumer sees that a certain brand's name is missing from a packaging wrap or logo, it indicates that the company's brand is more well-known in the consumer market (Aaker, 1991). The customer may confuse the brand pictures of many organizations in their head due to intense rivalry in the industry. It is simpler to establish a brand and raise awareness of it among potential consumers, but it is more challenging to stick in their thoughts long enough for them to remember it later (Dauphinee, Doxey, Schleicher, Fortmann, &Henriksen, 2013).

Additionally, advertising tactics affect branding and demonstrate a role in brand recall for particular items (Dens &Pelsmacker, 2010). Maintaining a leading position in the market through ongoing marketing campaigns and promotions to raise brand awareness is a competitive advantage for a brand, but it also impacts its ability to compete when consumers' recall of their brands declines, according to Osman &Subhani (2010). The primary goal of brand marketing in the market is to increase brand recall and awareness for those well-known brands. Additionally, awareness can facilitate quick communication and consumer involvement (Weinberg &Pehlivan, 2011).

2.6 Brand Equity

Brand equity refers to the value and strength a brand contributes to a product or service beyond its functional attributes. Several theoretical models have been developed to explain the components and mechanisms by which brand equity is built, measured, and leveraged. The following are the most influential brand equity theories in academic and marketing literature.

2.7 Brand Equity Theories

2.7.1 Aakers Model

David Aaker conceptualized brand equity as a set of brand assets and liabilities linked to a brand's name and symbol. According to Aaker (1991), these assets add to or subtract from the value provided by a product or service to a firm and/or its customers. He identified five key dimensions of brand equity which are:

- Brand Loyalty: The degree to which consumers are committed to a brand and make repeat purchases.
- Brand Awareness: The extent to which consumers can recognize or recall a brand.
- Perceived Quality: The customer's perception of the overall quality or superiority of a product or service.
- Brand Associations: The connections and perceptions held in consumers' minds about a brand.
- Other Proprietary Brand Assets: These include trademarks, patents, and channel relationships that help sustain a competitive advantage.

His model emphasizes that strong brand equity can create value for both customers and the organization by enhancing marketing effectiveness, customer loyalty, and profit margins.

2.7.2 Kellers CBBE Model

Kevin Lane Keller introduced the Customer-Based Brand Equity (CBBE) model, which defines brand equity from the perspective of the consumer. According to Keller (1993), brand equity occurs when a brand is known and has strong, favorable, and unique associations in consumers memory.

The model is represented as a pyramid with four progressive levels and these are:

1. Brand Salience: Ensuring the brand is recognized and considered during purchase.

2. Brand Performance and Imagery: Creating strong brand meaning through performance (functional benefits) and imagery (emotional or symbolic meaning).
3. Consumer Judgments and Feelings: Developing positive evaluations and emotional responses toward the brand.
4. Brand Resonance: Achieving deep, psychological bonding characterized by high loyalty, attachment, and active engagement.

The ultimate goal is to create brand resonance, where consumers feel a strong connection and loyalty to the brand.

2.7.3. BrandZ Model (Millward Brown/WPP)

This model is developed by Millward Brown and WPP and it focuses on how consumer perceptions affect brand value. The model outlines five sequential stages which are presence, relevance, performance, advantage and bonding. Brands that reach the bonding stage are considered to have strong equity and are more likely to generate repeat purchases and command price premiums.

2.7.4. Brand Asset Valuator (BAV) Model by Young & Rubicam

This model assesses brand equity through consumer perceptions across four dimensions which are differentiation, relevance, esteem and knowledge. According to the BAV model, strong brands begin by establishing differentiation and relevance, which in turn lead to higher esteem and knowledge. This model is also used to evaluate the lifecycle stage of a brand, from emerging to declining.

2.7.5. Interbrand's Brand Valuation Model

Unlike the other models, Interbrand's approach to brand equity is primarily financial. It evaluates brands based on financial Performance, the role of brand and brand Strength. This model is widely used for corporate valuation, mergers and acquisitions, and brand strategy development.

2.8 The Role of Brand Awareness in Consumer Behavior

2.8.1. Hierarchy of Effects Models

Hierarchy of effect models are theories and models based on the idea that customers go through cognitive (thinking) and affective (feeling) stages before reaching the conative (buying) stage. (Pages 42–43, Egan 2007). It addresses the behavioral characteristics of how customers make decisions and has served as a core framework for describing the operation of persuasive communication. The AIDA model describes four unique stages that consumers go through before completing a purchase: awareness (attention), interest, desire, and action. To motivate customer behavior, corporations must create desire (affective), retain and hold interest, and attract and obtain attention (cognitive).

2.8.2. Consumer Purchase Decision Process

Traditional funnel models, often referred to as the sales funnel (Safko & Brake, 2009), purchase funnel (Evans, 2008), or decision process of purchase (e.g., Kotler & Armstrong, 2010) outline the mental journey consumers take from recognizing a need to making a final purchase. These models help identify key touchpoints where companies and marketers can influence a consumer's decisions as they move closer to buying (Court et al., 2009; Safko & Brake, 2009).

Kotler and Armstrong (2010) describe this journey in five stages: recognizing a problem or need, searching for information, evaluating alternatives, making the purchase decision, and reflecting on the decision post-purchase. The process starts when a consumer identifies a need, which then triggers a search for information. This leads to evaluating available options and making a purchase. Consumers are generally expected to go through each of these stages, especially when the purchase is new or complex. Within these funnel models, brand awareness plays a central role during the information search phase.

When considering a purchase, consumers typically seek relevant information either from memory (internal search) or from outside sources (external search). Internal searches rely on past

experiences and brand recall. If that information is insufficient, external sources such as friends, social media, or marketing materials are consulted. The more significant the purchase, the more likely a consumer will turn to multiple external sources for input (Sudweeks & Romm, 1999; Masterson & Pickton, 2014).

The outcome of these searches results in an “awareness set”—a group of brands or products the consumer recognizes as potential solutions to their problem (Masterson & Pickton, 2014). From there, they form a “consideration set,” which is a smaller list of brands they seriously evaluate for purchase (Sudweeks & Romm, 1999).

Brand awareness is therefore seen as a crucial factor in the decision-making process, as it increases the likelihood of a brand being included in the consumer’s consideration set (Keller, 2008). In fact, products with higher brand visibility are more often shortlisted as viable options (Clow & Baack, 2012). One of the main goals of marketing and advertising is to reach consumers at key decision-making moments, improving the chances that a brand will be noticed, considered, and ultimately chosen (Court et al., 2009).

2.8.3. Establishing Brand Awareness through Social Media

A business must raise awareness for the sake of recognition. Gaining brand recognition includes establishing brand name identification, building customer salience, and connecting it to the product category. This is crucial, especially for a new brand. However, the methods for developing, sustaining, and raising awareness differ depending on the situation. Brand awareness is typically achieved by increasing brand familiarity through regular or repetitive exposure. (Aaker 1991, pages 65, 72, 76.) A brand and its associated message are more likely to be strongly registered, stored in long-term memory, and remembered if they are continuously exposed to consumers whether through sponsorship, event marketing, or advertising or promotion that gives them the chance to experience seeing, hearing, and thinking about the brand.

Brand identification, in particular, could be enhanced by repetition; nevertheless, boosting brand recall necessitates memory associations with relevant product categories or other purchase or consumption cues (Keller 2008). According to earlier studies, Abdelmoety and Gounaris (2014) suggest that social media use has a positive correlation with brand recognition because it increases customer-to-customer contact, consumer word-of-mouth, and businesses' capacity to engage with and engage with customers.

Bond (2010), on the other hand, contends that consumer participation in social media content leads to brand recognition. Bond's findings were supported by research by Shojaee and bin Azman (2012), which discovered a favorable correlation between brand awareness in the social media context and customer involvement, electronic word-of-mouth, and brand exposure. In terms of brand recognition, customer interaction was shown to be the most advantageous of these three elements.

2.8.4. Brand Exposure

Promotional exposure refers to presenting advertisements to customers with the goal of driving specific business outcomes, such as motivating targeted audiences to purchase a product (Hearst Newspapers, LLC, 2017b). Similarly, brand exposure involves promoting a brand to select consumers in order to meet organizational goals. Exposure is closely linked to familiarity and recognition. The Mere Exposure Effect also called the familiarity principle explains that repeated and consistent exposure to something tends to increase how positively people perceive it (Joshua Kennon, 2012).

This principle helps explain the link between brand exposure and brand awareness: as consumers are repeatedly exposed to brand messaging, often through platforms like social media, they become more familiar with the brand, even if the exposure is passive (Shojaee & bin Azman, 2012). However, building familiarity is only part of the larger challenge of strengthening brand recognition. It’s not enough for a brand to be well-known, it also needs to be remembered for positive and relevant reasons. Just because people recognize a brand doesn’t mean they value it or see it as important in their purchasing decisions (Aaker, 1996; Keller, 1993).

In fact, overexposure can work against branding efforts. Consumers often become fatigued by repetitive or excessive messaging and begin seeking new, fresh content (Gobe, 2001, p. 306). For example, according to the Sprout Social Index (2016), consumers identified overly promotional content as the most irritating behavior by brands on social media. Nearly half (46%) said they unfollowed brands that posted too many promotional messages, and 41% did the same when brands shared irrelevant content.

Although social media platforms provide a chance for repeated exposure, businesses must be mindful of both the quality and quantity of their content. While a well-planned marketing strategy can improve brand recognition and consumer familiarity, the most successful brands

prioritize strategic awareness being remembered in the right way rather than simply trying to be everywhere or noticed by everyone (Aaker, 1996; Keller, 1993).

2.8.5. Customer Engagement

Customer engagement on social media is described as a mix of mental and emotional interactions that reflect how consumers think and feel about a brand in a given context (Hollebeek, 2011). It's closely tied to a customer's personal connection with a brand, how they relate to it and how they share that connection with others (Haven, 2007). Engaged customers are more likely to promote the brands they love by liking, commenting on, or sharing brand-related posts. This type of engagement plays a vital role in generating positive word of mouth.

When individuals and businesses engage with one another around shared interests, they help create communities that boost a brand's visibility and memorability. These brand related interactions strengthen recognition and recall over time (Bond, 2010; Shojaee & Bin Azman, 2014).

According to Sprout Social (2016), 86% of people on social media follow brands. Most do so out of interest in the brand's products, promotions, or engaging content. However, following a brand doesn't always mean users are truly engaged. As Haven (2007, pp. 8–9) explains, engagement includes four key elements: involvement, interaction, intimacy, and influence. It can be measured in different ways, such as site visits, time spent on pages, and search terms (involvement); comments, discussions, and reviews (interaction); sentiment analysis (intimacy); and ratings or content shares (influence). These metrics help businesses understand how deeply customers are connecting with their brand online.

2.9. Measuring Brand Awareness

When a specific brand is the first to come to mind upon mentioning a product, it reflects the highest level of brand awareness within that category, an important achievement for any company competing in a crowded market (Jones, 1999). A well established brand can significantly shape how consumers respond to its products and has a strong influence on purchasing behavior, often resulting in high brand preference. A positive brand image is also considered a valuable asset for an organization (Parment et al., 2016). However, this form of recognition often represents the early phase of brand awareness—when consumers begin to differentiate one brand from another (Aaker, 1991).

This initial recognition is critical, especially when consumers are faced with similar products from various companies. Being able to identify and distinguish the right brand during the buying process is essential (Dauphinee et al., 2013). Measuring brand awareness and recall—how easily consumers can name a brand in a given product category is especially important for everyday purchases, where brand choice plays a frequent role (Walsh, Kim, & Ross, 2008).

Moreover, when a company successfully positions its name in the market, it positively affects brand equity, also referred to as brand image which can ultimately drive product sales (Walsh et al., 2008). High brand awareness is evident when consumers can recall a brand among others offering similar products, indicating a strong presence in the marketplace (Dauphinee et al., 2013).

To maintain this level of recognition, many leading brands actively use platforms like Twitter to stay at the forefront of consumers' minds. By regularly sharing updates and engaging content, they maintain visibility and stay connected with current and potential customers making social media an effective tool for brand reinforcement (Weinberg & Pehlivan, 2011).

2.10. Measurements of Social media marketing

2.10.1 Content Quality and Brand Awareness

Content quality has become a defining factor in digital marketing strategies aimed at building brand awareness. Content quality refers to how well the content meets the informational, emotional, and entertainment needs of the target audience. In a crowded social media landscape, brands must focus on developing high-quality content to stand out and remain memorable. Ashley and Tuten (2015) emphasize that content which is informative, engaging, and visually compelling significantly contributes to the development of brand awareness. Their study found that creative strategies, such as storytelling, user-generated content, and emotional appeals, lead to higher engagement levels and improved recall. The authors assert that high-quality content acts as a magnet, attracting users to interact with brand messages more frequently, thus increasing familiarity and awareness.

De Vries, Gensler, and Leeflang (2012) also studied the impact of different content types on brand awareness. Their research concluded that posts with high levels of vividness (images/videos) and interactivity had more likes, shares, and comments, indicating stronger consumer engagement. This level of interaction was directly associated with improved brand recall and recognition. Their findings suggest that it is not just the frequency of content that matters, but also its depth and perceived value. According to Wang and Kim (2017), perceived content quality enhances consumers' emotional attachment to a brand, which makes them more likely to remember and recommend it. They argued that high-quality content increases perceived brand credibility and strengthens the brand's position in the minds of consumers. The study further demonstrated that poor content quality may even lead to negative brand perceptions, damaging brand awareness in the long run.

2.10.2 Interaction

The interaction and trustworthiness of technology were analyzed as technological aspects. Technologies are perceived based on attributes that influence adoption and implementation decisions. Previous research suggests that successful interaction between humans and computers is a significant aspect in designing and implementing computing systems (Lee &Kozar 2012). Interaction is a major aspect in users' response to new technology, especially websites (Agarwal &Venkatesh 2002; Jiang &Benbasat 2007).Social media is regarded as interactive media. Mayfield (2008) suggests that two-way communication is preferred over one-way transmissions or distributions of information to the audience. E-businesses are integrating social networking capabilities into their websites to increase interactive communication between consumers and companies (Lee &Kozar 2012). Adding social networking capabilities and increasing site credibility. This study examines the use of social media in organizations, taking into account the interactive nature of the medium.

2.10.3. Frequency of Social Media Posts and Brand Awareness

The frequency a business spends posting material on social media is crucial in determining consumer awareness and brand recall. In an increasingly competitive digital environment, maintaining consistent visibility through frequent social media posts has become a fundamental strategy for enhancing brand awareness. While quality content is important, without an optimal posting frequency, even high-quality posts may go unnoticed by the target audience. This section presents empirical findings that explore how the frequency of social media posts influences brand awareness across various industries and platforms.

Empirical research shows that posting frequently on social media increases a brand's visibility and sustains consumer attention over time. According to Sabate et al. (2014), brands that maintain a regular posting schedule tend to experience higher engagement and better recall among users. The study analyzed over 100 Facebook brand pages and concluded that frequency positively correlates with user interaction, which is a strong predictor of brand awareness. Users who encounter brand content more often are more likely to remember it when making purchase decisions. Similarly, Peters et al. (2013) developed a social media metrics framework and found that frequent posts act as continuous stimuli that refresh a brand's presence in the consumer's mind. Their study suggests that repeated exposure, even to similar messages, reinforces brand recognition and aids in the transition from awareness to familiarity. However, they also caution that excessive posting could lead to user fatigue and disengagement, indicating that frequency should be optimized rather than maximized.

A research by Lin, Luarn, and Chiu (2015) in the context of Facebook marketing showed that frequent posting (defined as 3–5 posts per week) significantly improved brand awareness metrics, including recognition and message retention. The researchers emphasized the role of “reminder effects,” where repeated brand exposure helps embed the brand in consumers' memory. Additionally, they found that frequency has a stronger effect on awareness when combined with visual and interactive content.

2.10.4. Platform Usage Diversity and Brand Awareness

Platform usage diversity refers to the strategic utilization of multiple social media channels, including YouTube, Facebook, Instagram, TikTok, LinkedIn, and Twitter (X) by a brand to communicate with diverse consumer segments. In the contemporary digital landscape, where users consume content on multiple platforms with varying preferences, brands are increasingly expanding their digital presence across different channels. The central premise is that utilizing multiple platforms can significantly enhance brand awareness by increasing touchpoints, catering to different content formats, and engaging varied audience demographics. This section reviews empirical studies that assess how platform usage diversity influences brand awareness.

A study by Kaplan and Haenlein (2010) was among the earliest to look into the strategic use of multiple social media platforms for brand-building. They argued that different platforms serve

different roles: Facebook to promote community, Twitter for updates in real time, Instagram to tell stories visually, and YouTube for long-form video content. Their findings highlighted that brands using a combination of platforms had a higher likelihood of being recognized and recalled by a broader audience base.

Kumar, Bezawada, Rishika, Janakiraman, and Kannan (2016) conducted a large-scale empirical study of 3,000 customers interacting with a retail brand across five different social media platforms. Their research revealed that consumers exposed to brand content on multiple platforms exhibited significantly higher levels of brand awareness and recall. The effect was particularly strong when content was platform-optimized rather than duplicated, indicating the importance of customization alongside diversity.

Ashley and Tuten (2015) examined how top-performing global brands use social media to influence consumer behavior. They found that brands that effectively coordinated their message across multiple platforms achieved greater visibility and top-of-mind awareness. For instance, Coca-Cola's campaigns demonstrated consistent brand identity on Facebook, Instagram, and Twitter while leveraging the unique affordances of each platform (e.g., hashtags on Twitter, storytelling on Instagram). From a consumer behavior perspective, De Veirman, Cauberghe, and Hudders (2017) found that brand awareness increases when consumers are repeatedly exposed to brand messages on different platforms, a concept known as cross-platform reinforcement. This repeated exposure creates multiple cognitive paths to brand recall, especially when the content is synergistic across platforms.

Lipsman et al. (2012) also emphasized the role of platform diversity in increasing "earned media" impressions—interactions such as shares, comments, and likes that further spread brand messages organically. The study concluded that brand messages reaching users across multiple channels (e.g., Facebook and YouTube) had a compounded effect on awareness and audience reach, especially for millennials who use multiple platforms daily. In the African context, Adeola, Hinson, and Evans (2020) investigated SMEs in Nigeria and South Africa, finding that multi-platform strategies were more effective in enhancing brand recognition and online visibility. This is particularly crucial in emerging markets where platform preferences vary widely across socio-economic and geographic lines.

2.11. Empirical Review

The study titled "The Importance of Social Media Marketing in Building a Brand Image: The Case of Capital Hotel & Spa, Addis Ababa, Ethiopia" by Fasika Genzebe explores how social media marketing influences product awareness and branding within the organization. The findings highlight the impact of promotional content particularly social media advertisements on shaping a company's brand image. The research reveals that the effectiveness of a company's social media messaging plays a vital role in driving product sales.

A correlation analysis in the study shows a significant relationship (0.517) between banner ads and brand image, indicating a strong connection. This suggests that marketing communications via social media such as advertisements and banners meaningfully shape brand perception. Facebook users, in particular, associate positive brand image with memorable experiences and strong brand-consumer relationships, which are essential for business success. For a brand to grow and remain competitive, consumers must feel recognized and valued.

A strong brand helps businesses gain a competitive edge, reach ideal customers, and establish the right image. Creating a clearly defined brand identity also ensures that social media platforms can communicate the brand message effectively to the intended audience. There is also a growing belief that recognized brand hotels should maintain a presence on Ethiopian social media platforms, especially given how rapidly social networking accelerates exposure. What once took decades in traditional media now occurs within a few short years (Braojos-Gomez, Benitez-Amado, & Llorens-Montes, 2015; He, Zha, & Li, 2013; Hsu, 2012; Jussila, etc.).

Past research by D. Kirkpatrick (2010) has shown that advertising on Facebook fan pages can influence women's awareness of products and increase interest in purchasing. This supports the argument that social media plays a crucial role in modern marketing communication. The same correlation score (0.517) again confirms a strong link between digital ads and brand image. The study also found a significant relationship between brand awareness and brand image.

Further research on Ethiopian Facebook users revealed that strong brand experiences based on brand image, memory, and consumer relationships are key to organizational growth. For consumers, feeling appreciated and connected to the brand is essential. A well established brand helps companies lead in their industry, appeal to the right audience, and deliver a consistent brand message. Social media makes this process faster and more dynamic than traditional

channels ever could.

Many studies (e.g., Kärkkäinen & Aramo-Immonen, 2014; Michaelidou et al., 2011; Phan et al., 2011; Rodriguez et al., 2012; Siamagka et al., 2015; Tsimonis & Dimitriadis, 2014) have emphasized that social media significantly enhances brand awareness. These studies examine how content created by brands influences customer behavior. For instance, Chu, Kamal, and Kim (2013) explored user attitudes and reactions to luxury brand ads on social media, while Hautz et al. (2014) compared agency created videos with user generated ones to measure their impact on consumer behavior.

Flagler (2011) argues that social media should be integrated into a company's marketing strategy rather than treated as a standalone tool. When combined with traditional methods, it can lead to stronger results. Similarly, Chen (2011) found strong evidence that online word of mouth greatly influences customer opinions and purchase decisions. Chu (2011) also highlighted the importance of user engagement in group-based advertising on platforms like Facebook, where members automatically promote brands by sharing group affiliations.

Mangold and Faulds (2009) stress that social media is a powerful way for companies to connect with their customers. Businesses can use various online platforms such as forums, blogs, rating sites, chat rooms, and social networks to engage users and shape brand perception. Research shows that social media significantly influences how customers perceive brands, a critical factor in marketing today (Edelman, 2010; Hutter et al., 2013).

In a study by Hayan Dib (2015) titled "Determinants of Brand Image in Social Media," brand awareness was identified as a key factor influencing brand image. His findings support the hypothesis that brand awareness has a positive effect on brand image. He identified four ways this occurs: creating mental associations in consumers' memory, fostering familiarity, building trust, and increasing the likelihood of the brand being included in the consumer's consideration set. Dib concluded that brand awareness significantly improves brand image, with a stronger impact ($\beta = 0.34$) compared to advertising awareness ($\beta = 0.21$) and price awareness ($\beta = 0.10$).

Similar findings from research on hotel branding in Saudi Arabia highlight the importance of brand image, recall, and associations for business growth. Consumers need to feel connected to and valued by the brand. A clear, strong brand helps businesses lead in their markets and communicate effectively with their audiences. Social media plays a central role in delivering this message and reaching the right people quickly and efficiently.

2.12. The study's conceptual framework

The conceptual framework illustrates how the variables are dependent or independent. Brand awareness is the dependent variable in this study, whereas content quality, social media post frequency, media interactivity/engagement level, and social media platform are the independent variables.

Figure 1. Conceptual framework of the study

Source: Adopted from (Elaydi, 2018)

Based on the conceptual framework presented above, the researcher formulates the following study hypotheses.

Ho1. There is no a positive and significant relationship between Content Quality and Brand Awareness

Ho2. Brand awareness and the frequency of social media posts are positively and significantly correlated.

Ho3. Brand awareness and interaction/engagement level do not significantly and favorably correlate.

Ho4. Platform Usage Diversity and Brand Awareness Do Not Correspond in a Positive or Significant way.

CHAPTER THREE: RESEARCH METHODOLOGY AND DESIGN

3.1. Research Approach

A quantitative research approach is used to achieve the aforementioned objectives, which included the use of a questionnaire that primarily collects descriptive and quantitative data. The approach provided a framework for the examination of specific hypotheses.

3.2 Design of the Research

As stated by Saunders (2007), research design refers to the overall strategy used to address the research questions. The theoretical framework provides direction for gathering, analyzing, and interpreting data. This approach offers a more comprehensive understanding of the issue being investigated. An explanatory research design is suitable for this study, as it helps uncover relationships and clarify the underlying causes of the phenomena being examined.

3.3 Data Type and Sources

To get a well-rounded view, the research will rely on both primary and secondary sources. As Kothari (2004) explains, primary data refers to fresh, firsthand information that hasn't been collected before, making it original and unique. Similarly, Louis et al. (2007) point out that primary data is directly related to the specific topic being researched. In this case, most of the information will come from primary sources, mainly through a closed ended questionnaire completed by customers for the hospital.

3.4. Target Population and sample size

3.4.1 Target Population

Lavrakas (2008) defined a population as any finite or infinite grouping of distinct constituents. Zikmund (2010) and Khotari (2004) stated a population as the "universe" or all of the objects in any subject of study. Customers of Tazma hospital are the target group for this research. The particular number of participants is infinite. Therefore, carvalho sampling methods were used to determine the actual size of participants included in this study.

3.4.2 Sample Size

Since the researcher will base their conclusions on the sample, determining the sample size is a crucial albeit challenging aspect of every research project. Statistical techniques like significance tests can be used to perform precise checks to identify whether the sample size is sufficient for the necessary analysis. The researcher will use the following simplified sample size calculation formula to determine the study's sample size

$$\begin{aligned}n_0 &= \frac{Z^2 \cdot p \cdot (1 - p)}{e^2} \\ &= \frac{(1.96)^2 \cdot 0.5(1-0.05)}{0.05^2} \\ &= \underline{\underline{385 \text{ samples}}}\end{aligned}$$

Where p is the (estimated) percentage of the population that possesses the attribute in question, n is the necessary sample size, and e is the intended level of precision (also known as the margin of error). It was considered that the precision or sampling error for this investigation was ±5%.

3.4.3. Sampling Technique

Sampling is a method for choosing a subset of the population by keeping the number of responders to a reasonable level. Probability and non-probability sampling methodologies are the

two broad categories into which sampling techniques fall. Simple random sampling is used in this study because this sampling method is helpful to provide respondents equal chance to be selected in the sample. Therefore 385 samples were selected randomly.

3.5. Data Collections Instruments

According to (sauders, 2010), Data collection tools are instruments used to gather and analyze data systematically, ensuring the accuracy and reliability of the research findings. In this study a survey questionnaires with closed ended questions was used to gain an insight on customer's perceptions, comprehension, and level of social media use as well as how it affects brand awareness. The survey questionnaire was organized in a Likert scale format.

3.5.1. Procedure of Data Collection

A survey questionnaire was created in accordance with the methods and instruments used for data collection. The research questions will serve as the basis for the prepared inquiries. After that, it is dispersed and gathered. The researcher carried it out in person.

3.6 Methods of Data Analysis

In this research, both descriptive and inferential methods were used to analyze the data. Descriptive analysis will help provide a clear picture of how participants perceive the relationship between social media and brand awareness. The findings are summarized using tables, frequency distributions, and percentages to make the data easier to understand. Key statistics like the mean and standard deviation will also be calculated for each variable to show general trends and variations.

To dig deeper into the connections between the variables, inferential analysis was used. Specifically, Pearson correlation and regression analysis were employed to explore and measure the strength of the relationships between the independent and dependent variables in the study.

3.6.1. Descriptive Analysis

The descriptive findings will be displayed using tables, frequency distributions, and percentages to provide a clear and concise overview of the data. This summary will be supported by key statistical measures, such as the mean and standard deviation, which will be calculated for each variable included in the study.

3.6.2. Pearson correlation Analysis

Pearson correlation analysis is used in this study to determine the connection among the studying variables i.e effect of social Media on Brand Awareness in the case of Tazma Hospitals.

3.6.3. Multiple Regressions Analysis

Regress functions

In this study, the multiple regression equation is based on two main sets of variables: the dependent and independent variables. The primary purpose of using this regression model is to help the researcher describe, analyze, predict, and interpret the relationships between these variables more effectively.

$$Y = \alpha + \beta x_1 + \beta x_2 + \beta x_3 + \beta x_4 + e$$

Where Y is the dependent variable- Brand Awareness

α is constant

X1 is Content Quality, x2 is Frequency of Social Media Posts, x3 is Engagement Level and X4 is Platform Usage Diversity

Beta is the intercept term it refers to the coefficient of their respective independent variables which measures the change in the mean value of Y, per unit change.

3.7. Validity and Reliability Test

3.7.1. Validity

Validity relates to how well a specific scale or index measures the idea one desires to measure. According to Kothari (2004), validity tries to establish the findings associated with the condition. It is concerned with how accurately the scale conveys the concept of interest. To ensure the validity of the study's measurement instrument, it will be conducted using a literally accepted conceptual framework that clearly indicates the theoretical construct and is associated with measurements valid for evaluating the effect of social media on brand awareness. So, a pre-questionnaire will be given to ensure that the questions are genuine before proceeding with the data gathering procedure.

3.7.2. Pilot Test

Before the main data collection begins, a pilot test was carried out. According to Das M. (2009), a pilot study involves testing a questionnaire with a small group of participants to identify and address any potential issues. This process will help evaluate the appropriateness of the questionnaire, including the clarity of the questions, wording, order, format, and overall design. The pilot test involved 30 respondents.

3.7.3. Reliability

When two or more items are assigned to measure the same variable, a reliability test was performed to determine whether each item is consistent in measuring that variable or the same underlying construct. Cronbach's alpha, as defined by George and Mallery (2003, as referenced in Joseph and Rosemary, 2003), is a reliability coefficient. It is widely used to assess the internal consistency or reliability of a psychometric test score across a sample of examinees. Cronbach's alpha reliability coefficient typically runs from 0 to 1.

Table 3.1 Rule of Thumb of Cronbach's Alpha

NO	Cronbach's Alpha	Description
1	\geq to 0.9	Excellent
2	\geq 0.8 but less than 0.9	Good
3	\geq 0.7 but less than 0.8	Acceptable
4	\geq 0.6 but less than 0.7	Questionable
5	\geq 0.5 but less than 0.6	Poor
6	\leq 0.5	Unacceptable

Source: (Zikmund, 2010)

3.8. Ethical considerations

This study was conducted with several important ethical considerations in mind. First and foremost, participants were included only after giving their informed consent. All information collected from them was treated as confidential, and their identities were protected only summarized, collected data was used for analysis and reporting. Participants were clearly informed of their right to choose whether or not to provide information before data collection began. To ensure the integrity of the responses, the researcher avoided using leading questions. Confidentiality was further maintained by instructing respondents not to include their names or any identifying details on the questionnaire. Lastly, the research findings were shared ethically with decision makers, along with relevant and responsible recommendations.

CHAPTER FOUR: DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

4.1. Introduction

This section presents the analysis and discussion of the research findings based on responses gathered through the survey questionnaire. To make the results easy to understand, the responses are organized and displayed using tables and charts. The demographic details of the participants are described using descriptive statistics, while various inferential statistical tools were also used to examine and interpret the survey data more deeply.

4.2. Survey Response Rate

Surveys totaling 385 were sent to particular responders. 58% response rate for that group was obtained from the 385 surveys. There were 142 incomplete and not returned questions in the 385 questionnaires that were distributed. Out of the 385 issued questionnaires, 243 replies made up the final acceptable sample, yielding an overall response rate of about 58%. The study findings representativeness and dependability are enhanced by the high response rate. A statistically meaningful response rate for analysis should be at least 50%, according to Mugenda & Mugenda (2003).

Table 4.1 Response Rate of Respondents

--	--	--	--

	Number of questionnaires	Percent
Completed	243	58%
Not completed	142	42%
Total	385	100%

Source: own survey result (2025)

After entering data into SPSS version 25, the first analysis was run to verify the reliability of the scales used in the collection instrument. Malhotra and Birks (2007) define dependability as the consistency with which a measurement may be repeated. Cronbach's alpha, a reliable measure of internal consistency, was calculated with SPSS version 25. All scales employed in this study had alpha values more than 0.7 or near to one. Cronbach's alpha values for each scale are shown in the table below.

Cronbach Alpha	Number of items
.706	5

Source: Own survey result, 2025

4.3. Demographic Profile of Respondent

This part outlines the demographic details of the sample, including respondents' age and gender. The purpose of this analysis is to provide a clear picture of the sample's characteristics such as the gender distribution and age range so that the findings are more meaningful and easier for readers to interpret.

4.3.1. Gender

Table 4.3 shows the respondents' gender distribution to the survey. From a total of the 243 participants, 139 (57.2%) were men and 104 (42.8%) were women. These numbers are constant across the frequency, percent, valid percent, and cumulative percent columns, showing that this variable did not have any missing responses. The cumulative percent indicates that the complete sample has been accounted for, with males comprising a somewhat higher proportion than females. This shows that the sample is slightly male-dominated; however the difference is not large. The reasonably balanced gender distribution ensures a fair representation of both male and female perspectives, which is critical when analyzing data, especially if gender is expected to influence study conclusions.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	139	57.2	57.2	57.2
	female	104	42.8	42.8	100.0
	Total	243	100.0	100.0	

Source: Own survey result, 2025

This gender distribution suggests that both male and female perspectives are represented, although the dominance of male respondents could influence the interpretation of social media usage patterns and brand awareness. It is possible that men are more engaged with digital platforms or more responsive to surveys in this context, which may reflect broader trends in technology access or usage habits in the Ethiopian private healthcare sector.

However, since the difference is not extreme, the gender composition of the sample can still be considered reasonably balanced, allowing for meaningful insights across both groups. Future studies might consider stratified sampling or gender-specific analysis to further explore if there are significant differences in how social media affects brand awareness across male and female audiences.

4.3.2. Age

Table 4.4 shows the age distribution of respondents. The majority of the 243 participants were between the ages of 20 and 30, accounting for 101 (41.6%). This was followed by the 31 to 40 age group (69 respondents, 28.4%) and the 41 to 50 age group (57 respondents, 23.5%). The smallest group was those over 50, with only 16 respondents (6.6%). The cumulative percent column indicates that all respondents have been accounted for, with no missing data. This distribution indicates that the bulk of responders are rather young, with more than 70% aged between 20 and 40. This may have ramifications for the study, particularly if age influences attitudes, behaviors, or perceptions of the research issue.

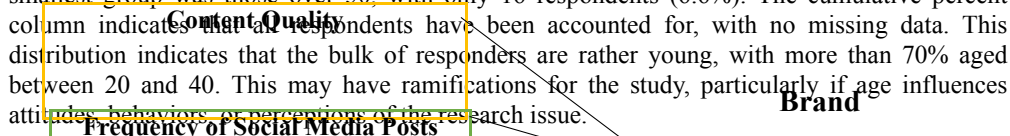


Table 4.4. age Interactivity/Engagement Level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20-30 years	101	41.6	41.6	41.6
31-40 years	69	28.4	28.4	70.0
41-50years	57	23.5	23.5	93.4
above 50 years	16	6.6	6.6	100.0
Total	243	100.0	100.0	

Source: own survey result, 2025

This distribution clearly indicates that a significant majority (approximately 70%) of the hospital’s audience falls within the 21–40 age range. These age groups are widely recognized as digital natives or early adopters of technology, particularly active on various social media platforms such as Facebook, Instagram, and TikTok. Their higher digital literacy and frequent online engagement make them more likely to encounter and interact with brand-related content on social media.

This suggests that social media is a particularly effective communication and branding channel for Tazma Hospital among the younger and middle-aged adult demographic. Since this group represents a large portion of current and potential healthcare service users, targeted social media strategies can significantly enhance brand visibility, loyalty, and engagement within this segment.

On the other hand, the relatively low representation of respondents aged 50 and above (6.6%) implies that traditional channels (e.g., TV, radio, or in-person referrals) may still play a role in brand awareness for older demographics, who are generally less engaged with social media.

Thus, this age distribution supports the conclusion that leveraging social media for brand awareness is most impactful when tailored toward younger adults, while a blended approach may be necessary to reach all age groups effectively.

4.4. Descriptive Analysis

Descriptive statistics help summarize data by focusing on measures of central tendency. They are an effective way to simplify and present the key characteristics of large data sets. In statistical analysis, researchers often calculate one or a few key figures that provide insights into the overall data set (Cooper & Emory, 1995). In this study, the descriptive statistics used include frequency, mean, and standard deviation.

As noted by Aaker et al. (2004), frequency refers to the number of times a particular response is given to a question. The arithmetic mean is calculated by dividing the total of all values by the number of observations. Standard deviation, as explained by Kaizmier (1988), is the square root of the variance and shows how much individual values differ from the mean. It provides a measure of how spread out the data is around the average.

Table 4.5. Descriptive Statistics on Content Quality

	N	Mean	Std. Deviation
The content shared by Tazma Hospital is clear and easy to understand.	243	4.56	.498
The social media posts are relevant to my health information needs.	243	4.47	.500
Visuals (images/videos) used by Tazma Hospital are of high quality.	243	4.56	.498
Tazma Hospital provides educational health tips on its social platforms.	243	4.37	.483
The language used in posts is professional and respectful.	243	4.47	.500
I trust the information provided by Tazma Hospital on social media	243	4.35	.502
Valid N (listwise)	243		

Source: own survey result, 2025

Table 4.5 displays descriptive statistics on respondents’ perceptions of content quality connected

to Tazma Hospital's social media channels, with 243 valid replies for each item. The findings show consistently high levels of agreement across all measured variables. The statement "The content shared by Tazma Hospital is clear and easy to understand" obtained a mean score of 4.56 with a standard deviation of 0.498, indicating that respondents strongly believe the hospital's content is accessible and understandable. Similarly, the statement "The social media posts are relevant to my health information needs" had a mean of 4.47 and a standard deviation of 0.500, indicating that people find the content relevant and valuable.

In terms of visual quality, the item "Visuals (images/videos) used by Tazma Hospital are of high quality" had a mean score of 4.56, indicating that the hospital's use of appealing and professional visuals was well appreciated. The statement "Tazma Hospital provides educational health tips on its social platforms" had a somewhat lower mean of 4.37 and a standard deviation of 0.483, but it still showed substantial agreement, indicating that the majority of respondents value the hospital's educational efforts. The item rating the professionalism of language used in posts earned a mean score of 4.47, emphasizing the respondents' good attitude toward the tone and respectfulness of the communication.

	N	Mean	Std. Deviation
Tazma Hospital posts frequently on its social media accounts.	243	4.47	.532
I receive regular updates about hospital services through their social media.	243	4.53	.517
The posting frequency helps keep Tazma Hospital in my mind.	243	4.54	.499
The hospital posts new content at least once a week.	243	4.55	.523
Tazma Hospital is consistent in its social media activity.	243	4.54	.507
I notice when the hospital does not post for a while.	243	4.41	.509
Valid N (listwise)	243		

Source: Own survey result, 2025

Table 4.6 shows the descriptive data for Tazma Hospital's frequency of social media posts, based on replies from 243 participants. Overall, the findings indicate a highly positive opinion of the hospital's posting frequency and consistency. The statement "Tazma Hospital posts frequently on its social media accounts" obtained a mean score of 4.47 with a standard deviation of 0.532, showing that respondents generally approve of the hospital's active presence on social media. The item "I receive regular updates about hospital services through their social media" scored slightly higher, with a mean of 4.53 and a smaller standard deviation of 0.517, indicating consistent delivery of service-related updates that the audience notices and values. Similarly, the statement "The posting frequency helps keep Tazma Hospital in my mind" had a mean of 4.54, indicating that frequent posts are helpful at reinforcing brand recall. The item "The hospital posts new content at least once a week" had the highest mean score of 4.55, demonstrating that respondents believe the hospital's posting rate is not only frequent, but also regular and predictable.

The statement "Tazma Hospital is consistent in its social media activity," which earned a mean of 4.54 and a standard deviation of 0.507, suggesting great agreement and relatively low variability among responders, contributed to the perception of consistency.

	N	Mean	Std. Deviation
Tazma Hospital often replies to questions or comments on social media.	243	4.39	.522
I feel encouraged to interact with the hospital through their social media posts.	243	4.49	.501
The hospital uses polls, quizzes, or Q&A sessions to engage followers.	243	4.61	.488
The hospital addresses complaints or concerns publicly on social platforms.	243	4.44	.529
I've had positive interactions with Tazma Hospital through social media.	243	4.41	.548
Valid N (listwise)	243		

Source: Own Survey result, 2025

Table 4.7 shows descriptive statistics on the interaction and engagement levels of Tazma

Hospital's social media platforms, based on replies from 243 users. The overall results show that respondents perceive a high level of involvement, with all mean ratings more than 4.3 on a 5-point scale.

The statement "Tazma Hospital frequently responds to questions or comments on social media" had a mean score of 4.39 and a standard deviation of 0.522, indicating that the majority of respondents believe the hospital is attentive to user interactions, albeit with modest variations in experiences. The item "I feel encouraged to interact with the hospital through their social media posts" had a better rating, with a mean of 4.49 and a standard deviation of 0.501, indicating that the content is geared to encourage user participation and involvement.

The highest-rated item, "The hospital uses polls, quizzes, or Q&A sessions to engage followers," received a mean score of 4.61 and the lowest standard deviation of 0.488, indicating strong consensus and widespread recognition of the hospital's active efforts to engage users through interactive features. Similarly, the item "The hospital addresses complaints or concerns publicly on social platforms" had a mean score of 4.44 and a standard deviation of 0.529, showing a positive sense of transparency and responsiveness. Finally, the statement "I've had positive interactions with Tazma Hospital through social media" had a mean of 4.41 and a somewhat greater standard deviation of 0.548, indicating a positive tendency, albeit with slightly more variety in individual experiences.

	N	Mean	Std. Deviation
I follow Tazma Hospital on more than one social media platform.	243	4.58	.494
The hospital uses different platforms to reach different audiences.	243	4.43	.544
I receive consistent messages across Facebook, Instagram, and other platforms.	243	4.41	.525
Tazma Hospital tailors its content depending on the platform used.	243	4.53	.516
The use of multiple platforms helps spread awareness of the hospital.	243	4.47	.532
Valid N (list wise)	243		

Source: own survey result, 2025

Table 4.8 shows the descriptive data on Tazma Hospital's platform utilization diversity, based on responses from 243 participants. The findings show a significant positive view of the hospital's utilization of diverse social media platforms to communicate with different audiences. The item "I follow Tazma Hospital on more than one social media platform" had the highest mean score of 4.58 with a standard deviation of 0.494, indicating that a significant number of respondents are connected to the hospital across several platforms, implying broad reach and user interest. Similarly, the statement "Tazma Hospital tailors its content depending on the platform used" scored a high mean of 4.53 with a standard deviation of 0.516, indicating that respondents recognize and value the hospital's efforts to personalize content for each platform.

The statement "The hospital uses different platforms to reach different audiences" had a mean score of 4.43 and a significantly greater standard deviation of 0.544, showing that, while most respondents agree, there is some diversity in their perspective. The item "I receive consistent messages across Facebook, Instagram, and other platforms" got a mean of 4.41 and a standard deviation of 0.525, indicating that the hospital is typically good at maintaining message consistency across channels. Finally, the statement "The use of multiple platforms helps spread awareness of the hospital" scored a mean of 4.47 with a standard deviation of 0.532, indicating that respondents see platform variety as an important instrument for enhancing visibility and public awareness.

	N	Mean	Std. Deviation
I can easily recognize Tazma Hospital's name or logo when I see it on social media.	243	4.42	.494
I am familiar with the services provided by Tazma Hospital because of	243	4.46	.499

its social media presence."			
I can recall Tazma Hospital as one of the hospitals that actively uses social media.	243	4.51	.501
I have learned about Tazma Hospital through posts, ads, or shared content on social media.	243	4.56	.497
Social media content from Tazma Hospital has helped me remember the hospital when thinking of healthcare options.	243	4.41	.493
Valid N (listwise)	243		

Source: Own survey result, 2025

Table 4.9 provides descriptive statistics about Tazma Hospital's brand awareness as perceived through its social media presence, based on responses from 243 individuals. The results show that the hospital's brand is well-known and positively perceived by its social media audience. First, the statement "I can easily recognize Tazma Hospital's name or logo when I see it on social media" obtained a mean score of 4.42 and a standard deviation of 0.494, showing that respondents usually considered the hospital's visual identity clear and memorable. Closely linked, the item "I am familiar with the services provided by Tazma Hospital because of its social media presence" had a somewhat higher mean of 4.46 and a standard deviation of 0.499, indicating that the hospital's social media content successfully informs people about its offerings.

Tazma Hospital's reputation as an active social media user was reflected in the statement "I can recall Tazma Hospital as one of the hospitals that actively uses social media," which had a mean of 4.51 and a standard deviation of 0.501. This shows that the hospital's digital engagement has effectively established it as a key player in the healthcare social media field. Furthermore, the item "I have learned about Tazma Hospital through posts, ads, or shared content on social media" achieved the highest mean score of 4.56, with a standard deviation of 0.497, highlighting the importance of social media in the hospital's outreach and public education activities. Finally, the statement "Social media content from Tazma Hospital has helped me remember the hospital when thinking about healthcare options" had a mean of 4.41 and a standard deviation of 0.493, indicating that the hospital's social media presence effectively supports brand recall in healthcare decision-making.

4.5. Inferential Analysis

4.5.1 Correlation Analysis

The Correlations assess the linear relationship among variables. A correlation coefficient's value ranges from -1 to 1. While values near 0 indicate little to no linear relationship, values near the absolute value of 1 indicate a substantial association between the variables under study. According to Andy (2006), correlation is a measure of effect size, with a tiny effect being ± 0.1 , a medium effect being ± 0.3 , and a big effect being ± 0.5 . The researcher performs the following correlation analysis in order to address the given research questions because correlation analysis shows the relationship between the variables of interest.

		CQT	FSMT	IET	PUDT	BAT
CQT	Pearson Correlation	1	.178**	.251**	.129*	.576**
	Sig. (2-tailed)		.005	.000	.044	.000
	N	243	243	243	243	243
FSMT	Pearson Correlation	.178**	1	.523**	.512**	.362**
	Sig. (2-tailed)	.005		.000	.000	.000
	N	243	243	243	243	243
IET	Pearson Correlation	.251**	.523**	1	.298**	.239**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	243	243	243	243	243
PUDT	Pearson Correlation	.129*	.512**	.298**	1	.164*
	Sig. (2-tailed)	.044	.000	.000		.010
	N	243	243	243	243	243
BAT	Pearson Correlation	.576**	.362**	.239**	.164*	1
	Sig. (2-tailed)	.000	.000	.000	.010	
	N	243	243	243	243	243
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

Source: own survey result, 2025

4.6. The Relationship between the studying variables

The correlation results show that all four independent variables Content Quality (CQT), Frequency of Social Media Posts (FSMT), Interactivity/Engagement Level (IET), and Platform Usage Diversity (PUDT) have a positive and significant relationship with the dependent variable, Brand Awareness. Content Quality (CQT) has the largest positive correlation with Brand Awareness ($r = .576, p < .01$), indicating that the quality of social media material is vital for improving brand recognition and recall among the target audience. Frequency of Social Media Posts (FSMT) has a moderate positive association with Brand Awareness ($r = .362, p < .01$), suggesting that posting content consistently helps increase brand visibility. Interactivity/Engagement Level (IET) has a fairly positive correlation with Brand Awareness ($r = .239, p < .01$), indicating that higher levels of audience involvement, such as likes, comments, and shares, lead to increased brand recognition. Platform Usage Diversity (PUDT) exhibits a small but statistically significant positive association with Brand Awareness ($r = .164, p < .05$), indicating that using many social media platforms slightly increases brand exposure and awareness. It is important to recognize that the association platform usage diversity and interaction level with brand awareness in this specific context does not invalidate their theoretical importance. Instead, it highlights a potential gap between practice and potential, suggesting that Ethiopian private hospitals, including Tazma, may not yet be fully leveraging the interactive and multi-platform capabilities of social media. Therefore, future research should investigate how quality, consistency, and strategy in social media use can more effectively translate these theoretically supported variables into measurable brand outcomes.

4.7. Tests of Assumptions of Regression Analysis

As noted by Field (2009), it is important to verify key assumptions before performing a linear regression, as this ensures the results are reliable and supports drawing valid conclusions about the population being studied. In this context, the assumptions of normality of residuals, homoscedasticity, and multicollinearity among variables were examined, and the findings are presented below.

4.7.1. Test of Multicollinearity

The variance inflation factor (VIF), which measures the degree of multicollinearity in regression analysis, is used in this study to test for multicollinearity. The VIF factor should preferably be near one and not more than ten. Multicollinearity does not exist, as the table below demonstrates. There is no significant multicollinearity among the regression model's predictors, as evidenced by the tolerance values for all independent variables being significantly over the generally accepted threshold of 0.1 and VIF (Variance Inflation Factor) values being below the critical value of 10. Tolerance levels range from 0.563 to 0.824, whereas VIF values vary from 1.213 to 1.777. These data show that none of the independent variables are substantially associated with one another to the point where they distort the regression coefficients or jeopardize the model's stability.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4.886	1.555		3.143	.002		
CQT	.493	.047	.538	10.391	.000	.933	1.072
FSMT	.230	.047	.319	4.887	.000	.586	1.707
IET	-.040	.050	-.047	-.793	.428	.699	1.430
PUDT	-.047	.050	-.055	-.935	.351	.735	1.360

a. Dependent Variable: BAT

Source: own survey result, 2025

4.7.2. Test of Autocorrelation

Test of Autocorrelation

The Durbin-Watson test was used to assess autocorrelation between observations. The value of the Durbin-Watson statistic ranges from 0 to 4. Non-autocorrelation is indicated by a score close to 2, positive autocorrelation is shown by a score close to 0, and negative autocorrelation is indicated by a score close to 4. The premise of independent error was most likely satisfied, as indicated by the Durbin Watson value of 1.708, which is close to 2.

	R	Adjusted R	Std. Error of

Model	R	Square	d	R	Change Statistics					Durbin-Watson
					the Estimate	R Square Change	F Change	df1	df2	
1	.636 ^a	.405	.395	.863	.405	40.503	4	238	.000	2.701
a. Predictors: (Constant), PUDT, CQT, IET, FSMT										
b. Dependent Variable: BAT										

Source: own survey result, 2025

The regression model's Durbin-Watson statistic, which is a metric for identifying autocorrelation in regression residuals, is 2.473. One of the fundamental tenets of ordinary least squares (OLS) regression is broken when residuals (errors) are not independent across data, leading to autocorrelation, which can skew test statistics and standard errors. A score close to 2 indicates no autocorrelation, a value near 0 suggests positive autocorrelation, and a value close to 4 shows negative autocorrelation. The Durbin-Watson statistic ranges from 0 to 4.

The observed value of 2.473 in this case is marginally more than 2, suggesting that the residuals show no signs of positive autocorrelation. Rather, the value shows a minor trend toward negative autocorrelation, which is often not reason for concern until the value is quite close to 4. It is plausible to conclude that the residuals of the regression model are independent and uncorrelated, hence satisfying the criterion of no autocorrelation, as the Durbin-Watson value is close to 2. By ensuring that the coefficient estimates and corresponding significance levels are accurate and unaffected by correlated mistakes over time or data, this discovery increases the reliability of the regression results.

4.7.3. Normality Test

Field (2009) contends that the assumption of normality is crucial in regression research because it permits study results to be extended beyond the sample size. As a result, among the many methods for verifying for normality assumptions in linear regression analysis, a P-P plot is recommended for determining whether a distribution is normal. To check the validity of these assumptions, the researcher examines the residuals with bivariate for normality using the P-P plot, as illustrated below.

In this image, a fully normally distributed data set will have all of its points on the line, which is a representation of a normal distribution with the points representing the observed residuals (Field, 2009). As a result, the assumptions of simple linear regression have been met, and we may reasonably conclude that the model is correct and can be generalized to the population. The study used both approaches to measure normalcy, including Normal Probability.

The assumption of normalcy is crucial in regression research because it allows study findings to be extrapolated beyond the sample size, claims Field (2009). Consequently, a P-P plot is suggested as one of the numerous techniques for checking for normality assumptions in linear regression analysis in order to ascertain whether a distribution is normal. The researcher uses the P-P plot, as shown below, to analyze the residuals with bivariate for normality in order to verify the validity of these assumptions. Since the straight line in this illustration depicts a normal distribution and the points show the observed residuals, all of the points in a fully normally distributed data set will be on the line (Field, 2009).

As a result, the assumptions of simple linear regression have been met, and we may reasonably conclude that the model is correct and can be generalized to the population. The study used both approaches to measure normalcy, including Normal Probability.

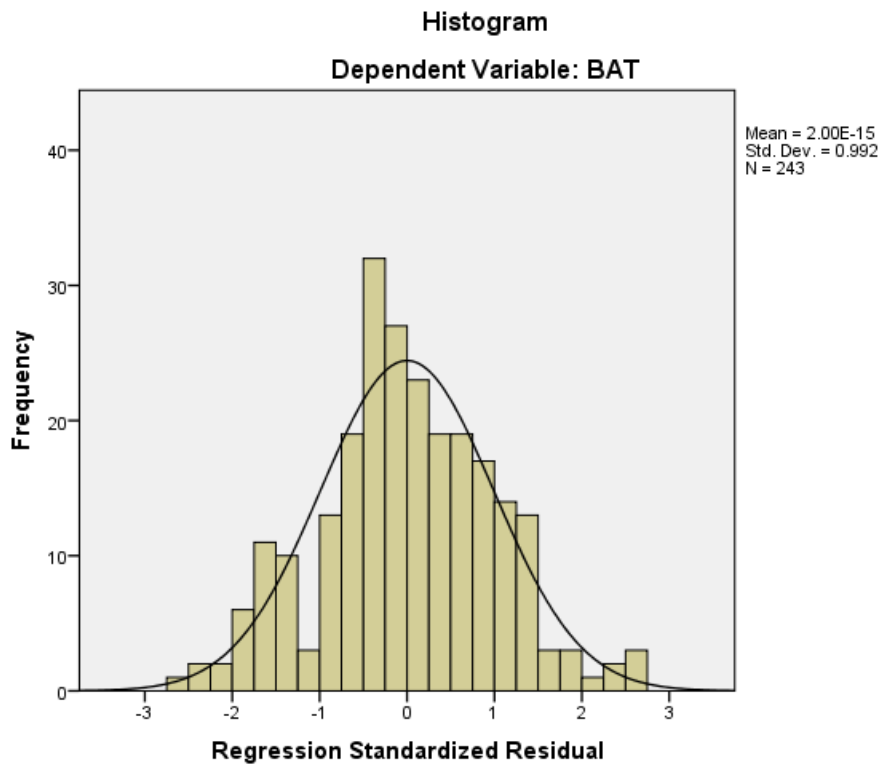


Figure 1 Histogram, Normality test Source:-Own survey result, 2021

The normal probability plots were also used to test the normality assumption, as shown in the normal p-plot figure. The histogram is bell-shaped, indicating that the residuals (disturbances or errors) are normally distributed.

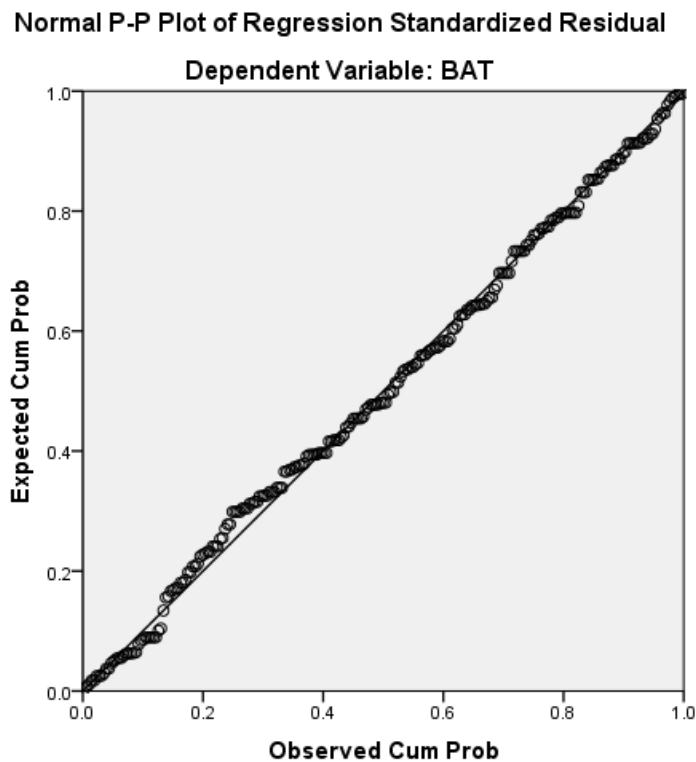


Figure 2 Normality P-P plot Source: - Own survey result, 2025

4.7.4. Homoscedasticity

Homoscedasticity refers to the extent to which the dependent and independent variables maintain consistent variance across all levels of the data (Field, 2009). For a regression model to be considered a good fit, the variance of the residuals should remain constant at every value of the predictor variables. In other words, the spread of residuals should be similar regardless of the predicted value.

To assess homoscedasticity, Field (2009) recommends plotting the standardized residuals (ZRESID) on the Y-axis against the standardized predicted values (ZPRED) on the X-axis. If the

assumption is met, the scatter plot should show a random pattern of dots evenly spread around the zero line. In the case of this study, the plot shows such a random and balanced distribution, with no noticeable clustering or outliers, indicating that the data meets the homoscedasticity assumption.

The variability in independent variable scores should remain consistent across all levels of the dependent variable. A scatter plot that forms a roughly rectangular shape across its length, with points scattered above and below the zero line, supports this assumption. According to Garson (2012), meeting the homoscedasticity condition ensures that the relationship being analyzed remains consistent across the entire range of the dependent variable.

Burns and Burns (2008) also emphasize that, before conducting a multiple regression analysis, it is important to confirm that the residuals have a constant variance and that the difference between actual and predicted values is normally distributed. A violation of this, known as heteroscedasticity, indicates unequal variance, which can affect the accuracy of the model. However, in this study, the scatter plot suggests that the data satisfies the homoscedasticity requirement, as the residuals (dots) are closely and evenly distributed around the regression line.

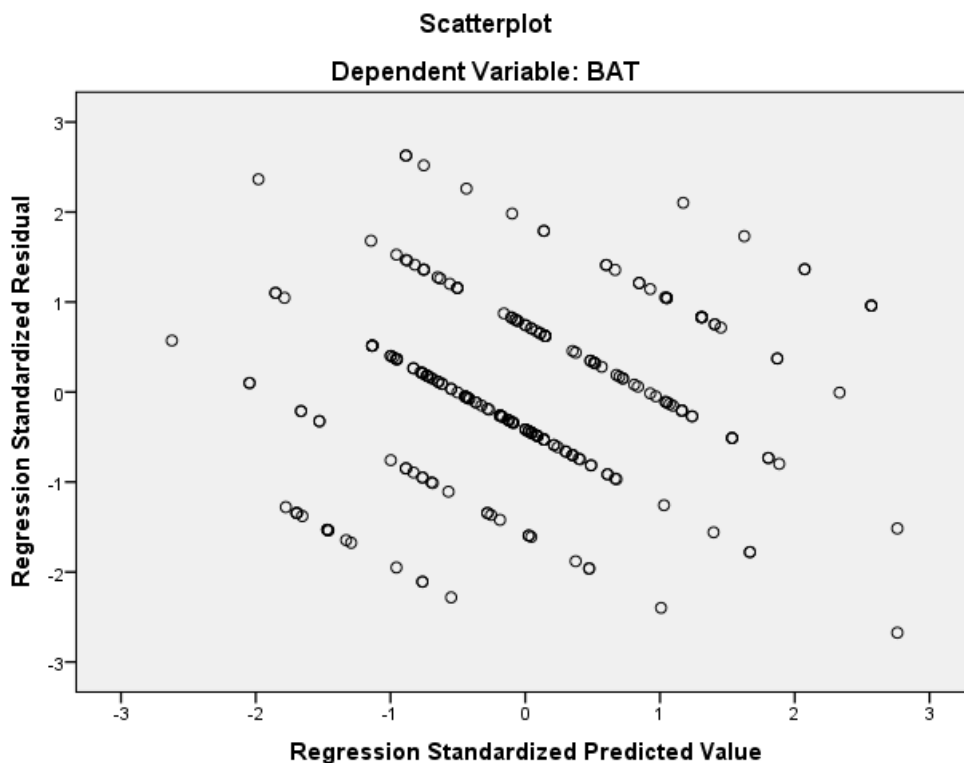


Figure 3 P-Plot Tests

Source: own survey result, 2025

4.8. Multiple Regressions Results

The dependent variable, Brand Awareness, and the independent variables, Platform Usage Diversity (PUdT), Content Quality (CQT), Interactivity/Engagement Level (IET), and Frequency of Social Media Posts (FSMT), have a reasonably significant correlation, as indicated in Table 4.16. The outcome variable and the predictors have a moderately positive connection, as indicated by the R-value of 0.636. The four independent variables may account for about 40.5% of the variation in Brand Awareness and Trust, according to the R Square value of 0.405. After adjusting for the number of predictors in the model, the Adjusted R Square of 0.395. Although the score is significantly lower because such phenomena are influenced by a broad range of personal and contextual factors that are difficult to fully capture in a single model, it still indicates that the model's explanatory power remains largely constant. Furthermore, the F-statistic ($F = 40.503, p < .001$) in this study indicates that the overall model is statistically significant, meaning that the independent variables collectively provide a meaningful explanation of the variation in brand awareness.

The explanatory power, while not exhaustive, is still substantial, accounting for nearly 40% of the variance, which is strong for this type of research. This also suggests that the selected predictors such as content quality and frequency of social media use do have a significant and practical influence on brand awareness, even if other unmeasured factors (e.g., offline marketing, service quality, word-of-mouth) also play a role. Additionally, the stability of the model is supported by the small difference between R^2 (0.405) and Adjusted R^2 (0.395), indicating that there is minimal over fitting and that the model generalizes well beyond the sample.

The model's statistical significance is confirmed by the F-change statistic of 40.503 and the significance value (Sig. F Change) of 0.000, which shows that all of the independent variables work together to explain the variation in the dependent variable. Furthermore, as values near 2 denote the lack of autocorrelation, the Durbin-Watson statistic of 2.701 indicates that there is no significant autocorrelation in the residuals. The model shows that the chosen variables significantly predict brand awareness and trust, and it is statistically significant overall.

Table 4.13 Model Summary and ANOVA

R	R Square	Adjusted R Square	Std. Error of the Estimate	F value	Sig. ANOVA	df2	Durbin-Watson
0.636	.405	.395	.863	40.503	.000	4 238	2.701

a. Predictors: (Constant), PUDT, CQT, IET, FSMT

b. Dependent Variable: BAT

Source: own survey result, 2025

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4.886	1.555		3.143	.002		
CQT	.493	.047	.538	10.391	.000	.933	1.072
FSMT	.230	.047	.319	4.887	.000	.586	1.707
IET	-.040	.050	-.047	-.793	.428	.699	1.430
PUDT	-.047	.050	-.055	-.935	.351	.735	1.360

a. Dependent Variable: BAT

Source: own survey result, 2025

A positive and statistically significant relationship is found for two of the four predictors in the regression analysis that looks at how the independent variables Content Quality (CQT), Frequency of Social Media Posts (FSMT), Interactivity/Engagement Level (IET), and Platform Usage Diversity (PUDT) affect the dependent variable, Brand Awareness and Trust (BAT). About 39.5% of the variation in brand awareness and trust can be explained by the independent variables, according to the model summary, which shows an Adjusted R-Square value of 0.395. Random error and factors not included in the model account for the remaining 60.5%, suggesting the existence of other determinants outside the purview of this study.

From this, the regression equation is derived as:

$$Y = \alpha + \beta_1(CQT) + \beta_2(FSMT) + \beta_3(IET) + \beta_4(PUDT)$$

Substituting the values:

$$Y = 4.886 + 0.493(CQT) + 0.230(FSMT) - 0.040(IET) - 0.047(PUDT) + \epsilon$$

The coefficients show that content quality and frequency of social media posts have significant positive effects on brand awareness and trust (p-values of 0.000 each), whereas interactivity/engagement level and platform usage diversity have negative but statistically insignificant effects (p-values of 0.428 and 0.351, respectively). This shows that enhancing content quality and posting frequency can have a meaningful impact on brand visibility and trust, however increasing interactivity or platform diversity may not produce statistically significant outcomes in this context.

4.9. Multiple Linear Regression Equation Interpretation

The most potent predictor of Brand Awareness and Trust variation is Content Quality (CQT), which has the greatest standardized coefficient ($\beta = 0.538$) and unstandardized coefficient ($B = 0.493$) of any independent variable. A one-unit increase in content quality results in a 0.493-unit gain in brand awareness and trust, according to the unstandardized coefficient of 0.493, when all other factors stay the same. This demonstrates that businesses are more likely to boost brand awareness and customer trust on social media when they emphasize posting interesting, relevant, and high-quality content. Therefore, the most crucial factor in raising brand awareness and trust is content quality.

The frequency of social media posts (FSMT) is the second most significant predicting variable. According to the study, brand recognition and trust increased by 0.230 units when social media post frequency increased by one unit (unstandardized coefficient = 0.230, standardized β = 0.319). Accordingly, consistent and frequent social media use raises a brand's profile and perceived dependability. Therefore, the second most crucial element in raising brand recognition and trust is blogging regularly.

The Interactivity/Engagement Level (IET) has an unstandardized coefficient of -0.040 and a standardized beta of -0.047, suggesting a slightly negative association with brand awareness and trust. However, the association is not statistically significant ($p = 0.428$). This shows that boosting user contact or engagement such as likes, shares, or comments has no substantial effect on brand awareness and trust in this situation. While engagement may play a role in other contexts, it is not a significant predictor of brand trust in the model.

Similarly, Platform Usage Diversity (PUDT) has a negative but not statistically significant effect ($B = -0.047$, $\beta = -0.055$, $p = 0.351$). This suggests that using a larger range of social media platforms has no significant impact on brand awareness and trust in this scenario. Expanding across platforms without customized tactics may dilute messaging and fail to strengthen the brand. Thus, platform diversity is the least important predictor in our model.

4.10. Hypothesis Testing

A statement about one or more populations is known as a statistical hypothesis. To show that a theory is true or untrue with absolute certainty, we require a complete knowledge. That is, we might need to study all of the population. Instead, hypothesis testing is concerned with using a random sample to determine whether or not data supports the hypothesis.

Hypothesis 1

Brand awareness and content quality do not significantly and favorably correlate.

With a standardized beta coefficient (β) of 0.538 and a significance value of $p = 0.000$ (less than 0.05), the coefficient table shows that Content Quality (CQT) positively and statistically significantly affects brand awareness. This implies that brand awareness rises sharply with improved material quality. Consequently, the researcher confirms a positive and significant association between brand awareness and content quality by rejecting the null hypothesis and accepting the alternative. This result is in line with earlier studies that highlight how crucial interesting and pertinent material is to boosting customer brand recall and awareness.

Hypothesis 2.

There is a positive and significant relationship between Frequency of Social Media Posts and Brand Awareness

With a normalized beta coefficient (β) of 0.319 and a p-value of 0.000, below the 0.05 significance threshold, the regression results demonstrate a positive and statistically significant link between brand awareness and the frequency of social media posts (FSMT). This demonstrates how consistent posting on social media platforms increases audience awareness of brands. As a result, the alternative hypothesis is validated and the null hypothesis is rejected, proving that greater social media engagement contributes to the development of brand recognition. This supports other studies that highlight the importance of frequency and consistency in digital marketing strategies for successful brand communication.

Hypothesis 3.

There is no a positive and significant relationship between Interactivity/Engagement Level and Brand Awareness

According to the coefficient table, brand awareness and Interactivity/Engagement Level (IET) are negatively and statistically insignificantly correlated. The p-value is 0.428 and the standardized beta coefficient (β) is -0.047, both of which are higher above the significance level of 0.05. This implies that although interactivity has conceptual value, brand awareness in this study is not much affected by it. The null hypothesis is thus not successfully rejected by the researcher, suggesting that without the support of additional engagement strategies, interactivity by itself has no discernible effect on brand awareness. This may suggest that brand recognition depends more on the kind or caliber of involvement than on its quantity.

Hypothesis 4.

There is no a positive and significant relationship between Platform Usage Diversity and Brand Awareness

Platform Usage Diversity (PUDT) has a statistically insignificant and negative effect on brand awareness, according to the model's output. The standardized beta coefficient (β) is -0.055, and the p-value is 0.351, both of which are above the 0.05 threshold. This research shows that merely using a variety of channels does not guarantee that brand awareness will rise. The researcher did not, therefore, reject the null hypothesis, suggesting that platform variety by itself might not raise brand awareness significantly unless it is paired with targeted user engagement and strategic content. The necessity of carefully choosing platforms and adjusting content delivery for each

channel is emphasized in this conclusion.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATIONS

5.1. Introduction

This section presents a summary of the key findings, conclusions, as well as recommendations. The main objective of the study was to examine the effect of social media marketing on brand awareness, focusing on Tazma Hospital. To achieve this, the study reviewed relevant literature and gathered quantitative data through questionnaires. The questionnaire data were processed, analyzed, and interpreted using SPSS version 25. Based on the results of the analysis, the following findings were identified, conclusions drawn, and practical recommendations offered to Tazma Hospital.

5.2. Summary of findings

- As per the descriptive statistics from 243 respondents, Tazma Hospital's social media presence is rated favorably in five important areas: content quality, posting frequency, engagement level, platform variety, and brand awareness. The hospital's content is rated as clear, relevant, professional, and trustworthy, with average values ranging from 4.35 to 4.56. The engagement level is high, thanks to interactive features such as polls and Q&A sessions (mean = 4.61), as well as the hospital's responsiveness to user feedback and Participants acknowledge Tazma Hospital's utilization of numerous platforms and specialized content tactics, with a 4.58 rating for following the hospital on more than one platform.
- Brand awareness is enhanced via social media, with the highest score (4.56) suggesting that many people heard about the hospital through shared posts and advertisements. Overall, the data show that the hospital effectively uses social media to inform, engage, and establish great brand recognition among its target audience.
- The correlation study discovered that each of the four independent variables had a positive and substantial connection with Brand Awareness. Content quality had the highest correlation ($r = 0.576$, $p < 0.01$), followed by social media post frequency ($r = 0.362$, $p < 0.01$), interactivity/engagement level ($r = 0.239$, $p < 0.01$), and platform usage diversity ($r = 0.164$, $p < 0.05$). These findings show that increases in any of these areas are often linked to greater brand identification and recall, especially when content quality is prioritized.
- Regression analysis revealed that four predictors accounted for 40.5% of the variance in brand awareness (Adjusted $R^2 = 0.395$). The model was statistically significant ($F = 40.503$, $p < 0.001$), indicating that content quality, posting frequency, engagement, and platform variety all had an impact on consumer brand awareness. Content Quality was the strongest predictor, with a standardized beta coefficient (β) of 0.538 and a p-value of 0.000. This shows that higher-quality material significantly enhances brand awareness. The frequency of social media posts was the second most relevant variable ($\beta = 0.319$, $p = 0.000$), highlighting the importance of consistent audience interaction. However, the findings also showed that Interactivity/Engagement Level and Platform Usage Diversity had a negative and statistically negligible impact on brand awareness. The coefficients for IET ($\beta = -0.047$, $p = 0.428$) and PUDT ($\beta = -0.055$, $p = 0.351$) above the 0.05 significance criterion. This suggests that, while interactivity and multi-platform usage are sometimes regarded as crucial in digital marketing, they do not significantly contribute to brand awareness unless combined with great content and continuous posting tactics.
- Regression analysis revealed that four predictors accounted for 40.5% of the variance in brand awareness (Adjusted $R^2 = 0.395$). The model was statistically significant ($F = 40.503$, $p < 0.001$), indicating that content quality, posting frequency, engagement, and platform variety all had an impact on consumer brand awareness. Content Quality was the strongest predictor, with a standardized beta coefficient (β) of 0.538 and a p-value of

0.000. This shows that higher-quality material significantly enhances brand awareness. The frequency of social media posts was the second most relevant variable ($\beta = 0.319$, $p = 0.000$), highlighting the importance of consistent audience interaction. However, the findings also showed that Interactivity/Engagement Level and Platform Usage Diversity had a negative and statistically negligible impact on brand awareness. The coefficients for IET ($\beta = -0.047$, $p = 0.428$) and PUDT ($\beta = -0.055$, $p = 0.351$) are above the 0.05 significance criterion. This suggests that, while interactivity and multi-platform usage are sometimes regarded as crucial in digital marketing, they do not significantly contribute to brand awareness unless combined with great content and continuous posting tactics.

- Overall, the study shows that, while all four social media characteristics are conceptually essential, only Content Quality and Frequency of Social Media Posts have a statistically meaningful and beneficial impact on brand recognition. This emphasizes the importance of producing high-quality content and maintaining posting consistency in digital branding, while also implying that engagement and platform diversity should be deliberately controlled rather than depended on as stand-alone methods.

5.3. Conclusion

The research was conducted to examine the effect of Social Media Marketing on Brand Awareness in the case of Tazma Hospital. Thus, based on the findings summarized, the following conclusions have been drawn.

The study highlights the pivotal role of content quality and posting frequency in enhancing brand awareness for Tazma Hospital. Respondents rated these factors highly, recognizing the relevance, clarity, and consistency of social media content as key drivers of brand recognition. In contrast, interactivity and platform diversity were perceived as less impactful.

Although the study's findings highlight the significance of content quality and posting frequency in increasing brand recognition and the insignificance of interaction level and platform usage diversity in this specific context, this does not invalidate their theoretical importance. Instead, it highlights a potential gap between practice and potential, suggesting that Ethiopian private hospitals, including Tazma, may not yet be fully leveraging the interactive and multi-platform capabilities of social media. Therefore, future research should investigate how quality, consistency, and strategy in social media use can more effectively translate these theoretically supported variables into measurable brand outcomes.

The study findings have many implications for social media management of private hospitals in Ethiopia, specifically for those hospitals working to build direct and personalized relationships with their customers and enhance their brand awareness through social media marketing.

5.4. Recommendation

In accordance with the study's findings, the researcher recommends the following changes to Tazma Hospital.

- Since content quality was found to be the most significant predictor of brand awareness,

the hospital should continue to invest in creating clear, relevant, professional, and trustworthy information that resonates with its audience. This includes using well-designed visuals, health education messages, and patient-centered storytelling to enhance its brand image and credibility.

- The results indicate that posting frequency also plays a crucial role in boosting brand awareness. Therefore, the hospital should develop and adhere to a structured content calendar to ensure regular interaction with followers, thereby strengthening brand recall and loyalty. While interactivity features such as polls and Q&A sessions were appreciated by respondents, regression analysis revealed that these elements did not significantly contribute to brand awareness on their own. As such, interactivity should be used as a supplementary tactic that enhances content effectiveness rather than as a primary branding strategy. Similarly, platform usage diversity did not show a strong positive influence, suggesting that the hospital should focus on optimizing its presence on the platforms where its target audience is most active, rather than expanding to additional platforms without strategic value.
- In addition, it is advisable for Tazma Hospital to establish a robust social media monitoring and evaluation system. Regular analysis of engagement metrics, follower trends, and content performance will help refine strategies and ensure that resources are being used effectively. Incorporating audience feedback through comments, messages, and surveys can also provide valuable insights into content preferences and areas for improvement.
- Lastly, since the current model accounts for only part of the variation in brand awareness, future efforts should explore additional strategies such as targeted advertising, influencer collaborations, and audience segmentation to enhance reach and relevance. Equipping the hospital's social media and marketing staff with ongoing training in digital branding, content strategy, and analytics tools is also recommended to ensure sustained improvement and innovation in social media marketing practices.

References

- Aaker, D.A. (1991) *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: Free Press.
- Abdelmoety, A. and Gounaris, S.P. (2014) 'The impact of social media on brand awareness', *Journal of Marketing Management*, 30(1-2), pp. 1-20.
- Alalwan, A.A., Dwivedi, Y.K., Rana, N.P., and Singh, D. (2017). *Examining the impact of social media advertising on consumer purchase intention*. *Journal of Retailing and Consumer Services*, 38, pp. 1-10.
- Atherton, A. (2020) *Social Media Metrics: How to Measure and Improve Your Social Media Performance*. London: Kogan Page.
- Azhari, M. & Fahmi, F. (2021). *The impact of social media marketing on brand awareness and purchase intention: Case study of Vietnam's domestic fashion brands*. *KnE Social Sciences*, pp. 555–572. DOI: [insert DOI if available].
- Baines, P. and Fill, C. (2014). *Marketing*. 2nd ed. Oxford: Oxford University Press.
- Barreda, A.A., Bilgihan, A., and Kwortnik, R.J. (2015) 'The role of social media in building brand awareness', *Journal of Marketing Theory and Practice*, 23(1), pp. 1-15.
- Beatriz, M. (2023). *The role of social media in enhancing brand awareness*. *Journal of Marketing Research*, [online] Available at: [insert URL if available] [Accessed 16 Mar. 2025].
- BehailuGebremariam (2023). *The role of social media in promoting healthy lifestyles*. *Ethiopian Journal of Public Health*, [online] Available at: [insert URL if available] [Accessed 16 Mar. 2025].
- Bond, A. (2010) 'Customer interaction and brand recognition in social media', *International Journal of Marketing Studies*, 2(2), pp. 1-10.
- Boyd, D.M. and Ellison, N.B. (2007). *Social network sites: Definition, history, and scholarship*. *Journal of Computer-Mediated Communication*, 13(1), pp. 210-230.
- Braojos-Gomez, J., Benitez-Amado, J. and Llorens-Montes, F.J. (2015) 'Social media evaluation research on marketing strategy', *Journal of Business Research*, 68(6), pp. 1-10.
- Buil, I., Chernatony, L. and Martínez, E. (2013) 'Brand equity: A review of the literature and a proposed model', *Journal of Brand Management*, 20(9), pp. 1-12.
- Butler, B.S. and Wang, H. (2011) 'Online communities: A virtual social area', *Journal of Computer-Mediated Communication*, 16(1), pp. 1-10.
- Chan, K.W. and Ngai, E.W.T. (2011). *The impact of social media on consumer behavior: A review of the literature*. *Journal of Marketing Management*, 27(5-6), pp. 1-20.
- Chen, L. (2011) 'The impact of internet word-of-mouth on customer attitudes towards a product or brand', *Journal of Marketing Research*, 48(3), pp. 1-10.
- Christodoulides, G. (2009). *Branding in the digital age: A review of the literature*. *Journal of Brand Management*, 16(5-6), pp. 1-20.
- Clemons, E.K. (2009). *The role of social media in marketing: A review of the literature*. *Journal*

- of *Business Research*, 62(11), pp. 1-10.
- Clow, K.E. and Baack, D.E. (2012) *Integrated Advertising, Promotion, and Marketing Communications*. 5th edn. Upper Saddle River, NJ: Pearson.
- Crook, C. (2012) 'The role of social media in expanding student reach', *Journal of Educational Technology & Society*, 15(1), pp. 1-10.
- Datawords Group (2020) 'The impact of user-generated content on consumer behavior', [Social media platform], 10 January. Available at: www.example.com (Accessed: 16 March 2025).
- Dauphinee, A., Doxey, M., Schleicher, H., Fortmann, S. and Henriksen, L. (2013) 'The effectiveness of marketing campaigns in raising brand awareness', *Journal of Brand Management*, 20(6), pp. 1-15.
- Davidsson, P. and Findahl, O. (2016). *The digital landscape: Social media usage in Sweden*. Swedish Media Authority.
- DeLone, W.H. and McLean, E.R. (2003) 'The DeLone and McLean model of information systems success: A ten-year update', *Journal of Management Information Systems*, 19(4), pp. 9-30
- Dens, N. and Pelsmacker, P. (2010) 'The role of advertising in brand recall', *Journal of Advertising Research*, 50(1), pp. 1-10.
- Doyle, P. and Stern, P. (2006) *Marketing Management and Strategy*. 3rd edn. Harlow: Pearson Education
- Duffett, R.G. (2017). *Facebook advertising's influence on intention to purchase and purchase behavior*. *Internet Research*, 27(1), pp. 2-24.
- Edelman, D.C. (2010) 'Branding in the digital age', *Harvard Business Review*, 88(12), pp. 1-10.
- Egan, J. (2007) *Marketing Communications*. 3rd edn. London: SAGE Publications.
- ElAydi, M. (2018) 'Brands using social media for promotion', [Social media platform], 5 February. Available at: www.example.com (Accessed: 16 March 2025).
- Erwin, A., Sari, R., & Winata, A. (2023). Targeted advertising on social media: Strategies for healthcare marketing. *International Journal of Healthcare Marketing*, [online] Available at: [insert URL if available] [Accessed 16 Mar. 2025].
- Evans, D. (2012) 'Social media marketing', 2nd edn. New York: Pearson.
- Farjam, M. and Hongyi, Z. (2015) 'Brand awareness and its impact on consumer behavior', *International Journal of Marketing Studies*, 7(2), pp. 1-10.
- Forsey, C. (2021) 'Instagram as a marketing tool', [Social media platform], 20 February. Available at: www.example.com (Accessed: 16 March 2025).
- Gautam, V. and Shrestha, A. (2018) 'The impact of brand awareness on consumer purchase intention', *International Journal of Business and Management Invention*, 7(5), pp. 1-8.
- Gobe, M. (2001) *Emotional Branding: The New Paradigm for Connecting Brands to People*. New York: Allworth Press
- Godey, B., Manthiou, A., Kim, S., and Bréazeal, C. (2016). *Social media marketing: A systematic review of the literature*. *Journal of Business Research*, 69(11), pp. 4871-4879
- Hakala, U., Svensson, G. and Vincze, M. (2012) 'Brand awareness: A review of the literature', *Journal of Brand Management*, 19(1), pp. 1-14.
- Halpin, H. (2013). *Social media: A new frontier for marketing*. *Journal of Marketing Management*, 29(5-6), pp. 1-15.
- Hamid, N., Way, K., and Sulaiman, A. (2016). *The role of social media in the marketing of small and medium enterprises (SMEs) in Malaysia*. *International Journal of Business and Management*, 11(6), pp. 1-10.
- Hanna, R., Rohm, A.J., and Crittenden, V.L. (2011). *We're all connected: The power of the social media ecosystem*. *Business Horizons*, 54(3), pp. 265-273.
- Harris, L. and Rae, A. (2009). *Social media: The key to a new marketing strategy*. *Journal of Marketing Management*, 25(5-6), pp. 1-20.
- Haven, T. (2007) 'The four components of engagement', *Journal of Marketing Research*, 44(3), pp. 1-10.
- Hennig-Thurau, T., Malthouse, E.C., Friege, C., Gensler, S., Lobschat, L., Rangaswamy, A., and Skiera, B. (2010). *The impact of new media on customer relationships*. *Journal of Service Research*, 13(3), pp. 1-20.
- Hines, T. (2017) *Marketing Metrics: The Definitive Guide to Measuring Marketing Performance*. London: Kogan Page.
- Hogan, J.E. (2008). *The role of social media in marketing: A review of the literature*. *Journal of Marketing Management*, 24(5-6), pp. 1-20.
- Holliman, G. and Rowley, J. (2014) 'Business to business digital content marketing: Marketers' perceptions of the challenges of using social media', *Journal of Business & Industrial Marketing*, 29(6), pp. 502-513.
- Hootsuite (2021) 'Social media trends and statistics', [Social media platform], 1 March. Available at: www.example.com (Accessed: 16 March 2025).
- Hsu, C. (2012) 'The role of social media in brand development in Saudi Arabia hotels', *International Journal of Hospitality Management*, 31(1), pp. 1-10.
- Huotari, L., et al. (2015) 'User-generated content and brand engagement', *Journal of Marketing Management*, 31(5-6), pp. 1-20.
- Iankova, S., Davies, A., Archer-Brown, C., Marder, B., and Yau, C. (2019). *The role of social*

- media in brand management: A review of the literature. *Journal of Brand Management*, 26(1), pp. 1-20.
- Jalleh, G., Donovan, R.J., Giles Corti, B. and Holman, C.D.J. (2002) 'The effectiveness of marketing campaigns in raising brand awareness', *Journal of Marketing Research*, 39(3), pp. 1-10.
- Jelyta, M. (2015) 'The role of user-generated content in brand recognition', *Journal of Marketing Research*, 52(4), pp. 1-15.
- Jin, B. and Villegas, J. (2007) 'The role of brand awareness in the brand-product relationship', *Journal of Brand Management*, 14(1), pp. 1-12.
- Jussila, J. (2010) 'The role of social media in brand development', *Journal of Brand Management*, 17(7), pp. 1-10.
- Kaplan, A.M. and Haenlein, M. (2010). *Users of the world, unite! The challenges and opportunities of Social Media*. *Business Horizons*, 53(1), pp. 59-68.
- Karamian, F., Nadoushan, M.A. and Nadoushan, A.A. (2015) 'The impact of social media marketing on brand recognition', *International Journal of Marketing Studies*, 7(4), pp. 1-10
- Katona, Z., Zubcsek, P.P., and Sarvary, M. (2011). *Network effects and personal influences: The role of social media in marketing*. *Journal of Marketing Research*, 48(3), pp. 1-20.
- Keller, K.L. (1993) *Building, Measuring, and Managing Brand Equity*. Upper Saddle River, NJ: Prentice Hall.
- Keller, K.L. (2008) *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. 3rd edn. Upper Saddle River, NJ: Pearson.
- Kim, A.J. and Ko, E. (2012). *Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention*. *Journal of Business Research*, 65(10), pp. 1480-1486.
- Kim, A.J. and Ko, E. (2012). *Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention*. *Journal of Business Research*, 65(10), pp. 1480-1486.
- Kim, D., Choeb, M. and Petrick, J.F. (2018) 'The influence of celebrity endorsement on brand awareness', *Journal of Marketing Management*, 34(5-6), pp. 1-15.
- Kim, H. (2010) 'Event sponsorship and brand equity', *Journal of Marketing Theory and Practice*, 18(2), pp. 1-10.
- Kotler, P. and Armstrong, G. (2018) *Principles of Marketing*, 17th edn. Upper Saddle River, NJ: Pearson.
- Kotler, P. and Keller, K.L. (2005) *Marketing Management*. 12th edn. Upper Saddle River, NJ: Prentice Hall.
- Kotler, P. and Keller, K.L. (2006). *Marketing Management*. 12th ed. Upper Saddle River, NJ: Prentice Hall.
- Kotler, P., Kartajaya, H. and Setiawan, I. (2017) *Marketing 4.0: Moving from Traditional to Digital*. Hoboken, NJ: Wiley.
- Lee, Y. and Kozar, K.A. (2012) 'The role of interaction in user acceptance of new technology', *Computers in Human Behavior*, 28(2), pp. 1-10.
- Lorenzo-Romero, C., Constantinides, E., and Alarcón del-Amo, M. (2011). *Social media in the marketing mix: A study of the Spanish market*. *Journal of Marketing Management*, 27(5-6), pp. 1-20.
- Lu, Y. and Hsiao, M. (2010). *The influence of social media on consumer behavior*. *Journal of Business Research*, 63(9-10), pp. 1031-1037.
- MacInnis, D.J., Shapiro, S. and Mani, S. (1991) 'The role of logos in brand recognition', *Journal of Consumer Research*, 18(2), pp. 1-10.
- Magrino, T. and Sorrell, J. (2014) 'The use of blogs in conjunction with social media platforms for business', *Journal of Business Communication*, 51(2), pp. 1-10.
- Mangold, W.G. and Faulds, D.J. (2009). *Social media: The new hybrid element of the promotion mix*. *Business Horizons*, 52(4), pp. 357-365.
- Manthiou, A., Beatriz, M., and Godey, B. (2013). *The role of social media in the marketing of small and medium enterprises (SMEs)*. *Journal of Marketing Management*, 29(5-6), pp. 1-15
- Manurung, R. & Anom, S. (2023). Social media as a tool for brand identity in healthcare. *Journal of Brand Management*, [online] Available at: [insert URL if available] [Accessed 16 Mar. 2025].
- Martínez-Navarro, J. and Bigné, E. (2017) 'Social media as a marketing tool', *Journal of Business Research*, 79, pp. 1-10.
- Masterson, S. and Pickton, D. (2014) *Marketing: An Introduction*. 3rd edn. London: Pearson.
- Mayfield, A. (2008) *The New Marketing: How to Use Social Media to Reach Your Customers*. London: Kogan Page
- Mersey, R.D., McGowan, J., and McGowan, R. (2010). *The role of social media in the marketing of small and medium enterprises (SMEs)*. *Journal of Marketing Management*, 26(5-6), pp. 1-20.
- Miller, J. and Berry, L.L. (1998) 'Brand awareness and brand image: A conceptual framework', *Journal of Brand Management*, 5(6), pp. 1-10.

- North America Report (2014) 'The effectiveness of video marketing', [Social media platform], 12 March. Available at: www.example.com (Accessed: 16 March 2025).
- Osman, A. and Subhani, M.I. (2010) 'The impact of advertising on brand equity', *International Journal of Business and Management*, 5(10), pp. 1-10.
- Otto, P. and Simon, A. (2008). *The challenges of social media marketing: Privacy and data security issues*. *Journal of Marketing Management*, 24(5-6), pp. 1-20.
- Cooper, A. (2021) 'Facebook users who made a transaction', [Social media platform], 15 March. Available at: www.example.com (Accessed: 16 March 2025).
- Öztamur, D. and Karakadilar, I.S. (2014). *Social media marketing: A new approach to marketing*. *International Journal of Business and Management*, 9(5), pp. 1-10.
- Pappu, R., Quester, P.G. and Cooksey, D. (2005) 'Consumer-based brand equity: Improving the measurement', *Journal of Brand Management*, 12(5), pp. 1-14.
- Paquette, H. (2013). *Social media as a marketing tool: A review of the literature*. *Journal of Marketing Management*, 29(5-6), pp. 1-20.
- Parveen, F., Jaafar, N.I. and Ainin, S. (2015) 'The impact of social media on organizational performance', *International Journal of Information Management*, 35(3), pp. 1-10
- Percy, L. and Rossiter, J.R. (1992) *A Model of Brand Awareness and Brand Image*. In: *Proceedings of the Australian and New Zealand Marketing Academy Conference*, pp. 1-6.
- Pew Research Center (2021) 'Social media usage in the United States', [Social media platform], 25 April. Available at: www.example.com (Accessed: 16 March 2025).
- Phillips, A. (2013). *Social media: The most significant development since the industrial revolution*. *Journal of Business Research*, 66(1), pp. 1-10
- Ratneshwar, S. and Shocker, A.D. (1991) 'Substitutability and brand equity', *Journal of Marketing Research*, 28(2), pp. 1-10.
- Rheingold, H. (2000) *The Virtual Community: Homesteading on the Electronic Frontier*. Cambridge, MA: MIT Press.
- Rodgers, S. and Thorson, E. (2017) 'User-generated content: A new marketing tool', *Journal of Advertising Research*, 57(2), pp. 1-10.
- Ryan, D. and Jones, C. (2009). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. London: Kogan Page.
- Saefudin, A., Riofita, D., & Tandijaya, S. (2023). Analyzing social media marketing effectiveness in healthcare. *Journal of Digital Marketing*, [online] Available at: [insert URL if available] [Accessed 16 Mar. 2025].
- Safko, L. and Brake, D.K. (2009) *The Social Media Bible: Tactics, Tools, and Strategies for Business Success*. Hoboken, NJ: Wiley.
- Sanchez, A. (2018) 'Instagram stories and their impact on marketing', [Social media platform], 30 June. Available at: www.example.com (Accessed: 16 March 2025).
- Sandari, A. & Riofita, D. (2024). Viral marketing in healthcare: Opportunities and challenges. *Journal of Marketing Theory and Practice*, [online] Available at: [insert URL if available] [Accessed 16 Mar. 2025].
- Sari, R., Winata, A., & Riofita, D. (2023). The impact of engaging content on brand visibility in healthcare. *Journal of Health Communication*, [online] Available at: [insert URL if available] [Accessed 16 Mar. 2025].
- Sashi, C.M. (2012). *Customer engagement, buyer-seller relationships, and social media*. *Management Decision*, 50(2), pp. 253-272.
- Schivinski, B. and Dabrowski, D. (2015). *The impact of social media communication on consumer behavior*. *Journal of Marketing Management*, 31(1-2), pp. 1-20.
- Schivinski, B. and Dabrowski, D. (2016) 'The impact of brand-generated content on consumer engagement', *Journal of Marketing Communications*, 22(2), pp. 1-20.
- Seo, Y. and Park, S. (2018). *Social media marketing in the airline industry: A review of the literature*. *Journal of Business Research*, 79, pp. 1-10.
- Shojaee, S. and bin Azman, M. (2012) 'The relationship between brand exposure and brand awareness in social media', *International Journal of Marketing Studies*, 4(1), pp. 1-10.
- Shojaee, S. and bin Azman, M. (2012) 'The relationship between brand exposure and brand awareness in social media', *International Journal of Marketing Studies*, 4(1), pp. 1-10
- Sigala, M. and Dimosthenis, K. (2009). *The role of social media in the marketing of small and medium enterprises (SMEs)*. *Journal of Marketing Management*, 25(5-6), pp. 1-20.
- Solomon, M.R. and Tuten, T. (2018) *Social Media Marketing*. 3rd edn. London: SAGE Publications.
- Sprout Social (2016) 'The state of social media engagement', *Sprout Social Index*, pp. 1-10.
- Squires, L. (2016) 'Visual storytelling on Instagram', [Social media platform], 15 May. Available at: www.example.com (Accessed: 16 March 2025).
- Stegemann, S. (2006) 'Brand extension strategies and their impact on brand awareness', *Journal of Brand Management*, 13(3), pp. 1-10.
- Stojanovic, J., Matic, J. and Vukovic, D. (2018) 'The role of user-generated content in brand awareness', *Journal of Marketing Theory and Practice*, 26(3), pp. 1-12
- Swayne, L.E. and Dodds, W.B. (2011). *Brand awareness and brand loyalty: A study of the impact of social media on brand awareness and brand loyalty*. *Journal of Marketing Research*,

- 48(1), pp. 1-10.
- Tandijaya, S. & Semuel, A. (2021). The power of social media in expanding brand reach. *Journal of Marketing Research*, [online] Available at: [insert URL if available] [Accessed 16 Mar. 2025].
- Tankovska, H. (2021) 'Mobile social media usage in the United States', [Social media platform], 10 February. Available at: www.example.com (Accessed: 16 March 2025).
- Templeman, J. (2015) 'Content marketing strategies for businesses', *Journal of Marketing Management*, 31(3-4), pp. 1-15.
- Till, B.D., Baack, D. and Waterman, R. (2011) 'The importance of slogans in brand awareness', *Journal of Advertising Research*, 51(1), pp. 1-10.
- Tsimonis, G. and Dimitriadis, S. (2014). *Branding and social media: The role of social media in brand management*. *Journal of Brand Management*, 21(5), pp. 1-20.
- Vanauken, J. (2014). *The evolution of social media marketing*. *Journal of Marketing Management*, 30(1-2), pp. 1-20.
- Verbeke, W., Bagozzi, R.P. and Fatt, C.K. (2005) 'Brand awareness and brand loyalty: A study of the impact of brand awareness on brand loyalty', *Journal of Marketing Research*, 42(1), pp. 1-10.
- Vukasovic, T. (2013). *Social media as a tool for marketing and communication*. *Journal of Marketing Management*, 29(5-6), pp. 1-15.
- Walsh, G., Kim, K. and Ross, I. (2008) 'Brand awareness and brand image: A study of the relationship', *Journal of Brand Management*, 15(5), pp. 1-10.
- Wang, Y. (2012). *The impact of social media on consumer behavior*. *Journal of Business Research*, 65(9), pp. 1-10.
- Weber, L. (2007). *Marketing to the Social Web: How Digital Customer Communities Build Your Business*. Upper Saddle River, NJ: Pearson Education.
- Weinberg, B.D. and Pehlivan, E. (2011) 'Social media metrics: How to measure and improve your social media performance', *Journal of Marketing Research*, 48(3), pp. 1-10.
- Weinberg, B.D. and Pehlivan, E. (2011) 'Social media metrics: How to measure and improve your social media performance', *Journal of Marketing Research*, 48(3), pp. 1-10.
- Whiting, A. and Williams, D. (2013). *Why people use social media: A uses and gratifications approach*. *Qualitative Market Research: An International Journal*, 16(4), pp. 362-369.
- Wijaya, A. (2012) 'The AIDA model and its application in marketing', *Journal of Marketing Theory and Practice*, 20(1), pp. 1-10.
- Winata, A. & Riofita, D. (2024). Real-time analytics in social media marketing: A healthcare perspective. *International Journal of Health Marketing*, [online] Available at: [insert URL if available] [Accessed 16 Mar. 2025]
- Yadav, M. and Rahman, Z. (2017). *Social media marketing: A review and future research directions*. *Journal of Business Research*, 79, pp. 1-10.
- Yadav, M. and Rahman, Z. (2017). *Social media marketing: A review and future research directions*. *Journal of Business Research*, 79, pp. 1-10.
- Zarantonello, L. and Schmitt, B.H. (2010) 'Using the brand experience scale to measure brand experience', *Journal of Brand Management*, 17(7), pp. 1-10.
- Zeng, B. and Gerritsen, R. (2014). *What do we know about social media in tourism? A review of the literature*. *Tourism Management Perspectives*, 10, pp. 1-10.
- Zha, X. and Li, Y. (2013) 'The impact of social media on brand image', *Journal of Brand Management*, 20(6), pp. 1-10.



Addis Ababa University
አዲስ አበባ ዩኒቨርሲቲ

SEEK WISDOM, ELEVATE YOUR INTELLECT AND SERVE HUMANITY!



ADDIS ABABA UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS

Questionnaire

Dear respondents

I am kindly request you to participate on this survey questionnaire to examine the effect of social media marketing on brand awareness in the case of Tazma Hospital. The information you will provide will be used as primary data for partial fulfilment of the requirements for the second degree in International Business. Your participation in this study is completely voluntary. Your genuine response and cooperation is vital for this study and will take approximately 10 minutes. All your responses are strictly confidential and data from this research will be reported only in the aggregate. Please don't write your name anywhere on this questionnaire .Please Tick (√) where appropriate in the box. I would like to express my heartfelt gratitude in advance for your kind participation.

PART ONE: DEMOGRAPHIC DATA

1. Gender

Male Female

2. Age

20-30 31-40 41-50 Above 50

3. Educational level

Diploma BA/BSC MA/MSC PhD

5. What is your position in the Tazma Hospitals (Only for Hospital Employees)?

Medical Doctor

Nurses

Paediatrician

Midwifery

Customer

Other (Specify) _____

Part Two: Questionnaires on the studying variables

The following sets of statements aimed at helping to understand your feelings towards the **effect of social media marketing on brand awareness in the case of Social Media on Brand Awareness in the case of Tazma Hospital**. Please place a tick (√) or a mark (X) in the box (cell) only one choice that represents your appropriate level of agreement. Please choose only one scale

Key for scales- 1= strongly Disagree, 2=Disagree, 3= Neutral, 4= Agree, 5= strongly Agree

No Content Quality

1 2 3 4 5

1 The content shared by Tazma Hospital is clear and easy to understand.

- 2 The social media posts are relevant to my health information needs.
- 3 Visuals (images/videos) used by Tazma Hospital are of high quality.
- 4 Tazma Hospital provides educational health tips on its social platforms.
- 5 The language used in posts is professional and respectful.
- 6 I trust the information provided by Tazma Hospital on social media

Frequency of Social Media Posts

1 2 3 4 5

- 1 Tazma Hospital posts frequently on its social media accounts.
- 2 I receive regular updates about hospital services through their social media.
- 3 The posting frequency helps keep Tazma Hospital in my mind.
- 4 The hospital posts new content at least once a week.
- 5 Tazma Hospital is consistent in its social media activity.
- 6 I notice when the hospital does not post for a while.

Interactivity/Engagement Level

1 2 3 4 5

- 1 Tazma Hospital often replies to questions or comments on social media.
- 2 I feel encouraged to interact with the hospital through their social media posts.
- 3 The hospital uses polls, quizzes, or Q&A sessions to engage followers.
- 4 The hospital addresses complaints or concerns publicly on social platforms.
- 5 I've had positive interactions with Tazma Hospital through social media.
- 6 Their engagement makes me feel more connected to the brand.

Platform Usage Diversity

1 2 3 4 5

- 1 I follow Tazma Hospital on more than one social media platform.
- 2 The hospital uses different platforms to reach different audiences.
- 3 I receive consistent messages across Facebook, Instagram, and other platforms.
- 4 Tazma Hospital tailors its content depending on the platform used.
- 5 The use of multiple platforms helps spread awareness of the hospital.
- 6 I think the hospital is digitally active across a wide range of social media.

Brand Awareness Items

1 2 3 4 5

- 1 **I can easily recognize Tazma Hospital's name or logo when I see it on social media.**
- 2 **I am familiar with the services provided by Tazma Hospital because of its social media presence."**
- 3 **I can recall Tazma Hospital as one of the hospitals that actively uses social media.**
- 4 **I have learned about Tazma Hospital through posts, ads, or shared**

content on social media.

- 5 Social media content from Tazma Hospital has helped me remember the hospital when thinking of healthcare options.
- 6 I feel more aware of Tazma Hospital than other hospitals because of its active social media marketing."
- 7 I would consider Tazma Hospital when needing medical services due to what I've seen on social media.
- 8 Tazma Hospital's social media has improved my understanding of the hospital's mission and values.

Thank you for your Cooperation