



ADDIS ABABA UNIVERSITY

SCHOOL OF COMMERCE

**THE EFFECT OF SOCIAL MEDIA CONTENT MARKETING ON
BRAND AWARENESS: THE CASE OF ARADA BEER BRAND OF
KOMARI BREWERIES S.C.**

BY

RUTH NEGA

JUNE 2024

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APPROVAL SHEET

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ABBREVIATIONS AND ACRONYMS

AMA	American Marketing Association
ANOVA	Analysis of Variance
ECRA	Ethiopian Customs and Revenue Authority
eWOM	Electronic Word of Mouth
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
UGT	Uses and Gratification Theory
VIF	Variance Inflation Factor

ABSTRACT

This study sought to examine the effect of social media content marketing brand awareness in the case of Arada Beer brand of Komari Breweries Plc in Addis Ababa. A quantitative research approach was applied to examine relationship between social media content marketing and brand awareness. In line with this, an explanatory research design was adopted. The survey was conducted on subscribers and followers of the company's official Facebook social media page. A sample of 314 respondents was selected by convenience non-probability sampling technique, of which 292 valid and usable primary data or responses were collected through self-administered structured questionnaire with a 5-point Likert scale. Both descriptive and inferential statistics were applied for analysis with the help of SPSS 22.0. The findings of the study revealed that all the five content marketing variables namely content relevance, enjoyability, interactivity, timelines and applied loyalty program had positive and significant effect on brand awareness. Specifically, loyalty program, interactivity and content enjoyability had the highest contribution brand awareness. Nonetheless, content relevance and timeliness had the least contribution. In conclusion, social media content marketing variables are good predictors of brand awareness. The brand managers should create or join well-defined social media groups to promote the brand consistently by posting, liking, and sharing honest and authentic information on their official social media sites.

Keywords: Arada Beer, Brand Awareness, Brewery Industry, Content Marketing, Komari Breweries, Social media

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

In the contemporary digital age, social media has surfaced as a potent conduit for disseminating content and promoting brands. The advent of the internet has catalyzed a shift from conventional marketing to a digital marketing-centric approach, paving the way for social media marketing. Corporations have acknowledged the significance of deploying content marketing tactics to boost brand exposure in this era of burgeoning social media platforms. As posited by Robert (2022), content marketing is a tactical approach that centers on the generation and distribution of pertinent and steady content to allure and sustain a distinct audience. As a result, the act of circulating content associated with products on social media has evolved into a vital instrument for brand advertising (John, 2017). Nonetheless, the hurdle resides in efficaciously heightening consciousness by cultivating substantial and reciprocally advantageous relationships with audiences across these diverse platforms.

Social media content marketing is an advertising approach that leverages content from various social media channels like Facebook, Twitter, Instagram, YouTube, and more to promote goods and services. The main objective of disseminating content on these platforms is to create valuable and captivating concepts that align with the interests of specific target demographics. This indicate that, by adapting content to cater to users' individual preferences, businesses can provide a more impactful and engaging experience that enhances user engagement, boosts brand loyalty, and promotes brand advocacy. According to Dahl (2014), advocator of User Gratification Theory, assumes that consumers are proactive in their media choices, driven by personal goals rather than media influence. This theory contends that consumers seek media that fulfills their needs and gratification, leading to repeated media consumption. As a result, consumer media choices are perceived as goal-oriented and value-driven. In line with this argument, Peterson and Keller (2019) explain that content marketing is centered around comprehending consumer requirements and supplying them with pertinent or amusing content while subtly endorsing a brand.

Research indicates that brand recognition plays a crucial role in influencing consumer buying behavior, leading to increased sales and customer retention (Lee, 2016). The process begins with the creation of product awareness, which subsequently affects customer satisfaction and fosters customer loyalty. As suggested by Aaker (2004), brand awareness relates to a consumer's familiarity with a

specific product or service. The use of storytelling and visual posts, such as images and videos, that incorporate narratives aligned with a brand's values, assist in increasing awareness. This encourages likes, comments, and shares, creating a sense of community and strengthening customer loyalty. Nunnally (2018) argues that by consistently providing high-quality content, businesses can enhance brand recall and recognition in the minds of consumers, thereby earning their trust and respect.

Social media's advent has transformed the marketing landscape, altering how businesses engage with their target audiences to enhance brand visibility. Thomas and Ekram (2019) suggest that creating content that is relevant, engaging, and shareable can potentially go viral, attracting followers and extending a brand's reach. This shift towards social media marketing is especially noticeable in developing countries, where internet usage has jumped from 42% in 2013-14 to 64% in 2017. This has led small and medium-sized enterprises to increasingly use social platforms for customer engagement (Koufaris, 2018; Huizingh, 2020). However, a digital divide remains, with developed countries having higher rates of internet and smartphone penetration. With approximately 3.7 billion active users on Instagram and Facebook worldwide (Majesta, 2020), businesses have the chance to craft appealing posts that connect with their target audience.

In Africa, the number of social media users has been on a steady rise, exceeding 384 million in 2022 (World Trade Organizations, 2022), with Facebook being the leading platform on the continent. African businesses are utilizing social media marketing to shape consumer behavior, cultivate brand loyalty, and improve brand reputation. For instance, in Kenya, WhatsApp is a preferred platform for customer interaction, while specialized marketing agencies like East Africa Digital Marketers offer customized strategies to boost brand awareness and customer engagement. Similarly, in Ethiopia, social media marketing agencies are assisting businesses in harnessing social media for their marketing initiatives (Bezawit, 2019).

Social media content marketing serves as a potent tool for businesses, enabling them to reach a wider audience, establish personal connections with customers, and cultivate lasting brand loyalty. Nonetheless, the tactics and platforms employed may vary based on the region and the unique attributes of the target audience. Consequently, it is imperative for businesses to grasp their audience and the social media landscape in their respective regions to effectively utilize social media for marketing purposes.

1.2. Statement of the Problem

Komari Beverages, a fresh entrant in Ethiopia's hard seltzer market, has faced hurdles in utilizing its social media presence to foster the desired brand recognition among consumers. Regular brand health evaluations are conducted by marketers to assess the brand's current status and implement necessary improvements (Chen, 2022). However, even after three successive Brand Health Tests in the market, it was discovered that many consumers were unable to remember and identify the product despite the provision of numerous cues and hints during the sessions. Even the company's official social media platform's followers showed inconsistent interactions and engagements with the brand, affecting its message credibility and sense of involvement. Robert (2022) suggests that poor brand performance often originates from insufficient brand awareness (recall, recognition, and dominance), a consequence of ineffective content marketing practices.

In this scenario, ideally, content marketing emerges as a powerful tool to draw the target audience's attention, establish trust, increase sales, and improve customer relationships. It represents a strategic marketing approach that involves creating and distributing relevant, valuable content through digital channels to attract and engage a clearly defined target audience (Bezawit, 2019). This highlights the crucial role that content marketing plays in most businesses, promoting strong brand awareness through relevant, enjoyable, and interactive brand-related content on social media. Keller (2010) asserts that content marketing serves as a reliable means to broaden the customer base and enhance the brand and product's value. Therefore, for beverage companies to maintain an active presence on social media platforms, they need to consistently produce engaging and relevant content, despite the time and resources required.

In the contemporary digital landscape, the significance of social media platforms within marketing strategies across diverse sectors has risen markedly. The advent of these digital marketing avenues has fundamentally transformed the marketing funnel from a simplistic to a more intricate form, owing to the engagement of a wide array of consumers with varying cultures and interests across numerous channels (Haven, 2007). Consequently, Komari's marketers are faced with mounting challenges in fostering and enhancing brand awareness, necessitating cohesive efforts across all media to capture the attention of customers. Mere presence on official social media sites occasionally proves insufficient to enhance effective brand promotion, a reality not confined to any specific industry. New

entrants in the Ethiopian beverage sector, like Komari Breweries, have encountered lackluster brand performance due to a deficit in brand awareness.

Numerous studies have underscored the profound influence of social media marketing initiatives on brand image, loyalty, and equity (Cheung, 2020; Ismail, 2017; Midha, 2021). These studies primarily highlight the role of social media marketing components in the process of brand building within the textile industry, suggesting its capacity to strengthen consumer-brand interaction through stylish content and interactive engagement on social media platforms (Cheung, 2020). Moreover, the augmentation of brand associations and awareness via social media has been shown to affect brand loyalty and perceived quality, essential aspects of brand equity within the hospitality industry (Dąbrowski, 2019). Additionally, the effect of social media marketing on purchasing decisions through brand awareness has been confirmed, with social media marketing exerting a positive and significant impact on brand awareness and purchasing decisions (Gabriella, 2022).

In spite of the widespread application of social media content marketing, there is a research gap regarding its influence on brand awareness in the beverage industry within emerging economies. Current studies have predominantly focused on the correlation between social media marketing and branding in developed nations, highlighting the necessity for additional exploration in diverse cultural contexts and sectors. While research has investigated the impacts of social media marketing in industries such as automotive, fashion, and hospitality, there is a lack of emphasis on its effect in emerging economies, especially within fast-moving consumer goods sectors like the beverage industry. This research void underscores the significance of studying the impact of social media content marketing on brand awareness in developing nations, like Ethiopia.

Hence, this study seeks to explore the impact of social media content marketing on brand awareness, with a specific focus on the "Arada Beer" brand from Komari Beverages in Addis Ababa. This helps determine brand awareness through social media by understanding the importance of brands in consumers' lives, to examine the reason behind following brands on social networking sites and the ways through which social media platform they receive information about the brand.

1.3. Research Questions

1. How does content relevance affect the brand awareness of the Arada Beer brand bottled by Komari Beverages in Addis Ababa?
2. Does content enjoyability influence the brand awareness of the Arada Beer brand bottled by Komari Beverages in Addis Ababa?
3. What is the effect of consumer interaction to the contents posted about Arada Beer brand on Komari Beverages' social media on brand awareness?
4. Does the applicable loyalty program offered by Komari Beverages affect consumers' awareness toward Arada Beer brand?
5. How does content timeliness (up-to-datedness) affect consumers' brand awareness of Arada Beer brand bottled by Komari Beverages in Addis Ababa?

1.4. Objective of the Study

1.4.1. General Objective

To investigate the effect of social media content marketing on brand awareness in the case of Komari Beverages S.C. in Addis Ababa.

1.4.2. Specific Objectives

1. To examine the effect of content relevance on brand awareness of the Arada Beer brand bottled by Komari Beverages in Addis Ababa.
2. To analyze the influence of content enjoyability on brand awareness of the Arada Beer brand bottled by Komari Beverages in Addis Ababa.
3. To investigate the effect of consumer interactivity on brand awareness of the Arada Beer brand bottled by Komari Beverages in Addis Ababa.
4. To understand the influence of the perceived loyalty program offered by Komari Beverages on the brand awareness of its product branded "Arada Beer".
5. To examine the effect of content timeliness (up-to-date) on brand awareness of the Arada Beer brand bottled by Komari Beverages in Addis Ababa.

1.5. Significance of the Study

This research bears considerable relevance for marketers in the brewery industry, consumers, businesses, and academic scholars. It holds significant value in multiple aspects. It offers a deep understanding of consumer behavior, particularly how consumers interact with brands on social media and how these interactions influence their awareness of the brand. This understanding can help Komari Breweries and other companies enhance their brand awareness by improving their social media marketing strategies. The study also explores how social media marketing activities can influence brand loyalty, providing valuable insights for businesses aiming to increase customer retention. Furthermore, the results of the study can inform the development of effective marketing strategies that leverage social media to increase brand visibility and resonance. In addition to its practical implications, the study contributes to the academic research on social media marketing and its impact on brand awareness and loyalty. Lastly, given its focus on the Arada Beer brand of Komari Breweries S.C., the study provides valuable insights that are specific to the Ethiopian market, benefiting other local businesses. Overall, this study has the potential to significantly contribute to both academic research and practical applications in the field of social media marketing.

1.6. Scope of the Study

The growth of social media users and its application in content marketing at the organizational level led to its increased use in building brand image through creating brand awareness, particularly in Ethiopia. A study was conducted to examine how social media content marketing affects the brand awareness of consumers. It also examined the practices of content marketing through social media platforms to create brand awareness of carbonated (Hard Seltzer) drinks. The study focused on the Facebook social media platform. The empirical study was based on the opinions of Arad Beer consumers all over the country. In addition, the study analyzed the perception of the consumers on the role of content marketing on social media in creating brand awareness of the Arad Beer brand. The data was collected through a Google form questionnaire. The study was confined to Ethiopia, and more specifically to the perception of consumers who were subscribed, liked, and followed the official Facebook site of the company. The data collection took place within the period of March – April 2024.

1.7. Definitions of Key Terms

Perceived Information Quality - This term refers to the consumer's evaluation of the accuracy, relevance, type, usefulness, and helpfulness of product and company information on a company's official Facebook page that they "like" (Ou and Sia, 2010).

Perceived Enjoyment - This variable seeks to gauge a user's assessment of the features on a company's Facebook page that they "like", based on whether they find these features fun, subjectively pleasing, and overall appealing (Cao, 2015, p. 103).

Perceived Interactivity - This term aims to measure the extent to which a consumer perceives the interaction on a company's Facebook page that they "like" as being two-way, controllable, and responsive (Mollen and Wilson, 2010; p. 156).

Social Media Marketing - This refers to the practice of attracting website traffic or attention via social media sites. (Cao, 2015, p. 128).

Brand Identity - This term refers to the array of tools or elements that a company uses to establish a brand image (Keller, 2004, p. 151).

1.8. Organization of the Study

This main research report comprises five chapters. Chapter One consists of an introduction that includes a background of the study, a statement of the problem, objectives, research questions, hypothesis, significance of the study, definition of terms, limitations, and scope of the study. Chapter Two consists of a Review of Related Literature, Chapter Three refers to methodology which includes description of the study area, research design and strategy, method of data collection, sampling design, data collection instruments, and method of data analysis. Chapter Four shows data analysis and interpretation and Chapter Five which is the last chapter consists of a summary of the major findings, conclusions, and recommendations drawn based on the conclusions of the study.

CHAPTER TWO

REVIEW OF THE RELATED LITERATURE

This chapter has three major parts: the theoretical literature review, the empirical review, and the conceptual framework of the study.

2.1. Theoretical Literature Review

This section introduces the theoretical framework of this thesis. It begins by describing the concept of brand, brand awareness, content marketing, and social media content marketing. Then, it focuses on the relationship between brand awareness and social media content marketing. This part aims to provide a better understanding of the research problem and to establish the basis for the analysis.

2.1.1. Content Marketing

Content marketing, as defined by the Content Marketing Institute, is a strategic method that involves creating and distributing valuable, relevant, and consistent content. The goal is to attract and retain a clearly defined audience, ultimately leading to profitable customer action. This approach is designed to answer customer questions, help consumers solve their problems, and facilitate the decision-making process, rather than just promoting the brand or company (Templeman, 2015). Pulizzi (2012) outlines the main goals of content marketing as strengthening the customer's viewpoint, generating sales and leads, engaging customers, increasing brand awareness, promoting customer upsells, and building a community of passionate followers, fans, and subscribers. Content can come in various forms, including blogs, videos, case studies, infographics, e-books, images, and professional reviews. Companies that operate on a Business-to-Consumer (B2C) model often use content marketing techniques such as social media networks, website articles, blogs, and vlogs. Videos are considered the most effective marketing technique for sharing company insights with consumers (North America Report, 2014). User-generated content (UGC) is a highly effective way of connecting with consumers. It allows consumers to interact, express themselves, and contribute to content creation (Huotari, 2015). UGC helps create virtual communities for the brand, which in turn enhances the brand's image (Holliman and Rowley, 2014). It has been noted that younger consumers are particularly active in sharing their opinions about the products or services they have experienced from various brands (Hsu, 2013). High-quality content from the brand can help retain customers who may become brand

advocates in the future, helping the company attract potential target markets by posting reviews on social media platforms and spreading positive word of mouth about the company (Hur, 2011).

Today's youth are more attracted to social media marketing on social networking sites where they are more active, compared to traditional marketing channels like radio, newspapers, and TV commercials. Consumers want immediate access to information for their convenience. They are interested in using various types of social media accounts to search for the information they need and ultimately make purchasing decisions (Lempert, 2006; Vollmer and Precourt, 2008). This study examines social media marketing by assessing the number of profiles on social networking sites, the platforms that users are most engaged with, and their feedback on brands' marketing campaigns.

2.1.2. Social Media Networking

Social media platforms, including Facebook, LinkedIn, and Twitter, have become indispensable tools for marketers in the digital age (Qualman, 2010). These platforms serve as channels for executing marketing strategies online, requiring marketers to select the most suitable platforms to meet their marketing goals. Effective marketing objectives aid in attracting new customers and retaining existing ones by enhancing customer satisfaction.

Businesses are increasingly realizing the importance of integrating their social media endeavors with content strategies, observing the substantial impact of social media on reach, referral traffic, and revenue generation. Consequently, there is a trend shifting from assigning social media responsibilities to current employees to hiring dedicated social media strategists or full-time social media managers. The benefits of social media are diverse, including company branding, heightened brand awareness, and increased customer loyalty and trust (AllAfrica.com, 2013). These days, social networking has transformed into a global phenomenon. While traditional word-of-mouth was influential but limited to personal networks, social media has broadened this reach (Shruti, 2013).

With individuals dedicating more time online, especially on platforms like Facebook, LinkedIn, and Instagram, brands are redirecting their investments from conventional marketing to digital marketing (Davidsson and Findahl, 2016; Baines and Fill, 2014). In this digitally advanced era, businesses no longer completely control their market image. Modern consumers actively interact with brand offerings and possess the ability to comment, share, and circulate information effortlessly. Social media has introduced a level of transparency that brings to light the positive, negative, and neutral aspects of a brand, which can instantly go viral through shares.

2.1.3. Facebook - Social Media Platforms

Social media is characterized by the digital interactions between individuals, where they generate, disseminate, and exchange ideas and information within virtual communities and networks. According to Wikipedia, social media is a form of media designed for distribution through social interaction, using accessible and scalable publishing methods. It leverages internet-based technologies to transform monologues from traditional media into dialogues in social media, fostering the democratization of knowledge and information (Qualman, 2010). This shift turns individuals from mere content consumers into active content creators. The advantages of this platform are diverse, encompassing areas such as corporate branding, enhancing brand visibility, and fostering customer loyalty and trust.

In recent times, social media has seen substantial growth in the realms of business and social networking. Its incorporation into marketing and brand management has resulted in a decline in the reliance on traditional advertising channels like television, newspapers, and billboards. Companies are redirecting resources to social media channels due to their cost-efficiency and their ability to effectively engage with target audiences. This transition has spurred researchers to investigate social media marketing and its influence on brand recognition.

Numerous social media networking platforms have surfaced, with Facebook, Instagram, YouTube, Telegram, Twitter, LinkedIn, and Google Plus among the most commonly used. This study will concentrate on the first two platforms, Facebook and Instagram, due to their widespread popularity in Ethiopia. Facebook, introduced in 2004, has experienced significant growth, boasting over 1.1 billion active users, with 350 million accessing it via mobile devices. The platform, available in more than 70 languages, is predominantly used for cultivating and maintaining relationships, whether in professional environments, political arenas, or personal connections (Shruti, 2013). Facebook has transformed into a powerful marketing instrument, providing services for marketers and creative agencies to craft brand promotions. Its rivalry with Google in the sphere of online advertising underscores its influence and reach in the digital marketing domain.

2.1.4. Social Media Content Marketing

Communications through social media platforms or Social Networking Sites (SNSs) can foster relationships between consumers and brands, potentially resulting in sustained customer engagement behavior (Algesheimer, 2005). This engagement transcends mere transactions and purchases, leaning

heavily towards a brand or firm, driven by motivation. Factors such as customer satisfaction, brand commitment, and trust, when at high levels, can stimulate engagement. Trust in a brand is rooted in the consumer's conviction that the brand embodies attributes they find appealing (Luis, 2005).

Digital content marketing and e-marketing are two intersecting terms due to their operational similarities. Digital content marketing operates through online channels, but it doesn't strictly belong to e-marketing since digital content isn't marketed solely through electronic channels. E-marketing is a facet of marketing communications, complemented by other marketing communication elements like advertising and public relations factors (Van, 2010). Content should offer the information that the prospect is looking for, enlighten the audience about your firm's procedures and expertise, show a commitment to solving the prospect's issues, cater to their needs, and distinguish the firm as a unique provider in comparison to competitors.

The informational content of content-based social media marketing delineates the information provided to customers. The main goal of online content for academic researchers should be to share general information about the company, its operations, products, and other specifics with its customers and target audience. As per a study by Van (2010), information is the second most vital element for content effectiveness. The informational aspect of content-based social media marketing should avoid spreading any false information as it will undermine the customer's trust, and it should be specific, relevant, valuable, and informative.

2.1.5. Content Marketing Dimensions

This section delineates the dimensions of content marketing, encompassing perceived information quality, perceived enjoyment, and perceived interactivity. These three concepts are posited as precursors to online consumer engagement, as they have been extensively examined in the literature on website design and deemed suitable features to incorporate on a company's website (Bhatti, 2000). Moreover, research indicates that the inclusion of these three constructs on a company's website can mold consumer perceptions, which can subsequently foster a more loyal consumer base. This, in turn, can influence consumer behavior, such as the intent to repurchase.

The dissemination of information stands as the primary objective of a website, as emphasized by Bhatti (2000), prompting a significant focus on information quality within the realms of website development and design. Defining information quality as the consumer's perception of product and company information based on criteria like accuracy, relevance, usefulness, currency, and impartiality

(Sia, 2010), this study aligns with existing literature. Notably, information quality emerges as a key factor in consumer behavior, influencing website evaluation and attracting online customers. Dran (2000) underscores the pivotal role of information quality in consumers' appraisal of a company's website, a sentiment echoed by Huizingh (2000), who famously stated that "content is king." This emphasizes the substantial impact of content on consumer evaluations.

2.1.5.1. Information Relevance

As research has suggested (Ou & Sia, 2010), information quality is extremely important to the development of a company's website to draw in and continue to attract online customers. It is crucial for customers seeking information about a company to have relevant and accurate information to meet their needs. Social media implement marketing intelligently for each of their members. One way is to provide one's searches with relevant content by filtering one's searches extraneous information and data, so that it prevents them from being exposed to irrelevant information, hence, they find and explore their desired issues easily (Brito, 2011). By providing relevant content, one can be exposed to a lot of mental conflict toward the brand and made loyal to it. Customers consider social media sites as serving channels where they can engage in real-time databases of businesses

Highlighting the significance of information quality on platforms like Facebook, where details on sales, product launches, and consumer narratives are crucial, this study underscores the importance of prioritizing content to engage target audiences effectively. Lin and Lu (2000) stress that a customer's acceptance of a website hinges on the quality of information provided, while Cao (2005) and Ou and Sia (2010) further establish that high information quality is instrumental in attracting and retaining online customers. Ultimately, maintaining current, relevant, and accurate information on a company's website is essential to meet customer needs and foster trust and engagement.

2.1.5.2. Perceived Enjoyment

Various studies have shown that the quality of information on a website is valuable to consumers (Huizingh, 2000; Lin and Lu, 2000; Cao, 2005). However, the absence of an enjoyable experience can potentially lead to their disinterest and departure from the site. Perceived enjoyment plays a crucial role in transitioning consumers from a basic to a hedonic realm, where they engage emotionally with a vendor's website. Features that offer enjoyment, such as those that are fun, intriguing, thrilling, and entertaining, have been found to positively impact a customer's evaluation of a company's website. Incorporating enjoyable features not only sets a website apart from others

but also enhances overall customer satisfaction. Research has confirmed that features like online games, software downloads, and Questions & Answers significantly shape the online consumer experience, with consumers seeking gratification and enjoyment from visiting companies' websites. To attract consumers and enrich their online experience, it is recommended to include stimulating website features in website design and development. By offering an enjoyable online experience, user activities such as participation, promotion, excitement, and concentration are likely to increase.

2.1.5.3. Perceived Interactivity

Interactivity, another feature of websites, has been identified as a significant factor in shaping positive attitudes toward a brand and its online presence, ultimately influencing the intent to purchase (Mollen and Wilson, 2010). Despite the lack of a universally accepted definition for interactivity, certain assumptions are generally agreed upon. Firstly, interactivity is typically linked with novel technological platforms, including the Internet, the World Wide Web, and social media. Secondly, interactivity enables bidirectional communication akin to interpersonal communication, resulting in feedback (Kiousis, 2002). Lastly, interactivity can be defined by the user's sense of control. Steuer (1992) characterizes interactivity as the degree to which users can alter the form and content of a mediated environment in real time.

Interactivity has been examined from two distinct viewpoints. Initially, interactivity was viewed as a variable describing a medium's (e.g., website) interactive capabilities (Kiousis, 2002). This perspective considers interactivity from the standpoint of a website's design and features and is deemed as "the hardwired opportunity of interactivity provided during an interaction" (Liu and Shrum, 2002, p. 55). Subsequently, interactivity has been regarded as a dependent variable measuring users' perceptions. This experiential approach perceives interactivity as "a psychological state experienced by a site user during his or her interaction with the website". This latter perspective has recently gained popularity among researchers (Mollen and Wilson, 2010), who have reached a consensus on the key dimensions of perceived interactivity, including perceived user control, two-way communication, and perceived responsiveness.

Perceived interactivity is deemed crucial to the success of online marketing (Lee, 2005). Ha and James (1998) asserted that interactivity is paramount in an online commerce environment. Moreover, Lee identified user control, responsiveness, personalization, and connectedness as vital elements of perceived interactivity, and found that control, responsiveness, and connectedness foster trust and

ultimately influence consumer behavioral intentions. Additionally, Cyr (2009) proposed a model delineating a relationship between perceived interactivity (user control, connectedness, and responsiveness) and cognition, affect, and trust. Following an experiment requiring participants to browse various destination vacation websites with differing levels of interactivity, the researchers confirmed that all the relationships proposed in their model were supported, further substantiating the role of perceived interactivity in fostering loyalty through cognition and affect.

2.1.5.4. Currency/ Updated

The preference for utilizing social media stems from the convenience it offers in accessing up-to-date content, as highlighted by Leggat (2010). The rapid dissemination of information facilitated by new technologies underscores the importance of ensuring that the content on social networks remains fresh and promptly updated to meet evolving consumer needs. Businesses must adapt swiftly to the dynamic nature of user demands and market trends, allowing them to make informed decisions tailored to the present circumstances, as emphasized by Leggat (2010). Noteworthy examples such as Google, which continuously refines its search algorithm to prioritize updated content, as noted by Freidman (2011), exemplify the significance of delivering timely and relevant information for effective brand management on social media platforms. Effective communication on social networking sites is intrinsically linked to transparency and awareness, fostering a culture where individuals engage with others by refining, enhancing, or updating their profiles, as discussed by Dalsgaard (2008). This emphasis on communication underscores the role of social media as a dynamic tool for building connections and fostering vital interactions within the digital realm.

2.1.5.5. Applicable/ Loyalty Programs

Loyalty programs are a crucial tool used by companies to retain their most valuable customers, gather essential information about customer preferences, and ultimately prevent customers from switching to competitors (O'Malley, 1998). These programs are designed to enhance the overall customer experience, foster long-term relationships, and ultimately increase repeat purchase behavior and share of wallet (Mayer, 2008). Companies leverage various communication channels, including online loyalty programs and social media platforms, to engage with customers and provide them with personalized offers and promotions (Mangold and Foulds, 2009). Brand loyalty, which refers to a customer's steadfast commitment to a particular brand over others, is vital for businesses seeking to retain customers and drive revenue growth. By implementing customer loyalty programs, businesses

can reward loyal customers, foster stronger relationships, and ultimately create a sense of prestige for top-tier customers. In industries like airlines, tiered loyalty programs offer exclusive benefits to high-tier customers, such as additional miles, airport lounge access, and personalized services, further incentivizing loyalty and brand advocacy. Overall, customer loyalty programs are an essential component of a company's marketing strategy, driving customer retention, engagement, and ultimately, business success.

2.1.6. Brand and Brand Marketing

The notion of "brand" is elucidated through two distinct academic references. Pallister and Law (2019) initially define a brand as a unique marker for a specific product, manufacturer, or distributor. They further distinguish between a generic brand and a strong brand, the latter being a product, service, individual, or location that offers significant and unique added value to the consumer or purchaser. They suggest that the success of a brand depends on its ability to maintain these added values in the face of competition. The second source, the American Marketing Association (AMA), describes a brand as a name, term, design, symbol, or any other feature that differentiates one good or service from others (AMA, 2021). The AMA expands that a brand could relate to a single product or service, a group of products or services, or all the products or services provided by a seller. It further extends the definition of brand to include customer experience, which can be expressed through a symbol, a name, a slogan, or a logo, for example.

Brands gain value by distinguishing themselves from competitors, using the four stages of brand development suggested by McDonald (2018). The first stage is the generic level, where the brand meets the basic needs of customers, such as transportation. This level can be easily replicated by other brands. The next stage is the expected level, where the brand develops by aligning its resources with customers' needs, such as customer service, availability, and pricing. The brand creates additional value by meeting the purchasing conditions of a specific target group. The third stage is the augmented level, where the brand strives to enhance its value by addressing both the functional and emotional needs of customers, such as delivery and feelings. The brand becomes more unique and appealing as customers become more aware of its products. The final stage is the potential level, where the brand reaches maturity by promoting intangible and emotional factors, such as creativity and innovation. The brand achieves uniqueness and superiority in the market.

According to Kotler and Armstrong (2009), a successful brand is defined as a product, service, individual, or location that is easily identifiable and offers substantial added value to the purchaser or user. This additional value caters to their requirements and is sustained despite competitive pressures. A successful brand has the potential to create consistent, long-term demand and yield higher profit margins compared to an unsuccessful brand. It also can boost the reputation and appeal of the organization that owns it. For an organization to establish a successful brand, it is essential to have a clear articulation of the purpose, the intended audience, and the resources associated with the product or service.

2.1.6.1. Brand Awareness

In the realm of brand management, Keller (2005) introduces a fundamental concept that brand knowledge comprises two key components: brand awareness and brand image. Brand awareness signifies the level to which consumers can recognize or recall a brand, while brand image encapsulates the perceptions and associations consumers hold towards a brand. Richards (2018) further elaborates on this notion by asserting that brand knowledge encompasses a spectrum of information about a brand, including attributes, benefits, images, thoughts, feelings, attitudes, and experiences. These interconnected elements form a holistic representation of the brand in the minds of consumers. Brand awareness, a cornerstone of consumer cognition, necessitates effective communication of a brand's essence and offerings to attract potential consumers.

Leveraging social media platforms is pivotal in bolstering brand awareness, as it serves as a potent tool for fostering repeat consumer engagement and purchase behavior. Companies must deploy diverse strategies to sustain audience interest through compelling and captivating content updates in various formats such as images, videos, or articles. In contemporary business, companies are exploring innovative tools like hashtags to engage with both existing and prospective customers. Hashtags enable companies to showcase their ideas and concepts, utilizing popular hashtag words to amplify page visits and enhance brand awareness within their target market (Daeun, 2017).

Social media marketing, as highlighted by Karamian (2015), plays a significant role in determining brand awareness. Celebrity endorsements also wield influence in creating brand awareness, with factors like trustworthiness, familiarity, and expertise playing a crucial role. Celebrities, as prominent figures, act as conduits in connecting individuals with a brand (Kim, 2018). Consumer interaction with brands through social media marketing activities is a key driver in boosting brand awareness, as

active engagement leads to increased brand page views (Hutter, 2018). For marketers, building brand awareness is a pivotal task, necessitating the establishment of online social profiles to attract, engage, and convert target audiences into customers. Brands can enhance their brand awareness by fostering virtual interactivity, offering incentives, and implementing robust information systems (Barreda, 2015). Cultivating customer relationships and instilling trust in the brand's products are crucial steps in fostering brand awareness. Each brand tailors its content marketing strategy to gauge brand awareness on social media through metrics like social media reach, brand mentions, blog shares, and search volume (Hines, 2017).

2.1.6.2. Brand Awareness Strategy

For businesses entering the market, attaining superior brand recognition is a primary goal. Kumar (2018) emphasizes the importance of generating product awareness and associating it with the brand, particularly during the product's introduction phase. Aaker (1991) delineates essential elements that contribute to enhancing brand awareness. As Till, Baack, and Waterman (2011) point out, memorable and powerful slogans are vital in quickly communicating the brand's core message to consumers. Aaker (1991) also highlights the significance of product differentiation in preventing confusion and establishing a unique brand image in consumers' minds.

Moreover, brand associations, symbol design, and strategic promotions and advertisements play a key role in building brand equity and fostering consumer awareness, as suggested by several scholars. Jalleh (2002) and Stegemann (2006) discuss the effectiveness of event sponsorships and brand extensions in increasing brand visibility and market presence. Notably, Aaker (1991), Dauphinee (2013), and Osman (2010) underscore the substantial influence of packaging design and advertising strategies on brand recall and customer perception. Despite the potential risk of reduced brand recall, Osman (2010) stresses the necessity of consistent promotional activities for maintaining a competitive advantage in the market. In general, while the initial creation of awareness may be relatively simple, maintaining brand recognition requires continuous efforts and uniqueness to ensure lasting recall among consumers.

In marketing, enhancing brand awareness is critical for a brand's success. Promotions and advertisements are considered highly effective strategies in achieving this objective. These promotional tools are crucial in garnering attention and recognition in the consumer market, thereby positively impacting brand equity value (Osman, 2010). Additionally, event sponsorships have proven

to be valuable and efficient in augmenting and maintaining brand awareness in specific regions (Jalleh, 2002). By associating a brand with various product lines and expanding its range of offerings, organizations can rapidly enhance their presence and secure a competitive edge in the market (Stegemann, 2006).

Furthermore, unique and distinctive packaging contributes to establishing a strong brand image in consumers' minds, thereby reinforcing brand awareness (Aaker, 1991). However, the real challenge lies in preserving brand recall amidst intense market competition; a brand must strive to be unique and memorable to secure a place in consumers' minds (Dauphinee, 2013; Aaker, 1991). Advertising strategies play a crucial role in linking consumer engagement with brand recall and are pivotal in maintaining a leading position in the market (Dens, 2010; Osman, 2010). Ultimately, by achieving brand awareness and recall, brands can effectively communicate with consumers and establish a strong market presence, marking a significant achievement in brand marketing (Weinberg, 2011).

Moreover, unique and distinctive packaging helps in creating a strong brand image in consumers' minds, further reinforcing brand awareness (Aaker, 1991). However, the real challenge lies in maintaining brand recall amidst stiff market competition; a brand must strive to be unique and memorable to secure a place in consumers' minds (Dauphinee, 2013; Aaker, 1991). Advertising strategies also play a crucial role in connecting consumer engagement with brand recall and are pivotal in maintaining a top position in the market (Dens, 2010; Osman, 2010). Ultimately, by achieving brand awareness and recall, brands can effectively communicate with consumers and establish a robust presence in the market, marking a significant accomplishment in brand marketing (Weinberg, 2011).

2.1.6.3. Measuring Brand Awareness

In the competitive market, brand awareness is a crucial element that influences consumer perception and purchasing habits. Jones (1999) posits that a brand's ability to stay prominent in consumers' minds indicates a significant level of awareness and recognition within its category. This increased awareness not only molds consumer reactions toward related products but also plays a key role in swaying their purchasing decisions, as noted by Parment (2016). The foundation of brand awareness is rooted in consumers' ability to differentiate a particular brand from its rivals, a point stressed by Aaker (1991). This initial recall of the brand is vital in directing consumers to make informed decisions during their purchasing journey, as highlighted by Dauphinee (2013).

Evaluating brand awareness through brand recall becomes an essential factor when consumers make everyday purchasing decisions, mirroring the influence a robust brand image can exert on consumer behavior and subsequent product sales, a sentiment echoed by Walsh (2008). Moreover, active engagement on social media platforms like Twitter allows brands to maintain visibility, nurture relationships with consumers, and improve brand image, as underscored by Weinberg (2011). In the end, a well-designed brand awareness strategy proves to be a valuable resource for businesses aiming to establish a unique identity and connect with their target audience in an intensely competitive environment.

2.1.7. Linking Social Media Content Marketing and Brand Awareness

Social media platforms, as a marketing instrument, present substantial prospects for fostering relationships between consumers and brands. As elucidated by Seo and Park (2018), companies can effectively highlight their offerings and establish a more personal connection with customers by devising a robust content marketing strategy on social media. By regularly sharing content that is both valuable and relevant to their target audience, businesses can gradually cultivate brand loyalty and recognition. Moreover, social media facilitates targeted advertising campaigns, enabling companies to reach specific groups and enhance their chances of acquiring new customers.

In recent times, a multitude of businesses have recognized social media as a highly effective communication medium, enabling consumers to craft unique brand identities and bolster communication between brands and consumers (Soet, 2017). Hartzel (2011) noted that the use of social media platforms like Facebook and Twitter in interactive marketing strategies positively influences brand image and fosters a mutually beneficial relationship between consumers and brands. The viral nature of social media allows brands to be widely discussed among a vast user base. Dimitriadis (2014) further revealed that one of the primary outcomes businesses anticipate from their social media marketing efforts is enhanced brand awareness. Seo and Park (2018) discovered that social media marketing activities in the airline sector positively impact brand awareness and image.

According to Laroche (2013), consumers follow brands and join brand communities on social media to satisfy their desire to associate with groups or symbols they find appealing. Mangold (2009) added that consumers enjoy feeling connected to other consumers with similar interests and aspirations, leading them to become part of communities centered around common values and interests. Identifying such communities that cater to the same market can provide a company with significant

advantages, such as potential sponsorship or collaboration opportunities (Mangold, 2009). Baird (2011) found that consumers need to trust the company and believe in the authenticity of its communication before they interact with brands on social media.

Therefore, transparency is of paramount importance and a company that lacks transparency risks being perceived as deceitful and insincere. Mangold (2009) concurs with this viewpoint, stating that well-informed customers about a company and its products are more likely to discuss them. Thus, it's crucial to provide ample product information. Some customers also believe that a passion for the brand is a prerequisite for interacting with that brand on social media. Baird (2011) also found that customers feel a certain affinity towards the brand after interacting with them on social media, but this is not the initial motivation for interaction. The increasing trend of consumers using social media to seek suggestions, opinions, and reviews from friends and family is also noteworthy.

2.1.8. Theoretical Framework

About content marketing, despite the manifold of possible theories for understanding social media use in everyday life, this paper utilizes only three marketing theories namely diffusion of innovation, Hierarchy of effects, and Uses and Gratification theory.

2.1.8.1. Diffusion of Innovations Theory

Rogers 'Diffusion of Innovations' (1962) presents the Diffusion of Innovations Theory, which explores the complex processes that facilitate the dissemination of fresh ideas and technologies within a societal framework. This theory posits that media is a readily accessible resource, with audiences acting as discerning consumers who choose media to satisfy a range of needs, encompassing informational, entertainment, social, and psychological aspects.

In the realm of social media, this theory can guide marketers in comprehending how innovations are embraced and spread among online users, thereby shaping brand image and consumer behavior. By applying the tenets of the Diffusion of Innovations Theory, marketers can craft content that appeals to early adopters, influencers, and eventually the majority of users, enhancing brand visibility and loyalty (Hartzel, 2011). This theory underscores the significance of targeting various market segments based on their propensity to accept new ideas, which can be crucial in formulating effective social media strategies that optimize brand influence and reach. In essence, the incorporation of the principles of the Diffusion of Innovations Theory into social media content marketing initiatives can

aid brands in forging a robust online presence, nurturing substantial relationships with their audience, and ultimately propelling business advancement.

2.1.8.2. Hierarchy of Effects Theory

The Hierarchy of Effects Theory, introduced by Lavidge and Steiner (1961), presents a sequential model that consumers follow when deciding to purchase. This model proposes that consumers traverse several stages, including awareness, interest, desire, and action, before finalizing a purchase. Simultaneously, the theory provides a structured framework that illustrates how advertising impacts consumer decision-making processes. This sequential hierarchy outlines the stages of consumer cognitive development in reaction to advertising stimuli, covering awareness, knowledge gathering, emotional responses, preference development, belief reinforcement, and eventual purchase intention. In the context of social media content marketing, this theory can assist brands in developing content that navigates consumers through each stage of the decision-making journey. By designing content that heightens brand awareness, sparks interest in the product or service, cultivates desire for the offering, and ultimately prompts action, brands can effectively amplify brand awareness and fulfill their marketing goals.

2.1.8.3. Uses and Gratification Theory (UGT)

Social media has become an indispensable instrument for businesses aiming to enhance their brand visibility and engage with their target audience. Grasping the behaviors and motivations of social media users is crucial for the triumph of any content marketing strategy. The Uses and Gratification Theory (UGT), a communication theory put forth by Katz in 1974, provides insights into the reasons individuals choose specific media content. It posits that individuals actively seek out media to fulfill various needs such as acquiring information, entertainment, social interactions, or reinforcing personal identity. Understanding these motivations enables marketers to customize content to effectively meet the needs of their target audience.

In the context of social media content marketing, UGT provides valuable perspectives on why users interact with branded content and how businesses can leverage these motivations to their advantage (Ngai, Taa, and Moon, 2015). Identifying the primary gratifications users derive from social media platforms empowers marketers to create content that aligns with their audience and encourages engagement. UGT emphasizes the importance of user engagement and interaction in media consumption. Motivating users to actively interact with their brand through likes, shares, comments,

and other forms of engagement can foster a sense of community and brand loyalty (Wang, Yang, and Chen, 2016), thereby strengthening brand awareness and promoting positive brand associations among consumers. Moreover, UGT highlights the significance of personalizing and customizing content in content marketing.

By adapting content to cater to users' individual preferences, businesses can provide a more impactful and engaging experience that enhances user engagement, boosts brand loyalty, and promotes brand advocacy. In this study, the application of UGT serves as the theoretical framework, assuming that consumers are proactive in their media choices, driven by personal goals rather than media influence. This theory contends that consumers seek media that fulfills their needs and gratification, leading to repeated media consumption. As a result, consumer media choices are perceived as goal-oriented and value-driven (Dahl, 2014).

2.2. Empirical Literature Review

To test a hypothesis with scientific evidence, empirical studies use quantitative and qualitative methods to gather and analyze original data. Empirical research is essential to go beyond the theoretical and abstract arguments that researchers, academics, and scholars present. Thus, this section will show previous empirical studies that researchers have done to demonstrate the statistical relationships between variables.

The effect of content relevance on brand awareness

In a research conducted by Torres (2015), the relationship between social media marketing and brand recognition was explored, specifically focusing on Mira Beverages Inc., an Indonesian firm. The research involved 518 participants randomly chosen from the company's official social media pages, and it was discovered that social media platforms can increase brand exposure and draw in potential customers by sharing pertinent information, thereby promoting brand recognition.

In a groundbreaking study by Kapferer (2012), the influence of social media marketing on consumer engagement and brand recognition was thoroughly investigated. Using an explanatory research design and a quantitative methodology, the study centered on 255 participants selected from the followers of Heineken Breweries' official Instagram page. The findings revealed a significant increase in brand recognition attributed to content directly associated with the brand. The study emphasized

the crucial role of content relevance in enhancing brand equity through increased brand recognition, thereby underlining its importance as a central aspect of marketing communication strategies.

Expanding further on the subject, Curran (2015) explored the impact of social media content marketing on brand recognition and loyalty within the context of Chinese sportswear consumers. Using a descriptive research framework involving 490 randomly selected followers of the brand's official Facebook and Twitter accounts, the study provided insights into how companies could strengthen brand loyalty through direct engagements and interactions with their customer base. Additionally, the strategic distribution and amplification of brand-focused content on platforms such as Facebook facilitated targeted awareness campaigns tailored to specific market segments, enabling broader outreach across various geographical areas (Rana, 2012).

Building on this discussion, Zeithaml (1988) offered a seminal viewpoint on the role of online consumer-generated content in shaping consumer perceptions of brand quality. It was highlighted that the distribution of relevant and high-quality content across social media platforms played a crucial role in shaping consumers' subjective evaluation of a product's overall quality or superiority. The perceived value of such distributed information was stressed as a critical factor, depending on how well the product met the unique needs and preferences of the consumers. As a result, the strength of brand recognition was shown to vary in line with consumers' assessments of shared content, with quality perceptions driving increased brand recognition and, conversely, poor perceptions contributing to its decline. Based on this argument, the following hypothesis is proposed:

H1a – Content relevance has a significant effect on brand awareness.

The effect of content enjoyment on brand awareness

In a different light, Greve (2014) examined the correlation between social media content marketing and brand loyalty in the hotel and restaurant sectors across Europe. The study, which involved 1,125 social media users, developed a model to gauge the interplay between content marketing and brand loyalty. It underscored the importance of high-quality information and engaging content on companies' social media pages in attracting and retaining online customers and fostering a positive brand image.

Similarly, Liu and Arnett (2020) investigated the impact of social media marketing on brand equity, with a specific focus on private commercial banks in Morocco. The study, which surveyed 662

respondents, revealed that features like online games and software downloads on websites can enhance consumers' online experiences and boost brand equity.

Expanding on this topic, Schmidt (2016) explored the factors influencing content marketing on social media platforms, focusing specifically on fast-moving consumer goods purchasers at Walmart stores in Oregon City. The study found that enjoyable online experiences play a crucial role in driving customer activities and trust, which in turn influences repurchase behavior. This emphasizes the idea that compelling content and visually appealing features on websites can attract and engage users, leading to increased online participation and consumer feedback.

O'Brien and Toms (2018) echoed this viewpoint by highlighting the significance of sensory appeal, arguing that visually attractive and innovative features on websites can effectively stimulate consumer engagement, drawing individuals into an interactive and immersive online experience. Taken together, these studies highlight the critical relationship between social media content marketing, consumer experiences, and brand loyalty, providing valuable insights for businesses looking to enhance their online presence and customer relationships. Based on this, the proposed hypothesis is stated as:

H1b – Content enjoyment has a significant effect on brand awareness.

The effect of content interactivity on brand awareness

Cyr's (2009) research on the interplay between content marketing, social media engagement, and purchasing intentions in Europe's fashion industry highlighted the significant role of interactivity in influencing consumer behavior. The study, which surveyed 1,200 followers of designer brands and boutiques, emphasized that perceived interactivity allows fashion aficionados to navigate website information satisfyingly and responsively. It further confirmed that interactivity greatly impacts consumer brand preferences and loyalty, underscoring the importance of user engagement via feedback mechanisms and user-driven interactions.

Building on this, Zhang and Dran (2010) explored the effects of social media marketing on brand image within Indonesia's mobile industry. They found that interactive features on websites can engage users, thereby improving brand perception. Wirtz (2013) further clarified the role of content marketing in online brand communities, highlighting the importance of perceived information quality, enjoyment, and interactivity in engaging users and promoting brand loyalty.

Howard (2017) and Shang (2006) supported these findings by showing that a robust brand image stems from consumer commitment and cognitive engagement. They suggested that interactivity enhances online consumer engagement through cognitive processes, emotional satisfaction, and active participation. Collectively, these studies emphasize the crucial role of interactivity and engagement in shaping consumer perceptions and brand loyalty in today's digital age. Based on this, the proposed hypothesis is stated as:

H1c – Content interactivity has a significant effect on brand awareness.

The effect of content recency (up-to-date) on brand awareness

Naaman's (2011) research examined the impact of social media promotions on brand image, focusing specifically on Fisher Brand Shoes Company in India. The study discovered that up-to-date information and trending topics significantly influenced consumers' brand image perceptions. It suggested that social media is becoming the main avenue for building a strong brand image, as it is seen as more reliable than traditional company-sponsored promotions.

Greenberg (2010) conducted a study to explore the effects of consumers' perceptions of social media marketing activities on brands. The research found a positive relationship between brand loyalty and the marketing campaigns a brand offers. The study concluded that the relevance of a brand's social media content determines its popularity among friends and other users, as well as the range of platforms and applications a brand provides in social media environments. The study proposed that a company can boost customer loyalty through social media by making information easily accessible to consumers and offering online tools on their websites for customers to share information and socialize. Moreover, the study discovered that social consumers require transparency and authenticity from their peers and the companies they interact with.

Kimani (2012) researched social sites and online community members, revealing that internet users favor social sites that enable them to access the latest information and interact with other users. This preference allows them to form their social network around specific topics and shared interests. They also favor sites that let them share the site's interesting features with online friends. It also observed that users prefer social media sites with regular, frequent updates and posts, as updates ensure a continuous flow of information, thereby attracting more visitors.

The concept of trendiness represents the capacity of social media to spread trendy information. It includes four key sub-motivations: knowledge, surveillance, pre-purchase information, and inspiration. Knowledge refers to the facts about a company that customers gain from other customers' awareness and expertise to better understand brands (Muntinga, 2011). Inspiration refers to the process where customers obtain company-related information and subsequently become motivated, serving as a source of inspiration that results in creating a positive image of a brand. Based on this, the proposed hypothesis is stated as:

H1d – Content recency has a significant effect on brand awareness.

The effect of applicable loyalty program on brand awareness

Mangold and Foulds (2009) delved into the realm of social media advertising and its impact on brand image and brand loyalty within Fisher's brand beer manufacturing company in Nepal. This insightful study centered on beer consumers in Kathmandu and shed light on how companies can bolster their customer relationships through online customer loyalty programs and targeted advertisements that set them apart from competitors.

On another front, Khaniki and Babaie (2011) conducted a comprehensive survey examining how social media influences brand image and purchase intention among home appliance suppliers in Nigeria. Their research, which focused on corporate buyers in Abuja, underscored the pivotal role that loyalty programs play in shaping brand perception and driving purchase decisions.

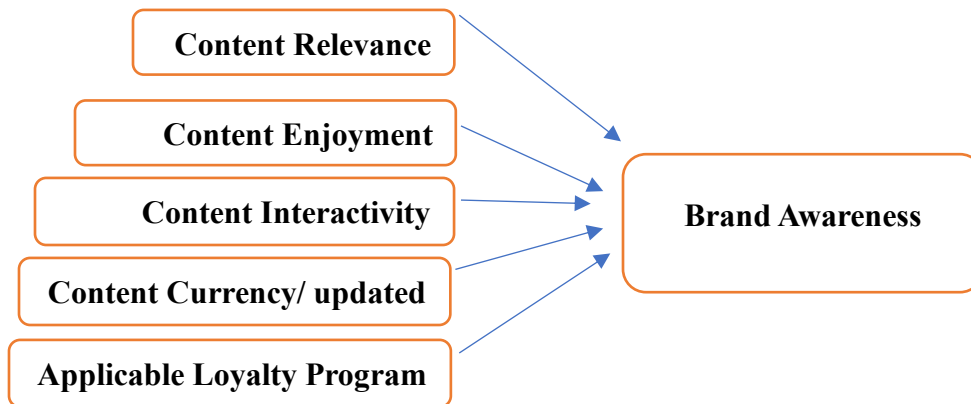
Moreover, Okinda (2014) explored the interplay of social media-based factors on strategic direct marketing at Kenya Commercial Bank Group Limited, particularly among social media users in Nairobi. This study underscored the significance of incentives like freebies/discounts and consistent updates in engaging customers on social platforms and fostering loyalty. The evolution of information technology has empowered companies to reach customers more effectively and cultivate loyalty through various means such as online reward programs and content marketing strategies. These loyalty initiatives not only attract and retain customers but also stimulate repeat purchases, enhance customer engagement, and ultimately boost profitability.

The emerging narrative highlights the interconnectedness of customer loyalty, brand image, and social media marketing in driving sustainable competitive advantage for businesses in today's dynamic marketplace. Based on this argument, the proposed hypothesis is stated as:

H1e – Applicable loyalty program has a significant effect on brand awareness.

2.3. Conceptual Framework

The objective of this study is to explore the effect of content marketing in social media platforms on the brand awareness of followers. Drawing from related theories and empirical study reviews, this research treats social media content marketing - encompassing aspects like information relevance, enjoyability, interactivity, up-to-datedness, and applied loyalty program - as the independent variable, while brand awareness is viewed as the dependent variable (Refer to Figure -1). The study's proposed framework is inspired by the frameworks of O'Brien and Toms (2018), serving as a foundation to comprehend the relationship between social media content marketing and brand awareness. This framework is scrutinized to lay the groundwork for the current study's framework, illustrating the direct relationship between content marketing and brand awareness, as indicated by the arrows.



(Source, O'Brien and Toms, 2018)

Figure 1: Conceptual Framework of the Study

CHAPTER THREE

RESEARCH METHODOLOGY

The primary aim of this research is to scrutinize the impact of social media marketing on brand recognition. Accordingly, this section encompasses the research methodology comprising research design, population, sampling, sample size, data source, gathering tool, model specification along ethical considerations.

3.1. Research Design

The research design, which includes the methodology and procedures used to conduct a study, defines the type of study and the methods of data collection that were used (Kothari, 2004). This research was structured to investigate the effect of content marketing on brand awareness. An explanatory research design was utilized to provide answers related to the research problem. Kothari (2004) endorses this design as it aims to collect data from a population to examine the cause-effect relationship of the study variables, based on the perceptions of the targeted respondents. Due to its nature as a cause-effect research design, the explanatory research design was considered crucial to measure the relationship among the stated variables, especially content marketing and brand awareness. As a result, this study adopted an explanatory research design. This design was key in clarifying the cause-effect relationships between the variables under investigation, thereby offering a thorough understanding of the impact of content marketing strategies on brand awareness. This method enabled a systematic and objective analysis of the research problem, significantly contributing to the overall rigor and validity of the study's findings.

3.2. Research Approach

This study employed a quantitative research methodology. Quantitative research sheds light on phenomena by collecting numerical data that is then analyzed using mathematical methods. This method aids in identifying relationships between dependent and independent variables, thus allowing for the testing of the proposed hypothesis as well as the correlation between independent variables (Aliaga and Gunderson, 2010). In the context of this study, the use of a quantitative research approach was considered appropriate as it defined the relationship between content marketing and brand awareness. The quantitative methodology was therefore suitable for investigating the effects of

content distributed on social media on the development of consumer brand awareness. By examining empirical data, this approach helped in establishing a relationship between the variables under investigation. Essentially, the quantitative approach offered a solid framework for exploring the impact of social media content marketing on brand awareness. It provided a systematic and objective way to measure this relationship through the gathering and analysis of numerical data, thereby offering valuable insights into the effectiveness of content marketing strategies in boosting brand awareness. This approach played a crucial role in validating the study's hypothesis and significantly contributed to the overall rigor and validity of the research findings.

3.3. Population, Sample Size and Sampling Technique

3.3.1. Target Population

Population refers to the entire group of individuals from which data can be collected (Jackson, 2008). This study investigates the activities of social media content marketing and the awareness of the customer brand. In this context, the research population is identified as the consumers of Arada Hard Seltzer (a carbonated cocktail drink with 5% alcohol content, produced and supplied by Komari Beverages). It specifically targets consumers of the Arada Beer brand who have subscribed, liked, and followed the company's official Facebook pages. Although the company's marketers use various social media platforms like LinkedIn, Instagram, Telegram, etc. for digital product promotion, Facebook is chosen due to its significantly larger subscriber base compared to other platforms. Therefore, nearly 45,000 followers who have already subscribed and actively follow the Arada Beer Facebook page are considered the target population (Komari Beverages' Facebook, 2023).

3.3.2. Sample Size

Sampling is the process of selecting a subset of individuals from a defined research population for a study (Zikmund, 2010). It is a cost-effective strategy to choose a representative sample when conducting a full census is impractical. When the population size is known and large (surpassing 10,000), a benchmark is set to determine the sample size using the formula for finite population sample size calculation. As a result, the sample size is determined with a 95% confidence level and a 5% margin of error for a total population of 45,000 followers as of January 2024. According to Kothari (2004), a conventional formula was employed to determine the sample size for a large finite population. The formula to determine the sample size is:

$$n = \frac{Z^2 * p * q * N}{Z^2 * p * q + (N - 1)e^2} = \frac{(1.96^2 * .5 * .5) * 45,000}{(1.96^2 * .5 * .5) + (45,000 - 1) * .05^2} = 384$$

Where: n -designates total number of social media (Facebook) followers; e - designates maximum variability or margin of error 5% (0.05); and n- designates computed sample size. Where: n - The sample size; N - The population size; Z^2 – Confidence Interval; e - The level of precision (e = 0.05).

Nonetheless, the digital questionnaire, whether on Google or another platform, was prone to a significant non-response rate. This rate represents the fraction of individuals who either did not participate in or complete the online questionnaire. This could have potentially affected the survey results' validity and representativeness. As per Meng, Kelly, and Francisca (2022), the typical response rate for online surveys stood at 44%. In this scenario, merely expanding the sample size did not improve the response rate. However, focusing on a specific and pertinent population did. Consequently, besides increasing the calculated sample size by 50% ($1.5 * 384 = 576$), tactics like pre-contacting potential respondents, combining online surveys with other techniques, and dispatching phone reminders were employed to enhance the response rate. Hence, the study's sample size included a total of 576 respondents.

3.3.3. Sampling Technique

In instances where it's impractical to study every individual or unit in a target population, a sample is typically drawn. Two primary sampling techniques exist - probability and nonprobability. A probability sample is chosen based on mathematical rules that make the selection chance of each unit known, while a nonprobability sample doesn't adhere to these mathematical probability guidelines (Hair, 2010). This study employed a convenience non-probability sampling technique, also known as opportunity or availability sampling. This type of non-random sampling technique selects subjects for the study based on their convenient accessibility to the researcher. The selection of this sampling method for this study was influenced by factors such as geographical location, availability at a given time, or the subject's willingness to participate.

However, it's crucial to acknowledge that this method could be prone to bias and may not have accurately depicted the target population. Despite these potential pitfalls, the convenience sampling technique was considered appropriate for this study due to its dependence on easy access to subjects. The study recognized the potential limitations tied to this method, including issues of generalizability

and the significance of bias and high sampling error. Despite these hurdles, the convenience sampling technique was deemed suitable for this study considering the specific context and research goals. The study acknowledged these limitations and factored them in when interpreting and discussing the research findings.

3.4. Source of Data

In research, data is typically divided into two categories: primary and secondary. This study focused exclusively on primary data for analysis. Primary data, which relates to the perceptions of the target respondents towards social media content marketing and brand awareness, was gathered directly from the followers of Komari's official page. This method offered the benefit of collecting new, first-hand data that was highly pertinent to the study's specific goals.

Primary data is often deemed more valuable in research as it offers direct insights from the respondents, ensuring the data's authenticity and relevance. In this instance, the primary data provided an in-depth understanding of the respondents' views and attitudes towards social media content marketing and its influence on brand awareness. This data was crucial in deriving significant conclusions and insights relevant to the study's goals.

Conversely, secondary data, usually obtained from existing resources such as books, academic articles, reports, and online resources, was not used for the analysis in this study. However, a range of academic articles were carefully reviewed and recognized to assemble and express the related literature review. This process aided in forming the theoretical basis of the study and offered a wider context for the research. It also assisted in identifying gaps in the current literature and formulating the research questions for the study. Despite not being included in the analysis, secondary data was key in determining the overall direction and framework of the study.

3.5. Data Collection Instrument

The primary data for this research was gathered through a survey questionnaire, a technique recommended by Creswell (2009) for its cost-effectiveness and suitability for large, geographically diverse samples. The choice to utilize a Google Form survey questionnaire was influenced by two factors: the study's subjects were followers and subscribers of Komari's official social media pages, especially Facebook, and Google Forms' user-friendly interface allows for quick and easy access to a wide range of users.

The survey questionnaire was bifurcated into two sections. The initial section captured the demographic information of the respondents. The subsequent section was structured to gather data pertinent to the study's variables, namely social media content marketing and brand awareness. The questionnaire, based on a prior study by O'Brien and Toms (2018), underwent minor modifications without altering the fundamental concepts. A five-point Likert Scale was employed in the questionnaire, where 1 signified 'strongly disagree', 2 stood for 'disagree', 3 indicated 'neither agree nor disagree', 4 represented 'agree', and 5 denoted 'strongly agree'.

3.6. Data Collection Procedure

Once the survey instrument was developed, the subsequent step involved disseminating the questionnaire link to the target respondents and gathering the data via Google Mail (G-Mail). a detailed data collection procedure for a questionnaire to be sent to the followers of Komari's official Facebook page using a Google Drive link. More specifically, to gather comprehensive data from the target audience, a multi-step data collection process is proposed. The first step involved the creation of a detailed questionnaire using Google Forms, a user-friendly platform that allows for the seamless design and distribution of surveys. The questionnaire was structured to gather quantitative data, encompassing a range of topics relevant to Komari's brand and fan engagement. This included, but not be limited to, questions regarding demographic information, brand awareness, content relevance, enjoyability, user interactivity, timeliness and applied loyalty program.

Once the questionnaire has been finalized, the next step was the distribution of the survey. A dedicated Google Drive link was generated and shared across Komari's official Facebook page, reaching the brand's extensive follower base. To encourage participation, the questionnaire was accompanied by a clear explanation of the purpose and potential benefits of the study, as well as any incentives or rewards offered for completion. The link was prominently displayed on the Facebook page, and periodic reminders were sent to ensure a high response rate.

To ensure the integrity and reliability of the data collected, measures were taken to protect the privacy and confidentiality of the respondents. All data were securely stored in the Google Drive environment, accessible only to the student researcher. Upon completion of the data collection phase, the responses were carefully analyzed, with insights and findings documented in a comprehensive report. This

report serves as a valuable resource for Komari's marketing and brand strategy efforts, informing future decision-making and driving the continued growth and success of the brand. For those who consented, the student researcher dispatched the link to them via their Facebook accounts. To curtail the anticipated non-responses to a tolerable level (exceeding 75%), reminders were issued assertively. The respondents were also reached out to through their respective emails, and the student researcher personally prompted them to complete the questionnaires.

3.7. Methods of Data Analysis and Presentation

Before conducting the regression analysis, tests were performed to verify the assumptions of the regression model, which include multi-collinearity, homoscedasticity, linearity, and normality. Correlation coefficients were used to numerically represent the strength and direction of the relationship between the variables. According to Hair (2016), the Pearson correlation coefficient measures the degree of linear correlation between two variables, ranging from -1.00 to +1.00, with 0 indicating no correlation.

In the context of inferential statistics, a multiple linear regression analysis was conducted using the five dimensions of social media content marketing as independent variables and brand awareness as the dependent variable. Regression analysis, a statistical method, involves the construction of a mathematical model that illustrates the relationships among variables. This model can be used to predict the value of a dependent variable based on the value of the independent variable (Kothari, 2004). The main goal was to assess the extent to which the practice of social media content marketing affected overall brand awareness. This was achieved by examining the coefficient of determination (r^2 value), the regression (beta) coefficient, and the p-values (ANOVA Test) to ascertain the significance of each relationship.

Regarding model specification, a mathematical model was used in this study. The multi-regression model was designed to regress each independent (predictor) variable on the dependent (outcome) variable. To do so, three relationships between the study variables or based on the proposed hypotheses) were established as:

$$AWARE = \beta_0 + \beta_1REL + \beta_2ENJ + \beta_3INT + \beta_4UPD + \beta_5LTY + e$$

Where:

AWARE = Brand Image; REL = Content Relevance; PEJ = Content Enjoyability; INT = Content Interactivity;

UPD = Updated Information; LTY = Applied Loyalty Program; e = error term, β_0 = constant, term $\beta_{1, 2, 3, 4, 5}$ = coefficients of predictors.

3.8. Validity Test

Creswell (2009) defines the validity of a measurement tool as its capacity to thoroughly encompass the topic under investigation. To ensure the research instrument's validity, all variables were sourced from previous studies. A pilot test was conducted among consumers of Habesha beer, during which 30 questionnaires were distributed to gather feedback on the marketing content shared on its official social media platforms. Habesha Beer was selected due to its similar practices in social media content marketing and its organizational structure and production capacity that align with the study. To ensure the research design's quality, the face, content, and construct validity were all scrutinized. Marketing scholars were engaged to review the questionnaire's content to ensure the inclusion of relevant information, the exclusion of technical jargon, and appealing face validity. The questionnaire was also evaluated by the assigned advisor, resulting in some alterations. The student researcher finalized the questionnaire after referring to several previous studies related to this study's topic.

3.9. Reliability

Reliability is a key criterion for assessing a data collection tool. It measures the consistency of the instrument, or in other words, the extent to which the tool yields the same results each time it is used under identical conditions with the same subjects (John, 2017). In this study, the reliability of the measures is tested using Cronbach's alpha. This index of reliability is linked to the variation explained by the true score of the construct being measured. The alpha coefficient, which ranges from 0.0 to 1.0, can be used to gauge the reliability of questionnaires or scales formatted with multiple points (for example, a rating scale where 1 equal strongly disagree and 5 equals strongly agree). A higher score indicates a more reliable scale. According to Nunnally (2018), a reliability coefficient of 0.7 is deemed acceptable.

The table presents the results of a reliability test, specifically the Cronbach's Alpha values for five dimensions related to social media content marketing and brand awareness, along with the number of items in each dimension.

Table 1. Reliability Test Results

Dimension	Cronbach's Alpha	No. of Items
Relevance	.796	4
Enjoyability	.761	4
Interactivity	.978	4
Up to dated	.868	4
Applied Loyalty Program	.889	4
Brand Awareness	.938	4
All Items	.857	24

(Source: Own Questionnaire, 2024)

The dimensions are Relevance, Enjoyability, Interactivity, Up-to-date content, Applied Loyalty Program, and Brand Awareness. Each dimension is made up of 4 items and the Cronbach's Alpha values range from .761 to .978, which signifies good to excellent reliability. The "All Items" category, which combines all 24 items from the dimensions, has a Cronbach's Alpha value of .857, indicating high reliability. This implies that the items in each dimension consistently measure the same construct and that the overall test is highly reliable. This is essential in research as it validates the results.

3.10. Ethical Considerations

Upon contemplation of the pertinent ethical principles and the comprehensive fulfillment of the stipulated requirements, this study was deemed ethical. The study incorporated descriptive inquiries about the demographic profile of the respondents; however, the information elicited was not sufficient to identify an individual. Another ethical principle to be considered was the absence of informed consent. Prospective participants need to be provided with comprehensive information before deciding on their participation. The survey encompassed information about the research as well as contact details for any further inquiries. The third ethical principle pertained to the potential violation of privacy. Certain questions might have been deemed excessively personal by the respondent, thereby leading to discomfort in answering them in a public setting. To mitigate this, respondents were provided with the option to omit any question they perceived as sensitive. This ensured that the ethical integrity of the study was maintained while respecting the privacy and comfort of the participants.

CHAPTER FOUR

DATA PRESENTATION AND INTERPRETATION

This section is dedicated to presenting, analyzing, and interpreting data to assess the influence of social media content marketing and brand identity on the sales performance of the Arada Bear brand in Addis Ababa. To achieve the set objectives, data collected from primary sources via self-administered questionnaires are examined, showcased, and interpreted in this section.

4.1. Response Rate

Table 2. Response Rate

Total Number of Forms Distributed	576
Not Returned and/or Declined to Participate	270
Number of Replies	306
Responses with discrepancies	14
Valid and Usable Responses	292
Response Rate (%)	53.1% (overall response rate)
	50.7% (effective response rate)

Source: Own Survey, 2024

The survey began with the dissemination of 576 Google questionnaires, laying the groundwork for calculating response rates. A substantial segment of the sample, precisely 270, either failed to return the forms or chose not to participate. This non-participation could potentially affect the representativeness of the results. The survey received 306 responses, indicating an initial engagement rate. However, not all responses were fit for analysis. Out of these responses, 14 were identified as having discrepancies, which could include incomplete forms or inconsistent answers, rendering the data unsuitable for reliable analysis. After eliminating responses with discrepancies, 292 valid and usable responses remained. This number is crucial as it constitutes the dataset for further analysis. The overall response rate, computed at 53.1%, is based on the number of valid and usable responses relative to the total number of distributed forms. The effective response rate, slightly lower at 50.7%, might consider the quality or effective response rates, a critical metric in survey analysis as they assist in determining the reliability of the survey findings.

4.2. General Information of Respondents

Table 3: Summary of Demographic Profile

Category	Freq.	Percent (%)
Sex		
Male	152	52.1
Female	140	47.9
Total	292	1.00
Age/ Years		
21 - 30	127	50.2
31 – 40	98	38.7
41 – 50	49	19.4
> 50	18	7.1
Total	292	1.00
Education		
High school	13	4.5
Diploma	61	20.9
Degree	172	58.9
Masters +	46	15.8
Total	292	1.00
Income (Birr/Month)		
< 25,000	90	0.306
25,000 – 50,000	121	0.412
>50,000	83	0.282
Total	292	1.00
Site Visit / Week		
Daily	111	38.0
1 – 2 Times	81	27.7
3 – 4 Times	77	26.4
5 – 6 Times	23	7.9
Total	292	1.00

Source: Own Survey, 2033

The demographic characteristics of the study participants offer an insightful understanding of the readers. These characteristics, which are crucial indicators for the study design, include gender, age, education, income, and profession. Table 3 presents additional data such as subscription duration, time spent, and Facebook activity, and provides the following interpretations:

In terms of gender distribution, 152 (52.1%) of the respondents were male, while 140 (47.9%) were female. This suggests that a slight majority of the participants were male social media subscribers and followers of Komari Brewery's official sites. The survey saw almost equal participation from both genders, ensuring no gender dominance.

Regarding the age distribution, 127 (50.2%) of the respondents were under 30 years old, 98 (38.7%) were between 31 and 40 years old, and the remaining respondents, aged 41 and above, accounted for 67 (26.5%). These figures indicate that about half of the respondents were young, underscoring the growing number of young subscribers. Given that most social media users are millennials, the sample respondents accurately represented the study population.

In terms of education, 187 (63.6%) of respondents had a first degree, 54 (18.4%) had a Master's degree, and 43 (14.6%) had other qualifications. Ph.D. holders were the least represented, accounting for only 10 (3.4%) of the total respondents. This suggests that a majority of respondents have attained a high level of education, enabling them to effectively evaluate their perception of content marketing and brand awareness of the product.

Referring to the respondents' income, categorizes them into three income brackets: less than 25,000; 25,000 – 50,000; and greater than 50,000 Birr. The data reveals that 90 (30.6%) of them earn less than 25,000 Birr monthly, 121 (41.2%) fall within the 25,000 – 50,000 Birr range, and 83 (28.2%) earn more than 50,000 Birr. This implies that the majority of the respondents were relatively low-income individuals in terms of their monthly earnings. Gaining insights into the income levels of the audience can assist in crafting more personalized and efficient social media content marketing strategies. Adapting social media content marketing tactics to cater to the distinct preferences of various income groups can be beneficial. For example, individuals with an income of less than 25,000 Birr may react differently to certain types of content or marketing approaches compared to those with an income exceeding 50,000 Birr. This, in turn, can boost brand recognition among these diverse groups.

Similarly, the 'Social Media Site Visit/Week' classifies respondents based on the frequency of their engagement on Facebook per week. It is observed that 111 (38.0%) of respondents visit daily, 81

(27.7%) visit 1-2 times, 77 (26.4%) visit 3-4 times, and a minority of 23 (7.9%) visit 5-6 times a week. This information is crucial for evaluating the engagement level of the respondents with the site in question. The data is instrumental in understanding the economic demographics and visitation patterns, which can be pivotal for targeted interventions or services within the context of the population under study.

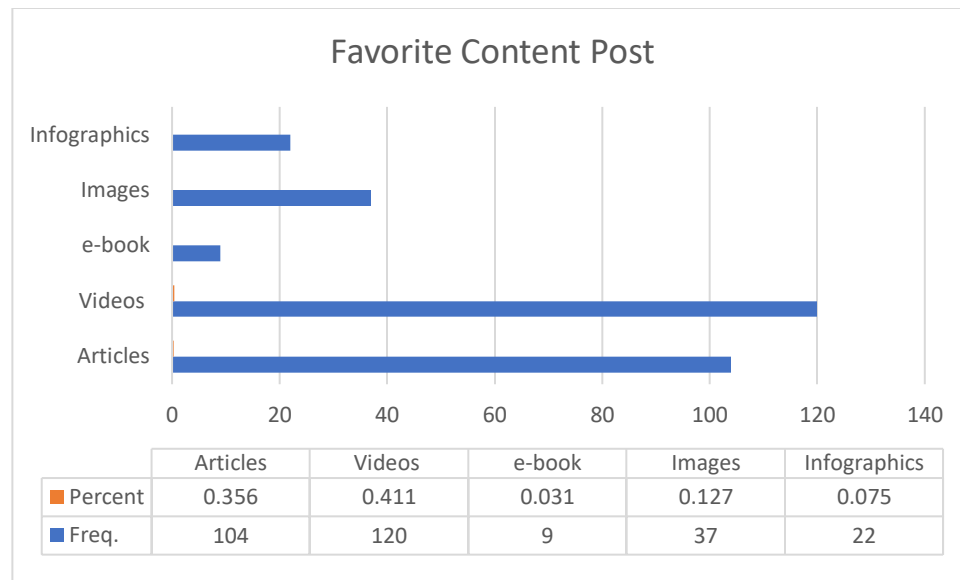


Figure 2. Technique of Favorite Content Post

Figure 2 illustrates the preferences of respondents regarding different techniques for posting content on social media sites. The techniques include Articles, Videos, e-books, Images, and Infographics. Videos are the most favored technique, with 120 respondents (41.1%) preferring this medium. Articles are the second most popular, chosen by 104 respondents (35.6%). Images are preferred by 37 respondents (12.7%), while e-books are the least favored, with only 9 respondents (3.1%) opting for this format. Infographics are chosen by 22 respondents (7.5%), indicating a moderate preference. The data suggests a strong inclination towards visual content, with Videos and Images collectively preferred by more than half of the respondents. This trend aligns with the broader shift in social media towards engaging, easily consumable content. Articles, while still significant, reflect a preference for in-depth, text-based information. The low preference for e-books may be attributed to the longer time investment required and the less interactive nature of the medium on social media platforms. From an academic perspective, this data can be interpreted to indicate that social media users are more likely to engage with content that is visually appealing and requires less time to consume. This

preference for visual over textual content could have implications for content creators and marketers who aim to maximize engagement on social media platforms.

4.3. Descriptive Analysis

The descriptive analysis encompasses the examination of various study variables, which include relevance, enjoyment, interactivity, recency, the application of a loyalty program, and Brand Awareness. The responses on content marketing, brand identity, and sales performance were analyzed using descriptive statistics, specifically mean and standard deviation. One of the benefits of descriptive statistics is its ability to condense large quantities of data into a digestible summary, providing quantitative descriptions in a manageable form (Gelman, 2016).

In this context, respondents were asked to express their perceptions on a five-point Likert scale, with 1 indicating 'very dissatisfied' and 5 indicating 'very satisfied'. The interpretation was conducted based on the following measurement scale intervals or range: mean scores of 4.21-5.00 indicate strong agreement; 3.41-4.20 suggest agreement; 2.61-3.40 imply neutrality; 1.81-2.60 denote disagreement; and 1.00-1.80 signify strong disagreement (Btawee,1987). The mean scores for all variables were calculated by giving equal weight to the mean scores of all items under each dimension, providing an understanding of the central tendency of the values. The standard deviation was used to provide an idea about the dispersion of the values of a variable from its mean value. This allows for a more nuanced understanding of the data's variability.

4.3.1. Information Relevancy

Table 4. Description of Relevancy

Description	N	Mean	STD.
The content is an important source of information among our friends.	292	4.16	1.616
The content of the shared brand enhances knowledge among our friends.	292	4.08	1.647
Use the content of the brand to provide answers to questions of friends.	292	3.80	1.739
The information shared on the page adds value to me.	292	3.92	1.671
Average Mean	292	3.99	1.507

Source: Own survey data (2024)

About the results presented in Table 4, the overall content relevance dimension of content marketing had the highest mean value (mean = 3.99, std. deviation = 1.507), suggesting that it is one of the

social media marketing practices of the brand that is highly recognized by the respondents. However, the respondents' perceptions regarding the relevance of marketing content posted and shared on the official social media platforms exhibited high variation, as the value of the standard deviation was found to be higher than the threshold (Std. deviation = 1.000). More specifically, the content is recognized as a significant source of information (mean = 4.16, std. deviation = 1.616), and it is acknowledged that it enhances knowledge sharing among followers (mean = 4.08, std. deviation = 1.647). The respondents concurred that the content posted on the company's social media platforms adds value to users (mean = 3.92, std. deviation = 1.671) and is capable of providing answers to specific inquiries (mean = 3.80, std. deviation = 1.739). The individual mean value of all the variables is above the point of indifference (neither agreed nor disagreed), indicating that the respondents had a positive perception of the social media marketing offered by Arada Beer. This reflects the effectiveness of the relevant marketing content to build brand awareness.

4.3.2. Content Enjoyment

Table 5: Descriptive Statistics of Enjoyment

Description	N	Mean	STD.
The company's page that I "like on social media is interesting	292	4.28	1.375
The company's page that I "like on social media is exciting.	292	3.50	1.728
The company's page that I "like on social media is pleasant.	292	4.14	1.618
The company's page that I "like on social media is entertaining.	292	3.91	1.760
Average Mean	292	3.96	1.509

Source: Own survey data (2024)

As per the results delineated in Table 5, a significant proportion of respondents strongly concurred that the shared content was highly engaging (mean = 4.28, std. deviation = 1.375), and was also perceived as pleasant (mean = 4.14, std. deviation = 1.618) and entertaining (mean = 3.91, std. deviation = 1.760), albeit less exciting (mean = 3.50, std. deviation = 1.375).

These attributes were positively received, and the respondents exhibited a relatively uniform perception regarding the enjoyability of the content. The enjoyability aspect of the marketing content posted and shared on their social media platforms (Facebook) scored a mean value of 3.96 (std. deviation = 1.509). This suggests that the content disseminated on Komari's official social media

platforms imbues its marketing message with humor, interest, and entertainment, albeit with less excitement. Consequently, the perceived enjoyment of the posted content propels the followers from a basic level of engagement to a hedonic one, where they experience emotional involvement. This implies a positive reception towards the social media content marketing efforts, which fosters an emotional connection with the audience that in turn influences their brand awareness.

4.3.3. User Interactivity

Table 6: Descriptive Statistics of Content Interactivity

Description	N	Mean	STD.
The company shares experiences about the product(s) with users	292	4.23	1.446
The company encourages users to respond to other's posts timely	292	3.04	1.736
The company responds to my posts promptly.	292	3.68	1.779
It is also vital to me that marketers respond to other users' posts promptly.	292	3.73	1.774
Average Mean	292	3.67	1.315

Source: Own survey data (2023)

By the findings presented in Table 6, the company's sharing of product /service experiences is highly acknowledged (mean = 4.23, std. deviation = 1.446). The respondents concurred that the brand marketers were dedicated to fostering prompt responses to user posts (mean = 3.73, std. deviation = 1.774), and timely responses to posts were also viewed positively (mean = 3.68, std. deviation = 1.779). However, there were reservations concerning the company's effort to encourage users to respond to other posts in time (mean = 3.04, std. deviation = 1.736). The overall perceived interaction scored a mean value of 3.67 (std. deviation = 1.315). This suggests that the respondents' engagement in uploading, sharing, and discussing the content posted on the official social media page was perceived positively. This implies that the respondents' perception of the branded products is influenced by the interactivity between the brand marketers and their followers. It underscores the importance of active engagement and interaction in shaping consumer perceptions and attitudes toward a brand's offerings. This finding contributes to the understanding of the role of interactivity in social media marketing and its impact on brand awareness.

Table 7: Descriptive Statistics of Content Timeliness

Description	N	Mean	STD.
The information shared on social media about this beer brand is current.	292	3.91	1.749
The use of social media by this beer brand is trendy.	292	3.81	1.816
The company’s social media page provides accurate information.	292	4.01	1.720
The company’s social media page upgrades information more often.	292	3.89	1.775
Average Mean	292	3.90	1.696

Source: Own survey data (2024)

Table 7 presents Komari’s content timeliness about its Arada Beer Brand. The statistics indicate that the respondents generally agreed that the brand’s social media content is current, trendy, accurate, and frequently updated. The overall average mean value of 3.90 with a std. of 1.696 suggests a moderately positive perception of the brand’s content timeliness. More specifically, the respondents rated the brand’s social media information as current with a mean of 3.91 (std. 1.749). The brand’s use of social media as trendy received a mean of 3.81 (std. of 1.816). The accuracy of the company’s social media page was rated with a mean of 4.01 (std. of 1.720). The frequency of information updates on the company’s social media page had a mean of 3.89 (std. of 1.775). This reflects favorably on the respondents’ impressions of the Arada beer brand products, highlighting the importance of timely content in shaping user perceptions toward brand awareness in the digital marketing landscape.

4.3.4. Loyalty Program

Table 8: Descriptive Statistics of Loyalty Program

Description	N	Mean	STD.
The brand provides special advertisements for members	292	3.30	1.217
The brand offers a members-only discount	292	3.97	1.616
The brand offers attractive rewards	292	2.80	1.371
The brand provides early access to new beer products	292	2.95	1.747
Average Mean	292	3.25	1.225

Source: Own survey data (2023)

About Table 9, the loyalty program implemented by the Arada beer brand was perceived as neutral, as indicated by a mean value of 3.25 (std. 1.225). A significant proportion of respondents expressed neutrality (neither agreement nor disagreement) regarding the provision of special advertisements for members (mean = 3.30, std. 1.217), attractive rewards (mean = 2.80, std. 1.371), and early access to new products/services (mean = 2.95; std. 1.747). However, there was agreement among respondents on the "members-only" discounts offered to selected followers (mean = 3.97, std. 1.616). There was a high variation in their perceptions regarding the attributes of the loyalty programs offered by the companies, as the standard deviation values exceeded the threshold (std. 1.000). This suggests that a majority of respondents may have been hesitant to disclose their feelings or lacked sufficient information about the offer. Consequently, this might have a limited influence on their perception of the brand. This analysis provides insights into the effectiveness of loyalty programs and their impact on consumer perceptions, which are crucial aspects of brand management and marketing strategy.

4.3.5. Brand Awareness

Table 9: Descriptive Statistics of Brand Awareness

Description	N	Mean	STD.
Komari's post on Facebook makes me know about Arada beer products.	292	3.32	1.570
Komari posts Arad beer's logo on Facebook often to make it easily recognizable.	292	3.52	1.638
The brand of Arada beer is easily recalled compared to competitors.	292	3.54	1.560
The brand of Arada beer is on top of my mind.	292	3.68	1.351
Average Mean	292	3.51	1.278

Source: Own survey data (2023)

Table 9 provides an empirical assessment of brand awareness for Arada beer as influenced by Komari's social media posts. The table includes four statements evaluated by 292 respondents, with mean scores ranging from 3.32 to 3.68 and standard deviations from 1.351 to 1.638. The average mean score of 3.51 across all statements, with a standard deviation of 1.278, suggests that while there is a positive perception of the brand's awareness, there is also variability in respondents' views. This could be due to differences in individual experiences or exposure to the brand's marketing efforts. To be more specific, the first statement indicates a moderate level of awareness about Arada beer through

Komari's Facebook posts, with a mean score of 3.32. Regarding brand Logo Recognition, the statement suggests a slightly higher recognition of Arada beer's logo due to frequent posting, reflected by a mean score of 3.52. The respondents also slightly agreed that Arada Beer Brand is comparably more memorable than its competitors, as well as enjoys a strong top-of-mind presence among respondents, with the highest mean scores of 3.54 and 3.68 respectively. The data implies that Komari's social media strategy has been effective to a certain extent in creating brand awareness for Arada Beer. However, the variations in standard deviations indicate that some aspects of the brand awareness campaign may need to be strengthened to achieve more consistent perceptions among the target audience.

4.4. Inferential Analysis

To address the objectives of the study, the inferential statistics encompassed correlational tests, assumptions for the regression model test, and regression analysis of the collected data. The correlational test was meant to check the strength and direction of the relationship among the variables. Assumption tests for multiple linear regression models were for the fitness of collected data to the model specified. It included multivariate normality, multicollinearity, linearity, and homoscedasticity tests. Finally, multiple linear regression analysis was the final output of the data analysis which referred to the model summary, ANOVA test, and beta coefficient.

4.4.1. Correlation Analysis

A correlation coefficient is a very useful means to summarize the relationship between two variables with a single number that falls between -1 and +1 (Field, 2005). A correlation analysis with the Pearson correlation coefficient was conducted on all the independent and dependent variables in this study to explore the relationship between the study variables. According to guidelines suggested by Field (2005 as cited by Hanan, 2019) to interpret the strength of the relationship between variables, the correlation coefficient (r) is as follows: if the correlation coefficient falls between 0.1 to 0.29, it is weak; 0.3 to 0.49 is moderate; and ≥ 0.5 is a strong relationship between variables. In this study, a bivariate Pearson correlation test was used to examine the relationship between each of the independent variables and the dependent variable using a two-tailed test of statistical significance at the level of 95% confidence level.

Table 10: Pearson Correlation Matrix

	REL	ENJ	INT	UPD	LTY	IDT
Relevance	1					
Enjoyment	.466**	1				
Interactivity	.135*	.440**	1			
Updated/Timeliness	.236**	.369**	.346**	1		
Applicable Program	.129*	.402**	.339**	.271**	1	
Brand Awareness	.306**	.502**	.492**	.427**	.537**	1

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Own Survey, 2024

Where:

AWR = Brand Awareness; REL = Relevance; ENJ = Enjoyability; INT = Interactivity; UPD = Updated Information; LTU = Applied Loyalty Program

Table 10 presents the Pearson correlation coefficients, providing a quantitative measure of the relationship between social media marketing and brand awareness. Each of the content marketing subscales exhibits a significant correlation with brand awareness, as indicated by a p-value less than 0.05. In particular, brand awareness demonstrates a strong positive correlation with content enjoyability ($r = .502$) and the applied loyalty program ($r = .537$). It also shows a moderate positive correlation with relevance ($r = .306$), interactivity ($r = .492$), and content timeliness ($r = .427$), all significant at $p < .05$. Both dimensions of content marketing—enjoyability and the applied loyalty program—have positive and significant relationships with brand awareness, given that the significance level of the test is less than 0.05. Furthermore, the correlation coefficients (r) for all five dimensions of social media marketing exceed .30. Given the positive correlation coefficients, it can be inferred that an increase in the social media marketing score is associated with an increase in brand awareness. This suggests that effective social media marketing strategies can enhance brand awareness among consumers.

4.4.2. Assumption Tests for The Regression Model

Multiple linear regression is an analysis that assesses whether one or more predictive variables (predictors) explain the dependent (criterion) variable. The regression assumptions are linearity, multicollinearity, multivariate normality, and autocorrelation.

- **Multicollinearity**

Table 11: Collinearity Diagnosis

Model		Collinearity Statistics	
		Tolerance	VIF
1	Relevance	.749	1.335
	Enjoyment	.559	1.790
	Interactivity	.683	1.465
	Updated/Timeliness	.769	1.301
	Applicable Program	.676	1.479
a. Dependent Variable: Brand Awareness			

Source: Own Survey, 2024

Referring to Table -11, it was determined that there was no collinearity problem when the collinearity statistics analysis of variance inflation factors (VIF) value ranged from 1.301 to 1.790 and the tolerance value ranged from .520 to .559. This could be interpreted as confirmation that there were no multicollinearity issues, allowing regression analysis to proceed. That means, if the independent variables in this model were highly related to one another, they would have been measuring the same thing or conveying the same information.

- **Linearity Test**

In the Normal Probability Plot, it will be hoped that points will lie in a reasonably straight diagonal line from bottom left to top right. This would suggest no major deviations from normality. The study applied a Normal P-P Plot of regression Standardized Residual (See Figure-3) to test linearity. Since the points were symmetrically distributed around a diagonal line, a linearity pattern was observed. Hence, the straight-line relationship between the residuals and the predicted dependent variable scores depicted that linearity was achieved.

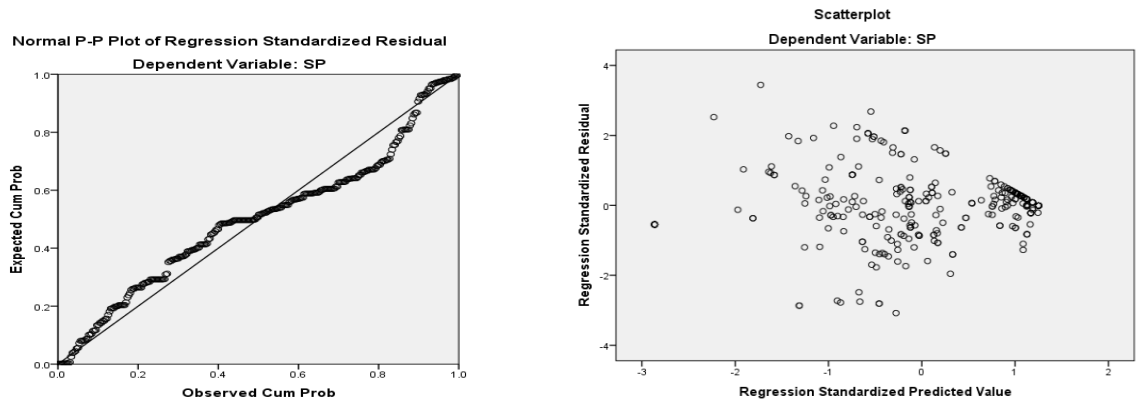


Figure 3: Scatter Plot of Residual Values

This plot is used to detect homoskedasticity (assumption of equal variance). It shows how the residuals are spread along the range of predictors. It's similar to residual vs fitted value plot except it uses standardized residual values. Ideally, there should be no discernible pattern in the plot. This would imply that errors are normally distributed. But, in case, the plot shows any discernible pattern (probably a funnel shape), it would imply a non-normal distribution of errors.

- **Multivariate Normality**

To check that the distribution of scores is normal, it needs to look at the values of kurtosis and Skewness. both of which have an associated standard error. The values of Skewness and kurtosis should be zero in a normal distribution.

Table 12: Normality Test

Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Relevance	292	-1.150	.143	-.331	.284
Enjoyment	292	-.915	.143	-.416	.284
Interactivity	292	-.685	.143	-.889	.284
Up-to-Date	292	-1.062	.143	-.765	.284
Applicable Program	292	-.484	.143	-.905	.284
Brand Identity	292	-.428	.143	-.965	.284
Valid N (listwise)	294				

Source: Own Survey, 2024

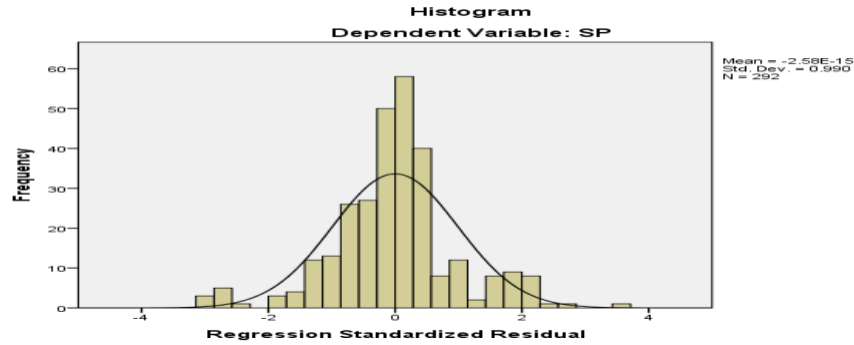


Figure 4: Scatter Plot of Residual Values

As presented in Table -14 and Figure -4, all content marketing and brand identity dimensions' z-scores skewed to the right side but were found to be within acceptable range (Skewness and Kurtosis within -2.0 to 2.0). Therefore, it is pretty clear that the numeracy scores are negatively skewed, indicating a pile-up of scores on the right of the distribution and relatively peaky than the expected values.

4.4.3. Regression Results

The multiple linear regression model of this study expresses the cause-effect relationship between independent variables (social media marketing dimensions namely content relevance, perceived enjoyment, interactivity, up-to-date and applicable (loyalty) program), and dependent variable (brand awareness) in the case of Arada Beer Brand in Addis Ababa. Under this analysis, two regression models (simple and partial) analyses are conducted to test the direct relationship of content marketing with brand awareness.

The model summary table reflects a statistical analysis of the impact of content marketing on brand awareness, considering dimensions such as content relevance, perceived enjoyment, interactivity, up-to-date, and applicable loyalty programs.

Table 13: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.693 ^a	.480	.471	.92950

a. Predictors: (Constant), APP, REL, UPC, INT, ENJ

Referring to Table 13, the value of R (.693) indicates a strong positive correlation between content marketing factors and brand awareness. The R Square value (.480) suggests that 48% of the variance in brand awareness is explained by the model, which is a substantial proportion. The Adjusted R Square (.471) is slightly lower than the R Square, accounting for the number of predictors in the model, but still indicates that a significant portion of the variance in brand awareness is explained. The Standard Error of the Estimate (.929) indicates the average distance that the observed values fall from the regression line, with a lower value signifying a more precise model.

Table 14: ANOVA Test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1					
Regression	228.391	5	45.678	52.871	.000 ^b
Residual	247.094	286	.864		
Total	475.485	291			

a. Dependent Variable: BAW

b. Predictors: (Constant), APP, REL, UPC, INT, ENJ

Table 14: displays ANOVA Test results which presents a statistical analysis of the relationship between social media marketing and brand awareness. The table includes key metrics such as the sum of squares, degrees of freedom (df), mean square, F-statistic, and significance (Sig.) for a regression model. The F-statistic of 52.871 and a significance level of .000 suggest that the regression model is statistically significant. The sum of squares for regression (228.391) compared to the total sum of squares (475.485) indicates that the model accounts for a significant portion of the variance in brand awareness. However, the residual sum of squares (247.094) points to the variance in brand awareness that the model does not explain. The significant F-statistic implies a collective impact of content marketing factors on brand awareness. While individual coefficients are not provided, the overall model's significance suggests that each factor likely contributes to brand awareness.

Table 15: Estimated Regression Coefficients

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.020	.230		.089	.929
	Relevance	.105	.041	.124	2.547	.011
	Enjoyment	.145	.058	.141	2.495	.013
	Interactivity	.233	.048	.239	4.827	.000
	Timeliness	.129	.036	.171	3.606	.000
	Loyalty Program	.351	.050	.337	7.034	.000

a. Dependent Variable: BAW

Table 15 provides a comprehensive overview of the estimated regression coefficients for a model predicting brand awareness. It includes both unstandardized coefficients (B) and standardized coefficients (Beta), along with their standard errors, t-values, and significance levels (Sig.). The predictor 'Relevance' has a B value of .105 and a Beta value of .144, indicating its significant influence on brand awareness ($p = .011$). 'Enjoyment' is another significant predictor of brand awareness (B of .145, a Beta of .121, and a Sig. of .013). 'Interactivity' stands out with the highest Beta value of .239, suggesting a strong impact on brand awareness, further supported by $p = .000$. 'Loyalty Program' also plays a significant role, with the highest B value of .351 and a substantial Beta value of .337, as reflected by $p = .000$. The p-values (less than .05) for all predictors, except the constant, suggest that these variables significantly influence brand awareness. Notably, 'Interactivity' and 'Loyalty Program' have higher Beta values, indicating a stronger effect on brand awareness compared to 'Relevance' and 'Enjoyment'. These findings provide valuable insights for real-world applications, particularly in areas where relevance, enjoyment, interactivity, and loyalty programs are key factors.

Finally, all five objectives of the study were addressed by conducting the multiple linear regression analyses carried out in the inferential analysis. The objectives were to examine the effect of social media content marketing ($H_1 - H_5$) on brand awareness. Based on the results of the regression models, all five dimensions of content marketing namely information quality, enjoyment, interactivity, timeliness, and applied loyalty program had positive and significant effects on brand awareness. In these regards, all the five proposed hypotheses are supported. The result is summarized in Table -19:

Table 16: Summary of Research Hypothesis Test Result

Hypothesis	Result
H1 - Relevance content has a significant positive effect on brand awareness.	Supported
H2 - Perceived enjoyment has a significant positive effect on brand awareness.	Supported
H3 - User interaction has a significant positive effect on brand awareness.	Supported
H4 - Up-to-date content has positive significant positive effect on brand awareness.	Supported
H5 - Applicable loyalty program has positive significant positive effect on brand awareness.	Supported

4.5. Discussion

The discussion part comprises compare and contrast findings with similar studies to gain a broader understanding of the subject matter. In this regard, the provided model appears to be a multiple regression analysis examining the impact of various factors related to social media content marketing on brand awareness. It identifies Relevance, Enjoyment, Interactivity, and Loyalty Programs as significant predictors of brand awareness. Based on the regression analyses, the influence of individual variables of social media content marketing on brand awareness is discussed briefly.

Relevance ($\beta = 0.124$, $p = 0.011$): The relevance of the content to the target audience has a positive effect on brand awareness. This suggests that when the content aligns with the interests and needs of the audience, it enhances the brand's visibility and recognition. In support of this finding Torres (2015) asserts that social media helps brands increase their visibility and attract their potential customers by providing or posting relevant information on social media creating brand awareness. Implying that brand-related content increased brand awareness of the consumers significantly. Thus, content relevance is a very important factor in brand equity through increasing brand awareness, which is usually considered one of the most important goals of branding in marketing communication.

Enjoyment ($\beta = 0.141$, $p = 0.013$): Content that is enjoyable or entertaining can significantly increase brand awareness. This implies that creating content that resonates emotionally with the audience can lead to higher engagement and spread, thereby increasing awareness. In support of the finding, Greve (2014) concludes that information quality along with campaigning it with enjoyable content is extremely important to the development of the companies' social media official pages to draw in and continue to attract online customers and build brand image through creating positive brand awareness. Liu and Arnett (2020) also posit that adding website features creates consumer excitement, such as online games, software downloads, and questions and answers. These features can enhance and enrich the consumer's online experience.

Interactivity ($\beta = 0.239$, $p < 0.001$): The level of interactivity in the content has a substantial positive impact on brand awareness. This suggests that content that encourages audience participation or engagement tends to increase the visibility of the brand. Howard (2017) also confirmed that when consumers are cognitively engaged in a brand, their knowledge/information and learning about the brand increases, therefore, promoting consumer loyalty. Because interactivity is two-way, controllable, and responsive, interactivity can lead to the three online consumer engagement

components – cognition (processing, interpreting, and utility relevance), affect (personally satisfying and emotional congruence), and participation (providing input). Wirtz (2013) also suggested that companies must focus on the quality of their content marketing to build online brand image results in retaining loyal customers.

Timeliness ($\beta = 0.171$, $p < 0.001$): Timely content, i.e., content that is relevant to current trends or events, also positively influences brand awareness. This indicates the importance of staying up-to-date and responsive to the changing environment in content marketing. Greenberg (2010) concludes that the relevancy of the content on a brand's social media platforms determines the popularity of the content among friends and other users and the variety of platforms and applications provided by a brand in social media environments. The author posits that the use of social media can help a company increase customer loyalty when companies make information available to consumers on demand and have online tools on their websites that customers can use to share information and socialize.

Loyalty Program ($\beta = 0.337$, $p < 0.001$): Loyalty programs have the strongest positive effect on brand awareness among the factors considered. This suggests that rewarding customers for their loyalty can significantly enhance the brand's recognition and reputation. In line with this, a study done by Okinda (2014) revealed that the use of freebies/ discounts was the most important factor that influenced customers to use social media. Khaniki and Babaie (2011) also support that loyalty programs offered by the companies had a positive and significant effect on brand image and purchase intention of consumers, social media followers in this case.

In conclusion, the model suggests that for effective social media content marketing, brands should focus on creating relevant, enjoyable, and interactive content that is timely and includes loyalty programs. These strategies can significantly enhance brand awareness. However, it's important to note that these findings might vary depending on the specific context and audience. Therefore, continuous testing and adaptation of the content marketing strategy are crucial.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The major study findings, conclusions, and recommendations are presented in this chapter. As a result, the first section of this chapter described the study's findings, which included a summary of major findings and a conclusion, followed by recommendations.

5.1. Summary of Major Findings

This study sought to investigate the effect of social media marketing on brand awareness in the case of the Arada Beer Brand of Komari Breweries in Addis Ababa, Ethiopia. The results of the findings were summarized as:

Marketing content relevance on brand awareness

- Marketing content is an important source of relevant information (mean = 4.16), and it enhances knowledge sharing among followers (mean = 4.08).
- Content relevance had a positive and moderate relationship with brand awareness ($r = .306$, $p < .05$). Nonetheless, it has also relatively the least effect ($\beta = .124$) on brand awareness.

Perceived information enjoyment on brand awareness

- Social media contents were found pleasant and interesting (mean = 4.28) but had doubts about its ability to create excitement (mean = 3.50).
- Content perceived enjoyment had a positive and strong relationship with brand awareness ($r = .502$). However, perceived enjoyment also showed the least positive effect ($\beta = .141$) on brand awareness, preceded by content relevance.

Perceived interactivity on brand awareness

- Brand marketers of Arada beer shared product/service experiences (mean = 4.23, std. = 1.446) but not respond to posts promptly (mean = 3.04).
- Content interactivity ($r = .486$) had a positive and moderate relationship with brand awareness. Nonetheless, perceived interactivity, next to loyalty program, had relatively the highest positive effect on brand awareness ($\beta = .239$).

Marketing content recency or timeliness on brand awareness

- The brand content shared on Arada beer social media was current (mean = 3.90) and trendy (mean = 3.81).
- Content timelines had positive and moderate relationship with ($r = .427$) and also moderate positive and statistically significant effect (**beta** = .171) on brand awareness.

Applied loyalty program on brand awareness

- The loyalty program offered discounts only for members (mean = 3.97) but found poor regarding rewarding attractive gifts (mean = 2.80).
- Nonetheless, the applicable loyalty program had a positive and relatively strong relationship with ($r = .563$), as well as the highest effect (**beta** = .337) on brand awareness.

5.2. Conclusions

The prohibition of liquor advertisements on mainstream media has significantly prompted liquor shops in Addis Ababa to engage in social media marketing to boost their business (Heran, 2019). In this context, Komari Breweries in Ethiopia has been employing various marketing tactics to establish its Arada Beer Brand in the minds of the consumers to achieve its broader business and organizational goals in the long run. Among these tactics, social media content marketing has emerged as a key strategy, driven by the widespread adoption of digital technology and the internet across the country. While social media marketing offers various benefits, content marketing is primarily utilized for generating feedback, enhancing brand awareness, and attracting loyal customers. However, to what extent this marketing strategy contributes to brand awareness of the consumers is still in question, remains unanswered. The aim of this study was, thus, to examine the effect of social media content marketing on brand awareness by taking the Arada Beer Brand of Komari Breweries as a case.

The relevance of the content to the target audience has a positive effect on brand awareness. This suggests that when the content aligns with the interests and needs of the audience, it enhances the brand's visibility and recognition. Content that is enjoyable or entertaining can significantly increase brand awareness. This implies that creating content that resonates emotionally with the audience can lead to higher engagement and spread, thereby increasing awareness. The level of interactivity in the content has a substantial positive impact on brand awareness. This suggests that content that encourages audience participation or engagement tends to increase the visibility of the brand. Timely content, i.e., content that is relevant to current trends or events, also positively influences brand awareness. This indicates the importance of staying up-to-date and responsive to the changing environment in content marketing. Loyalty programs have the strongest positive effect on brand awareness among the factors considered. This suggests that rewarding customers for their loyalty can significantly enhance the brand's recognition and reputation.

In conclusion, promoting content marketing on social media platforms has become a significant factor that affects consumer awareness including aspects such as forwarding opinions, reacting to comments, and gathering information. The awareness of the consumers is more stimulated if marketers can create positive brand awareness through content marketing. The study further provides compelling evidence that social media marketing is an effective tool when it comes to brand awareness. These are what the findings of this study reaffirm.

5.3. Recommendations

Based on the major findings and conclusions, the following possible recommendations are suggested.

These are:

- It is advisable for brand marketers of Komari Breweries to develop a deep understanding of the target audience's interests and needs. Effective utilization of this knowledge to create and post content that aligns with the consumers' interests should be regularly reviewed and updated with the understanding of the audience to ensure the content remains relevant.
- The content marketers of the Brewery are advised to incorporate elements of entertainment in their content posted on Facebook. This could be through humor, storytelling, or interactive features like online games or quizzes. Then regularly assess the emotional resonance of the content through metrics like shares, likes, and comments.
- It is recommended to design the content to encourage audience participation. This could be through asking questions, encouraging comments, or creating interactive content like quizzes or polls. It also needs to monitor the level of engagement with the content and adapt based on what is most effective.
- The contents should stay up-to-date with current trends or events that are relevant to the Arada Beer brand and audience. Marketers need to incorporate these trends into their content where appropriate and regularly review the relevance of the content that suits the current trends and events.
- The management of Komari Breweries is advised to implement a loyalty program that rewards customers for their loyalty. This could be through discounts, freebies, or exclusive content. Regularly review and update your loyalty program to ensure it continues to provide value to your customers and enhance brand awareness.

5.4. Limitations of the Study and Suggestions for Future Study

The conclusions drawn from this investigation may not be universally applicable across all brands or sectors. The efficacy of social media content marketing strategies in enhancing brand awareness could be contingent upon the specific context and target audience. This research hinges on the quantification of variables such as relevance, enjoyment, interactivity, timeliness, and loyalty programs. However, these constructs are inherently subjective and may be perceived differently by diverse audiences. In terms of causality, the study delineates a correlation between social media content marketing variables and brand awareness, but it does not substantiate a causal link. It remains ambiguous whether enhancements in these domains will directly precipitate an augmentation in brand awareness, or if other intervening variables might also be influential.

Future scholarly endeavors could scrutinize these relationships within varied contexts or industries to bolster the external validity of these findings. Employing qualitative research methodologies, such as interviews or focus groups, could yield more profound insights into audience perceptions and interactions with social media content. Subsequent research could also probe the influence of additional variables on brand awareness, such as posting frequency, influencer utilization, or the amalgamation of social media with other marketing conduits. Given that loyalty programs exert the most potent positive impact on brand awareness, future investigations could delve further into discerning which types of loyalty programs yield the highest efficacy and the underlying reasons for their effectiveness.

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Appendices

Appendix – I Survey Questionnaire



ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE

Questionnaire to be filled by Social Media Followers of Arada Beer Brand

Dear participant,

My name is Ruth Nega, a postgraduate student at School of Commerce, Addis Ababa University. I am currently conducting my thesis entitled “THE EFFECT OF SOCIAL MEDIA CONTENT MARKETING ON BRAND AWARENESS: THE CASE OF ARADA BEER BRAND OF KOMARI BREWERIES S.C.” as partial fulfillment of a master’s degree in Digital Marketing & Electronic Commerce. This study is intended to investigate the role of social media content marketing and brand awareness on brand awareness of Arada Beer brand of Komari Breweries in Ethiopia. It is believed to shed light on the importance of posing, sharing and interacting enjoyable and relevant content among social media subscribers and followers of the brand to enhance the consumer’s awareness towards the brand which in turn increases the sales performance of the company. Your honest and sincere responses to this questionnaire will play a great role in making the research successful. I assure you that all the responses will be treated confidentially and only be used for academic purposes. Participation is purely voluntary and no need to write your name.

Many thanks for your kind cooperation in advance!!

Ruth Nega

Telephone: 0924320225

Email – negaruth357@gmail.com

General Information

Your Participation is Voluntary

Do not write your name on the Questionnaire

I. Demographic Profile of Respondents

Direction: The following statements are about your personal information. Please write the necessary information on the blank space provided and, in the optional items, indicate your answer by putting a tick mark (x) in the box.

- 1. Gender Female Male
- 2. Age 21 - 30 years 31 - 40 years 41 – 50 years > 50 years
- 3. Education High School Diploma First Degree
 Masters & Above Other, please specify_____
- 4. Income (Birr) < 25,000 25,000 – 50,000 > 50,000
- 5. Employment Unemployed Employed Self-employed
- 6. How often do you visit Komari’s Facebook site per week?
 Daily 1 – 2 times 3 – 4 times 5 – 6 times
- 7. Which form or technique is your favorite content post?
 Articles Videos e-books Images
 Infographics

Part II. Questions related to social media content marketing and brand awareness

Please read each statement carefully and show your level of agreement on the statements by putting “X” mark in the boxes using the following 5-scale Likert scales: Strongly agreed (SA)=5, Agreed (A)=4, Neutral (N)=3, Disagreed (DA)=2, and strongly disagreed (SDA)=1

1. Social Media Content Marketing	Likert Scale				
1.1 Relevance	1	2	3	4	5

The contents posted by Arada beer are vital source of information among our friends.					
The content of the shared brand enhances knowledge among our friends.					
The contents posted by Arada beer helps friends provide answers to their questions.					
Overall, the information shared on the page adds values to me.					
1.2 Enjoyment	1	2	3	4	5
The company’s page that I “liked” on social media is interesting					
The company’s page that I “liked” on social media is exciting.					
The company’s page that I “liked” on social media is pleasant.					
The company’s page that I “liked” on social media is entertaining.					
1.3 Interactivity	1	2	3	4	5
The company’s page that I “liked” on social media shares experiences about the product(s) with users who “liked” it on Facebook.					
The company that I “liked” on Facebook responds to my posts in a timely manner.					
The company that I “liked” on Facebook responds to other users in a timely manner.					
It is important to me that the company I “liked” on Facebook responds to other users’ posts in a timely manner.					
1.4 Updated Content	1	2	3	4	5
The information shared on Facebook about Arada beer brand is current.					
The use of Facebook social media by this beer brand is trendy.					
The company’s page that I “liked” on Facebook provides me accurate information.					
The company’s page that I “liked” on Facebook upgrades information more often.					

1.5 Applicable Loyalty Program	1	2	3	4	5
The brand provides special advertisements for its loyal members					
The Arada beer brand offers members-only discount on different events.					
The brand offers attractive rewards to its social media followers.					
The brand provides early access to new beer products to its loyal followers.					
2. Brand Awareness	1	2	3	4	5
Komari's post on Facebook makes me know about Arada beer product.					
Komari posts Arad beer's logo on Facebook often to make it easily recognizable.					
The brand of Arada beer is easily recalled compared to competitors.					
The brand of Arada beer is on top of my mind.					

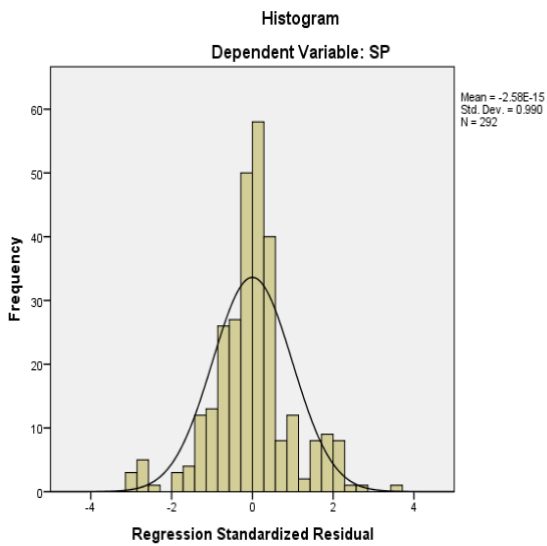
Many Thanks for Your Valued Time!!!

Appendix II – SPSS Output

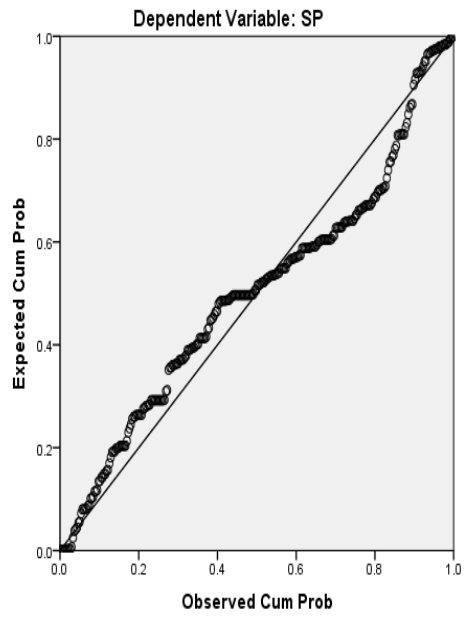
Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1		
	REL	.749 1.335
	ENJ	.559 1.790
	INT	.683 1.465
	UPC	.769 1.301
	APP	.676 1.479

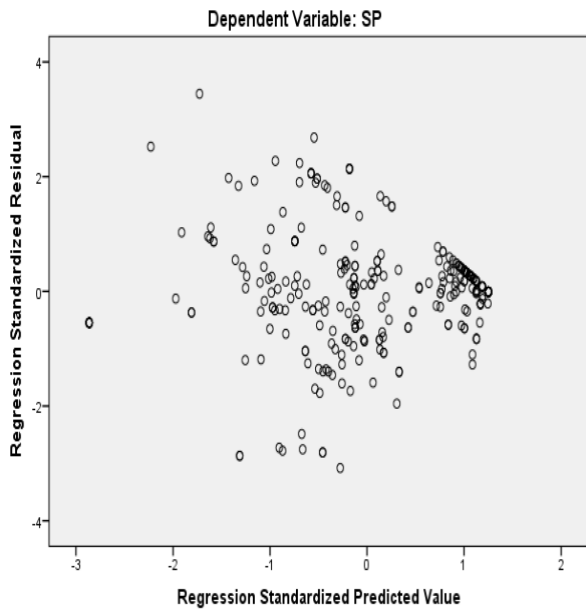
a. Dependent Variable: SP



Normal P-P Plot of Regression Standardized Residual



Scatterplot



Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.693 ^a	.480	.471	.92950

a. Predictors: (Constant), APP, REL, UPC, INT, ENJ

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	228.391	5	45.678	52.871	.000 ^b
	Residual	247.094	286	.864		
	Total	475.485	291			

a. Dependent Variable: BAW

b. Predictors: (Constant), APP, REL, UPC, INT, ENJ

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.020	.230		.089	.929
	REL	.105	.041	.124	2.547	.011
	ENJ	.145	.058	.141	2.495	.013
	INT	.233	.048	.239	4.827	.000
	UPC	.129	.036	.171	3.606	.000
	APP	.351	.050	.337	7.034	.000

a. Dependent Variable: BAW