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The Effect of Social Media Marketing on Brand Awareness: a study of DStv

Department of Marketing Management

The Requirement as a Partial Fulfillment for Master of Arts Degree Award in Marketing

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**EXAMINING THE RELATIONSHIP BETWEEN SOCIAL MEDIA MARKETING AND
LEVEL OF BRAND AWARENESS: A STUDY OF DSTV**

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DECLARATION

I, Leul Wondemagegne, hereby declare that this thesis entitled “EXAMINING THE RELATIONSHIP BETWEEN SOCIAL MEDIA MARKETING AND LEVEL OF BRAND AWARENESS: A STUDY OF DSTV” is my original work prepared under the guidance of my advisor, Hailemariam Kebede (Ph.D).

This research is presented as a partial requirement for the Master of Arts Degree Award in Marketing Management and it has not been previously submitted to any diploma or degree in any college or university.

I would like also to confirm that all the sources of materials used in this study are properly acknowledged.

Leul Wondemagegne

June, 2023

STATEMENT OF CERTIFICATION

This is to certify that Leul Wondemagegne has carried out his research work on the topic entitled “EXAMINING THE RELATIONSHIP BETWEEN SOCIAL MEDIA MARKETING AND LEVEL OF BRAND AWARENESS: A STUDY OF DSTV” is his original work and is suitable for submission for the award of Master’s Degree in Marketing Management.

Advisor: Hailemariam Kebede (PhD)

June, 2023

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ABSTRACT

This study explores the link between social media marketing and brand awareness. Social media plays a crucial role in e-marketing by facilitating the creation, curation, and sharing of user-generated content. The researcher encountered challenges in obtaining responses during the pilot study, which aimed to assess the research design's feasibility. Our social expectations and perceptions are influenced by media and cultural technologies, which can either reinforce or challenge social exclusions and group identities. Market segmentation and targeting help provide customized solutions for different market segments. Descriptive research methodology was employed to systematically observe and record data without manipulation, ensuring an accurate depiction of the phenomena under investigation. The study seeks to establish causal relationships between social media marketing and brand awareness using Pearson correlation coefficients for six variables: Entertaining Content, Aspirational Content, Actionable Content, Joinable Content, Payoff Content, and Brand Awareness. The findings reveal moderate to strong positive correlations among the variables. Notably, Aspirational Content exhibits the strongest correlation with all other variables, followed by Entertaining and Joinable Content, whereas Actionable and Payoff Content demonstrate weaker correlations. All correlation coefficients are statistically significant at the 0.05 level, indicating a robust association between the variables. Emphasizing the creation of Aspirational Content could have a positive impact on all variables, including Brand Awareness. Improving the quality of Entertaining and Joinable Content also holds considerable potential for influencing other variables. However, Actionable and Payoff Content may require enhancements to exert a significant impact. This information is valuable for marketers seeking to determine content priorities for their campaigns.

Keywords: *social media, Brand awareness, Digital Marketing and Social media attributes*

Chapter one: Introduction

1.1. Background of the study

According to Jenny L. Davis, (2016) The collection of interactive Internet programs known collectively as social media enable the creation, curation, and sharing of user-generated content (either collaboratively or individually).

Information in the SM ecosystem is mostly created by customers and spread in several directions. (many-to-many) (Tariq – Wahid, 2011). This method turns content consumers into content producers and promotes the democratization of knowledge (Evans, 2008). (Botha et al., 2011).

social media is currently regarded as one of the newest and most important e-marketing strategies due to the increase in internet availability and usage. We are aware that social media plays a significant role in influencing consumers' purchase decisions and informing viewers or customers of their interests and demands. Social media are interactive technologies that let users create, share, and exchange content through online communities and networks. This includes information, ideas, and other kinds of expression. (Kietzmann & Hermkens, 2011).

According to Hilde A.M. Voorveld's (2019) Research on Brand Communication in social media, consumers now heavily rely on social media in their daily lives. According to estimates, 2.62 billion individuals used social media platforms at least once a month in 2018, spending an average of 135 minutes each day on them (Statista 2018).

The acts that collectively affect consumers' perceptions of a company, its products, and its brand are referred to as " Brand Awareness." (Ateke, B. W., & Nwulu, C. S. 2017). It includes the strategies used by businesses to remind, educate, and inform customers on their value propositions in a direct or indirect manner. (Kietzmann & Hermkens, 2011). As a result, Brand Awareness serves as both the company's and its goods' voice and as a tool for businesses to engage with customers and forge lasting bonds with them. Companies can connect their offerings to other products through brand communication. By embedding the brand in memory and developing a brand image, it fosters experiences, communities, and brand equity. (Ateke, B. W., & Nwulu, C. S. 2017).

This thesis discuss how effectively DStv uses social media marketing to build brand awareness and communicate with customers. It is said that the branding of a company or the message of a successful marketing campaign are constantly changing. Consumers today greatly rely on social media in their daily lives, according to (Hilde A.M. Voorveld 2019).

As a result, we can draw the conclusion that social media is crucial for brand awareness utilizing social media, which serves as a platform. MultiChoice is the owner of DStv, a provider of video entertainment in sub-Saharan Africa. It was established in 1995 and offers clients across the continent a variety of entertainment channels and services via satellite, the internet, and mobile apps.

1.2. Statements of problem

The production and dissemination of meaning are made possible by cultural technologies and processes known as media. Our social expectations of what is right and wrong, as well as of who is accepted and who is not, can be influenced by what we see and hear in the media. Nick Stevenson and David Morley establish a link between media content and cultural citizenship, demonstrating how what and who we see in the media can support or challenge social exclusions, legitimize group identities, represent entire nations, and either strengthen or weaken our connections to other people. (Zoetanya Sujon, 2021)

As a result of Web 2.0 telecommunications, organizations are using social media to support and disseminate pertinent information about their brands. People have changed over time depending on how much they have learned. Globally, the number of people using social media is increasing at a pace of 34% annually. They have an immediate opportunity to engage with social media. Social media is being used by brands as a platform to communicate with their audience. Social media has revolutionized the way that traditional marketing strategies are used. Online consumers believe that social media is a powerful instrument that marketers can utilize to successfully communicate their brands. Due to shifting trends, one-way communication is being transformed in diverse directions; two-way communication is now necessary. After using a company's products, customers can correctly submit feedback to the company (Dessart, Veloutsou, & Morgan-Thomas, 2015).

The Saltwater Collective (2019) lists five characteristics of social media. We can go over the five criteria we employ when creating social media content. Any brand or sector can use these traits to create effective social media content. They are entertaining, aspirational, actionable, joinable, and pay off.

According to (Dessart, Veloutsou, and Morgan-Thomas 2015), And, according to (Zoetanya Sujon 2021), social media has significance in brand Awareness, and the use of social media is increasing at an increasing rate. But there is an inequity here as brands utilize social media as a platform to interact with their audience but fail to create effective social media content, according to the Saltwater Collective's (2019) list of five characteristics of social media Considering the current landscape in Ethiopia, where the number of users and social media influencers is steadily increasing, and companies and merchants are recognizing the value of social media as a revenue source, it becomes crucial to explore the applicability of these variables in the context of DStv Ethiopia. Understanding the impact of various social media characteristics on Brand Awareness is the primary objective of this study. By examining social media attributes as potential mediators, we aim to establish the connection between Brand Awareness and social media. In today's era, companies have no choice but to conform to the prevailing norms and proactively adapt to the rapidly expanding digital generation. This holds particularly true for DStv, as leveraging social media platforms for Brand Awareness purposes can yield substantial advantages and untapped potential.

1.3. Main research questions

The Effect of Social Media Marketing on Brand Awareness: A Study of DStv

1.4. Specific research questions

1. Dose the type of entertaining content has impact on Brand Awareness?
2. Can aspirational contents of message have an effect on Brand Awareness?
3. Dose the type of actionable content has impact on Brand Awareness?
4. Dose the type of joinable content has impact on Brand Awareness?
5. Dose the type of payoff from content has impact on Brand Awareness?

1.5. Research objectives

1.5.1. General Objective

The objective of the research is to examine the impact of social media marketing on brand awareness in the context of DStv.

1.5.2. Specific Objectives

- To identify how entertaining content impact on Brand Awareness.
- To examine how aspirational content impact on Brand Awareness.
- To identify how actionable content impact on Brand Awareness.
- To examine how joinable content impact on Brand Awareness.
- To determine the impact payoff content on Brand Awareness.

1.6. Scope of the study

The study only looks at social media and the factors that influence DSTV's Brand Awareness. The scope of this research only deals with factors that affect the Brand Awareness of Dstv. The scope of this research only deals with Online customers and online platforms in Ethiopia make data collection more convenient. With geolocation locked to Ethiopia and an increasing number of Ethiopian social media users, more and more businesses are realizing the benefits of social media. Furthermore, the research will be conducted on four platforms using Microsoft forms, such as Facebook, Instagram, Twitter, and Telegram, with the Ethiopian online community as participants, and the sample frames of the research are social media users of DStv within Ethiopia's four platforms, with questions distributed through these platforms. Methodologically, the research is descriptive because, based on the research topic, it tries to answer the relation between social media and Brand Awareness, so the descriptive method is more suitable for describing the variables in relation to each other. There are some drawbacks to the descriptive method, however, because the findings are open to interpretation because, as the name suggests, it does not give an interpretation but only an explanation.

1.7. Limitations of the study

The research only focuses on social media and Brand Awareness, but there are other variables other than social media and the different social media platforms that can influence consumers, like brand preference and social media preference, during and after the time of conducting questions without any incentives. People are not going to just click on a link and fill out the questions, and with an undetermined population size, it's going to take time to collect all the required data

1.8. Definitions of terms

1.8.1. Attributes

The five factors that whare employ while creating social media content Any brand or sector can use these traits to create effective social media content.

1.1.1. Entertaining content

Entertaining content refers to the type of content that is designed to captivate and engage the audience, providing them with enjoyment, amusement, or an entertaining experience. It often includes elements such as humor, storytelling, visually appealing media, or interactive features that attract and hold the attention of the target audience. The purpose of entertaining content is to create a positive and enjoyable user experience, fostering a sense of connection and affinity with the brand or message being conveyed. Entertaining content

1.1.2. Aspirational content

Aspirational content is a form of content that seeks to inspire and motivate the audience by showcasing desirable qualities, achievements, or lifestyles. It aims to evoke a sense of aspiration, admiration, and the desire to emulate or attain similar levels of success, status, or personal fulfillment. Aspirational content often features role models, success stories, or narratives that align with the aspirations, values, and aspirations of the target audience. It serves as a means to create a positive association between the brand and the desired aspirations of the audience.

1.1.3. Actionable content

Actionable content refers to the type of content that provides the audience with clear and specific steps or instructions to take action. It goes beyond providing information or entertainment and focuses on guiding the audience towards a specific behavior or response. Actionable content may include calls-to-action, prompts to sign up, buy a product, subscribe, participate in a survey, or engage in any desired action that aligns with the objectives of the brand or campaign. Its purpose is to facilitate audience engagement and drive conversions or desired outcomes.

1.1.4. Joinable content

Joinable content refers to content that encourages audience participation, collaboration, or interaction. It creates opportunities for the audience to become actively involved, contribute their ideas, opinions, or experiences, and engage with the brand or other members of the audience. Joinable content often includes features such as polls, contests, user-generated content campaigns, interactive discussions, or social sharing elements. By fostering a sense of community and involvement, joinable content aims to strengthen the relationship between the brand and its audience.

1.1.5. Payoff content

Payoff content refers to content that delivers a rewarding or valuable outcome to the audience. It involves providing content that fulfills the audience's expectations, meets their needs, or offers a tangible benefit or solution to a problem. Payoff content may include educational resources, helpful tips, practical guides, exclusive offers, discounts, or any content that provides a significant value proposition to the audience. The objective of payoff content is to build trust, loyalty, and satisfaction among the audience by consistently delivering content that delivers on its promises and enhances the overall customer experience.

1.8.7. Brand Awareness

Brand awareness is the extent to which consumers are able to recognize and recall a particular brand in relation to a specific product or service. It refers to the level of familiarity and recognition that a brand has among its target audience.

1.9. Organizations of the study

The study will be organized into five chapters, the first of which will include the following: background of the study, statement of the problem, objective of the study, research question, significance of the study, limitations of the study, scope of the study, and organization of the study. Chapter two includes a literature review about social media and Brand Awareness. Chapter three deals with research methodology, which includes research design, sample size and sampling techniques, data source identification, and methods of data analysis. Chapter four deals with data presentation, analysis, and interpretation.

Chapter two: Theoretical Literature Review

This chapter's purpose is to lay out a theoretical literature review. Theories concerning social media, Brand Awareness, and other relevant concepts are covered in the literature. The entire body of literature is described and discussed in order to create the theoretical framework for the study. There are two main sections in this section that focus on the theoretical framework where A wide range of literature on key ideas for the research is reviewed, as are conceptual frameworks that talk about the model the researcher decided to use from the Saltwater Collective model, known as social media attributes. and several social networking channels

2.1. Conceptual Theoretical review,

1. Independent Variable: Social media marketing (SMM) is widely recognized as a significant driver in shaping consumers' brand perceptions. Keller (2009). The influence of SMM activities surpasses that of traditional marketing communications (Bruhn et al 2012; Frank and Watchravesringkan, 2016) due to the growing trend of consumers seeking product and brand information through social media channels (Mangold and Faulds, 2009). Research indicates that approximately 74% of online consumers engage with social media platforms (Duggan et al., 2015), with more than 50% relying on brand pages for brand-related information (Ismail, 2017). Furthermore, recent business reports have highlighted that social media exerts a substantial impact on over 90% of purchase decisions Consequently, it comes as no surprise that SMM is employed by over 90% of businesses worldwide (Stelzner, 2014).

2. Dependent Variable: Level of Brand Awareness: In contemporary environments, the product holds a prominent position in marketing theory and practice, signifying its crucial role in the commercial success of a brand in the market Branding serves as a vital tool for companies to capture consumers' attention and establish a strong market presence. Within marketing theory and practice, one of the most pertinent topics revolves around brand management. The crux of a brand's success lies in creating a favorable image, ensuring its recognizability, and fostering brand awareness. The image associated with a trademark significantly influences consumer decisions when it comes to purchasing consumer goods. A brand's popularity directly correlates with its acceptance by consumers. Over time, a satisfied consumer develops brand loyalty, transforming into a dedicated customer. Hence, achieving and sustaining positive outcomes in branding

necessitates the company's persistent and unwavering efforts in this regard. (Kotler & Armstrong, 2015).

3. Mediating Variables: Content Quality and Relevance: In recent years, there has been a notable shift in the nature of content available on the internet. Initially, during the first decade of the web's prominence starting from the early 1990s, online content resembled traditional published material. The majority of web users primarily consumed content generated by a limited number of publishers. However, starting from the early 2000s, there has been a significant rise in user-generated content on the web. More and more users are actively engaged in creating content rather than simply consuming it. User-generated content, commonly referred to as social media, encompasses various platforms such as blogs, web forums, social bookmarking sites, and communities focused on photo and video sharing. Additionally, social networking platforms like Facebook and MySpace have gained popularity by combining these different forms of content creation and interaction. (Agichtein, Eugene & Castillo, Carlos, 2008)

Viral Reach and Amplification: Online social networks (OSNs) have emerged as versatile and accessible platforms that facilitate activity coordination and information dissemination. These networks have proven their value during notable events like the Arab Spring, as evidenced by Carvin's analysis in 2012. However, the increasing prominence of OSNs has also revealed inherent risks, particularly in relation to political interference and the propagation of disinformation. Scholars such as Howard and Kollanyi (2016), Ferrara (2017), Keller et al. (2017), Neudert (2018), Singer and Brooking (2019), and Nimmo et al. (2020) have shed light on the ongoing challenges associated with these phenomena.

In the realm of modern Strategic Information Operations (SIOs), emphasis is placed on active participation, seeking to enlist audiences in amplifying desired narratives rather than being passive recipients of information, as explored by Starbird et al. (2019). The prevalence of social media as a platform for political communication, coupled with its ability to obfuscate identities, has made it an attractive target for both legitimate and illegitimate political influence campaigns. The interplay between social media and traditional news media operates cyclically, with social media driving narratives that are then echoed by traditional news outlets, thereby generating further social media activity. In this process, unsuspecting social media users can unwittingly become unwitting

agents or sincere activists in coordinated operations, as described by Benkler et al. (2018) and Starbird and Wilson (2020).

The persistent use of political bots and trolls to shape the framing and discourse of various issues within mainstream media (MSM) remains a prevalent concern, as demonstrated by Bessi and Ferrara (2016), Woolley (2016), Woolley and Guilbeault (2018), Rizoio et al. (2018), and Cresci (2020). These actors employ bots and sockpuppet accounts to amplify specific voices, creating what is known as the megaphone effect. However, their coordinated actions and regular patterns may leave digital footprints that can be identified and analyzed.

The complex interplay between social media, disinformation, political influence, and information warfare necessitates ongoing research and a vigilant approach to understanding and addressing these multifaceted challenges.4. Moderating Variables: Target Audience Characteristics: The characteristics and attributes of the target audience, such as demographics, psychographics, behaviors, and preferences, can moderate the relationship between social media marketing and brand awareness. Different audience segments may respond differently to social media marketing efforts, necessitating tailored strategies. (Luo, Jianhong 2018)

Social Media Platform Selection and Usage: The choice of social media platforms and the manner in which they are utilized by a brand can moderate the relationship. Each platform has unique user demographics, engagement patterns, content formats, and functionalities, which may impact the effectiveness of social media marketing strategies. Yang,& Basile 2018)

Competitive Environment: The competitive landscape and the presence of rival brands in the social media space can moderate the relationship between social media marketing and brand awareness. The level of competition, brand positioning, and differentiation strategies employed by competitors can influence the attention and perception of the target audience. (Mehmood, S 2022)

5. Proposed Relationship:

Based on. Mehmood, S (2022), Yang,& Basile (2018), Luo, Jianhong (2018), Guilbeault (2018), RizoIU et al. (2018), Bessi and Ferrara (2016), Woolley (2016), Woolley and Guilbeault (2018), RizoIU et al. (2018), and Cresci (2020). The conceptual theoretical review proposes that effective social media marketing strategies positively influence brand awareness. This relationship is mediated by factors such as content quality and relevance, social media engagement, and the potential for viral reach and amplification. However, the strength and direction of this relationship can be influenced by moderating variables such as target audience characteristics, social media platform selection and usage, and the competitive environment.

2.2. Moving from traditional to digital marketing

According to Philip K. (2017) "Segmentation and targeting are essential marketing steps, allowing brands to effectively place and distribute resources. Marketing professionals make judgments without consulting clients, while customers contribute to market research and communities. Permission marketing, popularized by Seth Godin, demonstrates the horizontal link between businesses and consumers. Both strategies are crucial for effective marketing and customer engagement. Social media"

Lately with the information technology improvements and broad band internet service spreading, speed of access to shopping sites gets high. Because of these changes, companies unavoidably entered to digital environment. (Durmaz, Yakup & Efendioğlu, İbrahim. 2016).

2.3. Social media

"A series of Internet-based apps that build on the theoretical and technological foundations of Web 2.0 that enable the creation and exchange of User Generated Content (UGC)" is how Kaplan & Heinlein (2010) define social media. The platform for social media is built on Web 2.0. 2010 (Carlsson). Kim et al. (2010) defined "social websites" as websites that enable users to establish online groups and exchange user-generated content (UCCs). According to Tredinnick, (2006). "Social networking sites" are websites that rely on user interaction and user-generated content User-generated content, made possible by web 2.0 technology, is the common thread underlying these divisions.

Mangold & Faulds (2009) offer a definition that is more business-focused, stating that "social media is a hybrid element of the promotion mix because it enables companies to talk to their customers in a traditional sense while enabling customers to talk directly to one another in a nontraditional sense. Managers have little direct control over the social media-based dialogues that consumers have about products and services. "Social media, also known as consumer-generated media, refers to a number of new online information sources that are created, launched, disseminated, and used by consumers with the intention of educating one another about goods, brands, services, people, and topics. (2006) Blackshaw P Mangold & Faulds (2009) offer a definition that is more business-focused, stating that "social media is a hybrid element of the promotion mix because it enables companies to talk to their customers in a traditional sense while enabling customers to talk directly to one another in a nontraditional sense. Managers have little direct control over the social media-based dialogues that consumers have about products and services. "Social media, also known as consumer-generated media, refers to a number of new online information sources that are created, launched, disseminated, and used by consumers with the intention of educating one another about goods, brands, services, people, and topics. Blackshaw P(2006) The fundamental distinction between the general definitions of social media and commercial definitions is that customers and consumers have taken the place of users, creating a wealth of potential for firms and a power shift toward consumers (Mandal, 2011).

The term social media has been disintegrated in to various terminologies such as social media site, social networking sites and so on. For the purpose of this study the researcher uses the broadest sense of the term, social media, this shall encompass all other terms and definitions. (Mandal, 2011).

Social media have significant effects on both private and public practices and processes in daily life because of their pervasiveness and accessibility through a variety of devices, including home computers, work computers, tablets, and mobile phones. Particularly, social media permeate political economics, interpersonal interactions, and identity processes. (2016) Jenny L. Davis

2.3.1. Facebook

Facebook is a website that connects users with friends, colleagues, and strangers through free profiles. With over 1 billion users, users can share various content, send friend requests, and engage in private chats. Users can post personal information, like their work location, education, and age, and like other pages they find interesting. Users can also "like" pages to receive updates and updates. (Webwise 2022)

Facebook is a social networking service that Facebook owns and runs. It was first introduced in February 2004. Mark Zuckerberg started it along with other Harvard University students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes who were also his undergraduate roommates. The website's founders first restricted membership to Harvard students, but this soon changed to include other colleges in the Boston region, the Ivy League, corporations, and by September 2006, everyone who was at least 13 years old and had a working email address. (Facebook.com)

Facebook was launched in 2004 and have over 2.7 billion active users, of which 650 million users access Facebook through mobile devices. An average Facebook user is estimated to have at least 130 friends and is connected to 80 community pages, groups and events. There are more than 70 languages available on the site. Its main use is to establish and maintain relationships in work related situations, in political affiliations or just among friends and families. Facebook has become the most powerful tool for marketing today. In April 2011, the company launched a new service for marketers and interested creative agencies which is a form of online platform (Portal) that allows marketers and creative design agencies to build brand promotions on Facebook. Facebook is now a direct competitor of Google in online advertising and this new service has made it possible for companies to create dynamic commercial graphics or advertisement. (Facebook.com 2017)

2.3.2. Instagram

Instagram is a popular and widely-used mobile application that enables users to share photos and videos with others. Available on both iPhone and Android platforms, it offers a convenient and user-friendly way to capture, edit, and publish visual content.

With Instagram, individuals have the ability to upload their own photos and videos to the platform and share them with their followers or a specific group of friends. This allows users to showcase their creativity, experiences, and perspectives through visual storytelling. Additionally, users can view, engage with, and express their appreciation for posts shared by their friends and other accounts they follow, by leaving comments and liking the content.

Creating an Instagram account is a simple process. Individuals who are 13 years of age or older can register an account by providing their email address and selecting a unique username. This allows them to personalize their profile and establish their presence on the platform. Once the account is set up, users can start connecting with others, discovering new content, and building their own network of followers.

Instagram's user-friendly interface and intuitive features have contributed to its widespread popularity. It has become a hub for visual inspiration, communication, and self-expression, attracting individuals from various backgrounds and interests. Whether it's sharing glimpses of everyday life, documenting special moments, or promoting artistic creations, Instagram offers a versatile platform for individuals to showcase their visual content and connect with others who share similar passions. (Instagram Help Center 2022)

2.3.3. Telegram

Telegram is a messaging application renowned for its emphasis on speed and security. With its user-friendly interface and cost-free accessibility, it has gained widespread popularity. One of its standout features is the ability to use Telegram simultaneously across multiple devices, ensuring seamless synchronization of messages across phones, tablets, and computers.

Having amassed over 700 million monthly active users, Telegram ranks among the top 10 most downloaded applications worldwide. It offers a diverse range of functionalities, enabling users to send messages, share photos, videos, and files of various formats (such as documents, compressed files, and audio files). Additionally, Telegram allows users to create groups accommodating up to 200,000 members or channels for broadcasting to unlimited audiences.

Finding and connecting with individuals is made effortless on Telegram. Users can write messages to their phone contacts and discover new connections by searching for usernames. This blend of features makes Telegram a versatile platform that combines the convenience of SMS and email, catering to personal and business messaging requirements alike.

The commitment to security is a key aspect of Telegram's appeal. It provides end-to-end encryption for voice and video calls, ensuring private and secure communication. Moreover, Telegram facilitates voice chats within groups, accommodating thousands of participants for interactive and dynamic conversations.

With its focus on speed, versatility, and security, Telegram has established itself as a reliable messaging application. Its popularity stems from its ability to cater to the diverse needs of individuals and businesses alike. Whether it's engaging in personal conversations, coordinating professional projects, or sharing media files, Telegram offers a comprehensive solution for all your messaging needs. (Telegram.org 2022)

2.3.4. Twitter

Twitter is a popular social media platform that enables friends, family, and coworkers to connect and communicate through the exchange of concise and frequent messages. Users on Twitter can post short messages called Tweets, which can include various forms of content such as photos, videos, links, and text.

When a user publishes a Tweet, it becomes part of their profile, visible to their followers, and searchable within the Twitter platform. This means that users can not only share their thoughts, opinions, and updates but also engage with others by liking, retweeting, and replying to their Tweets.

Twitter's real-time nature and character limit of 280 characters per Tweet encourage users to share bite-sized updates and engage in dynamic conversations. This brevity fosters a unique and fast-paced environment where users can quickly express their thoughts and stay informed about trending topics, news, and events.

The platform's open nature allows users to follow accounts of their interest, be it individuals, organizations, celebrities, or public figures. By following accounts, users can curate their timeline, a personalized feed showcasing Tweets from the accounts they follow. This helps users stay connected with the updates and perspectives of the people and entities they find most relevant.

Furthermore, Twitter serves as a powerful tool for information discovery and dissemination. Hashtags, a word or phrase preceded by the "#" symbol, allow users to categorize their Tweets and make them discoverable by others interested in similar topics. Users can search for hashtags or keywords to explore conversations and connect with like-minded individuals. (Twitter Help Center 2022).

2.4. Social media attributes

2.4.1. Entertaining

According to the Saltwater collective (2019) definition “In the digital landscape, capturing user attention is crucial for brands to engage and entertain their audiences. Visually appealing content, such as striking designs and eye-catching imagery, can attract users and leave a lasting impression. Humor and vulnerability are powerful tools for capturing attention, evoking positive emotions and connecting with users. Brands that display authenticity and openness can resonate deeply with their audience by sharing relatable stories, personal experiences, or genuine emotions.

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

There are four reasons to use Facebook, according to Park, Kee, and Valenzuela (2009): socializing, entertainment, self-status seeking, and information seeking. According to Park & Lee (2014), the key motivations for using Facebook are communication, self-expression, relationship maintenance, and amusement. The biggest motivation is for enjoyment, according to Park et al. (2014). According to Nadkarni and Hofmann (2012), the need to belong and to display oneself are the two fundamental social needs that drive Facebook use. An investigation by Lee et al (2017) Facebook users give high marks to easy relationships, informational purposes, and entertaining motives. Facebook users are likely to use "comment" or "like" to express their appreciation for these posts because humor and gossip are frequently posted there (Lee et al., 2017). Additionally, Facebook offers a useful forum for the exchange of ideas and information (Lee et al., 2017).

2.4.2. Aspirational

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

An effective marketing message is not only unique but also strategically appropriate for the organization's goals and target audience. Additionally, creativity is a requirement for a great advertisement. According to (Rossiter 2008), an advertisement must have a primary benefit claim (or unique selling proposition) and a creative idea that embodies the benefit claim in order to be both effective and creative. a communication plan that will be used to present the advertising appeal or convey the brand. The message is delivered through an advertising appeal within the executional frame. According to (Belch & Belch 2007), the executional style specifies how an advertisement appeal engages the audience. Advertisements appeal to the audience in order to elicit a response (Koekemoer, 2004).

2.4.3. Actionable

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

Actionable content is content that can be easily implemented and acted upon by readers. Whether it's blog posts, articles, or other content marketing materials, this type of content is typically informative, relevant, entertaining, and unique. (Mackenzie Fleming 2023)

According to Molly Michieli (2016) Content should solve a reader's problem or answer a question, as readers are selfish and seek content for a reason. A great headline and engaging content encourage readers to interact more with the brand. Shareable content, which encourages others to associate with the content, can expand the brand's reach and make readers feel invested in the products. Actionable content communicates a single action or combination of actions, leaving readers with the choice to opt into that action.

Experts suggest brand management systems considering audience, communication methods, and market uniqueness. This listening method should be applied to intangibles and the brand's future. Concepts like co-creation, stakeholder communication, and opinion leaders focus on the brand experience, involving audience opinions and material. (Ana and Monfort, Abel and Vazquez, Belen 2018),

2.4.4. Joinable

Brand loyalty is no longer solely based on one-way communication; it requires fostering a sense of participation in a community. Brands can achieve this by organizing events, supporting causes, and rallying around shared mission or values. These events create a space where consumers feel valued and part of a larger community. Supporting causes that resonate with the brand and its audience also fosters unity and community. Using hashtags, brands encourage community participation by creating unique ones that consumers can use to share experiences and connect with others.(Saltwater collective 2019)

Social media, as defined by Junco et al. (2010), are "a collection of internet websites, services, and behaviors that encourage community creation, collaboration, participation, and sharing." According to Andres (2010), referenced in Ghulam et al. (2014), social media is a group of internet-based applications that are built on the philosophical and technological underpinnings of marriage and that allow for the creation and exchange of user contributed material. Social media,

according to Shrestha Lucky (2013), is a way for individuals to connect with one another and exchange information and ideas via online groups and networks.

2.4.5. Pay Off

According to the Saltwater collective (2019) definition Social media is a collection of internet websites, services, and practices that support collaboration, community building, participation, and sharing. It is based on ideological and technological foundations, allowing users to design and exchange user-generated content. Social media connects people in virtual communities and networks, fostering information and ideas exchange. By offering incentives above and beyond the regular content and communication, brands acknowledge the investment consumers make in following and engaging with them. This approach helps build a reciprocal relationship where consumers feel valued and rewarded for their attention and loyalty. Ultimately, brands that provide compelling incentives stand a better chance of capturing and retaining the attention of their target audience.

Communal (socializing) incentives: People use different social media for different reasons, among them for sharing problems, for social knowledge and sociability (Phua et al., 2017). Park et al. (2009) claimed that people use social media to gratify their socializing needs. Social media are also used for self-promoting (broadcasting) or maintaining relationships (communicating) (Underwood et al. (2011)), for social interaction, and for exchanging information to feel more connected to others (Chen, 2011; Sheldon et al., 2011) and to fulfill the need for community commitment (Walsh et al., 2004). Building and maintaining social connections is one of the motives for using social media like Facebook (Joinson, 2008; QuanHaase and Young, 2010). In participation in moderately engaging activities (i.e. collaborating with others to contribute to content) people are highly motivated by the desires for socializing (de Vries et al., 2017).

Tsai and Men (2013) claimed that parasocial interaction and community identification play a significant role in encouraging customer engagement on social media. Socializing with others lead people to engage in brand-related contributing activities on social media i.e. to collaborate

with other users in the brand-related content generation process (contributing) (de Vries et al.,n2017) Chi (2011) found that the need for bonding social capital created by online

social interactions and networking has significant influence on participation intention in Facebook advertising activities. According to Fu et al. (2017) communal incentive drives social media users' content sharing intention and the effects depend on the content type

2.5. Brand Awareness

Brand awareness plays a crucial role in shaping customers' perceptions and purchase intentions (Xie & Chen, 2014). It refers to the ability of potential customers to recognize and remember a specific brand within a product category, ultimately leading to brand loyalty (Keller, 2016). The different stages of brand awareness significantly impact the target market segment and contribute to the development of essential brand attributes such as brand image, value, and loyalty (Koo, Yu, & Han, 2020). Establishing strong brand awareness leaves a lasting impression on consumers' minds regarding products or services (Jackson, Harrison, Swinburn, & Lawrence, 2014).

When a new product enters the market, its primary objective is to generate awareness among the targeted customers by effectively communicating its features and benefits (Zabadi, Shura, & Elsayed, 2012). Brand awareness serves as a vital component of marketing efforts, capturing customer attention through various forms of commercial messaging. It acts as a mental shortcut for consumers, aiding them in making informed choices when purchasing products and services. By recalling a brand in their minds, consumers can easily establish a connection and understand what the brand represents and the value it offers to buyers.

The impact of brand awareness extends beyond mere recognition and recall. It holds the power to influence consumer behavior and shape market segments. For instance, consumers who are highly aware of a particular brand are more likely to develop brand loyalty, becoming repeat customers and advocates for the brand (Keller, 2016). This loyalty translates into a competitive advantage for the brand, as loyal customers are less likely to switch to competing brands and more likely to recommend the brand to others. Moreover, brand awareness contributes to the overall perception of a brand's appearance and worth. A well-established brand that enjoys high levels of awareness is perceived as more credible, reliable, and trustworthy by consumers (Koo, Yu, & Han, 2020). This positive perception can lead to increased customer preference and willingness to pay a premium for products or services associated with the brand. It also strengthens the brand's position in the market, making it more resilient to competitive pressures.

To effectively build and maintain brand awareness, marketers employ various strategies and tactics. One key element is the consistent delivery of commercial messages across multiple channels. Through strategic advertising, public relations, social media campaigns, and other marketing initiatives, brands ensure that their target customers are exposed to their messaging frequently and consistently (Zabadi, Shura, & Elsayed, 2012). This repetition helps create brand associations in consumers' minds, enhancing brand recognition and recall. Furthermore, brands can leverage the power of storytelling to enhance brand awareness. By crafting compelling narratives that resonate with their target audience, brands can create emotional connections and deepen consumer engagement (Jackson, Harrison, Swinburn, & Lawrence, 2014). Storytelling allows brands to go beyond the functional aspects of their products or services and create a more meaningful and memorable brand experience.

2.6. Empirical literature review & Hypothesis Development

Various studies on the social media and brand communications of various companies in our country, Ethiopia, have been conducted. For my empirical review, I looked over the majority of those presented here.

A study conducted by Fasika Genzebe, (2018) on the role of social media marketing in Building brand image; the case of capital hotel and spa, Addis Ababa, Ethiopia. discovered that one of the purposes of hotels nowadays that is most frequently mentioned is brand image. Increased sales of the hotel's goods and services are the ultimate objective of using social media as a tool for building brand image and any other type of advertising channel. The following results were found as a result of the research's primary objectives of determining whether potential and actual customers are receiving brand awareness, brand association, and ultimately brand image from the hotel's social media marketing and what role social media plays in brand image: There appears to be a lot of hoopla right now surrounding social media. Its users are becoming more numerous, and businesses are becoming more involved. High-involvement hotel services, which are frequently characterized by a strong need for information, seem to be particularly amenable to the social web. They offer useful opportunities for hotel visitors to learn more about the brand and, as a result, develop an impression of it in their minds. The most accurate data is gathered through private conversation and experience sharing.

A study conducted by (Fasika Anam Bhatti, Mariam sumbalarif and sohail 2017) on the Impact of social media brand communication on brand knowledge: Mediating role of brand image & brand awareness application of CBBE model theory of keller social media for brand awareness and communication The worth the overall impact is likewise significant, demonstrating the value of brand familiarity and image. Awareness is a key mediator among social media brands. This study demonstrates the importance of the link between Brand Awareness on social media and brand knowledge. Social media, brand awareness, Brand Awareness, and brand image are all present in the current literature. Hypotheses are used to experimentally test brand knowledge. These hypotheses demonstrate that there is a beneficial and important relationship. Social media brand, communication, brand image, brand awareness, and brand expertise are just a few of the many factors. The interaction between social media and Brand Awareness has been positively mediated by a significant improvement in brand image and brand awareness. and brand awareness. This research supports the previous literature. Furthermore, this study presents an important contribution. to the contemporary part of the literature on the social media brand. Communication, which purely supports Keller's CBBE theory. communication and brand knowledge.

A study conducted by (Nejat Mohamed, 2018) on the impact of social media marketing on consumers' brand awareness. discovered that social media is now a crucial tool for brand exposure and marketing. In fact, it is projected that traditional advertising would give way to social media platforms in the near future. The research also noted certain difficulties businesses have had adopting social media, The social media sphere offers a platform for customer impressions, opinions, and feedback. Local businesses can benefit greatly from customer feedback on their goods and services in order to identify ideas, guiding principles, and proposals that can meet the needs of the clientele. If neighborhood companies do not include social media marketing in their marketing plan, they might be passing up a fantastic chance to interact with customers both domestically and abroad. Local businesses should therefore think about utilizing social media networks to present their brands with enormous reach, limitless communication possibilities, and with very low promotion costs, allowing their products and services to emerge into a world of peer-to-peer dialogue, and thus seizing the potential opportunities of utilizing the brand building potential through the richest and quickest communication form available.

The researcher has chosen the underexplained components as measurement scales for the study under inquiry to establish the relation of social media and brand Awareness in the case of Dstv on the previously evaluated related literature. For this investigation, the conceptual framework described below is created: Concepts from many conceptual frameworks created by various researchers were used to form the conceptual model. Hilde A.M. Voorveld (2019): Brand Communication in social media: A Research Agenda, Fasika Genzebe (2018) The role of social media marketing in Building brand image; the case of capital hotel and spa, Addis Ababa, Ethiopia, Grubor Aleksandar and Olja Milovanov (2017) the influence of social media communication on brand equity the evidence for environmentally friendly products. The framework shows that the independent variables, such as social media attributes, and the dependent variable, brand communication,

Based on the research objectives set above the following were formulated to be tested

Entertaining content: According to (Rachel T. A. Croson 2010) The largest difference that one can aspire for is that those who watch or like it would not immediately recognize that the experience is compensated by an advertiser. Entertainment can mean many different things to consumers. The difference between that and advertising is that you can tell the difference when you view it for what it is. This branded entertainment product is meant to entice you to watch it. A low-involvement product's entertainment value matters slightly more for promoting brand loyalty than a high-involvement product does, according to the research on the significance of entertainment value in experiential evaluation by (Lou et al. 2019). Consumers expect and derive more emotional value from interactions with brands that involve little to no product because they are excused from cognitive learning or processing, whereas their focus on the entertainment value of brands that involve a lot of products will be diminished because they are more driven to process useful or cognitive information. However, it is interesting that, for both high- and low-involvement items, entertainment value was the most significant aspect of consumers' brand experiences, supporting the claim that branded material that offers emotional value is the most effective.

H₁: Entertaining content affects Brand Awareness

Aspirational message: An effective advertising message is not only original, but also strategically apt for the objectives and target market of the organization. Additionally, an effective advertisement also needs to be creative. (Rossiter 2008) advocates that for an advertisement to be effective as well as creative, it needs to contain a key benefit claim (or unique selling proposition) and a creative idea that executes the benefit claim. communication strategy that will be employed to convey the brand or present the advertising appeal. An advertising appeal is employed within the executional frame to convey the message. The executional style, according to (Belch & Belch 2007), describes how an advertisement appeal interacts with the audience. To get the audience to respond, advertisements make appeals (Koekemoer, 2004).

H₂: Aspirational message affects Brand Awareness.

Actionable content: Most experts recommend brand management systems that take their audience into account in addition to the communication methods required for effective communication, generating competitive advantage, and brand uniqueness in the market. a consideration. This listening method ought to be applied to the management of other intangibles as well as the brand's future. In order to move from "being" to "being recognized," concepts like co-creation, communication with stakeholders, and contact with opinion leaders center on the brand experience. In addition to the company, the opinions of their audience and the material they provide also contribute to the information flow. (Ana and Monfort, Abel and Vazquez, Belen 2018),

H₃: Actionable content affects Brand Awareness.

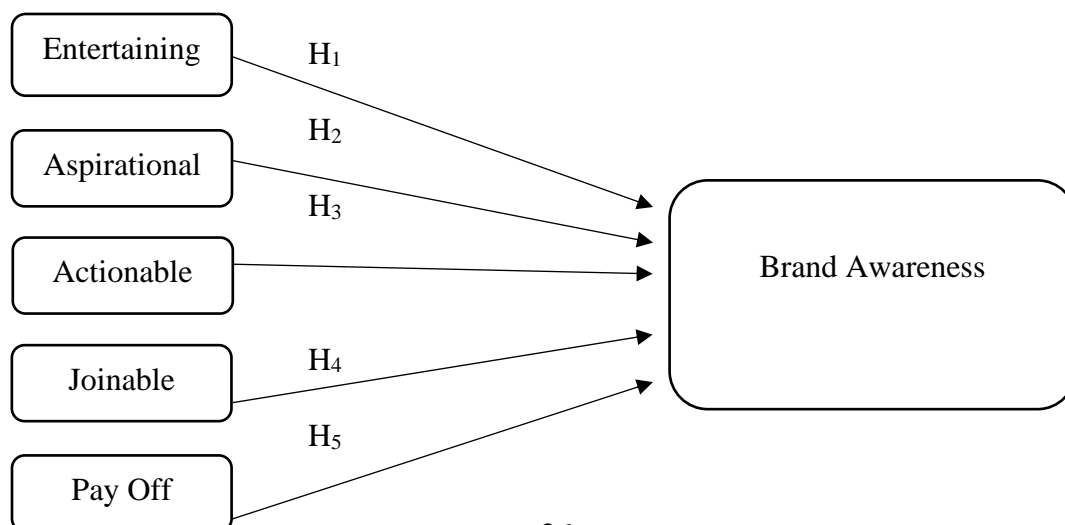
Joinable message: Communication about the product or service provides a major contribution to brand competition in the market. It not only provides information about a product or service but also promotes creative innovation. Social media as a medium of communication has many distinct features from other media. Customer engagement could be defined as involving the customer in building the brand. This means making customers opinion a part of the brand building process. Social media provides an excellent platform for active customer engagement. (Nivedita Sharma 2013)

Communities offer a setting for these encounters amongst people who share similar values. The benefit for brands is that brand communities give them a chance to improve their relationship with current and potential customers. The desire to communicate with others who share their interests motivates community members frequently. People feel more like their "real selves" because they believe in a common set of ideals and feel a sense of belonging to the group. (LinkedIn Local Hamilton 2020)

H₄: Type of joinable message affects Brand Awareness.

Payoff from content: The Payoff is the phrase that establishes or supports the brand's position in the marketplace. This is a key component of the brand's identity. For the brand, The Payoff has an institutional role. In some situations, having a brand that consumers have a lasting association with helps. (Trout & Partners 2022) According to (Palamidovska-Sterjadovska, Nikolina & Ciunova, Anita.2020). According to the findings, social incentives are typically good predictors of intentions to participate in three different categories of brand-related social media content creation. According to Chi (2011), Tsai and Men (2013), relationship-oriented characteristics have a crucial role in promoting customer involvement on social media. Companies should therefore offer information that is pertinent, amusing enough, and appropriate for sharing, having fun, and staying in touch with friends, i.e., for meeting the desire for social interaction, as this will encourage consumers to contribute to brand-related material on social media.

H₅: The type of payoff from content affects Brand Awareness.



Chapter three: Research methodology

3.1. Introduction

Research methodology, research design, sample size and sample technique, data collecting methods, and ethical considerations will all be covered in this chapter of the study.

3.2. Descriptions of the study area

The study is online-based because it focuses on social media and Brand Awareness, which makes it convenient to use social media to reach the target population about social media attributes, and it will be geo-locked to Ethiopia. The study attempts to address DStv Brand Awareness through various social media platforms, including Facebook, Instagram, Twitter, and Telegram, because these are the platforms most commonly used by DStv for Brand Awareness.

3.3. Research approach

There are several approaches to the problem while conducting research. There are three types of research methodologies, according to Creswell (2009): mixed, qualitative, and quantitative. The fundamental components of these research methodologies are briefly presented in the journal that follow. Examining the relationship between variables in quantitative research allows for the testing of objective theories. The goal of a qualitative research technique, on the other hand, is to investigate and comprehend the meaning that individuals or groups attribute to social or human problems in order to establish an inductive hypothesis or pattern. Last but not least, using mixed techniques is a strategy where researchers focus the study topic and employ every method at their disposal to comprehend the problem (Creswell, 2003).

Therefore, both quantitative and qualitative research approaches will be employed in the study mixed approach based on the fore going explanations of the three research ways and by taking into account the research problem and purpose. The research is quantitative because Brand Awareness and social media attributes compared to each other that how social media attributes are related to Brand Awareness in the form of colorations. The quantitative method will be supplemented by the qualitative method of inquiry, in which quantitative type of data will be collected from the chosen samples using structured questionnaires, in order to have a better insight and gain a richer understanding about the relationship of social media on Brand Awareness case of DStv.

3.4. Research Design

The study design that follows the identification of variables and the establishment of the theoretical framework. This is crucial in facilitating the provision of meaningful and cohesive insights from the collected data. In this study, the descriptive research methodology has been utilized. Descriptive research involves the systematic observation and recording of data without any manipulation or control of variables. It is aimed at providing an accurate portrayal of the characteristics, behaviors, or phenomena being studied. This research methodology is particularly useful in identifying patterns, trends, and associations in the data. In this study of DSTV, the aim is to determine the causal relationships between social media marketing and brand Awareness. The study seeks to provide insights into how causes lead to specific consequences by focusing on the connections between social media marketing and brand recognition.

3.5. Populations and sampling

Probability sampling and non-probability sampling are the two sample designs that can be used. (Sekaran and Bougie, 2010).

The researcher will be able to acquire information rapidly and affordably by using a non-probability sampling strategy, in which the inquiry purposely selects the precise units. The study focuses on DSTV's social media attributes and Brand Awareness. The research participants are DStv customers, for whom the link for questioners in Microsoft Forms was forwarded to the company, and they distributed the link throughout SMS and social media platforms. The research sample frames are individual DStv customers who are social media followers, and the sampling methods will be convenience sampling.

2.4.6. Convenience Sampling

Convenience sampling is usually used when enumerating or listing the population under study is difficult. And, as the researcher chose to study social media and Brand Awareness the case of Dstv, as it was difficult to identify the number of Dstv customers as it increased daily, so the researcher will use the convenience sampling method.

2.4.7. Target Population and Sample Size

The study focuses on DSTV's social media attributes and Brand Awareness. The participants of the research are social media users from Ethiopia's four social media platforms; the sample frames of the research are individual users of social media users; and the total populations on this platform are unknown. $p = q = 0.5$ The variability is measured by \sqrt{pq} , and it is easy to see that this index assumes its highest value when $p = q = 0.50$ using Corbetta, P. (2003) in determining the standard deviation, 95% confidence interval, and 5% sampling error in calculating the sample size.

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

Where

N= required samples size

Z= degree of confidence (i.e 1.96)²

P= Probability of positive responses (0.5)

Q= probability on negative responses (0.5)

E= Tolerable error (0.05)²

$$N = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.05)^2} = \frac{3.8416 \times 0.5 \times 0.5}{0.0025} = 384.16 = 385 \text{ Respondents}$$

3.6. Data collations procedures

The study uses primary and secondary data collection to achieve the objective and address the problem. The primary source of data will be collected from primary sources using survey-like questionnaires on these social media platforms: Facebook, Instagram, Twitter, and Telegram. The researcher will also use Google Docs surveys. on the users of social media, for the purpose of getting general information. The secondary data will be collected from secondary sources through searching books, the company's website, and reviewing related documents about the study.

3.7. Ethical considerations

Questionnaires will be given via social media links along with information about the study's goals and objectives and a permission form. Submitting the online form for completion to protect the privacy of the collected data, the respondents will not be asked to provide their identities; just only demographic data.

3.8. Data analysis

According to (Anol, 2012), The descriptive survey involves asking one or more groups of people questions and compiling their responses in order to learn more about them. By defining the peculiarities of a given scenario and painting a picture of its specific details, descriptive design aids in communication. (Neuman, 2007).

For the research, the data will be analyzed using descriptive methods such as tabulation and percentage. In order to determine the relationship of social media attributes on Brand Awareness, the data will be analyzed using descriptive and correlational methods by the Statistical Package for Social Sciences (SPSS) version 21. In addition to this, correlation descriptive statistics will be used to show the relationship between the dependent and independent variables. by multiple regression to see the relationship between those social media attributes and Brand Awareness. Regression estimates the relationship between two or more independent variables, such as social media attribute and one dependent Brand Awareness.

3.9. Dependent and Independent variables

The study will use entertaining, aspirational, actionable, joinable, and payoff attributes of social media as independent variables and Brand Awareness as a dependent variable. Social media attributes are thought to have a significant impact on Brand Awareness. according to (Zoetanya Sujon 2021)

3.10. Pilot Study

The pilot study conducted by the researcher is a crucial step in any research process as it helps to test the feasibility of the research design and identify potential problems before collecting actual data. In this case, the researcher formulated a questionnaire and sent it out to 27 members of the target population of DStv customers to test how the respondents might understand the

questionnaire. However, the researcher encountered some challenges with the response rate, which delayed the pilot test. It is important to note that response rates can be affected by various factors, such as the mode of data collection and the characteristics of the target population.

To address the issue of understanding the questions, the researcher conducted the pilot test at the main office of the multichoice customer service center to get feedback from the respondents and see if the questions were easy to understand. The use of brief explanations added before every variable to give the conceptual framework could have helped the respondents to understand the questions better. After conducting the pilot study, the researcher used Cronbach's alpha coefficient to test the reliability and validity of the questionnaire. The score of 0.849 indicates a high level of internal consistency among the 18 items in the scale, which suggests that the questionnaire is a reliable measure of the construct being assessed. Overall, conducting a pilot study and using established reliability and validity measures are important steps in ensuring the quality of data collected for research purposes.

Chapter Four: Data presentation, analysis and interpretation

The findings and analyses of a study that sought to investigate the link between social media marketing and the degree of brand awareness, especially for DStv, are presented in this chapter. The chapter is divided into three sections: a descriptive and correlation analysis of the study's variables is presented in the first section, followed by an analysis of the assumptions made in the second section, and finally, the regression analysis's results are presented in the third section, which contains the study's key conclusions.

385 social media users were chosen and given a questionnaire to complete in order to gather data. A total of 365 people responded to the poll, which translates to a response rate of 94.8%. In order to test the hypothesis and look into the effects of independent variables on the dependent variable, the data gathered from the respondents was analyzed using quantitative methods, which included an analysis of the respondents' demographic data.

According to the study, social media Content with features like entertainment, aspirational, actionability, joinability, and payoff from content might have an impact on brand Awareness. Multiple regression modelling was employed to examine the links and evaluate these hypotheses. This chapter analyzed and explained the regression analysis's findings. Using SPSS software, version 21, the data were statistically analyzed. The descriptive and inferential parts of the study's findings—which included tables, statistics, and the findings of multiple linear regression—presented the study's findings.

4.1. Response rate

Several social media groups, including those frequented by DStv customers, received the link to the survey on Microsoft Forms. The survey was further promoted through SMS. The questionnaire received responses from 365 people in total. 15 respondents, however, were disregarded since they did not come from people who were familiar with the DStv pages, which was a requirement for participation. As a result, the dataset does not include these replies.

Table 3.2 Rate of accepted Responses

| Required Questioner responses | Actual Questioner responses | Accepted Questioner responses | Percentage |
|-------------------------------|-----------------------------|-------------------------------|------------|
| 385 | 380 | 365 | 94.80% |

Source: (Survey data: 2023)

The table 3.2 provides insight into the number of required, actual, and approved responses for a survey, as well as the percentage of approved responses. The first column, "Required Survey responses," specifies the total number of responses that were anticipated or needed for the survey. The second column, "Actual Survey responses," shows the actual number of responses that were received. The third column, "Approved Survey responses," indicates the number of responses that were deemed valid and were accepted for analysis. This figure is lower than the actual number of responses because some responses may have been incomplete or had missing data, and therefore were not included in the analysis. The final column, "Percentage," displays the percentage of approved responses relative to the total required responses. In this case, the percentage is 94.0%, meaning that 365 out of the 385 required responses were approved and incorporated into the analysis. Overall, this table provides a useful summary of the response rate and data quality for a survey, and the format is clear and straightforward to comprehend.

4.2. Profile of respondents

The characteristics of those who took part in a research study's survey. Age, gender, education, and other demographic factors are frequently utilized to profile responses.

Researcher has analyzed the study results and understand how the results might be extrapolated to a larger population by better knowing the participants in the study through the use of demographic profiles of respondents.

Briefly saying, profiling respondents based on their demographics gives researchers useful insight into the traits of the people who took part in a study and aids in their understanding of the applicability and generalizability of the study results.

4.3. Respondents Demography composition

Table 4.1 Age Group

| Age Group | Frequency | Percent |
|-----------|-----------|---------|
| 18-24 | 45 | 12.32% |
| 25-34 | 214 | 58.63% |
| 35-44 | 92 | 25.20% |
| 45-54 | 14 | 3.8% |
| Total | 365 | 100% |

Source: (Survey data: 2023)

The data in the table 4.1 shows the breakdown of participants in a study by age Group. The information is presented in three columns: "Age Group," "Frequency," and "Percentage."

The "Age Group " column specifies the different age ranges utilized in the study, from 18-24 to 45-54. The " Frequency" column indicates the number of participants who fell within each age Group. For instance, 45 participants were in the 18-24 age Group, 214 participants in the 25-34 age Group, and so on.

The "Percentage" column shows the proportion of participants in each age bracket as a percentage of the total sample. For example, 12. 2% of participants were in the 18-24 age bracket, 58. 3% in the 25-34 age bracket, and so on.

The final row labeled "Total" provides the total number of participants and 100% as the percentage, which is the sum of all percentages across all age brackets.

In short, this table provides a concise summary of the breakdown of participants by age bracket, an important demographic variable in many studies. The clear and organized format of the table makes it easy to understand and interpret the results.

Table 4.2 Gender Group

| Age Group | Frequency | Percent |
|-----------|-----------|---------|
| Male | 305 | 83.56% |
| Female | 60 | 16.43% |
| Total | 365 | 100% |

Source: (Survey data: 2023)

The table 4.2 illustrates the breakdown of participants in a study by gender. Three columns are presented: "Age Group," "Frequency," and "Percent. The "Age Group" column lists the two categories used in the study: "Male" and "Female. The "Frequency" column indicates the number of participants that fell within each gender class. For instance, there were 305 male participants and 60 female participants. The "Percent" column shows the proportion of participants in each gender group as a percentage of the total sample. Specifically, 83. 6% of participants were male, and 16. 3% were female. The final row labeled "Total" provides the total number of participants and 100% as the percentage, which is the sum of all percentages across all gender categories.

In summary, this table provides a concise summary of the distribution of participants by gender, an important demographic variable in many studies. The clear and organized format of the table makes it straightforward to comprehend and interpret the results.

Table 4.3 Current Educational level

| Current Educational level | Frequency | Percent |
|---------------------------|-----------|---------|
| High school (10+2) | 38 | 10.41% |
| Certificate | 6 | 1.64% |
| Diploma | 33 | 9.04% |
| Degree | 199 | 54.52% |
| Master's Degree | 77 | 1.36% |
| Doctorate | 7 | 1.91% |
| Other | 5 | 1.36% |
| Total | 365 | 100% |

Source: (Survey data: 2023)

The table 4.3 outlines the breakdown of participants in a study according to their current educational level. Four columns display the data: "Current Educational Level," "Frequency," "Percent," and "Total. The "Current Educational Level" column lists the seven educational level categories used in the study: High school (10+2), Certificate, Diploma, Degree, Master's Degree, Doctorate, and Other. The "Frequency" column shows the number of participants in each educational level group. For instance, 38 participants had High school (10+2) level education, 6 have a Certificate level, 33 had Diploma level education, 199 had a Degree level education, 77 had Master's level education, 7 had Doctorate level education, and 5 had other education.

The "Percent" column presents the proportion of participants in each educational level group as a percentage of the total sample. For example, 10.1% of participants had High school (10+2) level education, 1.4% had Certificate level education, 9.4% had Diploma level education, 54.2% had Degree level education, 21.0% had Master's level education, 1.1% had Doctorate level education, and 1.6% had other education. The final row labeled "Total" provides the total number of participants and 100% as the percentage, which equals the sum of all percentages across all educational level groups.

In short, this table succinctly outlines the breakdown of participants by current educational level, an important demographic variable in many studies. The clear and organized table format makes it easy to understand and interpret the results.

Table 4.4 Occupation

| Occupation | Frequency | Percent |
|---------------------|-----------|---------|
| Self-employed | 63 | 17.26% |
| Private employee | 187 | 51.23% |
| Government employee | 72 | 19.72% |
| Unemployed | 10 | 2.73% |
| Student | 20 | 2.46% |
| House wife | 4 | 1.09% |
| Other | 9 | 2.46% |
| Total | 365 | 100% |

Source: (Survey data: 2023)

This table 4.4 shows the distribution of respondents based on their occupation. The "Frequency" column shows the number of respondents for each occupation, while the "Percent" column shows the percentage of respondents in each category. According to the table, the largest percentage of respondents (51.23%) were private employees, followed by self-employed individuals (17.26%) and government employees (19.72%). A small percentage of respondents were unemployed (2.73%), students (2.46%), housewives (1.09%), or fell into the "Other" category (2.46%). Overall, the table provides an overview of the occupational distribution of the respondents.

Table 4.5 Combinations of Social media followers from the total respondents

| Which of the following social media pages from DStv do you currently follow? (Check all that apply) | | |
|--|-----------|---------|
| Social media pages | Frequency | Percent |
| Instagram | 51 | 8.82% |
| Telegram | 315 | 54.4% |
| twitter; | 36 | 6.2% |
| Facebook | 114 | 19.7% |
| Facebook; Instagram | 27 | 4.6% |
| Facebook; Telegram | 25 | 4.3% |
| Facebook; twitter; | 4 | 0.69% |
| twitter; Telegram | 4 | 0.69% |
| Facebook; twitter; Instagram | 2 | 0.34% |
| Total Combinations from 365 followers | 578 | 100% |

Source: (Survey data: 2023)

The table 4.5 presents the results of a survey that aimed to identify the social media pages that respondents follow from DStv. A total of 365 respondents participated in the survey, and they were allowed to select multiple options from the provided social media pages. Which make a combination of 578 responds from 365 participants.

The results show that the majority of the respondents, 315 or 54.4%, follow DStv on Telegram. Instagram came in second, with 51 respondents or 8.82% following DStv's Instagram page. 114 respondents or 19.7% follow DStv on Facebook. The remaining social media pages, namely twitter, (Facebook; Instagram,) (Facebook; Telegram,) (Facebook, twitter) (twitter, Telegram) and (Facebook; twitter; Instagram,) had lower followings ranging from 0.34% to 6.2%.

Furthermore, the table provides information on the frequency and percentage of followers for each social media page. Additionally, it shows that 365 followers selected a total of 578 combinations of social media pages, indicating that some respondents follow DStv on multiple social media pages.

Overall, the survey provides useful insights into the social media pages that DStv's followers follow, which can be valuable for businesses and marketers looking to engage with DStv's followers on these platforms.

4.4. Descriptive Analysis

The information gathered from the study participants is summarized in the table in the section that follows. Six factors that were employed as independent constructs in the study are shown by mean values in the table. Based on a ranking methodology that categorized scores over 4.0 as high rank, scores between 4.0 and 3.5 as middle-rank, and scores of 3.5 and lower as low rank, the mean and standard deviation values were interpreted. (Amentie, et al., 2016)

Understanding how participants ranked the various research factors depends on this data. While standard deviation values offer insights into the variability of responses within the sample, mean values show the average rating given to each factor.

Researchers can find patterns and trends in the responses' perceptions and attitudes about the independent conceptions by studying this data. For informing judgments and developing inferences from the study's findings, this information is essential.

Additionally, by categorizing the mean ratings in a clear and concise manner, the use of a ranking system facilitates the interpretation of the data. This makes it easier to inform stakeholders and other interested parties about the findings.

As a result, the summary table of mean values and rankings is an essential part of the research since it offers important information about how participants viewed and ranked the independent constructs. The knowledge base on the subject under study can be expanded and future research can be informed by these discoveries.

Table 4.6 Entertainment

| Descriptive Statistics | | | | |
|---|-----|------|----------------|----------|
| Entertainment Content questions | N | Mean | Std. Deviation | Variance |
| Entertaining content is important to me when using social media | 365 | 3.66 | 1.153 | 1.328 |
| I find DStv's social media posts that are humorous and entertaining to be more interesting. | 365 | 3.12 | 1.112 | 1.236 |
| I enjoy reading DStv's social media posts that are educational and informative. | 365 | 3.42 | 1.162 | 1.349 |
| Valid N (listwise) | 365 | | | |

Source: (Survey data: 2023)

This table 4.6 presents statistics for three questions regarding entertaining content on DStv's social media pages. The first column shows the question asked. The second column displays the sample size or respondents answering the question. The third column shows the mean score of responses indicating the average rating. The fourth column represents the standard deviation measuring response variability around the mean. The last column shows the variance, the squared standard deviation.

1. "Entertaining content is important to me when using social media":

- Mean: The average score for this question is 3.66. This indicates that, on average, respondents find entertaining content to be important when using social media.

- Std. Deviation: The standard deviation is 1.153. This value represents the spread or variability of responses around the mean. A higher standard deviation suggests that responses vary more widely.

- Variance: The variance is calculated as the square of the standard deviation, which in this case is approximately 1.328. It provides a measure of the dispersion of responses from the mean.

2. "I find DStv's social media posts that are humorous and entertaining to be more interesting":

- Mean: The average score for this question is 3.12. This suggests that, on average, respondents find DStv's humorous and entertaining social media posts to be moderately interesting.

- Std. Deviation: The standard deviation is 1.112. This indicates the variability in responses, with a lower standard deviation suggesting less variation in opinions.

- Variance: The variance is approximately 1.236, which provides insight into the dispersion of responses from the mean.

3. "I enjoy reading DStv's social media posts that are educational and informative":

- Mean: The average score for this question is 3.42. This implies that, on average, respondents enjoy reading DStv's educational and informative social media posts to a moderate extent.

- Std. Deviation: The standard deviation is 1.162, indicating the level of variability in responses for this question.

- Variance: The variance is approximately 1.349, providing information about the dispersion of responses from the mean.

These descriptive statistics provide an overview of the respondents' opinions and preferences related to entertainment content on social media and specifically DStv's social media posts. The mean scores indicate the average response, while the standard deviation and variance provide insights into the dispersion or variability of responses. These statistics can help researchers understand the central tendency and distribution of opinions among the respondents in the given sample.

Table 4.7 Aspirational

| Descriptive Statistics | | | | |
|--|-----|------|----------------|----------|
| Aspirational Content questions | N | Mean | Std. Deviation | Variance |
| "I feel inspired by the content I see on DStv's social media pages." | 365 | 3.01 | 1.63 | 1.352 |
| "I feel motivated by the content stories I see on DStv's social media pages to pursue the information more." | 365 | 3.16 | 1.160 | 1.345 |
| " DStv's social media pages helps me want to get more of DStv." | 365 | 3.58 | 1.189 | 1.415 |
| Valid N (listwise) | 365 | | | |

Source: (Survey data: 2023)

Descriptive statistics summarize the sample of respondents' answers to three questions regarding aspirational content on DStv's social media pages.

The first column lists the question while the second shows the sample size or number of respondents. The mean in column three is the average score respondents gave. Standard deviation in column four measures how varied the responses were from the mean. Variance in column five also indicates the spread of responses.

1. "I feel inspired by the content I see on DStv's social media pages":

- Mean: The average score for this question is 3.01. This suggests that, on average, respondents feel moderately inspired by the content they see on DStv's social media pages.

- Std. Deviation: The standard deviation is 1.63. This indicates a relatively high variability in responses, with a wide spread of opinions or experiences regarding feeling inspired.

- Variance: The variance is calculated as the square of the standard deviation, which in this case is approximately 1.352. It provides insight into the dispersion of responses from the mean.

2. "I feel motivated by the content stories I see on DStv's social media pages to pursue the information more":

- Mean: The average score for this question is 3.16. This implies that, on average, respondents feel moderately motivated by the content stories on DStv's social media pages to pursue the information further.

- Std. Deviation: The standard deviation is 1.160. This indicates a relatively low variability in responses compared to the previous question, suggesting that respondents' opinions are more consistent regarding feeling motivated.

- Variance: The variance is approximately 1.345, providing information about the dispersion of responses from the mean.

3. "DStv's social media pages help me want to get more of DStv":

- Mean: The average score for this question is 3.58. This indicates that, on average, respondents feel moderately influenced by DStv's social media pages to want more of DStv's content or offerings.

- Std. Deviation: The standard deviation is 1.189. This suggests a moderate level of variability in responses, indicating that respondents' opinions on wanting more of DStv are somewhat diverse.

- Variance: The variance is approximately 1.415, providing information about the dispersion of responses from the mean.

These descriptive statistics provide insights into respondents' feelings of inspiration, motivation, and desire for more content from DStv's social media pages. The mean scores give an indication of the average response, while the standard deviation and variance provide information about the dispersion or variability of responses. Researchers can use these statistics to understand the central tendency and distribution of opinions among the respondents in the given sample, helping to gauge the impact of aspirational content on DStv's social media platforms.

Table 4.8 Actionable

| Descriptive Statistics | | | | |
|---|-----|------|----------------|----------|
| Actionable Content questions | N | Mean | Std. Deviation | Variance |
| DStv's social media pages inspire me to take action on what I saw. | 365 | 3.23 | 1.136 | 1.292 |
| DStv's social media pages post provides clear steps for taking action? | 365 | 3.36 | 1.134 | 1.285 |
| DStv's social media pages' posts don't provide a sense of urgency or the need to act now. | 365 | 3.07 | 1.094 | 1.196 |
| Valid N (listwise) | 365 | | | |

Source: (Survey data: 2023)

This table 4.8 outlines key findings regarding DStv's social media content's "actionability" based on survey response. For question one - asking if posts inspire respondents to take action

1. "DStv's social media pages inspire me to take action on what I saw":

- Mean: The average score for this question is 3.23. This suggests that, on average, respondents feel moderately inspired by DStv's social media pages to take action based on what they see.

- Std. Deviation: The standard deviation is 1.136. This indicates a moderate level of variability in responses, suggesting that respondents' opinions on feeling inspired to take action vary to some extent.

- Variance: The variance is calculated as the square of the standard deviation, which in this case is approximately 1.292. It provides insight into the dispersion of responses from the mean.

2. "DStv's social media pages post provides clear steps for taking action?":

- Mean: The average score for this question is 3.36. This implies that, on average, respondents perceive that DStv's social media posts provide somewhat clear steps for taking action.

- Std. Deviation: The standard deviation is 1.134. This indicates a moderate level of variability in responses, suggesting that respondents' opinions on the clarity of steps for taking action vary to some extent.

- Variance: The variance is approximately 1.285, providing information about the dispersion of responses from the mean.

3. "DStv's social media pages' posts don't provide a sense of urgency or the need to act now":

- Mean: The average score for this question is 3.07. This indicates that, on average, respondents feel moderately that DStv's social media posts lack a sense of urgency or the need to act immediately.

- Std. Deviation: The standard deviation is 1.094. This suggests a relatively low variability in responses compared to the previous questions, implying that respondents' opinions on the sense of urgency are somewhat consistent.

- Variance: The variance is approximately 1.196, providing information about the dispersion of responses from the mean.

Valid N (listwise): This indicates that the valid number of cases (respondents) considered for analysis in all three questions is 365. "Listwise" implies that any cases with missing data in any of the questions were excluded from the analysis.

These descriptive statistics provide insights into respondents' perceptions of actionable content on DStv's social media pages. The mean scores give an indication of the average response, while the standard deviation and variance provide information about the dispersion or variability of responses. Researchers can use these statistics to understand the central tendency and distribution of opinions among the respondents in the given sample, helping to evaluate the effectiveness of DStv's social media posts in inspiring action and providing clear steps for users to follow.

Table 4.9 Joinable

| Descriptive Statistics | | | | |
|--|-----|------|----------------|----------|
| Joinable Content questions | N | Mean | Std. Deviation | Variance |
| I relate DStv's social media post to my own experiences or thoughts. | 365 | 3.02 | 1.141 | 1.302 |
| I tend to engage more with social media posts that are interesting to me. | 365 | 3.45 | 1.139 | 1.290 |
| I am more likely to share DStv's social media posts that I find interesting with my friends and followers. | 365 | 3.14 | 1.222 | 1.492 |
| Valid N (listwise) | 365 | | | |

Source: (Survey data: 2023)

The statistics offer insight into how DStv's social media content is seen by its viewers regarding relatability, involvement, and shareability.

1. "I relate DStv's social media post to my own experiences or thoughts":

- Mean: The average score for this question is 3.02. This suggests that, on average, respondents moderately relate DStv's social media posts to their own experiences or thoughts.

- Std. Deviation: The standard deviation is 1.141. This indicates a moderate level of variability in responses, suggesting that respondents' ability to relate to DStv's social media posts varies to some extent.

- Variance: The variance is calculated as the square of the standard deviation, which in this case is approximately 1.302. It provides insight into the dispersion of responses from the mean.

2. "I tend to engage more with social media posts that are interesting to me":

- Mean: The average score for this question is 3.45. This implies that, on average, respondents tend to engage more with social media posts that they find interesting.

- Std. Deviation: The standard deviation is 1.139. This suggests a moderate level of variability in responses, indicating that respondents' inclination to engage with interesting social media posts varies to some extent.

- Variance: The variance is approximately 1.290, providing information about the dispersion of responses from the mean.

3. "I am more likely to share DStv's social media posts that I find interesting with my friends and followers":

- Mean: The average score for this question is 3.14. This indicates that, on average, respondents are moderately likely to share DStv's social media posts that they find interesting with their friends and followers.

- Std. Deviation: The standard deviation is 1.222. This suggests a moderate level of variability in responses, indicating that respondents' likelihood to share interesting posts varies to some extent.

- Variance: The variance is approximately 1.492, providing information about the dispersion of responses from the mean.

These descriptive statistics provide insights into respondents' behaviors and tendencies regarding joinable content on DStv's social media pages. The mean scores give an indication of the average response, while the standard deviation and variance provide information about the dispersion or variability of responses. Researchers can use these statistics to understand the central tendency and distribution of opinions among the respondents in the given sample, helping to assess the effectiveness of DStv's social media posts in eliciting relatability, engagement, and sharing behavior among users.

Table 4.10 Payoff

| Descriptive Statistics | | | | |
|---|-----|------|----------------|----------|
| Payoff Content questions | N | Mean | Std. Deviation | Variance |
| The DStv social media posts are engaging | 365 | 3.16 | 1.212 | 1.469 |
| I feel a sense of excitement or anticipation when checking DStv's social media post new posts | 365 | 3.20 | 1.216 | 1.477 |
| DSTV's social media posts aren't always compelling enough to generate a response. | 365 | 3.05 | 1.181 | 1.396 |
| Valid N (listwise) | 365 | | | |

Source: (Survey data: 2023)

The table 4.10 shows the key findings for the Payoff Content questions regarding DStv's social media posts. The data consists of 365 responses, and the average scores and standard deviations are reported for each question.

1. "The DStv social media posts are engaging":

- Mean: The average score for this question is 3.16. This suggests that, on average, respondents perceive DStv's social media posts to be moderately engaging.

- Std. Deviation: The standard deviation is 1.212. This indicates a moderate level of variability in responses, suggesting that respondents' opinions on the engagement level of DStv's social media posts vary to some extent.

- Variance: The variance is calculated as the square of the standard deviation, which in this case is approximately 1.469. It provides insight into the dispersion of responses from the mean.

2. "I feel a sense of excitement or anticipation when checking DStv's social media post new posts":

- Mean: The average score for this question is 3.20. This implies that, on average, respondents experience a moderate sense of excitement or anticipation when checking DStv's social media posts.

- Std. Deviation: The standard deviation is 1.216. This suggests a moderate level of variability in responses, indicating that respondents' feelings of excitement or anticipation can vary to some extent.

- Variance: The variance is approximately 1.477, providing information about the dispersion of responses from the mean.

3. "DSTV's social media posts aren't always compelling enough to generate a response":

- Mean: The average score for this question is 3.05. This indicates that, on average, respondents feel that DSTV's social media posts are moderately compelling in generating a response.

- Std. Deviation: The standard deviation is 1.181. This suggests a moderate level of variability in responses, indicating that respondents' opinions on the compelling nature of DSTV's posts vary to some extent.

- Variance: The variance is approximately 1.396, providing information about the dispersion of responses from the mean.

These descriptive statistics provide insights into respondents' perceptions of payoff content on DSTV's social media posts. The mean scores give an indication of the average response, while the standard deviation and variance provide information about the dispersion or variability of responses. Researchers can use these statistics to understand the central tendency and distribution of opinions among the respondents in the given sample, helping to assess the effectiveness of DSTV's social media posts in engaging and generating excitement among users, as well as their ability to elicit responses from the audience.

Table 4.11 Brand Awareness

| Descriptive Statistics | | | | |
|--|-----|------|----------------|----------|
| Brand Awareness questions | N | Mean | Std. Deviation | Variance |
| DStv's brand and social media posts are consistent with its overall image and message. | 365 | 3.32 | 1.251 | 1.566 |
| DStv's social media posts reflect its values and mission. | 365 | 3.44 | 1.209 | 1.461 |
| DStv's social media posts are creative and different from its competitors. | 365 | 3.24 | 1.348 | 1.817 |
| Valid N (listwise) | 365 | | | |

Source: (Survey data: 2023)

This table 4.11 provides descriptive statistics for the brand awareness questions used in a study involving 365 participants. Each question was measured on a scale of 1 (strongly disagree) to 5 (strongly agree).

1. "DStv's brand and social media posts are consistent with its overall image and message":

- Mean: The average score for this question is 3.32. This suggests that, on average, respondents perceive DStv's brand and social media posts to be moderately consistent with its overall image and message.

- Std. Deviation: The standard deviation is 1.251. This indicates a moderate level of variability in responses, suggesting that respondents' opinions on the consistency between DStv's brand and social media posts vary to some extent.

- Variance: The variance is calculated as the square of the standard deviation, which in this case is approximately 1.566. It provides insight into the dispersion of responses from the mean.

2. "DStv's social media posts reflect its values and mission":

- Mean: The average score for this question is 3.44. This implies that, on average, respondents perceive DStv's social media posts to moderately reflect its values and mission.

- Std. Deviation: The standard deviation is 1.209. This suggests a moderate level of variability in responses, indicating that respondents' opinions on the alignment between DStv's social media posts and its values and mission vary to some extent.

- Variance: The variance is approximately 1.461, providing information about the dispersion of responses from the mean.

3. "DStv's social media posts are creative and different from its competitors":

- Mean: The average score for this question is 3.24. This indicates that, on average, respondents perceive DStv's social media posts to be moderately creative and different from its competitors.

- Std. Deviation: The standard deviation is 1.348. This suggests a moderate level of variability in responses, indicating that respondents' opinions on the creativity and differentiation of DStv's social media posts vary to some extent.

- Variance: The variance is approximately 1.817, providing information about the dispersion of responses from the mean.

These descriptive statistics provide insights into respondents' perceptions of brand awareness regarding DStv's social media posts. The mean scores give an indication of the average response, while the standard deviation and variance provide information about the dispersion or variability of responses. Researchers can use these statistics to understand the central tendency and distribution of opinions among the respondents in the given sample, helping to assess the effectiveness of DStv's social media posts in reflecting the brand's image, values, mission, and creativity compared to its competitors.

4.5. Correlation Analysis

| | | | | | | | | |
|---------|----------|----------|------|----------------|----------|----------|--------|---------|
| Perfect | Negative | | | No correlation | Positive | | | Perfect |
| | Strong | Moderate | Weak | | Weak | Moderate | Strong | |
| | -1.0 | -0.8 | -0.3 | -0.1 | 0.1 | 0,3 | 0.8 | 1.0 |

When it comes to research, correlation analysis is one of the most used analytics tools it's the approach used to determine whether two variables are related in any way. You can then assess how solid or important that relationship is.

The correlation analysis' findings in this part to determine the relationships between the dependent and independent variables. A high positive association is shown by a correlation value of 1, whereas a strong negative correlation is indicated by a correlation coefficient of -1.

Pearson Correlation analysis with a 95% confidence level, or 0.05, to obtain these findings. A correlation value of less than 0.3 is regarded as “weak”. Values between 0.3 and 0.7 are described as being "moderate," while values above 0.7 are described as being "strong." Field, (2009).

Table 4.12 Total correlations

| | Entertaining Content | Aspirational Content | Actionable Content | Joinable Content | Payoff Content | Brand Awareness |
|----------------------|----------------------|----------------------|--------------------|------------------|----------------|-----------------|
| Entertaining Content | 1 | | | | | |
| Aspirational Content | .802** | 1 | | | | |
| Actionable Content | .503** | .589** | 1 | | | |
| Joinable Content | .644** | .707** | .513** | 1 | | |
| Payoff Content | .598** | .663** | .635** | .534** | 1 | |
| Brand Awareness | .720** | .783** | .551** | .637** | .617** | 1 |
| | .000 | .000 | .000 | .000 | .000 | |
| | 365 | 365 | 365 | 365 | 365 | 365 |

Source: (Survey data: 2023)

This table 4.12 presents the correlations five independent and one dependent variable (i.e., Entertaining, Aspirational, Actionable, Joinable, and Payoff) and Brand Awareness. The correlations were calculated using Pearson's correlation coefficient, and the results indicate the strength and direction of the relationship between each type of content and Brand Awareness.

The correlation coefficients range from 0 to 1, with 0 indicating no correlation and 1 indicating a perfect correlation. The correlation coefficients for each type of content and Brand Awareness are as follows:

1. **Aspirational Content** (ranked 1): The correlation coefficient between Aspirational Content and Brand Awareness is $.783^{**}$, which indicates a strong positive relationship. This suggests that using aspirational content in marketing and advertising can lead to higher brand awareness.
2. **Entertaining Content** (ranked 2): The correlation coefficient between Entertaining Content and Brand Awareness is $.720^{**}$, which indicates a strong positive relationship. This suggests that using entertaining content in marketing and advertising can also lead to higher brand awareness.
3. **Joinable Content** (ranked 3): The correlation coefficient between Joinable Content and Brand Awareness is $.637^{**}$, which indicates a moderate positive relationship. This suggests that using joinable content in marketing and advertising can somewhat lead to higher brand awareness.
4. **Payoff Content** (ranked 4): The correlation coefficient between Payoff Content and Brand Awareness is $.617^{**}$, which indicates a moderate positive relationship. This suggests that using payoff content in marketing and advertising can somewhat lead to higher brand awareness.
5. **Actionable Content** (ranked 5): The correlation coefficient between Actionable Content and Brand Awareness is $.551^{**}$, which indicates a weak positive relationship. This suggests that using actionable content in marketing and advertising may not have as much impact on brand awareness compared to other types of content.

Overall, the results of this study suggest that using Aspirational and Entertaining content in marketing and advertising can lead to higher brand awareness, whereas using Actionable content may have less of an impact. Additionally, Joinable and Payoff content can have a moderate positive effect on brand awareness.

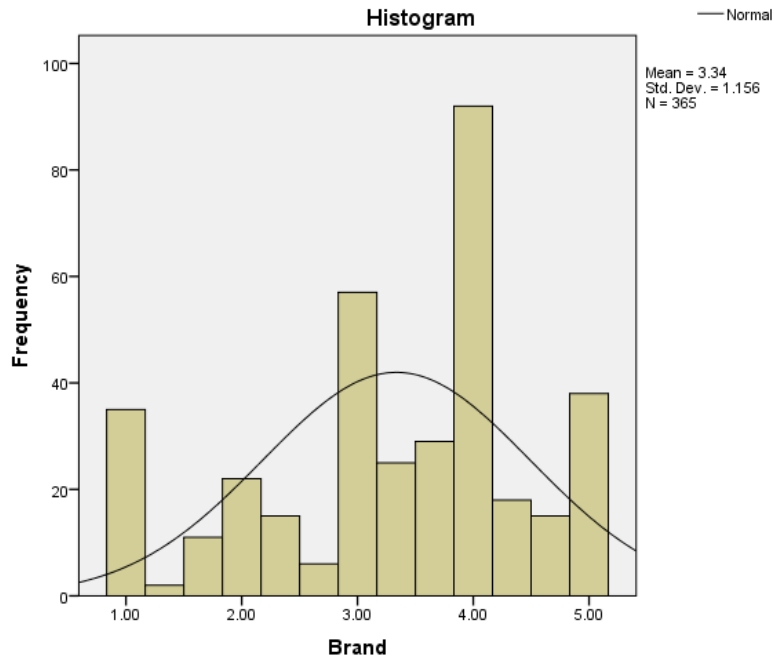
4.6. Inferential Analysis

The study utilized a scale-based questionnaire to collect data on demographic and related factors. The gathered data was then entered into the SPSS software version 21 for further analysis. To test the hypothesis, inferential statistical methods, specifically simple correlation and multiple regression techniques, were employed.

4.7. Normality Assumption Test

Normality tests serve as a fundamental tool in statistical analysis to evaluate whether a given data set is well-represented by a normal distribution. The normality of the population distribution is a crucial assumption in many statistical methods, and it is necessary to verify that the data set follows a normal distribution before using such methods for making inferences about the sample drawn from the population. A normal distribution is characterized by a bell-shaped curve, and if a data set follows such a pattern, it is said to be normally distributed. The normality tests aim to determine if the data set is close enough to a normal distribution to make valid statistical inferences. These tests provide a statistical measure of how well the data fit the normal distribution, and if the data deviate significantly from the normal distribution, alternative methods may need to be employed to make accurate statistical inferences. Therefore, normality tests play a crucial role in ensuring the validity and reliability of statistical analyses, and their proper implementation is essential for making meaningful conclusions based on data. (Kothari, 2004).

FIGURE 1: NORMAL DISTRIBUTION HISTOGRAM

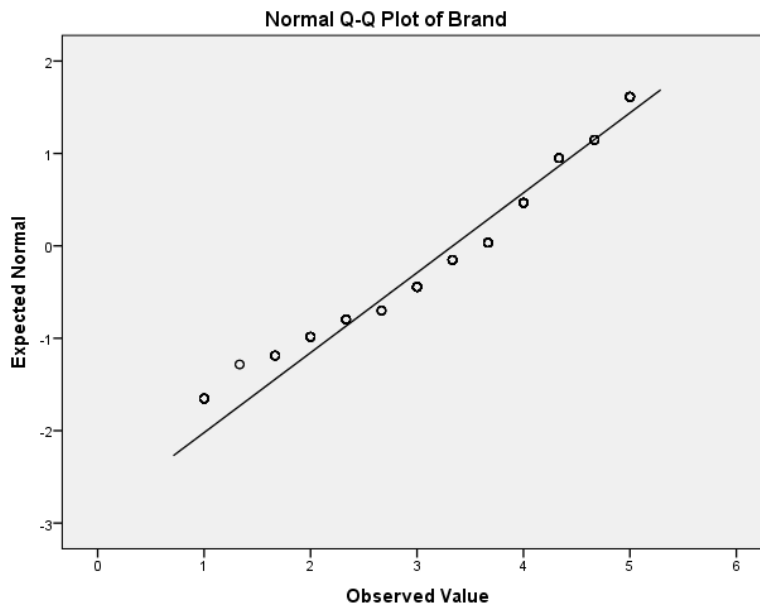


Source: (Survey data: 2023)

Although there are various statistical tests available to assess normality, this study employed graphical methods to evaluate the normality of the data. The histogram displayed above indicates a bell-shaped curve, which suggests that the residuals adhere to a normal distribution, thereby fulfilling the normality assumption. This approach has certain benefits and drawbacks, but for this particular study, it was deemed appropriate and informative.

4.8. Test of linearity

FIGURE 2: P-P PLOT OF BRAND AWARENESS.



Source: (Survey data: 2023)

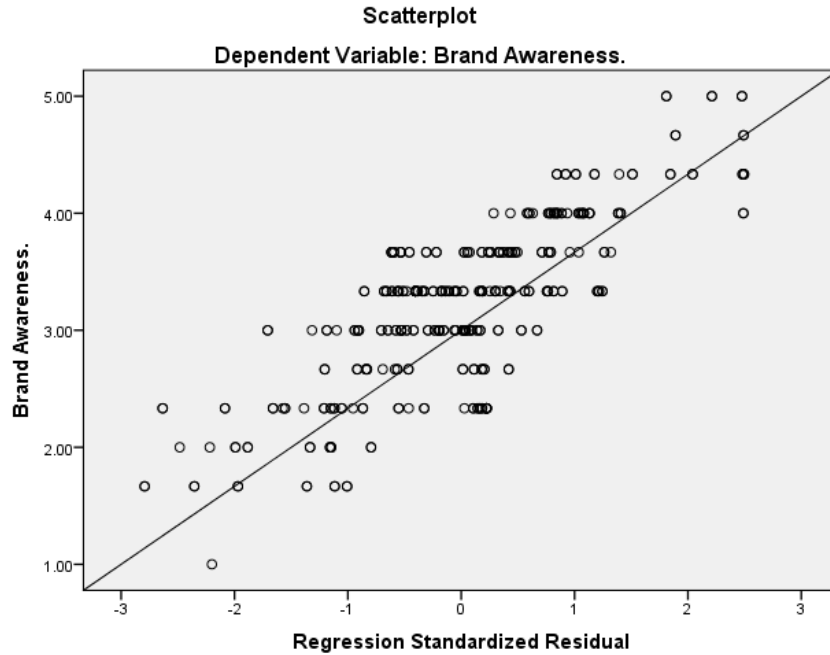
The Normal P-P Plot Figure displayed above confirms the normality of residuals and validates the data. The plot illustrates that the residuals are normally distributed around the mean of zero, indicating that the normality assumption has been satisfied. This method of testing normality is crucial for the validity and accuracy of statistical analysis and ensures that the results can be generalized to the population of interest. Overall, the Normal P-P Plot provides an effective way to visually inspect the normality of residuals and supports the robustness of the statistical analysis.

4.9. Homoscedasticity Assumption Test

Homoscedasticity refers to the property of a regression model in which the variances of the dependent and independent variables are equal, as noted by Saunders et al. (2009). According to Field (2009), this means that the variance of the residual terms should remain constant at every level of the predictor variables. Therefore, assessing this assumption is crucial for evaluating the quality of the regression model. Field (2009) recommends creating a scatter plot of the standardized residuals (ZRESID) on the Y axis and the standardized predicted values of the

dependent variable based on the model (ZPRED) on the X axis to determine whether homoscedasticity exists in the data.

FIGURE 3: HOMOSCEDASTICITY



Source: (Survey data: 2023)

Garson (2012) states that homoscedasticity is essential to evaluate if the relationship between variables remains consistent throughout the entire range of the dependent variable. In the absence of homoscedasticity, higher errors or residuals may occur for certain segments of the range, as observed in the scatter plot. As Field (2009) explains, meeting the homoscedasticity assumption requires that the scatter plot of *ZRESID and *ZPRED displays a random distribution of points that are evenly dispersed around zero. The presented figure demonstrates that the points on the scatter plot are randomly and evenly distributed throughout the plot, with no apparent outliers, indicating that the assumptions of random errors and homoscedasticity have been met.

Table 4.15 Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .811 ^a | .658 | .654 | .681 |

a. Predictors: (Constant), Payoff, Joinable, Actionable, Entertaining, Aspirational

b. Dependent Variable: Brand Awareness

Source: (Survey data: 2023)

Based on the data presented in Table 4.15, the model summary provides key statistical measures to assess the relationship between the predictors (Constant, Payoff, Joinable, Actionable, Entertaining, Aspirational) and the dependent variable, Brand Awareness. The coefficient of determination (R-square) indicates that the predictors included in the model can explain approximately 65.8% of the variance in Brand Awareness. This means that 65.8% of the changes in Brand Awareness can be attributed to the combined influence of the predictors in the model.

The adjusted R-square value takes into account the number of predictors in the model and adjusts the R-square accordingly. In this case, the adjusted R-square is 0.654, suggesting that approximately 65.4% of the variance in Brand Awareness is explained by the predictors while considering the model's complexity. The standard error of the estimate (Std. Error of the Estimate) provides an estimate of the average distance between the observed values of Brand Awareness and the predicted values from the model. In this case, the standard error is 0.681, indicating the average amount of error or deviation in the model's predictions.

Overall, the model demonstrates a reasonably good fit, with the predictors collectively accounting for a significant portion of the variance in Brand Awareness. However, it is important to further analyze the individual predictor variables to determine their specific contributions and significance in explaining Brand Awareness.

$$SV = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon$$

$$SV = -0.297 + 0.0207X_1 + 0.429X_2 + 0.071X_3 + 0.106X_4 + 0.107X_5 + \varepsilon$$

Were,

SV= Brand awareness

α =Constant

β =Coefficient of estimate

X1 = Entertaining content

X2 = Aspirational message

X3 = Actionable content

X4 = joinable message

X5 = payoff from content

ε = the error term

The equation $SV = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \varepsilon$ represents a multiple regression model that predicts Brand awareness (SV) based on the values of five predictor variables, namely, Entertaining content (X1), Aspirational message (X2), Actionable content (X3), Joinable message (X4), and Payoff from content (X5). The values of the coefficients of estimate (β_1 to β_5) show the strength and direction of the relationship between each predictor variable and the Brand awareness. The constant (α) represents the predicted value of Brand awareness when all the predictor variables have a value of zero.

In this specific model, the coefficient estimates for each predictor variable are as follows: $\beta_1 = 0.0207$, $\beta_2 = 0.429$, $\beta_3 = 0.071$, $\beta_4 = 0.106$, and $\beta_5 = 0.107$. This means that the Aspirational message (X2), Joinable message (X4), and Payoff from content (X5) have a positive and statistically significant relationship with Brand awareness, while Entertaining content (X1) and Actionable content (X3) have weaker and statistically insignificant relationships. The standard error of the estimate is 0.681, which indicates the average distance between the predicted and actual values of Brand awareness.

Table 4.16: ANOVA statistics

| | Model | Sum of Squares | df | Mean Square | F | Sig. |
|---|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 320.281 | 5 | 64.056 | 138.305 | .000 ^b |
| | Residual | 166.272 | 359 | .463 | | |
| | Total | 486.553 | 364 | | | |

a. Dependent Variable: Brand

b. Predictors: (Constant), Payoff, Joinable, Actionable, Entertaining, Aspirational

The ANOVA table (Table 4.16) provides statistical information about the regression model's overall significance in predicting the dependent variable, Brand. The "Sum of Squares" column indicates the variability in the data explained by the regression model and the remaining unexplained variability. The sum of squares for the regression model is 320.281, suggesting that the predictors collectively account for a significant amount of variability in Brand.

The "df" column represents the degrees of freedom associated with the sum of squares. In this case, there are 5 degrees of freedom for the predictors and 359 degrees of freedom for the residual (error). The "Mean Square" column is obtained by dividing the sum of squares by the respective degrees of freedom. For the regression model, the mean square is 64.056, indicating the average amount of variability explained by each predictor in the model.

The "F" statistic is calculated by dividing the mean square for the regression model by the mean square for the residual. In this case, the F statistic is 138.305, which indicates a significant overall relationship between the predictors and Brand. The "Sig." (Significance) column provides the p-value associated with the F statistic. In this case, the p-value is .000 (or less than .001), which is smaller than the conventional significance level of .05. This suggests that the regression model is statistically significant, meaning that there is strong evidence to reject the null hypothesis of no relationship between the predictors and Brand.

In conclusion, the ANOVA statistics support the conclusion that the regression model, which includes the predictors Payoff, Joinable, Actionable, Entertaining, and Aspirational, is highly significant in predicting the dependent variable, Brand. The model explains a substantial amount of variability in Brand, and the individual predictors collectively contribute significantly to the prediction.

4.10. Multiple Regression Analysis

Multiple Regression analysis is a widely employed statistical tool in market research to study the relationship between an independent variable and a dependent variable. Typically, the dependent variable in marketing applications is the outcome of interest. As noted by Erik Mooi (2014), regression analysis provides a straightforward means of examining such relationships.

Table 4.13 Regression coefficient analysis of the model

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|--------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -.297 | .181 | | -1.639 | .102 |
| | Entertaining | .257 | .066 | .207 | 3.913 | .000 |
| | Aspirational | .471 | .067 | .429 | 7.059 | .000 |
| | Actionable | .115 | .068 | .071 | 1.684 | .093 |
| | Joinable | .124 | .052 | .106 | 2.367 | .018 |
| | Payoff | .159 | .067 | .107 | 2.358 | .019 |

a. Dependent Variable: Brand Awareness

Source: (Survey data: 2023)

The regression coefficient analysis in Table 4.13 provides important information about the relationship between the independent variables (Entertaining, Aspirational, Actionable, Joinable, Payoff) and the dependent variable, Brand Awareness.

The "Unstandardized Coefficients" column presents the raw coefficients (B) for each independent variable. These coefficients represent the expected change in Brand Awareness for a one-unit change in the corresponding independent variable, holding other variables constant.

The "Std. Error" column shows the standard error associated with each coefficient, which indicates the level of uncertainty or variability in the estimated coefficient.

The "Standardized Coefficients" column displays the standardized coefficients (Beta), which allow for a comparison of the relative importance of each independent variable. The standardized coefficients represent the change in Brand Awareness in standard deviation units for a one-standard-deviation increase in the corresponding independent variable.

The "t" column represents the t-statistic, which assesses the significance of each coefficient. It is calculated by dividing the coefficient by its standard error. Higher absolute t-values indicate a greater level of significance.

The "Sig." (Significance) column presents the p-value associated with each coefficient. It indicates the probability of obtaining the observed coefficient by chance, assuming the null hypothesis of no relationship between the independent variable and the dependent variable. A p-value less than the conventional significance level (e.g., 0.05) suggests a significant relationship.

In terms of interpreting the results and comparing the independent variables with the dependent variable (Brand Awareness), the following can be observed:

1. Entertaining: The coefficient of 0.257 indicates that a one-unit increase in the Entertaining variable is associated with a 0.257 increase in Brand Awareness. The standardized coefficient (Beta) of 0.207 suggests that Entertaining has a moderate positive impact on Brand Awareness. The coefficient is statistically significant with a p-value of 0.000, which is supported by Rachel T. A. Croson (2010), Saltwater collective (2019) Hilde A.M. Voorveld (2019) and Grubor Aleksandar and Olja Milovanov (2017) as In order to engage and entertain consumers, brands must first capture their attention. Users can be drawn in and develop a positive impression of visually appealing material, such as striking designs and attention-grabbing pictures. Humor and vulnerability are powerful tools for capturing attention, evoking positive emotions and connecting with users. Brands that display authenticity and openness can resonate deeply with their audience by sharing relatable stories, personal experiences, or genuine emotions.

2. Aspirational: The coefficient of 0.471 suggests that a one-unit increase in the Aspirational variable leads to a 0.471 increase in Brand Awareness. The standardized coefficient (Beta) of 0.429 indicates that Aspirational has a strong positive impact on Brand Awareness. The coefficient is statistically significant ($p < 0.001$), which is supported by Saltwater collective (2019), (Rossiter 2008) and (Koekemoer, 2004). The distinction between inspirational and aspirational content should be made in community interaction. Consumers can be inspired, but community engagement requires long-term objectives as well. Brand content should motivate consumers and offer a framework for them to set and achieve worthwhile objectives.

3. Actionable: The coefficient of 0.115 implies that a one-unit increase in the Actionable variable corresponds to a 0.115 increase in Brand Awareness. The standardized coefficient (Beta) of 0.071 suggests a relatively small positive impact. The coefficient is not statistically significant at a conventional level ($p = 0.093$). As previous papers and blogs Saltwater collective (2019), Molly Michieli (2016) and Mackenzie Fleming 2023 said that Customers devote time and attention to following brands on social media, in newsletters, and in catalogs. Brands must offer consumers useful material that inspires them to take concrete actions in order to make this promise meaningful. But according to this thesis data in the contexts of Ethiopia the standardized coefficient (Beta), which is 0.071, points to a negligibly little beneficial effect. At a typical level, the coefficient is not statistically significant ($p = 0.093$). as in Ethiopia there are retractions on the online market also on social medias which is the main resin that actionable content is not statical significant which is supported by Reuters blog (2023)

4. Joinable: The coefficient of 0.124 indicates that a one-unit increase in the Joinable variable is associated with a 0.124 increase in Brand Awareness. The standardized coefficient (Beta) of 0.106 suggests a modest positive impact. The coefficient is statistically significant ($p = 0.018$). which is supported by Saltwater collective (2019), as Brand loyalty demands encouraging a sense of community participation as it is no longer exclusively focused on one-way communication. Brands can accomplish this by planning events, contributing to worthy causes, and uniting behind a common purpose or set of values. These gatherings foster an environment where customers feel appreciated and a part of a wider group. Supporting causes that are important to the brand and its target market also promotes cohesion and neighborhood. according to Shrestha Lucky (2013), is a way for individuals to connect with one another and exchange information and ideas via online groups and networks.

5. Payoff: The coefficient of 0.159 implies that a one-unit increase in the Payoff variable results in a 0.159 increase in Brand Awareness. The standardized coefficient (Beta) of 0.107 indicates a moderate positive impact. The coefficient is statistically significant ($p = 0.019$). supported by Saltwater collective (2019), By offering incentives above and beyond the regular content and communication, brands acknowledge the investment consumers make in following and engaging

with them. This approach helps build a reciprocal relationship where consumers feel valued and rewarded for their attention and loyalty. Communal (socializing) incentives: People use different social media for different reasons, among them for sharing problems, for social knowledge and sociability (Phua et al., 2017). Park et al. (2009) claimed that people use social media to gratify their socializing needs. Social media are also used for self-promoting (broadcasting) or maintaining relationships (communicating) (Underwood et al. (2011)), for social interaction, and for exchanging information to feel more connected to others (Chen, 2011; Sheldon et al., 2011

Overall, the analysis reveals that Entertaining, Aspirational, Joinable, and Payoff variables have significant and positive effects on Brand Awareness. Actionable, although not statistically significant at a conventional level, still exhibits a small positive impact. These findings suggest that emphasizing entertaining, aspirational, joinable, and payoff aspects in marketing efforts can effectively enhance Brand Awareness.

4.12. Exploring the Hypothesis

In order to determine whether there is a statistically significant link between the independent and dependent variables, the current study used both correlation and regression analyses. The nature and degree of the association between the variables under inquiry were determined using these statistical techniques. While the regression analysis allowed for the estimation of the impact of one or more independent variables on a dependent variable, the correlation analysis allowed for the examination of the direction and magnitude of the linear relationship between two variables. The outcomes of these analyses helped to clarify how the variables related to one another and gave useful information for addressing the study issues.

Table 4.15: Hypothesis result

| Hypothesis | β | t | Sig. | Result |
|--|---------|-------|------|----------|
| H ₁ : Entertaining content affects Brand Awareness | .257 | 3.913 | .000 | Accepted |
| H ₂ : Aspirational message affects Brand Awareness | .471 | 7.059 | .000 | Accepted |
| H ₃ : Actionable content affects Brand Awareness | .115 | 1.684 | .093 | Rejected |
| H ₄ : Type of joinable message affects Brand Awareness | .124 | 2.367 | .018 | Accepted |
| H ₅ : The type of payoff from content affects Brand Awareness | .159 | 2.358 | .019 | Accepted |

Source: (Survey data: 2023)

The table presents the results of the hypothesis testing, where each hypothesis is assessed based on the beta coefficient (β), t-value, and p-value (Sig.). The interpretations and conclusions for each hypothesis are as follows:

H₁: Entertaining content affects Brand Awareness.

The beta coefficient (β) of 0.257 indicates a positive relationship between entertaining content and Brand Awareness. The t-value of 3.913 is significant, suggesting a strong statistical relationship. The p-value of 0.000 provides compelling evidence to support the hypothesis. Therefore, H₁ is accepted, indicating that entertaining content significantly affects Brand Awareness.

H₂: Aspirational message affects Brand Awareness.

The beta coefficient (β) of 0.471 suggests a positive relationship between aspirational messages and Brand Awareness. The t-value of 7.059 is highly significant, indicating a strong statistical relationship. The p-value of 0.000 provides strong evidence to support the hypothesis. Hence, H₂ is accepted, indicating that aspirational messages significantly affect Brand Awareness.

H₃: Actionable content affects Brand Awareness.

The beta coefficient (β) of 0.115 suggests a positive relationship between actionable content and Brand Awareness. However, the t-value of 1.684 is not statistically significant. The p-value of 0.093 is above the conventional significance level of 0.05. Therefore, H₃ is rejected, indicating insufficient evidence to support a significant association between actionable content and Brand Awareness. Because of At a typical level, the coefficient is not statistically significant ($p = 0.093$).

as in Ethiopia there are retractions on the online market also on social medias which is the main resin that actionable content is not statical significant which is supported by Reuters blog (2023)

H4: Type of joinable message affects Brand Awareness.

The beta coefficient (β) of 0.124 indicates a positive relationship between the type of joinable message and Brand Awareness. The t-value of 2.367 is statistically significant, suggesting a strong relationship. The p-value of 0.018 provides compelling evidence to support the hypothesis. Thus, H4 is accepted, indicating that the type of joinable message significantly affects Brand Awareness.

H5: The type of payoff from content affects Brand Awareness.

The beta coefficient (β) of 0.159 suggests a positive relationship between the type of payoff from content and Brand Awareness. The t-value of 2.358 is statistically significant, indicating a strong relationship. The p-value of 0.019 supports the hypothesis. Therefore, H5 is accepted, indicating that the type of payoff from content significantly affects Brand Awareness.

In summary, based on the results, it can be concluded that entertaining content, aspirational messages, the type of joinable message, and the type of payoff from content significantly affect Brand Awareness. However, there is insufficient evidence to support a significant relationship between actionable content and Brand Awareness. These findings provide valuable insights for marketers, indicating which content strategies are more likely to have a positive impact on Brand Awareness.

Chapter Five: Summary of findings, Conclusion and Recommendation

5.1. Summary of the Findings

This section summarizes the study's main findings, which have been based on the analysis results discussed in Chapter Four. The study Examining the relationship between Social Media Marketing and level of Brand Awareness: a study of DStv

- From the collocated data response rate and data quality for a survey, indicating that 94% of the 385 required responses were approved and incorporated into the analysis. Profiling respondents based on demographics, such as age, gender, and education, provides useful insight into the study participants' characteristics and aids in understanding the study results' applicability and generalizability.
- The research findings indicate that the majority of the respondents (54.4%) follow DStv on Telegram, with Instagram coming in second at 8.82%. The table 4.5 also provides the frequency and percentage of followers for each social media page, with Facebook having 19.7% of followers. The remaining social media pages, such as Twitter and various combinations of Facebook, Twitter, Instagram, and Telegram, had lower followings. It is noteworthy that some respondents follow DStv on multiple social media pages, as indicated by the 578 total combinations of social media pages selected by 365 followers
- Descriptive statistics for a research study involving 365 respondents who answered questions about DStv's social media content. **Table 4.6** shows statistics for questions about entertaining content, with respondents rating it moderately important and interesting. **Table 4.8** outlines key findings on the actionability of social media content, indicating that posts moderately inspire action but do not create a sense of urgency. **Table 4.9** provides insight into how viewers perceive the relatability, involvement, and shareability of DStv's social media posts. **Table 4.10** shows the results of questions related to Payoff Content, indicating that while social media posts are generally involving and exciting, there is room for improvement in creating more compelling content. **Table 4.11** provides statistics on brand awareness questions, indicating that participants perceive DStv's social media posts as aligning with its image and values but less inventive and different from competitors.

- The correlations between five types of content (Entertaining, Aspirational, Actionable, Joinable, and Payoff) and Brand Awareness, with correlation coefficients calculated using Pearson's correlation coefficient. The results indicate the strength and direction of the relationship between each type of content and Brand Awareness. Aspirational and Entertaining content have a strong positive relationship with Brand Awareness, while Joinable and Payoff content have a moderate positive effect. Actionable content has a weak positive relationship, suggesting it may not have as much impact on brand awareness compared to other types of content. Overall, the study suggests that using Aspirational and Entertaining content in marketing and advertising can lead to higher brand awareness.
- ANOVA statistics for a regression analysis, the results indicate that the regression model is a good fit for the data, with a significant F-value suggesting that the independent variables significantly affect the dependent variable. The sum of squares for the regression and residual were 320.281 and 166.272, respectively, with 5 degrees of freedom for the regression and 359 degrees of freedom for the residual. The mean square for the regression was 64.056, and the F-value was 138.305, with a significance level of .000, implying that the regression model is an effective predictor of the dependent variable and the independent variables are significantly related to it.
- **Table 4.15** presents a summary of a linear regression model's goodness of fit. The model's R-squared value of 0.658 indicates that approximately 66% of the variance in the dependent variable can be explained by the independent variable. The adjusted R-squared value of 0.654 accounts for the number of predictors in the model. The standard error of the estimate measures the average distance between the predicted and observed values of the dependent variable. The correlation coefficient (R) is 0.811, indicating a strong positive correlation between the independent and dependent variables, indicating that the model provides a good fit for the data.

- The multiple regression model Summary of Findings:
 - Entertaining content: There is a significant positive relationship between entertaining content and Brand Awareness. Entertaining content captures users' attention, evokes positive emotions, and connects with the audience.
 - Aspirational message: Aspirational messages have a strong positive impact on Brand Awareness. They inspire and motivate consumers, offering a framework for them to set and achieve worthwhile objectives.
 - Actionable content: The Effect between actionable content and Brand Awareness is not statistically significant. This may be due to retractions on the online market and social media in Ethiopia, limiting the effectiveness of actionable content.
 - Joinable message: The type of joinable message significantly affects Brand Awareness. Creating a sense of community participation fosters an environment where customers feel appreciated and part of a wider group.
 - Payoff from content: The type of payoff from content significantly influences Brand Awareness. By offering incentives and rewards, brands acknowledge the investment consumers make in following and engaging with them, building a reciprocal relationship.
 - Overall, emphasizing entertaining, aspirational, joinable, and payoff aspects in marketing efforts can effectively enhance Brand Awareness. However, actionable content may have limited impact due to retractions in the online market and social media context in Ethiopia. These findings provide valuable insights for marketers, helping them focus on content strategies that resonate with their target audience and contribute to increased Brand Awareness.

5.2. Conclusion

The study Examining the relationship between Social Media Marketing and level of Brand Awareness: a study of DStv the research questions and the hypothesis are also used to examine relationship between Social Media Marketing and level of Brand Awareness

The statistical analysis and summary of the findings are used to exhibit the below conclusions: -

- Based on the data presented, it can be concluded that DStv's social media content has a positive Effect on brand awareness. The study found that Aspirational and Entertaining content has a strong positive relationship with brand awareness, while Joinable and Payoff content have a moderate positive effect. Actionable content was found to have a weak positive relationship, suggesting that it may not have as much impact on brand awareness compared to other types of content.
- Furthermore, the study found that DStv's social media content is moderately important and interesting to viewers. While the posts moderately inspire action, they do not create a sense of urgency. There is also room for improvement in creating more compelling Payoff Content.
- The study identified that the majority of the respondents follow DStv on Telegram, with Instagram and Facebook also having significant followings. The study also highlights that viewers perceive DStv's social media posts as aligning with its image and values, but less inventive and different from competitors.
- The regression analysis showed that the independent variables significantly affect the dependent variable, and the model is a good fit for the data. The multiple regression model presented predicts brand awareness based on five predictor variables, with Aspirational message, Entertaining content, and Payoff from content having a positive and statistically significant relationship with brand awareness.
- monitor viewers' perceptions of its social media posts and find ways to differentiate itself from competitors.

5.3. Recommendations

Referring to the findings and conclusion statements, the following recommendations are presented:

- Based on the findings presented, it is recommended that DStv focus on creating more Aspirational and Entertaining content for their social media channels. These types of content were found to have a strong positive relationship with brand awareness, and the majority of the respondents follow DStv on Telegram, Instagram, and Facebook. Therefore, DStv should tailor their content to suit these channels and the preferences of their audience.
- Additionally, DStv should consider improving their Payoff Content to make it more compelling and engaging. Payoff content was found to have a moderate positive effect on brand awareness, but there is room for improvement. DStv should create content that not only promotes their products and services but also provides value to their audience.
- Finally, DStv should continue to monitor viewers' perceptions of its social media posts and find ways to differentiate itself from competitors. While viewers perceive DStv's social media posts as aligning with its image and values, they also view the posts as less inventive and different from competitors. DStv should find ways to create unique and differentiated content that sets them apart from their competitors.
- In summary, by creating more Aspirational and Entertaining content, improving their Payoff Content, and differentiating themselves from competitors, DStv can increase brand awareness and engagement on their social media channels.

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Appendix-English

Examining the Relationship Between social Media usage & brand communication a study of Dstv

This survey question is designed and prepared to collect information on the preparation of a research paper on "Social media and brand communication: the case of dstv". mainly this research preparation is for academic purpose to the partial fulfillment of the degree of masters of art in marketing management in **ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE** Please give your honest opinion and understand that the information collected will be purely confidential and will not be shared for any purpose other than this research.

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

Thank you in advance for your cooperation!

Part I: General information

1. Which category below includes your age?

18-24

25-34

35-44

45-54

55- 64

65 and older

2. Please specify your gender.

Female Male

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

Self-employed

Private employee

Government employee

Unemployed

Retires

Student

House wife

Other _____

4. What is the highest level of education you have completed?

High school (10+2)

Certificate

Diploma

Degree

Master's degree

Doctorate

Other _____

Part II: RATING QUESTION (PLEASE RATE THE FOLLOWING QUESTION AS FOLLOWS)

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

6. Which of the following social media pages from DStv do you currently follow?

(Check all that apply) *

Facebook

Instagram

Telegram

twitter

None

Rate the ideas below for entertaining content from DSTV’s social media pages.

| NO | Items to be rated | Rates | | | | |
|----|---|-------|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | Entertaining content is important to me when using social media | | | | | |
| 2 | I find DStv’s social media posts that are humorous and entertaining to be more interesting. | | | | | |
| 3 | I enjoy reading DStv’s social media posts that are educational and informative. | | | | | |

Rate the ideas below based on how inspired you are by DSTV's social media content.

| NO | Items to be rated | Rates | | | | |
|----|--|-------|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | "I feel inspired by the content I see on DStv's social media pages." | | | | | |
| 2 | "I feel motivated by the content stories I see on DStv's social media pages to pursue the information more." | | | | | |
| 3 | " DStv's social media pages helps me want to get more of DStv." | | | | | |

Rate the following ideas based on how much action you take in response to the content on DSTV's social media.

| NO | Items to be rated | Rates | | | | |
|----|---|-------|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | DStv's social media pages inspire me to take action on what I saw. | | | | | |
| 2 | DStv's social media pages post provides clear steps for taking action? | | | | | |
| 3 | DStv's social media pages' posts don't provide a sense of urgency or the need to act now. | | | | | |

Rate the ideas below based on how much the content on DSTV's social media relates to you.

| NO | Items to be rated | Rates | | | | |
|----|--|-------|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | I relate DStv's social media post to my own experiences or thoughts. | | | | | |
| 2 | I tend to engage more with social media posts that are interesting to me. | | | | | |
| 3 | I am more likely to share DStv's social media posts that I find interesting with my friends and followers. | | | | | |

Rate the ideas below on the benefits of following DSTV on social media.

| NO | Items to be rated | Rates | | | | |
|----|---|-------|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | The DStv social media posts are engaging | | | | | |
| 2 | I feel a sense of excitement or anticipation when checking DStv's social media post new posts | | | | | |
| 3 | DSTV's social media posts aren't always compelling enough to generate a response. | | | | | |

Based on the level of "Introducing DSTV on Social Media," rank the following ideas.

| NO | Items to be rated | Rates | | | | |
|----|--|-------|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | DStv's brand and social media posts are consistent with its overall image and message. | | | | | |
| 2 | DStv's social media posts reflect its values and mission. | | | | | |
| 3 | DStv's social media posts are creative and different from its competitors. | | | | | |

Appendix-Amharic

The Effect of Social Media Marketing on Brand Awareness: a study of DStv

ይህ የዳኦሳ ጥናት ጥያቄ የተዘጋጀው “The Effect of Social Media Marketing on Brand Awareness: a study of DStv” በሚል ርዕስ ለአዲስ አበባ ዩኒቨርሲቲ ማርኬቲንግ ማኔጅመንት የድህረ ምረቃ ትምህርት ማሟያ ጥናት ዝግጅት መረጃ ለመስጠት ነው። እባኩን ሀቀኛ አስተያየት ይስጡ እና የሚሰበሰበው መረጃ ሙሉ በሙሉ ሚስጥራዊ እንደሚሆን እና ከዚህ ጥናት ውጭ ለሌላ አላማ አይተላለፍም።

ለዚህ ምርምር ስኬት አስፈላጊ ስለሆኑ እባክዎን ሁሉንም ጥያቄዎች ይመልሱ።

ክፍል 1 ፣ አጠቃላይ መረጃ

1. በየትኛው ምድብ የእርስዎ ዕድሜ ያካትታል?

- 18-24
- 25-34
- 35-44
- 45-54
- 55- 64
- 6 5 and older

2. እባክዎን ጾታዎን ይግለጹ።

- ሴት
- ወንድ

3. ከሚከተሉት ውስጥ አሁን ያለዎትን የስራ ሁኔታ በደንበ የሚገልጸው የትኛው ነው?

- የግል ተዳዳሪ
- የግል ሰራተኛ
- የመንግስት ሰራተኛ
- ስራ ፈላጊ
- በጡረታ ላይ
- ተማሪ
- የቤት እመቤት
- ሌላ _____

4. ያጠናቀቁት ከፍተኛ የትምህርት ደረጃ ምንድነው?

- ሁለተኛ ደረጃ ትምህርት ቤት (10+2)
- የምስክር ወረቀት
- ዲፕሎማ
- ዲግሪ
- ማስተርስ ዲግሪ
- ዶክትሬት
- ሌላ _____

7. ከሚከተሉት የማህበራዊ ሚዲያ የዲኤስቲቪ ድረ-ገጾች የትኛውን ይከተላሉ? (የሚመለከተውን ሁሉ ምልክት ያድርጉ)

Facebook

Instagram

Telegram

twitter

None

ከፍል 2 ፣ የደረጃ አሰጣጥ ጥያቄ (እባክዎ ለሚከተለው ጥያቄ በሚከተለው መልኩ ደረጃ ይሰጡ)

1 = በጣም አልሰማምም። 2 = አልሰማምም። 3 = ገለልተኛ 4 = እስማማለሁ። 5 = በጣም እስማማለሁ።

የዲኤስቲቪ የማህበራዊ ሚዲያ ገጾች ባላቸው የአዝናኝ ይዘቶች ከታች ያሉትን ሃሳቦች ነጥብ ይሰጡ።

| ተ. ቁ | ደረጃ የሚሰጣቸው ሀሳቦች | ደረጃ | | | | |
|------|---|-----|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | ማህበራዊ ሚዲያ ስጠቀም የሚያዝናና ይዘት ለእኔ አስፈላጊ ነው። | | | | | |
| 2 | የዲኤስቲቪ የማህበራዊ ሚዲያ ፖስቶች አዝናኝ ሆነው አግኝቻቸዋለሁ። | | | | | |
| 3 | የዲኤስቲቪ የማህበራዊ ሚዲያ ጽሁፎች ትምህርታዊ እና መረጃ ሰጪ የሆኑትን ማንበብ ያስደስተኛል። | | | | | |

የዲኤስቲቪ የማህበራዊ ሚዲያዎች ያላቸውን የመረጃ ይዘቶች ለመግለፅ ከታች ያሉትን ሀሳቦች ይምረጡ።

| ተ. ቁ | ደረጃ የሚሰጣቸው ሀሳቦች | ደረጃ | | | | |
|------|---|-----|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | "በዲኤስቲቪ የማህበራዊ ሚዲያ ገጾች የማነባቸው ይዘቶች መነሳሳት ይፈጥሩብኛል።" | | | | | |
| 2 | በዲኤስቲቪ የማህበራዊ ሚዲያ ገጾች የሚወጡ ይዘቶች መረጃውን የበለጠ ለመከታተል ጉጉት ይፈጥሩብኛል ።" | | | | | |
| 3 | "የዲኤስቲቪ የማህበራዊ ሚዲያ ገጾች ስለ የዲኤስቲቪ ምንነትና አግልግሎት ተጨማሪ መረጃ እንዳገኝ ረድተውኛል።" | | | | | |

የዲኤስቲቪ የማህበራዊ ሚዲያ ባላቸው የፖስት ይዘቶች ለውሳኔ ባላቸው አጋዥነት ከታች ያሉትን ሃሳቦች ነጥብ ይስጡ።

| ተ. ቁ | ደረጃ የሚሰጣቸው ሀሳቦች | ደረጃ | | | | |
|------|--|-----|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | በዲኤስቲቪ የማህበራዊ ሚዲያ ገጾች ባየሁትና ባነበብኩት ነገር ላይ ውሳኔ እንዳሳልፍ አነሳስተውኛል። | | | | | |
| 2 | በዲኤስቲቪ የማህበራዊ ሚዲያ ገጾች ፖስት የሚደረጉ ይዘቶች ውሳኔ ለመወሰን የሚረዱ ግልፅ መረጃዎችን ይሰጣሉ። | | | | | |
| 3 | በዲኤስቲቪ የማህበራዊ ሚዲያ ገጾች ፖስት የሚደረጉ ይዘቶች በአስቸኳይ ውሳኔ ለመወሰን ወይም ድርጊት ለመከወን አያነሳሱም። | | | | | |

የዲኤስቲቪ የማህበራዊ ሚዲያ ባላቸው የፖስት ይዘቶች ከእርሳ ጋር ያላቸው ተዛማጅነት ከታች ያሉትን ሃሳቦች ነጥብ ይስጡ።

| ተ. ቁ | ደረጃ የሚሰጣቸው ሀሳቦች | ደረጃ | | | | |
|------|---|-----|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | የዲኤስቲቪን የማህበራዊ ሚዲያ መረጃዎች ከራሴ ልምዶች ወይም ሀሳቦች ጋር አስተያየቶቼን ለሁሉ። | | | | | |
| 2 | ትኩረቴን በሚሰጡ የማህበራዊ ሚዲያ ፖስት ላይ የበለጠ እሳተፋለሁ። | | | | | |
| 3 | ጠቃሚ እና አዝናኝ ሆነው ያገኘኋቸውን የዲኤስቲቪን ማህበራዊ ሚዲያ ፖስቶች ለማህበራዊ ሚዲያ ጓደኞቼ እና ተከታዮቼ እጋራለሁ | | | | | |

የዲኤስቲቪ የማህበራዊ ሚዲያ በመከትል በሚያኙት ጥቅሞች ከታች ያሉትን ሃሳቦች ነጥብ ይስጡ።

| ተ. ቁ | ደረጃ የሚሰጣቸው ሀሳቦች | ደረጃ | | | | |
|------|---|-----|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | የዲኤስቲቪ ማህበራዊ ሚዲያ አሳታፊ ነው። | | | | | |
| 2 | ዲኤስቲቪ በማህበራዊ ሚዲያ ላይ መልዕክቶቻችንን ማንኛውንም አይነት ልጥፎች ለመመልከት ፍላጎቱ አለኝ። | | | | | |
| 3 | የዲኤስቲቪን ማህበራዊ ሚዲያ ፖስቶች ሁልጊዜ እንድካታትል ይሚያገኙ አይደሉም። | | | | | |

የዲኤስቲቪ የማህበራዊ ሚዲያ ዲኤስቲቪን በማስታወቅ ያላቸው ሚና ከታች ያሉትን ሃሳቦች ነጥብ ይስጡ።

| ተ.ቁ | ደረጃ የሚሰጣቸው ሀሳቦች | ደረጃ | | | | |
|-----|---|-----|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | የዲኤስቲቪ በማህበራዊ ሚዲያ ከሚያስተላልፉቸው ፖስትቶች ባጠቃልይ ያለኝ አመልካክት ከብራንዱ ከሚያስተላልፍው መልእክት ጋር ይጣጣማሉ። | | | | | |
| 2 | የዲኤስቲቪ ማህበራዊ ሚዲያ ፖስቶች እሴቶቹን እና ተልእኮውን ያንጸባርቃሉ። | | | | | |
| 3 | የዲኤስቲቪ ማህበራዊ ሚዲያ ፖስትቶች ከተፎካካሪ ድርጅቶች የተለዩ እና የፈጠራ ችሎታ ያላቸው ናቸው። | | | | | |