

THE EFFECT OF SOCIAL MEDIA MARKETING ON BRAND AWARENESS: THE CASE OF KIDAME BEER

BY

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July 2021

Addis Ababa



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BY: Dawit Seleshi

ADVISOR: Tewodros (Ph.D.)

**A Thesis Submitted to the School of Graduate Studies of Addis Ababa
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DECLARATION

I, the undersigned, declare that this thesis is my original work, prepared under the guidance of Tewodros (Ph.D.). All sources of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution to earn any degree.

Declared by: *****

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Date: _____

ENDORSEMENT

I confirm that this thesis has been produced as per the standards of higher institutions and submitted to Addis Ababa University for examination approvable as a university advisor.

Advisor: *****

Signature: _____

Date: _____

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Table of Contents

ACKNOWLEDGEMENT.....	vi
List of Tables.....	ix
List of Figures.....	x
List of Acronyms.....	xi
ABSTRACT.....	xii
CHAPTER ONE	1
1. INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Statement of the Problem.....	3
1.3 Research Question.....	5
1.4 Research Objectives.....	6
1.4.1 General objective.....	6
1.4.2 Specific objective.....	6
1.5 Significance of the Study.....	6
1.6 Scope of the Study.....	6
1.7 Limitation of the Study.....	7
1.8 Definition of Terms.....	8
1.9 Organization of the Study.....	9
CHAPTER TWO	10
2. LITERATURE REVIEW	10
2.1. Theoretical Review.....	10
2.1.1. Integrated Marketing Communication.....	10
2.1.2. Definitions of Social Media.....	10
2.1.3. Marketing Strategy.....	12
2.1.4. Social Media and Marketing.....	14
2.1.5. In Which Phases Of Product Life Cycle Can Social Media Be Used?.....	15
2.1.6. Social Media and Branding.....	15
2.1.7. Popular Social Media Channels by Marketers.....	16
2.1.8. Brand and Branding In General, Branding In Fast Moving Consumer Goods Sector	18
2.1.9. Brand Strategy.....	21
2.1.10. Brand Equity and Brand Awareness.....	22
2.1.11. Managing the Brand Portfolio.....	24

2.1.12. Social Media Marketing in Ethiopia.....	27
2.2. Empirical Review.....	28
2.3. Conceptual Framework.....	31
2.3.1. Online Communities.....	32
2.3.2. Interaction.....	33
2.3.3. Sharing of Contents.....	33
2.3.4. Accessibility.....	34
2.3.5. Credibility.....	34
2.4. Hypothesis of the Research.....	35
3. RESEARCH METHODOLOGY.....	36
3.1. Research approach.....	36
3.2. Research design.....	36
3.3. Sources & method of Data collection.....	37
3.4. Sampling technique.....	37
3.5. Population of the study and Sample size.....	37
3.6. Reliability of the instrument.....	38
3.7. Validity of the instrument.....	39
3.8. Methods of data analysis.....	39
3.9. Ethical considerations.....	39
CHAPTER FOUR.....	40
4. DATA ANALYSIS AND INTERPRETATION.....	40
4.1. Introduction.....	40
4.2. Descriptive Analysis.....	40
4.2.1. Demographic Analysis.....	40
4.2.2. Descriptive statistics for Online Communities, Sharing of Contents, Credibility, Accessibility, and Interaction.....	47
4.3. Correlation and Regression analysis.....	51
4.3.1. Correlation analysis.....	51
4.3.2. Regression analysis.....	53
4.4. Summary of Hypothesis Test.....	56
CHAPTER FIVE.....	58
5. CONCLUSION AND RECOMMENDATION.....	58
5.1. Conclusion.....	58
5.2. Recommendation.....	60
References.....	63
Appendices.....	70

List of Tables

Table 2.1. Research variables definition

Table 4.1: Age of respondents

Table 4.2: Sex of respondents

Table 4.3: Education level of respondents

Table 4.4: Employment status of respondents

Table 4.5: Monthly Income Range of respondents

Table 4.6: Beer consuming of respondents

Table 4.7: Interest for a brand after watching posts on social media

Table 4.8 Mean score and Standard deviation for Online Communities

Table 4.9 Mean score and Standard deviation for Sharing of Contents

Table 4.10 Mean score and Standard deviation for Credibility

Table 4.11 Mean score and Standard deviation for Accessibility

Table 4.12 Mean score and Standard deviation for Interaction

Table 4.13 Pearson's Correlation Matrix

Table 4.14: Estimated Unstandardized and Standardized Regression Coefficient

Table 4.15 Summary of Hypothesis Testing

List of Figures

Figure 2.1: Conceptual Framework - “The Effect of Social Media Marketing on Brand Awareness”

Figure 4.1: Platforms of social media presently in use

Figure 4.2: Reasons for Using Social Media platforms

Figure 4.3: Kinds of Content or Message style call the attention the most into a brand on Social media

List of Acronyms

IBM- International Business Machines

SM- Social Media

WYSIWYG- what you see is what you get

PR- Public Relation

FMCG- Fast-moving consumer goods

SPSS- Statistical Package for the Social Sciences

ANOVA- Analysis of Variance

ABSTRACT

Brands are supposed to provide the consumers with aspects of “both tangible and intangible, functional and hedonistic, visible and invisible – under viable economic conditions for their businesses. This endeavor aims to determine if social media marketing has an effect on brand awareness in the context of Ethiopia by taking Kidame Beer as a case study. Online Communities, Interaction, Sharing of Contents, Accessibility, and Credibility were used as independent variables whilst brand awareness was treated as the dependent variable. This study has an experimental research nature whose primary objective is to analyze and observe the effect of the independent variables on the dependent variable and to aid the researcher in drawing a reasonable conclusion regarding the relationship between these two variable types. The researcher used the sample size recommended for unknown populations by Corbetta (2003) which is 384. A Convenience sampling method was employed to survey due to the need for the selection (screening) of the target population based on their social media presence. Questionnaires were distributed to around 384 respondents that are located in Addis Ababa and outside and responses were analyzed. Descriptive statistics and inferential analysis were used to analyze the data and draw conclusions. Social media cannot work efficiently by themselves without expanding it with other conventional media channels; however, the productivity and usage of the conventional media have been reported to have dropped dramatically. Social media is a popular and effective marketing tool; it can be both a risk and an opportunity for businesses to quickly spread the opinions of unhappy customers. The consequences are that only social media can influence brand recognition.

Keywords: Social Media, Brand Awareness, social media marketing, brand recognition, brand recall

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

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

In everyday life, brand awareness manifests as a customer that selected an individual coffee brand recognizable to itself instead of a weird mark in a food shop. brand awareness may be determined in several methods. The physical ability to be aware of a brand, know the brand, and ultimately prefer the brand compared to others is brand awareness.

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

According to Keller (2008), Brand awareness is recognized by the brand and the brand's performance recall. The major aims of both of these are to develop a strong brand image, with a long-term connection that signals brand resonance, in

partnership. In the field of brand equity. Brand recognition is defined as the capacity of the consumer to verify earlier information for the brand when supplied as a sign of brand reclamation is the capacity of the customer, given the product group, to retrieve the brand from the memory. Brand awareness is the first and essential aspect of the complete brand knowledge system in the minds of customers, demonstrating their capacity to recognize the brand under diverse conditions: the probability of having a brand name and its simplicity of use. (Keller, 2008).

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

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

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

A comprehensive grasp of connected concepts may be drawn from the history of the internet, from which social media may have originated. In 1979, Truscott and Ellis of Duke University set up Usenet, a global system for discussing public communications for users. Usenet is a mixture between e-mail and web forums and is the subject of discussion with contemporary newsreader software. (<http://nzblord.com/usenet/>).

User-Generated Content entered usage in 2005; it covers a variety of media information available. It includes all digital media technologies such as digital video, blogging, podcasting, forums, review sites, social networking, mobile phone photography, and wikis. Hence User Generated Content is a sum of all ways in which people make use of social media (Kaplan, A. M., & Haenlein, M, 2009).

According to recent statistical reports, more than 4.3 billion people across the world use the internet. While over half of the world's population is said to be online, the number of active social media users reached 3.4 billion in 2020 (Kempa, n.d.). Because of the increasing trends in internet use and the commitment to social media, companies have started easily using social media technology to market products and services on social media platforms. (Nripendra P. Rana, 2020).

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

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

Online marketing can function as a basis for social media marketing. Both theoretical literature and other studies have laid a logical basis for the role of social media marketing for brand awareness. One of the most valuable aspects of social media, and specifically concerning the role of social media, is its ability to provide a clear, detailed picture of what the people saying about it and what they are telling to others

(Evans, 2008). As a result, this paper aims to investigate the effect of social media marketing in building brand awareness, with a specific focus on Kidame beer. Therefore, the purpose of this research was to examine the effects of a brand's online presence on brand awareness.

1.2 Statement of the Problem

“Whether or not your brand is on social media, your consumers are.” (Venke Sharma, and Hushidar Kharas, 2017). The food and beverage industry in other parts of the world is using social media as the main means of communicating with their customers and brand awareness building and the age of social media has given a completely new meaning to brand management. They post events, and programs and even they collect feedback from their guests about their experience, as it is very cost-effective, however, in Ethiopia this practice is not more than just opening a social media account with a single brand name and there is a lack of well-researched content on this topic. The food and beverage industry tends to be very customer-centric and also one that prides itself by reaching out to its customers and providing a personalized experience. In traditional marketing, our lives are saturated by print media, radio, and television. The downside of traditional marketing is the high cost and it is one-way communication. Social media encourages customer engagement, and it being on the Web, promotes two-way traffic. It allows for a faster response and a low-cost investment than typically achieved with traditional marketing.

Social media is relatively young and the objective for corporations to invest and participate in social media platforms is to offer an alternative mode of communication and also it helps to cultivate long-term relationships with their customers; promotional campaigns and new information can be pushed through social media channels. As stated above the food and beverage industry in Ethiopia is not engaging in the social media activities like updated posting, tweeting, linking, or having an active blog, it just means that the industry participants are missing out on the huge opportunity in digital marketing. To stay competitive in the digital world, the company has to be engaged or be involved with their intended audience by participating in online discussions, podcasts, RSS feeds, and service review commentary while increasing awareness and building relationships with both new and loyal customers.

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

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

Ethiopia through the number of social media marketing has increased still, it's at the beginning phase. Beer brands worldwide have already taken advantage of social media. Nonetheless, there is an absence of clear, comprehensive, rigorous, and empirically-based studies on the role of social media marketing in Ethiopian beer factories context that provide an important analysis and recommendations to use social media as a main cost-effective means of building brand awareness. Thus, the study is designed to identify the roles of social media marketing on brand awareness a case in Habesha brewery of its recently introduced product, Kidame Beer.

1.3 Research Question

Social networks refer to the connection, relationships, and interactions that happen within the social media platforms. From a marketing perspective, these are interactions between the marketers and those interacting within the constructs. Concerning this, the research problem of this study can be formulated to assess the effect of social media on the creation of brand awareness. Within the context of the above background discussed the research focuses on providing answers to the

following questions:

1. What is the effect of online communities on social media on the brand awareness of Kidame beer?
2. What effect does social media ad engagement/interaction with followers have on Kidame beer brand awareness?
3. How sharing the content of the product on social media gives a significant impact on the brand awareness of Kidame beer?
4. In what way social media accessibility have a significant impact on the brand awareness of Kidame beer?
5. To what extent social media credibility have a significant impact on the brand awareness of Kidame beer?

1.4 Research Objectives

1.4.1 General objective

In line with the above-discussed problem and research question, the general objective of this research is to examine the effect of social media marketing on brand awareness.

1.4.2 Specific objective

- To assess the effect of online communities on social media towards the brand awareness of the Kidame beer
- To assess the effect of social media ad engagement/interaction with followers on Kidame beer brand awareness
- To examine the effect of sharing the content of social media on the brand awareness of Kidame beer toward the consumers.
- To investigate the effect of social media accessibility on the brand awareness of Kidame beer.

- To describe and measure the effect of social media credibility on the brand awareness of Kidame beer.

1.5 Significance of the Study

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

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

1.6 Scope of the Study

1.6.1. Geographical

For this study, an experiment was taken place in Addis Ababa and others who live in regional cities with internet access. All participants would be recruited at the selected bars based on their willingness to participate and whether they are responsible for the beverage shopping of their household or with the help of another member of their household.

1.6.2. Theoretical

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

customer satisfaction.

1.6.3. Methodological

The study used quantitative and qualitative research approaches and both primary and secondary data. The survey research method was chosen where the questionnaire was used to collect the information. It also employed a structured survey and used formal lists of questions asked of all respondents in the same way.

1.7 Limitation of the Study

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

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

Additionally, since social media marketing is globally a new concept and in its inception period in Ethiopia, it is difficult to find enough amount of research conducted. Sector-wise the study would only be limited to examine the effect of social media marketing on brand awareness specific to Kidame beers. From the researcher's stand, there would be no attempt to examine the effect of social media marketing on other aspects of brand and other similar products in the same sector.

1.8 Definition of Terms

1.8.1 Brand

The brand is intended to be a combination of intangible as well as tangible features aimed to generate identification and recognition and to develop the reputation of a product, service, person, or organization. Branding is considered as a long-term strategy in the holistic view and includes a wide range of actions that include

communication on marketing and product creation. (Sammur-Bonnici, 2015).

1.8.2 Branding

The constant process by which customers are expected to create a good perception of a certain product is called branding. Branding offers a distinctive identity that enhances the trade process on either side. It makes it simple for both parties to purchase and sell (Brassington & Pettitt, 2006).

(Kotler & Keller, 2006), Consider, on the other hand, branding is something that offers the dominance of a certain brand to services and goods. They also persuade branding to create differences. It is essential to teach people about the product to be branded. They must know "who" the product is, "what," and above all "why" it should attract the consumers. Branding also pertains to the creation of the psychological constitution and to help the customer in systematizing one's cognitive knowledge about services and goods to bring value to the firm and to enlighten the decision-making process of the consumer. To be successful and effective in branding strategies leading to value creation, customers have to be convinced that there are substantive distinctions between brands delivering the same product or service.

1.8.3 Brand awareness

The business dictionary defines brand awareness as the capacity to properly combine a product and brand with potential buyers. Brand awareness indicates that the company's brand and its goods or services have a sense of customer awareness. If a brand, company, or product is not recognized, potential customers do not have information on where their requests and requirements are to be fulfilled. Thus, brand recognition is important for enterprises, since without this, the principal objective of the firm, in other words, to make a profit, won't be realized. (Swayne & Dodds, 2011)

1.8.5 Social media

Social media is a web-based service that enables people to construct public or semi-public profiles, transmit the users' links, and browse those links and those established by others on the system (Boyd, Danah M, & Ellison, N. B, 2007). According to the definition of Kaplan (2010) which is most popular, social media can be defined as "a group of Internet-based applications that built on the ideological and

technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content” (Kaplan, A. M., & Haenlein, M, 2009).

1.8.6 Social media marketing

(Nisha Anupama Jayasuriya, 2018) citing Social media marketing is defined by Mathew & Muniz and Rishi & Sharma as the process of promoting websites, products, and services using online social media platforms. It entails marketing-related activities such as blogging, photo sharing, and internet posting. The transformation of social media from friends' networks to the most dependable and fast-evolving source of product and service information has resulted in significant shifts in the marketing profession. (Nisha Anupama Jayasuriya, 2018).

1.9 Organization of the Study

This study was organized into five chapters. The first chapter states the general introduction of the study. Chapter 2 presented the literature review regarding the research area both empirical and the theoretical foundations for the research. The third chapter outlined the research methodology. The research results were presented in chapter four. The last chapter draws conclusions and implications and winds up the report by highlighting future research areas.

CHAPTER TWO

2. LITERATURE REVIEW

The purpose of this chapter is to critically review literature related to the theoretical concept of the topic of social media marketing and brand awareness. The literature review is to develop a theoretical framework for the study.

2.1. Theoretical Review

2.1.1. Integrated Marketing Communication

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

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

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

2.1.2. Definitions of Social Media

To spread media through social interactions utilizing highly available and scalable publication strategies, Wikipedia defines social media as well. Web-based technologies are used by social media to convert and diffuse media monologs into social media discussion. They encourage knowledge and information democratization and change individuals from content consumers to content creators" (en.wikipedia.org/wiki/Social_media. Retrieved 100420).

Social media, like newspapers, television, and movies, is different from industrial or conventional media. These are relatively cheap and available to everybody (even private persons) in comparison with industrial media to publish or access information often demand considerable information resources.

Social media includes blogs, picture-sharing, vlogs, wall-posting, e-mail, instant messaging, multi-purpose, IP voice-to-name. Many social network services like MyBlogLog and PlaeXo may be incorporated via social networking platforms (en.wikipedia.org/wiki/Social_media. Retrieved 100420).

Instead of social media, Weber uses the term "social networks" and defines social networking as the "online space where individuals of shared concern may collect their ideas, ideas, and comments. Social networks such as MySpace, Gather, Facebook, BlackPlanet, Eons, LinkedIn, and many hundred more are included. It includes brands such as Amazon, Netflix, and eBay. It covers business sites like IBM, Best Buy, Cisco, Oracle, and others. The social Internet is a new realm of unpaid media generated by individuals or companies on the Internet and comprises:

- Reputation aggregators: Such as Google, Yahoo!, Ask, and Live searches engines. They add sites with the greatest product or service and typically arrange things in order.

- Blogs: Online journals that allow individuals to upload ideas, photographs, and connections to websites or other sites. Some of them are hosted by Blogger, BlogHer (for women), weblog, Tumblr, and other blogging platforms on personal or business sites. (Weber, 2009)

- Microblogs: Twitter is a social network and microblogging service which allows users to post and read so-called "tweets" messages. Tweets are text posts with up to 140 characters on the profile page of the author and given to authors who are known as followers. Senders can restrict distribution to friends or enable broad access by default (<http://help.twitter.com/forums/10711/entries/76460>. Retrieved 2010-04-25. <http://blog.twitter.com/2009/10/theres-list-for-that.html>. Retrieved 2010-04-25).

- Topic- In general, certain e-communities support publicity, whereas some are free. For instance, Hewlett Packard offers communities on its site, and there are sports communities such as KayakMind for kayak-goers. Protected e-communities with

passwords are increasing particularly fast.

-Social networks are a location where individuals with a shared interest or concern meet, express themselves, and engage with others with similar interests. Besides the foregoing, for example, Xanga, Stumbleupon is also listed. Other sites are especially devoted to the sharing of images, such as Flickr, while some are dedicated to video sharing. (Weber, 2009).

2.1.3. Marketing Strategy

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

However, in 2005 AMA revises its definition by giving stress to long-term relationships and giving value to customers. According to AMA 2005 definition marketing is a process of achieving companies' goal by delivering value to customers through building long-term relationships. It is benefiting the stakeholders by managing the relationship with customers or achieving a goal by meeting people and satisfying their needs (AMA cited in Ferrell and Hartline, 2011).

On the other hand, the strategy of marketing has also changed for the last two decades because of the advancement of information communication technologies. According to Ferrell and Hartline (2010, p.3) because of this change consumers get product information from different sources, small companies compete with the big ones, audiences, as well as media, are fragmented. In consequence, the marketing strategy principle is changed as a way of satisfying customers in this atmosphere.

Marketing strategy is composed of the target market and marketing mix. Selecting a customer from a group is market segmentation or target marketing. Deciding distribution, price, and communication method, and product strategy is a marketing

mix. It is a way of deciding the target market and the marketing mixes to fulfill the needs of customers in a very competitive environment by using fragmented media. The customers may include stakeholders, employees, and suppliers.

2.1.3.1. Target Market

It is the process of market segmentation. It helps the company to focus the whole energy i.e. time and money on a certain selected group. Because of technology advancement knowing the potential customer and focusing on this group does need big investment. For instance, a company that would like to produce an expensive perfume can target the customers on their Facebook profile page. The business company can target based on nationality, workplace, academic status, gender, and age. A company that uses social media platforms actively can differentiate its potential customers. For instance, most Facebook users have detailed profiles on their pages. These profiles are usually public. These include age, sex, nationality, academic status, interest, etc.

2.1.3.2. Marketing Mix

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

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

Price: - it is the only marketing element in which companies get revenue. Thus, deciding the price can make a company profitable or bankrupt. However, deciding the price of the product is complex.

Countries have not only their territories but also have an independent tax system, customs laws, finance laws, and other legal laws that contribute to price decisions (Kotabe and Helsen, 2008, p.407). On the other hand, because of the interactivity, simplicity, and universality features of social media, customers compare the price of the product independent of territories. Customers accept no or little increment from similar products. They also need a similar price from other countries.

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

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

2.1.4. Social Media and Marketing

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

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

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

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

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

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

2.1.5. In Which Phases Of Product Life Cycle Can Social Media Be Used?

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

<http://en.wikipedia.org/wiki/Wiki>. Retrieved 100420) and communities can be used during the development phase on various product features.

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

2.1.6. Social Media and Branding

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

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

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

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

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

of what is happening in the field and get in touch with your consumers (Weber, 2009).

2.1.7. Popular Social Media Channels by Marketers

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

Facebook

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

Twitter

It was created by Jack Dorsey in March 2016 and was the most popular social networking website after Facebook. According to Statista, more than 326 million social media users are active. Users can connect or engage via "tweets," whereas messages can only send information in 140 characters. With the assistance of this social media platform, e-commerce enterprises may deliver information to the client, offer goods and services for money. (McIntyre DA. 2009).

YouTube

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

Instagram

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

LinkedIn

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

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

Tik Tok

TikTok is one of the social media's most popular applications. In Asia, in the USA, and throughout the world, this app is the world's leading destination to produce short-form mobile videos. The app was founded by Musical.ly. It appeared. TikTok was founded in September 2016 and is managed by Byte Dance, commonly known as Douyin in China. (Lauren Hallanan, 2018). This media app is accessible in over 150

marketplaces and 75 languages (Mehvish Mushtaq, 2018).

TikTok created a trend among young people and allows users to make short videos of between 15 and 60 seconds and to pick tunes, effects, or soundbites. Another good thing is that they may make a "duet" with a person by reacting to their video and therefore create an unlimited chain of answers. In September, on monthly installs in the App Store, it overtook Facebook, Instagram, YouTube, and Snapchat. Because of 500 million effective users throughout the world, Tik Tok became such a hit with six million US downloads in November. TikTok has earned its fame as it gives many more alternatives for producers than social media applications like Snapchat, Vine, or Dubsmash. The Google Play Store's TikTok is also a highly rated 4.6 app that combines artificial intelligence and picture capturing with this application well qualified ("English Department", 2018).

2.1.8. Brand and Branding In General, Branding In Fast Moving Consumer Goods Sector

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

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

The American Marketing Association formulated the traditional definition of brand

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

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

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

According to de Chernatony and Riley (1997), The brand seems to be considered from the point of view of brand managers as a name for short-term sales and objectives to be utilized. The consumer, however, could have the purpose of consuming the brand as the brand would bring it to the consumer or as Heilbrunn put it (in Bengtsson 1996): "A brand can not only be viewed as a sign added to products that distinguish them from competitive products but as a semiotic engine whose function is to produce meaning and value on an ongoing basis."

De Chernatony and McWilliam (1989) and McWilliam (1991) identify From a customer standpoint, four additional viewpoints of brands: a visual identity, a constant quality assurance, a shorthand device, and an expression of self-concept. The notion is that companies may accelerate and simplify consumer selections and decrease any performance risk they believe (de Chernatony and Riley, 1997). Bengtsson (1996, Germany) takes a somewhat similar position, which asserts that a brand may be seen as a multi-construct from a consumer perspective, which reflects several characteristics that are perceived as brands by the customer.

(Apéria & Back, 2004) He looked at a different branding viewpoint. He says brand construction is a process both inside the organization and in the minds of consumers. According to Melin, the notion of core value is one key element in the brand creation process; it is the principal distinction advantage of the brand that constitutes the

basis for positioning the company. The main reason is that the brand should be able to compete with distinctive core principles. All of Melin's investigations focused on the consumer and his/her desires for fundamental value choices (Apéria & Back, 2004), and this is very similar to the traditional view of branding from 1960.

In brand literature, the firm typically recognizes powerful brands, which lead to high profitability, and which are appreciated by customers because they lessen insecurity. (Apéria & Back, 2004) The relevance of branding in the fast-moving consumer goods (FMCG) field for distributors is yet advanced; strong brands are generating shops sales for them.

In the light of the development of social media, Weber addresses the subject of the branding of the brands. Branding is defined as communication with your client. The more the discourse is stronger, the stronger the brand will be. He questions the very core concept of traditional marketing and branding so that in the age of the social web in which we live today, branding and marketing are more about participating in social networks that people want to be part of, where dialog with customers and between customers can prosper. (Weber 2009) Transparency is crucial if you want to build confidence and communication with consumers and stakeholders. The aim is to urge clients to send them the message. Messages cannot be "forced" to be "forced." (Weber 2009)

A further approach to see what a brand is, the brand is your customer's promise. It teaches them what to anticipate of your products and services and distinguishes their offer from that of their rivals. Your brand comes from who you are, who you aspire to be, and whoever you feel. (www.entrepreneur.com. Retrieved 100424)

Aaker (1996) thinks that contemporarily, Building a brand is difficult. The fragmenting markets and media now compared to 30 years ago are one of the elements creating it. It was easier to remain consistent across media and markets with a limited number of media possibilities and only a few national media vehicles. There are many other opportunities in today's media landscape; Internet advertising, interactive TV, event sponsorship, etc. Coordinating communications across multiple channels is a major problem, explains Aaker, without hurting the brand.

Furthermore, firms split the population into smaller and more precise target

audiences and typically approach them through specialist media and distributors. For some or all of these new target categories, it is tempting to establish separate brand identities. However, the development and management of many identities for both the business and the client cause issues. Because media audiences are always overloaded, buyers may be exposed to more than one brand identity (Aaker, 1996).

Since many new media channels have developed since this book was written by Aaker in 1996 such as social networks, online communities, etc. The media market has therefore gotten even more fragmented. According to Aaker's reasoning, then, it is logical to suppose that building and managing a brand have gotten more challenging. These changes are extremely recent, thus as previously said, studies on social media are somewhat rare.

Researchers say in FMCG items that well-known brands are significantly more likely to be distributed successfully and that this helps to keep a large proportion of the market. FMCG items are competing for shelf space extremely strongly and strong brands have a definite benefit here. The pull strategy is centered on mass communication tools mostly in the field of advertising and strives for the generation of high consumer demand for branded items. (Elliott & Percy, 2007) and (Czinkota & Ronkainen, 2010).

2.1.9. Brand Strategy

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

Prophet.com identifies the following aspects in a branding strategy: branding, managing your brand portfolio, creating and identifying your brand, and considering potential brand expansions branding branded consulting services (<http://www.prophet.com>. Retrieved 100424)

Kapferer describes branding strategy as a phrase for the decision-making process: the number of brand levels to be applied; one, two, or even three and the function of the company in communicating on product value; whether it be missing, present in a

strong way or not. He examines also the relative weight of these brands as part of the globalization of architecture, and the graphical arrangement of their cohabitation in all papers and packings and goods but also in industrial facilities and sales and managers' offices and business cards. (Kapferer, 2008).

2.1.10. Brand Equity and Brand Awareness

For many years brands have been seen as adding value to a product, but in the 1980s this is assessed by the asset value of businesses only because of the enormous wave of mergers and acquisitions in multinationals with major and famous brands. Including "goodwill" in the usual approach of calculating asset value and net income. (Elliott & Percy, 2007). While the customary accounting technique did not allow the addition of a brand name on its balance sheet to be taken into consideration, this was still recorded as a portion of the company's net value. This is the context behind the term brand equity.

There are several brand equity definitions established principally from two perspectives: either financial or customer views of a brand. Some instances are as follows: "A set of brand assets and liabilities related to a brand, its name and its symbol that contribute to or deduct value to a company and/or its consumers through a product or service" (Aaker, 1991).

In his study of brand equity, Aaker's starting point is a consumer view based on brand connections based on consumer memory. He has defined the brand stock comprehensively, namely: many brand assets and liabilities related to a brand, its name, and symbol which adds or removes the value given to a corporation and/or customers by a product or service. (Aaker in Pappu et al. 2005) Aaker's brand awareness, quality, and loyalty to brands, the brand partnership, and other exclusive brand assets form the five fundamental assets of brand shareholders.

Aaker believes, that it becomes increasingly harder to build this brand recognition with the many new media that have evolved and are anticipated to grow in the future. Aaker (1996) The companies who can operate beyond "conventional" media channels and coordinate messaging across all the media are those to be awarded to fighting to raises brand recognition. (advertising for newspapers, TV, radio, Internet, event sponsorship, direct marketing, trade exhibitions). (Aaker, 1996).

Weber (2009) contends that brand share is "conventional" in terms of brand memory - and instead argues that brand equity is currently being assessed by dynamic metrics such as word of mouth for the consumer, as it is adapted into the social media arena. It is about how highly consumers are inclined to suggest the goods or services to others rather than building brand recognition through brand recall. It is about how probable consumers strongly suggest the products or the service to others rather than building brand awareness through a brand callback. (Weber 2009).

A tight correlation also exists between brand awareness and brand placement. For a brand to be successful, brand identification is not enough: the brand must have a prominent place in the target audience (top-of-mind reminder or dominating reminder). (Elliott & Percy, 2007). In its marketing communication a brand must be positioned so that when such a product is needed, that brand is remembered. The brand must then be connected to an advantage that offers a reason to take this into account. This connection between the brand and the advantage sits at the foundation of establishing a favorable brand attitude and creates good brand equity in turn (Elliott and Percy 2007).

According to Kotler (2003), The positioning of a brand in the mind of the target consumer is to allow it to occupy a 'different and valuable place.' The advantages of a brand in a positioning statement are tailored to a specific target demographic to meet a specific demand. Brand placement may be seen as an aspect to convey to the potential client what the brand is about, for and what it delivers (Elliott&Percy 2007 p 229).

Given the high importance of brand awareness creating brand equity and that recent research questions the conventional approach to brand awareness and the ways, it is being altered by social media, the focus of this study is on branding and on looking at brand awareness as Aaker has done.

Amongst the other 4 assets underlying brand equity, perceived quality is defined by Aaker (1996) As a brand association which for several reasons is raised to a brand asset status: Only perceived quality has been found to contribute to financial performance among all the brand associations and perceived quality has been connected to other characteristics of perception of a brand. (Aaker 1996).

Brand loyalty: Aaker (1996) defines the third dimension of brand equity as brand loyalty, which is not recognized by some researchers. Keller for example (1992) defines consumer-based brand equity in terms of brand knowledge and unique brand associations.

Aaker says that the value of a brand for a firm is mostly based on the customer loyalty that it commands. The necessity of integrating brand loyalty as the key asset behind the brand stock. It argues that it stimulates and legitimizes loyalty programs that may therefore contribute to creating and improving brand shareholding to consider loyalty as an asset.

Another meaning of brand loyalty is that it is believed that a very loyal client base would create a projected stream of sales and profit. A brand that does not have a devoted client base is typically susceptible or has limited value in creating loyal clients (Aaker 1996).

That is also true because retaining consumers is far cheaper than attracting new ones might cost five times the price of getting a new customer, rather than retaining an old one. (<http://gmj.gallup.com/content/745/constant-customer.aspx>. Retrieved 100419)

The brand loyalty of existing consumers also represents a major obstacle to competition; clients are frequently expensive to alter loyalties (Aaker 1996). Customer data that are available by joining the frequent-purchaser programs and the opportunity for database marketing are means of striving for greater brand loyalty (Aaker 1996).

Brand associations: deal with the reality that the connections that customers create with a brand largely promote brand equity; they might be product qualities or a specific emblem. The brand companies are driven by the brand identity, for which the company wishes to represent the brand in the thoughts of its customers. Developing a brand identity is fundamental to developing powerful brands (Aaker 1996).

Other unique brand assets include assets like channel partnerships and patents associated with the brand (Aaker 1996).

2.1.11. Managing the Brand Portfolio

What is the plan for managing the brand portfolio? Aaker's approach is to promote the business plan of a company and to deeply affect the profitability of the company. He argues that knowledge and management of the brand portfolio may be a key to the formulation and effective implementation of a successful business strategy. The first essential aspect in the administration of the brand portfolio is that the scope and the function or set of functions of any brand should be established in each context to which its contribution is expected.

Second, a portfolio perspective helps make sure that future brands have the resources to flourish, rather than high-potential companies becoming hungry for resources, partly because their business still is tiny.

Third, the portfolio can handle strategic growth concerns. This usually means new markets, new goods, or upmarket or value arenas. The portfolio aims to develop the appropriate brand strategy to use current brands to promote such development opportunities.

Fifthly, a quotation for both consumers and staff may be complex and perplexing. A unified, well-defined brand portfolio is essential under competitive pressure. (<http://www.prophet.com>. Retrieved 100419).

According to Kapferer (2008), Most firms are required to handle a wide portfolio of brands owing to historical causes. During the expansion of companies, the natural trend was to add new brands whenever new market sectors or new distribution channels were penetrated. This was done to prevent conflicts with previous categories and channels that may have jeopardized their prior brands. The fusion and purchase of enterprises in the 1990s created more brands that managers refused to sell or combine with other brands. As a result, the brand portfolio has increased in size (Kapferer 2008).

However, Kapferer said that these trends had ruptured and currently the tendency is to lower portfolio sizes as fast as possible, notably in the FMCG market. There is just not enough shelf space, because it is deemed impossible to encourage many brands for shops at the same time. Some brands are encouraged to obtain enough market

share, and the rest are left out.

Kapferer further emphasizes that the focus on distribution has lowered the number of merchants and nearly eliminated certain small firms and retail chains. Brands formerly unique to various distribution channels and which were exclusively offered in certain shops are now available in a single wholesale or purchasing group. The number of brands has tended to be reduced. The creation of distributors' brands is also a prominent trend in the FMCG business. In addition, to being limited in supermarket shelf space, this reduces the area provided to the other brands.

Industrial production is likewise concentrated. The international rivalry has placed focus on high productivity and low costs, leading to the consolidation of manufacturing units and research and development operations. Large brand portfolios are less justified, if items originate from the same manufacturers or even from the same production lines, albeit they are diverse.

Ultimately, customers reveal that the numerous brands are overwhelmed and confused. The producers are responding by rationalizing the number of brands.

Brand internalization and the removal of national obstacles are also underlying motives for Kapferer to reduce the number of brands in the brand portfolio. Class, lifestyle, and consumption requirements, for example, are no longer restricted to one nation in Europe. The cost necessary to build a major worldwide presence means that corporations can keep just a small number of brands or even a single brand for mono-brand corporations like Siemens, Mitsubishi, and Philip (Kapferer 2008).

A brand portfolio reflects, as claimed by Elliott and Percy (2007), the various brands marketed by a company within a particular product category, and a brand line is all of the products marketed under a single brand name. It also suggests that a hierarchy might be seen in brands. A firm's brand, brands like Daimler-Benz, identify the parent firm. A group brand is used to advertise varied items such as piano and motorbikes in over one category, brands such as Yamaha. Under the hierarchy, there are single brands that have the name limited to one category of products (Elliott and Percy 2007).

A collection of brands and sub-brands held by an organization has been identified as the Brand Portfolio. To guarantee efficient brand management, this portfolio should

be actively controlled. Procter & Gamble and Unilever, for instance, both have a broad brand product range; General Motors handles Buick, Cadillac, Dodge, and other brands; (<http://www.prophet.com>. Retrieved 100419).

O'Donnell says that a well-orchestrated brand portfolio strategy must be fully linked with the business model of the organization, including economic aspects such as price strategies, the volume of production, and distribution strategies. (<http://www.prophet.com>. Retrieved 100419).

In Wikipedia, three key levels of managing the brand portfolio are identified:

- Corporate brand/umbrella brand/family brand

These brands are consumers, and all the actions of the company are recognized by this name to all its players, customers, workers, shareholders, partners, suppliers, and other parties. They are a product of high quality. The Virgin Group and Heinz are examples of this. - Brands and substitutes endorsed

These brands include a parent brand that might be a company brand, a brand name, or a family brand to support a sub-brand or a product brand. From the perspective of consumers, the endorsement should give credence to the recommended brand. E.g. Nestlé KitKat, Sony PlayStation.

- Individual product brand

The individual brands are presented to consumers and the parent company name is given little or no prominence. Other stakeholders, like shareholders or partners, will know the producer by its company name. Examples are Procter & Gamble's Pampers or Unilever's Dove. (http://en.wikipedia.org/wiki/Brand_architecture. Retrieved 100425)

2.1.12. Social Media Marketing in Ethiopia

Many figures suggest that social media in Ethiopia are increasingly being used. Studies have shown that Ethiopia's Internet users play a key part in their everyday lives. Ethiopia has the 30th largest viewership in the world. Twitter and YouTube usage in Ethiopia is also strong, with 31.82 percent and 15 percent respectively of Ethiopian Internet users. (Stats, 2021) While figures on social media penetration are

exceptional, the ramifications must be considered more closely. Some researchers encourage companies to improve their social media strategy and to link their brands online. In addition, several companies recognized the importance of social media marketing and took efforts early to adopt it. Social media marketing operations, as an integrated marketing medium, increase capital effectively by bringing new values to their clients rather than traditional marketing media. It was therefore established that the social media platforms of the company provide individuals a range of alternatives for interacting and communicating with other people. As demonstrated below. Table 1 demonstrates the research variables definitions.

Research Variable Name	Research Variable Type	Definition
Online Communities	Independent Variable	Any corporation or corporation may use social media to establish a community linked to its products/company.
Interaction	Independent Variable	A Facebook or Twitter account may rapidly and simultaneously tell all its followers about a certain topic.
Sharing of Contents	Independent Variable	This aspect concerns the amount of exchange, dissemination, and acceptance of material inside social media environments by individuals.
Accessibility	Independent Variable	Social media is freely accessible and charges for the use are little or nil.
Credibility	Independent Variable	The aim is fully to communicate a message clearly to the people, develop credibility for what you say or do, emotionally connect with your target audience, build motivation for the buyer and generate loyal clients.

Brand Awareness	Dependent Variable	The strength and the capacity of consumers to recognize brands under varied settings reflect the trace of a brand in consumer memory.
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Table 2.1. Research variables definition. (ElAydi, 2018)

2.2. Empirical Review

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

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

Adoption and use of social media marketing by companies (e.g. Braojos-Gomez, Benitez-Amado, & Llorens-Montes, 2015; He, Zha, & Li, 2013; Hsu, 2012; Jussila,

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

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

Social influence from users' interaction in social media. These studies focus on the effect of network relationships, and the influence exerted on users by social media. From this perspective, Wang, Yu, and Wei (2012) assess the effect of social media peer communication, while Heinonen (2011) studies users' information processing and social connection activities, and Khong, Onyemeh, and Chong (2013) focus on network effect and customer orientation empowerment. Another stream of studies in this cluster relates to the identification and impact of online social media key

influencers, market mavens, and opinion leaders (Booth & Matic, 2011; Freberg, Graham, McGaughey, & Freberg, 2011; Li and Du, 2014).

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

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

Flagler (2011) Suggest that “ media commercialization should be gradually performed in a company's Marketing Plans rather than as a substitute. He said that the incorporation of social media marketing with other marketing techniques will increase company outcomes.

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

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

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

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

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

2.3. Conceptual Framework

Based on a rigorous theoretical and empirical review the following conceptual framework has been developed to guide the research study.

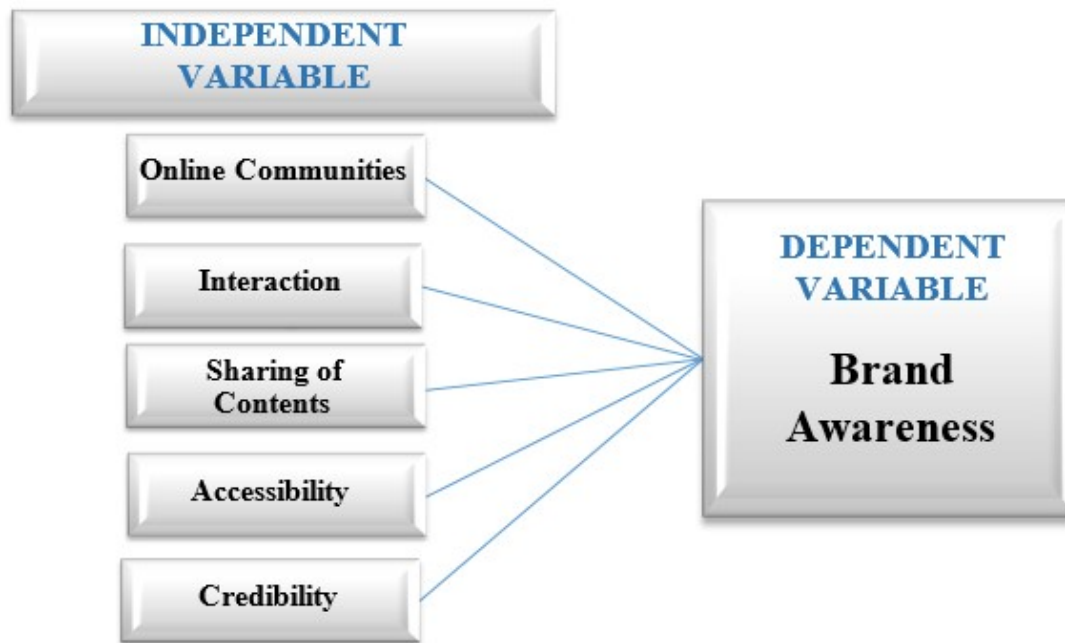


Figure 2.1: Conceptual Framework - “The Effect of Social Media Marketing on Brand Awareness”

Source: Adapted from (ElAydi, 2018)

2.3.1. Online Communities

As a consequence of the advance of Internet access and communication technologies in and around organizations, computer-supported communication has increased dramatically. It has spawned empirical interest in a variety of communication platforms such as email exchange, discussion forums, Twitter, and yammer. These platforms are characterized to a varying degree as constituting a virtual social space next to, or interwoven with, face-to-face social interaction. These new platforms develop into key assets for the support of organizational processes. In large corporations, computer-supported communication is employed to foster knowledge communities or to support dialogic interaction in strategic change. While the variety of online communication platforms increases, online communities are still frequented by the majority of Internet users (Brian S. Butler & Wang, 2011).

The archetype of online communities is the online discussion community embodied by text-based communication between individuals (Rheingold, 2000). Communities

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

2.3.2. Interaction

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

Shopper marketing is a new concept that has emerged, creating a new touchpoint for the interactions between businesses and consumers. Shopper marketing is "the planning and execution of all marketing activities that influence a shopper along, and beyond, the entire path of purchase, from the point at which the motivation to shop first emerges through purchase, consumption, repurchase, and recommendation" (Shankar et al. 2011, 29). Perceived fit is an important factor for retailers to consider for shopper marketing; perceived fit is the amount of similarity between an extension product category and existing products affiliated with the brand (DeVecchio and

Smith as cited in Cha 2009).

2.3.3. Sharing of Contents

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

2.3.4. Accessibility

The construct system usage continues to be developed and tested by IS researchers (Gelderman 1998; Goodhue & Thompson 1995; Guimaraes & Igbaria 1997). Based on DeLone and McLean's IS success model, to investigate the usage of social media in organizations, the informed effective use of social media was considered, as this was an important indication of technology success, which in turn has an impact on organizations (DeLone & McLean 2003). The growth of various information technologies is providing various informational benefits to organizations. Mirani and Lederer (1998), in their study divided the Informational benefits into information access, information quality, and information flexibility. One of the most important impacts of social media usage is the improvement in information accessibility; the organizations can get information about their potential customers from the conversations on social media sites. Similarly, they can also obtain information about their competitors and the industry directly and easily via social media (Parveen, et al. 2015). Even though social media provides an improvement in informational accessibility, studies investigating this relationship are very limited. Therefore this

study attempts to examine the relationship between social media usage and its impact on information accessibility.

2.3.5. Credibility

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

2.4. Hypothesis of the Research

Form literature review as well as author's intuition, the following hypothesis for the research questions that are raised:

H1: Online Communities has a significant effect on Brand Awareness of the company's products

H2: Interaction has a significant effect on Brand Awareness of the company's products

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

H4: Accessibility has a significant effect on Brand Awareness of the company's products

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

CHAPTER THREE

3. RESEARCH METHODOLOGY

This chapter focused on the research methodology used, and justify the reason as to why certain methods were chosen over the others. An in-depth discussion of research purpose, strategy, research approach, the method adopted in collecting data were outlined in this section.

3.1. Research approach

Based on the type of data that was employed, the researcher would follow mixed approaches which are quantitative and qualitative. Qualitative research involves studies that do not attempt to quantify their results through statistical summary or analysis. It seeks to describe various aspects of behavior and other factors in the social sciences and humanities. Quantitative researchers favor methods such as surveys and experiments and will attempt to test hypotheses or statements to infer from the particular to the general.

3.2. Research design

For any research to be carried out there must be an objective and a purpose for doing so. This is the reason that researches are threefold; exploratory, descriptive, and explanatory. What makes the difference is how research questions are structured (Saunders, et al., 2007).

3.2.1. Explanatory study

Explanatory research tries to establish and clarify why and how there is a relationship between two aspects of a situation or phenomenon (Kumar 2011: 11 and Saunders et al. 2007, 134). This type of study tries to explain why certain things happen the way they do. For example, a researcher may collect data to explain the reasons why sales of particular products/services suddenly dropped. The reason might be probably because of a new better product/service, or recession may be catching up with the purchasing power of consumers.

The study employed an explanatory research method that describes any causal link between independent and dependent variables that pertains to the research problem. Since this study intends to evaluate the effect of independent variables over the dependent variable, the method was suitable and helpful in examining the relationship and conclude from the findings.

3.3. Sources & method of Data collection

For this thesis, both primary data and secondary data were used. Secondary data was collected through a literature review regarding social media, branding, brand awareness, and brand equity. The main advantage of secondary data is it is less costly and takes less time to analyze. When it comes to primary data, it was collected using a survey and structured questioner. The survey employed closed-ended questions that allowed the researcher to know the opinion of customers about the social media marketing activities of Habesha brewery. According to Kothari (2004), primary data is collected afresh and for the first time, and this happens to be original. This will help to examine the impact played by social media marketing in creating brand awareness. The questionnaire aims to deepen the knowledge about the company's social media activity, procedures, and plans.

The study was used a deductive method that is appropriate to investigate the relationship between the variables in line with the objective of the research which will be testing the developed hypothesis. Deductive approaches are more commonly associated with quantitative research, however, there are no set rules and some qualitative studies may have a deductive orientation.

3.4. Sampling technique

In this research, the Convenience sampling technique was used where the population elements were selected in the sample based on the ease of access or respondents were selected because they happened to be at the right place at the right time. Convenience sampling is defined as a method adopted by researchers where they collect market research data from a conveniently available pool of respondents. It is the most commonly used sampling technique as it's incredibly prompt, uncomplicated, and economical. In many cases, members are readily approachable

to be a part of the sample. The researcher has contacted the target element in Addis Ababa, who were willing to participate.

3.5. Population of the study and Sample size

People, products, firms, markets that are of interest to the research are called population. To be precise, a population must be defined in terms of elements, units, and time. The elements that make up the population are called the sampling units. (Dillon, 1993).

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

The total population for this study was unknown since it is very difficult to determine the total number of social media users as it is dynamic, complex, and increases daily. With the study title in the Ethiopian context, to determine the estimate of p and q, the researcher was used the recommendation by Corbetta (2003) in determining the standard deviation, 95% confidence interval, and 5% sampling error in calculating the sample size.

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

n_0 - Sample size

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

p – Degree of variability (0.5)

q – Q=1-p (0.5)

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

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

Each participating customer would be consented to understand the aim of the study and questionnaires were administered.

To illustrate, It was assumed there would be a large population that we didn't know the variability in the proportion that adopted the practice; therefore, assumed $p=.5$ (maximum variability). Furthermore, it was desired to have a 95% confidence level and $\pm 5\%$ precision

3.6. Reliability of the instrument

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

Research reliability refers to the degree to which research method produces stable and consistent results. A specific measure is considered to be reliable if it provides a consistent result. In this study, Cronbach's alpha (α) was used to test the reliability of the measure. The result obtained from the reliability analysis indicted that it is in the range of acceptable level which is α of 0.7.

3.7. Validity of the instrument

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

3.8. Methods of data analysis

The data gathered from the questionnaire were entered and all the analysis would be performed with the Statistical Package for the Social Sciences (SPSS version 20). Descriptive analysis was used to organize and summarize the demographic data of the respondents which include age, gender, educational level, and marital status. On the other hand, correlation analysis was used to see if there will be any relationship between the independent and the dependent variable. In addition, regression analysis was also used to know how much the independent variable has influenced the dependent variable.

3.9. Ethical considerations

According to Resnik (2015), many of the ethical norms help to ensure that researchers can be held accountable to the public. Therefore this research took this into account & be responsible to keep the interests of the public it dealt with. Participants will be asked if they are voluntary to participate in the study. In addition, the anonymity of individuals who were participated in the filling of the questionnaires remained anonymous throughout the study. Information collected from the customers would be kept confidential and not to be used for any other purposes than this study.

CHAPTER FOUR

4. DATA ANALYSIS AND INTERPRETATION

4.1. Introduction

The preceding chapters have respectively focused on defining the problem statement; the objective and relevance of the study; created the conceptual clarification thorough review of extant related literature and finally defined the research methodology adopted for the research under study.

The total population for this study was unknown since it is very difficult to determine the total number of social media users as it is dynamic, complex, and increases daily and the sample size of this research with 95% confidence level was 384. All 384 respondents are social media users who are living in Addis Ababa and outside. The total number of responses from the survey questions was 315. There are two kinds of questions that are sent to respondents. The first part is the demographic and the second is questions about the subject matter.

This chapter now seeks to analyze the data collected from the structured questionnaire with the principal view of testing the hypothesis and research questions

4.2. Descriptive Analysis

4.2.1. Demographic Analysis

Nearly 70 percent were in the 26-35 (young adults) age category and 22.9 percent were in teenagers (18-25), the remainder (8.6 percent) were over 36 years of age (Table 4.1). That is why the target demographic of the brand Kidame Beer represents enough

Table 4.1: Age of respondents

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 – 25	72	22.9	23.1	23.1
	26 – 30	132	41.9	42.3	65.4
	31 – 35	81	25.7	26.0	91.3
	36 – 40	18	5.7	5.8	97.1
	Above 40	9	2.9	2.9	100.0
	Total	312	99.0	100.0	
Missing	System	3	1.0		
Total		315	100.0		

Source: Own Survey, 2021

As far as gender is concerned, the sample makeup is more male than female. While 61.0% of responders were men the remaining 38.1% were women (Table 4.2)

Table 4.2: Sex of respondents

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	192	61.0	61.5	61.5
	FEMALE	120	38.1	38.5	100.0
	Total	312	99.0	100.0	
Missing	System	3	1.0		
Total		315	100.0		

Source: Own Survey, 2021

Many respondents were first degrees (63,8 percent), which is the same as the majority age group (i.e. young adults) when it comes to education levels (Table 4.3). And the second-highest education level was 2nd Degree and above (32.4%). The number of High School and Diploma Graduates take up the last two rankings with 1.9% and 1.0 % share respectively.

Table 4.3: Education level of respondents

Educational Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	6	1.9	1.9	1.9
	Diploma	3	1.0	1.0	2.9
	1st Degree	201	63.8	64.4	67.3
	2nd Degree and above	102	32.4	32.7	100.0

Total	312	99.0	100.0	
Missing System	3	1.0		
Total	315	100.0		

Source: Own Survey, 2021

As for the employment of the respondents, most are private workers (60%) followed by government personnel 21.9%, self-employed 8.6%, NGO/International Company employees 6.7% and retirement staff 1.0%. The majority are employees. Table 4.4: Employment status of respondents

Table 4.4: **Occupation** of respondents

Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Business Owner	27	8.6	8.7	8.7
Government Employee	69	21.9	22.3	31.1
Pensioner	3	1.0	1.0	32.0
NGO / International Company	21	6.7	6.8	38.8
Private Company	189	60.0	61.2	100.0
Total	309	98.1	100.0	
Missing System	6	1.9		
Total	315	100.0		

Source: Own Survey, 2021

As far as the monthly income range of the respondent is concerned 38.1% of them have an income of more than birr 15,000, 16.2% have an income of birr category (9,001-12,000), 15.2% of the respondents have an income of birr category (12,001 – 15,000). The lowest numbers of the respondents have an income of birr category (3,001 – 6,000) and (< 3,000) which covers 11.4% and 2.9% respectively. Largely, the majority of the respondents have a good monthly income.

Table 4.5: Monthly Income Range of respondents

Monthly Income Range

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 3,000	9	2.9	2.9	2.9
	3,001 – 6,000	36	11.4	11.7	14.6
	6,001 – 9,000	45	14.3	14.6	29.1
	9,001 – 12,000	51	16.2	16.5	45.6
	12,001 – 15,000	48	15.2	15.5	61.2
	> 15,001	120	38.1	38.8	100.0
	Total	309	98.1	100.0	
Missing	System	6	1.9		
Total		315	100.0		

Source: Own Survey, 2021

Concerning beer consumption, the sample composition represents beer users more than those who do not drink. While 61.0 percent of the participants drank beer, the remaining 38.1 percent drank not beer (Table 4.6). This indicates that more than half of the respondents intend to purchase the beer in addition to being aware of the

brand. Of course, purchase intent follows the retention and creation of the brand image; nevertheless, the company's main goal is to not only raise brand recognition among its consumers but also to persuade them to buy the goods. According to the table below, the remaining 38.1 percent of participants had raised brand awareness either directly or indirectly, implying that everyone who drank beer has prior experience with beer and the business.

Table 4.6: Beer consuming of respondents

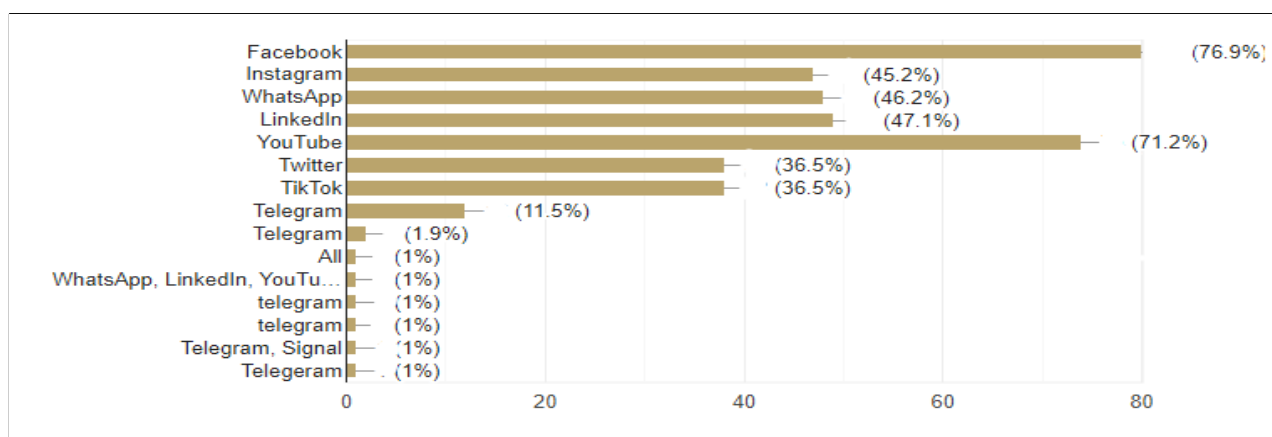
Beer drinking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	192	61.0	61.5	61.5
	No	120	38.1	38.5	100.0
	Total	312	99.0	100.0	
Missing	System	3	1.0		
Total		315	100.0		

Source: Own Survey, 2021

As depicted in Figure 4.1, out of the total 315 respondents 242 (76.9 %) of them are currently using Facebook, the second majority of the respondent are on YouTube social media platform users which account 71.2% of the respondents, which is a substantial number of respondents and the rest of social mediums (Instagram, Twitter, TikTok, etc.) share the below 50 % % (Figure 4.1)

Figure 4.1: Platforms of social media presently in use

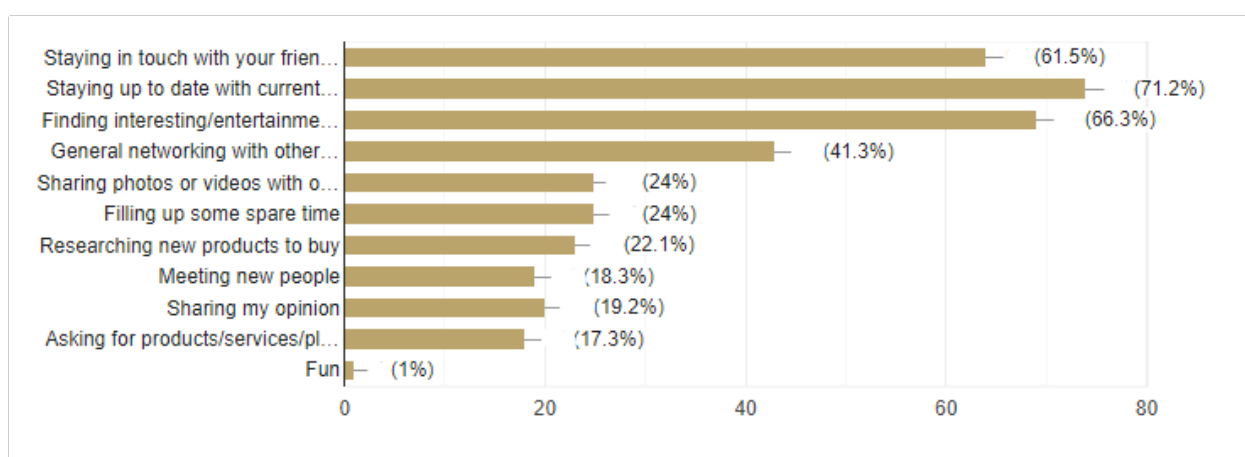


Source: Own Survey, 2021

Keep current events and news about clients or potential customers with material every day up to date – something that cannot be efficiently accomplished with fewer resources.

Another factor is finding interesting/entertaining educational content whether it is through Facebook, LinkedIn, or Twitter. These relationships between a business and a person following or connected to the business online through social media are not defined and are sometimes not genuine, with no intentions of buying anything from the business.

Figure 4.2: Reasons for Using Social Media platforms



Source: Own Survey, 2021

As depicted in Table 4.7, out of the total 306 valid respondents 261 (82.9%) of them have an interest in a brand or a product after watching posts on social media. While 14.3% of the respondents after viewing postings on social media have no brand

interest for a product.

After watching social media postings, 14.3% of respondents have no brand interest in a product, whereas 38% of your respondents are not beer drinkers. Of course, there is a distinction between brand awareness and purchase intent. 192 of the 261 respondents drank beer, but the remaining 69 respondents had a favorable opinion toward the Kidame beer advertisements.

Table 4.7: Interest for brand after watching posts on social media

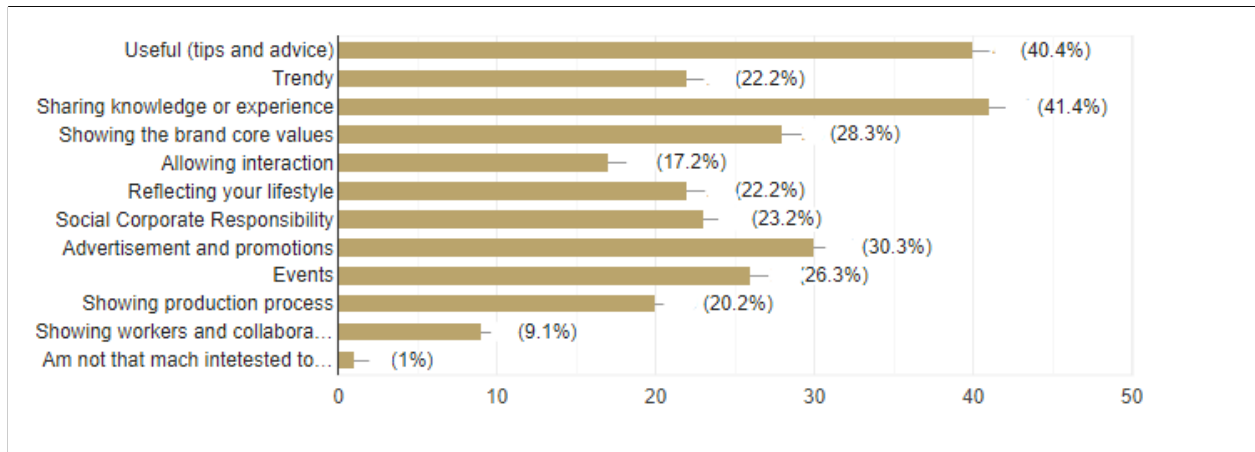
Interest in a product/brand after seeing it on social media posts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	261	82.9	85.3	85.3
	No	45	14.3	14.7	100.0
	Total	306	97.1	100.0	
Missing	System	9	2.9		
Total		315	100.0		

Source: Own Survey, 2021

The publicity that includes useful advice, expertise, or experience sharing, showcasing the essential values of the business, advertising, and promotions, and displaying manufacturing processes may have the capacity to generate customer interest.

Figure 4.3: Kinds of Content or Message style call the attention the most into a brand on Social media



Source: Own Survey, 2021

4.2.2. Descriptive statistics for Online Communities, Sharing of Contents, Credibility, Accessibility, and Interaction.

Table 4.8 Mean score and Standard deviation for Online Communities

Item Statistics	Mean	Std. Deviation	N Valid	N Missing
Likely to buy a product from the ads on social media	3.24	1.208	306	9
Social media helps to remember new products.	3.98	1.072	309	6
Knowing a lot of new products from social media.	3.64	1.224	309	6
Social media can attract more customers to the company's products.	4.17	.978	309	6
Social media is good to be used as a marketing tool for company products.	4.23	1.076	306	9
Feeling confident to use the internet to locate	3.91	1.111	303	12

reliable sources.				
Social media is a good candidate to be recommended for beer usage.	3.56	1.320	306	9

Source: Own Survey, 2021

As you can see above item number 5 ($X=4.23$), 4 ($X=4.17$) and 2 (3.98) has the highest mean out of this particular measurement, which implies a brand name or business Kidame Beer can exploit the social media to form a community related to its products/business. Moreover, some of the characteristics of the Kidame Beer exploit the social media to the community related to its products to the majority of the respondents. The lowest mean was on item 1 ($X=3.24$), 7 ($X=3.56$), and 3 ($X=3.64$) respectively which implies a brand name or business Kidame Beer is not able to exploit the social media to form a community related to its products/business.

Table 4.9 Mean score and Standard deviation for Sharing of Contents

Statistics

		The message of social media advertising is easily understandable.	The extent of the company's social media advertising message is related to customers' particular needs.	The social media advertising of the Kidame Beer is clear and complete.
N	Valid	306	303	285
	Missing	9	12	30
Mean		4.09	3.21	3.40
Std. Deviation		.952	.970	.946

Source: Own Survey, 2021

As stated above item number 1 ($X=4.09$) has the highest mean out of this particular measurement, which suggests that most of the respondents are proud to interchange, spreads, and accepts content in a social media setting, this might mainly

come from the questionnaire which was distributed to the Kidame beer users, considering the beer and respondents are very trustworthy is also high, implying they associate. The lowest mean was on items 2 ($X=3.21$) and 3 ($X=3.40$) which suggests for the participants aren't pleased to buy Kidame beer exchange, promote and receive social media material. Media, as well as published content, is used to influence buyer behavior and stimulate customer relationships leading to customer relationships.

When people click-through to Kidame beer content from multiple places, be it social media, emails, text messages, and more, Google understands that as a strong brand signal, thus increasing the trust in your website.

Table 4.10 Mean score and Standard deviation for Credibility

Item Statistics	Mean	Std. Deviation	N Valid	N Missing
The Social media ad message is credible; it influences customers to remember the product.	3.64	1.027	300	15
When the advertising of Kidame beer is produced by individuals who are credible, it enhances its credibility.	3.61	1.044	297	18
Social media advertisements of Kidame beer are exaggerated.	3.21	1.042	282	33
Since Social media ads are always unrealistic, They cannot consider them as an honest information source.	2.94	1.198	297	18
The information on social media is credible.	3.09	1.042	300	15
The information on social media is accurate	2.98	1.046	297	18

The information on social media is influential	4.08	.925	300	15
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Source: Own Survey, 2021

As stated above item number 7 ($X=4.08$), 1 ($X=3.64$), and 2 ($X=3.61$) has the highest mean out of this particular measurement, which suggests that most of the respondents are confident to experience this brand of beer. The lowest mean was on item 4 ($X=2.94$), 6 ($X=2.98$), and 5 ($X=3.09$) which suggests for an important number of respondents the brand is not associated with honesty, not delivering a message in a clear way to the individuals, founding not credible for what the company say or do, linking emotionally with the target audience.

As stated below item number 7 ($X=3.82$), 2 ($X=3.73$) and 3 ($X=3.57$) has the highest mean out of this specific measurement, which proposes that most of the respondents have access to the beer. Similarly, most of the respondents have respect and admiration for the beer, this is related to the previous image. The third highest mean is Content is brief, concise, and helps certain functionality ($X=3.57$) which indicates most of them like the Content of the brand is concise.

The lowest mean is on items 5 ($X=3.29$), 4 ($X=3.44$), and 6 ($X=3.49$) which suggests the important number of respondents. It makes no sense to use the brand instead of any other brand, even if they are the same, if there is another brand good as Kidame Beer, they do not prefer to use Kidame Beer.

Table 4.11 Mean score and Standard deviation for Accessibility

	The social media advertising of the Kidame Beer is reachable.	Font size is readable and spacing is appropriate	Content is brief, concise and helps certain functionality	Consistency and existence of the back button on every screen	Keyboard buttons are thick enough for fat fingers	Adequately described animation in a text form when possible	Clear language used in icons for easy accessibility
N Valid	288	288	288	288	282	285	291
Missing	27	27	27	27	33	30	24

Mean	3.51	3.73	3.57	3.44	3.29	3.49	3.82
Std. Deviation	1.111	.975	.876	.776	1.008	.858	.932

Source: Own Survey, 2021

Table 4.12 Mean score and Standard deviation for Interaction

	A social media can notify all its followers of specific subject quickly and simultaneously.	Some features of the Kidame beer brand come to mind quickly	Social media marketing of Kidame beer is seen frequently	Social media ad which uses music to transmit the message influence more	Colors used reflect good contrast	Colors used does not affect readability
N Valid	300	276	279	300	297	294
Missing	15	39	36	15	18	21
Mean	3.90	3.30	3.28	3.71	3.81	2.88
Std. Deviation	.987	1.113	1.022	1.145	.983	1.200

Source: Own Survey, 2021

As you can see above item numbers 1 (X=3.90), 5 (X=3.81) and 4 (3.71) have the highest mean out of this particular measurement, which implies that most of the respondents are notified by the Kidame beer for specific subject quickly and simultaneously.

The lowest mean was on items 6 (X=2.88), 3 (X=3.28), and 2 (X=3.30) respectively which implies that most of the respondents were not notified by the Kidame beer for specific subjects quickly and simultaneously.

4.3. Correlation and Regression analysis

4.3.1. Correlation analysis

Table 4.13 Pearson's Correlation Matrix

Correlations

		Online Communities	Sharing of Contents	Credibility	Accessibility	Interaction	Brand Awareness
Online Communities	Pearson Correlation	1	.332**	.447**	.185**	.320**	.258**
	Sig. (2-tailed)		.000	.000	.002	.000	.000
	N	306	303	297	285	297	279
Sharing of Contents	Pearson Correlation	.332**	1	.383**	.236**	.298**	.310**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	303	306	300	288	300	282
Credibility	Pearson Correlation	.447**	.383**	1	.249**	.420**	.343**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	297	300	300	288	300	282
Accessibility	Pearson Correlation	.185**	.236**	.249**	1	.332**	.469**
	Sig. (2-tailed)	.002	.000	.000		.000	.000
	N	285	288	288	288	288	282
Interaction	Pearson Correlation	.320**	.298**	.420**	.332**	1	.281**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	297	300	300	288	300	282
Brand Awareness	Pearson Correlation	.258**	.310**	.343**	.469**	.281**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	279	282	282	282	282	282

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

Source: Own Survey, 2021

Each variable correlates perfectly with itself, as evidenced by the coefficients of +1.00 at the intersection of a particular variables' row and column. According to table 4.13, all the variables are positively correlated with each other. Pearson correlation matrix shows Accessibility have strong associations with Brand Awareness with a value of 0.469.

As per the person's correlation, the value ranges from >0.50 shows variables are strongly correlated. All the correlation results in this study are below 0.50. As a result, Credibility has a strong relationship with a value of 0.343, and sharing of content has strong associations with social media marketing with a value of 0.310. For instance, research shows the impact of Social Media marketing on brand awareness (Misikir,2015) found that Pearson correlation (r) between engagement and brand awareness was statistically significant; $r = 0.629, p < 0.01$. The correlation between E-WOM and brand awareness is also revealed statistically significant; $r = .541, p < 0.01$. The correlation between brand exposure and brand awareness is also presented to be statistically significant; $r(406) = 0.625, p < 0.01$.

4.3.2. Regression analysis

All assumptions like linearity through the scattered plot, model summary, ANOVA, co-linearity were tested before the regression model is applied as the following model specification.

The dependent variable is Brand Awareness (BA) and the five independent variables are Online Communities (OC), Sharing of Contents (SC), Credibility (C), Accessibility(A), and Interaction (I). These variables are used in the multiple linear regression models:

$$BA = \beta_0 + \beta_1 OC + \beta_2 SC + \beta_3 C + \beta_4 A + \beta_5 I + e$$

where e is the error term

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.401 ^a	.160	.151		1.071

a. Predictors: (Constant), Online Communities, Sharing of Contents, Credibility, Accessibility, and Interaction.

b. Dependent Variable: Brand Awareness

For instance, research shows the impact of Social Media marketing on brand awareness (Misikir,2015) uses the output model summary, to present the strength of the relationship between the independent variables of multiple regressions and the dependent variable which is measured by the relation R. Regarding the results of analysis, $R=0.794$ which shows a reasonable positive correlation. The R Square value ($= 0.630$) shows the independent variables explain 63% of the variance in adoption. It means about 63% of the variation in brand awareness can be described by the variation in brand exposure, customer engagement

and E-WOM.

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	60.298	3	20.099	17.515	.000 ^b
	Residual	315.573	275	1.148		
	Total	375.871	278			

a. Dependent Variable: Brand awareness

b. Predictors: (Constant), Online Communities, Sharing of Contents, Credibility, Accessibility, and Interaction.

Table 4.14: Estimated Unstandardized and Standardized Regression Coefficient

Coefficients

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.194	.312		3.823	.000
	Online Communities	.090	.061	.093	1.477	.141
	Sharing of Contents	.233	.075	.192	3.111	.002
	Credibility	.248	.074	.221	3.346	.001
	Accessibility	.438	.062	.401	7.097	.000
	Interaction	-.031	.073	-.026	-.423	.672

a. Dependent Variable: Brand awareness for Kidame beer is influenced by social media advertisements

The objective of the regression in this study is to find such an equation that could be used to find the impact of predictors on the dependent variable. The specified regression equation takes the following form:

$$BA = \beta_0 + \beta_1 OC + \beta_2 SC + \beta_3 C + \beta_4 A + \beta_5 I + e$$

Where

Online Communities = OC

Sharing of Contents = SC

Credibility = C

Accessibility = A

Interaction = I

Therefore, equation comes as

Brand Awareness (BA) = 1.194 + 0.090 (OC) + 0.233 (SC) + 0.248 (C) + 0.438 (A) - 0.031 (I)

The significant levels of Online Communities, Sharing of Contents, Credibility, Accessibility, and Interaction is 0.141, 0.002, 0.001, 0.000, and 0.672 respectively.

4.4. Summary of Hypothesis Test

Hypothesis testing is based on unstandardized coefficients B, standardized coefficients beta and P-value to check whether the hypothesis are rejected or accepted.

As stated by regression model H3, H4, and H5 were supported or accepted with a standardized coefficients beta of .192, .221, and .401 for Sharing of Contents, Credibility, and Accessibility with a significance level p- value of less than 0.05 respectively. However, H1 and H2 were rejected with standardized coefficients beta of .093 and -.026 for Online communities and Interaction, and significance level of P-value greater than 0.05 respectively.

Therefore, the hypothesis testing for H1, H2, H3, H4 and H5 were accepted or rejected depending on the above discussion as shown below.

Table 4.15 Summary of Hypothesis Testing

		Sig. test result	Independent Variable	Dependent Variable	Ho Rejected or Accepted
H1	Online Communities has significant effect on Brand Awareness of the company's products	.141	Online Communities	Brand Awareness	Rejected
H2	Interaction has significant effect Brand Awareness of the company's products	.672	Interaction	Brand Awareness	Rejected
H3	Sharing of Contents has significant effect on Brand Awareness of the	.002	Sharing of Contents	Brand Awareness	Accepted

	company's products				
H4	Accessibility has significant effect on Brand Awareness of the company's products	.000	Accessibility	Brand Awareness	Accepted
H5	Credibility has significant effect on Brand Awareness of the company's products	.001	Credibility	Brand Awareness	Accepted

Source: Own Survey, 2021

The significance level of sharing of contents, accessibility, and credibility are .002, .000, and .001 respectively. This shows that the coefficients of the predictor are statically significant at less than 5% level of significance. However, the significance level of the online communities and interaction are .141 and .672 respectively. This shows that the coefficient of the predictor is statistically not significant.

Then table 4.15 shows that the online communities and interaction have no positive influence and significant relation on brand Awareness for Kidame beer.

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATION

5.1. Conclusion

The analysis starts with the foundation and the motivation for the researcher to perform the investigation on the subject of social media. We noticed that social media graded into a key marketing technique offering businesses the option, unlike mainstream media, such as Radio or Print Channels, to connect with their markets and learn about the demands of client groups, critical sections, and profiles. The impact, however, is that businesses don't control this unregulated environment and so a solid social media plan needs to be adopted that also handles favorable or negative consumers' remarks.

Close to 70 percent of adults in the age group of 26-35 (young adults) and 22,9 percent of adulthood were adolescents (18-25). In terms of gender, the cosmetics sample is more masculine than feminine. Although the remaining 38.1 percent were women, 61.0 percent were men In terms of employing responses, the majority are private (60%) workers followed by public employees 21.9%, self-employed 8.6%, NGO / International Company employees 6.7%, and recruitment 1.0%.

261 (82.9%) of them have an interest in a brand or a product after watching posts on social media. The value ranges between >0.50 and the variable is significantly linked according to the correlation. All the findings of this investigation are less than 0.50. Consequently, credibility has a strong connection to a value of 0.343, and content sharing has significant links to the marketing of social media with a value of 0.310. The significant levels of Online Communities, Sharing of Contents, Credibility, Accessibility, and Interaction is 0.141, 0.002, 0.001, 0.000, and 0.672 respectively. Therefore the entire hypotheses which were set out at the start are validated and all are correct.

According to the research findings, the most popular social media site was Facebook followed by YouTube and LinkedIn. What's up proved to be more popular than Instagram and telegram. This could be an indication of the next social media site to watch for Kidame Beer.

Concerning the studied variables in this study; brand awareness the highest number of respondents has a mean value of 3.00 which means mainly they are neutral; neither they did not think they get brand awareness from the social media marketing activities of the Kidame beer brand nor they think they got. This is an indication that the Kidame beer brand is not exploiting the full potential of social media marketing to help those customers to categorize themselves in either of the two extremes (agreed and disagreed). However, some number of respondents lays on mean value of greater than 3.50 up to 4.50 which is mainly agreed and strongly agreed, thus few people are aware of the brand name Kidame beer with minimum involvement in the social media marketing or with no exposure of the target respondents in social media marketing activities of the brand.

According to the finding brand awareness and Online Communities also has the lowest correlation comparing to the other variables in this study, even though these two variables are significantly correlated each other, the correlation result is 0.258, as stated above this is also a result of the brand's effective absence in the social media world.

Accessibility with the mean of 3.55 and more for the highest number of respondents in this study, leads to the conclusion the brand Kidame beer has mainly a favorable as reachable, readable, admiring peoples who have used in the beer, and choosing the brand even though the other drinks.

Whereas social network websites are increasingly popular and efficient marketing tools, they may both a threat and an opportunity for businesses to swiftly propagate the opinion of unhappy consumers. Social networks and the website offer new and unique options for small and large organizations to communicate with their consumers in real-time like never before. Evidence implies that due to its viral character, the effect of a peer group online social network might potentially impact buying decisions.

Social media cannot operate well by themselves without increasing it with other conventional media channels, such as radio, journalism, or television, yet the efficacy and utilization of the conventional media have been claimed to have declined drastically. In general, a social media plan should be implemented to address the huge issues of social media.

This is an intriguing study. Although not thoroughly investigated, however, a longitudinal reproduction of data is worthwhile to completely evaluate if social networks are useful, as the results of this study show. Data gathered more than one time (longitudinal) and data gathered on one occasion are divided into two categories in social research. It is, therefore, necessary that the performance statistics for sales figures and brand equity are collected for a long period to assess if social media is beneficial compared to the traditional advertising channels like radio and printed.

5.2. Recommendation

As this is a highly significant and new event, additional research to investigate this phenomenon is encouraged. From a corporate point of view, social media have enormous potential and should consider expanding its social media strategy with the resources available to include online surveys and product review blogs, such as writing opinions on blogs would make it possible for the company to start talks that will improve the level people would like to participate kidame Beer should measure its social media marketing metrics, for example, if they want to measure awareness, they would need to monitor growth, likes, subscribers and brand awareness. In terms of competence, commitment, influence, and references would be the item to look upon. The corporation would also be able to co-innovate by engaging people online to request recommendations.

The social media presence of the Kidame beer brand should be consistent since continuously publishing and sharing online will raise brand recognition and generate an audience for key announcements. Kidame beer should designate someone to be in charge of social media marketing operations so that they can do it consistently. This would assist the brand is not just in posting and updating announcements, but also in interacting with potential and present customers, managing unpleasant comments, and conversing with them.

The Kidame beer brand's social media engagement must be handled with care, which entails being engaged with strategy, monitoring actions, and, finally, assessing the effect or contribution that its involvement has made.

When it comes to social media marketing, the Kidame beer brand should endeavor to perform a good job and prevent negative remarks, since a single customer's complaint may do a lot of damage to the brand's reputation.

Make the share content so that users may answer by comments, likes, retweeting, sharing, downloading, and responding to online advertising or commercials that are presented on social media networks.

In addition, the Kidame beer brand should promote all its offerings to attract and attract new clients and, thus, to give specialized personalized services to keep existing clients. The brand is also expected to enhance the feedback and perception of its customers.

The corporation may also make use of social media strength to create additional vertical services, which might immediately add sales value to the organization. The existence of institutions and companies from throughout the world allows the corporation to attract other customers to buy items other than those from beer brands. In general, based on the above conclusion, the research suggests the following recommendations:

- **Provide a platform that encourages User Generated Communication:** Companies need to encourage more User Generated Communication by providing a platform for this engagement to happen.
- **Create Conversations, either Brand Related or Unrelated:** it will be highly beneficial for firms to create engaging content on social media and thereby fuel brand awareness. Getting more likes on the brand page by growing the fan base is key to success in social media marketing. When there are more users on a page, the more the content posted by the brand will be viral on social media.
- **Reach out to Target Audience with Advertisements and Applications:** By using social media advertisement platforms, marketers can target their target

audience based on their interests. Interest is measured from pages liked by each social media user. Marketers can either use their organic post reach to promote their products or they can reach more users by doing paid promotions on social media advertisements platforms.

- **Merging Traditional Marketing with Social Media:** Brands can merge social media marketing with traditional marketing to gain more benefits from social media. Marketers should encourage their consumers to create more User Generated Communication to express their feeling towards the brand.
- **Use User-Generated Content to Inform Future Brand Strategies:** Companies should be aware of the consumer-to-consumer social media brand conversations. This is one good way to know what consumers are saying about your brand. These responses can be used to monitor negative and positive comments for the brand and it will be also helpful in making future brand strategies.
- **Encourage Conversions with a Call to Action:** Brands should always use a call to action to achieve higher results in digital media campaigns. Joining a sweepstake, competing in a contest, signing up for a subscription, or downloading an app are some of the popular calls to action used by digital marketers.

Future Area of Research

This study is regarded as a pioneering effort on social media markets on Kidame ber, and it is tangled with specific constraints that will serve as a basis for research into the future.

- It is possible to undertake the same study but in other socioeconomic contexts
- To assess the impact on brand awareness of the quality of the content messages utilized in social media
- The influence on social media and the different methods in which pay media tools are accessible (posts, side banner, pay per click search optimization, etc)

- Social media marketing's return on investment (cost) against conventional media marketing
- A complete comparative review between the pros and cons of using traditional media and social media
- Compare the effect of using traditional and social media marketing in contrast to isolating them.

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Appendices

QUESTIONNAIRE

ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE

DEPARTMENT OF MARKETING MANAGEMENT

Dear Respondents,

First, I would love to say thank you for your willingness to give your honest and accurate response. I am currently studying marketing management at Addis Ababa University School of Commerce, and conducting my thesis entitled **“The effect of social media marketing on brand awareness: the case of Kidame beer”** as partial fulfillment of the requirements for the completion of my Master’s Degree. These questioners are prepared for the purpose mentioned above.

Finally, I would love to assure you that this questioner will be used for academic purposes only and the information you provide will be kept confidential. Thank you for sharing your opinion on the study, it is highly valuable.

For further clarification and questions please contact me using +251-920-724-965 or dsteam3@gmail.com.

Part 1: General Information

Please answer by putting a tick mark (✓) in the box provided

1 Age

☐ 18 – 25=1 ☐ 26 – 30=2 ☐ 31 – 35=☐ 36 – 40=☐ Above 40=5

2 Gender

☐ Male=1 ☐ Female=2

3 Which category best describes your educational level

☐ Below High School=1 ☐ 1st Degree=4
☐ High School=2 ☐ 2nd Degree and above=5
☐ Diploma=3

4 Which category best describes your marital status

☐ Single=1 ☐ In a relation=2
☐ Married=5 ☐ Divorced=4

5 Which category best describes your occupation

- | | |
|--|--|
| ☐ Business Owner=1 | ☐ NGO / International Company=2 |
| ☐ Government Employee=3 | ☐ Private Company=4 |
| ☐ Pensioner=5 | |

6 What is your monthly income range monthly income (in ETB)

- | | | |
|---|--|--|
| ☐ < 3,000=1 | ☐ 3,001 – 6,000 =2 | ☐ 6,001 – 9,000=3 |
| ☐ 9,001 – 12,000=4 | ☐ 12,001 – 15,000=5 | ☐ > 15,001=6 |

7 Which social media platforms are you currently using?

- | | |
|------------------------------------|----------------------------------|
| Facebook ☐ | Youtube ☐ |
| Instagram ☐ | Twitter ☐ |
| WhatsApp ☐ | Other: ☐ |
| LinkedIn ☐ | |

8 What are your reasons for using social media platforms?

- ☐ Staying in touch with your friends and family
- ☐ Staying up to date with current events and news
- ☐ Finding interesting/entertainment ent/educational content
- ☐ General networking with other people
- ☐ Sharing photos or videos with others

- ☐ Filling up some spare time
- ☐ Researching new products to buy
- ☐ Meeting new people
- ☐ Sharing my opinion
- ☐ Asking for products/services/places recommendations
- ☐ Other:

9 Have you ever been interested in a product/brand after seeing it on social media posts or reviews?

Yes ☐

No ☐

10 Do you follow Kidame beer on social media?

Yes ☐

No ☐

11 What type of content posted by Kidame beer appeals to you the most? (Select one or more options)

- ☐ Videos
- ☐ Photos
- ☐ Customer/fan/followers reviews
- ☐ Written content / Storytelling (blog posts)
- ☐ Infographics
- ☐ Podcasts
- ☐ Other

12 What kind of content or message style would call your attention the most to a brand on Social media?

- ☐ Useful (tips and advice)
- ☐ Trendy
- ☐ Sharing knowledge or experience
- ☐ Showing the brand core values
- ☐ Allowing interaction
- ☐ Reflecting your lifestyle
- ☐ What does the brand do?
- ☐ Social Corporate Responsibility
- ☐ Advertisement and promotions
- ☐ Events
- ☐ Showing production process
- ☐ Showing workers and collaborators
- ☐ Other:

Part 2: Brand awareness and social media

Please state your level of agreement or disagreement by ticking the (X) mark in each box for each given statement.

	Online Communities	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	I like to buy a product from the ads on social media.					
<u>2</u>	Social media helps me to remember new products.					
<u>3</u>	I know a lot of new products from social media.					
<u>4</u>	Social media can attract more customers to the company's products.					
<u>5</u>	Social media is good to be used as a marketing tool for company products.					
<u>6</u>	I feel confident in my ability to use the internet to locate reliable sources.					
<u>7</u>	Social media is a good candidate to be recommended for beer usage.					

	Sharing of Contents	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
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1	The message of social media advertising is easily understandable.					
2	The extent of the company's social media advertising message is related to my particular need.					
3	The social media advertising of the Kidame Beer is clear and complete.					

	Credibility	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	The Social media ads message is credible, it influences me to remember the product.					
2	When the advertising of Kidame beer is produced by individuals who are credible, it enhances its credibility.					
3	I believe that Social media advertisements of Kidame beer are exaggerated.					
4	Since Social media ads are always unrealistic, I cannot consider them as an honest information source.					
5	I think that the information on social media is credible.					
6	I think that the information on social media is accurate					
7	I think that the information on social media is influential					

	Accessibility	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
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<u>1</u>	The social media advertising of the Kidame Beer is reachable.					
<u>2</u>	Font size is readable and spacing is appropriate					
<u>3</u>	Content is brief, concise and helps certain functionality					
<u>4</u>	Consistency and existence of the back button on every screen					
<u>5</u>	Keyboard buttons are thick enough for fat fingers					
<u>6</u>	Adequately described animation in a text form when possible					
<u>7</u>	Clear language used in icons for easy accessibility					

	Interaction	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
<u>1</u>	A social media can notify all its followers of specific subject quickly and simultaneously.					
<u>2</u>	Some features of the Kidame beer brand come to my mind quickly					
<u>3</u>	Social media marketing of Kidame beer is seen frequently					
<u>4</u>	Social media ad which uses music to transmit the message influence me more					
<u>5</u>	Colors used reflect good contrast					
<u>6</u>	Colors used does not affect readability					

	Brand Awareness	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	My brand awareness for Kidame beer is influenced by social media advertisements					
<u>2</u>	My brand awareness for Kidame beer is influenced by its interaction					
<u>3</u>	My brand awareness for Kidame beer is influenced by my prior information or knowledge about the beer					
<u>4</u>	My brand awareness for Kidame beer is influenced by what I heard from people about the beer					
<u>5</u>	My brand awareness for Kidame beer is influenced by the quality of the beer					