



COLLEGE OF BUSINESS & ECONOMICS SCHOOL OF COMMERCE

The effect of Content Marketing Strategy on Brand Awareness: Evidence from the soft drink brands

**A Thesis Submitted to the School of Commerce Departments of Marketing
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The effect of Content Marketing Strategy on Brand Awareness: Evidence from the soft drink brands

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Declaration

I, Kirubel Tarekegn, now declare that the thesis, "The Effect of Content Marketing Strategy on Brand Awareness: Evidence from the soft drink brands," is an original work of hers. I further declare that this paper has never before been submitted for consideration for a master's or degree program.

Kirubel Tarekegn

CERTIFICATION

This is to certify that the thesis prepared by Kirubel Tarekegn, entitled “The Effect of Content Marketing Strategies on brand awareness evidence from soft drink brands’ in Addis Ababa, Ethiopia” and submitted in partial fulfillment of the requirements for the degree of Master of Arts in Marketing Management complies with the regulations of the University and meets the accepted standards concerning originality and quality.

Approved by:

Advisor: Mesfin Workineh (Ph.D.)

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Abstract

This study examines the effect of various types of content marketing strategies on the brand awareness of soft drink brands' in Addis Ababa, Ethiopia. The primary focus is on the two types of content marketing strategies: content production and content promotion. Utilizing a multiple regression analysis approach, the research investigates how these advertising strategies influence brand awareness. Data were collected through structured questionnaires distributed to smartphone users, achieving 87% (335 respondents) from 384 participants. The findings reveal that all two types of content marketing strategies significantly and positively impact brand awareness, with content promotion showing the highest influence, followed by content production. The regression analysis indicates that 41.5 % of the variance in brand awareness can be explained by these content marketing strategies, confirming their substantial impact. Diagnostic tests, including linearity, independence, homoscedasticity, and normality tests, were conducted to ensure the robustness of the regression model. The results validate the model's assumptions, demonstrating that a linear regression appropriately models the relationships between the independent and dependent variables. The study concludes that a diversified content marketing strategy is crucial for effectively influencing brand awareness. Soft drink brands' should prioritize content promotion while maintaining investments in content production to maximize their marketing impact. Recommendations for future research include exploring the impact of emerging digital advertising platforms and the long-term effects of sustained advertising campaigns. This research provides valuable insights for marketers and business leaders on optimizing content marketing strategy investments to drive sales, contributing to the broader understanding of content marketing strategies' role in brand awareness.

Keywords: Brand awareness, content production, and content promotion

Table of Contents

DECLARATION.....3

CERTIFICATION.....4

ACKNOWLEDGEMENT.....5

ABSTRACT.....6

INTRODUCTION 10

1.1. Background of the Study 10

1.2. Statement of the Problem 11

1.3. Research Questions 11

1.3.1. Main Research Question 11

1.3.2. Sub-research Questions 11

1.4. Objectives of the Study 12

1.4.1. General Objective 12

1.4.2. Specific Objectives 12

1.5. Significance of the Study 12

1.6. Scope of the Study 12

1.7. Limitation 13

1.8. Organization of the Study 13

1.9. Definition of Terms..... 14

REVIEW OF RELATED LITERATURE 16

2.1. Theoretical Review 16

2.1.1. Content Marketing 16

2.1.2. Content Marketing Theories:..... 17

2.1.3. Content Production 19

2.1.4. Content Promotion..... 19

2.1.5. Brand Awareness.....20

2.2. Empirical Review 22

2.3. Conceptual Framework.....	24
RESEARCH METHODOLOGY	25
3.1. Research Approach.....	25
3.2. Research Design.....	26
3.3. Data Types and Data Sources	26
3.4. Population of the Study	27
3.4.1. Sampling Procedure.....	27
3.4.2. Sample size	27
3.4.3. Sampling Technique.....	28
3.4.4. Data Gathering Instruments/variables and measures.....	28
3.5. Data Analysis Technique.....	29
3.6. Reliability and Validity.....	29
3.6.1. Validity.....	29
3.6.2. Reliability.....	30
3.7. Ethical Consideration.....	31
Chapter Four: Data Presentation and Analysis.....	32
4.1. Introduction.....	32
4.2 Response Rate	32
4.3 Descriptive Analysis	32
4.3.1 Description of Respondents Profile	33
4.3.1.1 Age of the Respondents.....	33
4.3.1.2 Gender of the Respondents.....	33
4.3.1.3 Education level of the respondents.....	34
4.3.1.4 Income level of the respondents	34
4.3.1.5 Social media time usage of the respondents	35
4.3.1.6 Most frequently used social media platform of the respondents.....	35
4.3.1.7 Soft Drink Brand Usage of Respondents	36

4.3.1.8. Most seen promotional activities of soft drink brands	37
4.3.1.9. Names come to mind when you think about soft drink brands	38
4.4. Evaluation of content marketing strategy on brand awareness for soft drink brands.....	39
4.4.1. Evaluation of Content Production	39
4.4.2. Evaluation of Content Promotion.....	41
4.4.3. Evaluation of Brand Awareness	43
4.5. Descriptive statistics for all variables	46
4.6. Testing Assumptions of Classical Linear Regression Model (CLRM).....	46
4.6.1. Linearity test	46
4.6.2. Normality	48
4.6.3. Homoscedasticity	49
4.6.4. Multicollinearity	50
4.7. Correlation.....	51
4.8. Regression Analysis	52
4.9. Hypotheses testing.....	56
Chapter Five: Summary, Conclusion, and Recommendation	58
5.1 Introduction.....	58
5.2 Summary of Findings	58
5.4. Conclusions	60
5.5. Recommendation.....	60
5.5 Further Area of Investigation.....	61
References	62
Appendixes	64

CHAPTER 1

INTRODUCTION

1.1. Background of the Study

Mandloys Digital Agency (2013) defines content marketing as the creation of meaningful, interesting, and fascinating content that is constantly delivered to maintain or change consumer behavior. A crucial marketing tactic that aids companies in attracting new customers, retaining existing ones, and building a strong brand is content marketing. Many venues, such as blogs, social media, email marketing, videos, podcasts, and more, can be used to do this. A well-thought-out plan and a commitment to consistently provide the target audience with pertinent information are essential for successful content marketing.

As a relatively new and evolving field, content marketing is known by several names, including branded content marketing, digital content marketing, and social media content marketing (Ahmad et al., 2017; Holliman & Rowley, 2014; Lou & Xie, 2021). Scholars and practitioners have differing definitions and perspectives regarding what constitutes successful content marketing practices.

For companies in a variety of industries, content marketing has become an essential part of their marketing plans. Good content marketing techniques are essential for raising brand awareness and encouraging customer interaction in the beverage sector, where there is intense rivalry and ever-changing consumer tastes. The purpose of this background study is to give a general overview of the elements influencing brand awareness and the importance of content marketing strategy in the beverage industry.

Brand awareness refers to the level of customer familiarity, acceptance, and recall of a brand in any circumstance (Percy and Rossiter, 1992; Perreault et al., 2013: 199). "The ability of a potential buyer to recognize or recall that a brand is a member of a certain product category" is what Aaker (1991:61) defines as brand awareness. According to Keller (2009), brand awareness refers to the track or crowd power in consumers' memories that reflects their capacity to recall or identify a brand under various

circumstances. Consumers who are aware of a brand are less likely to spend time and money looking for the goods they want to purchase (Verbeke et al., 2005: 7).

With consumers increasingly seeking information and entertainment online, soft drink brands leverage content marketing strategies to connect with their target audience, build brand awareness and loyalty, and drive sales. In the soft drink industry, brand awareness is influenced by various content marketing strategy factors. This includes content production, and content promotion (Clemens Koob, 2021)

1.2. Statement of the Problem

Content marketing has become the industry norm. It is more effective than traditional marketing. Content marketing changes marketing away from persuasive advertising and selling strategies and toward providing knowledge that adds value to the consumer. This knowledge may be engaging, useful, educational, problem-solving, or amusing, but the consumer must profit from it (Chordras 2018, Metrick 2018).

The soft drink brands are highly competitive, with numerous brands vying for consumer attention and loyalty. In this dynamic landscape, understanding the impact of content marketing on brand awareness is crucial for soft drink brands seeking to differentiate themselves and gain market share. Despite the growing popularity of content marketing initiatives, there remains a lack of comprehensive evidence on how these strategies influence brand awareness within soft drink brands. This study addresses this gap by investigating the relationship between content marketing strategies and brand awareness levels in soft drink brands, providing valuable insights for marketers and industry practitioners.

1.3. Research Questions

1.3.1. Main Research Question

- How does content marketing strategy affect brand awareness within the soft drink brands?

1.3.2. Sub-research Questions

- To what extent does content production influence brand awareness in soft drink brands?

- To what extent does content promotion have on brand awareness in soft drink brands?

1.4. Objectives of the Study

1.4.1. General Objective

- To examine how content marketing strategies affect brand awareness within the beverage industry.

1.4.2. Specific Objectives

- To examine the influence of content production on brand awareness in soft drink brands.
- To investigate the impact of content promotion on brand awareness in soft drink brands.

1.5. Significance of the Study

The significance of the research stems from its ability to further knowledge in the field of content marketing, especially concerning the soft drink industry. The study intends to offer useful insights for soft drink firms looking to improve their content marketing efforts and fortify their brand presence by examining the impact of content marketing strategy on brand awareness. The research's conclusions can help companies make more strategic decisions, use resources more wisely, and create content marketing plans that are more suited to the interests and demands of their target market. Furthermore, by expanding the corpus of literature on brand awareness and content marketing, the study advances academic understanding and makes room for more investigation and study in this field.

1.6. Scope of the Study

The scope of this research includes a review of the content marketing strategies used by soft drink manufacturers and how they affect brand awareness in the market. The research specifically focuses on many aspects of content marketing, such as content promotion, and content production. The study employs a quantitative methodology to examine the association between brand awareness and content marketing strategy by analyzing survey data from people who use social media platforms and own

smartphones. Although the study is restricted to the soft drink business, its conclusions might apply more broadly to other sectors and companies that use content marketing in their marketing plans.

1.7. Limitation

The study employs questionnaires to collect self-reported data, which can be interpreted and biased by respondents. The study uses a cross-sectional approach, gathering information all at once. The capacity to demonstrate long-term causal links between brand awareness and content marketing strategy is restricted by this architecture. Lastly, a quantitative technique is used in the investigation. As a result, the study lacks rich qualitative data that would complement and clarify the quantitative findings.

1.8. Organization of the Study

The organization of the study for the effect of content marketing strategies on brand awareness: evidence from the soft drink brands' can be structured in the following manner:

- **Chapter 1:** This first chapter includes an introduction that describes the study's background, problem statement, research questions, and objectives. It also elaborates on the study's significance and discusses the study's scope, limitations, definition of terms, and organizational structure.
- **Chapter 2:** This chapter provides various theoretical and empirical concepts along with a detailed appraisal of linked articles to the topic. The hypothesis formed from the current theories and the resultant conceptual framework is presented as this chapter draws to a close.
- **Chapter 3:** This study's third chapter discusses the study's methodology. It includes a thorough discussion of the population sample size and data-gathering methods in addition to the research approach and design. The final section of this chapter discusses the ethical issues surrounding the data collection from respondents.

- **Chapter 4:** The findings of this investigation are detailed in this chapter, as they would be in any research paper. This chapter discusses the various statistical findings and provides a thorough explanation of the data, along with many tables and pie charts that illustrate the link between the various factors under investigation.
- **Chapter 5:** This study's last chapter presents the researcher's conclusion, which is based on the analysis and conclusions from Chapter 4's findings. It also includes a list of the researcher's recommendations for filling up any gaps in the interpretations of chapter four.

With each section contributing to the development of an organized story to analyze the impact of content marketing strategy and brand awareness evidence from soft drink brands', this organizational structure guarantees a logical flow of information, beginning with the introduction and literature review, followed by the research methodology and findings, recommendations, and a thorough conclusion.

1.9. Definition of Terms

- **Content marketing:** is the creation of content that is relevant, compelling, entertaining, and valuable and this content must be consistently provided to maintain or change the behavior of customers. (Mandloys Digital Agency,2013)
- **Brand awareness:** is Customers' ability to recall and recognize the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory" (Keller, 2013).
- **Social media platform:** Social media platforms are online tools or apps that let you share content (such as text, images, and videos) and interact with other users. (Kelly Lyons, 2023)
- **Beverage Industry:** The beverage industry (the drink industry) manufactures drinks and ready-to-drink products. Examples are bottled water, soft drinks, energy drinks, milk products, coffee and tea-based products, nutritional beverages, and alcohol. The beverage industry consists of two major categories. The alcoholic beverage industry includes distilled spirits, (sparkling) wine, cider, and brewing. The non-alcoholic beverage industry is comprised of soft drink (or

soft beverage industry) or syrup manufacture; soft drink and water bottling and canning), fruit juices bottling, canning, and boxing, the coffee industry, and the tea industry. (Fluid handling)

- **Content marketing strategies:** Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell. (Mailchimp)
- **Content Production:** refers to environments in which high-quality content can be created. Uses-and-gratifications-theory supports the idea that people seek out media that satisfy their needs and lead to gratification. From this perspective, consumers may select content for functional (e.g. learning about brands, self-education), hedonic (e.g. entertainment, diversion, relaxation), or authenticity motives (e.g. identity construction, self-assurance). (Clemens Koob, 2021)
- **Content Promotion:** refers to any paid measures an organization takes to draw attention to its content or to stimulate interest in or usage of its content, typically with the help of or on third-party platforms, to optimize content reach. Instruments include, amongst others, influencer marketing, social media and search engine advertising, or classic public relations. (Clemens Koob, 2021)

CHAPTER 2

REVIEW OF RELATED LITERATURE

Introduction

This chapter was focused on the concepts related to the aim of the study and issues. Generally, the chapter includes a theoretical review, empirical review (summarize the study empirically), conceptual framework, and hypothesis of the study.

2.1. Theoretical Review

According to this study, this chapter summarizes all relevant theoretical reviews to discuss the concepts to define the objectives of the study that seem to be clear.

2.1.1. Content Marketing

The use of content marketing has become essential for companies looking to increase sales, engage clients, and establish their brands. It includes everything from producing high-quality content to promoting it through a variety of media. With an emphasis on content creation and promotion, this paper explores the theoretical underpinnings and empirical results of content marketing techniques.

Story marketing is another name for content marketing (Sullivan 2013). Educating and persuading people to alter their opinions or recognize brands more readily are key components of effective content marketing. Improved content has the power to influence people to buy products or services, win them over as devoted clients, and even motivate them to tell others about it. By distributing high-quality content to a target audience, content marketing also functions as a method for establishing and preserving relationships. By providing clients with value, it enhances the purchasing process (Odden, 2013). Content marketing turns marketers into publishers as marketing techniques advance.

Over the past ten years, content marketing has emerged as the most used word in the marketing industry (Cespedes & Huddleston, 2018). Though not a novel idea, it has

existed for as long as marketing itself; nonetheless, it was first included in general advertising rather than recognized as a distinct concept. Although it was first used in the late 1990s, the term "content marketing" didn't become well-known until 2008 or 2009. (i-Scoop 2018). According to Cespedes and Heddleston (2018), it is still evolving. Content marketing is vital when joining an existing social media community to become a member, rather than a firm attempting to make itself important (Metrick 2018). It is critical to establish credibility and trust with the target market, which occurs when customers believe the marketer's contributions are genuine and trustworthy (i-Scoop 2018, Ruffolo 2017).

Giving customers value through content marketing requires being relevant to them. Customer value may be raised by sharing information, which may or may not be about the business or its products. Content should be broadly related to your brand, company, or sector (Chordas 2018), but you should only include company or product information where it makes sense for the customer. The goal is to involve customers, yet selling attempts don't involve customers. Businesses employ a range of tactics to provide consumers with pertinent and captivating content, such as entertaining information, advice, comedy, problem-solving techniques, films, and narratives (Content Marketing Institute 2018, Forrest & Piper 2018, Liu et al. 2018, Ruffolo 2017).

The effectiveness of traditional marketing has decreased with the rise of social media and other technologies. Businesses are using content marketing mostly because it results in higher revenue, lower expenses, and a more devoted customer base (Content Marketing Institute 2017, Metrick 2018.) Using content marketing has a fantastic return on investment (Ruffolo, 2017). According to Patel (2016) and the Content Marketing Institute (2016), content marketing is outperforming traditional marketing thanks to its added customer value proposition. According to i-SCOOP 2018, there are no marketing objectives that content marketing cannot help with.

2.1.2. Content Marketing Theories:

Mandloys Digital Agency (2013) defines content marketing as the process of creating and disseminating timely, interesting, engaging, and valuable content that is constantly provided to customers to maintain or change their behavior. One crucial marketing tactic that helps companies build a strong brand, acquire new clients, and keep existing ones is content marketing."

Content marketing, according to Pulizzi (2012), is the skill of interacting with clients and prospects without making a sale. It's interruption-free marketing that provides insightful data to increase consumer intelligence. It involve the planning, creation, distribution, and promotion of content to attract and retain a clearly defined audience.

Content marketing objectives are an essential component of a content strategy, which is defined by Bloomstein (2012, p. 101) as "the practice of planning for the creation, delivery, and governance of useful, usable content." Rose and Pullizzi (2011) outlined the following objectives for a content marketing plan for any business utilizing this strategy: brand awareness or reinforcement, Lead generation and nurturing, customer acquisition, customer support, upselling, and fervent subscribers.

According to Nathan (2012), viral information is an incredibly powerful tool for broadening one's subjective perspective on past experiences. According to his idea, viral content spreads because it "represents or uncovers something pleasurable that we could never have conceived with our own minds." Berger and Milkman's (2012) scientific study on virality, which is covered later in this work, provides evidence in support of this claim. According to this agency, the goal of content marketing is to inform customers by giving them useful information. Subsequently, the material will foster brand loyalty, leading to further purchases. They add that direct selling is not typically a part of this relatively new marketing strategy. Rather, the audience is urged to buy from the aforementioned company whenever they're ready.

The Content Inc. Model of Joe Pulizzi, The Content Inc. approach was put forth by Joe Pulizzi, the creator of CMI, who stressed the need to create excellent content first in order to cultivate an audience before creating and releasing goods or services. The three main focuses of the approach are content development, audience growth, and revenue.

Various authors (Järvinen and Taiminen, 2016; Escobar, 2016; Halligan and Shah, 2010; Pulizzi, 2013) approached content marketing and discussed the dimensions or tactics that can be incorporated into a content marketing strategy. There are various forms of content, from the basic ones, such as video, image, and text, to the more specific ones.

According to Sobal (2017), Kolowich (2016), and McGill (2017), the most popular content marketing types and strategies include blog posts, images, videos, podcasts, and user-generated material in photography. Organizations can select from a range of forms and

strategies for an effective content marketing plan in any online environment. Nonetheless, these strategies must take into account the goals of the company as well as the demands of the intended audiences.

2.1.3. Content Production

Content Production in content marketing encompasses the creation, development, and curation of various types of content. This process is essential for translating strategic ideas into tangible materials that can be distributed and promoted to engage and inform the target audience effectively.

According to Pulizzi and Barrett (2009), Content production begins with strategic planning, which focuses on determining the kinds of content that would best convey the brand message and satisfy the demands of the audience. It entails coming up with content concepts that complement the objectives of the brand and the demands of the target market. It includes organizing editorial calendars, conducting brainstorming sessions, and identifying market trends and client pain areas.

According to Rowley (2008), content production involves choosing, arranging, and showcasing material in a way that benefits the viewer and complements the brand's content strategy.

Content quality is critical, as highlighted by Halvorson (2010), who emphasizes the importance of producing clear, consistent, and user-centered content that aligns with business goals and audience needs. Ensuring that the content produced is of high quality and optimized for both the audience and search engines.

Handley and Chapman (2012) stress the importance of diversifying content formats to reach and engage different segments of the audience more effectively. Producing content in various formats such as blogs, videos, infographics, podcasts, and social media posts. Different formats cater to different audience preferences and consumption habits.

2.1.4. Content Promotion

Content Promotion refers to the various tactics and methods used to increase the visibility and reach of content after it has been created and published. This stage is

critical in content marketing as it ensures that the produced content reaches the intended audience, thereby enhancing its potential to drive engagement, conversions, and brand awareness.

Handley and Chapman (2012) emphasize the value of social media as an effective means of content promotion that gives businesses access to a broad range of consumers. This entails advertising content on social media sites like LinkedIn, Facebook, Instagram, and Twitter. It can involve both sponsored social media advertising and naturally occurring posting.

According to Chaffey and Ellis-Chadwick (2019), Email marketing is an affordable way to promote content and increase engagement and conversion rates. Sending content to subscribers through newsletters or specialized email campaigns is known as email marketing. Reaching and interacting with a group of people who have previously shown interest in the brand is a successful strategy.

According to Brown and Fiorella (2013), influencers can be extremely important in promoting information because of their authority and trust in their communities. Influencer marketing is collaborating with content producers or influencers who have a sizable fan base to increase the material's exposure.

According to De Pelsmacker, Geuens, and Van den Bergh (2018), paid advertising is necessary to connect with new and larger audiences and to drive traffic and engagement right away. To promote content and increase visitors, this involves employing paid channels like PPC (Pay-Per-Click) campaigns, display adverts, and sponsored content.

2.1.5. Brand Awareness

According to Aaker (1991:61), brand awareness is “the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category”. Customers are expected to select the brand about which they are knowledgeable in this regard. There are four stages of brand awareness, according to Aaker (1996: 10–16): dominating, top of the mind, recall, and recognition. Brand recognition is associated with the brand familiarity of the consumer while brand recall is the thinking of the brand at first when a range of products is introduced (Farjam and Hongyi, 2015). Being a brand that comes to mind at first refers to becoming the most aware of the brand in the product category.

The level of brand dominance refers to the level at which the brand replaces the product category (Aaker, 1996: 15).

According to Farjam and Hongyi (2015), brand recall refers to the initial perception of the brand when a new range of products is presented, whereas brand recognition is linked to consumer brand familiarity. Being the most well-known brand in a product category is referred to as being a brand that immediately springs to mind. The degree to which a brand supplants a product category is known as its level of dominance (Aaker, 1996: 15)

According to Keller, brand awareness is a component of brand knowledge (1993). It happens when customers are aware of a specific brand, whether consciously or unconsciously (Valkenburg & Buijzen, 2005). According to Keller (1993), brand memory refers to a consumer's capacity to recall a brand when presented with a product category, whereas brand recognition refers to a consumer's capacity to distinguish between brands when presented with a name as a cue. The most important resource for a firm operating a business is its brand. The capacity of consumers to identify and recall a brand due to a distinctive feature of the brand's identity is known as brand awareness (Ashraf et al., 2021).

Brand awareness is the first step in positioning a brand in the market (Alamsyah et al., 2002). According to Keller in Juliana & Sihombing (2019, 22), brand awareness is a person's ability to identify and remember the brand of a particular product category. According to Aaker (2018, 90), brand awareness is the ability of customers or potential customers to recognize or recall that a brand is a component of a particular product. Thus, brand awareness is the ability or capability of consumers to recognize or recall that a brand is one of the options available to them for purchasing goods in a particular category. However, according to Durianto (2017, 54), brand awareness is the ability of consumers to recognize or recall a brand as part of a specific product category. Consumers are likelier to like or buy familiar brands because they feel safe with them. Brand awareness is the key to becoming known.

According to Keller (2013), brand awareness can also be described as "the capacity of consumers to remember and identify the brand in various contexts and to associate the brand's name, logo, symbol, and other elements with specific mental associations" (p. 108). The brand awareness pyramid, as described by Aaker (1991), is ordered in increasing strength among brand recognition, brand recall, and top of mind. According

to Aaker (1991), "the minimal level of brand awareness" is represented by the lowest level of the pyramid, "brand recognition."

In this instance, customers will be asked if they have ever heard of the brands before and will be shown a variety of brand names within a product category. "Brand recall" is the next level up the brand awareness pyramid. When consumers are given a product category and asked to name products that come to mind, it is a stronger indicator of brand awareness. The "top-of-mind awareness" is the final level of the pyramid. In a brand recall test, this refers to the first brand that a consumer mentions (Aaker, 1991).

2.2. Empirical Review

According to a study by Pertiwi and Gusfa (2018), content marketing is an endeavor to develop content marketing to influence client purchasing decisions in addition to being a straight product or service marketing strategy. An examination using a basic linear regression test demonstrates the connection between social media content marketing and customer brand awareness, elucidating how Bakpia Masaji's content marketing on Instagram impacts brand awareness. The four dimensions are relevancy of the content, contactability, information quality, and content quality. Getting pertinent information has been seen as a major motivator for using social media (Munar & Jacobsen, 2014; Helal et al., 2018). It is therefore strongly advised that pertinent marketing content be offered to live up to client expectations. According to Helal et al. (2018), sharing essential business information increases customer brand perception.

A study by Holliman and Rowley (2014) found that well-crafted content marketing strategies significantly boost brand awareness. Brands that consistently produce and promote valuable content are more likely to be recognized and remembered by consumers.

A study by Baltes (2015) found that visual content, such as videos and infographics, tends to be more engaging than text-based content. Video content, in particular, has been shown to significantly increase user engagement and retention.

Rose and Pulizzi (2011) assert that careful preparation and alignment with overarching corporate objectives are essential to the success of content production. Content produced by brands using an organized approach to content generation is typically more successful and consistent.

According to Smith (2018), a study looked at the connection between beverage customers' brand recognition and the quality of their content. High-quality content is characterized by relevance, creativity, and authenticity; the study found that these factors positively impacted brand recall and awareness.

Jones and Lee (2019) carried out a content study on social media posts from beverage businesses to evaluate how well various content formats worked to increase brand visibility. It was noted that visually appealing information, such as photos and videos, increased consumer brand awareness and attracted higher engagement levels.

Chen (2020) conducted a study in which the content strategies of top beverage firms were examined over five years. They found a favorable relationship between a steady rise in brand recognition and persistent content production, underscoring the significance of ongoing content creation initiatives in preserving brand relevance and exposure.

Kumar and Patel (2017) reported that they polled drinkers to find out how they felt about the various content promotion strategies employed by beverage companies. The study discovered that influencer endorsements, sponsored content placements, and targeted advertising efforts were successful in raising consumer brand recall and awareness.

Smith and Brown (2018) conducted a series of experiments to evaluate the impact of content promotion on brand visibility in the beverage industry. They found that strategically timed promotions, such as seasonal campaigns and product launches, significantly increased brand awareness and engagement levels among target audiences.

Lee (2018) claims to have carried out a comparative study of how beverage brands distribute their content on social media channels. According to the survey, younger demographics were particularly well-reached and engaged by platforms like YouTube and Instagram, which are renowned for their visual appeal and storytelling powers. This helped to raise brand awareness within this particular market.

According to a 2015 study by Ashley and Tuten, social media is an effective method for promoting content. Brands with an active social media presence typically see increased audience engagement and content reach.

De Veirman, Cauberghe, and Hudders (2017) found that collaborations with influencers can greatly increase the reach of material. Strong followings of influencers can help to increase brand reputation and spread the word about content to a wider audience.

Researchers examined the traditional and digital content distribution tactics of a top beverage firm in a case study by Johnson and White (2021). They noted how consumers' preferences and habits were gradually shifting towards digital platforms, and they emphasized how crucial it is to modify distribution techniques to keep up with the changing landscape of media consumption.

2.3. Conceptual Framework

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

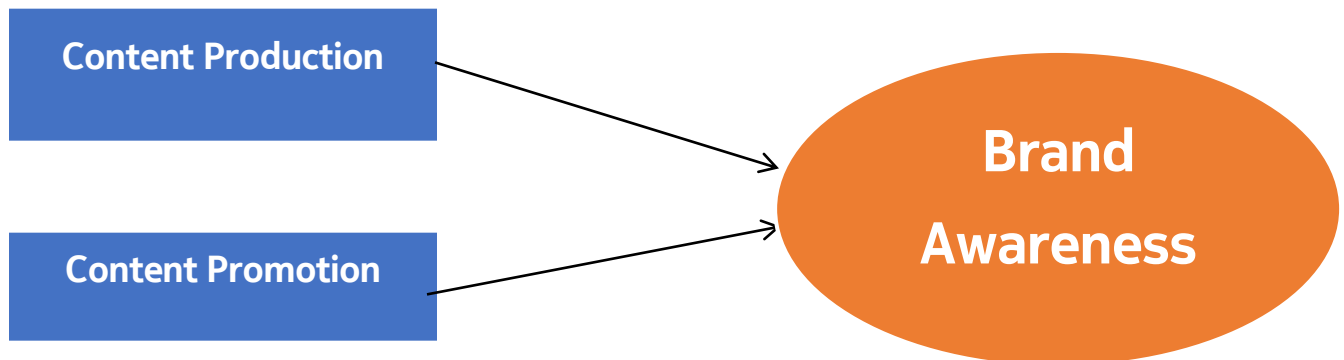


Figure 2.3. Conceptual Framework “The Effect of Content Marketing Strategy on Brand Awareness”

Source: Clemens Koob’s Determinants of Content Marketing Effectiveness (2021)

Hypothesis 1: Content Production has a positive and significant effect on brand Awareness.

Hypothesis 2: Content Promotion has a positive and significant effect on brand Awareness.

CHAPTER 3

RESEARCH METHODOLOGY

Introduction

This chapter focuses on the research methodology and justifies the reason why certain methods were chosen by the researcher over others. It discusses the research approach, sampling design, and research method adopted in collecting data.

3.1. Research Approach

According to Saunders, Lewis, and Thornhill (2007), deductive and inductive research methods can be applied. An inductive technique enables the researcher to construct a hypothesis that is sufficiently anchored in the obtained evidence. The deductive technique is based on existing theories that are utilized to analyze obtained facts. The purpose of theory testing is not only to test a theory, but also to modify, enhance, and maybe extend it (Bhattacharjee 2012). In this study, we will apply existing theories to evaluate acquired data and develop conclusions, hence a deductive method will be employed.

There are three kinds of research approaches. The first is qualitative research, which includes studies that do not seek to quantify their findings using statistical summary or analysis. In some ways, it attempts to characterize numerous elements of behavior and other characteristics investigated in the social sciences and humanities. Data in qualitative research are frequently presented as descriptions rather than numerical values. The other is quantitative research, which is concerned with the systematic and scientific study of quantitative qualities and occurrences, as well as their correlations. The goal of quantitative research is to create and apply mathematical models, theories, and hypotheses related to natural events. The measuring procedure is crucial to quantitative research because it connects empirical observation to the mathematical description of a characteristic (Abiy et al., 2009). The third method is mixed, combining qualitative and quantitative approaches.

Quantitative methods are used in the investigation. This is because the online survey was used to administer the questionnaire to the chosen sample of respondents as part of the study purpose. Gathering data on respondents' opinions of content marketing strategies, brand awareness, and demographics was the main goal.

3.2. Research Design

There are six types of research designs: descriptive, causal, explanatory, exploratory, predictive, evaluative, and historical. This study uses a descriptive research approach. Based on the research methodology described above, this study employs a descriptive research design.

Descriptive research is collecting data about occurrences and then organizing, tabulating, depicting, and describing the data (AECT, 2001). Descriptive is the result of a creative investigation to arrange and confirm facts so that they may be explained. Many research projects are involved with characterizing natural or human phenomena, such as their shape, structure, activity, changes over time, interactions with other phenomena, and so on. The description frequently reveals information that would not have been recognized or discovered otherwise (Association for Educational Communications and Technology (AECT), 2001). The goal of descriptive research design is to identify a phenomenon and its features.

Descriptive design is used in this study to analyze and explain the effect of content marketing strategy on brand awareness within soft drink brands'. Furthermore, the explanatory design is employed to elucidate the cause-and-effect connection between content marketing strategies and brand awareness.

3.3. Data Types and Data Sources

According to John (2007), researchers can employ two types of data: primary data and secondary data. In this study, the researcher gathered data from both primary and secondary sources. The primary data source for the research is the response collected through the administrated questionnaires. These responses provide direct insights into the effect of content marketing strategies on brand awareness. The secondary data source includes existing literature and research studies related to Content marketing strategies and brand awareness.

3.4. Population of the Study

In research terminology, the population may be defined as complete groupings of persons, institutions, aims, and so on that have similar traits and are of interest to the researcher. Ideally, one would research the entire population. However, this is frequently difficult or impractical, thus a sample must be used instead. A sample is a collection of items drawn from a population that are thought to be representative of the population. The target population is anyone who is a consumer of beverages within a specific industry. This includes individuals who regularly purchase and consume soft drink brands such as Coca-Cola, Merinda, Fanta, and other soft drink brands available in the market. And also who use social media platforms.

3.4.1. Sampling Procedure

Sampling is the process of picking a subset of a population to obtain a generalized result or position for the selected population. It is employed since the researcher cannot investigate the entire population because it is expensive and time-consuming.

3.4.2. Sample size

Sampling is a crucial aspect of research design, involving the deliberate selection of a subset of individuals from a larger population to conclude the entire population. Jankowicz (1995) defines sampling as the intentional choice of a specific number of people, forming a sample that provides data for generalizing findings to a broader group, or population, they represent. This approach allows for economically feasible and timely research by utilizing a portion of the population.

In this study, a convenient sampling technique was employed to select samples from the population. This method involves the continuous selection of cases until the desired sample size is achieved, prioritizing those cases that are most readily accessible (Zikmund, 2003). As the study's population is considered infinite, the appropriate sample size is determined using the formula provided by Kothari (2004).

The formula for Sample Size (n):

$$n = \frac{Z^2 \cdot p \cdot q}{e^2}$$

Where:

$Z=1.96$ (for a 95% confidence level), $p=0.5$ (sample proportion)

$q=1-p=0.5$, $e=0.05$ (acceptable error)

Calculation

$$n = \frac{(1.96)^2 \cdot (0.5) \cdot (0.5)}{(0.05)^2}$$

$$n = \frac{3.8416 \cdot 0.25}{0.0025}$$

$$n = 384.16$$

This confirms that the sample size for the study is 384 individuals.

3.4.3. Sampling Technique

This study used a convenience data collection method to select participants who were readily accessible and available within the target population. This sampling method allows for efficient data collection and enables the researcher to reach a broad audience within a reasonable timeframe.

3.4.4. Data Gathering Instruments/variables and measures

This study employs a structured questionnaire. It consists of closed-ended questions to provide a comprehensive understanding of the effectiveness of content marketing strategies on brand awareness. The variables will be measured using a Likert scale with five response categories that stretch from strongly agree to strongly disagree).

The questionnaire includes demographic questions to collect information about respondents' age, gender, and other relevant characteristics, perceptions of content marketing strategies' effectiveness, and brand awareness.

3.5. Data Analysis Technique

The data analysis was conducted based on demographic information, descriptive statistics, and multiple regressions using SPSS. The researcher also used regression and correlation analysis to test the hypothesis. For visual representation of findings and results, pie charts and tables will be used.

3.6. Reliability and Validity

To approve and validate quantitative research, validity, and reliability are two important aspects.

3.6.1. Validity

Validity is a key phrase in research that relates to the conceptual and scientific soundness of a study (Graziano & Raulin, 2004). Many experts believe that the basic goal of research is to provide valid conclusions. Validity refers to the degree to which a test measures what it promises to measure. Research validity refers to the accuracy or veracity of the conclusions drawn from study outcomes (Jonson and Christensen, 2014).

Internal validity is how the findings of the research match the reality and as the researcher measures the findings that are aimed to measure the reality in quantitative research an ongoing process, it always changes because what is being studied is how people perceive the brand. So, internal validity measures whether the finding is non-spurious or not. Therefore the finding in this study is strongly supported by the result in the context and the general theory in the field.

External validity refers to whether the observed association can be generalized from the sample to the population. The language, wording, and phrasing of the questionnaire items were carefully crafted to ensure that they were clear, unambiguous, and appropriate for the target audience.

3.6.2. Reliability

Reliability refers to the constancy of a metric. A test is deemed dependable if it yields the same result on several occasions. Reliability refers to the degree to which an experiment, test, or measurement process produces the same result again. To be dependable, the study uses a variety of strategies to prevent problems with reliability.

Therefore, in this study, the researcher would use mechanisms like minimizing participants' errors when filing questionnaires, minimizing participants' bias, and avoiding researcher's errors. The reliability of the questionnaire items would be reviewed by the Cronbach Alpha test. If the Cronbach alpha coefficient is greater than or equal to 0.70 the study is reliable.

The questionnaire was administered to a sample of participants within the target population of beverage consumers. Participants were asked to rate their agreement with each item using a Likert-type scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The response was collected anonymously to ensure confidentiality and encourage honest feedback.

To assess the reliability of the data collected, Cronbach's Alpha was calculated for each set of items related to the different types of media advertising. The results are as follows:

Variable	Cronbach's Alpha	No of Items
Content Promotion	0.701	3
Content Production	0.783	2
Brand Awareness	0.839	3
Overall	0.873	8

Table 3.6.2. Data Reliability

Source: questionnaire, 2024

The Cronbach's Alpha values for each variable are above the acceptable threshold of 0.7, indicating a high level of internal consistency and reliability for the items measuring each

type of media advertising. The overall reliability score of 0.873 further confirms the reliability of the entire questionnaire.

3.7. Ethical Consideration

This research will be conducted in a way that doesn't subject the participant to any harm as ethical considerations, such as the respondents' right to anonymity, confidentiality, privacy and non-participation, informed consent, and protection from discomfort, harm, and victimization, were adhered to during the administration of the questionnaire. The researcher conducted the research after gaining the full consent of the participants through a prior explanation of the nature of the study and how the data will be used.

Chapter Four: Data Presentation and Analysis

4.1. Introduction

The preceding chapter determined the way a researcher used to conduct an empirical analysis and discussion. After collecting data by the questionnaire, this chapter presents quantitative statistics to analyze data. Specifically, this chapter is composed of discusses about questionnaire using normality testing, descriptive analysis, correlation analysis, and regression analysis, and discusses about findings of empirical results.

4.2 Response Rate

A total of 335 questionnaires were collected from smartphone users aged 18 and above to gather data about content marketing strategies and brand awareness, evidence from soft drink brands. To analyze general data, explanatory statistics such as frequency distribution and percentages were used. Regression analysis was used to explain the relationship between independent variables

Item	Response Rate	
	Total no.	Percent
Sample Size	384	100%
Collected size	335	87.2%
Remain uncollected	49	12.8%

Table 4.2. Response Rate

Source: questionnaire, 2024

From the above table, out of 384 sample sizes 335 (87.2%) were collected while 49(12.8%) of the questionnaire remained uncollected. Therefore, analyses were made based on the properly collected questionnaire.

4.3 Descriptive analysis

Descriptive analysis was used to describe and demonstrate the data that have been collected from the questionnaire in terms of frequency, and percentage results generated by SPSS version 26 by using quantitative analysis techniques.

4.3.1 Description of Respondents Profile

The demographic factors used in this research are age, gender, educational status, income level; social media time usage, most used social media platforms, and usage of soft drink brands.

4.3.1.1 Age of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30	294	87.8	87.8	87.8
	31-45	36	10.7	10.7	98.5
	46-60	4	1.2	1.2	99.7
	60+	1	.3	.3	100.0
	Total	335	100.0	100.0	

Table 4.3.1.1 Age of Respondents

Source: questionnaire, 2024

Based on Table 4.3.1.1, the majority of respondents (87.8%) are between the ages of 18 and 30. Second in line are those between the ages of 31 and 45 (10.7%), and 46 to 60 (1.2%). 60 years of age and above made up the remaining 0.3% of responses. The distribution of this group shows that the studied population is primarily composed of younger persons.

4.3.1.2 Gender of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	170	50.7	50.7	50.7
	Female	165	49.3	49.3	100.0
	Total	335	100.0	100.0	

Table 4.3.1.2 Gender of Respondents

Source: questionnaire, 2024

According to the above table, 50.7% of the 335 respondents were men and 49.3% were women. This demonstrates that 170 men and 165 women made up the total 335 participants who gave their consent to engage anonymously in this study. This indicates that there are somewhat more men than women in the group. This balance ensures that the findings can be generalized to both genders in the context of brand awareness towards Soft drink brands.

4.3.1.3 Education level of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma or less	63	18.8	18.8	18.8
	First Degree	208	62.1	62.1	80.9
	Second Degree	37	11.0	11.0	91.9
	Ms, PHD or more	27	8.1	8.1	100.0
	Total	335	100.0	100.0	

Table 4.3.1.3 Education Level of Respondents

Source: questionnaire, 2024

As seen in the above table out of the total 335 respondents 62.1% were First Degree holders ranging to 208 people, 18.8% were Diploma holders and less ranging to 63 people, 11.0% were Second Degree holders ranging to 37 people and 8.1% were Ms., PHD or more that ranged as 27 people. This implies that the majority of the respondents can understand, interpret, and conceptualize the idea of content marketing strategies and brand awareness well.

4.3.1.4 Income level of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3500 br. or less	131	39.1	39.1	39.1
	3501-10,000br.	55	16.4	16.4	55.5
	10,001-25,000 Br	90	26.9	26.9	82.4
	More than 25,000	59	17.6	17.6	100.0
	Total	335	100.0	100.0	

Table 4.3.1.4. Income level of Respondents

Source: questionnaire, 2024

As seen in the above table out of the total 335 respondents 39.1% of respondents earn 3,500 Br. or less per month ranging from 131 people, and 16.4% of respondents fall within the income bracket of 3,501 to 10,000 Br. Monthly ranged as 55 people, 26.9% of respondents have a monthly income ranging from 10,001 to 25,000 Br ranged to 90 people, 17.6% of respondents earn more than 25,000 Br. per month ranged as 59 people. This analysis illustrates the income diversity among the surveyed population, with a significant portion earning lower incomes while others fall into higher income brackets. This indicates that the majority of the respondents are likely sensitive to price and values.

4.3.1.5 Social media time usage of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1hours	30	9.0	9.0	9.0
	1-3 Hour	186	55.5	55.5	64.5
	4-6 hour	89	26.6	26.6	91.0
	More than 6 hour	30	9.0	9.0	100.0
	Total	335	100.0	100.0	

Table 4.3.1.5. Social media time usage of Respondents

Source: questionnaire, 2024

The above table shows that, of the 335 respondents, 55.5% spent one to three hours on social media, which corresponded to 186 people; 26.6% spent four to six hours on social media, which corresponded to 89 people; and 9.0% spent less than one hour on social media, which corresponded to 30 people, and 9.0% spent more than six hours on social media, which corresponded to 90 people. This indicates that the majority of responders put in between one and three hours a day on average. This shows that the majority of responders spend more time on social media.

4.3.1.6 Most frequently used social media platform of the respondents

		Responses		
		N	Percent	Percent of Cases
Social media platform	Facebook	99	9.5%	29.6%
	LinkedIn	65	6.2%	19.5%
	Snapchat	45	4.3%	13.5%
	Tiktok	159	15.2%	47.6%
	YouTube	220	21.1%	65.9%
	Instagram	194	18.6%	58.1%
	Telegram	261	25.0%	78.1%
Total		1043	100.0%	312.3%

a. Dichotomy group tabulated at value 1.

Table 4.3.1.6. The most frequently used social media platform of Respondents

Source: questionnaire, 2024

According to the table above, out of all 335 respondents, 261 respondents (25.0%), use Telegram more frequently than any other social media network. This indicates that Telegram is the most extensively used platform, as chosen by 25% of the respondents. Of the 220 respondents, 21.1% ranked YouTube as the second most often utilized social networking platform. As per 194 respondents, or 18.6% of the total, Instagram ranks third among social networking platforms.

TikTok, which was ranked as the fourth most popular social media network by 15.2% of the 159 respondents, came in at number one. Facebook and LinkedIn, with 9.5% and 6.2% of the respondents, respectively, were ranked as the fifth and sixth most popular social media platforms. Lastly, among the 45 respondents, Snapchat was the least popular social media platform, used by 4.3% of them. This shows that Telegram, YouTube, and Instagram are the most frequently used and preferred platforms by the respondents.

4.3.1.7 Soft Drink Brand Usage of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every day	25	7.5	7.5	7.5
	Weekly	111	33.1	33.1	40.6
	Monthly	125	37.3	37.3	77.9
	Quarterly or more	74	22.1	22.1	100.0
	Total	335	100.0	100.0	

Table 4.3.1.6. Soft drink brand usage of Respondents

Source: questionnaire, 2024

Out of 335 respondents, 125 individuals, or 37.3%, use soft drinks monthly, as seen in the table above. The data indicates that the majority of the participants drink soft drinks every month. Out of the 111 responders, or 33.1%, the second group experiences weekly failures. Next, 74 persons, or 22.1% of the responders, made up the third category, which fails on a quarterly or greater basis. Finally, daily, the least popular soft drink brand is not used. It would seem from this that there is a small but committed subset of people who make soft drinks part of their everyday routine.

4.3.1.8. Most seen promotional activities of soft drink brands

		Responses		Percent of Cases
		N	Percent	
Promotional activities	Social media advertising	249	53.5%	75.9%
	Contests	32	6.9%	9.8%
	Giveaways	47	10.1%	14.3%
	Influencers contents	137	29.5%	41.8%
Total		465	100.0%	141.8%

a. Dichotomy group tabulated at value 1.

Table 4.4.3.3 The most seen promotional activities of soft drink brands

Source: questionnaire, 2024

The data above, as we can see, indicates that respondents mostly view social media advertising, with 53.5% of them reporting that they see these ads most frequently. This domination highlights how social media platforms are widely used by soft drink brands

to connect and interact with their consumers. According to 29.5% of respondents, influencer material is the second most popular promotional activity that they see. They are frequently involved in promotions. The growing trend of brands using influencers to expand their reach and establish more genuine and intimate connections with consumers is reflected in this prominent presence. Giveaways are noted by 10.1% of respondents as a common promotional activity. These promotional efforts are designed to engage consumers by offering free products or prizes, thereby generating excitement and encouraging participation. Contests, although less frequently encountered, with 6.9% of respondents indicating they see them often, still play a valuable role in promotional strategies. Contests stimulate engagement by encouraging participants to take specific actions, such as sharing content or creating user-generated content, often for the chance to win prizes. According to the data, influencer content is the second most common promotional activity for soft drink brands, after social media advertising. This indicates that the promotional activities of soft drink brands especially social media advertising and influencer’s content were reached and become effective to be seen by the majority of the respondents.

4.3.1.9. Names come to mind immediately when you think about soft drink brands

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	6	1.8	1.8	1.8
	1-2	136	40.6	40.6	42.4
	3-4	144	43.0	43.0	85.4
	5-6	37	11.0	11.0	96.4
	more than 7	12	3.6	3.6	100.0
	Total	335	100.0	100.0	

Table 4.4.4.1 Top of mind

Source: questionnaire, 2024

As we can see from the above table, the data shows insights into brand recall among respondents when thinking about soft drink brands. Of the respondents, 43.0% can name three to four brands right away. This is the largest segment. As a result, it appears that several soft drink brands have been successful in gaining a sizable portion of the

customer mindshare. With 40.6% of the sample, one or two brands are easily recalled. It appears that although these respondents may know a few well-known brands, their ability to recall such brands is restricted to the market's big players. This demonstrates how highly visible a select few major companies are in the eyes of people. Fewer people, 11.0%, can recollect five to six different soft drink brands, suggesting that they are more familiar with and conscious of a larger variety of these brands. These participants probably possess a deeper involvement with the category and exhibit greater awareness of the range of choices offered in the marketplace. Just 3.6% of respondents were able to name more than seven brands. This may indicate enthusiasts or those with a strong interest in the beverage sector since it implies in-depth knowledge of and substantial involvement with the soft drink market. Conversely, 1.8% of participants were unable to readily recall any soft drink brands. This small portion suggests either a lack of interest in the market or little exposure to the branding and promotion of soft drinks.

Generally speaking, the majority of respondents (83.6%) can quickly name one to four soft drink brands, demonstrating that soft drink brands have great market presence and well-known brands.

4.4. Evaluation of content marketing strategy on brand awareness for soft drink brands

4.4.1. Evaluation of content production

4.4.1.1. Soft drink brands' contents are entertaining

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	17	5.1	5.1	5.1
	Disagree	28	8.4	8.4	13.4
	Neutral	108	32.2	32.2	45.7
	Agree	157	46.9	46.9	92.5
	Strongly agree	25	7.5	7.5	100.0
	Total	335	100.0	100.0	

Table 4.4.1.2. Soft drink brands' contents are entertaining

Source: questionnaire, 2024

The table shows that the majority of respondents have a positive opinion of the entertainment value of content from soft drink companies. The majority of respondents (54.4%) find the content offered by these brands to be interesting, either strongly agreeing or agreeing. This shows that by using entertaining content, their marketing methods successfully engage and appeal to a wide audience. Nonetheless, a sizable portion (32.2%) has no opinion, suggesting that although they are not particularly drawn to the content, they are also not turned off by it. Conversely, a negligible portion of respondents (13.5%) disagree or strongly disagree, indicating a low level of discontent with the content's entertainment value. This indicates that the majority of respondents have a positive opinion of the entertainment value of content from soft drink brands.

4.4.1.2. Soft drink brands' deliver creative content

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	20	6.0	6.0	6.0
	Disagree	31	9.3	9.3	15.2
	Neutral	89	26.6	26.6	41.8
	Agree	160	47.8	47.8	89.6
	Strongly agree	35	10.4	10.4	100.0
	Total	335	100.0	100.0	

Table 4.4.1.3 Soft drink brands deliver creative contents

Source: questionnaire, 2024

A significant majority of respondents believe soft drink brands produce creative content, as the table illustrates. Of those who agree with this statement, over half (47.8%) agree, and 10.4% strongly agree (58.2%). The fact that the majority of consumers find soft drink brands' content to be innovative is indicative of how well their marketing methods work. Noteworthy is the fact that 26.6% of respondents are neutral, meaning that although they don't find the content especially remarkable or uncreative, they also don't find it particularly noteworthy. Nevertheless, a lesser percentage of respondents a total of 15.3% express negative opinions, with 9.3% disagreeing and 6.0%

strongly disagreeing that the brands provide creative content. Overall, this indicates that soft drink brands deliver creative content.

4.4.2. Evaluation of content promotion

4.4.2.1. Soft drink brands' are intensively advertised

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	13	3.9	3.9	3.9
	Disagree	27	8.1	8.1	11.9
	Neutral	104	31.0	31.0	43.0
	Agree	132	39.4	39.4	82.4
	Strongly agree	59	17.6	17.6	100.0
	Total	335	100.0	100.0	

Table 4.4.3.1 soft drink brands' are intensively advertised

Source: questionnaire, 2024

The above table illustrates the statistics, which indicate that a sizable majority of respondents believe soft drink companies to be heavily advertised. A total of 57% of respondents admit the high intensity of advertising efforts by soft drink firms when combining the "agree" (39.4%) and "strongly agree" (17.6%) categories. This demonstrates how well-known soft drink brands are in the advertising world and how their intensive marketing campaigns can garner a lot of attention.

On the other hand, a lower percentage of respondents—8.1% disagreeing and 3.9% strongly disagreeing—express disapproval of this viewpoint, making up 12% of the sample. This minority indicates that some respondents might think soft drink companies aren't as widely advertised, or maybe they aren't exposed to them as often.

4.4.2.2. Soft drink brands' ads capture my attention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	34	10.1	10.1	10.1
	Disagree	62	18.5	18.5	28.7
	Neutral	114	34.0	34.0	62.7

Agree	108	32.2	32.2	94.9
Strongly agree	17	5.1	5.1	100.0
Total	335	100.0	100.0	

Table 4.4.3.2 soft drink brands' ads capture my attention

Source: questionnaire, 2024

As the table illustrates, perceptions of how well soft drink companies' social media advertisements work to grab consumers' attention vary widely. All told, 37.3% of respondents either strongly agree (5.1%) or agree (32.2%) that advertisements for soft drink brands effectively grab their attention. This implies that a large percentage of viewers are responding favorably to their tactics. On the other hand, a higher percentage of respondents 28.6% state that they disagree. 18.5% of respondents disagree, and 10.1% strongly disagree, that social media advertisements for soft drink companies grab their attention. Nearly a third of the respondents find these advertisements to be uninteresting, which suggests that it may be difficult for firms to improve the relevance or appeal of their social media material for this audience. 34% of respondents, the largest group, are still undecided. This indifference implies that these people don't find the advertisements all that interesting or engaging. Overall, this indicates that soft drink brand ads are effective in capturing the majority of the respondents.

4.4.2.3. Encounter with credible influencers promoting soft drink brands'

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	24	7.2	7.2	7.2
	Disagree	55	16.4	16.4	23.6
	Neutral	144	43.0	43.0	66.6
	Agree	99	29.6	29.6	96.1
	Strongly agree	13	3.9	3.9	100.0
	Total	335	100.0	100.0	

Table 4.4.3.2 Encounter with Credible Influencers Promoting Soft Drink Brands

Source: questionnaire, 2024

As the table shows, the data reveals diverse opinions among 335 respondents regarding their encounters with credible influencers promoting soft drink brands. A small segment, 7.2% (24 respondents), strongly disagrees, indicating skepticism towards the impact or credibility of influencers. Additionally, 16.4% (55 respondents) disagree, suggesting they do not perceive influencer promotions as influential or trustworthy. The largest group, comprising 43.0% (144 respondents), holds a neutral stance, implying that while they are aware of influencer endorsements, these promotions do not significantly shape their perception or purchasing decisions related to soft drink brands. However, nearly a third of the respondents, 29.6% (99 individuals), agree that credible influencers positively affect their view of these brands, demonstrating that influencer marketing can be effective in enhancing brand perception among this segment. Finally, a small but notable group of 3.9% (13 respondents) strongly agrees, underscoring that for these individuals, influencer endorsements are a crucial factor in their perception of soft drink brands. This indicates that the majority of the respondents did not encounter credible influencers of soft drink brands.

4.4.3. Evaluation of brand awareness

4.4.3.1. I’m quite familiar with soft drink brands

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	23	6.9	6.9	6.9
	Disagree	38	11.3	11.3	18.2
	Neutral	85	25.4	25.4	43.6
	Agree	149	44.5	44.5	88.1
	Strongly agree	40	11.9	11.9	100.0
	Total	335	100.0	100.0	

Table 4.4.4.2 Im quite familiar with soft drink brands

Source: questionnaire, 2024

The data indicates that a significant percentage of respondents felt familiar with soft drink brands, as the table above illustrates. When the categories for "strongly agree" (11.9%) and "agree" (44.5%) are combined, 56.4% of respondents confirm their familiarity. This suggests that more than half of the participants are aware of different brands of soft drinks.

A notable portion, 25.4%, remains neutral. This suggests that while these respondents do not feel particularly unfamiliar with soft drink brands, they also do not consider themselves highly knowledgeable. This neutrality might indicate a moderate level of engagement where respondents are aware of the brands but not deeply knowledgeable about them.

However, a smaller percentage of respondents disagree and 6.9% strongly disagree that they are familiar with soft drink brands, indicating a lack of familiarity. This 18.2% total represents a minority that does not actively interact with soft drink companies or is only exposed to them infrequently. While most respondents are aware of and familiar with soft drink brands, a sizeable portion are either uninformed or apathetic.

4.4.3.2. I easily recognize soft drink brand(s) when I see their logos

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	17	5.1	5.1	5.1
	Disagree	14	4.2	4.2	9.3
	Neutral	64	19.1	19.1	28.4
	Agree	145	43.3	43.3	71.6
	Strongly agree	95	28.4	28.4	100.0
	Total	335	100.0	100.0	

Table 4.4.4.3 I easily recognize soft drinks when I see their logo

Source: questionnaire, 2024

The data indicates, as the table above illustrates, that a sizable majority of respondents are comfortable identifying soft drink companies based only on their logos. When the categories for "strongly agree" (28.4%) and "agree" (43.3%) are combined, 71.7% of respondents say they can recognize logos with ease. This shows that, for a significant segment of the public, logos are essential to brand identification and recall,

demonstrating the effectiveness of soft drink firms' branding initiatives in forging enduring and unique visual identities.

Though a smaller percentage of respondents disagree—4.2% disagree and 5.1% strongly disagree—that soft drink brands may be easily identified by their logos. Together, these 9.3% reflect a minority that might find it challenging to connect emblems to certain soft drink companies.

4.4.3.3. I easily recognize ads for soft drink brands

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	24	7.2	7.2	7.2
	Disagree	35	10.4	10.4	17.6
	Neutral	86	25.7	25.7	43.3
	Agree	142	42.4	42.4	85.7
	Strongly agree	48	14.3	14.3	100.0
	Total	335	100.0	100.0	

Table 4.4.4.4 I easily recognize ads for soft drink brands

Source: questionnaire, 2024

The data shows that respondents' ease of identifying soft drink brand commercials varied, as the table above illustrates. Together, the majority of respondents, or 56.7%, either strongly agree (14.3%) or agree (42.4%) that they can recognize advertisements for soft drink companies with ease. This implies that a significant percentage of viewers regard soft drink commercials to be memorable and distinctive, demonstrating the success of soft drink firms' branding and advertising strategies in producing memorable and impactful advertising campaigns.

Conversely, a smaller percentage of respondents disagree, with 10.4% disagreeing and 7.2% strongly disagreeing that it is easy for them to identify advertisements for soft drink brands. This 17.6% total indicates a minority that might perceive soft drink commercials as less memorable or unique for various reasons, such as ad clutter or less effective advertising tactics.

4.5. Descriptive statistics for all variables

The following table shows the overall descriptive statistics of the variables brand awareness, content production, and content promotion. Descriptive statistics uses scores that tend to describe the basic features of data in a study to provide summaries about the sample and the measures. Below we can see that all variables in this study have medium to high levels of agreement with the questions framed to capture the relationship between the dependent variable brand awareness with the independent variables content production and content promotion. As can be observed from the following table, brand awareness and promotion show a high level of agreement with mean scores of 3.58 and 3.45 respectively. Brand awareness and content production show a medium level of agreement with a mean score of 3.584 and 3.4537 respectively.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Brand Awareness	335	1.00	5.00	3.5841	.92364
Content Promotion	335	1.00	5.00	3.2299	.79245
Content Production	335	1.00	5.00	3.4537	.87725
Valid N	335				

Table 4.5. Descriptive statistics for all variable

Source: questionnaire, 2024

4.6. Testing Assumptions of Classical Linear Regression Model (CLRM)

4.6.1. Linearity test

A study was conducted to verify the linearity of the connection between the independent and dependent variables. Since linear regression simulates a linear connection between variables, this premise is critical. Scatter plots were produced between the independent and dependent variables to test this hypothesis. After a linear pattern was examined in the plots, a linear model was determined to be suitable. It would be necessary to change the variables or adopt a non-linear model if the scatter

plots reveal a random distribution, which would imply that the linearity assumption is broken.

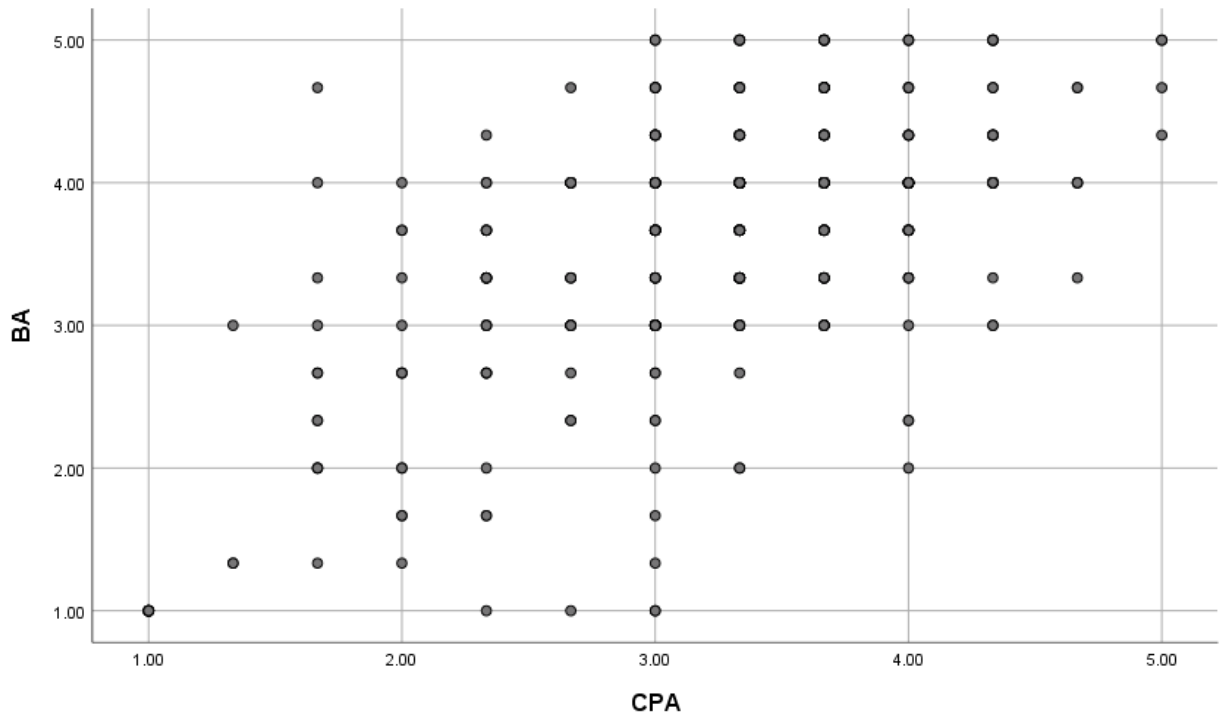


Figure 4.6.1.1. Linearity Test between Content promotion and brand awareness

Source: questionnaire, 2024

The scatter plot illustrates the connection between content promotion and brand awareness. The average brand awareness rating rises in tandem with the average efficacy of content marketing, according to the data points' positive linear trend. This provides evidence in favor of the linearity assumption, indicating that a linear regression model should be used to examine the connection between these variables. It follows that better content promotion will probably have a favorable impact on brand awareness, thus soft drink companies should keep making investments in and improving their content marketing plans.

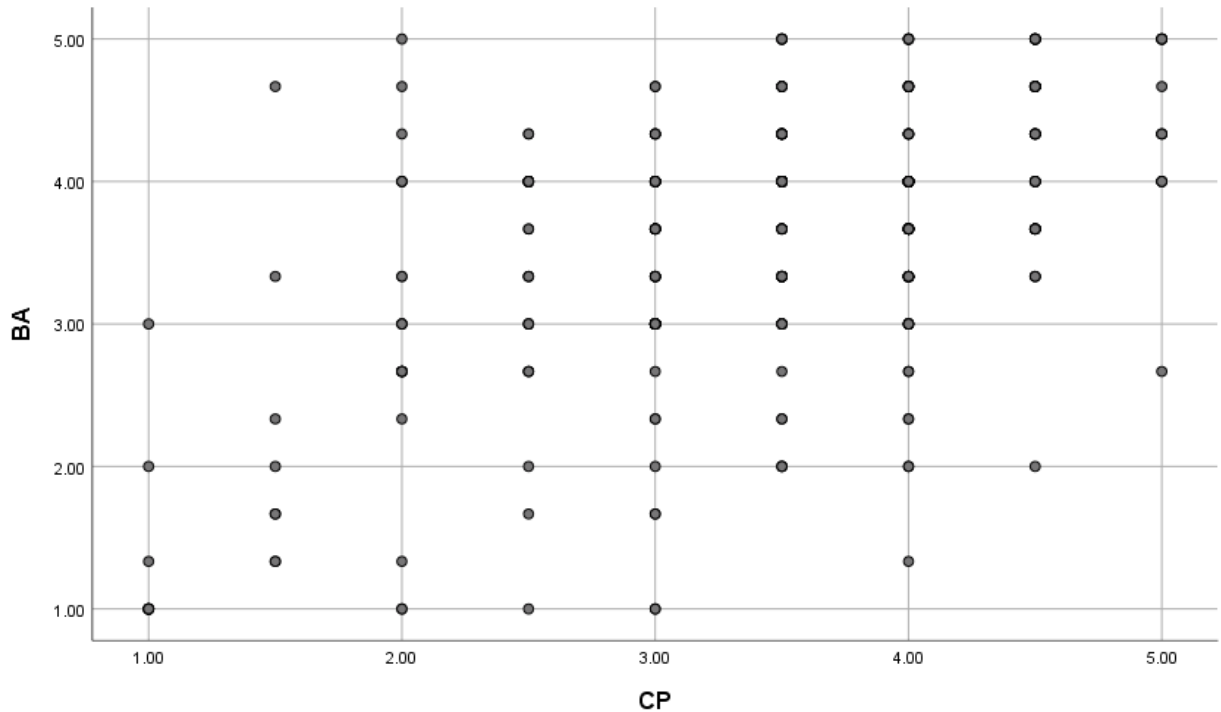


Figure 4.6.1.2. Linearity Test between Content production and brand awareness

Source: questionnaire, 2024

The scatter plot illustrates the connection between content production and brand recognition. The data points show a positive linear trend, meaning that the average brand awareness rating rises in tandem with the average efficacy of content development. This supports the linearity assumption and indicates that a linear regression model should be used to examine the relationship between these variables. It follows that better content promotion will probably have a favorable impact on brand recognition, thus soft drink companies should keep funding and refining their content creation plans.

4.6.2. Normality

The normality of the population is the basis for making statistical inferences about the sample drawn from the population (Kothari,2004). To examine normality, measure each variable of skewness (aims to see if the data is normally distributed) and kurtosis (aims to see if the data is peak or flat) relative to normal distribution. The common one for

both kurtosis and skewness to measure normality is between -2 & 2 (George & Mallery(2010)). Therefore based on my data the kurtosis and skewness for the three constructs were between -0.942 and 0.791 with standard errors of 0.133 and 0.266 respectively. These show that the data is normally distributed. The skewness and kurtosis of the variable is shown below.

Descriptive Statistics							
	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Brand awareness	335	3.5841	.92364	-.942	.133	.791	.266
Content Promotion	335	3.2299	.79245	-.582	.133	.415	.266
Content Production	335	3.4537	.87725	-.795	.133	.438	.266
Valid N (listwise)	335						

Table 4.6.2. Normality
Source: questionnaire, 2024

4.6.3. Homoscedasticity

To guarantee that the error terms' variance would remain constant, homoscedasticity was examined. The effectiveness of the regression estimates depends heavily on this supposition. The residuals were plotted against the fitted values to check for homoscedasticity. Homoscedasticity is shown if the plot displays a random dispersion with no discernible pattern. A visual examination of the residuals was done to confirm homoscedasticity, which indicates that the variance of the error terms is consistent across all levels of the independent variables

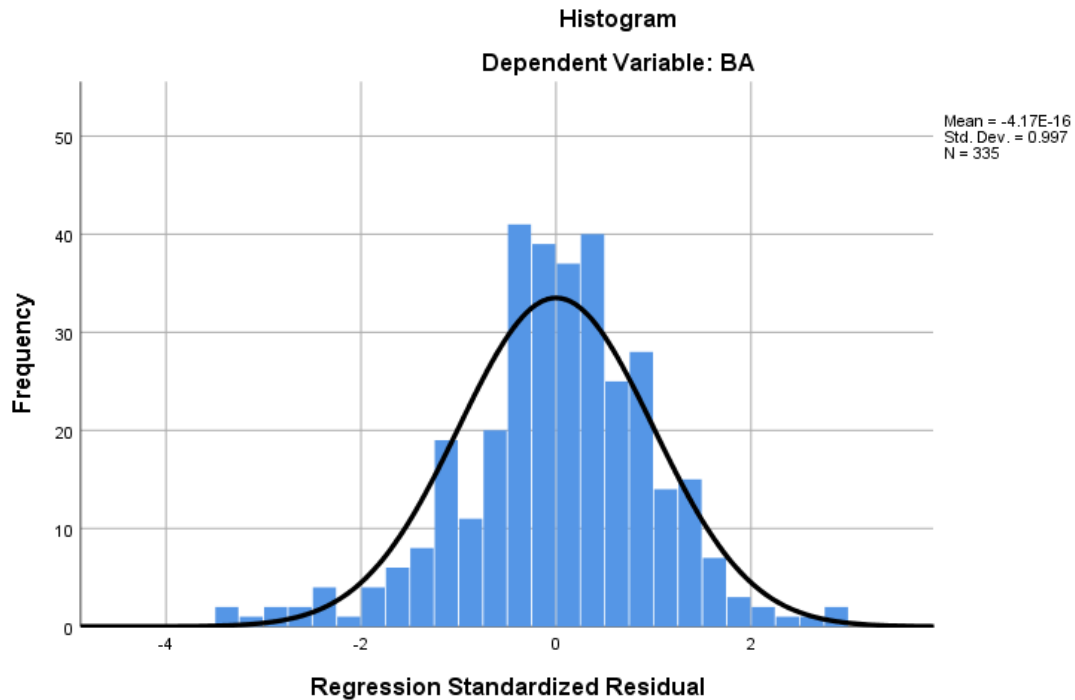


Figure 4.6.3. Histogram of Regression Standardized Residuals

Source: questionnaire, 2024

The histogram demonstrates that the residuals are homoscedastic, meaning that the variance is constant at all projected value levels and there is no discernible pattern or funnel shape. This strengthens the dependability of the regression results by verifying that the homoscedasticity assumption is met. It follows that the regression model is sound and that there is no heteroscedasticity in the error terms, guaranteeing reliable and consistent predictions. Soft drink companies may rely on the results of the regression model to accurately assess how content marketing strategies affect brand awareness now that this supposition has been verified.

4.6.4. Multicollinearity

To determine whether there was multicollinearity among the independent variables, the Variance Inflation Factor (VIF) was computed. High levels of correlation between independent variables give rise to multicollinearity, which can cause the model to become unstable and exaggerate the variance of the coefficient estimates. Regression

coefficient reliability may be impacted by considerable multicollinearity, which is shown by VIF values larger than 10. The stability of the regression model was ensured in this study by computing VIF for each independent variable, and values below the threshold confirming that multicollinearity was not an issue. To assess multicollinearity among the independent variables, Variance Inflation Factor (VIF) and Tolerance values were calculated. The results are presented in the table below:

Model		Collinearity Statistics	
		Tolerance	VIF
1	CPA	.605	1.652
	CP	.605	1.652

a. Dependent Variable: BA

Table 4.6.4. Multicollinearity

Source: questionnaire, 2024

All two independent variables- content production and content promotion have tolerance values greater than 0.1 and VIF values less than 10. Given that all VIF values are substantially below the 10 threshold and all Tolerance values are above 0.1, the Tolerance and VIF values show that there is no significant multicollinearity among the independent variables.

The estimates of the regression model are presumed to be dependable and not substantially inflated by multicollinearity if there is no severe multicollinearity. Consequently, it is safe to employ the independent variables (content production and content promotion) in the regression model to examine how they affect brand awareness. This guarantees the validity and dependability of the conclusions made on the impact of content marketing techniques on brand awareness.

4.7. Correlation

Correlation refers to a relationship or connection that exists between two or more objects. In statistics, correlation also conveys the same information by simply depicting the interdependence of variables as a straight line. In research, correlation illustrates how variables interact with one another. A study can examine the correlation between

variables using the following results: less than 0.5 indicates a low relationship between variables, more than 0.6 indicates a high relationship, and 0.9 indicates a strong relationship. Correlation is demonstrated to exist when a change in one variable also causes a change in the other variable.

Correlations

		Brand awareness	Content Promotion	Content Production
Brand awareness	Pearson Correlation	1	.607**	.550**
	Sig. (2-tailed)		.000	.000
	N	335	335	335
Content promotion	Pearson Correlation	.607**	1	.628**
	Sig. (2-tailed)	.000		.000
	N	335	335	335
Content production	Pearson Correlation	.550**	.628**	1
	Sig. (2-tailed)	.000	.000	
	N	335	335	335

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

Table 4.6. Correlation
Source: questionnaire, 2024

The two independent variables have a high association with the dependent variable, as the correlation table above demonstrates. With a correlation score of 0.628, the independent variable content promotion has the strongest association with the independent variable content production. With a correlation score of 0.607, the independent variable content promotion has the second-highest link with the dependent variable brand awareness.

4.8. Regression Analysis

Regression analysis is primarily described as a highly effective statistical technique that facilitates the examination of the relationship between two or more variables of particular research data. Regression analysis is a broad field that studies the effects of one or more independent variables on a dependent variable. It includes logistic regression, lasso regression, and linear regression, which are used to analyze normally

distributed data. Regression analysis is a research technique used to assess the nature and degree of a connection between one dependent variable and two or more independent variables.

4.8.1. Model Summary

One of the various outputs obtained from a regression analysis is a model summary. The degree of correlation between the dependent variable and the model is shown in the model summary table. It contains the following: the R, or multiple correlation coefficient, which displays the linear relationship between the dependent variable's observed and model-predicted values; the R Square, or the coefficient of determination equal to the multiple correlation coefficient's squared values; the Adjusted R Square, or corrected R square, which penalizes models with a high number of variables; and the Std. The error of the Estimate R.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.644 ^a	.415	.412	.70854	.415	117.782	2	332	.000

a. Predictors: (Constant), Content Production, Content promotion

Table 4.7.1. Model Summary

Source: questionnaire, 2024

The model summary's regression analysis shows that there is a positive connection (R = 0.644) between the dependent variable- brand awareness, and the independent variables- content production and content promotion. This association implies a close relationship between changes in brand awareness and the combined impact of these content marketing techniques. With a coefficient of determination (R Square) of .415, these three categories of content marketing tactics account for almost 41.5 % of the variation in brand awareness.

4.8.2. ANOVA

Analysis of variance is a different result obtained from a regression analysis (ANOVA). In a linear regression study, analysis of variance evaluates the data's linearity to determine how well the model fits the data. One can ascertain whether or not the differences between some of the means are statistically significant by utilizing the p-value of the ANOVA output. If the p-value is less than or equal to the significance level, the hypothesis is rejected.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	118.262	2	59.131	117.782	.000 ^b
	Residual	166.676	332	.502		
	Total	284.937	334			

a. Dependent Variable: BA

b. Predictors: (Constant), Content Production, Content promotion

Table 4.7.2. ANOVA

Source: questionnaire, 2024

In the above tables, it is seen that the significance level is less than 0.05 with $p < 0.05$ which shows that there is a significant linear regression that insinuates that strengthening content marketing strategies have a great impact on the brand awareness of soft drink brands.

4.8.3. Coefficients

A regression coefficient's sign indicates to the researcher whether each independent variable and the dependent variable have a positive or negative connection. A positive coefficient suggests that the mean of the dependent variable tends to increase along with the increase in the value of the independent variable. A negative coefficient indicates a tendency for the dependent variable to drop as the independent variable rises. When other variables in the model are held constant, the coefficient value indicates how much the mean of the dependent variable varies in response to a one-unit shift in the independent variable. This ability to maintain the other variables constant is crucial since it makes it easier to evaluate each variable's impact independently.

		Coefficients				Collinearity Statistics		
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	.946	.177		5.360	.000		
	Content Promotion	.504	.063	.432	8.010	.000	.605	1.652
	Content production	.293	.057	.278	5.152	.000	.605	1.652

a. Dependent Variable: Brand awareness

Table 4.7.3. Coefficients

Source: questionnaire, 2024

The standardized coefficient (Beta) for content production is 0.278, while the unstandardized coefficient is 0.504. Brand awareness and content production have a substantial positive association, as indicated by the t-value of 8.010 and the p-value of 0.000. This demonstrates that among the two content marketing strategies, content production has the lowest relative impact and that gains in brand awareness are correlated with increases in content production effectiveness.

The standardized coefficient (Beta) for content promotion is 0.432, while the unstandardized coefficient is 0.504. Brand awareness and content promotion have a substantial positive association, as indicated by the t-value of 8.010 and the p-value of 0.000. This demonstrates that among the two content marketing tactics, content promotion has the largest proportional impact and is most closely correlated with improvements in awareness of the brand.

To sum everything up, the analysis concludes that to effectively influence brand awareness, a varied content marketing approach that includes content production and content promotion is essential. Since content promotion has the biggest influence among these, companies should give priority to these channels to increase the efficacy of their content marketing strategies and raise brand awareness.

4.9. Hypotheses testing

A. Content Production

H1: Content Production has a positive and significant effect on brand awareness of soft drink brands in Addis Ababa, Ethiopia.

The regression result shows that the coefficient of content production is positive and statistically significant, with a p-value of 0.000 and a coefficient of 0.504. This means that, holding other independent variables constant when the effectiveness of content production increases by one unit, brand awareness will increase by an average of 0.504. The effect is statistically significant at the 5% significance level. Accordingly, the result supports the hypothesis that content marketing has a positive and statistically significant effect on brand awareness of soft drink brands. This finding aligns with previous studies indicating that content production effectively captures consumer attention.

B. Content Promotion

H2: Content Promotion has a positive and significant effect on brand awareness of Soft drink brands in Addis Ababa, Ethiopia.

The regression result shows that the coefficient of content promotion is positive and statistically significant, with a p-value of 0.000 and a coefficient of 0.293. This means that, holding other independent variables constant when the effectiveness of content promotion increases by one unit, brand awareness will increase by an average of 0.293. The effect is statistically significant at the 5% significance level. Accordingly, the result supports the hypothesis that content marketing has a positive and statistically significant effect on brand awareness of soft drink brands. This finding aligns with previous studies indicating that content promotion effectively captures consumer attention.

Explanatory Variables	Expected Impact on Brand Awareness	Actual Impact on Brand Awareness
Content Production	Positive and significant	Positive and significant

Content Promotion	Positive and significant	Positive and significant
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Table 4.7: Summary of Actual and Expected Signs of Explanatory Variables on the Dependent Variables

Chapter Five: Summary, Conclusion and Recommendation

5.1 Introduction

The above chapter presents and discusses the data gained from the instrument and the following chapter discusses the results presented in the chapter.

5.2 Summary of Findings

The study examined into how content marketing strategies affected Ethiopian soft drink companies' brand awareness in Addis Ababa. The content distribution channel, content promotion, and content development were the independent factors taken into account in the analysis. Brand awareness was the dependent variable. The study sought to measure the impact of different content marketing strategies on brand awareness through the application of multiple regression analysis.

The findings demonstrated that all three content marketing strategies significantly affect brand awareness. Content promotion exhibited the highest influence, followed by content production and content distribution channels.

- A total of 335 respondents who have access to smartphones and the Internet were studied. Amongst them 58.4% of the respondents were male and 41.6% were female. Most of the respondents were between the ages of 18-30 with First degrees. The majority of the respondents spend time on average 1 to 3 hours per day.
- Telegram (25.0%), YouTube (21.1%), and Instagram (18.6%) are the most frequently used platforms, indicating these platforms' significant role in reaching and engaging audiences.
- The largest group of respondents consumes soft drinks monthly, 37.3%.
- A significant majority (54.4%) of respondents either agree or strongly agree that the content provided by these brands is entertaining. This suggests that their content marketing strategies effectively engage and appeal to a broad audience through enjoyable content.

- Nearly half (47.8%) agree and an additional 10.4% strongly agree, totaling 58.2% that soft drink brands deliver creative content.
- A majority of respondents (56.7%) also easily recognize ads for soft drink brands.
- Combining the “agree” (39.4%) and “strongly agree” (17.6%) categories, a total of 57% of respondents acknowledge the high intensity of advertising efforts by soft drink brands.
- The majority of respondents (83.6%) can recall between 1 to 4 soft drink brands instantly, reflecting the strong market presence and brand recognition of these companies.
- A total of 56.4% of respondents affirm their familiarity with soft drink brands. This indicates that over half of the respondents have an awareness of various soft drink brands.
- The high R Square value of 0.415 indicated that 41.5% of the variance in brand awareness could be explained by the combined effect of these two content marketing strategies.
- The ANOVA results confirmed the statistical significance of the regression model, with an F-statistic of 117.782 and a p-value of 0.000. This indicated that the model reliably explains the variation in brand awareness. The coefficients table further illustrates that each content marketing strategy positively contributes to brand awareness. Content promotion had the highest coefficient, reflecting its substantial impact, followed by content production.
- Diagnostic tests conducted during the analysis ensured the robustness and reliability of the findings. The linearity test confirmed that a linear regression appropriately models the relationships between the independent and dependent variables.
- The homoscedasticity test showed that the variance of the error terms was consistent across all levels of the independent variables, validating the model's assumptions.

The study's overall findings emphasize how crucial a comprehensive content marketing strategy is for raising brand awareness. It was discovered that content promotion worked especially well, indicating that soft drink companies have to give these channels top priority in their marketing campaigns. But it's important to remember that content creation and delivery channels have important responsibilities as well. Businesses can improve their brand awareness and marketing efficacy by strategically allocating resources to and improving these advertising platforms.

5.4. Conclusions

Brand awareness is one of the most important assets in any business. It is therefore critical to understand its key drivers. The main objective of this study is to investigate the effect of content marketing strategies on brand awareness, evidence from soft drink brands. The researcher approached this objective by studying content marketing strategies for brand awareness. The questionnaire was administered in a Likert scale manner and the responses were analyzed based on percentage and that is conducted in SPSS. Hence all the content marketing strategies are positively related to the brand awareness of Soft drink brands. The study considered two content marketing strategies that are content production and content promotion confirmed their effect on the brand awareness of Soft drink brands. According to the Pearson correlation analysis, it can be seen that the two content marketing strategies namely, Content production and content promotion are positively related to brand awareness of Soft drink brands. Based on the findings, between content production and content promotion, content promotion has the largest proportional impact and is most closely correlated with improvements in awareness of the brand. Companies should give priority to these channels to increase the efficacy of their content marketing strategies and raise brand awareness.

5.5. Recommendation

Based on the findings of this study, several recommendations can be made to enhance the effect of content marketing strategies and improve brand awareness for soft drink brands' in Addis Ababa, Ethiopia. These recommendations are aimed at leveraging the strengths of content marketing strategies and optimizing overall brand awareness.

Continue Creating Entertaining Content and Creative Content Types: The study shows that entertaining and creative content have a significant impact on brand awareness. Soft drink brands' should continue creating more entertaining and creative content.

Prioritize Content Promotion: As the study shows, content promotion has the strongest impact on brand awareness. Soft drink brands' should prioritize and invest in content promotion by utilizing social media and also influencers' content to capture the attention of the audience and maximize reach and awareness.

Prioritize Telegram, Instagram, and YouTube platforms: The study shows that Telegram, Instagram, and YouTube are the most frequently used social media platforms. Soft drink

brands' should allocate more resources and effort to creating and promoting content on Telegram, Instagram, and YouTube.

With Ethiopia's infrastructure changing quickly and the youth adopting better lifestyles, marketers need to be agile enough to adapt to this rapidly shifting environment and make every effort to keep their platforms updated with content related to sports, entertainment, news, and other subjects. This study provides proof that content marketing strategies' influence and growth cannot be ignored.

5.5 Further Area of Investigation

Future research could investigate the role of personalized content in enhancing brand awareness. Additionally, studies could investigate which specific content promotion techniques such as SEO, SEM, social media ads, and influencer marketing have the most significant impact on brand awareness across different industries or demographics. Expanding the geographical scope to include different regions and markets could provide a more comprehensive understanding of media advertising effectiveness.

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Appendixes

Appendix: English Version Questionnaire

Dear Respondent,

My Name is Kirubel Tarekegn. I am currently conducting a Research Study for the partial fulfillment of my Degree of Master's in Digital Marketing. The Objectives of the study are focused on “The effect of Content Marketing Strategy on Brand Awareness: Evidence from the soft drink brands”.

I kindly ask you to fill all questions in this questionnaire with full honesty and be assured that there is no right and wrong answer. Your honest opinion is valuable for this study in terms of its contribution to making this study. I am very thankful for the support you are giving me and I would like to assure you that all your responses will be kept confidential and will only be used for research purposes.

1. Age

18-30

31-45

46-60

60+

2. Gender

Male

Female

3. Education level

Diploma or less

First Degree

Second Degree

PHD or more

4. Income level

3500 br. or less

3501-10,000br.

10,001-25,000br

More than 25,000

5. How many hours per day do you typically spend on social media platforms?

Less than 1 hour

1-3 Hours

4-6 hours than 6 hours

6. Which social media platform do you use most frequently? (Select all that apply)

Facebook

Instagram

Twitter

YouTube

LinkedIn

Tiktok

Snapchat

Telegram

Other _____

7. How often do you use Soft drinks?

Every day

Weekly

Monthly

Quarterly or more

8. Which soft drink brands' promotional activities do you see on social media most frequently? (Select all that apply)

Social media ad

Giveaways

Contest

Influencer's contents

Other _____

9. How many names come to mind immediately when you think about soft drink brands?

None

1-2

3-4

5-6

More than 7

Code	Variables	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

A	Content Production (C)					
CP2	Soft drink brands' contents are entertaining					
CP3	Soft drink brands deliver creative content.					
C	Content Promotion (Cp)					
Cp1	Social media ads for soft drink brands capture my attention.					
Cp2	Soft drink brands' are intensively advertised.					
Cp3	I often encounter credible influencers promoting soft drink brands'.					
D	Brand Awareness (BA)					
BA1	I'm quite familiar with soft drink brands.					
BA2	I easily recognize soft drink brand(s) when I see their logos					
BA3	I easily recognize ads for soft drink brands.					

