



ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE

**THE EFFECT OF SOCIAL MEDIA MARKETING ON
BRAND AWARENESS: THE CASE OF COCA-COLA**

By: Misikir Mulugeta

Thesis Submitted to the School of Graduate Studies of Addis Ababa University in
Partial Fulfillment for the Award of the Degree of Master of Arts in Marketing
Management

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DEPARTMENT OF MARKETING MANAGEMENT

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Advisor: Getie Andualem (Ph. D.)

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Approved by Board of Examiners

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DECLARATION

*I, Misikir Mulugeta, hereby declare that this thesis titled, ‘**The Effect of Social Media Marketing on Brand Awareness in Ethiopia: The case of Coca-Cola**’ is my original work. I have carried out the present study independently with the guidance and support of the research advisor, Getie Andualem (Ph. D.). Any other research or academic sources used here in this study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other institution.*

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Date

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LIST OF ABBREVIATIONS

1. E-WOM: Electronic Word of Mouth
2. FMCG: Fasting Moving Consumer Good companies
3. SAC: Share a Coke
4. SM Social Media

Abstract

The aim of this endeavor is to determine if social media marketing has an effect on brand awareness in the context of Ethiopia by taking Coca-Cola's recent campaign called the "share a coke" as a case study.

Three social media marketing components-Brand Exposure, Electronic Word of mouth and Customer engagement were used as dependent variables whilst brand awareness was treated as the independent variable. Questionnaires were distributed around 30 internet cafes located in Addis Ababa and responses analyzed. A descriptive statistics and regression analysis were used to analyze the data and draw conclusions.

All the three components of social media marketing (Brand Exposure, Electronic Word of mouth and customer engagement) were found to have a strong and positive impact on brand awareness. It was also found that customer engagement has the highest impact on brand awareness. Hence marketing managers in Ethiopia should consider using social medium marketing as part of their IMC strategy whilst being cognizant that the content they are pushing on social media has to be engaging to achieve better brand awareness levels.

Keywords: Brand Awareness, Social Media Marketing, brand exposure, Electronic word of mouth and brand engagement

Chapter I

1. INTRODUCTION

1.1 Background of the study

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

Social media has many impacts on society. It is converting the once passive consumers into digital activists, who are ready and willing to learn more information about their favorite brands, companies, and services, in addition to spreading that news as well (Rajapat, 2009). Social media is making it necessity for businesses to create a social media campaign that intrigues users with engaging content and authenticity (Mothner, 2010). Social media have become a new hybrid component of integrated marketing communications (IMC) that allow organizations to establish strong relationships with their consumers (Mangold & Faulds 2009).

As defined by Kaplan and Haenlein (2010, p. 61), social media are a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content. Social media encompass a variety of online information-sharing formats including social networking sites (e.g. Facebook, MySpace and Friendster), creativity works-sharing sites (e.g. YouTube and Flickr), collaborative websites (e.g. Wikipedia) and microblogging sites (e.g. Twitter) (Mangold & Faulds 2009). Social networking sites have recently outpaced email as the most popular online activity (Nielsen Online 2009), and have enabled consumers to connect with

others by exchanging information, opinions and thoughts about products and brands. Given the collaborative and social characteristics of social networking sites.

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

Since the advent of social media, the marketing funnel has been dramatically transformed from the simple to a highly complicated form (Haven et al., 2007). Improving the level of brand awareness is one of the marketers' challenges. To achieve the different levels of brand awareness, recognition, recall, top of the mind and dominant, brands need to make a strong association with customers. Based on the existing researches, Brand Exposure, Customer Engagement and Electronic-Word-Of-Mouth are the factors to be used for evaluating the impact of social media on brand awareness.

In comparison between social media, and traditional media, the former provides an interactive communication among customers and brands by allowing them to talk and share information via the web (Carlson, 2010).

Social media allow quick response to customer service issues by having the chance to hear good or bad news quickly (Brown, 2010), facilitating interactions, and sharing of contents (Palmer & Koenig-Lewis, 2009) in a fast, wide spread, viral, and low-cost way (Miller et al., 2009; Stokes, 2008).

The rational for this study was motivated by a personal interest and curiosity of the researcher as a brand manager of Coca-Cola who overlooked the digital execution of the share a coke campaign (SAC).

1.2 Statement of the problem

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

Ethiopia, in recent days; is witnessing a boost in marketing activities largely driven by the influx of multinational companies. Although new International Fast Moving Consumer Good (FMCG) companies are generally at the center of the marketing evolution, existing and local companies alike are also gradually adopting to the new wave with an attempt to drive their business objective. For example: Route to Market (RTM) is becoming a household practice in managing the consumer distribution of many FMCG products like Ambo Sparkling Mineral Water and the Coca-Cola Company's sparkling drinks. Integrated Marketing Communication (IMC) is the new buzz word among the marketing community. Recent marketing campaigns by Coca-Cola (Ethiopian New Year, Share a Coke), Unilever (Axe deodorant, signal tooth brush), Diageo (Meta for the lions, Zemen beer launch, Malta Guinness launch) and for Heineken (Bedelle Beer-celebrate the journey, Walia Beer-launch) have all leveraged some if not all consumer touch points. Coca-Cola particularly has started using social media as part of its IMC mix as witnessed in some of the campaigns which were executed in recent days (Ethiopians New Year and Share a Coke)

As brand manager for the Coca-Cola Company the researcher is consistently looking for effective combination of mediums for any particular campaign messaging to cut through. Nonetheless , there is a growing concern that the nascent growth in the importance of IMC coupled with the sluggish evolution of the traditional media landscape is making it apparent to look for new mediums to achieve brand awareness objectives. There are only two local national TV stations which were added in the last 20 years and the circulation of the biggest English newspaper has barely jumped beyond 10,000 copies since its inception 20 years

back. Hence cost of advertising is getting higher by the day while the clutter is preventing to deliver top of mind for brands.

As such, marketers in Ethiopia are presently confronted with the challenge of developing relevant content and then later finding a medium that will effectively deliver the message to their target audience. Coca-Cola has since started (pioneered) using Social media as one IMC tool by importing best practices from abroad particularly for its campaign which was launched in December 2014 (i.e. Share a Coke Campaign (SAC)). But it has so far been untested and little was done to validate (understand) separately the effect of the SAC social media marketing on brand awareness and it is also a very under researched topic here in Ethiopia.

Hence this research will try to determine the impact of using social media marketing on brand awareness in Ethiopia Share *a coke campaign (SAC)* as a case study.

1.3 Basic Research Questions

In order to assess the impact of social media on brand Awareness for FMCG brands in Ethiopia, using Coca-Cola as a case study; the following questions must be answered through this research study.

Based on existing researches, *Brand Exposure*, *Electronic-Word-Of-Mouth (E-WOM)* and *Customer Engagement* are the factors to evaluate the impacts of social media on brand awareness.

- Has Brand Exposure due to the SAC social media campaign led to positive change in brand awareness?
- Has E-WOM which was created as a result of the SAC social media campaign led to positive change in brand awareness?

- Has Brand Engagement as a result of the SAC social media campaign led to positive change in brand awareness?
- Which one of the three components of social media marketing has the greatest impact on brand awareness?

1.4 Objective of the study

1.4.1 General objective of the study

The purpose of this study is to investigate the impact of Social Media marketing on brand awareness, with specific focus on the FMCG industry using Coca-Cola as a case study.

1.4.2 Specific objectives of the study

- To determine if Brand Exposure due to the SAC social media campaign led to positive change in brand awareness?
- To find out if E-WOM which was created as a result of the SAC social media campaign led to positive change in brand awareness?
- To determine if Brand Engagement as a result of the SAC social media campaign led to positive change in brand awareness?
- To find out which one of the three components of social media marketing has the greatest impact on brand awareness?

1.5 Hypothesis of the study

H1: Exposure to the SAC social media campaign is
Significantly and positively related to Brand Awareness

H2: Electronic Word of Mouth (E-WOM) has a significant and a Positive impact on Brand Awareness

H3: Consumer engagement with the SAC campaign has a significant And a positive impact on Brand Awareness

1.6 Significance of the study

This study will provide a perspective for FMCG marketers who seek to have a practical understanding on the relevance of social media marketing to drive brand awareness in Ethiopia. It will also serve as a reference for media agencies who craft media plans and strategies for their clients.

Though there is clear and increasing trend in the usage and importance and penetration of social media, little to none empirical reads (researches) exist in the area of social media marketing. Hence, this study will serve as a future reference for researchers who seek to research the social media marketing scene in Ethiopia.

1.7 Definition of terms

1.7.1 Conceptual definitions

Social Media: The instinctual needs of humans to communicate with others in a two-way communication process via a form of media with these individuals, and is highly effective tool for customer service, business to business (B2B), and internal communication (Safko & Brako, 2009)

Social Media Marketing: refers to marketing through the use of social media or social networking sites. SMM techniques often exist to increase brand awareness,

increase sales, improve customer service, and implement marketing campaigns (Mangold & Faulds, 2009).

Brand Awareness is the likelihood that consumers recognize the existence and availability of a company's product or service. <http://www.investopedia.com>

Traditional advertising channels: refers to those old advertising media that existed before the advent of the internet.

Brand Exposure: In building a brand, after finding the target audience, the brand should start to disclose itself by using some strategies; this act is called “Brand Exposure” (Gole, 2009).

Customer Engagement: Engaged users and brands become members of a community/group who share their interest with each other. Memorability of the brand which is maximized if the amounts of cognitive effort people spend during the processing are maximized. Consequently, the chance of remembering a brand later on is maximized too, in the form of recall or recognition (Plummer et al., 2007).

Electronic Word of Mouth (E-WOM) was born with the advent of computer-generated mediums and is the extension of word of mouth (influencing) (Dellarocas, 2003). E-WOM is many-to-many communication and receiver and senders do not know each other.

1.7.2 Operational definitions

FMCG: are products that are sold quickly and at relatively low cost. Examples include non-durable goods such as soft drinks, toiletries, over-the-counter drugs, toys, processed foods and many other consumables (<http://en.wikipedia.org>)

SAC Campaign: is a debranding multi-national campaign which started in the mid 2011 by Coca-Cola Australia. The Coca-Cola logo is removed from the bottle, and replaced by a country's most popular names. The SAC aims to have people go out and find a bottle with their name on it, then share it with their friends.

The Coca-Cola Company: is an American multinational beverage corporation and manufacturer, retailer and marketer of nonalcoholic beverage concentrates and syrups, which is headquartered in Atlanta, Georgia. The company is best known for its flagship product Coca-Cola, invented in 1886 by pharmacist John Stith Pemberton in Columbus, Georgia.

1.8 Delimitation / Scope of the Study

The study is purely focused in assessing the impact of brand awareness as a result of social medium marketing on FMCG brands using Coca-Cola as a case study.

The generally accepted definition of Social Media spans to cover a wide spectrum of innumerable online tools. The extensiveness of existing social media platforms spans further than this research is able to cover. Financial restraints as well as time constraints inhibit this research study to cover the entire scope of social media platforms available today. This research will strictly concern itself with investigating social media in as far as it includes Facebook, twitter and Instagram.

There are product specific factors which can affect the outcome of these results as pertaining only to the FMCG industry and not necessarily to other product categories across the board. No reference or link will be made to the probable influence of past or congruently executed marketing initiatives (pricing initiatives, other marketing campaigns, improvement in distribution efficiencies, change in production, packaging, etc.) made by Coca-Cola on the consumers' perception (brand awareness).

Moreover, secondary data is limited to information that was publicly published otherwise no attempt is made to access confidential information of the Coca-Cola company which was accessible to the researcher due to company data provision policy . Lack of access to reveal some of the company's data might limit the robustness of some of the findings of this research.

In order to achieve a more focused study and in light of limited financial resources, it is deemed necessary to exclude the plethora of demographics that are available outside the capital city (Addis Ababa).

However, the findings of this study will contribute in boosting the relevance of social media in influencing brand awareness albeit for a specific industry. Furthermore, this study will establish a foundation on which to build on why organizations establish social media marketing strategies to enhance their brand reputations.

1.9 Organization of the study

This paper is organized into five clear and succinct chapters according to established research writing techniques.

Chapter 1: The first chapter discusses the background for the study, defines the problem statement for the research, sets out the research questions, sets the objectives, determines the significance and highlights the limitations of the study.

Chapter 2: on the second chapter a detail assessment of related articles to the study under issue is made. And After detailed assessment of several theoretical and empirical concepts a conceptual framework is derived.

Chapter 3: This chapter makes a step by step disclosure of the research methodology utilized and the tools applied to uncover the findings.

Chapter 4: the results of the study will be broadly presented in this chapter. Various statistical results are discussed and the relationship of the different variables under the study established.

Chapter 5: The last chapter presents the conclusion and recommendation based on the results from chapter four. The problems and objectives which are set out in chapter one are addressed.

Chapter II

2. REVIEW OF RELATED LITERATURE

2.1 Introduction

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

2.2 Integrated Marketing Communication (IMC)

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

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

Marketing communication channels are the means for companies to notify, remind, and convince customers about their brands, products or services (Kotler & Keller, 2009), but choosing efficient means to carry the message is difficult. The advent of the Internet has

created new avenues for finding customer; specially using social media channels to find and maintain customers are new challenge of marketers.

2.3 Social Media

2.3.1 Definition of Social Media

Although social media is a relatively new construct in the communication world, many researchers and authors have provided their own interpretations of what it can be defined as social media.

Social media networks are applications that allow users to build personal web sites accessible to other users for exchange of personal content and communication (Palmer and Lewis 2009). Social media according to Palmer and Lewis can be characterized as: online applications, platforms and media which aim to facilitate interactions, collaborations and the sharing of content.

As defined by Kaplan and Haenlein (2010, p. 61), social media are a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content. Social media encompass a variety of online information-sharing formats including social networking sites (e.g. Facebook, MySpace and Friendster), creativity works-sharing sites (e.g. YouTube and Flickr), collaborative websites (e.g. Wikipedia) and microblogging sites (e.g. Twitter) (Mangold & Faulds 2009). Social networking sites have recently outpaced email as the most popular online activity (Nielsen Online 2009), and have enabled consumers to connect with others by exchanging information, opinions and thoughts about products and brands. Given the collaborative and social characteristics of social networking sites.

Social media consists of various forms such as forums, blogs, micro blogging, social networks, media sharing sites, virtual worlds, social bookmarking, voting sites (Weber, 2009) message boards, wikis, and podcasts (Evans,2008). Social media is playing an important role in people's daily life and also in businesses. Looking at the vast penetration of social media and the projected number of active users in the future, we can expect companies to be more and more involved in the use of social media (Kichatov & Mihajlovski, 2010).

There are opposing schools of thought as to when social media was born. Some argue that social media did not begin with computers, and that it was born on "line" specifically on the phone. The era of Phone phreaking or the Rogue exploration of the telephone network of the 1950s was a period when techno-geeks-people who were very clued up on technology- began to investigate ways to allow them to make free or cheap calls. "These early social media explorers built "boxes" which were homemade electronic devices that could generate tones allowing them to make free calls and get access to the experimental back end of the telephone system (Borders,2009).

While on the other hand, others argue that social media came in considerably more recent years. Boyd and Ellison (2007) claim that "the first recognizable social network site launched in 1997. SixDegree.com allowed users to create profiles, list their Friends and, beginning in 1998, surf the Friends lists. Each of these features existed in some form before SixDegrees, of course. For instance, profiles existed on most major dating sites and many community sites. Classmates.com allowed people to affiliate with their high school or college and surf the Network for others who were also affiliated, but users could not create profiles or list Friends until years later. SixDegrees.com was the first to combine these features." As defined by Boyd and Ellison (2007), the generally accepted present-day understanding of social

media and what it has become would however suggest that these platforms as we Interpret them today, concurs with the latter date of origin.

2.3.2 Facebook

Facebook was originally born out of the trivial concept of allowing students to judge each other based on their facial appearance. Over a relatively brief period, Mark Zuckerberg founder of Facebook evolved the platform and introduced innovative ideas into the network, and added some useful features like a comments section, amongst other things.

Within a few months most of the schools and universities in the United States and Canada were on board, and a surprisingly large number of people had joined Facebook. In September 2006, the network was opened to any individual who had an email address and was over the age of 13. Subsequently, Facebook rapidly grew into the most popular social networking website.

In April 2011, the company launched a new service for marketers and interested creative agencies which is a form of online platform (Portal) that allows marketers and creative design agencies to build brand promotions on Facebook. Facebook is now a direct competitor of Google in online advertising and this new service has made it possible for companies to create dynamic commercial graphics or advertisement.

2.3.3 Twitter

Twitter was created in March 2006 by Jack Dorsey and launched that same year in July. Unlike Facebook where one can have friends to share different things, with twitter one has to get connected to the latest information on what they find interesting. One has to find the public stream that interests them and follow in the conversations. Each tweet is 140 characters in length. One can still follow the tweets regardless of whether they do not tweet at all, and also there is no limit as to how many tweets one can send within a given day (<http://twitter.com/about> , 2015) Through Twitter businesses now share their information or news faster to a large audience online following the company, and from a strategic stand point, this has helped companies that uses Twitter to position their brands and also gather business insight through feedback to boost their market intelligence in order to accurately target customers with relevant services and products or enhance business relationships. Twitter has helped lift brands, enhance customer relationship marketing and also improved direct sales by reaching out directly to the engaged audience on the platform (<http://twitter.com/about> , 2015).

2.3.4 YouTube

YouTube was created in February 2005 as a video sharing website on which users can upload, view and share videos as an informative and inspirational to others across the globe. The company uses Adobe Flash Video and HTML5 technology to display a wide variety of user-generated video content. YouTube acts as a platform for distributing contents by creators and advertisers as well. Over 3 billion videos are viewed every day and there are more than 400 million views per day on mobile devices (2011). It is estimated that more than 800 million people visit YouTube every month to watch and share contents. (www.youtube.com/about , 2011)

Just as the adage goes a picture is worth a thousand words, pictures have an impact in creating an image in the mind of a person. This has given YouTube a competitive advantage in online marketing; all in all more businesses are now using YouTube for their marketing advertising campaigns. Various companies with outstanding video campaigns have had their breakthroughs in this form of brand marketing, especially when the videos have gone viral. Most of these viral successes can be attributed to expertise and creativity of the brand marketer to entertain the audience hence making the public share the videos with others.

2.3.5 LinkedIn

LinkedIn started in 2002, but was officially launched on May 5, 2003. Many professionals have joined LinkedIn in recent years to share knowledge and insight in more than one million LinkedIn groups. The company operates the world's largest professional network on the internet with more than 135 million members in over 200 countries and territories. It is estimated that more than 2 million companies have LinkedIn Company Pages (as of November, 2011). There are 14 languages currently available: French, German, Italian, Japanese, Korean, Portuguese, Romanian, Russian, Spanish, Swedish, English and Turkish. (linkedin.com, 2015) In LinkedIn, companies have access to a wealth of information that are mostly user provided through their profile data i.e. company name, job title, size of the company and LinkedIn uses this information for advertising targeted towards members. Companies pay some fees to advertise their products and services to particular LinkedIn members or affiliation groups on LinkedIn. The classic example is the success of Cathay Pacific Airway through their LinkedIn company page sends messages to the people who are following their company on LinkedIn asking them to recommend the company. Through this, the company has been able to increase its brand awareness among target market segment (www.marketing.linkedin.com , 2012).

2.3.6 Flickr

This is a photo sharing and video hosting website that was created by Ludicorp in 2004 and acquired by Yahoo! in 2005. It is available in ten languages and has a total of 51 million registered members and 80 million unique visitors (June 2011). Unlike the above mentioned networking sites that offer only one type of account,

Flickr offers two types of accounts, Free and Pro. Free and pro account differ in the number of photo upload allowance: With Free account, one is allowed to upload 300 MB of images and two videos per month, whereas Pro account users can upload an unlimited number of images and videos every month and receive unlimited bandwidth and storage. This networking system is compounded by different groups. Any member of Flickr is permitted to start a group which he can monitor and set restrictions for. (<http://en.wikipedia.org/wiki/Flickr>).

2.3.7 Instagram

Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and Flickr. A distinctive feature is that it confines photos to a square shape, similar to Kodak Instamatic and Polaroid images, in contrast to the 4:3 aspect ratio typically used by mobile device cameras. Users can also apply digital filters to their images. The maximum duration for Instagram videos is 15 seconds.

Instagram was created by Kevin Systrom and Mike Krieger, and launched in October 2010 as a free mobile app. The service rapidly gained popularity, with over 100 million active users as of April 2012 and over 300 million as of December 2014. Instagram is distributed through the Apple App Store, Google Play, and Windows Phone Store. Support for the app is available for iPhone, iPad, iPod Touch, and Android handsets, while third-party Instagram apps are available for Blackberry 10 and Nokia-Symbian Devices.

The service was acquired by Facebook in April 2012 for approximately US\$1 billion in cash and stock. In 2013, Instagram grew by 23%, while Facebook, as the parent company, only grew by 3%.(www.wikipedia.org)

2.4 Social Media Marketing

Chaffey (2004) describe internet marketing as *the application of the Internet and related digital technologies to achieve marketing objectives* (Chaffey , 2004,). These marketing objectives can be realized by use of social media networks which is a subset of internet application. Social media networking platforms serve as a tool for marketers (Qualman, 2010). This implies that Facebook, twitter etc. are means of accomplishing marketing strategies through the internet.

In its simplest form social media marketing is the marketing process of gaining attention or website traffic through social media websites. It is used for promoting products or services in different social networks in form of advertisements or in form of content. The basic most general goal is to increase sales of a product / service or to build brand awareness. (Wikipedia, 2013)

According to weber, marketing to the social web means to adopt completely new way of communicating with an audience in a digital environment. Instead of continuing as broadcasters, marketers should become aggregators of customer communities. It is not about broadcasting marketing messages to an increasingly indifferent audience. Instead, when marketing to the social web marketers should participate in, organize and encourage social networks to which people want to belong. Rather than talking at customers, marketers should talk with them (Weber, 2009).

Companies try to engage with as many users as possible by spreading their content and extending their social media presence to other platforms. This produces a larger and larger clutter where marketing messages are getting lost. Facebook nowadays offers a solution with their paid advertisements and post promotion, but many companies doesn't often have a budget to pay for such services. Another way is to focus on organic non-paid reach that is connected to the type of content and brand's social media communication approach. This of course differs depending on the social media platform and company's character, but generally there ingredients that are nowadays the basis for social media success (**Frick et al, 2012**)

1. Cool factor, humor
2. Usefulness and advantages
3. Immediacy and novelty
4. Personal approach

The biggest enemy factor is boredom. Official impersonal PR messages and marketing statements are not type of content for social media.

2.5 Traditional advertising channels

Traditional advertising channels refer to those old advertising media that existed before the advent of the internet. Over the years traditional advertising channels have been used in promotions, marketers have used traditional forms of marketing such as, sales promotion, media advertising, public relations and direct marketing to encourage prospects to take action or persuade existing customers to continue buying their products/ services. This has been done with an aim of increasing sales through branding. However, Jaffe (2005) has deemed these forms of traditional media to be non-viable because of their inability to reach large mass audiences. In fact, according to Jaffe, these traditional advertising channels are dead but not buried (Jaffe 2005: 7). This because some of these traditional channels are still effective and this argument is supported by Calde et al. (1998), and O'Guinn et al. (2009: 7). Calde and his colleagues confirm that there are some circumstances for which traditional advertising are more effective. It would have been better if there was in-depth comparative study that is looking at each traditional advertising channel into detail (Calder et al. 1998). However, the consensus is that today with the development of social media phenomenon and the power of the internet, the traditional advertising methods are not very effective unless they are supplemented with the power of online channel.

2.6 Brand Awareness

Aaker (1991) defined brand equity as “a set off five categories of brand assets (liabilities) linked to a brand's name or symbol that add to (subtract from) the value provided by a product or service”. He presented in his model the five dimensions of brand equity: a) brand awareness; b) brand perceived quality; c) brand associations; d) brandloyalty; and e) other proprietary brand assets, such as patents, trademarks and channel relationships. Aaker (1991) considers these dimensions as the main bases for brand equity measurement.

Keller (2003, p.76) defines awareness as “ the customers’ ability to recall and recognize the brand as reflected by their ability to identify the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory”. Aaker (1996) identifies other higher levels of awareness besides recognition and recall (Aaker 1991). He includes top-of-mind, brand dominance, brand knowledge and brand opinion. Brand knowledge is the full set of brand associations linked to the brand (Keller, 1993).

According to Aaker (1996), for new or niche brands, recognition can be important. For well-known brands recall and top-of-mind are more sensitive and meaningful. Brand knowledge and brand opinion can be used in part to enhance the measurement of brand recall. Similar measures are used by the Y&R and Total Research efforts. Aaker conceptualizes brand awareness must precede brand associations. That is where a consumer must first be aware of the brand in order to develop a set of associations.

2.7 Components of Social Media Marketing

Brand Awareness is a decades-old marketing challenge. It started with huge advertising agency campaigns for high profile brands like Coke, Pepsi, Johnson & Johnson and countless others in hundreds of different consumer product categories. Brand Awareness is still the impetus behind much of the advertising we still see on TV today. And while Brand Awareness was born out of the Business to Consumer marketing world, it is also a hugely successful initiative for Business to Business marketers. (Nichole, 2012)

Brand Awareness is at the top of the sales funnel (Exposure, influence , engagement) and generates interest at the highest level, providing marketers with an opportunity to turn Brand exposure into consumer engagement and ultimately sales (Nichole, 2012).

Figure 2.1: The Sales Funnel



Source: Nichole, 2012

In comparison between social media, and traditional media, the former provides an interactive communication among customers and brands by allowing them to talk and share information via the web (Carlson, 2010).

To achieve the different levels of brand awareness, recognition, recall, top of the mind and dominant, brands need to make a strong association with customers. According to Nichole, Brand Exposure, Customer Engagement and influence (Electronic-Word-Of-Mouth) are the factors to evaluate the impacts of social media on brand awareness.

2.7.1 Brand Exposure-

In building a brand, after finding the target audience, the brand should start to disclose itself by using some strategies; this act is called “Brand Exposure” (Gole, 2009). Exposing the brand assists customers to focus on small selected of brands for products or services which are in demand.

“Mere Exposure Theory” (Zajonc, 1968) is a potential theory for describing brand exposure relationship with brand awareness. The effect of mere-exposure is a psychological phenomenon by which individuals who are given a stimulus would develop a priority for people or things that are more familiar to them. This theory is used to explain communication impacts in kind of low information circumstance (Grimes, 2008; Matthes et al., 2007).

During a psychological and intellectual procedure the favorable impression is developed on people’s minds due to the familiarity with the object created by the exposure. Brand exposure can shape non-consumer behavior through cognitive mechanisms, because it can shape non-conscious behavior (Fitzsimon et al., 2008). Based on this theory the unintentional participation procedures occur in most of the marketing communications tools to reveal a brand, such as advertising in social media (Cianfrone et al., 2008). Brand exposure enhances brand awareness (Cornwell et al., 2000; Pitts & Slattery, 2004), purchasing intention and the brand attitude (Laroche et al., 1996).

There are several successful cases about social media usages for brand exposure that one of them is the Fiesta-Movement for Ford U.S. to expose its new product. It was great for the Ford due to making a lot of free advertising, through social media by people, and absorbing

the people's attention to this brand, selling 10,000 cars in six days and creating brand awareness for the Fiesta as a new product (Poffe, 2010).

2.7.2 Customer Engagement

Engaged users and brands become members of a community/group who share their interest with each other. Memorability of the brand which is maximized if the amounts of cognitive effort people spend during the processing are maximized. Consequently, the chance of remembering a brand later on is maximized too, in the form of recall or recognition (Plummer et al., 2007).

When a brand shares a picture, video or updating its status, the fans quickly think and talk about them, so brands can involve their customer easily and quickly (Manning-Schaffel, 2009). Engagement among customers and a brand has positive effects on service quality and customer satisfaction by getting customers' feedback (Moorthi, 2002). Also, this interactive media enhances message credibility and a sense of involvement (Bhattacharya & Sen, 2003).

2.7.3 Electronic-Word-of-Mouth (E-WOM)

Electronic Word of Mouth (E-WOM) was born with the advent of computer-generated mediums and is the extension of word of mouth (influencing) (Dellarocas, 2003). E-WOM is many-to-many communication and receiver and senders do not know each other. However, in case of trusted websites the effects of e-WOM is high because of the number of people that involved in a discussion. E-WOM helps marketers to reduce their cost of advertising,

because transferring a good experience is more effective than advertising. Customers believe messages from other customers rather than messages from the company itself (Jansen et al., 2009).

According to Integrating Marketing Communications Model (Kotler & Keller, 2009) for building brand equity and the extended model by Xu and Chan (2010), WOM (e-WOM) has a direct relationship to brand awareness. When a person has strong intention to a brand or a product, social media allows him to communicate and transfer his thoughts from a few people to the whole world (broad spread) very quickly. E-WOM can be a powerful tool to promote a brand, which can be used as one of the advertising tools such as recommending a brand from the fan page of a brand to others who may not be aware of the brand (Weber, 2009).

2.8 Measuring social media components

In order to connect social media to brand awareness we need to establish a set of core metrics across all three brand awareness variables.

Fig: 2.2 Core Metrics across brand awareness variables



Source: Nichole, 2012

For example within the category of exposure, we are measuring the reach we achieved with our social media marketing efforts. Metrics that can be aggregated to create your total social media exposure number are impressions, fans, followers, subscribers and any other mass “audience” you have generated through a social media channel (Nichole, 2012)

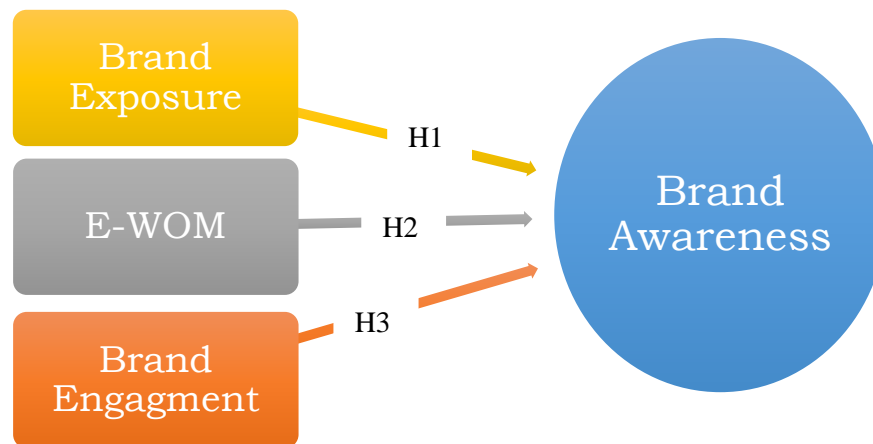
To calculate influencer metrics we will take a look at how many influencers mentioned you and the reach of their audience.

Engagement is the last stage in the funnel that relates to Brand Awareness. These powerful metrics tie social media to audience action, demonstrating its true value. Additionally, social media offers so many ways for the audience to engage that aren’t available in traditional public relations and advertising channels. (Nichole, 2012)

2.9 Conceptual framework

After the review of the above literature, the below theoretical framework is proposed for the study. Exposure to the campaign, customer engagement and Electronic word of mouth have a direct effect on brand awareness.

Figure 2.3 Conceptual Model



Chapter III

3. RESEARCH METHODOLOGY

3.1 Introduction

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

3.2 Research approach

A quantitative design using the survey method was used in the empirical segment of the study (Terre Blanche, Durrheim & Painter 2006). In quantitative research, data are quantified to apply statistical techniques in order to gain meaningful insights into relationships (Hair, Bush & Ortinau 2000). A quantitative approach was used as it is suitable to test for relationships using hypotheses, which was the case in this study (Glasow 2005). The survey method was selected because it easily facilitates the collection of data from large groups of respondents, is inclusive in the number of variables that can be studied, requires minimum investment to develop and administer and is relatively easy for making generalizations (Zikmund et al. 2009).

3.3 Sampling design

The target population comprised individuals who have the knowhow to use internet and whose age is above 13 Year old. Since there was no sample frame available for the study, convenience sampling was used in order to identify suitable respondents.

Sample size was determined using the Taro Yemaneh (1967) model formula as per the below.

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

Sample size based on the below assumptions

- $p=.5$ (maximum variability).
- 95% confidence level and
- $\pm 5\%$ precision.

$$\text{Sample size} = \frac{(1.96)^2 (.5)(.5)}{(0.05)^2} = \mathbf{385}$$

Per the above calculation 400 internet users were approached to fill in the questionnaire to full fill the sample size requirement of 385 respondents. The respondents were approached at different internet cafes in Addis Ababa.

370 questionnaires were returned providing 96% return rate but 48 questionnaire were discarded as they had multiple entry or zero response making the total number of samples entered to SPSS 322 (84%).

3.4 Source of data collection

Both primary and secondary data was used. Since there was no local research that was accessible to the best of the researcher knowledge an extensive attempt was made to source other researchers from abroad.

3.5 Data collection instrument

Data was collected through the use of a structured questionnaire. The questionnaire was divided into five sections. Section A elicited general and biographical information about respondents. Section B elicited information on respondents' perceptions of brand exposure. The questions in Section c were about Electronic word of mouth. And Section D sought information on respondents' perceptions of engagement on social media. The questions in Section E elicited information on brand awareness

With the exception of Section 1, Likert scales anchored by strongly disagree (1) and strongly agree (5) were used in the questionnaire. According to Syque (2010:1), Likert scales are a research instrument that offers several benefits. Firstly, the questions used are usually easy to understand and lead to consistent answers. Secondly, questions or statements act together to provide a useful coherent picture. Finally, the responses can easily be captured, analyzed and evaluated.

3.6 Data analysis method

The study is quantitative research approach and the collected data is analyzed by scale reliability for questionnaire scaling validity, descriptive statistics and multiple regression analysis including other applicable statistical tests with a view to determine the relationship between brand awareness and the three effects (components) of social media (brand exposure , engagement, and electronic word of mouth) to brand awareness . SPSS is employed for data analysis as statistical tool

3.7 Validity and reliability

The validity of this research is supported by the fact that all sources used were reliable and relevant and hence it has resulted to good quality and result of research. Few days before the interview questionnaire was given to 2 people (Digital Marketing Manager for Coca-Cola-

Mrs. Waithera Kabiru and Dr. Getie Andualem – My advisor) to check if the questions designed might give weak results. The contents of the questionnaire were crafted in line with conceptual framework. The comments and suggestions gave way to the designing of the final questionnaire.

The internal consistency of the sub-scales (Brand exposure, E-WOM, Engagement and brand awareness) is reported in the below Table Cronbach’s alpha values for the variables sub-scales ranged from 0.954 to 0.981, which were all above the acceptable benchmark levels of 0.70 (Malhotra 2011a). Content validity is the representativeness of the content of the measurement instrument (Malhotra 2011b). The pre-testing of the questionnaire had the effect of improving the content validity of the entire instrument.

Table 3.1: Cronbach’s Alpha Coefficient

Variable	Cronbach’s Alpha	Items
Brand exposure	0.954	4
E-WOM	0.956	4
Engagement	0.948	6
Brand awareness	0.981	7
Overall Reliability Score	0.959	21

Source: own survey, 2015

In addition, Cronbach’s alpha coefficients lead to the conclusion that the applied measurement scales exhibit strong levels of reliability, placing all variables under study with in the acceptable degree of reliability. The measurement scale for Brand awareness showing the highest reliability level.

Thereafter, the questionnaire was administered on four consecutive weekends (Saturdays and Sundays) in April 2014.

3.8 Ethical considerations

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.

Chapter IV

4. DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

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

This chapter now seeks to analyze the data collected from the structured questionnaire with the principal view of testing the hypothesis and research questions that were paused in Chapter 1.

4.2 Descriptive Analysis

4.2.1 Demographic Analysis

Close to 70 % of the respondents were in the age bracket of 13-19 (teens), and 30.4 % of the respondents were young adults (20-30) while the rest (28%) of the respondents were above the age of 30 (Table 4.1). Hence this sufficiently represents the target group of the Coca-Cola brand.

Table 4.1: Age of respondents

Age	Frequency	Percent
13-19	196	60.9%
20-30	98	30.4%
>30	28	8.7%
Total	322	100.0

Source: Own Survey, 2015

In terms of gender, the sample composition has almost equal representation of male and female. While 52.2 % of the respondents were male the rest 47.8 % were female (Table 4.2)

Table 4.2: Sex of respondents

Gender	Frequency	Percent
Male	168	52.2
Female	154	47.8
Total	322	100.0

Source: Own Survey, 2015

When it comes to education level much of the respondents were high school graduates (60.9 %) which correspondence to the dominant age group (i.e. teens) (Table 4.3). And the second highest education level was degree (26.1%).Number of Diploma and Masters Graduates take up the last two ranking with 8.7% and 4.3 % share respectively.

Table 4.3: Education level of respondents

Education Level	Frequency	Percent
High school	196	60.9%
Diploma	28	8.7%
Degree	84	26.1%
MA	14	4.3%
Total	322	100%

Source: Own Survey, 2015

4.2.2 Social Media Usage

Table 4.4: Social Media usage

Do you have social Media Account?	Frequency	Percent
Yes	294	91.3%
No	28	8.7%
Total	322	100.%

Source: Own Survey, 2015

As depicted on Table 4.4, out of the total 322 respondents 294 (91.3 %) of them have an account social media. Out of this the whopping 82 % of them are on Facebook and the rest of social mediums (Instagram, twitter, google +, flicker etc.) share the rest 17.3 % (Table 4.5)

Table 4.5: Type of social media usage

Type of Social Media	Frequency	Percent
Facebook	266	82.6
Instagram	42	13.0
Other	14	4.3
Total	322	100.0

Source: Own Survey, 2015

4.2.3 Brand Exposure

In building a brand, after finding the target audience, the brand should start to disclose itself by using some strategies; this act is called “Brand Exposure” (Gole, 2009). Exposing the brand assists customers to focus on small selected of brands for products or services which are in demand. “Mere Exposure Theory” (Zajonc, 1968) is a potential theory for describing brand exposure relationship with brand awareness. The effect of mere-exposure is a psychological phenomenon by which individuals who are given a stimulus would develop a priority for people or things that are more familiar to them. This theory is used to explain communication impacts in kind of low information circumstance (Grimes, 2008; Matthes et al., 2007). During a psychological and intellectual procedure the favorable impression is developed on people’s minds due to the familiarity with the object created by the exposure. Brand exposure can shape non-consumer behavior through cognitive mechanisms, because it can shape non-conscious behavior (Fitzsimon et al., 2008). Based on this theory the unintentional participation procedures occur in most of the marketing communications tools to reveal a brand, such as advertising in social media (Cianfrone et al., 2008). Brand exposure

enhances brand awareness (Cornwell et al., 2000; Pitts & Slattery, 2004), purchasing intention and the brand attitude (Laroche et al., 1996).

Table 4.6: Brand exposure descriptive analysis

Brand Exposure Questions	N	Minimum	Maximum	Mean
I remember seeing a Coca-Cola logo page on Social media	322	1	5	4.01
I was exposed to the SAC campaign for the first time through social media	322	1	5	3.66
I have subscribed to the Coca-Cola page to get news feeds	322	1	5	3.86
I remember seeing a post/Ad about SAC campaign on social media	322	1	5	3.96
Valid N (listwise)	322			

Source: Own Survey, 2015

As shown on table 4.6 above; the questions which were intended to understand brand exposure levels have resulted in an above average outcome confirming exposure to the brand and the campaign through social media (“1” being strong disagreement, “3” being neutral and “5” representing strong agreement). There is a strong recall for seeing the Coca-Cola logo on social media by respondents (mean 4.01) over and above the recall achieved by the campaign (3.96). This is may be to do with other historical communications by the company on social media or other third party stories about the brand which have been shared by users, companies etc but not necessarily by the company.

4.2.4 E-WOM

Electronic-WOM was born with the advent of computer-generated mediums and is the extension of Word of mouth (WOM) (Dellarocas, 2003). E-WOM is many-to-many communication and receiver and senders do not know each other. However, in case of trusted websites the effects of e-WOM is high because of the number of people that are involved in a discussion. E-WOM helps marketers to reduce their cost of advertising, because transferring a good experience is more effective than advertising. Customers believe

messages from other customers rather than messages from the company itself (Jansen et al., 2009).

According to Integrating Marketing Communications Model (Kotler & Keller, 2009) for building brand equity and the extended model by Xu and Chan (2010), WOM (e-WOM) has a direct relationship to brand awareness.

When a person has strong intention to a brand or a product, social media allows him to communicate and transfer his thoughts from a few people to the whole world (broad spread) very quickly. E-WOM can be a powerful tool to promote a brand, which can be used as one of the advertising tools

Table 4.7: E-WOM descriptive analysis

E-WOM	N	Minimum	Maximum	Mean
I often recommend the Coca-Cola page to others	322	1	5	3.23
I want my friends to like the Coca-Cola page	322	1	5	3.38
I have told my friends about the SAC campaign as a result of what I have seen on SM	322	1	5	3.41
The posts on the Coca-Cola page are things I like to talk about	322	1	5	3.51
Valid N (listwise)	322			

Source: Own Survey, 2015

According to the data gathered respondents have generally shared the campaign communications, but it is also important to see that there is less interests to share the company face book unless there is something new and of interest to share all the time. Hence why there is more inclination to talk about the SAC campaign (mean=3.41) than just the company (Coca-Cola) page (mean: 3.23). There needs to be something fresh for the consumer to talk about (Mean: 3.51).

4.2.5 Customer Engagement

Engaged users and brands become members of a community/group who share their interest with each other. Memorability of the brand is maximized if the amounts of cognitive effort people spend during the processing are maximized. Consequently, the chance of remembering a brand later on is maximized too, in the form of recall or recognition (Plummer et al., 2007).

Hollebeek (2011) defines customer engagement with a brand as a mixture of intellectual and emotional interactions characterizing customer's contextual and brand-related state of mind. When a brand shares a picture, video or updating its status, the fans quickly think and talk about them, so brands can involve their customer easily and quickly (Manning-Schaffel, 2009). Engagement among customers and a brand has positive effects on service quality and customer satisfaction by getting customers' feedback (Moorthi, 2002). Also, this interactive media enhances message credibility and a sense of involvement (Bhattacharya & Sen, 2003).

Table 4.8: Customer Engagement descriptive analysis

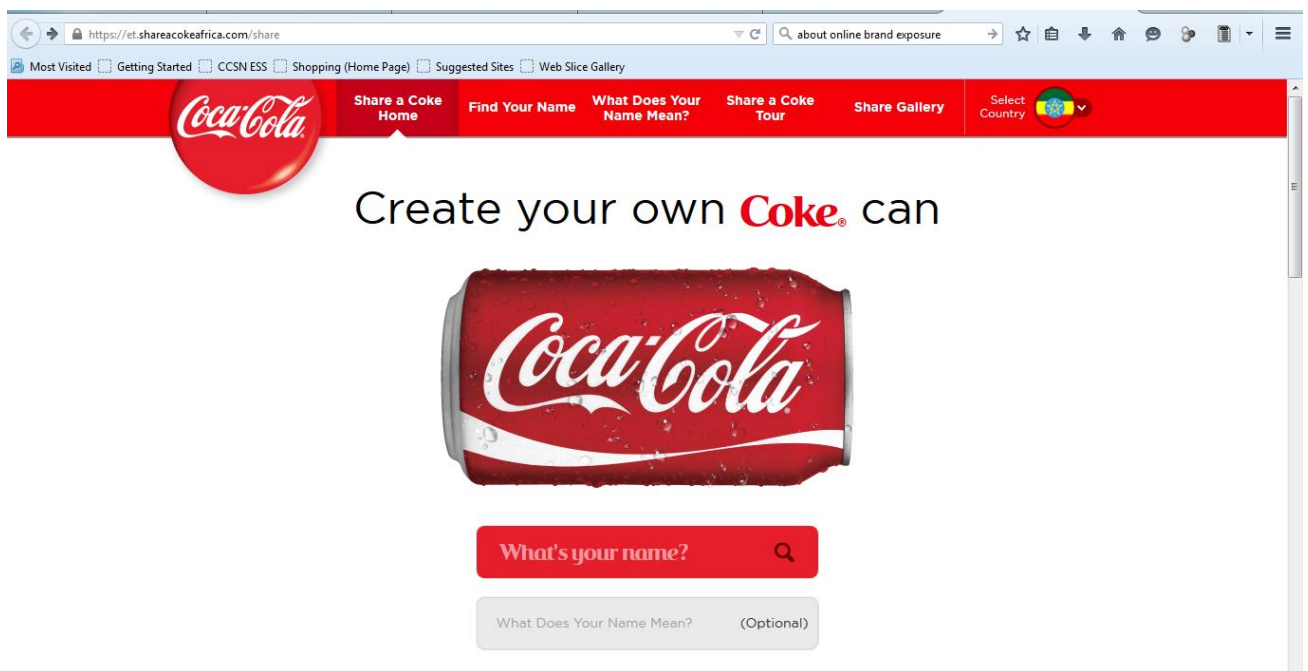
Customer Engagement	N	Minimum	Maximum	Mean
I often click on the SAC campaign page	322	1	5	3.19
I usually comment on the share a Coke campaign posts on SM	322	1	5	3.24
I like to share the posts from the SAC campaign on SM	322	1	5	3.32
I like to put up a post about the SAC campaign on my wall	322	1	5	3.24
I have enjoyed creating a virtual CAN for myself / friends/ Family	322	1	5	3.41

Source: Own Survey, 2015

From Table 4.8 it is easy to infer that quite many of the respondents have found the social media campaign engaging. For example, the respondents have shown engagement by liking

(3.32), commenting (3.24), placing posts on their wall (3.24), and creating virtual cans (3.41). The virtual can creation particularly might have been the reasons which drove at most engagement resulting hence why resulted in a higher score (3.41). This highlights that social media campaigns need to be designed in a way that will drive engagement by consumers as it is with the virtual can creation for Coca-Cola. The virtual can creating website (<https://et.shareacokeafrica.com/share>) allowed consumers to create a virtual Coca-Cola Can with their own name or friends name and share over social media account.

Fig 4.1: SAC virtual can creation site



Source: <https://et.shareacokeafrica.com/share>

Such as recommending a brand from the fan page of a brand to others who may not be aware of the brand (Weber, 2009).

4.2.6 Brand Awareness

Table 4.9 below presents all the 7 questions that were raised to the respondents pertaining to their awareness about the Coca-Cola brand the SAC campaign and the corresponding mean value. Strong recall for the campaign was achieved on social media 3.52 and the brand with mean value of 3.52.

Table 4.9: Brand Awareness descriptive analysis

Brand Awareness Questions	N	Minimum	Maximum	Mean
I know what the Coca-Cola brand looks like	322	1	5	3.39
I recall seeing the Coca-Cola logo on social media	322	1	5	3.48
I can identify the Coca-Cola brand among different other brands that appeared on SM	322	1	5	3.52
I recall seeing the SAC communication running on SM	322	1	5	3.52
I know what campaign the Coca-Cola company is running because I see it on SM	322	1	5	3.39
I can easily understand the posts put up by Coca-Cola on SM	322	1	5	3.39
My knowledge about SAC campaign comes fully from SM	322	1	5	3.26
Valid N (listwise)	322			

Source: Own Survey, 2015

4.3 Correlation Analysis

Table 4.10: Correlation Analysis

		Brand Awareness	Engagement	EWM	Brand Exposure
Brand Awareness	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	322			
Engagement	Pearson Correlation	.625(**)			
	Sig. (2-tailed)	.000			
	N	322	322		
E-WOM	Pearson Correlation	.541(**)	.299(**)		
	Sig. (2-tailed)	.000	.000		
	N	322	322	322	
Brand Exposure	Pearson Correlation	.629(**)	.312(**)	.524(**)	
	Sig. (2-tailed)	.000	.000	.000	
	N	322	322	322	322

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

Source: own survey, 2015

Table 4.11 presents the result of the correlation between the independent variables (engagement, E-WOM and brand exposure) and the dependent variable (brand awareness). It is therefore found that Pearson correlation (r) between engagement and brand awareness was statistically significant; $r = 0.629$, $p < 0.01$. The correlation between E-WOM and brand awareness is also revealed statistically significant; $r = .541$, $p < 0.01$. The correlation between brand exposure and brand awareness is also presented to be statistically significant; $r (406) = 0.625$, $p < 0.01$.

4.4 Regression analysis

To investigate the objectives of this research study, the relationship between the dependent variable and the independent variables, Multiple Linear Regressions was used. Multiple regression analysis relates independent and dependent variables in a manner that takes mathematical inter-correlation into account (Malhotra 20011). It is a statistical technique that can achieve the best linear prediction equation between independent variables and dependent variables (Aldlaigan & Buttle 2002).

The dependent variable is Brand Awareness (Y) and the three independent variables are Brand Exposure (X1), Customer Engagement (X2) and Electronic-Word-Of-Mouth (X3). These variables are used in the multiple linear regression models:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e \quad (\text{where } e \text{ is the error term})$$

Table 4.11: Model Summary –Social Media Marketing

R	R Square	Adjusted R Square	Std. Error of the Estimate
.794(a)	.630	.627	.74585

a. Predictors: (Constant), Brand Exposure, Customer Engagement, E-WOM

b. Dependent Variable: Brand Awareness

Source: own survey, 2015

Table 4.12 uses the output model summary, to present the strength of the relationship between the independent variables of multiple regressions and the dependent variable which is measured by the relation R. Regarding the results of analysis, R=0.794 which shows a reasonable positive correlation. The R Square value (= 0.630) shows the independent variables explain 63% of the variance in adoption. It means about 63% of the variation in brand awareness can be described by the variation in brand exposure, customer engagement and E-WOM.

Table 4.13: ANOVA

Source	Sum of Squares	Df	Mean Square	F	P
Regression	301.352	3	100.451	180.574	.000(a)
Residual	176.899	318	.556		
Total	478.251	321			

a Predictors: (Constant), Engagement, EWM, Brand Exposure

b Dependent Variable: Brand awareness

Source: own survey, 2015

The ANOVA (Table 4.13) gives information about levels of variance within a regression model which is used for tests of coefficients' significance. One-way ANOVA analysis, shows that acceptance of brand awareness toward social media is statistically significant, because F-value is statistically significant, $F = 180.574.148$. The p-value is less than 0.05 ($P=0$) which means that at least one of the three predictor variables can be used to model brand awareness.

Table 4.13 Coefficients of Social Media Marketing Components

Predictors	Beta(Coefficients)	T	Sig	Tolerance	VIF
(Constant)	1.133	-.814	.416		
Brand Exposure	.374	9.358	.000	.699	1.430
E-WOM	.207	5.136	.000	.705	1.418
Engagement	.538	12.182	.000	.877	1.140

a Dependent Variable: Brand awareness

Source: own survey, 2015

As depicted on table 4.14 a multicollinearity test after examining the tolerance value and the variance inflation factor (VIF) reveals that multicollinearity didn't present a problem and the independent variables were not highly correlated. The tolerance values should be greater than 0.1 and the VIF values should not exceed 10.0 (Pallant, 2010). Both values were above the acceptable range with highest tolerance value being 0.877, the highest VIF being 1.430.

The coefficient test is used to find the most effective independent variable(s). According to the result (Table 4.12), the estimated multi regression model is formulated as

$$BA = 1.133 + 0.374BE + 0.207EW + 0.538CE$$

Where...

BA is brand awareness,

BE = brand exposure,

$EW = E\text{-}WOM$ and

$CE = \text{Customer engagement}$

According to the equation, the highest coefficient is possessed by customer engagement which is equal to 0.538 with highest t-statistic (12.182) and p-value of 0.000. And, E-WOM has the lowest coefficient with weight 0.207. It shows that one standard deviation increase in customer engagement is followed by 0.444 standard deviation increase in brand awareness, provided that the brand exposure and E-WOM are left unchanged. It can be explained for both other independent variables in the same way.

4.5 Summary

The purpose of this research was to investigate the impact of Social Media marketing on brand awareness, with specific focus on the FMCG industry using Coca-Cola as a case study in Ethiopia.

The results illustrate that social media marketing positively influence brand awareness because all three examined factors, brand exposure, electronic-word-of-mouth and customer engagement positively influence brand awareness. Customer engagement had the highest impact among all the three. Based on the results, it can be concluded that the use of social media for the purpose of creating and enhancing brand awareness is essential and should be a part of marketers' strategies.

Therefore all the three hypothesis which were set out at the start are validated and all are correct.

Hypothesis (H1) Exposure to the SAC social media campaign (i.e. Share a Coke) has led to a significant Positive impact on Brand Awareness. The regression analysis showed a significant positive relationship between Brand exposure and brand awareness. Therefore Hypothesis H1 is supported.

Hypothesis (H2) Electronic Word of Mouth (E-WOM) has significant positive Impact on Brand Awareness. The regression analysis resulted in a significant positive relationship between E-WOM and brand awareness. Therefore Hypothesis H2 is supported.

Hypothesis (H3) Consumer engagement with the campaign has significant Positive impact on Brand Awareness. The regression analysis once again depicted a significant positive relationship between Engagement and brand awareness. Therefore Hypothesis H3 is also supported.

Chapter V

5. CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Below are the findings from the data analyzed in chapter 4.

- The individuals surveyed were largely teen but the gender representation was almost equal.
- Facebook was the most used social medium amongst the respondents over any other social medium
- Brand Exposure , E-WOM and customer engagement have all been positively impacted as a result of the SAC campaign
- Brand Exposure was enhanced as a result of the campaign communication. But respondents were clearly exposed to the company logo but not necessarily through the campaign.
- Brand awareness was also positively impacted as revealed by the strong recall from the campaign communication largely coming from the campaign communications that were pushed on on social medium.
- There is a statistically positive and significant relationships between all the variables and brand awareness

5.2 Recommendation

Based on the results, that importance of using social Media for the purpose of creating and enhancing brand awareness is established and marketers are advised to consider using social media as one IMC tool.

Most importantly an engaging communication over social media platforms has a greater impact in creating brand awareness. So mere posts which are seen as one way communication might not be the end means to achieve recall and marketers should challenge themselves and their digital team to come up with engaging contents as was done by the virtual can creation site by Coca-Cola. Social media content should be unique and relevant just so consumers are encouraged to share it to their fellow followers and drive electronic word of mouth.

Looking into the different social mediums available for consumers in Ethiopia, Facebook comes out by far as the biggest social medium used by Ethiopians. Hence marketing on Facebook should take precedence over any other social mediums.

5.3 Future Area of Research

This research shall be seen as pioneer works around social media marketing in Ethiopia and is marred with certain limitations which shall serve as bases for future researches; particularly the below topics present an opportunity for future researching.

- By widening the geographic scope of the data collection to include other cities beyond Addis Ababa a more comprehensive picture can be drawn
- The same analysis can be done but across different socio economic levels

- The effect of social marketing on mobile versus computer depending on where people access their internet
- Determining the effect of the quality (type) of the content(messaging) used on social media on brand awareness
- The impact of the various ways of paid media tools available and their impact on social media (posts, side banner , pay per click search optimization etc)
- The return on investment (cost) of social media marketing versus traditional media marketing
- A complete comparative review between the pros and cons of using traditional media and social media
- The effect of using both traditional and social media marketing as opposed to using them in isolation.

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APPENDIX

Appendix

Addis Ababa University School of Graduate Studies, School of Commerce Questionnaire on "The Effect of Social Media Marketing on Brand Awareness in Ethiopia: The case of Coca-Cola"

Dear Respondent,

My name is Misikir Mulugeta. I am currently working on a research as a partial fulfillment of my postgraduate study in Marketing Management from the Addis Ababa University, School of Commerce.

My study focuses on evaluating the impact of social media usage by companies to drive brand awareness in Ethiopia. To achieve the same I have chosen to critically evaluate the recent digital campaign which was conducted by Coca-Cola i.e. Share a Coke, and the impact it had on consumers perception.

This questionnaire is designed in two parts. One is designed to collect general information and second part is designed to find out the impact of the share a coke campaign had on your awareness on the brand.

I kindly request you to ***respond to all questions*** and be assured that there is no right or wrong answer. Your honest and full response is invaluable for the success and accuracy of this study.

I am very grateful for taking your time and I like to assure you that your response will be ***kept confidential and will only be used for this research purpose only***. You can contact me through alazarmar@gmail.com or +251 911220953 if you need more clarification.

Part I: General Information

In answering this part of the questionnaire, please use tick () mark in the boxes provided.

1. Age
13-19 () 20-30 () >30 ()
2. Sex
Male () Female ()
3. Education level
High School () Diploma () Degree () MA () PHD & above ()
4. Do you have a social media account?
YES () No ()
5. Which social medias do you use (*you can give more than one answer*)

Facebook () Instagram () Twitter () Other _____

Part I: General Information

This section is designed to find out your perception about the Coca-Cola Company's Social media marketing efforts for its *Share a Coke campaign and its subsequent impact on your awareness about the brand*. Please indicate the level of your agreement or disagreement for the following questions by placing a tick (✓) mark in the corresponding boxes.

	Variables	Strongly Disagree (1)	Disagree (2)	Neither agree nor Disagree (3)	Strongly (4)	Strongly Agree (5)
V1	Brand Exposure					
BE1	I remember seeing a Coca-Cola logo page on Social media					
BE2	I was exposed to the SAC campaign for the first time through social media					
BE3	I have subscribed to the Coca-Cola page to get news feeds					
BE4	I remember seeing a post/Ad about SAC campaign on social media					

V2	Electronic word of mouth	Strongly Disagree (1)	Disagree (2)	Neither agree nor Disagree (3)	Strongly (4)	Strongly (4)
EOM1	I often recommend the Coca-Cola page to others					
EOM2	I want my friends to like the Coca-Cola page					
EOM3	I have told my friends about the SAC campaign as a result of what I have seen on SM					
EOM4	The posts on the Coca-Cola page are things I like to talk about					

V3	Engagement	Strongly Disagree (1)	Disagree (2)	Neither agree nor Disagree (3)	Strongly (4)	Strongly (4)
ENG1	I often click on the SAC campaign page					
ENG2	I usually comment on the share a Coke campaign posts on SM					
ENG3	I like to share the posts from the SAC campaign on SM					
ENG4	I like to put up a post about the SAC campaign on my wall					
ENG5	I have enjoyed creating a virtual CAN for myself / friends/ Family					

V4	Brand Awareness	Strongly Disagree (1)	Disagree (2)	Neither agree nor Disagree (3)	Strongly (4)	Strongly (4)
BA 1	I know what the Coca-Cola brand looks like					
BA2	I recall seeing the Coca-Cola logo on social media					
BA3	I can identify the Coca-Cola brand among different other brands that appeared on SM					
BA4	I recall seeing the SAC communication running on SM					
BA5	I know what campaign the Coca-Cola company is running because I see it on SM					
BA6	I can easily understand the posts put up by Coca-Cola on SM					
BA 7	My knowledge about SAC campaign comes fully from SM					